



60 years of Pro-Print: power, passion and precision

In Durban's vibrant print landscape, **Pro-Print** has been making waves for six decades. As it marks its 60th anniversary, this family-run powerhouse is celebrating a legacy of bold vision, innovation and sheer grit.

FOUNDED by the Roberts family in 1964, Pro-Print has evolved from a modest operation into a trailblazer in lithographic printing, dominating the pharmaceutical, healthcare and cosmetics packaging sectors. Its journey from the ground up is a story of passion, precision and unwavering commitment to excellence.

Managing director Yvette Roberts, the third generation at the helm of the company, reflects on their storied past with pride. 'When my grandfather started Pro-Print, he had a simple but profound philosophy: focus on quality, keep your promises and treat people right. Sixty years later, that same ethos drives everything we do. We've grown steadily,

organically and always with a focus on excellence,' Yvette enthuses.

A significant turning point in Pro-Print's history was the purchase of its first Komori press in 1986. 'That was a defining moment,' Yvette shares. 'It set us on a path to consistently delivering top-tier quality and developing a long-standing partnership with Komori. It was more than just a new machine – it was a statement about where we wanted to go as a company.'

Another pivotal moment came in 2017, when Pro-Print streamlined its factory into two distinct divisions – one for carton manufacturing and the other for producing packaging inserts like leaflets.



This move increased efficiency and allowed the company to better serve its growing customer base. 'We saw the impact immediately. Our operations became smoother and we were able to offer even more to our customers,' she explains.

But, perhaps the most profound milestone, according to Yvette, was when she joined the business 26 years ago. 'For my dad, having another family member join was deeply meaningful. It's been incredible to continue building on the foundation my grandfather laid and to do it alongside our dedicated team.'

Growing through technology

One of the key drivers of Pro-Print's success has been its embrace of technology. 'We've always believed in the power of innovation,' Yvette remarks. 'Standing in our factory today, you'll see a one-colour HEIDELBERG press from my grandfather's days next to a state-of-the-art Komori press. It's a visual reminder of how far we've come and our commitment to keep pushing forward.'

Pro-Print's investments in technology have not only improved efficiency, but also allowed the company to stay ahead of industry trends. 'Every new machine we buy gives us that extra edge – faster turnaround times, improved quality and more sustainable practices. Technology isn't just a tool for us, it's part of our DNA.'

The people powering Pro-Print

Behind every milestone and every piece of cutting-edge equipment is a team of dedicated individuals who have made Pro-Print what it is today. 'Our employees are the heart of this company,' Yvette says with conviction. 'Without them, we wouldn't be where we are. We're a family business in every sense – our staff are part of that family and we treat them as such.'

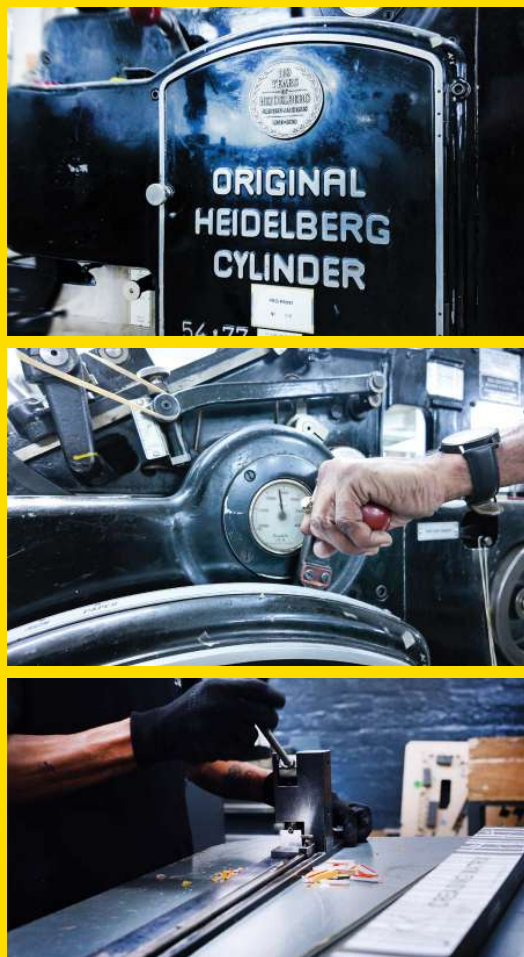
Pro-Print has always fostered a culture of openness and shared responsibility. The company's employee trust, which owns 10% of the business, ensures that staff have a stake in its success. 'We believe in giving back to our team. They are shareholders and deserve to know how the business is doing. There's no hierarchy here – everyone's voice matters,' Yvette explains.

This unique company culture is why many of Pro-Print's employees have been with the business for decades. 'We've grown up together,' she says, smiling. 'Our aim is to see growth not just in the business, but in our people. We're proud to support their families, their futures and the next generation.'



Giving back to the community

Yvette's commitment to people extends beyond the walls of Pro-Print. The company is deeply involved in charitable initiatives, supporting a wide range of causes, from early childhood development to feeding programmes and orphanages. 'Giving back is something my dad instilled in me,' Yvette reflects. 'He believed that the more you give, the more you get back in return. It's not just about business success, it's about making a difference in the community.'

Pro-Print's charity work spans numerous organisations, including Maletsatsi, Durban Child and Youth Care Centre and the Society of Saint Vincent de Paul, among others. 'We don't limit ourselves to one cause. Whether it's education, feeding programmes or helping the homeless, we believe in making a broad impact.'



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