CONNECT the dots &
open the door to possibilities.
In today’s crowded landscape, a strong brand cuts through noise and clutter and delivers a clear picture of who you are and what you do. The truth is your company has a brand. As an established business, you’ve created an impression on your customers and stakeholders through your communications and interactions. Your brand lets you formalize and codify the creative identity an approach that works to create a market presence that is unique to you.

Developing a new product or providing a service in today’s highly competitive environment can be a challenge to any new or old business. The volatile condition of the market and a highly informed and spoiled for choice consumer base in the RELEVANT sector, make it a specialized task to position your brand for both maximum visibility and enhanced respect among the consumers.

From a dream to a complete functional design, a project must go through several stages requiring the expertise of a number of skilled specialists. We endeavor to optimise imagination, creativity, and reliability, combining all the skills necessary to envision, design, plan and manage your project to get the results you want, on-time and on budget.

We are a group of professionals providing quality services to businesses across South Africa. We provide custom made Print, Design and Marketing Solutions for your brand and services that you provide, in accordance with the vision of your company and strategic objectives.

The results is an enhanced market presence for your brand and a significant return on your investment as our growing list of satisfied clients will bear witness. We provide all kinds of services related to Print, Design and Marketing and ensure your design and standards are executed sufficiently and efficiently.

With a wide range of services that is discussed in more detail on page 8. These specialized services include:

- Corporate Identity Design
- Web Design
- Print Design and Printing Services
- Event Design Services
- Content Development
- Marketing Solutions

It would be our honor and pleasure to work with you in developing your brand and your products to a larger customer base. Given the opportunity, we will make sure we maintain the high standards we have set for ourselves with the personal touch in every project we undertake and prove our value for your company by producing and delivering a specific solution plan aiming to reach the highly influential customers and ultimately UNLOCKING AND VISUALIZING YOUR POTENTIAL.

By engaging with BlackInk, you will not be buying a service, but an experience, synonymous with excellence, innovation and customer centricity. With deep insight and profound experience, we position ourselves as trusted business advisors, partnering with you to deliver world-class solutions for all your print, design and marketing solution needs. We will provide you with the efficient, punctual and hassle-free planning and design services which have become a hallmark of BlackInk.

Please take a moment to go through this document to find out the value our collaboration promises to bring to your business. We look forward to hearing from you soon.

Reez Sewpersadh
Chairman | BlackInk Solutions

E: reez@blackinksouthafrica.com | C: +27 82 959 6973
When you drop any new idea in the pond of the world, you get a ripple effect of possibilities. You have to be aware that you will be creating a cascade of change.

**Believe** in yourself because we do.
our vision

your advantage

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Despite the perceived benefit of creativity, **61% of senior managers** do not see their companies as creative.

**“The Creative Dividend”**
Forrester Consulting surveys senior managers from more than 300 large global companies across a diverse set of industries to understand how creativity impacts business results.

**Key Findings**

**82%** of companies believe there is a strong connection between creativity and business results.
Productivity and efficiency have been the traditional indicators of business health and performance. But what about Creativity? Does it lead to more business success? In other words, do companies experience a Creative Dividend?

Companies that foster creativity are 3.5 times more likely to achieve revenue growth of 10% or more than their peers.

Companies that embrace creativity enjoy greater market share and competitive leadership 1.5 to 1 outnumbering their fellow industry counterparts.

Of those companies surveyed who were ranked highly for fostering creativity, 69% have received awards and recognition for being a "best place to work".
An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.
In today’s marketplace, image is everything...

You need a partner who understands how to create or revitalize an organization’s visual identity standards and extend these frameworks into a creative, project-specific approach.

When you partner with us, you engage with an experienced and professional team that ensures your organizational image achieves maximum positive impact on your target audiences.

We will do extensive market analysis, study the industry trends, and apply bespoke practices constructive to the success of your company and it’s brand.

We are a leading innovator in our various fields and our team of creative, technical design specialists and dedicated professionals have over 40 combined years of experience within the fields of business development, marketing, advertising, graphic design, computer programming and web development.

Our expertise spans more than just in creating compelling designs; we also specialize in end-to-end project management to ensure that the designs we create achieve your desired outcomes. We work with you to evolve your ideas from concept to finished project.

Our work has demonstrated significant achievements in business growth and brand development, and our work has garnered lasting results. We hope to provide you with similar success through our outstanding services.
Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.
We are a young, energetic, passionate team of professionals that strongly believe that, a picture is worth a thousand words...

