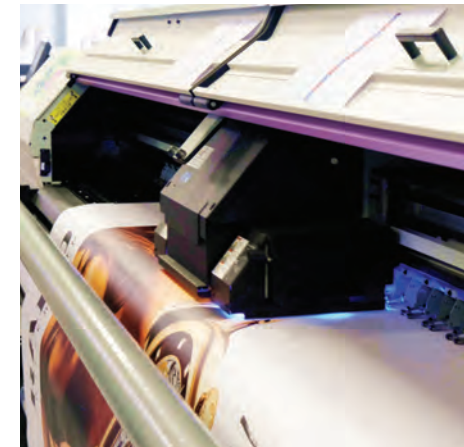


PORTFOLIO



Empowering Brands with Design, Print, Signage & Shopfitting Solutions.



THE GROUP



IN-HOUSE EXPERTISE AND MANUFACTURING EXCELLENCE

Professionals combine creativity and technical skills to deliver innovative signage, graphics, and shopfitting solutions for brands, ensuring high-quality & efficient outcomes



THE FIRE TREE
DESIGN COMPANY



OUR SERVICES

CONCEPT DESIGN AND LAYOUT: Integrating brand identity with optimised layouts for customer flow and product display.

SIGNAGE INTEGRATION: Seamless signage solutions to reinforce branding and guide customers.

LIGHTING SOLUTIONS: Strategic lighting to enhance displays and create engaging atmospheres.

CUSTOM DISPLAY SOLUTIONS: Innovative displays for effective product showcasing and increased engagement.

FIXTURE MANUFACTURING: Custom fixtures that reflect brand aesthetics and maximize functionality.

SHOP-FITTING SERVICES: Creating memorable spaces with tailored solutions from manufacturing to installation.

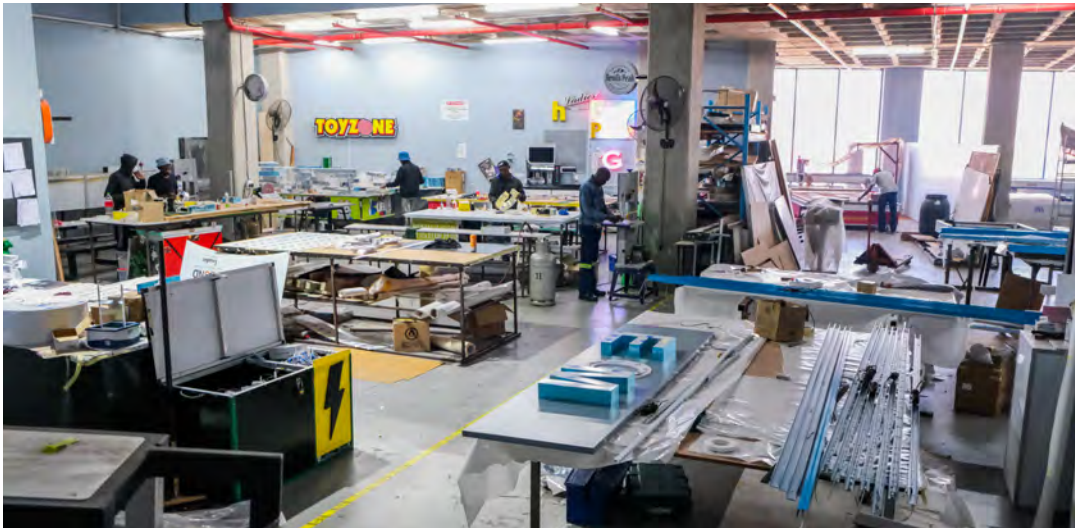
EFFICIENCY AND PRECISION: Using technology and quality control to deliver projects on time and within budget.

