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C O N T E N T S

CUT AT THE TRIM MARKS
COVER TO BE SHORTER AS SHOWN ON PROOF AND PDF

CHAIRMAN'S MESSAGE

Resilience is a trait borne of great patience and even greater faith. So far, this has been a year that has required great resilience, in our country as a whole, and as individuals. We have pulled together as one and proved that anything is possible with the right attitude. Such traits are vital for a growing company such as Ramco Group, which is constantly adding to its ranks. As we welcome new entities, we hope to lead by example and emulate that through hard work and an undying spirit, we shall continue to conquer the challenges that lie ahead.

This year has also seen a number of laudable awards and achievements by some of the Group's companies. Our congratulations to

them and we hope to see even better things in the coming months. By empowering each and every person who makes up Ramco Group, we continue to deliver on our promise to be customer-focused, innovative, proactive and committed to give our customers the best level of service we can offer.

Let us all commit to uphold the integrity of the Group and consistently surpass customer expectations. And as we delve into the second half of the year, let us strive to maintain a positive attitude at our various places of work and continue to challenge ourselves in order to achieve positive change in our lives.

Kirit Patel

*"A good half of the art of living is resilience."
Alain de Botton*



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a CreativeEdge design

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A BIT OF HISTORY

Sai Office Supplies - Fifth company to join Ramco Group

Since the inception of Rambhai & Company, Ramco Group has grown tremendously. With Ramco Hardware, Juma Hardware, ASL Steel Division and Polythene Industries Limited successively joining the Group, Sai Office Supplies was next in line.

Sai Office was incorporated in November 1994 with Anand Dave, who is still the company's Managing Director. Initially, the company's core business was the distribution of IT consumables before it diversified into stationery. The company is a direct importer, wholesaler and distributor of office automation products, stationery, IT & media peripherals and paper products. They also have their own brands of stationery, namely Office Point® and Skool Point®, which they distribute through various outlets. Following this diversification, Sai Office branched out and opened more outlets regionally, to complement the first one at Railway Station. First came the branch in Tanzania in 2007, Uganda followed in 2010 and in 2011, they set up shop in Rwanda. With their strong presence in the region, Sai Office is also an authorized warranty centre for the various brands they stock. The company has set up a dedicated technical service centre along Homa Bay Road, Nairobi.

Sai Office's journey has been a growing process and reflects the dedication, shared vision and hard work that has gone into getting the company to where it stands today. We, as a Group, need to embrace the spirit of advancement and conquering challenges in order to leave a positive legacy not only in our various industries but also with our satisfied customers.

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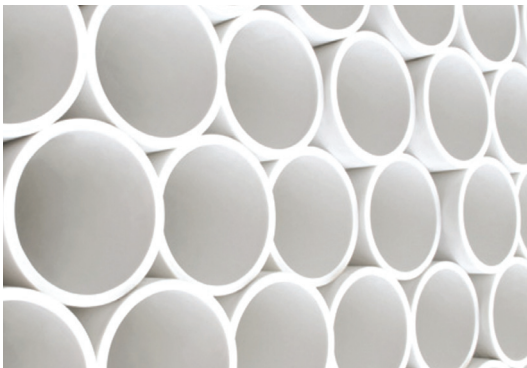
RAMCO GROUP WELCOMES...



Astral Technologies has joined the Ramco Group as from March 2013 and we welcome them and their CEO, Bobby Jandu.

The company manufactures CPVC and UPVC pipes for use in domestic plumbing and industrial piping applications. Their brand FlowGuard™ CPVC pipes are manufactured from Chlorinated PVC under license from Lubrizol of USA while their Aquarius brand of UPVC pipes are specially designed for high pressure environments. Both CPVC and UPVC pipes and fittings are lead-free making them the perfect material for use with drinking water. The company represents Astral of India in the East Africa region. Astral's customers include plumbers, contractors and large developers in addition to a countrywide network that includes the Ramco Group hardware outlets.

Their products include domestic & industrial plumbing pipes, waste & sewage piping, storm drain pipes, borehole piping and fire sprinkler piping.



Crown Classics is a new company that has joined the Ramco Group. The company imports and distributes a variety of waterproofing products, chemicals and additives for the construction industry to protect and increase the life and durability of a commercial or residential building.

Crown Classics is a joint venture between Crown Paints and Ramco Group and represents STP of India who have been in this sector since 1935.

The company has its stores at Ramco Group Industrial Park and its sales office is located within ASL Trading on Lusaka Road. We welcome the team to the Ramco family and wish them every success.

Their product range includes waterproofing products, repairing compounds, grouts, admixture, concrete floor hardeners, joint sealants, tiling products and bituminous products.



