

The
Sign Shop
Bringing Images to Life

Signage Manufacturer
Since 1994

Afritectural
the professionals' CHOICE

Plan Printing
and Scanning

chillimelon
PROMOTIONAL ITEMS AND CORPORATE GIFTS

Promotional and
corporate gifts

eshisha
MEDIA NETWORK

Out of Home Media

UGO
ACTIVATION
DISPLAY > PROMOTE > ACTIVATE

Brand Activation and
Experiential marketing

just logic
DIGITAL MEDIA HOUSE

Digital Mall Media

Xtreme
PRINT & STAMP

Digital Printing
Innovation

2020 EDITION

GROUP OF COMPANIES

Twenty six years ago The Sign Shop story grew from a dream to a reality.

Ernie Rix, one of Namibia's formidable entrepreneurs had a big vision and even bigger aspirations. From a small office, with an even smaller team of passionate Namibians – some who are still with The Sign Shop – this dream became a reality.

Today the Group of Companies are no strangers in Government, Corporate and SME corridors. The Sign Shop brand stands tall with some of Namibia's most well-known legacy brands. Our clients are not only local Namibians but regional brands from across the borders and some international from the Middle East and China, across all industry sectors.

Having serviced Namibia during this time with a quest to deliver the highest quality signage and branding, within budgets and on time, Ernie himself had lead some of the most exciting projects. With a keen eye for new opportunities and never one to shy away from “let's grow the Group” he stands proud as the Group Chief Executive Officer behind 7 operational signage, branding and communication companies.

The Group of Companies was and remains built on the foundation of ethics and honesty. We pay our taxes and we keep Namibians employed – even during the toughest economic times of 2018, 2019 and of course 2020. COVID-19 took its toll on the Group of Companies but Ernie has always stayed true to his word that he will “keep Namibians employed for as long as possible”.

The entire staff stand behind him and continue to learn from him, be mentored by him and mostly support the continued growth of The Group of Companies.

www.thesignshop.com.na

The Sign Shop Group | Group Chief Executive Officer.



Signage manufacturer
since 1994



Ernie Rix
Group Chief Executive Officer



Vision

Big hairy goal - the dream

To be the leading signage manufacturer and marketeers in Namibia, providing international standard, best quality solutions to our clients



Mission

what we aim to do

To ensure our clients have their signage and marketing services on time, at the right price and delivered to the highest quality standards



Values

the glue that keeps us together

RELATIONSHIPS - we value our internal and external client relationships

INTEGRITY - our business dealings are ethical and honest

TEAMWORK - we work and win in teams

QUALITY - our products and services are of the highest quality

Management Board



Ernie Rix
Group Executive Officer



Nidia Rix
Executive Director



Debbie Steyn
Group Chief Financial



Beverly Jandrell-Uren
Group Chief Operating Officer

General Managers



Ralph Izaaks



Max Schiebler

Manager



Eugene Rousseau

Supervisors



Isack



George



Mezeria

Beverly joined the Group of Companies first as a General Manger to launch the Just Logic Digial Media platform, then she was promoted to her current position within two and a half years. With extensive corporate and SME experience she is able to manage various aspects of the business. These include the financial and business planning and strategies, human resources, industrial relations and client retention management. In her current position she is also a support to the Group Chief Executive Officer and Management Board. Beverly operates at a high energy level and expects everyone to keep up with her rather than slowing down!

The Sign Shop Group | Group Chief Operating Officer.



Signage manufacturer
since 1994



Beverly Jandrell-Uren
Group Chief Operating Officer



The Sign Shop was registered by the Ministry of Labour as a factory under the Labour Act on the 15th of January 1994 after complying with the prescribed regulations.

Since the inception of business in the Signage Industry in 1994, The Sign Shop has proudly become Namibia's leading and prime signage solution provider. The Sign Shop is recognised locally and abroad by the diversification of products and services within its Specialised Internal Departments.

