

Bookmark

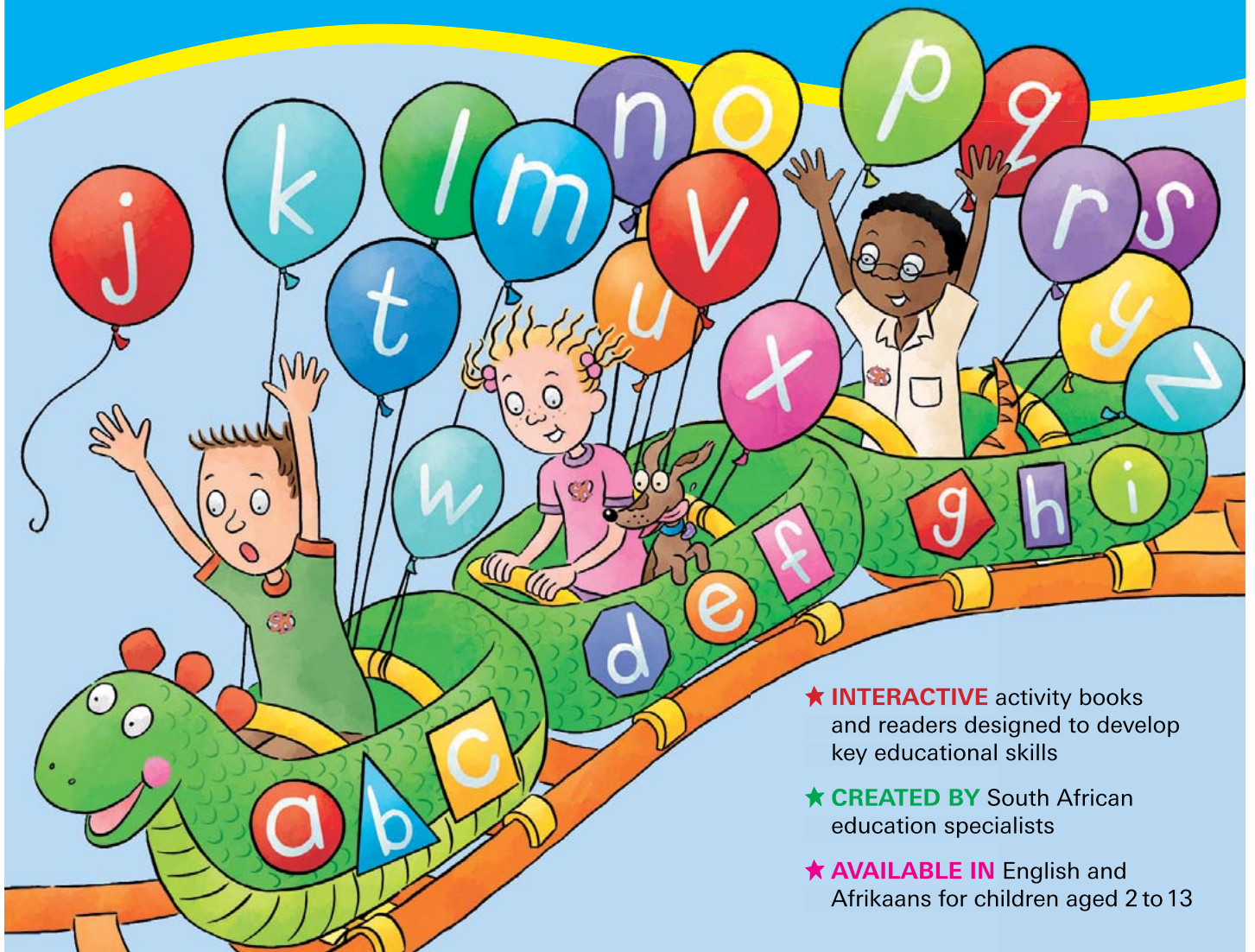
www.sabooksellers.com

Issue 80, March – May 2015

Smart~Kids

Make the smart choice for a brilliant future!

The smart way to start the 2015 school year!



★ **INTERACTIVE** activity books and readers designed to develop key educational skills

★ **CREATED BY** South African education specialists

★ **AVAILABLE IN** English and Afrikaans for children aged 2 to 13

ALWAYS LEARNING

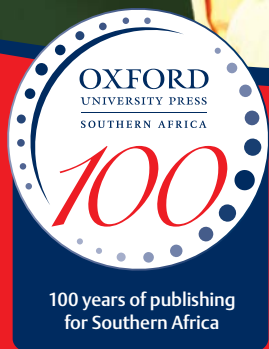
PEARSON

NEWS MAGAZINE OF THE SA BOOKSELLERS ASSOCIATION



Celebrating 100 years of excellence

in providing quality educational
materials and support to
South African learners, teachers,
students and lecturers



/OxfordSASchools



@OxfordSASchools



blog.oxford.co.za

Customer services:
021 596 2300

Teacher's hotline:
0800 202 463

www.oxford.co.za

PROUD SHAREHOLDER



THE MANDELA RHODES
FOUNDATION

OXFORD
UNIVERSITY PRESS
SOUTHERN AFRICA

Contents

REGULARS

- 4 • [SA Booksellers National Executive](#)
• [Bookmark](#)
• [SA Booksellers Association](#)
- 6 [President's Letter](#)
- 29 [Member Listing](#)

E-BOOKS

- 10 [E-books and print](#)
(At last) living in perfect harmony
- 12 [The changing nature of content](#)
Information fatigue and the digital content deluge
- 13 [Snapplify receives investment](#)
Major plans for expansion
- 14 [Digital Developments](#)
 - E-books before bedtime a bad idea
 - More from Deloitte's TMT report
 - Should emerging markets take a different approach to battling online piracy?

GENERAL TRADE

- 8 [2015 Calendar](#)
- 15 [December holiday sales](#)
A glance at some retail trends for 2015
- 16 [Bookshops in focus](#)
 - African Book Connection
 - Bookworld
 - Clarke's Bookshop
- 18 [Why an Indie Book Fair?](#)
Encouraging a vibrant publishing industry
- 20 [Watch this space](#)
The 2015 South African Book Fair
- 22 [André Brink](#)
The passing of a South African literary giant

EDUCATION AND ACADEMIC

- 24 [Interview with a bookseller](#)
The Academic
- 26 [Nal'ibali](#)
Bringing home the power of stories to South African families
- 27 [Children's books dominate the market](#)
Our children are still reading and printed books are their favourite
- 28 [Reading and Writing Solutions](#)
Changing lives and empowering people through reading

Smart-Kids

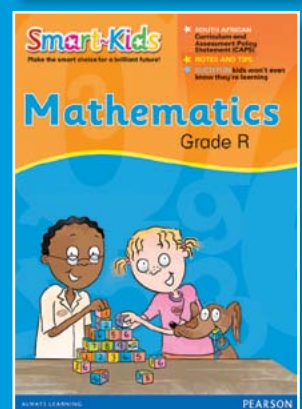
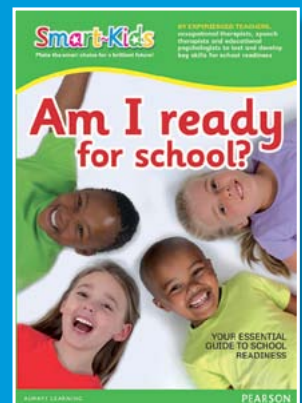
Make the smart choice for a brilliant future!

Get a head start on 2015 with Smart-Kids!

Smart-Kids is a series of workbooks and readers for parents who want to get involved with their children's education. The series is written by experienced educators and is designed to reinforce what children are learning in the classroom as well as develop and master key educational skills to ensure they succeed at school.

The Smart-Kids product range includes Board Books, Write and Wipe Books, Workbooks, Skills Books and Test Books. The series is available in English and Afrikaans and is suitable for children from ages 2 to 13.

Email: pearsonza.enquiries@pearson.com Tel: 021 532 600
www.smart-kids.co.za www.slimkoppe.co.za [f](#) SmartKidsSA



ALWAYS LEARNING

PEARSON

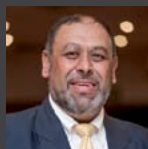
SA Booksellers National Executive Committee



PRESIDENT AND EASTERN REGION CHAIRPERSON
Sydwell Molosi
ssmolosi@gmail.com • 072 220 5311



VICE PRESIDENT AND ACADEMIC CHAIRPERSON
Mohamed Kharwa
kharwa_m@provisions.co.za • 031 337 2112



VICE PRESIDENT AND NORTHERN REGION CHAIRPERSON
Riaz Hassim
hassim@bookexpress.co.za • 011 482 843



HONORARY SECRETARY
Peter Adams
padams@adamsbooks.co.za • 086 134 1341



CENTRAL REGION CHAIRPERSON
Guru Redhi
redhi@iafrica.com • 032 945 1240



LIBRARY CHAIRPERSON
Richard Hargraves
richard@hargraves.co.za • 021 447 5682



GENERAL TRADE CHAIRPERSON
Olinka Nel
olinkan@exclusivebooks.co.za • 011 798 0104



TREASURER, EDUCATION AND SOUTHERN REGION CHAIRPERSON
Hentie Gericke
hentiegericke@hotmail.com • 021 981 1270



DIGITAL SECTOR CHAIRPERSON
John Jacobs
john@forgeeducation.co.za

The Executive Committee of SA Booksellers and the Editor thank all those who contributed to this issue of Bookmark through articles and/or advertising.

SA Booksellers National Office



Samantha Faure
samantha@sabooksellers.com
021 945 1572

Bookmark

NEWS MAGAZINE OF THE SA BOOKSELLERS ASSOCIATION
Issue 80 • March – May 2015

EDITOR Jessica Faircliff
ASSISTANT EDITOR Elize Knoetze
DIGITAL EDITOR Nicolene Finlayson

EDITORIAL AND ADVERTISING +27 (0)28 312 4799
+27 (0)83 469 2966 • bookmark@sabooksellers.com

SUBSCRIPTIONS Samantha Faure
+27 (0) 21 945 1572 • samantha@sabooksellers.com

FEATURED CONTRIBUTORS Alan Vesty, Claire Rose Julius & David Robbins, Mohamed Kharwa, Samantha Faure

PHOTOGRAPHS Shutterstock. Thanks to all for photographic contributions

Design and Layout: Through the Looking Glass
Printed by: CTP Book Printers

SA Booksellers
ASSOCIATION

SA Booksellers, PO Box 870, Bellville, 7535
Tel: (021) 945 1572, Fax: 021 945 2169
saba@sabooksellers.com
www.sabooksellers.com
Office Hours: Monday to Friday, 09h00 to 13h00

Website Design: Through the Looking Glass
Website Development: Country Digital
Website Hosting: Databias

ABOUT THE SA BOOKSELLERS' ASSOCIATION

The SA Booksellers Association represents a united front for booksellers. Through strategic liaison with the different sectors of the industry and provinces, SA Booksellers strives to regulate the book-trade, reminding publishers to act as wholesalers and booksellers as retailers. The annual SA Booksellers AGM has historically been co-located with the Publishers Association of South Africa (PASA) AGM. The AGM is open to all members of SA Booksellers and is a conference full of information, energetic discussions, pertinent topics and eloquent speakers. This is an opportunity for education for all, keeping members at the cutting edge of developments in our ever changing industry.

SA Booksellers works closely with government departments, educational authorities, and the state tender boards concerning matters that affect the trade.