Ovidian Advertising & Design Limited has joined the Ramco family as from March 2013. Ovidian is the leading digital and silkscreen printing company in Kenya with further operations in Uganda and Zambia. Their focus on print quality combined with their innovative ideas and fast turnaround times have given Ovidian its competitive edge in the indoor and outdoor signage and branding market.

We welcome the company and Managing Director, Devin Shretta to the Group and look forward to working together and supporting each other.

Their products include billboard printing, POS displays, indoor & outdoor signage, retail branding, shopping mall advertising management, vehicle branding, banners & flags, exhibition displays, textile printing, retail shop fit-outs, screen printing, standees and stickers.





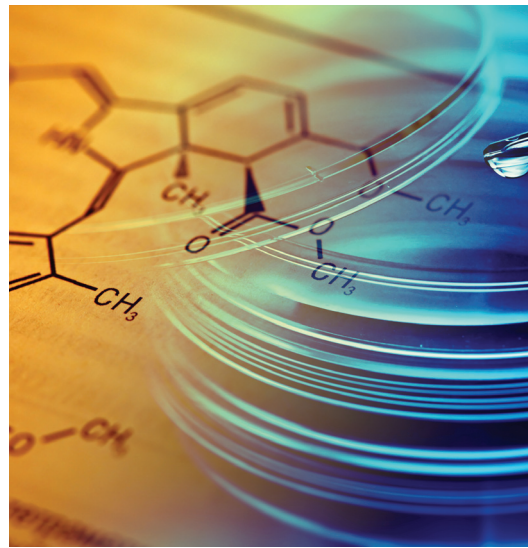
We welcome Red Hot Branding Limited to the Ramco family effective March 2013.

Red Hot is a sister company to Ovidian that specializes in the designing and fabrication of custom-made retail display solutions in shopping malls, supermarkets and road side kiosks. The company produces unique solutions to create impressive product displays and brand impact at the point of purchase. If you can dream it, then Red Hot can make it!

We welcome them to our family and look forward to their support of the group companies and vice versa. Their products include free standing display units, supermarket gondola ends, retail shop design & fit-out, custom fabrications - wood & metal, counters & canopies, kiosk design & fabrication and building painting - branded wrap.



Ramco Chemicals was officially launched in January 2013, as an extension of Ramco Hardware. The idea behind this was to provide hardware as well as chemical supplies all under one roof. Currently, their product portfolio consists of PVC tiles glue, backyard glue, turpentine, standard thinner, high gloss thinner, wood preservatives, linseed oil, hydrochloric acid, methylated spirit, white spirit and window patty. These products are sold on both wholesale as well as retail basis and are cheaper than other brands. So far, they have been received well in the market and the Group hopes to see Ramco Chemicals grow into a market leader in the near future.



IT'S A HAT TRICK FOR SAI OFFICE!

It was a night of celebration for Sai Office as they were awarded the Best APC Distributor for Africa at the conference that took place in Turkey. Having won this award for the third time in a row, it reflects the extraordinary efforts by the Sai team to strive for an unparalleled level of quality and service to all customers. The company's efforts have been rewarded through its continued expansion and success in the East African region.

Jeetan Rajani of Sai Office Uganda was awarded the auspicious Product Manager of the Year award, making it a double celebration for the company. Well done Team Sai!



Jeetan Rajani of Sai Office Uganda proudly holds his award

OTL SECURES LARGEST EVER RAMCO GROUP CONTRACT

Congratulations are in order for Office Technologies Limited. Not only have they secured the single largest sale among the Ramco Group of companies, the contract was worth a whopping Ksh 220 million. The contract saw OTL supply Canon colour function printers and copiers to the IEBC for use during the general elections in Kenya. These printers and copiers were installed in 290 locations across the country at various tallying centres. Well done to the team and we anticipate even greater achievements in future.



(L to R) Canon Middle East's Tony Murithi, IEBC Warehouse Manager Bernard Nyachio, Office Technologies Sales Manager Killian Mulli & Technical Manager Sandeep Gite

FLEXOWORLD BUY NEW DIGITAL PLATE MAKER

Keeping one step ahead of the competition separates the leaders from the followers. Flexoworld Limited is definitely a leader. Having recently purchased a new CDI machine from Esko, they are the first company in East Africa to own this HD Flexo machine.

The Cyrel Data Imager (CDI) produces digital flexo printing plates for polythene, label and corrugated printers. The new HD Flexo machine will now provide plates at 4000dpi instead of the standard 2540dpi. This new investment will result in significant print quality improvement for all printers.

The CDI was installed in April by an ESKO engineer from Belgium and all Flexoworld staff were trained on its operation. This specialized hardware and software will provide East African printers with a local supplier of plates instead of importing them from India and Dubai.