Based in Johannesburg and also providing solutions throughout the country, we are in the business of creating great concepts, with a full list of services and solutions to meet your every expectation. With a personal touch of our experienced specialists, we will ensure you will visualize your full potential. Our aim is to enrich your brand, by adding innovative turnkey solutions, turning simplicity into an extraordinary canvas.

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**01 Vision**

To be the most admired Design, Print and Marketing Solutions provider in Africa and to inspire a revolution in creativity.

**02 Mission**

Our foundation begins with our Mission, which is persistent, tenacious and determined. To equip our clients with the tools necessary to create and drive brand value.

To make a difference.

**03 Value Proposition**

By engaging with BlackInk, you will not be buying a service, but an experience, synonymous with excellence, innovation and customer centricity. With deep insight and profound experience, we position ourselves as trusted business advisors, partnering with you to deliver world-class solutions for all your print, design and marketing solution needs.

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**Why choose us?**

We know you have many choices when selecting a Design and Printing solution company. There’s really more to it than just the service when selecting. Choose us for the overall value we provide. Our business value gives you more than technological content, it provides you a true “Business Partner” which is why our customers continue doing business with us for extended periods of time. We believe the main ingredients to a valuable relationship is Quality, Time management and Cost efficiency, Flexibility and Transparency.

Understanding your business is our priority. We look forward to building a long lasting business relationship with you.
Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution.
We have a dynamic team of professionals that will provide strategic, high-impact visual marketing and communications solutions for small to large enterprises. Our areas of specialization include:

**Corporate Identity Design:**

A corporate identity is the overall image of a corporation, firm or business in the minds of diverse publics, we specialize in creating a brand for you or refreshing your existing brand promise that will help you reach optimum results to best reach your customers. We follow the same proven process of defining opportunities, quantifying goals and choosing the optimal media mix for reaching the right target markets. This includes: Logo Design, Corporate Stationery, Visual Identity and Branding.

**Web Design:**

Our web designs encompass many different skills and disciplines in the production and maintenance of websites. The different areas of web design include: Animation, Website Design, Cloud Hosting Services, Web Development, Online Adverts, HTML5 & CSS3, Javascript, PHP, App Development and more.

**Print Design:**

We produce top-end graphic design, and create sustainable processes, producing visual communications and presentations for your targeted audience, that is purposely designed for printing. These include: Annual Reports, Book Design & Layout, Business Cards & Stationery, Catalogues, Magazine Design & Layout, Marketing Kits, Newsletters, Flyers, Packaging Design, Signage & Displays, Banners, Interactive Design Layouts.

**Event Design Services:**

With a wide range of creative, technical and logistical elements. Our range of solutions and services will ensure overall event design, brand building, marketing and communication strategies. Our services include: Invitation design, Promotional goods & Marketing Collateral, Banner solutions, Multimedia Presentations and Event Stand Design

**Content Development:**

Since most content starts with written words, it doesn’t matter what type of content you require, you can benefit from our knowledge as we produce engaging content and know how to include keyword optimization naturally and effectively while prioritizing a much bigger goal. Our Development solutions and services include the following: Copy Editing Services, Copyrighting, Info-graphics, Photography and Digital Imaging.

**Marketing Solutions:**

We will help our clients move their business forward by developing marketing strategies, that can be executed with significant impact on their business, whether your business is a start-up requiring hands-on marketing talent, or an established company not delivering on your brand’s promise, we craft messages, produce materials and implement the right tactics to help you achieve the desired results. Our Marketing Solutions include: Marketing Plans, Strategic Work-flows and Process Designs and Marketing Solutions.
Design and style should work toward making you look good and feel good without a lot of effort so you can get on with the things that matter.
Any successful design project requires careful management and adherence to strict project time-lines by our team and yours to achieve agreed-upon milestones. We will formalize a schedule after completion of Phase I: Research, as outlined in the approach section page 14, and include the following key milestones:

- Conduct research to support creative development
- Deliver first draft of creative brief
- Provide feedback on creative brief
- Provide final creative brief
- Assign job to designers
- Present comparative design approaches for review
- Provide feedback on designs and determine direction
- Provide final designs for approval
- Approve final designs
- Deliver final designs for production
- Follow up and feedback

Insight to value added services

Our solutions provides the best value proposition: Bespoke, optimal solutions to suit your needs and budget. Pricing will be determined as per your specific requirements once agreed upon.

