

From The CEO's Desk



It gives me great pride to introduce the Second Edition of our Stationery And Office Supplies Catalogue. This publication has been made necessary by the enthusiastic response that greeted the First Edition. The catalogue has enabled the sales team and clients alike to identify their specific need among the approximately 3 000 stock lines that Formax carries. The knock-on effect has been improved communication, reduced returns and a stronger relationship between Formax and our customers.

I would also like to take this opportunity to personally thank the various suppliers and brands that appear in these pages. We are very appreciative of your on-going support and I have no doubt that this catalogue will not only benefit Formax and our clients, but will also add significant value to your enterprises.

When we first entertained the idea of a catalogue, the motivation was to rationalise products, ensuring premium quality, adequate stock levels and effective buying power that would 'trickle down' to our customers. While this has been the case, we have also taken cognisance of the fact that new and exciting products are coming onto the market all the time ... and these must be catered for. The end result is a publication that has tripled in size from 25 pages to an improved 76-page product directory! A wise man once said that the only constant is change and although I am certain that the catalogue will change and improve periodically, we will endeavour to keep it as concise and user-friendly as possible.

This edition has gone to press early in the new year, a time when our business is beset by requests to aid the needy. The means to help those less fortunate than ourselves can be a double-edged sword as there are so many deserving causes. We consider each request and have attempted to assist in various areas as diverse as disadvantaged schools, child welfare, the blind as well as the World Wildlife Fund. Our business has always considered itself part of the greater community and we have realised that we can only succeed through the success not only of our suppliers and customers, but through contributing to those less fortunate in any way possible. With this in mind, we have endeavoured to create a business that reflects the demographics of the nation we operate in. 2008 is full of opportunities for your business to make a difference. I urge you to take up the challenge and let your company be part of the solution. Formax is a Level 3 BEE contributor.

DAVID WALSH