Flexoworld staff with the ESKO engineer



FLEXOWORLD HOLDS CUSTOMER OPEN DAY

For 3 consecutive days, Flexoworld held an Open Day for its customers to visit and tour the premises and learn more about the new HD Flexo plates that the company now has to offer.

Over 80 customers came to visit and meet the Flexoworld team and meet the York Reprographics specialists from the UK. Bob Hollingsworth



Customers at the Open Day event

and Kristan Russell came out for the week to conduct training of the Flexoworld team and help with equipment

setup and configuration. The customers also took the opportunity to ask the two visitors many questions and learn a lot about how HD Flexo printing plates can improve a printer's quality by up to 30%.

The event was a great success technically and socially and hopefully will open new doors for Flexoworld.

JUMA START RETAIL SALES

Juma Hardware has opened a retail counter to expand their business beyond just wholesale distribution. For the past 25 years, Juma have been a wholesale only outlet. However in an effort to grow their sales, they have recently opened a retail counter that allows customers to buy directly from them. This new distribution method has proven successful with increased sales.



Customers being attended to at the Juma Hardware retail counter

NEW ADVERTISING CAMPAIGN AT OML

Initiated in December 2012, Office Mart Limited launched a marketing and advertising campaign set to run until September 2013. This campaign was designed to build brand awareness and recognition on HP's IT products such as printers, consumables and laptops, as well as all the other products that OML stocks. The integrated campaign includes running advertisements on the digital screen on Haile Selassie Avenue, in weekly publications such as The Asian Weekly, on street lamps using Adopt-a-Light mode of advertising as well as on social media. The second phase of the campaign will see them run advertisements on television, radio, mobile truck adverts, and the local dailies including consumer pullouts.



MARKETPOWER INVESTS IN LARGE PRINTER

Marketpower recently installed a new Flora large format printer at its Eden Square offices to expand its capacity in this sector. While the investment was planned for the company's growing large format and branding business, it also proved a timely investment to pick up a lot of work for the company during the campaigns preceding the Kenyan General Election.



OFFICE TECHNOLOGIES INTRODUCES RANGE OF AIR CONDITIONERS

In keeping with their reputation of constant innovation and improvement, Office Technologies has added a range of products to their offering.

In August 2012, OTL launched both residential as well as commercial air conditioners from world renowned suppliers, Hisense and Mercury. These have been received positively in the market and the orders have been coming in for fittings and servicing. In addition to this, OTL also offers servicing for any brand of air conditioners.



LINO BRANDS THEIR VEHICLES

In March 2013, Lino Stationers branded one truck and two pick-ups with their logo and details. This serves as a free mode of advertising as while the vehicles are out making deliveries to different parts of the city or country, target customers are able to find out more about the brands they distribute, where their offices are located as well as their contact details if need be. This has already brought in more clients and enquiries for the company.



CREATIVE LOUNGE IS BACK!

At the beginning of March 2013, Creative Edge reintroduced 'The Creative Lounge', a monthly social event aimed at fostering and strengthening the spirit of team work within the organization. Employees have an opportunity to bond and interact freely with their colleagues as well the management outside the workplace. Statistics show that bonding outside the workplace creates happy, healthy and efficient employees as they are more likely to be more open and receptive as compared to how they are in the office. With excitement building for subsequent events, it is already proving to be a welcome addition to the company's social calendar.



All fun and games at the Creative Lounge on May 31st

LINO SUCCESSFULLY IMPLEMENTS HANSAWORLD

Lino Stationers has successfully completed the implementation of Hansaworld throughout the company. This business management software or ERP allows the organization to use a system of integrated applications to manage the business. Thus far, Hansaworld has proved especially useful in processing data and keeping track of orders.



Sample of a self-adhesive label

NEW LABEL MACHINE INSTALLED AT PPL

Platinum Packaging recently purchased a label converting machine to complement its digital printer. This gives PPL the ability to print short runs of self-adhesive labels that can be used for many applications such as stickers on anything from bottles of shampoo to labels for water bottles. As the machine operates small runs, it is extremely efficient and affordable for a wider target market. This also enables clients to have trial runs at a cheaper cost to ensure the end product is as they envision before printing the entire order.

OFFICE MART INSTALLS HANSAWORLD

Recently installed at Office Mart is Hansa World, the preferred software by majority of the companies that make up Ramco Group. The change was made from the old software as Hansa World has better controls and report writing as well as all the latest retail options that a company would need, including e-commerce. Training was coordinated by Ritesh of Ramco Group to showcase its various capabilities to all the staff members and give them a practical lesson on the procedures and regulations defining it.