More than 50% of SA Booksellers members are previously disadvantaged and SA Booksellers is well positioned to lobby government on all issues pertinent to the book trade. SA Booksellers provides access to information for all its members, through the commissioning of research papers and the gathering of news, to the effective dissemination of this information via the industry magazine Bookmark and through www.sabooksellers.com.

Bookmark, the official magazine of SA Booksellers, is distributed free of charge to all members as well as to all influential people in the book trade from publishers to government departments. The digital edition is sent to an ever increasing subscriber database. This magazine is a mouthpiece for SA Booksellers members as much as it is a source of information. Send a letter to the editor at bookmark@sabooksellers.com to get your views published.



For all your book requirements call:

Annatjie Roets on 083 287 2468

Meyrlene Grant on 011-573-9040

Throughout history, the world's greatest leaders were also prolific readers and writers of books. As South Africa's leader in book imports and exports, Sasfin Premier Logistics is proud to be playing its part by ensuring that books in our care reach eager minds of all ages. We are your book partner beyond expectations.

Our Team has over 35 years of experience in book and magazine importing to Southern Africa from all over the world, previously as Premier Freight, now as Sasfin Premier Logistics. We are the foremost provider of total logistical and importing services to the book and magazine industry. Using our equally experienced partners, we are able to offer our clients a total service, from order to front-door delivery anywhere in Southern Africa. Whether by sea or air, our dedicated staff will oversee your shipment from order to delivery. We offer unique and personalised service. So, if you're involved in importing books and magazines to Southern Africa and expect nothing less than a partner beyond expectations, can you afford not to be talking to the experts?

“Education is not the learning of facts, but the training of the mind to think”

Albert Einstein

sasfin
Premier
Logistics

www.sasfinlogistics.com

Johannesburg +27 11 573 9000 Cape Town +27 21 421 5836

Durban +27 31 312 9352 Port Elizabeth +27 41 364 2555

Sasfin Premier Logistics (Pty) Ltd Reg. No. 1963/001656/07 Registered Financial Services
Provider Licence No: 8542. A member of the Sasfin Group.

President's Letter

Dear Member,

As we come to the end of another “back to school” period, many booksellers feel the results of the end of the phasing in of CAPS. As the department had to provide new text books for three grades last year the spending was high. Those books are intended to last for three years, so this year only top-ups were required, plus replacements for the aging lower grade books which are not as expensive. So booksellers dependent on the schools heavily funded by the Department of Education were affected. For others the year appeared to be more normal. But however our sales this year, our feelings were overshadowed by the elephant in the room – the expected decisions of the Department on the various proposals in its Draft Policy Document. While we have received no correspondence on either the proposal to purchase only one text book per grade in each subject or the proposal to purchase all textbooks through provincial purchasing structures, we are very concerned as accepting either of these proposals would lead to the demise of numerous businesses. In the Western Cape direct purchasing has already led to the disappearance of many booksellers and sales to the State schools were low for our members. In the Eastern Cape booksellers again delivered for the publishers, but their incomes declined because the book budget was considerably reduced. In KZN the new distributor has appeared to deliver efficiently as we have not heard complaints – quite an achievement in his first year!

In his State of the Nation Address President Zuma pledged support for education and announced the establishment of a number of new FET Colleges. The country is in great need of people skilled in the trades, and we welcome this development.

The start of the university academic year has again been interrupted by strikes at some of the major universities. Campuses have been closed at the Tshwane University of Technology, at Nelson Mandela University, at Durban University of Technology and at University of KZN. A disrupted start to the year stops students from buying in the crucial first week of the term and

these sales are often never recovered.

Some of the strikes have been about rising university fees. At University of KZN the complaint is about a rise of 12%. Another problem for students is that the NSFAS bursaries do not normally cover the fees fully, and those who have not paid the balance are excluded the following year. While the increases in fees at some universities are high, they must be seen against the serious financial strain in the institutions' finances. State funding has not kept pace with the increased costs and ever more students expect to be given access to university when they do not have the ability to pay. The NSFAS bursary funds have also been disbursed very late for the past two years as NSFAS tried to take control of the administration at four universities to reduce fraud. Some funds were disbursed earlier to UNISA students this year, and we trust this is a sign that the process will be more efficient. At other universities where the university decides on the students who will receive bursaries, there has been a trend for lower book funds to be available. More is often taken for fees and food allowances, leaving less for the books. Booksellers would like to see the funds – or part of them – ring fenced for books. The weakening rand has affected all in the trade especially those who deal with imported books. The costs of academic books have risen considerably but it is difficult to know whether the average selling prices have increased as much, as there is price competition in most areas. The trend at the moment is for more of the funds to be spent on tablets, which are in practice not used for downloading books. We are concerned that the students will not buy their books which will have an adverse effect on their results.

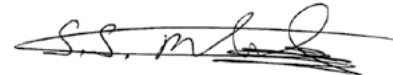
The publishers are at present planning a campaign along with booksellers in which they will provide posters, a banner for websites and artwork which can be used in correspondence to promote the purchasing of books. SA Booksellers Association (SABA) will support this campaign and booksellers are being invited to contribute. There will also be Campus Radio campaigns with prizes offered by booksellers.

South African general booksellers have been enjoying steady sales for some

time now. As the rand has weakened the prices have risen and the number of books sold has declined. Over a five year period one estimate is that the children's book prices have increased by 30% while sales have decreased by a like amount. Paperback fiction prices now cost what Trade paperbacks did only a year or two ago, and these price increases are driving more readers to choosing digital books, which are often not purchased from South African sources. Their sales have certainly fallen. We believe that South Africa needs to be a reading nation and that book sales should be growing. For this to happen, the industry – publishers and booksellers – needs to work together and book prices cannot be allowed to rise too rapidly. Taking this view, Exclusive Books has invited SABA members to cooperate with them on a World Book Day Promotion in which selected titles will be offered by the publishers at very affordable prices and promoted in the shops. This type of promotion has been used very successfully in UK, and we believe that by making good entertaining reading available to a wide public, even if only for a short time, we can expand the number of people who read. SABA will be contributing to this campaign. World Book Day is on 23rd April. It is exciting that all booksellers are going to be involved in this together and I encourage all booksellers to make their plans in time to help build this into an important annual event.

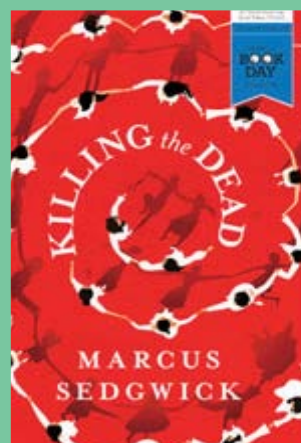
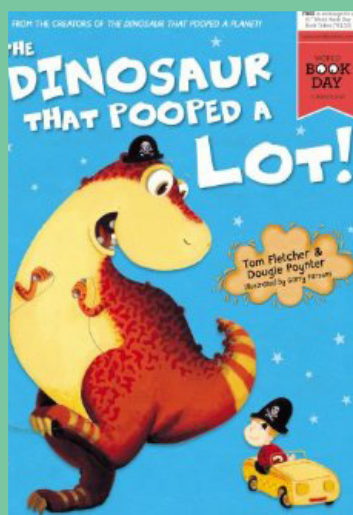
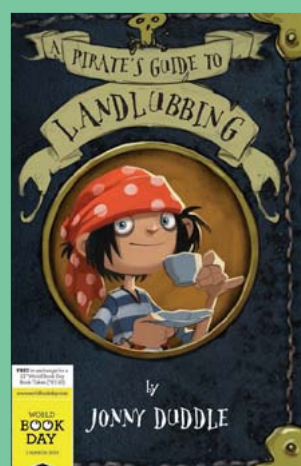
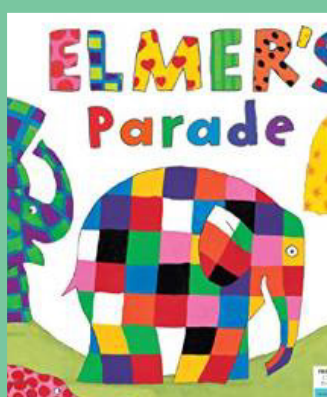
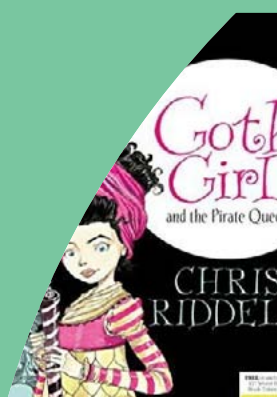
I cannot conclude this report without commenting on load shedding, which has been a frustration for all of us. Booksellers trying to give customers a pleasant shopping experience either close their shops or have to scratch around in the dark to find the book requested. I wish SABA had the power to help with this but we must probably resign ourselves to the fact that this is going to hamper our efforts and affect our sales for some years.

In conclusion, let me remind you that the AGM is to be in late August in Gauteng this year. Please prepare to go as we hope to have the best attendance ever in the business centre of South Africa.



Sydwell Molosi,
President, SA Booksellers Association

SA Bookseller
members Exclusive Books,
Bargain Books and
Wordsworth along with
numerous independent stores
around the country will be
running an incredible World
Book Day promotion
this year.



Organised by the SA Booksellers Association, participating members will have donation bins at their counters from the 1st of April and the official WBD titles available at cost price from publishers for sale in store. Customers will be encouraged to donate their books to Project Literacy's Run Home to Read by putting them in the donation bins.

The SA Booksellers Association will be running a competition to award the bookshops that sell the most titles as well as the shop that donates the greatest number of books to charity.

SA Booksellers
ASSOCIATION



Visit www.sabooksellers.com for more information or contact the
SA Booksellers Association on 021 945 1572 or
email samantha@sabooksellers.com to get involved.



■ Book events ○ Public holidays

MARCH

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

21: Human Rights Day

APRIL

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

3: Good Friday 6: Family Day 27: Freedom Day

MAY

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

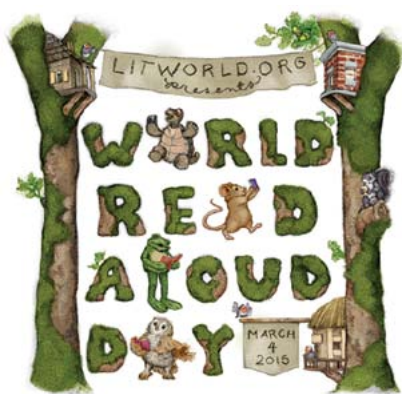
1: Worker's Day

JUNE

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

16: Youth Day

MARCH



5: World Read Aloud Day

Calls global attention to the importance of reading aloud and sharing stories. Each year, Nal'ibali commissions a new story to share on this day, and makes it available in all 11 official languages. This year's story, *Sisanda's Gift*, has been written by one of South Africa's best-loved storytellers, Gcina Mhlophe.
www.litworld.org/wrad/

6–15: US Woordfees Stellenbosch

As our democracy is coming of age, people are finding it easier to move between traditional groupings. Identities are less static and less predictable. Therefore, the theme of this year's Woordfees, "Sestien onse" or "Sixteen Groups of me" is just another way of saying ke e: /xarra // ke – unity in diversity.

Jana Hattingh: adminfees@sun.ac.za,
www.woordfees.co.za



16–21: 18th Time of the Writer Durban

A select group of leading writers from South Africa, Africa and abroad will gather

for a thought-provoking week of literary dialogue and exchange of ideas.