PRINT SOLUTIONS:

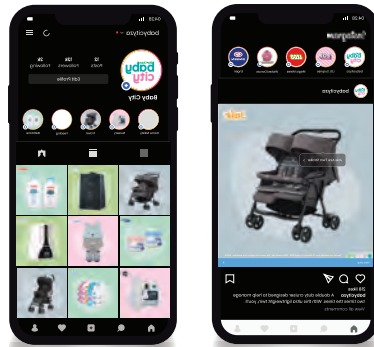
High-quality print production that enhances brand visibility across all touchpoints, delivering durable, precision-crafted graphics for maximum in-store impact.

INSTALLATION SERVICES:

Professional, efficient installation ensuring all signage, fixtures, and displays are executed to specification — on time and to the highest standard.



Design



Brand Development and Advertising

We pride ourselves on being at the forefront of design, print, signage and display technologies. With high-end facilities and high standards of quality, we are effectively pushing through the boundaries of what is possible. The end result of this is our ability to offer you service that will surpass all expectations.

GRAPHIC DESIGN & CORPORATE BRANDING

Every brand is carefully considered to deliver unique designs for our clients that help to create strong and identifiable representations of their brands.

SOCIAL MEDIA MANAGEMENT

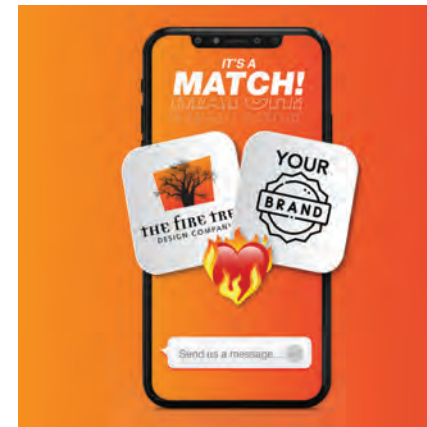
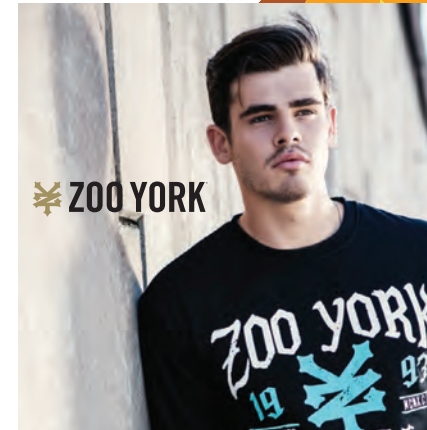
Our services include designing and creating engaging content, optimising schedules and building vibrant online communities to meet marketing objectives.

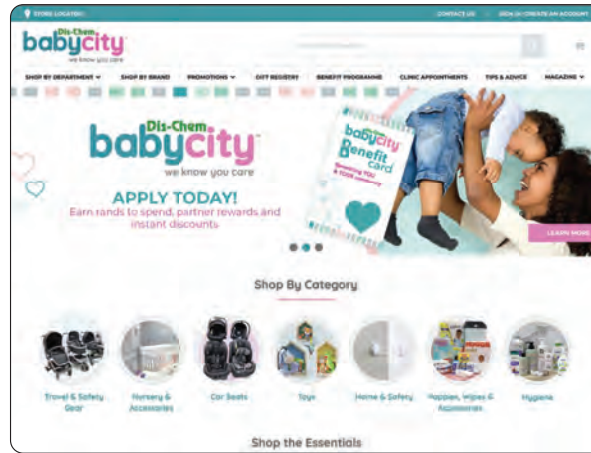
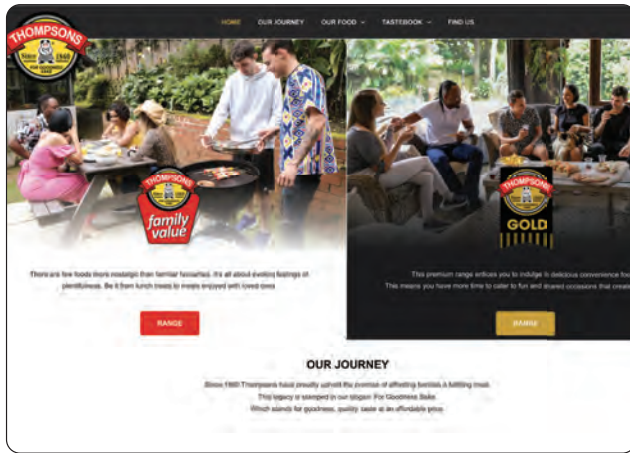
WEBSITE & APP DEVELOPMENT

We design and develop websites and apps that speak to your brand and to your audience.