NEW OFFICE SPACE FOR ASL HFD

ASL HFD & Hospitality will be operating from new premises come the first of July 2013. The company is moving their operations to a bigger space located on Mombasa Road behind the Steel Makers Compound. The new offices are not only larger but they have been equipped with modern handling equipment to enable them to handle bigger capacity tanks and tankers. Polythene Industries is set to take over the current ASL HFD space.

ASL PAPER BRANDS COMPANY TRUCKS

ASL Paper recently branded two trucks with their company logo and details. Not only does this create brand awareness of what the company does and the products it offers, it also helps to grow their sales. Truck branding indirectly serves as an advertisement every time a potential client encounters one of the vehicles. Through this increased company visibility, there has been a marked increase in the number of enquiries and sales since March, when they were branded, and this is expected to keep rising.



NEW FOILING MACHINE AT RAMCO PRINTING

Ramco Printing Works Limited has acquired an in-house foiling machine that is capable of achieving top quality finishes on various packaging products or magazine covers. The Heidelberg hot foil printer can be used in the personalization of items such as wedding albums, photo albums, diaries, portfolios, ribbon and leather goods. Hot foil printers or hot stamping machines have long been used to add shiny gold, silver or any other metallic colours to printed products. Nowadays, these machines have been tweaked to offer a myriad of finishes like special effect foils and gloss foils among others. Ramco Printing's original Heidelberg asset has given them the extra edge required to go a step ahead of client expectations.

RAMCO PRINTING INVESTS IN AUTOMATIC BOOK SEWING MACHINE

Ramco Printing Works has invested in an automatic book sewing machine. This investment opens up a new facet in quality precision for publishing products like magazines, books, newsletters etc. The Aster EVO design incorporates the latest solutions to help fulfill demanding quality requirements. With this added asset, Ramco Printing concentrates on its publishing range with a focus on finishing quality that will be unique to offer.



KENTAINERS RECEIVES BOOK MENTION ON THEIR STORAGE INNOVATIONS

Kentainers Limited received favourable mention in regards to their tanks and silos in an internationally published book titled 'The Last Hunger Season' by Roger Thurow. The award winning author and world hunger activist chronicles the year he spent with the main characters in the book in an effort to bring to light the challenges that they face as small hold farmers. The book mentions Kentainers' plans to venture into grain storage and provide options that will ensure grains can be stored for a year or longer without chemical preservatives. The company is currently working on a ventilation system and airtight sealing method that will make it possible to dry maize kernels inside the container which reduces the hassle of constantly shifting the maize from storage into the sunlight to dry. This emerging innovation will reduce post-harvest losses as well as the chances of theft and animals destroying the grain.



ASL HFD NOW EXCLUSIVE MUELLER DISTRIBUTOR

ASL HFD is now the exclusive distributor of Mueller bulk milk cooling tanks in Eastern Africa. The company imports brand new or refurbished tanks from the American company's factory in Netherlands. With a substantial number of shareholders worldwide, the tanks are of high manufacturing quality, finish and cooling efficiency and are all produced from 100% polished stainless steel. The latest tanks received have been dispatched to Rwanda.



OFFICE TECHNOLOGIES BRINGS ELECTRONIC VISUAL DISPLAY TECHNOLOGY TO THE KENYAN MARKET

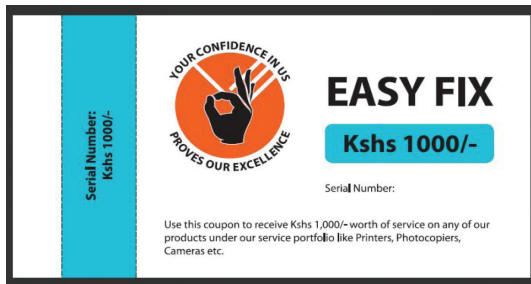


A Sharp Interactive Whiteboard

In April 2013, OTL in partnership with Sharp began supplying Information Display Panels (IDPs), Video Walls and Interactive Whiteboards (IWBs). Information display panels provide high definition display solutions and can run 365 days while video walls provide multiple seamless television displays. Interactive whiteboards are connected to a computer which projects the information on the desktop and can be controlled using a pen, finger or stylus. These are the latest in electronic visual display technology and OTL is at the forefront of this cutting edge technology.

OTL INTRODUCES EASY PAY

Office Technologies has introduced a cashless payment system dubbed 'Easy Pay' which enables customers to prepay for services. The vouchers can be used in exchange for servicing or fixing electronic devices. One simply needs to buy the voucher, available in denominations of Ksh 250, 500, 1000 and 2000, from designated suppliers or channel partners and whenever a particular service is required, the supplier will deduct the amount payable from your service card. Easy Pay eliminates the inconvenience of waiting until you get some money before you can get your electronics fixed.



