

First of the print production independents

Omnicom S.A. has set up the first print production independent in South Africa.

Omnicom Production Direction (OPD) was launched in September 2002 under the stewardship of Steve Serfontein previously General Manager of Independent Newspapers.

Production Direction has the mandate to initially handle the print production buying and administration for the TBWA Hunt Lascaris, Tequila, TBWA Gavin Reddy, G1 and Fine Healthcare agencies in South Africa.

With 25 highly skilled print production managers, OPD aims to deliver high quality printing and repro, on time at very competitive prices to the existing client base through bulk buying.

Negotiations are underway to bring other agencies under the OPD umbrella and also to grow a direct client base that will be able to enjoy the bulk buying rates negotiated by OPD.

For more, visit: <https://www.bizcommunity.com>