The Sign Shop | Sales Team

www.thesignshop.com.na



Max Schiebler

General Manager:
The Sign shop Sales



Jadri Nel

Key accounts executive



Timothy Clark

Key accounts executive



Romeo Petersen

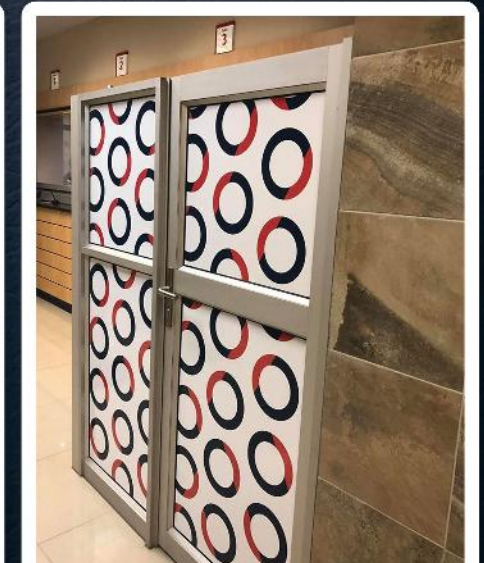
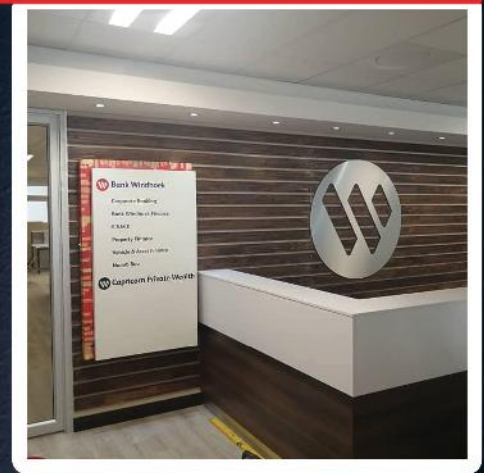
Account Representative

FROM THE FACTORY

Novel Ford



Bank Windhoek



Spar



In Namibia, by Namibians

FROM THE FACTORY

Werhil Park - New Screens



VIVO House



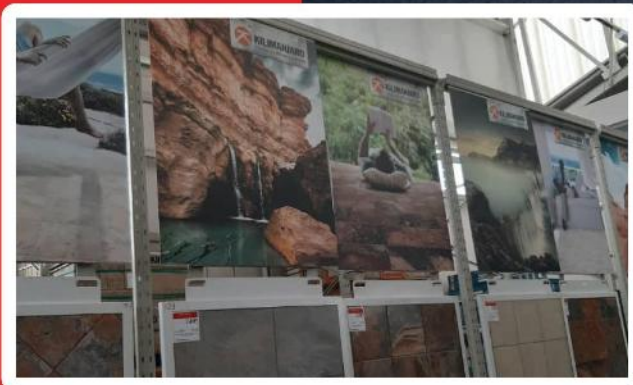
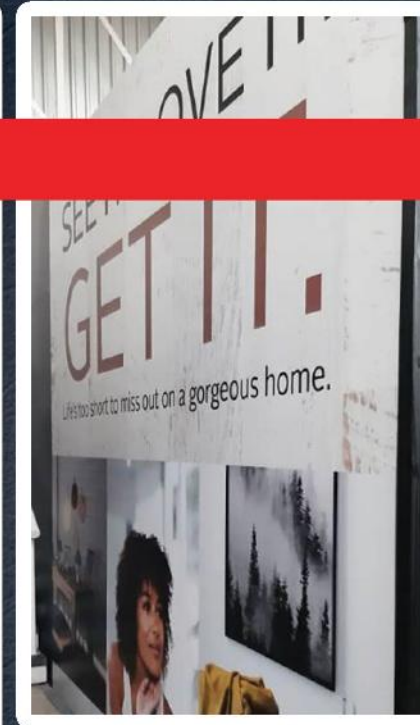
Dunlop