SAITZ RELOCATES

Sai Office Tanzania relocated their office to a bigger space with more visibility at the beginning of January 2013. The offices are located in Calico Complex along Nyerere Road and the eye-catching signage outside is enough to attract the attention of passers-by as well as advertising the products available inside.

ASL STEEL RECOGNIZE STAFF FOR 25 YEARS OF SERVICE



Peter Wambua displays his certificate of service

Recognition is a key motivating factor for employees working in any organization and recently, ASL Steel honoured two of their longest serving employees who have worked with them for over 25 years.

Peter Wambua joined the company in 1978 as a machine operator in the manufacturing department. He was then promoted to factory in 1980 where he has worked until present day. He is now a Supervisor at the factory. 'I have really enjoyed working for ASL Steel, gaining a wealth of experience and product knowledge such that I can now manufacture anything stainless as long as I have the materials,' he enthused. Alfred Okumu joined ASL Steel in 1979 under the



Anand Karani presents a certificate to Alfred Okumu

previous owners. He has worked in the welding department from the onset which deals with the welding of all steel products. He says, 'Working here has been like working with family. The management, working conditions and working relationships are excellent. It has provided my livelihood and I'm still going strong.'

These two gentlemen definitely have the spirit we should all strive to emulate in our daily work lives.

PROSERVE ADDS OVIDIAN AND ASTRAL TO GROUP NETWORK

With Ovidian and Astral being welcomed into the Ramco Group, Proserve has partnered with both companies to integrate them into the existing IT network. The process which will take approximately 4 months to complete will see a hundred more users being brought on board.



ASL TRADING'S NEW PARTNERSHIPS

In the recent months, ASL Trading has signed on a number of new partners. The company has been appointed as sole distributor for Laufen, a Swiss sanitaryware company founded in 1892 which offers high-end sanitaryware manufactured in Europe. Locally, they have also partnered with Crown Classics to introduce waterproofing solutions for the construction industry and with Astral for CPVC and UPVC fittings & pipes.

To showcase the range of products that they stock as well as introduce the range from new partners, ASL Trading successfully concluded a two-day presentation on 7th May

2013 held at their offices along Lusaka Road. The presentation featured products from B Meter - Italy, Astral, Kentainers as well as ASL Trading. Participants included members from eight water boards of Kenya, representatives from Ministry of Water and the Sales Directors of B Meter, Italy and Ramco Group companies.



Laufen Sanitaryware

TRAVELSHOPPE LAUNCHES 1ST ONLINE FLIGHT PRICE CHECKER

Travelshoppe customers are now able to compare prices from different airlines to the same global destination. Previously, a customer or their travel agent would have to contact all the airlines to achieve this comparison. Now at the click of a button, a traveller can log in and check the best price to any global destination for their preferred travel dates.

Travelshoppe have branded this unique service the FLIGHT PRICE CHECKER and can be seen at www.travelshoppe.org



**Flight
Price
Checker**



TRAVELSHOPPE PARTNERS WITH LWF TO PROMOTE LAIKIPIA TOURISM

Travelshoppe Nanyuki has now partnered with the Laikipia Wildlife Forum to guarantee a rich and intensely rewarding experience in Laikipia for it is one of the world's most exciting wilderness safari and wildlife tourism destinations.

The combination of abundant wildlife, spectacular scenery and extraordinary cultural diversity in a setting dominated by the iconic backdrop of Mount Kenya with a sanctuary for over 80 mammal species including the black rhino, elephant, lion, leopard, Grevy Zebra, reticulated giraffe, aardwolf, wild dog and a wealth of African game which makes for an unforgettable experience.

The 'Laikipia experience' comes largely free of the constraints that apply in most national parks and reserves. It offers night game drives, guided nature walks, bike tours, horse-riding and camel treks.

Visit Travelshoppe at their Nairobi offices at Eden Square, ground floor or better yet, the Nanyuki offices that are now located at Dormans building to arrange your most exciting experience in Kenya.

TWITTER 101

Twitter is a simple micro blogging site, and 'tweeting', is about broadcasting daily 140 character messages to the mass, with the hope that your tweets relate with someone. Twitter also gives you a platform to connect with people personally. These people might be idols, celebrities or even just strangers that you find interesting.

Nowadays, twitter is less focused on "What are you doing?" and more about "What's going on?" It has developed to be a source of discovery and engaging conversations. People have now positioned twitter as a resource center rather than a mere social network. Get familiar with some Twitter jargon:-

Tweet

A standard message on Twitter containing 140 characters or less.

Retweet

A tweet that has been reshared to all of a users' followers.

Hashtag

The # symbol is used to tag keywords or topics in a tweet to make it easily identifiable for search purposes.