Centre for Creative Arts (University of KwaZulu-Natal): cca@ukzn.ac.za,
www.cca.ukzn.ac.za/index.php/tow-home

18–19: Digital Technologies Summit

Cape Town

Hosted by the South African Book Development Council, the summit aims to work towards a coherent digital strategy that serves the need of all producers and users of books.

Raynia Gaffoor: admin@sabookcouncil.co.za

18–22: Knysna Literary Festival

Now in its sixth year, the Festival's goal is to give locals and visitors a taste of South Africa's literary talent, and to stimulate the children and young adults of the greater Knysna area.

Ling Dobson: ling.dobson@pamgolding.co.za,
www.knysnaliteraryfestival.co.za

20–21: The Indie Book Fair

Johannesburg

A celebration of independent writing, publishing and distribution.

Clare-Rose Julius: 011 791 4561

21: World Poetry Day

In celebrating World Poetry Day, March 21, UNESCO recognizes the unique ability of poetry to capture the creative spirit of the human mind.

www.un.org/en/events/poetryday/

30 March – 2 April:

Bologna Children's Book Fair

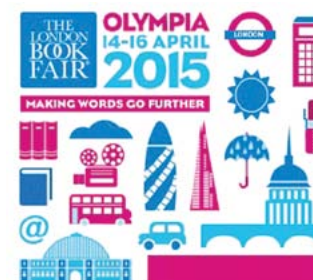
In Bologna authors, illustrators, literary agents, licensors and licensees, packagers, distributors, printers, booksellers, and librarians meet to sell and buy copyright, find the very best of children's publishing and multimedia

production, generate and gather new contacts while strengthening professional relationships.

Email: bookfair@bolognafiere.it,
www.bolognachildrensbookfair.com

APRIL

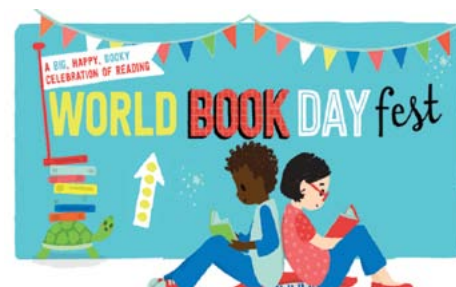
2: International Children's Book Day



14–16: London Book Fair Olympia

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels.

Email: lbh.help@reedexpo.co.uk,
www.londonbookfair.co.uk



23: World Book Day

Celebrated in bookshops, schools, libraries and homes around the world this important event creates awareness around books and reading. This year the SA Booksellers Association and PASA are bringing the equivalent of the UK's £1 books concept to our shores.

Samantha Faure: samantha@sabooksellers.com,
www.worldbookday.com

JULY

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

24: Heritage Day

NOVEMBER

M	T	W	T	F	S	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

9: Women's Day

OCTOBER

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

DECEMBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

16: Day of Reconciliation
25: Christmas Day 26: Day of Goodwill

14–15: IBBY: Teaching Literature in English for Young Learners Spain
www.uv.es/teachlit/index.html

MAY

15–17: Franschhoek Literary Festival
The events take place in village venues within a few minutes' walk of each other, which creates a vibrant ambience in streets buzzing with book-lovers. The emphasis is on informal discussions and spirited debates between several writers with a chairperson, or one-on-one conversations, and occasional talks.
Email: help@flf.co.za, www.flf.co.za

15–22: SA Library Week

www.liasa.org.za



20–22: e-Learning Africa Conference "Enriching Tomorrow"

Addis Ababa, Ethiopia

eLearning Africa is the key networking event for ICT enhanced education and training in Africa. As the largest annual conference of its kind, the three-day event is a must for those wanting to develop multinational and cross-industry partnerships and contacts whilst enhancing their knowledge, expertise and abilities.

Email: info@elearning-africa.com,
www.elearning-africa.com

27–29: Book Expo America

New York
BEA combines the largest selection of English language titles on the planet, and is the largest gathering of booksellers, librarians, retailers, and industry professionals in North America.

Email: inquiry@bookexpoamerica.com,
www.bookexpoamerica.com

JULY

1–2: African Education Week

Johannesburg

African EduWeek 2015 will showcase over 120 international exhibitors, host free-to-attend education seminars, a new high-level technology conference, as well as technical workshops designed to enhance teacher training and development.

Tanya Jackman:

tanya.jackman@spintelligent.com,
www.educationweek.co.za

30: Footnote Summit

Is the largest digital publishing event in Africa and is dedicated to tackling the real issues facing publishing today.

Suhaifa Naidoo: suhaifa@footnotesummit.com,
southafrica.footnotesummit.com

31 July – 2 August:

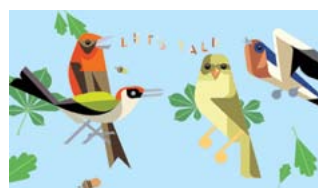
South African Book Fair

Johannesburg

The focus of this fair will be a celebration of books, reading, writing and authors, with special attention given to current issues as well as the breadth and depth of South African and African publishing.

Batya Green-Bricker: batya@batyabricker.co.za,
www.southafricanbookfair.co.za

AUGUST



15–31: Edinburgh International Book Festival

Throughout its history, the Book Festival has grown rapidly in size and scope to become the largest and most dynamic festival of its kind in the world. An important feature is the high profile

debates and discussions series, with writers from all over the world.

Email: admin@edbookfest.co.uk,
www.edbookfest.co.uk

15–21: World Library and Information Congress

Cape Town

The congress is an opportunity for South Africa to showcase the status of libraries and information science in our country and region as well as to experience international librarianship and international relations in a unique way.

Josche Ouwerkerk: josche.ouwerkerk@ifla.org,
conference.ifla.org

25–27: SA Booksellers Annual Conference

SEPTEMBER

7–13: National Book Week

www.sabookcouncil.co.za

8: International Literacy Day

www.unesco.org/en/literacy



9–13: Open Book Festival

Cape Town

A truly international festival that attracts top writers and an audience from around the world. Showcasing some of the best South African writing and making a significant and sustainable contribution to our future by building a love of reading and books among the youth of Cape Town.

www.openbookfestival.co.za

OCTOBER

14–18: Frankfurt Book Fair

www.buchmesse.de

E-books and print

(At last) living in perfect harmony

By NICOLENE FINLAYSON

Print book sales for General Trade for the Christmas 2014 season had booksellers worldwide rejoicing, with headlines like “Print is back” and “Death of books greatly exaggerated” leaving physical bookstore owners in a frenzy of delight such as they haven’t known since 2009. Foyles, the UK bookselling chain, said physical book sales had risen 8% over Christmas while Waterstones revealed a 5% increase in December. But closer inspection reveals a more complex interpretation of the surge in sales of print books. Bookmark zoomed in for some details.

In its 2011 report, *Turning the Page: The Future of Books*, PwC predicted that e-book sales would overtake printed book sales by volume (in the UK) in 2015. Looking back, this was a reasonable conclusion to make – bookshops all around were collapsing and e-readers featured high on Christmas wishlists. Indeed, with one-click buying, cheaper price points, and the convenience of accessing e-books, it would seem like a safe bet to predict the decline of the print title.

But book buying of the printed variety seems to be thriving – sales of print books continued steadily in 2014, and if current sales statistics are anything to go by, looks set to dominate total book sales in 2015. In the 2015 edition of Deloitte’s predictions for the Technology, Media, and Telecommunications (TMT) sectors, it predicts that print will represent more than 80% of all book sales worldwide in 2015 and will generate the majority of book sales “for the foreseeable future”. “E-books have not substituted print books in the same way that sales of CDs, print newspapers and magazines have declined,” said Deloitte’s media lead partner Clare Harding. What could be the underlying reasons for this surreal state of affairs, so at odds with predictions of just a few years ago?

Form following function

In a recent article in the Australian Business Spectator, Victoria Thieberger wrote: “The flexibility and accessibility offered by the e-book has helped to expand the market, rather than signal

the demise of the printed book. Just as the rise of the mass-market paperback in the 1940s expanded the reading market without killing off hardbacks, the rise of the e-book may have expanded the market, without signalling the end of the printed work.” Instead, new technology and digital editions have created a whole new audience and expanded the market with lower price points. Publishers and booksellers are realising that e-books do have a role to play in expanding the book-buying market, and that realisation has forced many to really focus on what their print books want to achieve.

“New technology and digital editions have created a whole new audience and expanded the market with lower price points. Publishers and booksellers are realising that e-books do have a role to play in expanding the book-buying market, and that realisation has forced many to really focus on what their print books want to achieve.”

Thus, unlike the rocky road to eventual demise followed by CD, print newspapers and magazines, when it comes to books, form follows function, and print books have their own functions. Books as gifts, books as beautiful objects, books as identity establishing items (think of books spread out on a coffee table versus books stacked next to one’s bed) are a few of the functions that come to mind. Deloitte’s retail analyst Paul Lee concurs: “For some people, it’s like showing a perception of themselves like a brand they wear.” In other words, people like to show off their books on their bookshelves or on their coffee tables.

We agree with Scott Pack, a publisher at HarperCollins, who recently told UK newspaper *The Independent*, “I believe the reader of 2020 or 2030 will have two libraries, print and digital, with different

types of books and publications in each. While I have no qualms about trying out a debut author on e-book or loading up some holiday reading on to my Kindle, when it comes to my favourite authors I have to own the print edition, and I remain a sucker for a beautifully designed and printed book.”

Different cycles

In her report on Digital Book World 2015 for The Bookseller, Gayle Feldman outlines some of the interesting observations made by Nielsen’s Jonathan Nowell on *The Changing mix of what sells in print: How e-books have changed the print book marketplace*. Nowell broke down how both the e-book and print book markets were doing on both sides of the Atlantic. One of his observations was the differing sales cycles for e-books and print books. According to Nowell, there isn’t (yet) enough data in Nielsen’s charts to be categorically certain of this, but it looks as though e-book sales have their own cycle. Sales of print books tend to peak in the last quarter of the year as consumers buy books as Christmas presents, whereas sales of e-books seem to peak in the first two quarters of the year, presumably as consumers load up on content to enjoy on the tablet, smartphone or e-reader that they received as a Christmas present. These cycles have important implications for how commentators view the book market. Until now, the tradition has been to monitor the health of the book market in January following Christmas sales. From this data, however, it could be more meaningful to measure the fortunes of the e-book market in the middle of the calendar year. This would allow data gatherers and industry watchers to compare two peak quarters more easily, and avoid direct (and possibly unfair) comparison between physical and digital book sales in the final quarter of the year.

A better understanding of what sells better than ever before is key

The Bookseller’s editor Philip Jones recently commented that booksellers are becoming much more sensible about what they put on their shelves.



“Obviously if you can’t sell 20,000 copies of a commercial fiction title, you need to put something else out there, so we’re seeing all over that areas of the market such as graphic novels are getting more shelf space, as booksellers learn what readers want to buy in print. I think that in the future, we may see even more neglected areas of the market come more into the centre.” He continued to say that publishing is better than what it was – informed by a closer understanding of what works in each channel—or as PRH UK boss Tom Weldon said last week, “greater visibility into what influences readers”—a rekindled relationship with booksellers and a more flexible approach to authors.

