



Heidelberg Graphics creating lasting impressions



For those of you who were lucky enough to attend the recent drupa, the vibrancy, energy and liveliness were not only palpable but infectious. It created a new level of enthusiasm for the industry. This has been borne out by the numerous announcements of how successful the show was and what the show has done for the sales figures of many companies throughout the printing sector.

One of the companies which put on a spectacular show at drupa was Heidelberg. While the show featured a plethora of different technologies and systems, it was the large, heavy-metal manufacturers who best showed their resilience. Heidelberg launched products, systems, solutions and equipment to help customers achieve even higher levels of productivity. The general feeling on the Heidelberg stand in hall 1 was one of revitalisation and, in essence, this is what the show was all about for the world's largest press manufacturer. Heidelberg continued to reinvent itself with the latest innovations in a market that has just come out of a difficult period. By displaying its new company colours for the first time and expanding in the digital sector on such a grand scale, Heidelberg once again stood large and made a striking statement at drupa.

But, how does that impact on the South African market? How has the vibrancy

been brought back to the local industry? It is clearly evident in the people – the young – and not so young – members of the staff have a spring in their step. This could be due to the life that has been breathed back into the company by moving into new offices.

To say that Heidelberg Southern Africa has moved into new offices simply does not do justice. Set in Woodmead close to The Country Club Johannesburg, the offices are modern, bright, open and – in a word – spectacular. The layout has been designed to be warm and welcoming. Taking up the entire Building E of the Country Club Estate Office Park in Woodmead, Heidelberg Graphics is now truly a place to visit. A large and spacious reception area is the first step leading into a vast entertainment/canteen area with well-stocked fridges and a branded vending machine which then extends upstairs to the open-plan seating zone followed by the demo and training quarters.



Commenting on the new premises, Managing Director Ryan Miles said, 'We wanted premises which are customer-friendly, welcoming and most importantly comfortable for our staff. We started with an empty shell and the interior designers nailed the brief exactly. They have created offices which encourage interaction but, still provide a solid working environment.'

While the layout is open and light with most of the internal walls being made from glass, the focus has been on ensuring staff comfort. Apart from the canteen situated on the ground floor, there is a full-service and functioning coffee island in the main office area. Replete with bar stools and tables, this encourages the development of a happy working atmosphere. Such is the value placed on staff needs that there is even a fully-functional and equipped gym for those who want to keep fit or take out a few frustrations – not that there should be any of those in this environment.



All meeting, demo and training rooms have been named after renowned scientists and a founder of the printing process. The main boardroom is named after Johannes Gutenberg. These rooms feature the ubiquitous glass walls but also privacy for confidential meetings. However, should more privacy be required, two quiet rooms are set aside for private meetings or personal phone calls.

Ryan added, 'Our old building was not really conducive to receiving guests or clients and it kept staff separate from each other, which resulted in the development of silos. This new office plan and layout has had a unifying effect on our staff. We now all work together, both literally and figuratively. We are once again becoming the team to be reckoned with.'

Words simply cannot do justice to the simple elegance of the Heidelberg offices. Hopefully these photographs will give you a better impression, but if not, why not visit Heidelberg Graphics and see for yourself. You are always welcome.

