



Paarl Media Cape's environmentally sustainable Biomass Boiler is up and running



Globally, more and more businesses are looking into ways of lowering their energy consumption and reducing energy costs, as well as reducing their carbon footprints.

As a group, Paarl Media has undertaken to support this drive by lessening the environmental impact of the printing process which the company sees as a benefit to all involved – customers, employees and the community.

This is recently highlighted by Paarl Media Cape's newly operational Biomass Boiler, the only one of its kind in South Africa.

The Biomass Boiler is powered by sustainable biomass which burns at intense temperatures to generate the steam required to power Paarl Media Cape's gravure printing presses. The Biomass Boiler is a zero carbon footprint process that results in a 75% reduction of electricity and fuel usage, an important point considering the continued demand and soaring prices of fossil fuels.

The new Biomass Boiler not only works towards creating a carbon neutral footprint for the company, it also reduces the plant's electricity consumption. With recent electricity tariff increases, this is a significant development, as it will reduce production costs in the long run and create a buffer against electricity inflation.

The boiler utilises wood chips produced from alien vegetation, plants which are not indigenous and therefore have a negative impact on the environment, to create the steam. This includes collecting amongst other alien vegetation, Port Jackson and Black Wattle wood chips as these species are not native to the Western Cape and are both being extremely high consumers of water.

In addition to being a greener process, the new Biomass Boiler system will assist in creating jobs within the local community through the collection of natural alien material for the production of the chips needed to fuel the boiler.

Advancing education and promoting literacy across Africa

At Paarl Media, we believe that education is a cornerstone in community development and improving the African continent.

Since this is such a fundamental belief, Paarl Media was proud to participate in the recent 32nd annual conference held by the Association for Educational Assessment in Africa (AEAA) in Livingstone, Zambia. Paarl Media sponsored the customised bags for the participants' programmes and hosted a stand showcasing our print offering during the event.

The AEAA promotes co-operation amongst examining and assessment bodies in Africa.

Most of these examination bodies print their examination materials in the UK and other countries, which is expensive and impacts on the delivery deadlines of products. However, Paarl Media has proven capable to deliver on their expectations. The conference offered an important platform to showcase that Paarl Media has both the capability and expertise to deliver on Africa's printing requirements and was an excellent opportunity to interact with current and potential clients.



The host for this year's AEAA was Zambia and the theme was 'Educational Assessment in a Knowledgeable Society'. More than 440 delegates attended the first day.

"To note that our service impacts on promoting literacy was fulfilling. Events such as these, allow us the pleasure to be amongst change-makers in education advancement in Africa," commented Thobela Dikeni, Director of Business Development.

This five day annual conference is attended by all examination bodies in Africa who are members of the AEAA, drawing delegates from the rest of Africa and as far as the UK, USA, Canada, and Japan.

Supporting growth in the African retail market



The Paarl Media Group is elated to be the official associate sponsor and exclusive print partner for this year's Retail Congress Africa, the only dedicated strategic retail congress specific to Pan-African markets.

The Sandton Convention Centre in Johannesburg will be hosting the event on the 18th and 19th November 2014. Launched in 2013, the Retail Congress Africa created a meeting place for senior domestic and international retailer executives and suppliers to network and discuss relevant timely information on the retail market in Africa.

The second year of the Retail Congress will provide attendees with a deeper insight into the opportunities and challenges of retailers in Africa by identifying the new African customer.

The speaker facility this year will feature more than 70 retail expert speakers.

18 - 19 November 2014 Sandton Convention Center, Johannesburg

“ **Unlocking Africa's retail opportunities**
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