Genre is where the real sales are

Nielsen’s data also showed that in order to see where digital sales could be cannibalising print sales, you might be well advised to look at the genre markets. In the so-called post e-book

environment, genre print sales have fallen, precipitously in some cases.

“Obviously if you can’t sell 20,000 copies of a commercial fiction title, you need to put something else out there, so we’re seeing all over that areas of the market such as graphic novels are getting more shelf space, as booksellers learn what readers want to buy in print.”

Nielsen’s data suggests that the truth of this statement depends on which genre you’re looking at. Romance now enjoys nearly a quarter (24%) of e-book sales by volume, compared to 19% in 2010. Other popular genres, including mystery, thrillers, suspense and fantasy were all down in terms of market share

on 2010. Digital-only imprints have become popular for genre fiction such as sci-fi, crime and romance – and for self-published authors, some of whom charge as little as nothing for their work.

As Feldman noted, despite dire prognostications made in years past (many, indeed, at DBW), Nowell asserted that the hardback “has held up remarkably well.” And, if we are to take away one thing from this investigation, it would be to rejoice – more is more! For more ways to read does equal more readers.

- What Nielsen Bookscan data tells us about ebook sales cycles & the ebook plateau, www.publishingtechnology.com
- Why are we still buying print? publishing.artshub.com.au
- Sales of printed books fall by more than £150m in five years, www.theguardian.com
- Surprise, surprise, www.thebookseller.com
- Long live the ebook – it’s a champion of the printed word, www.theguardian.com
- Analysis: The story behind the resurgence of physical book and record sales, www.retail-week.com

The changing nature of content

Information fatigue and the digital content deluge

By ALAN VESTY

Infobesity, infoxication – these two words describe the paralysing effect that information overload has on our ability to make decisions or understanding of a concept, particularly in the digital space. I have written about information fatigue and the digital content deluge before and will likely do so again – it is one of the biggest challenges facing online marketers and consumers today. As a phenomenon, it should be of particular interest to our content-based industry.

“As the internet matures, user data has replaced content as the key online commodity – large amounts of quality content is now created and provided free to end-users with the purpose of generating user data and/or a sale of something other than the content itself.”

Today’s marketers are finding it harder to be heard, while internet users are finding it increasingly difficult to manage the sheer volume of incoming information, much harder to keep from being distracted, and are increasingly concerned about their privacy. The response of many marketers has been to produce more content, more often, across more channels. This *attack, attack, attack* approach is as fundamentally wrong-headed and doomed a strategy as the human-wave assaults deployed from the trenches of 1915. Advocates of the content treadmill have been dealt a blow by the ongoing throttling of organic content views on social media timelines, and there is a return to looking at site optimisation and search engine marketing, enhancing opportunities for customer services interaction, and allowing for human to human interaction with online visitors as opposed to forcing interactions with the brand monolith through faceless admins and third-person writing. It is not merely the volume of online content that is

interesting, it is also the way content is used and valued online – which is often at odds with our own industry’s models.

As the internet matures, user data has replaced content as the key online commodity – large amounts of quality content is now created and provided free to end-users with the purpose of generating user data and/or a sale of something other than the content itself. In this context, determining the value of content has less to do with the informational worth of the content itself, and more to do with its ability to generate valuable user data – meaning a humorous JPEG of a cat might be more valuable than a scholarly article on cats. Additionally, through sophisticated yet easy-to-use social media platforms, anyone with internet access and a mobile handset can now generate and instantly publish their own content – which they actually pay for by consenting to the collection, use and commoditisation of their personal data by these platforms

The stand-alone, bookish context in which many traditional publishers and booksellers still understand saleable content is in the process of being eroded, challenged, sidestepped and blatantly ignored, whether or not one is referring to print or e-books. This change can be seen across all publishing areas, not only in education. Would your customer still buy a cookery book called *Cheese Dishes of the World* if they could access free content of similar or possibly even better quality on their tablet or phone, authored by their favourite cheesemaker or personality chef and hosted on their local supermarket’s website? If you answer is ‘yes’, ask yourself which direction you expect sales volumes of books to take, particularly as millennials become the dominant consumer segment. Publishers are sure to be asking very similar questions.

If you look at my above rather cheesy example again, you can pick out a few interesting things:

- 1) There was still an author, who was most likely paid for their work.
- 2) It is likely that publishing professionals (editorial, proofing) were employed.

- 3) If the content was not an in-house commission, then a commercially viable deal must have been brokered with the supermarket site in order to get them to host the content. This same content could probably be sold to other websites.
- 4) The supermarket could be interested in hosting a curated range of similar content for its website, to support sales of other product lines and to add value to the customer.

“The demand for quality, trusted free content will increase, as will the demand for expert curations of quality free content.”

All of these point to the future role of publishers and booksellers in a world increasingly dominated by free content and increased reluctance from end-users to pay for content. Quality free content – in other words, *free to the end-user*, will still be commercially viable and saleable. As the volume of free content increases, the demand for quality, trusted free content will increase, as will the demand for expert curations of quality free content.

The expertise of the publishing house can significantly increase the quality of such free materials and the reputation of its imprint can increase the perceived credibility and worth of the content itself, meaning more views, downloads and interactions for the site hosting the content, and therefore more opportunities for that site to sell their core products.

Booksellers are already in a real sense content brokers and content curators, and many are highly skilled at concluding institutional purchases; where the content (in the form of textbooks) is purchased by an institution and provided free to the end-user (learners).

Alan Vesty is the Digital Marketing Manager at the African Branch of Cambridge University Press.

Snapplify receives investment

Major plans for expansion

By ELIZE KNOETZE

Snapplify is an e-book aggregator providing a comprehensive platform for the distribution, reading and retail of e-books, magazines and newspapers. With offices in South Africa, London and New York, Snapplify is a leader in the industry and in less than four years, the company has grown to be one of the largest mobile app developers in Africa and the Middle East. Snapplify recently won the award for Most Innovative Technology at the FutureBook Innovation Awards making news across the globe.

According to Wesley Lynch, CEO of Snapplify, they believe they can make a difference for accessibility to content and e-books in the African market especially within education. "Challenges such as textbook delivery problems, lack of internet infrastructure and other barriers can easily be resolved by a digital solution. These are the pressing problems that our team wants to solve. Getting books from the world's leading publishers into the hands of all South African students is currently our main priority," says Lynch.

"Snapplify can grow electronic distribution massively while protecting digital rights and ensuring that there are incentives for creation of intellectual property."

To support Snapplify in growing even more, AngelHub Ventures has announced its investment in the company. AngelHub Ventures is a Venture Capital company with role players such as Michael Jordaan (former CEO of First National Bank) and the Harris family (RMB Co-Founder, Paul Harris' family fund). Jordaan describes it as a win-win business model: "Snapplify is ideally positioned to surf the wave of digitisation that is sweeping across and irrevocably changing the old print sector. In the content and media industry the survivors will be those players who see digitisation as an opportunity to

reach a much wider audience rather than an existential threat to the status quo. Snapplify can grow electronic distribution massively while protecting digital rights and ensuring that there are incentives for creation of intellectual property."

According to Snapplify's website, Jordaan will join the Snapplify board and will play an active role in the company. With his experience in the financial sector and interest in the mobile industry, Jordaan is described as the perfect person to join the company. The vision for the business is to globally expand and continue to work on revolutionizing the education landscape in South Africa. The funds will be used to expand the product and team across multiple countries and acquire new users in this rapidly developing market.

Snapplify is a member of the SA Booksellers Association and has sponsored an application for Bookmark that will go live soon.



"The vision for the company is to globally expand and continue to work on revolutionizing the education landscape in South Africa."

- Snapplify receives investment from AngelHub Ventures, www.snapplify.com
- SA eBook Aggregator, Snapplify Receives Investment, www.sagoodnews.co.za

NUUT op LAPA se rakke

Book covers shown: KRISTEL LOOTS, SKULDIG by martin steyn, ALLES OOR HEKEL 2 by KAREN ALDERSON, and KOSKAS KOS by FRANÇOIS FERREIRA.

JOU AFRIKAANSE boektuiste

lapa UITGEWERS
www.lapa.co.za
 012 401 0700

DIGITAL DEVELOPMENTS »

E-books before bedtime a bad idea

Reading a light-emitting e-book before bed is bad for your health, according to a new US study. It warned that use of the devices affected both sleep at night and alertness the following morning. Angus Phillips, director of the Oxford International Centre for Publishing Studies, said that previous research has found that most readers prefer print, but when reading performance such as accuracy and speed is compared, some screens have shown higher levels. "This may explain why the highest takeup for digital reading is of genre fiction – linear reading. He points to other benefits of e-books, including the option to adjust type size and contrast on a back-lit screen, and that e-reading may appeal to those who don't want to disrupt a partner who wants to sleep.

"But other types of books should be more contemplative reads," he says, noting that in his book *Turning the Page*, he writes: "If books in digital form enable us to read faster, this may not necessarily be a good thing. To relax and to engage in deep thought are not encouraged by rushing through at speed. Just as we have a movement for slow food – in reaction to fast food – we should be advocating slow books – read aloud to children, broadcast on the radio, or taken at a leisurely pace in whatever format."

www.theguardian.com

More from Deloitte's TMT report

This year in-store smartphone purchases worldwide will increase by more than 1 000% percent from last year. While the mobile wallet won't replace the traditional wallet yet, 2015 will be a tipping point toward wider consumer adoption of in-store smartphone payments. This is according to the 14th edition of Technology, Media & Telecommunications (TMT) Predictions, a report by Deloitte Touche Tohmatsu Limited (Deloitte Global).

"In South Africa, smartphones are already being used to check balances, transfer funds and transact online, but they have not reached a 'mobile wallet' status globally," said Mark Casey, TMT industry leader for Africa at Deloitte.

"New e-commerce statistics from Statista.com show that 40% of worldwide internet users have bought products or goods online via desktop, mobile, tablet or other online devices."

"We predict 2015 will be the first year that all mainstream mobile requirements will be addressed, making smartphone payment options easier, with user friendly security in place."

New e-commerce statistics from Statista.com show that 40% of worldwide internet users have bought products or goods online via desktop, mobile, tablet or other online devices. This amounts to more than 1 billion online buyers, and is projected to grow steadily. The boom in global online shopping comes off the back of innovative encryption and continuous security upgrades by leading payment gateway providers.

The African region's impressive mobile data usage is well documented and is predicted to double between 2014 and 2015, and with a 20-fold increase by the end of the decade. **A recent report by McKinsey & Company revealed that e-commerce could account for 10% of retail sales in the African continent's largest economies by 2025.**

South Africa's Internet penetration lies at 17%. This fact, coupled with an 86% adult mobile phone penetration rate, and a highly developed telecommunications network tells the tale of a population that is comfortable engaging the technology. This is in addition to the recent distinction of South Africa being "the most developed digital economy in Africa", and one of the fastest growing in the world, according to the new Digital Evolution Index developed by MasterCard.

ventureburn.com

Should emerging markets take a different approach to battling online piracy?

In the West, the dominant issue touching all content creators is how best to monetise products in an era of "on demand" and multiple platforms. The battle lines

have been drawn between *subscription services* and *pay-as-you-go* digital downloads. Recent inroads by Netflix and Spotify suggest that consumers prefer subscription-based models. But in emerging markets digital content services have a tougher time gaining traction, mostly due to the prevalence of piracy.

