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HEIDELBERG Southern Africa Hosts First Print Fundamentals 101 Training in Partnership with NEON Printers



Bridging generations of print: Eddie Beddy shares decades of industry knowledge with the next wave of talent during Print Fundamentals 101 at HEIDELBERG Southern Africa.

HEIDELBERG Southern Africa recently welcomed novice printers to its first Print Fundamentals 101 training days, hosted at its offices in partnership with NEON Printers. The session marked an important milestone in the rollout of the Prinect Performance Lab — HEIDELBERG’s dedicated training initiative focused on enticing newcomers to the print industry, developing skills and helping address the growing talent gap within the print industry.

Bringing together apprentices, new entrants, and aspiring print professionals, the training days are designed to provide participants with a practical introduction to print, modern production technologies and workflow processes. Through a combination of classroom learning and hands-on engagement, attendees were exposed to the key stages of the print lifecycle, from what print comprises, job intake, file preparation through to press operations and finishing.

Gary Levy, Prinect Business Driver at HEIDELBERG Southern Africa, commented:

“The skills gap in our industry is real, but it is also something we can actively change. Through the Prinect Performance Lab, we are creating an accessible, structured, practical way for people to learn by doing — not just theory, but in real production environments. Print Fundamentals 101 is the starting point of that journey, and it’s encouraging to see young talent engaging so positively with the industry from day one.”

The programme forms part of HEIDELBERG Southern Africa's broader commitment to strengthening the future of print through education, upskilling, and industry collaboration.

Addressing an Industry Need

Across Southern Africa's print and packaging sector, technology continues to evolve rapidly. However, many businesses still face a common challenge: finding skilled people who understand the fundamentals of print, increasingly digital production environments, and are ready to function within modern equipment operations.

The Prinect Performance Lab was created as a practical response to this challenge — offering structured training for both newcomers entering the industry and experienced professionals looking to deepen their technical expertise. By combining real-world production knowledge with workflow and software training, the initiative helps businesses reduce inefficiencies, improve quality, and unlock more value from their technology investments.

Building Foundations Through Print Fundamentals 101

The first Print Fundamentals 101 session focused on creating a strong base for those starting their careers in print. The goal of the programme is not only to teach technical knowledge, but also to build confidence and awareness of the many career opportunities available within the print industry. HEIDELBERG Southern Africa also recognised the valuable contribution of Eddy Beddy, a retired former Heidelberger, who partnered with the team on this first intake. Passionate about empowering the youth of Southern Africa, Eddy continues to dedicate his time and expertise to developing future talent and passing on decades of industry knowledge to the next generation.

Eddie Beddy added:

“It is a true honour to partner with HEIDELBERG Southern Africa on this first intake of young people coming into the printing industry. I have had the wonderful privilege of working and experiencing the changes that have evolved in the printing industry over the past 50+ years, from Letterpress to Computerisation and the modern workflow, and it is wonderful to still be involved, to give back to the industry, and to teach young people what an exciting industry it is to work in. With the introduction of AI and so much automation, I believe it is still very important for people to understand the basics and the processes used to produce the final result.”

The Role of Partnership

HEIDELBERG Southern Africa acknowledged NEON Printers for partnering on this first intake and supporting the development of future industry talent.

Andre van Beek, Consultant for NEON Printers, added:

“We are proud to partner with HEIDELBERG Southern Africa on this important initiative. Investing in people and creating opportunities for young talent is essential for the future of our industry. By helping newcomers understand the foundations of print and exposing them to modern production environments, we are building stronger businesses and a stronger industry for tomorrow.”

Collaboration between equipment suppliers, printers, and training initiatives plays a vital role in creating sustainable growth for the sector. By working together, businesses can help ensure that the next generation enters the industry better prepared and equipped to succeed.

Tamara Franco, Marketing Officer at HEIDELBERG Southern Africa, said:

“At HEIDELBERG, we believe strong industries are built by strong people. This training initiative is about more than equipment and technology — it is about creating opportunities, empowering future talent, and giving back to the print community. We are proud to partner with NEON Printers on this first intake and to help shape the next generation of print professionals.”

Looking Ahead

While Print Fundamentals 101 focuses on entry-level development, the Prinect Performance Lab also includes advanced training modules for existing HEIDELBERG customers already using Prinect systems. These programmes cover workflow automation, colour management, advanced prepress functions, and performance optimisation.

The successful first training sessions signal the beginning of a long-term investment in people, skills, and industry progress.

As HEIDELBERG Southern Africa continues to expand the initiative, one message remains clear: investing in skills today is investing in the future of printing tomorrow.

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