Mudumu National Park



CTM





Bobo
HD Fabrication



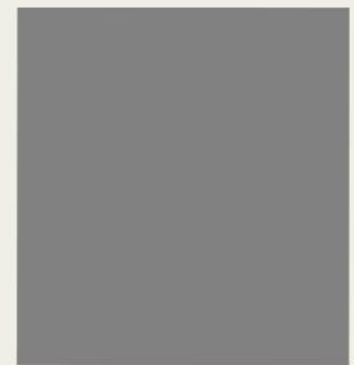
Dorothy
Embroidery



Chakal
Rigging



Alois
Rigging



Router Cutting



Lukas
Screen Printing



Hilma
Stitching



Nahambo
Engeneering



Alex
Printing



Brian
XtremePrinting

Heads of Department: Factory



Digital Printing & Dye-Sublimation



Vinyl application & signwriting



Router cutting & Engraving



led & neon illumination



Engineering



Vinyl Printing



Fabrication



Rigging



PVC Printing



Bulk storage

Department: Factory



For high resolution indoor to large and grand format outdoor branding of full colour images printed directly onto various substrates such as self-adhesive vinyl, contra-vision, wall paper, front and backlit PVC for billboards, truck and vehicle branding, exhibition displays and promotional banners.

Digital Printing



In Namibia, by Namibians



Dye-sublimation is used to transfer high quality computer printed graphics by using heat to transfer dye inks onto various fabric materials commonly used for flags, garments and promotional ware, flying and teardrop banners, gazebos and wall art for exhibitions stands.



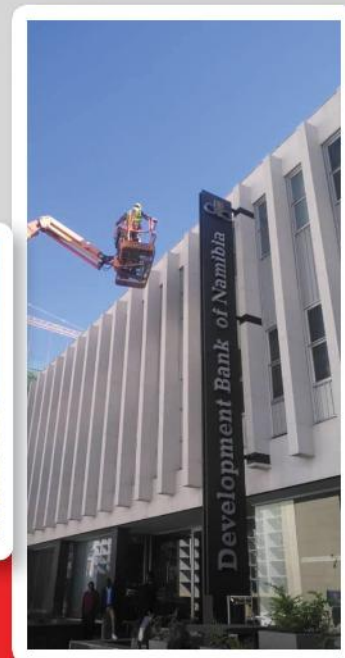
Dye-sublimation (Fabric Printing)



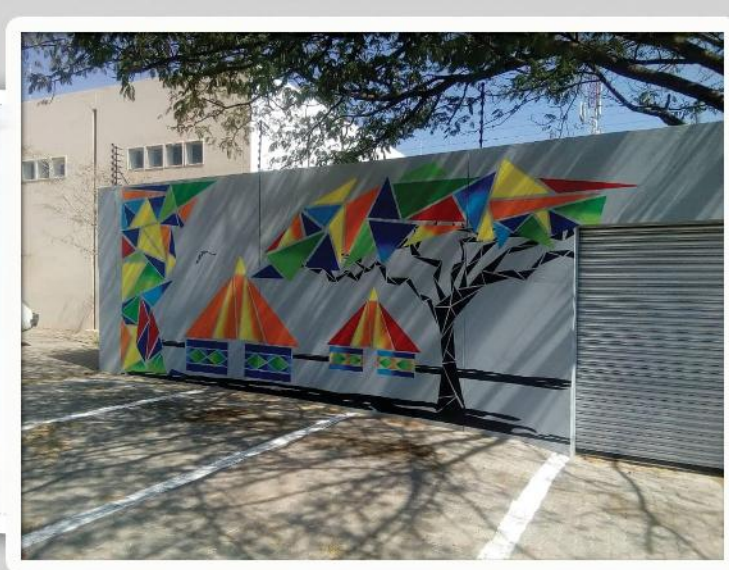
In Namibia, by Namibians



A dedicated team of professional riggers are qualified to install and maintain all signage related products for rental, corporate and individual clients countrywide, this includes service and maintenance programs, technical support and lighting of outdoor advertising media.



Rigging



Signwriting

We retain the traditional craftsman skills and techniques in our signwriting, which can be applied on many substrates such as precast walls, all types of boards, glass and floors.

Signwriting

In Namibia, by Namibians



Vinyl Application

Our wide range of self-adhesive vinyl application solutions help enhance customer advertising success, inspiring ambiances by reproducing appealing imagery for fleet and car advertising, public transport wrapping, translucent films for illuminated signs, architectural glass, doors and partitioning finishes.