Across Africa, Asia and South America, piracy is rife and compounded by cultural attitudes that generally regard content as something that should be free. Consumers in these regions don't feel like they should pay for e-books, digital music or TV programmes, and services have to create innovative new models to weather this market reality.

Subscription services need to be much more than just a way to access a library of books – they must focus on the experience around reading itself. Accessing a book is not the problem that needs to be solved (especially in high-piracy markets); what to read and why has become the greater question. In answering this, e-book services can build a compelling alternative to piracy. A reader may find a service because they were searching for a book, but they stick around because it feels like a place where they belong.

Subscription changes the way readers read. It removes the monetary decision from reading: as long as your subscription is current you can browse freely throughout the catalogue, dipping into as many books as you like.

Netflix and Spotify have transformed how consumers pay for films, TV and music and these subscription based models are only going to increase in popularity. A recent report by Strategy Analytics, predicted that the consumer e-book market will double from \$7 billion to \$16.7 billion by 2020. It also predicts that more than a fifth of the total e-book market will come from subscription services – predominately in emerging markets.

Content creators across the world can learn from the long road the West has taken to find viable business models that tackle the challenges of on demand and multi-platform viewing. Although emerging markets present new problems, particularly in relation to piracy, it is becoming increasingly clear that features such as a social layer could overcome these hurdles.

memeburn.com

December holiday sales

A glance at some retail trends for 2015

The “shopping season” is a big driver of revenue all over the world, and some feedback from our members and reports from other industries indicate that South African retailers fared well over the December season as online shopping took off. Sales statistics from SAPnet for the December 2014 period (excluding school and academic books) show that book sales are up with 5,08% in value, but indicates a decline of 3,16% in quantity with an increase of 8,05% in average selling price. Clearly, the core bookbuying market will always be there – regardless of price increases, but the drop in quantity is worrying, and should drive us to action. Survival of the most innovating is a reality, and booksellers (indeed, all retailers) in all sectors can benefit by continuing to strive for better ways in which to serve their customers.

Some retail trends that caught our attention for 2015

Saving time and money – combining multiple needs



Euromonitor International's 'Top 10 Global Consumer Trends 2015' report, which was released on 16 January 2015, said that consumers are maximising their

time and money by finding products and services that combine multiple needs – the children's reading area downstairs at Booklounge in Cape Town comes to mind: having your children read to while you can have a leisurely browse upstairs certainly sounds like a good tactic for combining the multiple needs of customers. Another that booksellers can present themselves as a multiple-need-fulfilling hubs is by playing the role of community centres – with internet access, good coffee, stationery and perhaps even printing and faxing facilities – where reading, research, discovery and ultimately, book buying seamlessly merge into one.

“Clearly, the core bookbuying market will always be there – regardless of price increases, but the drop in quantity is worrying, and should drive us to action. Survival of the most innovating is a reality, and booksellers can benefit by continuing to strive for better ways in which to serve their customers.”

Access vs. Ownership – a sharing economy

According to the report, this year will also see a rise in collaborative consumption and a culture of sharing products and services, something mainstream brands are already seeing. The sharing mind-set has given rise to a plethora of collaborative endeavours from community gardening to grouped workspaces. The concept of “sharing economy” is growing and disrupting the way in which individuals think of space and ownership. Consumers are increasingly preoccupied with **access** to goods rather than owning them outright – sounds familiar? We think 2015 might be an interesting year for the e-book lending debate, with unresolved and ongoing battles between libraries and publishers ever casting a shadow on the e-book utopia.

Clicking, collecting

In his annual Trends piece for Bizcommunity.com, Dion Chang identified “Click and collect” or “Fetch and go” as a big trend for 2015, where he cites a survey from Which?, a company that reviews products and services, which found that over 60% of people shopping online last year had problems with delivery. Enter “click and collect”, the solution to delivery issues that hinders online retailers that offers customers the option of collecting their purchases at convenient locations like shopping centres or petrol stations. Pioneering Click and Collect in South Africa, Makro finalised an agreement with Sasol last year, which will provide nationwide

access to Sasol's extensive forecourt network. Makro is also acquiring access to other sites to enable click and collect delivery. Using a proven technology already deployed in other markets (a code sent to customers' cellphones opens the locker) these lockers will be located in safe and accessible locations including fast food restaurants, office parks and other Makro stores.

Faster, sooner, shorter

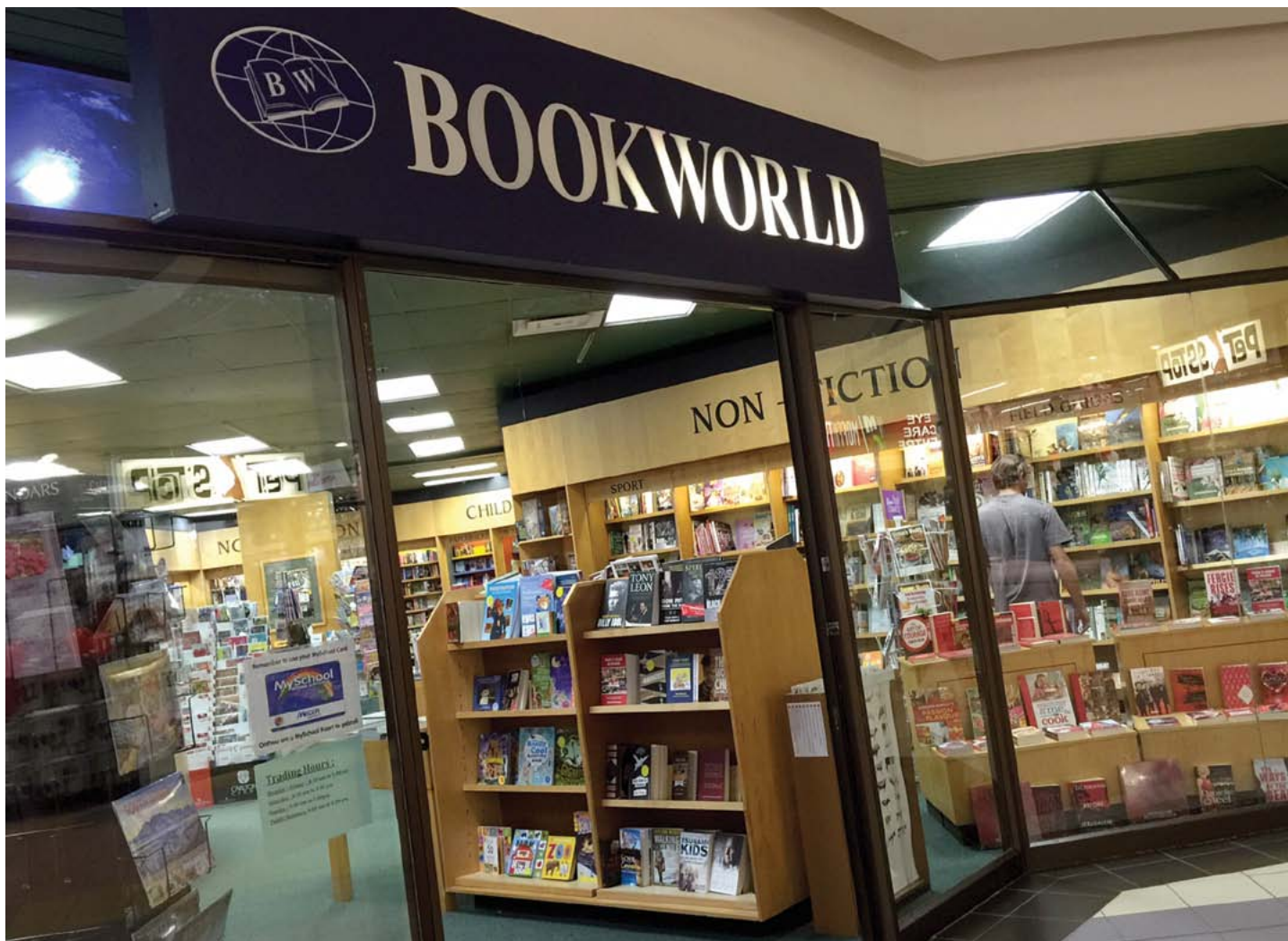
Deloitte's recently released report, *Global Powers of Retailing 2015: Embracing innovation*, lists “Faster retailing” as a big trend for retail in 2015. According to the report, speed has been an important trend in retail for over a decade. This includes: limited-time-only products and flash sales to drive “urgency” and immediate purchase; pop-up establishments to quickly get products and services to market and build buzz; and self-service check-out and kiosks to reduce or eliminate waiting.

According to the report, we can expect retailing to get even faster in 2015, in order to meet consumers' desires. Millennials will be driving much of this as they are the largest generation, with a lot of spending power, and carry a lot of influence. They demand fast response and immediate gratification. While same-day product delivery will not likely be the norm for everyone, instant availability of information will be – enabling customers to easily and quickly find the information or product they need.

Although there is definitely still an element of the luxurious, leisurely browsing instore associated with bookselling, there are opportunities when it comes to serving a faster moving generation – whether you will invest in a team of passionate, reading, book-loving sales staff or a few ipad terminals loaded with all stock location, discovery algorithms and relevant information (reviews, price comparisons, like-for-likes).

- Euromonitor's top 10 consumer trends for 2015, www.bizcommunity.com
- Festive season 'burns' SA online retailers, www.fastmoving.co.za

BOOKSHOPS IN FOCUS »



African Book Connection

Where: East London

Since: 2007

Contact: Mary Bothma

Are you part of a chain or independent?

Independent

Why did you decide to open your own store?

I worked for Afribooks which was sold to a KZN businessman in 2007. I went on early retirement in September 2007, but after much discussions with Joey Hutchinson (our sales representative), I opened a store and we have been blessed ever since.

How did you get into the Book business?

I applied in 1981 at Via Afrika as a clerk and things progressed from there.

What is the all-time best seller in your store?

At this period all textbooks are our best seller. We can't pinpoint any one title.

What keeps you going?

The wonderful customer and staff relationships. Our commitment to giving our schools and customers excellent service.

Any interesting stories about your store?

We had moved from a house in the Quigney in July 2014 to Berea Shopping Centre in Chamberlain road with a flower shop, a gift shop, a wedding planner, a boutique and a coffee shop. This is very different from being in a one business premises, but we are loving it! Six of the staff members had previously worked either for Via Afrika, Nasou or Afribooks, so we all have a history of working in the book trade.

Bookworld

Where: Pietermaritzburg

Since: 2003

Contact: Coleen Cook

Are you part of a chain or independent?

Independent

Why did you decide to open your own store?

Four of us worked at Shuter and Shooter Booksellers and when the publisher decided they no longer wanted a book shop we bought the Cascade Centre branch.

How did you get into the Book business?

When I left school I worked at the Natal Society Library here in Pietermaritzburg, I left to have children and when they were in high school I started working at Shuter and Shooter in Church Street.

What is the all-time best seller in your store?

The early Harry Potter books sold really well, I remember opening early because customers were so eager to get the new book.

What keeps you going?

I enjoy coming to work, and can't really imagine doing anything else.





