



**HEAD OFFICE / FACTORY
UNIT 4 PYRAMID HOUSE
30 CONALD RD
GRANITESIDE**

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HARARE**

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Website: www.sykessigns.co.zw **Storefront:** www.classifieds.co.zw

VISION STATEMENT

Sykes Signs aims to become a leader in the manufacture and supply of signage and visual graphics media within the region.

MISSION STATEMENT

Sykes Signs will continuously offer our customers a complete signage solution of the highest quality, with service that is of world class standard.

We will strive to create a working environment to enable all stakeholders in the company to have opportunities for personal growth and development.

We will make use of technology to enhance our product range, improve our quality and to improve the skills of all stakeholders in the company.

We will strive to become the leading supplier of signage and visual graphics media to Zimbabwe and to the Southern Africa region.

Sykes Signs Company Profile.

Sykes Signs (Pvt) Ltd was registered as a company in Zimbabwe in 1970. The current owners have been running the company since 1994.

Our business is the manufacture and installation of signage and advertising promotional material. We have specialised in computer generated signage encompassing vinyl signage and full colour digital prints onto paper, vinyl, PVC and other materials for indoor and outdoor applications.

We service the signage and visual graphics requirements for the advertising, manufacturing, commercial, banking, insurance, retail, transport, hospitality and tourist industries.

For 35 years Sykes Signs was located at 85 Kaguvi St.

In keeping with our growth plans, in January 2005 we moved our manufacturing facility and head office to the light industrial area of Graniteside.

We are now situated at Unit 4, Pyramid House, 30 Conald Rd, Graniteside

Eleven people are currently employed on a full-time basis in the company, including the directors. We have 9 male employees and 2 female employees.

Management:

Director: **Mr. Gerald Hickey**

Trained and worked for Delta Corporation for 6 years before moving to Systron (Pvt) Ltd which was part of the Hunting Group holding the Hewlett Packard franchise. He rose in the technical department to the position of support manager. The experience acquired in IT hardware and software systems in technical and production environments prompted Mr. Hickey to seek opportunities to apply his technical knowledge. In 1994 he bought the existing company, and immediately began transforming it into a high- tech graphics and signage manufacturer.

Mr. Hickey holds a City & Guilds of London T5 certificate in Industrial Instrumentation and Control Systems. He has attended several management courses at Zimbabwe Institute of Management.

Managing Director: **Mrs. Marina Hickey (Cell: 0772 306388)**

Trained as a Hotelier with Zimbabwe Sun Hotels and Sheraton Group of Hotels, specialising in Food and Beverage Management. She has worked as Banqueting Manager at Sheraton Hotel Harare before joining Catercraft (Pvt) Ltd as the Food and Beverage manager. She joined Sykes Signs in 2000 on a full time basis after having assisted with the accounts from 1998.

Mrs. Hickey holds a diploma in Hotel Management and certificates from Hotel Schools in Switzerland and Kenya. In November 2015 she was one of 20 Women Entrepreneurs selected to be part of The Brilliant Entrepreneur Programme run by Zimtrade and The Dutch Embassy.

Production Executive: **Mr Taurai Gunda (Cell: 0772 341984)**

Joined Sykes Signs in 1994 and trained in house on production processes, graphic design, vinyl decal cutting and full colour digital printing before moving into sales and marketing. Mr. Gunda has a profound knowledge of sign manufacturing, materials and his excellent communication skills have served him well in this field.

Sales Executive: **Mr. Dominic Grey (Cell: 0775 372893)**

Joined Sykes Signs in 2011 having worked at various other companies gaining experience. Dominic has worked with companies such as Con Plant Technology, Hubert Davies & CO and Tinto Corporation. Dominic joined Sykes Signs as a Store Manager, and has since worked his way to Sales Executive as of 2012. Dominic has over 10 years experience in Sales and Marketing and has established himself as a very friendly and hardworking gentleman.

Products and services.

1. Illuminated light boxes - internal and external.
2. Non-illuminated metal signs internal and external
3. Perspex signs door labels etc
4. Billboards
5. Full colour digital printed PVC banners of all sizes
6. Full colour digital printed adhesive vinyl stickers
7. Doming of various products
8. Flags and flag poles
9. Flying banners including teardrop banners, sharkfin banners, telescopic banners
10. Printing onto T-shirts, cloth, coffee mugs, side plates, key rings, name badges.
11. Erection (rigging) of signage countrywide.
12. Tinting and frosting (sandblast effect) of windows.
13. Vehicle and fleet branding including vehicle wraps.

Production capability.

FABRICATION

Sykes Signs is fully equipped to fabricate light boxes of sheet metal, perspex, panaflex, PVC or other suitable materials.

We have equipment for the working of steel such as guillotines, benders, cutoff saws, angle grinders, surface grinders, drilling machines, rivet guns and welding machines.

