

SUCCESS STORY



We have had a successful long-term relationship with PSA Romano which has covered the ongoing upgrading of the bank's signage over the years, contributing to our unique image. Even under tremendous pressure, PSA Romano has never let Capitec down and will do anything to help Capitec build the brand - Chris Scheepers, Capitec Bank Head: Administration, Stock and Logistics, Property and Development



Background

PSA Romano, the manufacturer and supplier of branded corporate signage, is now in its 18th year as a supplier to Capitec Bank. PSA Romano's business relationship with Capitec started back in 2000. Since then the bank's branding has evolved with PSA Romano providing Capitec with both interior and exterior signage as well as point of sale elements.

Recent Projects Completed

A recent project involved the design and installation of signage for the bank's new branch installations and upgrades. The project included branding of Capitec's ATM sites and providing ongoing maintenance.

This involved the manufacture and installation of moulded individual illuminated logos and letter sets as well as the installation of vinyl decals and flat cut-out acrylic letters. The installation included covered printed fabric cloth moulded logos.

Alida Rossouw, account executive at PSA Romano, who has worked with Capitec Bank since 2006 explains, "Over the years we have worked hard to build on a mutually beneficial business relationship with Capitec. We work closely with our design and creative team to develop the branding which has become synonymous with relationship between the two organisations.



CAPITEC

CASE STUDY

COMPANY NAME:

- CAPITEC BANK

INDUSTRY:

- FINANCIAL SERVICES

LOCATION:

- SOUTH AFRICA

NUMBER OF BRANCHES:

- 826

SERVICES PROVIDED:

- EXTERIOR SIGNAGE
- INTERIOR SIGNAGE
- PRINTING
- POINT OF SALE

RELATIONSHIP:

- 18 YEARS
- COMMENCED 2000