We Print...From a single copy, to a million books



India's largest print solutions provider for school textbooks & supplementary books

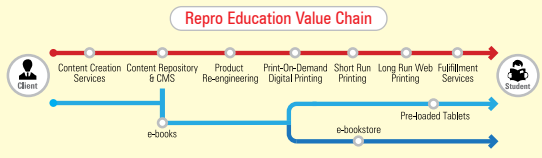
Leading exporter of print solutions to 500+ publishers in more than 100 locations across the globe

3 state-of-the-art printing facilities near ports in India, facilitating quick transport

Quality certifications from ISO 9001-2008, ISO 14001-2014, FSC and Fogra

Winner of CAPEXIL award for 6 years

Repro Education Value Chain



Contact

Manish Lalwani - +91-9930185149 | Ila Joshi - +91 9920137017
 Tel: +91 22 7191 4000 | info@reproindia.com | www.reproindia.com

Clarke's Bookshop

Where: 199 Long Street, Cape Town

Since: 1956

Contact: Henrietta Dax

Are you part of a chain or independent?
Independent

Why did you decide to open your own store?

I had been working at Clarke's and was given the opportunity to buy a share, then later to buy the entire shop.

How did you get into the Book business?

I worked at a news agent in London in the '60s, then in a university book shop in Paris in the early '70s. When I moved to South Africa I worked at the book department in Stuttafords, then Exclusive Books when it first opened in Cape Town. It gets in the blood!

What is the all-time best seller in your store?

Mandela: Long Walk to Freedom

What keeps you going?

I enjoy finding books (we sell both old and new), I enjoy customers buying them and I enjoy the intellectual stimulation.



Any interesting stories about your store?

Both Graham Greene and TS Eliot were once customers.

Why an Indie Book Fair?

Encouraging a vibrant publishing community

By CLARE-ROSE JULIUS
& DAVID ROBBINS

Everyone has an opinion on the changes taking place in the publishing industry, as well as in the bricks-and-mortar bookshops. Some people even talk about a revolution taking place in the production of literary material. What seems certain is that dramatic realignments are underway and that the cause is very likely the irresistible march of technology.

One of the most visible changes in the industry as a whole is the rise of self publishing where authors, and sometimes institutional sources, are helping to finance the printing and distribution of hundreds of thousands of new books each year. This form of publishing also used to be referred to as “vanity publishing”, where unsuccessful authors could easily become published authors by simply paying for the production!

Such publishing still exists, and it is a measure of the growing financial importance of independent publishing that some of the worst culprits of vanity publishing are subsidiaries of large commercial conglomerates. Many of these culprits will print and distribute anything that is paid for, without professional editing or design. To make the experience even more disillusioning for authors, most companies now claim worldwide distribution through various websites – and for obvious reasons make no mention of the unavoidable linkages between quality, either of content or production, and sales. There is also little to no mention of marketing of the book, which is paramount to successful distribution.

But this ruthless business model is not the only feature of the independent publishing story. There’s also a brighter side – and this is what the Indie Book Fair seeks to celebrate.

It’s useful to unpack the most important element of this brighter side. This is without doubt the potential redevelopment of vigorous provincial literatures. To begin with, all literatures were provincial. The idea of international bestsellers and other generics is a more recent trend. The financial realities of commercial publishing, which seems to preclude risk taking and the



nurturing of literature, has opened up a substantial space beneath the commercial companies’ radar which their independent counterparts, with varied financial models and smaller print runs, are already occupying. They are doing so with considerable relish. There’s a real whiff of democracy in the publishing air these days. With this new development comes many opportunities but equally substantial dangers.

“One of the most visible changes in the industry as a whole is the rise of self publishing where authors, and sometimes institutional sources, are helping to finance the printing and distribution of hundreds of thousands of new books each year.”

Take a look at the opportunities:

- Independent publishing can build a vigorous and inclusive grassroots literature, especially in a developing country such as South Africa.
- Independent publishing can provide a conduit for important minority voices and cover important minority subjects.
- New distribution models can reduce the retail price of books and stimulate local economic development.
- Independent publishing will encourage local writers to write first and foremost for local readers. This

will mean that readers will be able to read about people and situations familiar to them.

- Independent publishing elevates the writer from merely the producer of raw material to an active partner in the process of publishing.

Now consider some of the main dangers and how they can be resolved:

- The production of mediocrity is probably the greatest danger. Many small publishers lack the expertise to produce a professional product.
- Editing and proof reading must become as important for independent publishers as it is for commercial publishers. Otherwise the present two tiers of book production will remain.
- Training and support for writers and publishers must be available for those active in the independent publishing arena.
- Independent publishing must be usefully harnessed to bridge the wide existing gap between creation and consumption.
- The reputation of independent publishing is not great, partly as a result of unjustified prejudice. To become a legitimate part of the publishing future, it should strive for quality and equality.

All these issues will be discussed at the Indie Book Fair. (See programme on the following page.)

The 2015 Indie Book Fair

has been organised by AFNA (African Narratives) with assistance from DAC and Porcupine Press. AFNA is a recently formed Section 21 not-for-profit company committed to the development of a vigorous grassroots literature in South Africa through training, partnerships and lobbying – and many other special initiatives. Find out more at the fair when membership of AFNA will be offered free to everyone who attends.

*Call it the new wave.
Call it what you will.
It is here to stay.
Now there is a special
event to celebrate it.*




AFRICAN NARRATIVES
An imprint of Porcupine Press


PORCUPINE PRESS



THE INDIE BOOK FAIR 2015

**Sunnyside Park Hotel,
Johannesburg
20 & 21 March**

What is the INDIE BOOK FAIR all about?

It's a celebration of independent writing, publishing and distribution. The organisers are a not-for-profit organisation AFNA (African Narratives) committed to the development of a vigorous grassroots literature in South Africa. AFNA sees the versatility and small-scale nature of independent publishing as the natural medium to stimulate the production of high quality books through which South Africans will be encouraged to write and read about their specific realities.

- The cost of tickets at the door is R10 per person, Children under 12 years enter for free.
- The cost of a stand is R1000 for the full two days of the fair. This includes attendance for one at the opening breakfast (8am, Friday, 20 March 2015) and one at the cocktail party (6pm, Saturday, 21 March 2015).
- Additional tickets for breakfast and the cocktail party available on first come first served basis at R100 for each event.
- Stands can be shared with other exhibitors on the basis of shared costs and divided benefits. Maximum of 5 participants allowed per stand.
- If you interested in an exhibition stand, please send an email to Charlé de Klerk at admin@porcupinepress.co.za to receive a booking form.

For more information, contact Clare-Rose Julius on 011 791 4561
or David Robbins on 011 792 9951.

Book Fair Programme

FRIDAY: 20 MARCH

08.00am: Opening breakfast for exhibitors and participants.
Welcome by Gail Robbins (ANFA chairperson)
09.00am: Doors open
10.30am: Talk: Literature and social development.
David Harrison, CEO DG Murray Trust
11.15am: Break
11.30am: Panel discussion: Independent publishing
and grassroots literature.
14.00pm: Official launch of African Narratives
15.00pm: Talk: The small personal voice returns Shafinaaz
Hassim (Author and independent publisher)
15.45pm: Break
16.00pm: Panel discussion: Women in independent
publishing.
17.30pm: Doors close

SATURDAY: SATURDAY 21 MARCH

09.00am: Doors open
10.30am: Talk: Local literature and education.
Zenele Mthembu (Chief Director in Gauteng Education)
11.15am: Break
11.30am: Panel discussion: Recognition for independent
writing and publishing.
14.00pm: Keynote speaker. To be announced.
15.00pm: Talk: The struggle for quality.
Richard Beynon (Writer and 'AllAboutWriting')
15.45pm: Break
16.00pm: Panel discussion: Digital publishing for
independent authors.
17.30pm: Doors close
18.00pm: Cocktail party and launch of David Robbins' book,
'Outreach'

Watch this space

The 2015 South African Book Fair

After a less successful South African Book Fair (SABF) in 2014, the board received some valuable input from members at the AGM meeting in August and introduced a few developments for 2015. Not only will this event now take place in Johannesburg, but it will also take place a month after the usual date. We asked new Programme Director, Batya Green-Bricker, to fill us in.

How did you get involved in the SABF?

For me, being part of a city-wide celebration of the written word, like a book festival, was a natural extension of my work to date in the South African book-trade. I worked for Exclusive Books for 13 years, in the role of strategic marketing manager for the group, as it grew from nine stores to over 50. I steered many projects that focused on encouraging a love of reading to both children and adults, Christmas campaigns that promoted books as the best gifts, and marking significant celebratory book days – such as World Book Day – on a national scale. The introduction and growth of the award-winning Homebru, a showcase to promote South African writing, succeeded in encouraging South Africans to read more South African written books. I also worked with the corporate social responsibility arm of Exclusive Books, with specific involvement in donating libraries to worthy communities.

The SABF is the perfect platform to take the many lessons learnt along the way and put them into practice on a different scale. And now that the book fair is in my home-town, I think it's going to fly.

Why the change in date?

The festival date is carefully selected based on what else is happening in that city over the elected period.

How does the Fibre, Processing and Manufacturing (FP&M) Seta fit into the SABF? We understand they are a sponsor.

The FP&M Seta, through the visionary leadership of the Chairperson of the Board of Directors (Mr Sipho Ngidi) and



the dynamism of the Chief Executive Officer (Ms Felleng Yende), has massively supported the SABF 2015 as part of the Seta's achievement of its Strategic Intent to "build sectoral skills and develop capacity" in its 13 industry sectors. The special project grant offered to the book fair will enable the publishing industry to assist the skills growth of 50 small and emerging publishers through the SABF in 2015. The book fair is a crucial platform for the FP&M Seta to grow the skills of the publishing industry.

"The Fair hopes to offer, amongst others, a children's zone, a book launch-pad, and three breakaway rooms that will offer around 40 diverse sessions – from serious discussion around topical issues and current affairs to fun chats with authors and local celebrities."

Other than the FP&M Seta, are there any other big sponsors that have been approached?

Yes; we are in the process of negotiating these sponsorships.

Can you give us more information on the literary/author programme? With this being the focus of the event, what can we expect to see?

The Fair hopes to offer, amongst others, a children's zone, a book launch-pad, and

three breakaway rooms that will offer around 40 diverse sessions – from serious discussion around topical issues and current affairs to fun chats with authors and local celebrities. The 2015 three-day programme will feature book launches and signings, author interviews, literary workshops and forums, exhibitions and displays, and much more. Friday is a dedicated schools and library day, with a committed and carefully crafted literary programme for learners and educators.

Through events, exhibits, readings and debates, we hope to make books and words come to life.

Do you think that more publishers and authors from Southern Africa will attend the Book Fair because it is in Johannesburg and not Cape Town this year?

Undoubtedly.

The wide appeal and importance of this Book Fair, in addition to feedback from last year's Fair, prompted a decision to alternate between Johannesburg and Cape Town – an innovative move that will ensure that SABF has the greatest impact on South African readers and also becomes entrenched as a major book event on the African continent.

So, for the first-time ever, SABF will be held in Johannesburg, South Africa's industrial and cultural centre.

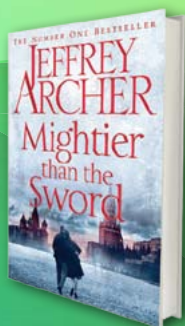
We are excited to hear that there will be a special bookselling area. Will this area be dedicated to booksellers? How can our members get involved and what would be expected of them should they participate?

Booksellers have often participated through initiatives devised by the SA Booksellers' Association or as individual companies. Booksellers should contact the event organisers, The Forum, at +27 11 575 388 or www.theforum.co.za for enquiries and bookings.