Vinyl Application

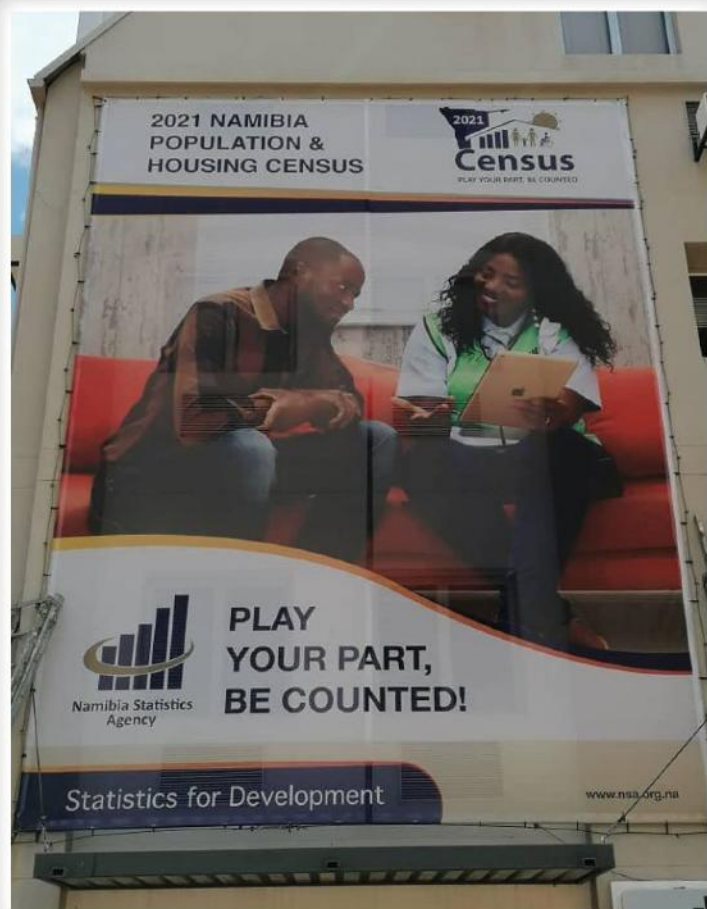




In Namibia, by Namibians




Vinyl Printing



PVC Printing



Motjari Pharmacy
Grace: caring saving love

 Nampharm our preferred pharmaceutical supplier



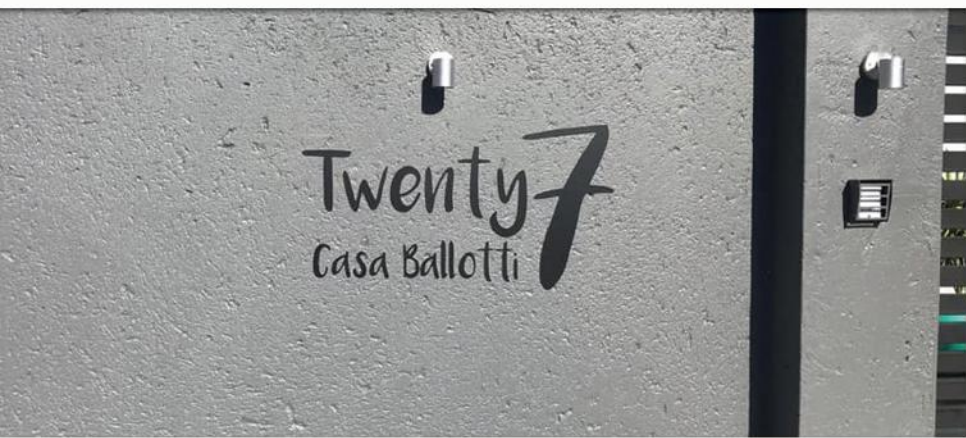
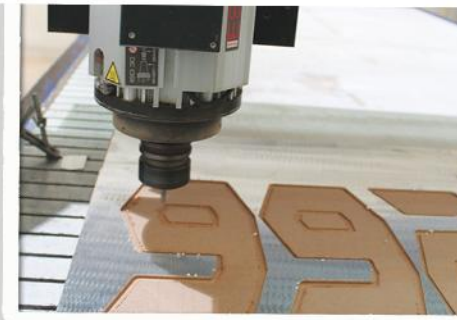
Bank Windhoek
Corporate Banking
Bank Windhoek Finance
ESME
Property Finance
Vehicle & Asset Finance
Namib Bou
 Capricorn Private Wealth