Description of work

Revisions or alterations to the scope of work or schedule may result in additional costs which we will communicate and agree in advance. These may include copy or layout changes made after initial approvals. Extensive alterations, such as a change in marketing objectives or project goals, shall be considered new work and will require that the agreement be amended with a change order to reflect the revised scope of work.
When a team outgrows individual performance and learns confidence, excellence becomes a reality.
We are a dynamic team of creative specialists with expertise that spans more than just in creating compelling designs; We specialize in communication practices with a special focus on Print, Design and Marketing Solutions, and help create and deliver quality communication material that is nothing short of international standards, with end-to-end project management to ensure that the designs we create achieve your desired goals.

The team has in-depth experience and a deep understanding of the local and international markets with regards to design trends and aims to cater to the growing demand for quality within your market space.

Our service portfolio provides an extensive range of services and our team is fully equipped to meet stringent standards supplemented by modern IT facilities and state-of-the-art communication technology.

**Meet the Team...**

Reez Sewpersadh (Chairman)

“We know we have achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

Sej Sewpersadh (CEO)

“We aim to provide our clients with innovative, conceptualized designed solutions. Exceeding Expectations “Give value, do more than expected, GO BEYOND”. Ensuring client satisfaction.”
BlackInk Solutions Company Profile

Efficiency is doing things right; effectiveness is doing the right things.

our approach
your efficiency
A Four-Phase Approach to Development Excellence

Our responsive design process is fluid and changing, just like the technology we build with. The graphic outlines the general process we use today to develop dynamic solutions. This process stems from our team make-up, our tools, and our work-flow.

We believe that good quality design requires more than just creativity. It requires research, analysis and close collaboration with you to reflect your organization’s vision, strengths, messages and priorities.

To ensure that our design aligns with your expectations, we’ve developed a four-phase process to guide us every step of the way.

Phase I: Analysis

Before any actual creative work begins, we conduct extensive background research and analysis. We will schedule meetings with you to understand your goals, audience needs and project expectations. In addition, we will conduct market, customer and competitive research to gather additional insight. Once our research is complete, we will provide a creative brief to summarize the results of our inquiries and outline the project, along with a detailed project schedule to ensure on-time delivery.

Phase II: Architecture

When our analysis is complete and you are on board with the initial concepts, design work begins. We keep your communication needs and priorities at the core of every design decision – from colours to image selection to font styles. Typically, we explore several different creative approaches before entering in on our main creative ideas. Based on your feedback, we evolve these creative approaches into comprehensive design directions. As part of this process, we will deliver at least two creative concepts for your evaluation.

Phase III: Application

After you select your preferred creative direction, we begin design execution. We work with you to select images and gather copies for the final design pieces. We produce draft outputs for your review and make sure that your input is reflected before any piece goes into production. When your quality standards (and ours) are achieved, we prepare your design pieces for final production. We collaborate closely with our in-house printers to make sure that the finished product meets your expectations.

Phase IV: Appraisal

After the design is complete, we follow up with you to assess the outcome of the project. We are keen to hear not only your insights on our process and designs, but also any feedback you have received from your audiences. If desired, we can work with you to design data-gathering tools – such as customer surveys – to collect insight from your target audiences.
If you have a dream, you can spend a lifetime studying, planning, and getting ready for it. What you should be doing is getting started.
GETTING STARTED

It’s as easy as 1, 2, 3...

Visit our website blackinksouthafrica.com or contact us on +27 82 959 6973 (Reez Sewpersadh) or +27 74 372 8253 (Sej Sewpersadh) for any business queries. One of our representatives will contact you for initial consultation to determine your specific needs and requirements.

Once we have received your initial profile, our team of professionals with representatives from appropriate sections shall be available for discussion on how we can become your effective business partners to take care of your needs.
Good design is making something intelligible and memorable. Great design is making something memorable and meaningful.
CONCLUSION

Partnering with you for success.

There are a number of companies in the marketplace that are striving to deliver similar if not the same services. The combination of years of industry experience combined with cutting-edge technology has BlackInk Solutions poised to claim the top spot in the market, delivering on our promise, as we aim to provide our clients with innovative, conceptualized designed solutions. Exceeding Expectations “Give value, do more than expected, GO BEYOND”. And always ensuring client satisfaction.

The white space in this document was done intentionally allowing you the space to visualize your potential...
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