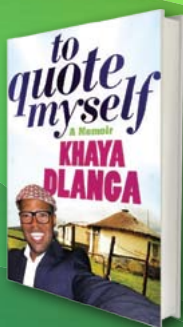
In the past, school groups were invited, will this continue at this year's book fair?

The school's programme is going to be stronger than ever, and a structured

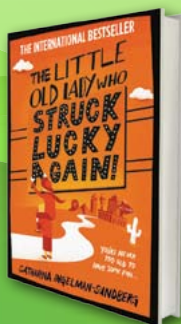
Bringing you the best books for 2015



Mightier than the Sword
Jeffrey Archer
March 2015



To Quote Myself
Khaya Dlanga
March 2015



The Little Old Lady who Struck Lucky Again
Catharina Ingelman-Sundberg
February 2015



The Dream House
Craig Higginson
March 2015



The Nightingale
Kristin Hannah
March 2015



PAN MACMILLAN

PICADOR
AFRICA

programme has been established to ensure maximum benefit and exposure to a wide range of schools. Friday is a dedicated schools and library day, and so schools educators and librarians will be given our full attention.

Which government departments and or industry stakeholders will be approached to participate in the fair?
In the past, we have received support for the book fair from the Department of Arts and Culture and the Department of Trade and Industry. We also get good support from the Department of Basic Education. We hope to attract increased participation from the Department of Higher Education and Training. These are government departments we will approach but we are also open to any other department that may show some interest in the SABF.

Will publishers also be selling books or is it just going to be the booksellers?
This is a rare opportunity for publishers and authors to directly interface with

their readers, and so publishers will certainly also have the opportunity to sell books. However, the range sold by publishers will differ from what is on offer from booksellers, providing sales opportunity across the board.

“The focus of this fair will be a celebration of books, reading, writing and authors, with special attention given to current issues as well as the breadth and depth of South African and African publishing.”

With smaller stands and the fair focusing on the author programme, are you expecting publishers to bring more authors through, giving it a more literary festival feel?
The focus of this fair will be a celebration

of books, reading, writing and authors, with special attention given to current issues as well as the breadth and depth of South African and African publishing.

You hosted the Footnote Summit in 2014, will there be any events similar to this in 2015?

The Footnote Summit will take place on Thursday 30 July in Johannesburg. Details of the venue will be confirmed shortly. For further details please contact Suhaifa Naidoo suhaifa@footnotesummit.com.

What marketing strategies will be considered to optimise media coverage of the Fair and to amplify the message of Reading, Writing and Books?

Sorry, I can't divulge details at present. Watch this space!

Do you have any other public relations information our readers should know about?

Want to know more about the Fair? Visit: www.southafricanbookfair.co.za

André Brink

The passing of a South African literary giant

There has been much written about the passing of André Brink in the media and we at Bookmark feel for those in the industry who were touched by this great man. We mark his passing with some heartfelt comments from industry players on how André made a difference in South Africa.

"I met André Brink many times while organizing book events for Wordsworth and the South African Booksellers Association. He inspired with his kindness and old school courtesy. He was always available and for someone so highly regarded and famous, very down to earth. His talks were always fascinating and entertaining, and he was approachable and charming to his audience. He will be greatly missed."

Andrew Majoribanks, Wordsworth

"André was of course a very special writer who made a massive contribution to South Africa through his writing. More than that, he was a very special human being, who was incredibly generous with his time and support for younger writers and in our case, a young bookshop. He was a lovely lovely man who touched the lives of so many. His slightly naughty, impish smile will forever stay in my memory – that is how I choose to remember him." **Mervyn Sloman, Book Lounge**

"I appreciate the generous manner in which André Brink gave of his time to support up-and-coming South African writers. He nurtured their talent and lent his name to their work in a way that has helped to enrich our literary landscape." **Andrea Nattrass, Publisher Pan Macmillan South Africa**

"The death of André Brink is a great loss to South Africa. I had the privilege of meeting him many times over the years I have been in bookselling – in Grahamstown, at literary lunches, book launches and was honored to attend his 70th birthday celebration at the Baxter Theatre. He was consistently kind and generous, a gentle man and a gentleman. Literary giant, teacher and known for his courageous stand on apartheid and social issues, we will always remember him and treasure his works." **Maureen Hargraves, Hargraves Library Services**

"I read André Brink as a young man, freshly arrived on campus following what seemed an eternity of narrow schooling and military service. I still recall how I devoured his books, savouring the freedom and danger and yes, the erotic charge in his writing. I was alive to the moment, my instant in the wind. Thank you, André Brink." **Jeremy Boraine, Jonathan Ball**

"His reference to books being a refuge stands out to many of us. I was honored to attend an engagement at which the Deputy President is now championing the importance of reading. He paid tribute to André Brink and quoted 'My library was – all libraries are – a place of ultimate refuge, a wild and sacred space where meanings are manageable precisely because they aren't binding; and where illusion is comfortingly real. To read, to think, to trace words back to their origins real or presumed; to invent; to dare to imagine'.

I think those words give the very reason for the absolute importance of our industry. And I am pleased that the importance of reading is now taking centre stage."

Elitha van Der Sandt, SABDC

"In the pantheon of great writers, I think André Brink is well up there. I mean that not only in terms of his contribution to South African literature, but also because, as with all great literature, his work served to open windows that his political masters would have preferred stay shut. I recall, as a student, reading his early novels and disregarding the political message because he was preaching to the converted. However, what I did not take into account was that there were so many other students in so many other places in South Africa for whom his works acted like a magic door. When you opened it, you saw your world in a different way. Brink's work was particularly offensive to the Nationalist Party because Brink was an Afrikaner son and his writing was a far greater sacrilege than the writing of an English man or woman. I have today old first copies of some of his work, one in particular I still return to frequently: *A Dry White Season*. Nothing might torment the liberal and the not so liberal mind as Brink's depiction of the South Africa that he knew so well. For years I have been meaning to read *Philida* for the first time. I have yet to do so. Now that Brink is dead, I will read it and I will be reminded of it every time I drive along the beautiful road that takes one to the Franschhoek Valley.

Brink is no less a literary figure in South African literature than Nadine Gordimer and we should treat his passing with as much reverence as we did hers."

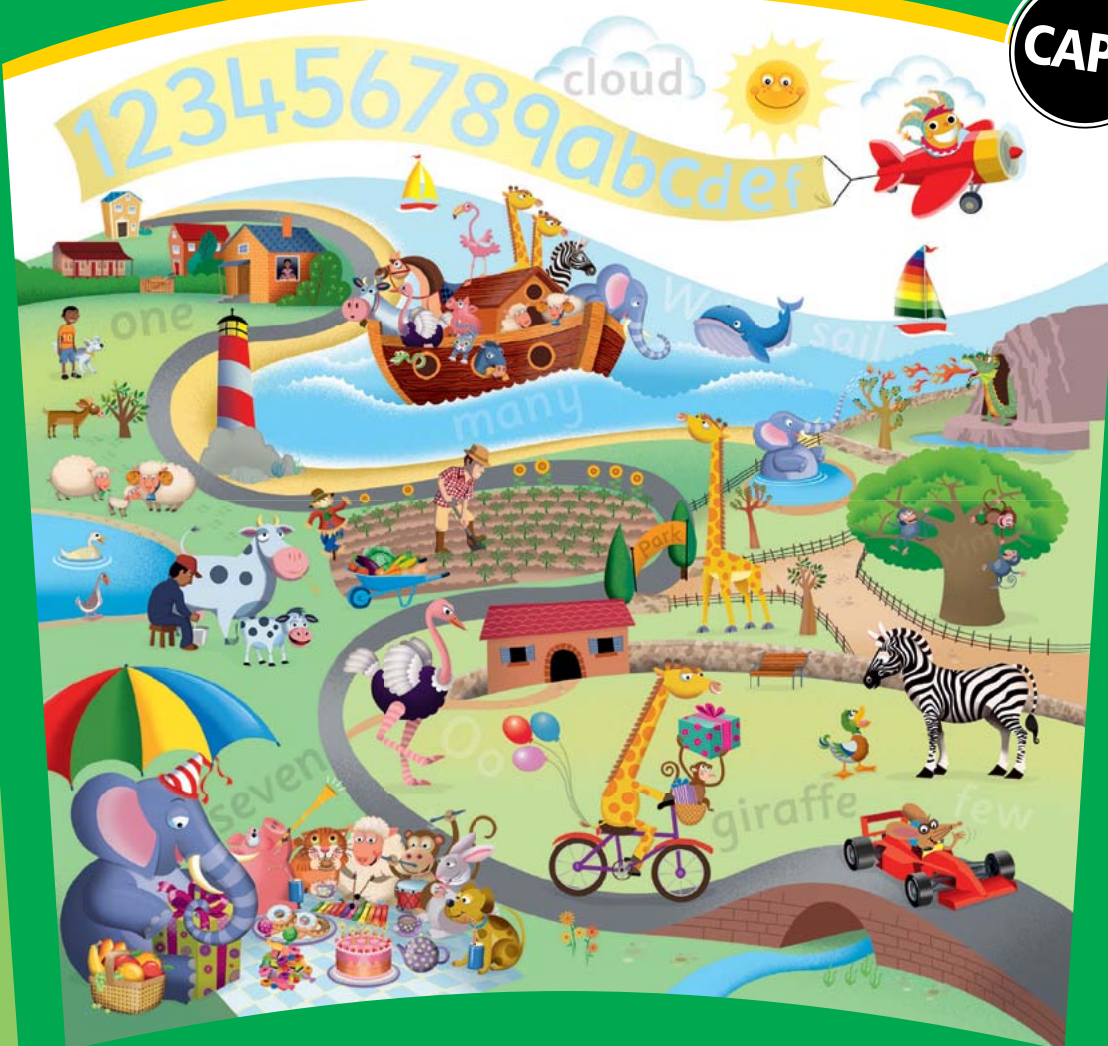
Benjamin Trisk, Exclusive Books

"As a young girl, my life was touched, as were those of so many other Afrikaans-speaking people, when I was introduced to the writing of André Brink. His work had a great influence on me – both emotionally and intellectually. Through my work at NB, I had the great privilege of meeting André and spending time with him. The three things about André the man that stood out to me, were, firstly, that he was a true gentleman: incredibly polite and attentive, and very charming. Secondly, I was always amazed by how he could speak at launches and other events without a single note, eloquently and interestingly, without stumbling over his words, and without ever losing his audience's attention. And thirdly, his support of and generosity to other authors. The last time I saw him, in November last year, was at the launch of *Buys*, a novel by Willem Anker. We had spoken over the phone and he told me he had just read the book and thought it was a *tour de force*. I invited him to the launch and he attended it, despite the steps at The Book Lounge that were by then difficult for him to navigate. To show his support and admiration of a fellow author." **Marga Stoffer, NB Publishers**

Keys to Learning

The Fun Way to Key Skills

CAPS



Consolidate key language and maths skills with classroom-tested card games for Grades R to 6 learners.

Interview with a bookseller

The Academic

With the *back to school* period just behind us, we wonder why textbooks always break the bank. Mohamed Kharwa, Vice President of the SA Booksellers Association and the Academic Sector Chairperson, answers a few questions on university/college textbooks. Kharwa has degrees in B. Pharmacy (UKZN), B. Tech (DUT) and MBA (DUT-Wales). He previously served on the Executive of the Pharmaceutical Society of SA and in 2007 moved to Durban to join the family business, Pro Visions Books. Pro Visions has been a specialist Academic Bookseller for over 18 years. They are the official UNISA Booksellers and supply IMM, CIMA and other Universities. They supply books across Southern Africa and internationally and have grown to be a leading independent supplier of Academic materials. Pro Visions are 100% Black Owned, Level 1 BEE Certified and have a majority Female Management and Staff.