IBDO

For the manufacturing of specialised and customised router cut and engraved signs such as three dimensional cut-out logos and lettering, engraving of names and logos onto directive signage and plaques.

Engineering material used includes brass, aluminium, acrylic perspex, wood and foam board.



Router cutting & engraving



This department facilitates the cutting and engraving of specialized signage and engineering materials, focusing on signage products such as promotional items and gifts, name tags, plaques and trophy branding, rubber stamps, perspex - all with high novelty value and special function



Laser cutting & engraving

In Namibia, by Namibians



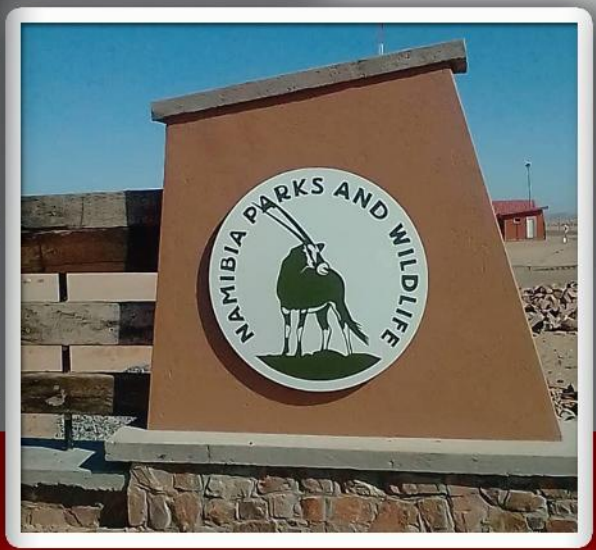
Our illuminated signage department stays abreast of the world with their innovations, by incorporating top of the line products with delicate craftsmanship and experience. Service and quality is our main foundation and focus.



LED Illumination



Manufacturing of customised pylons, billboards and various structures for illuminated and non-illuminated signage is conceptualised, designed and manufactured by our team of qualified trade staff.

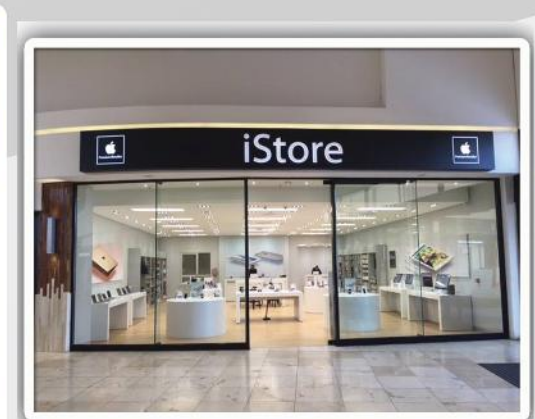
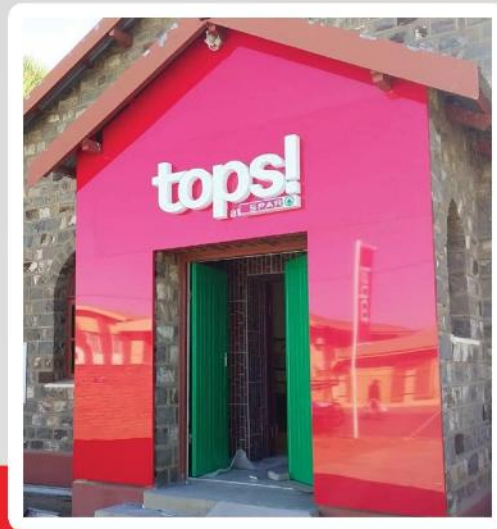