PHOTOGRAPHY & VIDEOGRAPHY

We cover all your multimedia needs by styling, directing and editing in our a fully equipped photographic studio. On-location shooting options are available.





BRIEF



Meet with the client and get the full brief

RESEARCH



Find out more about the project

IDEATE



Brainstorm various concepts that would best communicate the message

DESIGN



Create up to 3 options for the client to view

MOCKUP



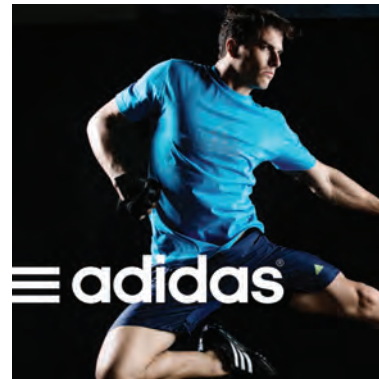
Show the client how it would look in a real life setting

FINALIZE

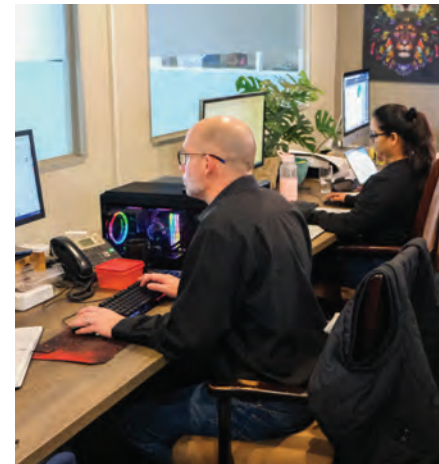


Execute the final design and send off to be manufactured or printed





Printing



Quality Large Format Printing

Our in-house design, production, and manufacturing capabilities give us a significant edge in quality and efficiency. By operating all equipment on-site, we offer competitive pricing and meticulous quality control, ensuring excellence in large-scale printing, custom retail outfitting, and distinctive signage. We prioritise your satisfaction from consultation to final installation.



ENVIRONMENTALLY-FRIENDLY HYBRID 3.2M LATEX PRINTER:

OFFERS:

- Eco-friendly printing
- Vibrant colours
- Quick drying
- Suitable for a wide range of applications without the need for lamination

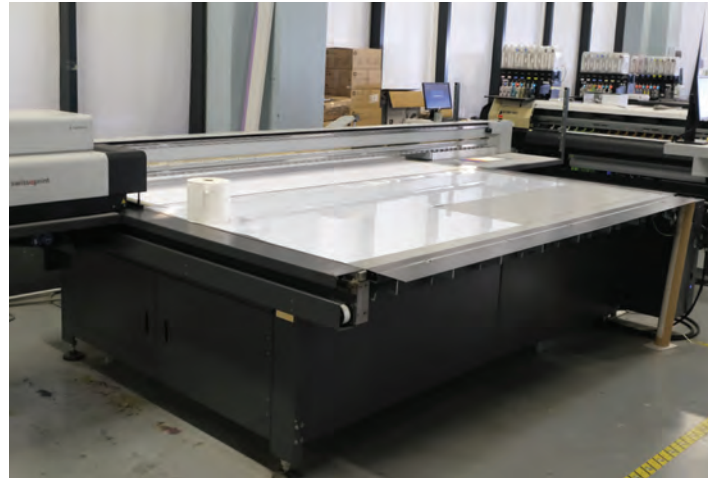
UV Stabilised inks

This is a sustainable printing solution, it delivers vibrant colors, sharp details, and durable prints for indoor and outdoor use. Designed for high productivity, it offers fast speeds and handles various media types, including vinyl, textiles, and paper. It's versatile for signage, vehicle wrapping, exhibition graphics, and other large-format applications.