Mentions

Tweets can include replies and mentions of other users by preceding their usernames with the @ sign.

Handle

This designates your username and accompanying URL at <http://twitter.com/handle>.

News Feed/ Timeline

The stream of tweets on your Twitter homepage comprised of all the accounts you follow.

Lists

Twitter provides a mechanism to list users you follow into groups or curated lists showing tweets of all the users in the list.

Direct Message

Also called a DM, this represents Twitter's direct messaging system for private communication amongst users.





Travelshoppe corporate clients enjoy a day in Dar es Salaam

TRAVELSHOPPE PLANS A MEMORABLE FAM TRIP TO TANZANIA

Travelshoppe hosted some of its corporate clients to give them a first-hand experience of the air and ground handling services that they offer. The day trip started off with a flight from Nairobi to Dar es Salaam; upon arrival they were introduced to some of the company's representatives from WorldLink Travel and Tours.

The visit was then extended to Southern Sun Dar es Salaam Hotel for a familiarization tour around the hotel right before another tour and lunch at the Dar es Salaam Serena Hotel.

After a short rest, the group then went off for sight-seeing around the town and passed through Oysterbay, Sealiff as well as a short stop at Slipway before proceeding to the airport for a flight back to Nairobi.

POLYTHENE INTRODUCES NEW PACKAGING FOR DIAPER BAGS

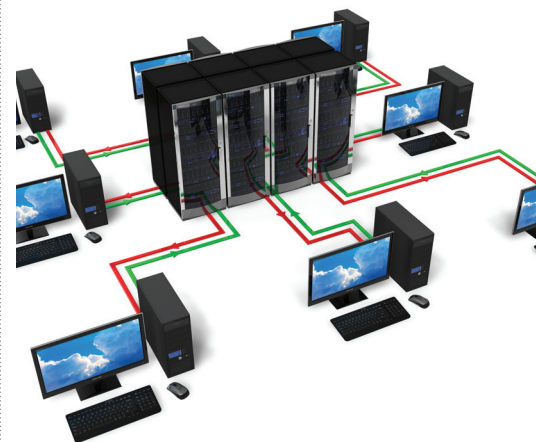
Polythene Industries has developed a new range of diaper bags with a nifty handle. The packaging is compact, of high quality and the handle now eliminates the need for another bag to place the diapers in. It's a bag in itself thereby increasing its convenience and multi-functionality.

OFFICE MART LAUNCHES NEW PRODUCTS

Office Mart currently distributes a range of high quality school and art materials from Spain. The new line of high-end Milan products renowned for their creativity, innovation and quality has a distribution network of over 85 countries worldwide. Office Mart has released the products to all of its branches and they are expected to sell really well in the market.



PROSERVE UPGRADES GROUP'S IT INFRASTRUCTURE



Proserve has scheduled an upgrade of the entire Group's IT infrastructure. This process is already ongoing and the company has begun working on the software improvements in conjunction with VMware Inc., an American company that specializes in virtualization solutions. This undertaking, which will last between 6 months and a year, was initiated in order to garner more capacity and room for growth as well as promote a more secure network and robust structure that will react in a timely manner to business changes.

TRAVELSHOPPE TAKES CLIENTS FOR A DAY TRIP TO UGANDA

On February 21st, Travelshoppe took a group of corporate clients for a day trip to Uganda organized by Air Uganda, Serena Hotels, Pearl of Africa and of course, Travelshoppe. The purpose was to reward regular clients and to also open relationships with regular travellers who frequent Uganda whom Travelshoppe would like to work with.

The group arrived at Entebbe Airport at 9 a.m. and were met by the friendly staff of Pearl of Africa and Air Uganda. They departed for Lake Victoria's Serena Resort for a delicious breakfast. This hotel is the newest edition to the Serena Hotel family and is just 15km from the city of Kampala located on the shores of Lake Victoria. It is a spectacular resort to unwind and escape the stress of city life.



The clients having a great time exploring Uganda

The rest of the morning was spent touring the city and doing a bit of shopping after which the group enjoyed a sumptuous lunch at another of Serena's properties – the Kampala Serena Hotel. This hotel is located just 40 minutes from Entebbe International Airport and is right in the heart of Kampala.

After lunch, the group enjoyed a boat ride on Lake Victoria which was definitely a fantastic experience for everyone.

The group returned to Nairobi on the evening flight with Air Uganda having had a magical day touring and discovering Kampala and the luxury of Serena in Uganda.



Loft tank LR 100 (1000 Litres Rectangular Tank)

KENTAINERS INSTALLS BLOW MOULDING MACHINE

Kentainers has recently commissioned and installed a blow moulding machine at the factory. It is a new generation of blow moulding machines and has the ability to increase output for selected products by up to 4 times the current production rate. It ensures consistent and high quality, with an aesthetically appealing look for the finished product.