Engineering

In Namibia, by Namibians

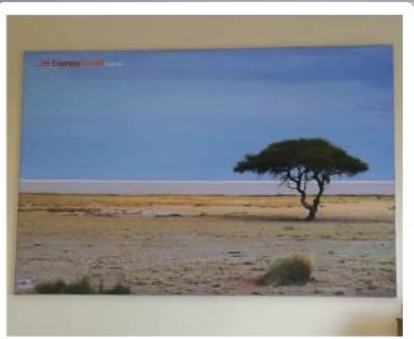


Specialised equipment is used to fabricate corporate logos and lettering using a specific range of engineering materials such as stainless steel, aluminium, brass and acrylic for all types of non-illuminated and illuminated signage to include pylons, demarcation, destination and directive signage.



Fabrication





Wood



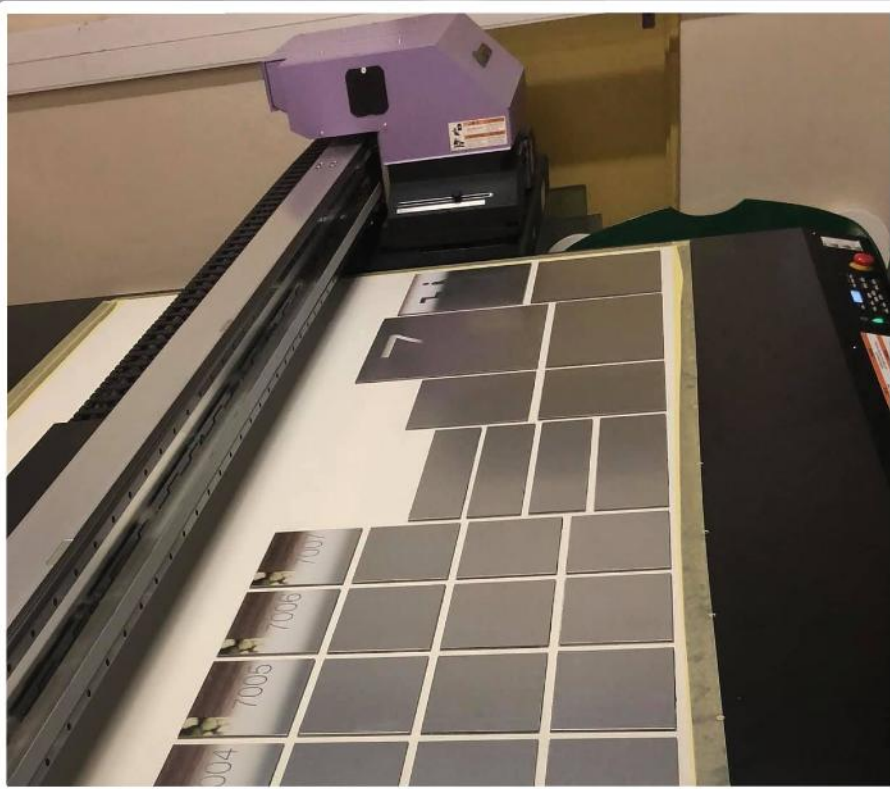
Brushed Aluminium



Aluminium



Glass



ABS



Dye-bond



Corex

With the wide-format flatbed printer we have the capability to print onto thicker substrates providing great versatility and a wider range of potential print applications

DIRECT- TO- MEDIA printing ensures precise and accurate print quality onto clear acrylic to create backlit panels, various materials used for point of sale, wood, stone, aluminium to include non-white surfaces.

Flat Bed Printer

In Namibia, by Namibians

Supporting Breast Cancer Awareness



Celebrating Valentines Day





YEARS DOING BUSINESS IN NAMIBIA





Leading the Admin and Finance team with precision, Debbie delivers on the Group's financial strategy. Her eye for detail and supporting the Group Chief Executive Officer for more than two decades she understands the need to comply with strict auditing procedures and protocols. Her support on the Management Board is visible across all the business units and departments.