2.5M X 2M SWISS Q PRINT:

A robust, industrial-grade UV printer built for continuous production environments. It delivers exceptional high-resolution print quality with vibrant, consistent colour across a wide range of substrates — ideal for clients who value quality, reliability, and versatility.



ACCURIO PRESS: designed for high-volume printing environments. AccurioPress machines utilise advanced digital printing technology to produce high-quality prints efficiently and consistently

OFFERS: support a variety of paper types and weights, including coated and textured papers, allowing for flexibility in print jobs

TARGETS: clients requiring high-quality, short run digital printing of letterheads, business cards, flyers, folders and menus across a wide range of substrates and applications.

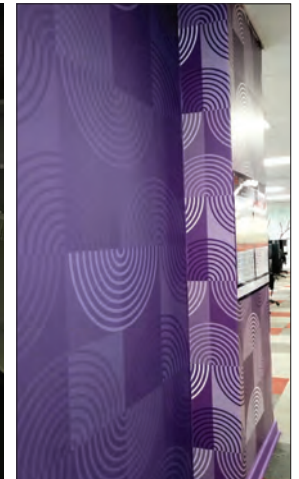
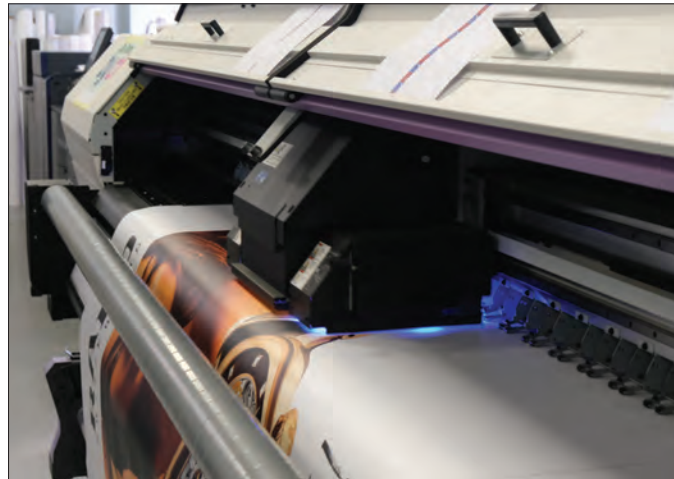


MIMAKI 3.2M X 1.6M WIDE: known for their reliability, quality output, and versatility, catering to a wide range of applications in industries such as signage, apparel, interior design, and industrial manufacturing. Mimaki continues to innovate with new technologies to meet the evolving demands of the printing and cutting markets.

We have a wide range of Mimaki machines offering UV & solvent print that gives us a significant advantage in the printing and cutting industry.

OFFERS: high-resolution printing capabilities suitable for detailed graphics and images.