FLEXOWORLD EMBRACES GOOGLE DOCS FOR SALES TEAM



Google Docs

Google has made a positive impact on many businesses and Flexoworld's sales team is now using Google Docs to compile, save and share their daily sales reports. The sales team updates their news on each customer to Google Docs allowing the Sales Manager to view it remotely and provide quick feedback and advice. The new system is efficient for all parties in addition to capturing the communication history between a client and the sales person.

NEW MACHINES IN PROMO

Ramco Printing Works has invested in a new high-speed pen printing machine that uses state-of-the-art technology which is well matched for printing on surfaces of any pens, texture or composition. It offers the most versatile print solutions thus making it suitable for promotional printing on various types of pens. It consists of two machines, one for printing on the barrels of the pens which uses screen printing technology with a maximum output of 5000 impressions an hour. The other pad printing machine is used for printing on the clips of the pens and uses pad printing techniques with the maximum printing capacity of 2500 impression per hour.

Both the machines use high quality UV inks and UV printing method, which is different from conventional printing whereby the drying is by hot air. In the UV process, the ink dries through a completely different photomechanical process as the printed components are exposed to ultraviolet lights thus resulting in less evaporation of solvents and much less absorption of the ink into the stock. This leaves a very bright, sharp and shiny imprint on every piece. The biggest advantage of



UV printing is that there are fewer emissions of volatile organic compounds into the environment.

These machines offer superb printing quality at a low printing cost per piece and Ramco Printing can offer companies the opportunity to imprint pens with their logo, slogan or contact information that work as specialty advertising items. This method is fast and perfect for bulk orders.



INNOVATIVE Q-DESKS LAUNCHED BY KENTAINERS

Kentainers Limited is currently producing prototypes for a new product named Q-Desk. It is a chair with a writing 'block' attached that is manufactured with the same material used to produce the water tanks but just a different mould. Its durability makes it a recommended purchase for educational facilities such as universities, high schools, primary schools and even nurseries. The material last longer than wooden chairs and desks thus it is a long term and worthwhile investment. The Q-Desks also present corporates with an opportunity to advertise as their brand logos can be appended onto the chair's surface.

PPL AWARDED ISO CERTIFICATION

Platinum Packaging Limited has been awarded the ISO 9001:2008 certification. This certification is the internationally recognized standard for the quality management of a business. It also portrays a commitment to quality and ensuring that customers' needs are consistently and satisfactorily met. Through a thorough assessment of the business processes, gaps are identified and when dealt with, they improve efficiency as well as increase the ability to save on costs. PPL is now working towards ISO 22000 certification which clearly depicts the spirit of successful companies to always keep striving to be better.





KENTAINERS INITIATES A PILOT PROGRAM FOR BIOGAS UNIT

Following a memorandum of understanding with Jaramogi Oginga Odinga University, the institute of higher learning will carry out pilot tests on Kentainer's biogas units. They will be assessed on functionality, productivity and suitability in regards to agriculture and energy. Through research on its viability, the university will give scientific data of output in terms of gas and application of slurry which is organic fertilizer. The independent data and research will add validity to Kentainer's own results.

ASL TRADING ADDS SONAKI BONECHINA TO RANGE

ASL Trading have recently been appointed the sole distributors for Sonaki Refined Bonechina kitchenware; an ISO 9001:2008 company based in India. The company now supplies their crockery on a retail and wholesale basis to the Kenyan market.



POLYTHENE MANUFACTURES ROTO MOULDING POWDER

Beginning this year, Polythene Industries started a new line that deals with compounding and powder processing for Roto moulding water tanks. The end-to-end process, using machinery purchased from India, is used to turn roto moulding granules into the powder form that is used in the manufacture of water storage tanks. The company currently supplies the powder to Kentainers Kenya and Uganda. Available in black and white colours among others, the demand is set to keep growing.

ASL PACKAGING PROMOTES THEIR STYROFOAM RANGE

ASL Packaging division has uniquely diversified their product range and now offers styrofoam sheets and boxes alongside the manufacture and supply of corrugated cartons. The benefits of the styrofoam products include being moisture resistant, air cargo pallet friendly and light in weight yet strong enough to avoid damage during transportation. This is especially a selling point for food industries as the styrofoam products keep perishables fresher for longer periods. They are also visually appealing, affordable and best of all, they can be recycled easily. ASL Packaging has been supplying these boxes and sheets to various industries such as frozen food industries, building and construction, packaging and arts & crafts.