Our staff are highly skilled with the equipment and have many years of experience in the manufacture of signs. We regularly send members of staff on relevant technical courses to Harare Polytechnic and Harare Institute of Technology to upgrade and refresh their skills.

Graphics Production

CUT VINYL GRAPHICS.

We have a 1600 mm wide Mutoh Kona vinyl cutter with magic eye for contour cutting for producing accurate, high speed vinyl decals. Used in conjunction with Easysign software, we are able to cut any vectored images supplied to us. We can also design, or scan and trace hard copy images for final production.

In addition to print and cut we offer a doming service that adds that luxurious finish to a product.

DIGITAL PRINTING

For high resolution indoor and outdoor prints we have acquired a Mutoh Valuejet 1624 mild solvent printer which has a maximum resolution of 1440 dpi with intelligent interweaving printing technology for unbeatable quality.

This machine is ideal for point of sale graphics as well as vehicle wraps, reproduction of photographs and any application requiring high resolution images.

DYE SUBLIMATION PRINTING

In keeping with our aim to offer our clients first world products, we have added a dye sublimation printer Mutoh Valuejet to allow the printing of full colour images onto cloth, for applications such as flags, teardrop banners, telescopic banners, sharkfin banner, popup banners, etc. Used in conjunction with our 1600 mm drum heat press, we are able to produce images onto polyester cloth up to 1500 mm wide.

SIGNWRITING

The company was originally started to offer sign writing services. Even today with computer generated vinyl graphics and digital printing, there are some applications which still require the skills of a sign writer. To accommodate this need, we have retained sign writers.

CUSTOMERS

| | Organisation Name | Relationship | Contact Person | Contact number |
|----|---------------------------|---------------------|-----------------------|-----------------------|
| 1 | CBZ Bank | Client / Bankers | Mr Venanzio Chivange | 04-748059 |
| 2 | Agribank | Client | Mr Misheck Chigatse | 04-774429 |
| 3 | Windmill | Client | Mr Cleophas Mupariwa | 04-334911 |
| 4 | ZFC | Client | Mr Madanhi | 04-753882-9 |
| 5 | Enbee Stores | Client | Mr Tapiwa Zhou | 04-752696-8 |
| 6 | World Vision | Client | Ms Edna Mujeni | 04-301709 |
| 7 | Hi Performance Gear | Client | Mr Godwin Murambiwa | 0772 220 517 |
| 8 | Premier Forklift Services | Client | Mr Watson Musa | |
| 9 | Mashonaland Tobacco Co. | Client | Mr Fabian Kugararipi | 04-700711 |
| 10 | Edgars Stores | Client | Mrs Ranga Mujuru | 04-754647 |

SUPPLIERS

| | | | | |
|---|------------------------|----------|-----------------------|--------------|
| 1 | Penanel Trading | Supplier | Mr Fortune Chikamhi | 04-788559/60 |
| 2 | Signwaves | Supplier | Mr Tavengwa Chimwanja | 04-443330 |
| 3 | Gilfun Steel | Supplier | | 04-752524 |
| 4 | Almin Metal Industries | Supplier | | 04-620110-8 |
| 5 | Ledger Paints | Supplier | | 04-611901 |
| 6 | Africa Steel | Supplier | | 04-770734-6 |
| 7 | MillChem | Supplier | | 04-756532/5 |

Supply Chain.

Sykes Signs makes use of a wide variety of raw materials for the manufacture of our signage and graphics products. Where possible we always source our raw materials locally in Harare to reduce delivery time, and help us focus on our core business.

Our local suppliers include:

Ledger Paints and Millchem Chemicals for our paints and solvents.

Gillfun Steel and Africa Steel for our steel sections and steel sheets as well as Almin Metal Industries for our aluminum products.

Our printing materials and various banner stands are sourced from Penanel (Pvt) Ltd and Signwaves (Pvt) Ltd.

We have selected these suppliers to be our partners because of their reliability and efficiency in their supply and delivery.

Quality Assurance System.

Sykes Signs is acutely aware of the importance placed on the production of corporate identity and branding material by organisations. We go to extreme lengths to ensure that colours, details, designs and other specifications are adhered to and followed to the letter.

To meet the high standards of our customers, we have equipped ourselves with state of the art graphics production equipment.

We involve the client in the production process by providing proofs for client to check at various stages, namely

1. Design stage (layouts and design content)
2. Pre-press (colour proofing)
3. Pre-print (material conformity)

Only after client is satisfied with these three stages will production proceed.

Our Banking details:

Bank : **CBZ Bank Limited**
Branch : **CBZ Borrowdale**
Account Name : **Sykes Signs (Pvt) Ltd**
Account Number : **029 22 55 05 100 11**