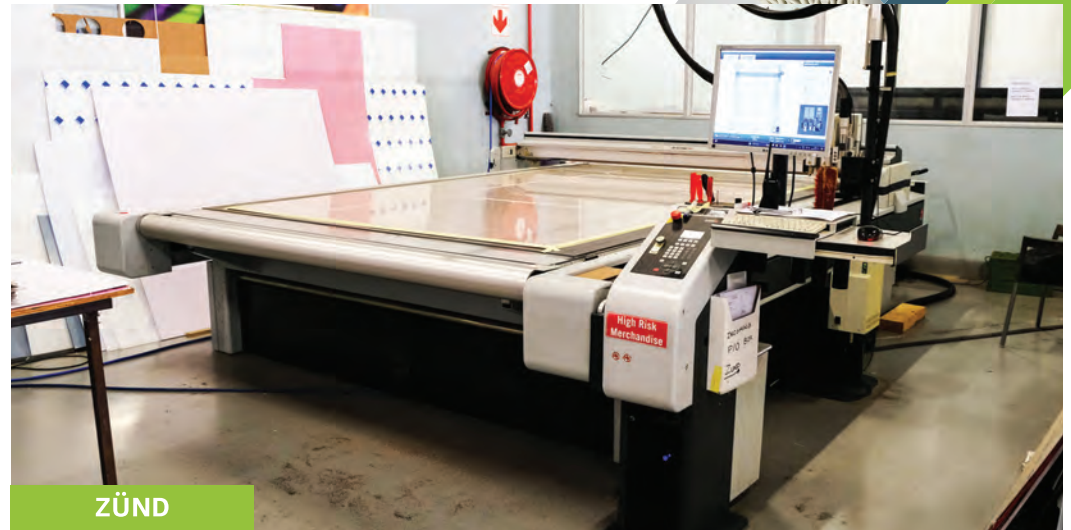
TARGETS: clients requiring indoor and outdoor signage, banners, vehicle wraps, point-of-purchase displays, and other large format graphics.





GENX 16 SP

THE **GENX 16 SP** is a high-speed, professional large-format printer delivering sharp detail, vibrant colour consistency, and reliable performance for high-volume commercial, retail, and display production.



ZÜND

THE **ZÜND** is a precision-engineered Swiss cutting solution, ZÜND delivers accurate, clean, and consistent results across rigid boards, textiles, vinyl, and composites. Efficient, scalable, and workflow-friendly, it ensures professional-grade finishing for retail, signage, and display production.



Our high-precision CNC router engineered for accurate cutting, engraving, and shaping of rigid materials. Durable and reliable, it delivers clean finishes and tight tolerances, making it ideal for signage, retail displays, and custom fabrication while boosting production efficiency.



LAZER CUTTER

Our precision-engineered laser cutting system designed for clean, accurate, and efficient processing of a wide range of materials, including metals, plastics, wood, and composites.



Signage



Comprehensive Signage and Manufacturing Services

As a complete signage manufacturing department, we provide end-to-end solutions for both small and large projects. From concept to installation, our approach ensures seamless execution and customer satisfaction.



We are your premier destination for bespoke signage and solutions, featuring advanced metalwork, electrical expertise, and rigorous quality control.

Our metalwork department uses state-of-the-art equipment, including an aluminium letter

Quality Control Excellence

Our rigorous quality assurance ensures each signage product undergoes thorough inspection and testing for flawless performance and longevity. We adhere to industry standards to deliver excellence with every installation.

Our Strengths

- Expert Team : Skilled professionals dedicated to outstanding results.

bending machine, routers, and precision lasers, to create intricate, high-quality designs.

In our electrical department, we integrate electrical components with innovation and expertise, ensuring that every project is both functional and aesthetically appealing.

- Bespoke Solutions : Customized designs for unique and impactful signage.
- Capacity for Large Projects : Extensive resources to handle projects of any size, on time and within budget.

Explore our portfolio to see our expertise in creating eye-catching signage solutions across various industries, from retail to corporate environments.



BIG LASER CUTTER

Handles larger sheets and materials than standard desktop laser cutters.

CNC ROUTER

A computer-controlled machine for cutting wood, plastics, metals, composites, and foams.

CHANNEL BENDER

Perfect for bending alu channel for fabrication or industrial applications.

HEATING OVEN

Spray painting and softening acrylic.