CHANGING EMPLOYERS PROFESSIONALLY

We have all changed employers at some point in our careers and there is a right and a wrong way to do this. Do it the right way and you leave the door open to returning one day. Do it the wrong way and you close that door forever. They say do not burn the bridges behind you as you may need them to go back.

THE RIGHT WAY

1. Be honest. If you're moving to the competition that's fine – tell your old employer. Don't make up stories that you think your old employer will want to hear. In this small city of Nairobi, one day your old employer will find out what you did after leaving them and if it doesn't match up with what you told them, trust is lost. Please remember it takes a very long time to build trust and the twinkling of an eye to lose the same.
2. Give fair notice. Your employment contract should outline the rules for departure and it should contain a notice clause. Honour this notice clause as you would expect your employer to honour it if they were terminating you.

The Golden Rule is 'depart professionally and honestly and you'll keep the door open to a long term friendship and maybe even one day coming back'.

The final benefit of departing professionally is the reputation you leave behind. If you've spent a number of years working with a company, it is likely that a future employer will call them for a reference on your performance. Depart professionally and you leave a lasting image of an honest person – depart unprofessionally and they may not give you a glowing reference. Remember your last day at work is the one that your colleagues and employer will easily remember.

When you resign professionally (the right way) you have a chance to clear with the company and hand over all company reports and property in your custody and in the future, you shall not be followed to return the same as this ensures business continuity.

Let us all endeavour to leave a lasting positive legacy by resigning the right way!



WHY BRAND YOUR COMPANY VEHICLES

The purpose of advertising is to create awareness for your products and services and attract potential clients. There are many ways to achieve this - from the traditional methods like newspapers, radio, TV, print and outdoor signage to the new media options like Facebook, Twitter and Electronic messaging like SMS and e-shots.

With any advertising it is important to do a Cost / Benefit analysis. This can easily be done by dividing the advertising cost by the number of people viewing the advert.

In this Core article, I wanted to address the benefits of branding your vehicles.

Vehicle branding is one of the most cost effective advertising options available in Kenya today. The cost to brand a truck including the NCC license is around Ksh 50,000 for a year. With over 20,000 vehicles travelling on Uhuru Highway alone each day, not to mention pedestrians, the number of people seeing your vehicle and its advertising is almost unquantifiable.

It makes sense to have every one of your company trucks, pickups, saloons and motorcycles branded to give existing and potential customers a constant reminder of your brands, your names and your products. If potential customers always see your branded vehicles around town, they will assume you are a big company specializing in that industry and they will have confidence to deal with you.

KEY FACTORS TO CONSIDER IN YOUR DESIGN

1. KEEP IT SIMPLE

A clean and simple design will allow your message to be easily seen and quickly read as the vehicle moves.

2. STRONG STATEMENT OF YOUR USP

Have your USP - Unique Selling Point - loud and clear on the vehicle – no more than 8 words.

3. PICTURE OF YOUR KEY PRODUCT

Include an image of your main product as some people are visual and don't read the details.

4. CONTACT DETAILS

Give only 1 contact number – preferably a mobile number as readers will be driving and can't write anything down and will be using their mobile. Don't include your address unless it is important to a client.

5. LOGO & SLOGAN

Always include your logo and slogan for brand recognition.



COMPUTERS DONATED TO CHILDRENS' HOMES

Sai Office donated 5 computers to Free Spirit Childrens' home located in Karen. These computers will go a long way in enabling the children to become tech-savvy and open them up to the wealth of information available online. The company also donated 150 mathematical sets to other homes and primary schools in the city which included Oshwal Primary, Oshwal Community, Shiviyog foundation and Right 2 Thrive.



PLATINUM REBUILDS SCHOOL AFTER FIRE

Late last year, a school in Kibera burned down leaving a number of children without a venue to pursue their education. PPL stepped in and using the eco posts that they manufacture, they rebuilt the school. The poles are made from 100% recycled plastic material thus health issues will not arise due to weather or wear and tear.



ASL HFD MAKES DONATION TO CHURCH

Little Sisters of St. Francis, a Christian organization that regularly participates in charity work to assist the needy in the community, had a major fire break out at their premises. The centre which has been a loyal client of Ramco Group lost a number of valuable items as the fire completely destroyed their kitchen and laundry area. ASL HFD in conjunction with Pots & Pans (K) Limited presented a milk boiler, water dispenser, thermos, cutlery, crockery and tea cups to sisters from the centre.



Sisters receive the donation on behalf of their organization



Creative Edge and Marketpower socialize at the Creative Lounge



Customers ask questions about HD Flexo at the Flexoworld Open Day event

Captured Moments



ASL Steel employees enjoy a sumptuous meal during an award recognition ceremony



Travelshoppe corporate clients enjoy a stroll by the beach during a sponsored FAM trip to Dar es Salaam