Debbie Steyn
Group Chief Financial Officer

Finance & Administration



Welma Dames
Financial Controller



Aina Nashiwaya
Office Co-ordinator



Mary-Anne Chibwende
Debtors



Fransie du Plooy
Administrator

BETESDA
LODGE & CAMPSITE
 A place where time does not exist

Tel: +264 (0) 63 293 253 | Fax: +264 (0) 88 631 767
 betesda@iway.na

Betsda Lodge is the best choice for overnight accommodation when you visit the Namib desert. We are very close to Sossusvlei and Sesriem Canyon which are famous stopovers for tourists visiting Namibia. Come wash off the Namib desert in our sparkling swimming pool and enjoy the best desert hospitality in Namibia.
 Betsda Lodge, 40 Km from Sesriem, a get-away or just an overnight stop.



MARIGOLD
WINDHOEK HOTEL NAMIBIA



RNR DINER



Chantell de Jager
Head of Creative centre



Venita van wyk



Elmari Theron

Creative Centre

In Namibia, by Namibians



Magda



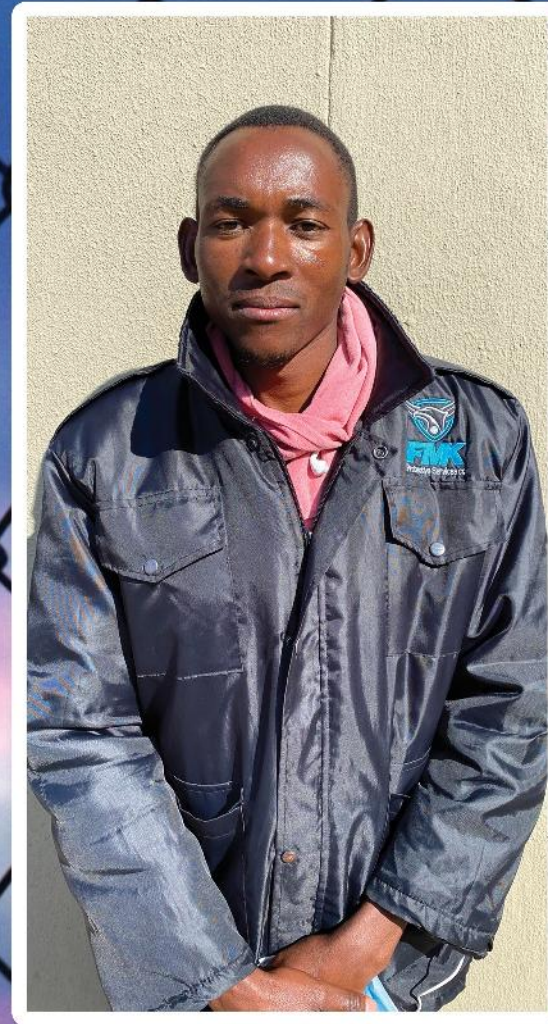
Salmolien



Housekeeping



Ebron



Faustinus

Security



Our Fleet

In Namibia, by Namibians



Bulk Stores

In Namibia, by Namibians

Northern office, Warehouse and Ugo Training Centre



Northern Office

Tel: +264 81 479 4721

Unit 3, Etemo
Industrial Park, Ongwediva



OUR NORTH OFFICE HAS
MOVED

NEW
WAREHOUSE/
OFFICE

ADDRESS
Unit 3, Etemo Industrial Park
Ongwediva

Apere Kavenji is available to assist
with your signage and branding needs
081 150 0384
northoffice@thesignshop.com.na



The Sign Shop Group of Companies

For Executive Queries
Beverly Jandrell-Uren
Group Chief Operating Officer
beverly@thesignshop.com.na

The Sign Shop
Max Schiebler
max@thesignshop.com.na



Afritectural
sales@afritectural.com



Chillimelon
Ralph Izaaks
promo@thesignshop.com.na



Eshisha Media Network
sales@eshisha.com



Just Logic Digital Media House
sales@justlogic.com.na



Ugo Brand Managers
sales@ugo.com.na



Xtreme print and stamp
Eugene Rousseau
xpssales4@thesignshop.com.na