AERO CURE SPRAY BOOTH

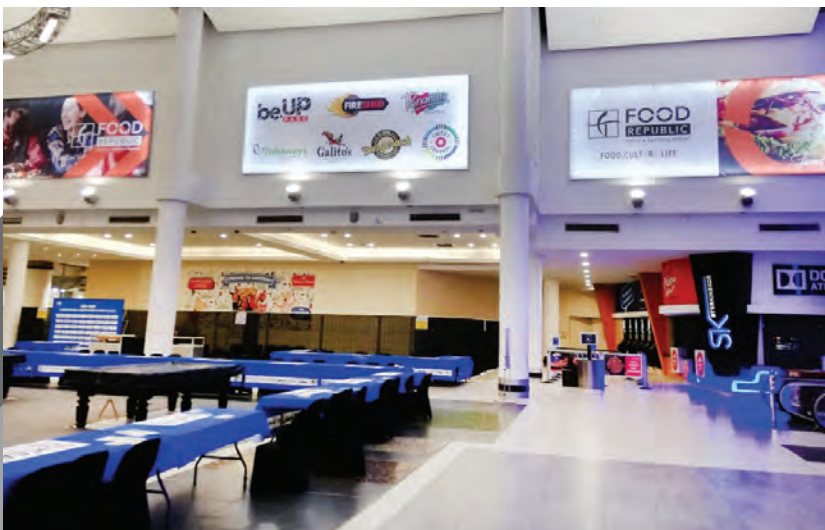
Specialized for painting and finishing in automotive, aerospace, woodworking, and manufacturing industries.

LASER WELDER MACHINE

Precision tool for joining materials using laser energy.



We are one of the preferred suppliers for many shopping malls in SA for various signage and branding opportunities.





ACTIVATION STANDS AND EXPOS



BILLBOARD

We offer various finishing options, including pockets, eyelets, and welded ropes, to meet your specific needs. Cherry pickers are used for installing large, hard-to-reach billboards.



We've successfully completed hundreds of activation stands and expo projects nationwide. Our advantage lies in having shop-fitting, signage manufacturing, and printing all under one roof, allowing us to control quality and make on-site adjustments quickly. This ensures that our clients' designs are brought to life with endless possibilities.

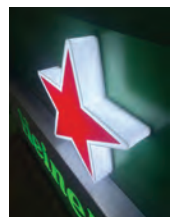
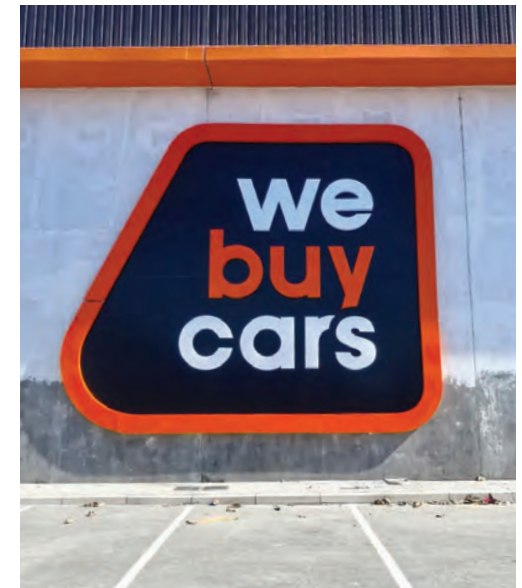


