

My Office

shop *sa*

VOL 96 ISSUE 10

THE OFFICIAL MAGAZINE OF THE STATIONERY, HOME AND OFFICE PRODUCTS ASSOCIATION

GET READY FOR
SOCIAL NETWORKING

BIG BAD BRANDING

SUCCESSFUL
BUSINESS PLANNING



shop-sa Magazine is the official magazine of the Southern African Association for Stationery, Home and Office Products. It is read by over 30 000 buyers and sellers of stationery and office products each month.

EDITOR

Mercedes Westbrook - mercedes@shop-sa.co.za

SENIOR GRAPHIC DESIGNER

Neil Caetano - neil@shop-sa.co.za

SUB EDITOR

Clare Matthes - clare@shop-sa.co.za

FINANCIAL CONTROLLER

Bill André - bill@shop-sa.co.za

ADVERTISING

Anna-Marie West - anna-marie@shop-sa.co.za

Wendy Dancer - wendy@shop-sa.co.za

NATIONAL OFFICE

Events and Web Facilitator: Wendy Dancer

New Membership: Rachel Skink

Reception: Ruth Montsho

BOARD OF DIRECTORS

Allan Thompson, Kolok Unlimited

Baron Combrinck, Interstat Agencies

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Hans Servas (Chairman), Honorary/Life Member of shop-sa

Helen Goodson, Redfern Print Service

Herman Botha, PNA

James Sibeko, Jabatha Paper & Stationery

Ryan Bidgood (Vice Chair), OfficeNational Africa (Pty) Ltd

Wessel Germishuizen, Libri Stationery

CONTACT US

PO Box 3226, Parklands, 2121

132 Jan Smuts Ave, Parkwood, 2193.

Tel: +27 (0)11 880 1147

Fax: +27 (0)11 880 1677

Email: info@shop-sa.co.za

Website: www.shop-sa.co.za

CONTRIBUTIONS

Letters and editorial contributions are welcomed and should be addressed to the editor at editor@shop-sa.co.za. Publication cannot be guaranteed and is subject to space and the editor's discretion.

THE LEGAL BIT

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Reaching out...

Shop-sa is growing its reach in leaps and bounds! Daily, increments of new readers and clients continue to grow our database, while the launch of the shop-sa Facebook page (please LIKE us) and our arrival to Twitter is seeing us take a viral approach to all social media markets... ensuring we capture the hearts and minds of the younger generations too.

Wendy Dancer has taken on the role of Events Manager at the shop-sa head office, in conjunction with her advertising portfolio, and will be assisting and inspiring the regional committees with the remainder of the 2012 events and putting together an exciting 2013 role out of trade show activities, socials and infotainment evenings.

Send Wendy your 2013 calendar events so she can post them to the shop-sa online calendar and co-ordinate with your major events taking place during the year. Please all take note of the upcoming shop-sa AGM on the 25th October. This is your forum to vote, have your say and find out just how actively shop-sa is working for you!

I am also delighted to welcome Clare Matthes, our new sub-editor to the team. Clare has extensive experience in the magazine environment and her bubbly nature and her enquiring and positive approach to both business and life are a breath of fresh air in the offices. If you would like to have Clare visit your premises and learn more about your business, feel free to drop her a mail at clare@shop-sa.co.za, and she will be most happy to oblige.

I was recently hosted at Paper World Shanghai, complements of Messe Frankfurt and was delighted to be able to represent the Southern African Home & Office Products Association. Please see pg 42 for an overview of this international event.

As you are all aware by now, My Office reaches the procurement officers and buyers in the end-user/consumer market. We invite each and every one of you – the active users of quality office products – to write to us, tell us what you want to see more of, enter our competitions and engage with us on our website and Facebook pages. We all live in a fast-paced world of immediate communication... and we want to hear what you have to say!

Regards

Mercédes

FACEBOOK: FACEBOOK.COM/SHOPSA.ZA
FOLLOW: TWITTER.COM/MYSHOPSA
FEEDBACK: SHOP-SA.CO.ZA



LETTERS

KZN SUCCESS

Just a big shout-out to say "THANK YOU" for an awesome KZN trade show event. I think the mix was good, a nice venue with ample parking and a good response. A very busy day was had by all. Your organisers Cathy and Marie (and I'm sure plenty behind the scenes) did you proud. We look forward to actively participating in the future.

Gail George
 Regional Manager TIDY FILES KZN

PRIZE WINNER!

Thank you so much for the gift sample of the BIC pen received with my monthly magazine – I so appreciate it.

Celeste Roberts
 SARS

PRIZE WINNER!

I would like to thank you and all at shop-sa for the amazing Philips docking station which I recently won. My family and I have had a lot of pleasure from it already.

Arlene Midlane
 SABvest

PRIZE WINNER!

Anna-Marie, your phone call made my day!! Especially since I had forgotten I had entered the Win This! Competition! Thank you so much for my prize.

Rulick Kekana
 Tiger Brands