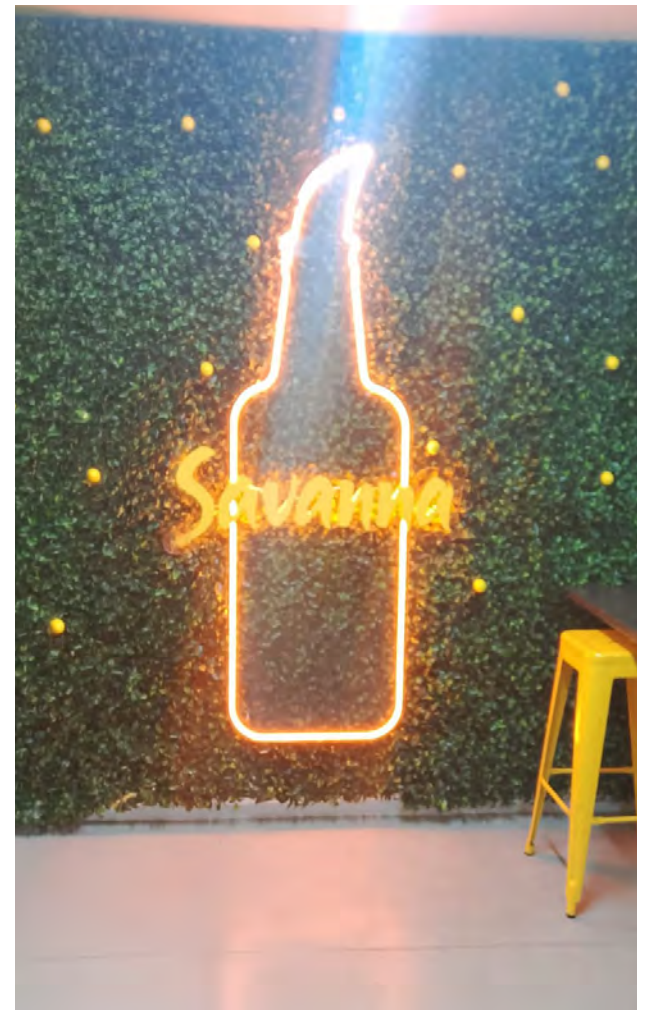
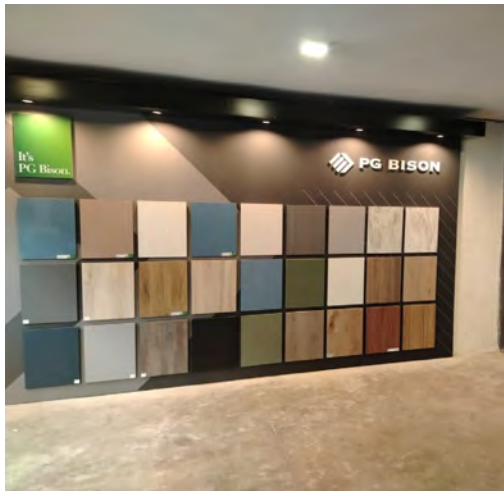


As a valued supplier to Pick n Pay, we deliver consistent, high-quality print and signage solutions that enhance in-store branding and customer experience.













Digital textile printing refers to printing colors onto fabric using ink jets. It allows for flexible quantities, from small to large runs. Textile prints are versatile, suitable for hanging banners, indoor signs, and backdrops.

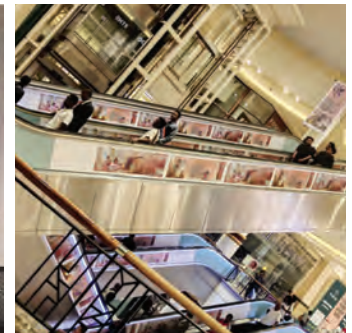


FROSTED VINYL / SANDBLAST VINYL on windows creates an elegant ambience and provides privacy when required

TRANSIT BRANDING



Vinyl is an efficient and effective way to promote a business, useful for information, advertising, or decoration. Options include cast, static, translucent, reflective, white, clear, blockout, and removable vinyl.



PVC BANNERS are strong and durable, available in formats like Blackback, Backlit, Mesh, Double-sided, Greyback, and Non-Curl PVC. Their superior ink absorption ensures high-quality, standout artwork.



PROMO DISPLAYS Quantity does not matter, we produce promotional material, in diverse formats







Elements for Smirnoff:
 Branded furniture and bar
 Branded accessories
 Wall feature vinyl and art
 Illuminated wall feature
 Custom signage



From floor layout, including planning the signage, shopfitting, lighting, and in-store, plus installation, we took care of it all. We're proud to have been the chosen company for Foton, completing the design, manufacture, and installation of their stores across borders.





We understand the unique challenges of healthcare fitout projects.

We have to consider:

- * Infection control through clever design and construction
- * Durability to withstand high traffic and sanitisation
- * Functionality that streamlines workflow for medical professionals

We're proud of our work on the Underberg Sani pharmacy, where we crafted every fitting with precision to deliver a seamless patient experience. Our team's expertise extends to various retail environments, including baby stores and pharmaceutical product shops.

Let us help you create a healthcare space that prioritises patient well-being and operational efficiency.



Specialise in tavern and liquor industry
Conceptualise, design, fabricate, manufacture, and install all project elements



Shopfitting



Outfitting and Shopfitting Retail Solutions

Our team expertly transforms spaces across South Africa with custom furniture, dynamic systems, and intricate shop window displays. Our in-house design and shop-fitting facilities, equipped with cutting-edge technology, enable agile, high volume production of custom counters and retail displays.



We offer bespoke shopfitting with in-house signage and printing for exceptional value and efficiency. Our integrated approach ensures competitive pricing, timely completion, and innovative design, specialising in tailored signage and retail environments. Gener8 combines expertise and creativity to deliver exceptional, customised solutions for your unique needs.

Our Unique Approach

End-to-End Service

We provide a complete service from design and conceptualisation to manufacturing and installation. Our team ensures seamless execution with meticulous attention to detail, bringing your vision to life across various sectors with exceptional craftsmanship.

Our Comprehensive Solutions

We offer innovative solutions to enhance retail and event spaces, each crafted for impactful displays and functional environments:

Modular Retail Kiosks : Customisable kiosks for flexible retail solutions.

Mall Kiosks : Functional kiosks designed for high-traffic mall settings.

Retail Display Showboxes : Elegant units to showcase merchandise and drive engagement.

Display Plinths : Stylish plinths to highlight products in retail or exhibitions.

LED Fabric Lightboxes : Illuminated lightboxes with energy-efficient LED lighting.

Fabric Pop-Up Systems : Portable systems for temporary displays with customisable graphics.

Tension Fabric Systems : Wrinkle-free, professional displays with tensioned fabric.

Display Showcases : Customisable showcases for attractive and secure product presentation.

Mall Activations : Interactive setups to boost foot traffic and enrich the shopping experience.

Exhibition Stands / Trade Show Displays : Tailor-made stands for impactful brand communication at events.

Our Services

1. Shopfitting Solutions

- **Design & Concept** : Collaborate with our creative team to craft bespoke designs that reflect your brand and functional needs.
- **Engineering** : Turn design concepts into actionable plans using advanced technology for structural integrity and functionality.
- **Manufacturing** : Utilise cutting-edge machinery and skilled craftsmanship to produce high-quality components and fixtures.
- **Execution & Installation** : Ensure precise installation to transform your vision into reality.

2. Metal Work

Equipped with advanced technology, including letter bending machines, router cutting tools, and precision lasers, we create durable and intricate metal components. Our steel fabrication services build bespoke structures and fixtures for your retail space.

3. Electrical

Seamlessly integrate electrical components into signage and shopfitting solutions. Our skilled team manages all electrical aspects, enhancing both functionality and aesthetics.

4. Quality Control Excellence

Rigorous quality assurance processes involve comprehensive inspection and testing to meet the highest industry standards, ensuring flawless results.

Our Strengths

- **Expert Team** : A highly skilled team dedicated to exceptional results.
- **Bespoke Solutions** : Customised designs tailored to specific client needs.
- **Capacity for Large Projects** : Extensive resources to manage projects of any scale, on time and within budget.





We Know the Retail Space Inside and Out

From store concept design to print, signage, specialised lighting, display stands, promotional displays, and shop-fitting, we offer a full range of services





We Know the supermarket space
From store concept design, print, signage,
specialised lighting, display stands,
promotional displays and shop-fitting





Empowering Brands with Design, Print, Signage & Shopfitting Solutions.



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