Why are university textbooks so expensive?

These are specialist resources that have been compiled by professionals and academics who have years of experience. The publishing process can be very risky, after investing in developing the product, the market can be quite small from which the costs have to be recovered and a profit has to be made. The cost of a book is not the paper and ink (that is probably one of the smaller portions of the total cost of production and distribution). The cost of Copyright infringement through photocopying – this is discouraging the production of truly South African material – moves prescribers to foreign texts which are subject to exchange rates etc.

e-Textbooks

There has been a growing discussion on the use of e-textbooks by tertiary institutions in South Africa.

They're not cheaper to produce or distribute. They are more convenient, but anecdotally students seem to prefer to study from hardcopies. Some academics believe that e-textbooks should be free/

cheaper but the cost of production of a "quality" textbook is the same in either format. The big change may be when "books" are replaced with "e-content" – a whole new media – but it could be at a substantially higher cost to produce especially for limited markets.

"Some academics believe that e-textbooks should be free/cheaper but the cost of production of a 'quality' textbook is the same in either format."

NSFAS bursaries

This is a hidden success! While there is a great deal of criticism about how and what funds Government has made available, there are positive changes for students and booksellers in being able to provide study material to these students. While there will never be enough money to help all the deserving students, there are changes that are working to improve the system. There is always room for better controls, but it works as long as everyone plays their part.

Specialist booksellers vs. mass retailers

The specialist booksellers are professionals in their field. University or even School Textbooks are not discretionary purchases – most are prescribed and specialist stores can tell what the differences are between them. It's like ordering medicine from your local pharmacist who knows what you have been on before and what the doctor in the area prescribes vs. ordering online. It's harder for you to get the advice you need from the mass retailer. Sometimes it's more expensive, but you are paying to have the item available on a shelf when you walk in, to have people who know what is needed and to have a range of supporting material that they have selected to keep. Bookselling is a profession.

Even in the US where Amazon dominates bookselling there has been a steady shift to more people ordering from local specialist stores.

Should students use secondhand books at university?

If it's the correct book, yes. But you need to know what you are buying. Often students on campus are sold outdated editions by previous students. They are then left having to buy the correct book later and lose out as they can't get their money back on the old book. You need to know if the books have online resources that you may need. These are often once-off /expire in a year, so you may need to buy a new textbook. Also be weary of buying stolen books – unfortunately at some campuses the theft of textbooks is a problem.

Why do lecturers/publishers keep changing editions?

There is a perception that editions are changed to be able to force students to buy new books. This is not true. There are some instances (1 in 1000 or less) where some self-publishing lecturers have done this in the past but some universities now have rules against this.

Generally new editions are released every 3–4 years to update content or to improve on areas that were found to need more explanations.

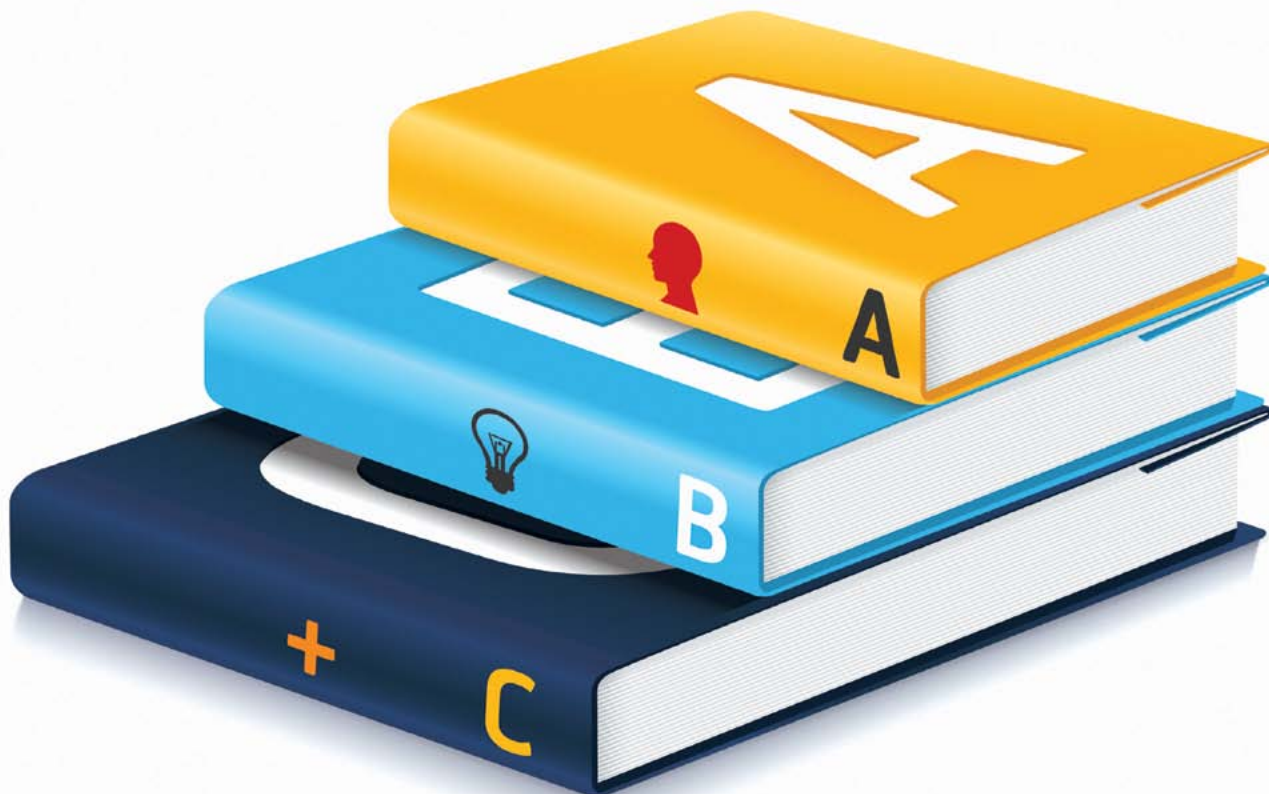
However some subjects change annually (Tax, Law). In others, the subject matter is evolving at a frantic pace like in IT and Programming.

Some students manage to do courses without the textbook. Why buy it?

If you try to do the course without the book and then realise that you need it two weeks before the exam you reduce the value you get out of the book. A R300 book costs R1 a day if you use it for a year but R20 a day if you use it for two weeks! Also if you are spending so much on University fees why risk failing a course to save R300 on a textbook. UK research has shown that students are 70% more likely to pass if they have a textbook as opposed to those without.

Why can't students use the textbook in the library?

There just aren't enough copies. Some courses have hundreds even sometimes over thousands of students and the



library can only afford to buy a handful of copies. Often these are for the academics and are in reserve so you have to use it at the library, when it is open, and when it is available.

Why are university textbooks sometimes out of stock at booksellers?

There are a few factors that can cause this:

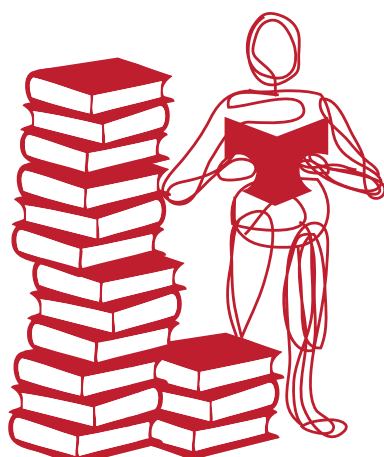
- Booksellers sometimes don't do adequate planning, or don't manage

stock correctly. Experienced and professional booksellers know that this is damaging so are less likely to do so. Not everyone enrolled buys a book and they may buy from different bookshops. Guessing how much to order can therefore be complex.

- Publishers: Known to be in a constant battle of the deadline, publishers don't always get it right - there are so many facets of publishing that can delay the final product.

- Shipping: Many books need to be imported and anything from customs to ash clouds/hurricanes can be involved.
- Academic Years for Europe/US start in September, so new editions are often difficult to get for our South African second semester.
- Academics/Universities fail to inform booksellers what they are prescribing so the Bookshop only finds out you need the book when you ask.

- 8 days
- 100 000+ visitors
- 100+ authors (including prominent Dutch and other international authors)
- 13+ daily discussions on books and writing
- several creative workshops on anything from spiritual writing, poetry and drama to short stories for magazines



Launch your début book here and introduce a new author, show a different side of an established author, promote a special book or kick start a book tour, demonstrate a cookbook, have an intimate lunch with international authors, talk about translation, copyright, e-books and independent publishing, or fuel a lively debate - the US Woordfees has the biggest writers' programme of all festivals in South Africa. If you're serious about publishing, books, writing and reading the US Woordfees in the heart of Stellenbosch should be the highlight on your calendar.

US Woordfees 6-15 March 2015
www.woordfees.co.za or contact Madri Victor at madrivictor@sun.ac.za



MEDIA24



DIE DAGBREEK TRUST



Nal'ibali

Bringing home the power of stories to South African families

Nal'ibali (isiXhosa for 'Here is the story') is a national reading-for-enjoyment campaign that is bringing the power of reading and stories, in African languages as well as English, into the homes of SA families. Read more to find out what's in store for Nal'ibali in 2015 and how you can get involved.

Building on success: A bit of background

Stories are the fabric of life. They are the tools we use to make sense of our lives, share our experiences with others, and learn and grow as individuals and communities. Stories provide a safe space for children and adults to explore both new and familiar territories together, and, for young children, they are the support they need to develop their early literacy and language skills.

Building on this knowledge, and the key understanding that it is from a place of enjoyment and personal relevance that real learning takes place; Nal'ibali was created by PRAESA (the Project for the Study of Alternative Education in South Africa) in 2012 as strategy to tackle the literacy crisis in SA.

Bringing you up to speed: Fast forward through a literacy journey

Aimed at getting all South Africans, young and old, passionate about reading and storytelling, a key strategy for Nal'ibali has been the set-up of informal reading-for-enjoyment clubs in communities across the country. To date, the campaign has established 345 clubs in the Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo and Western Cape provinces reaching approximately 10 000 children each week. Supervised and run by trained community literacy mentors, the clubs provide warm and relaxed environments for the children and parents who attend them, to read, engage with storytelling and other literacy activities, such as games and songs, in children's home languages.

In addition, Nal'ibali reading clubs are supplied with the weekly bilingual Nal'ibali reading-for-enjoyment newspaper supplement, which features a new children's story in every edition. The supplements also contain tips and literacy activity ideas



for adults and are available in combinations of English-isiXhosa, English-isiZulu, English-Sesotho and English-Afrikaans.

Nal'ibali reading clubs have fast become an integral part of many children's lives, and, it's not only children who enjoy the fun and engaging atmosphere – many of their parents and teachers have reported a significant improvement in their children's behavior and school marks too.

On the horizon: Taking it forward in 2015

So where to now? With research from the South African Book Development Council showing that around only 5% of parents in South Africa are reading to their children, Nal'ibali is taking its message of story power from clubs and schools directly into homes.

"It's crucial that we raise awareness of the vital link between reading for enjoyment and children's educational success with parents and caregivers," comments Dr. David Harrison, CEO of the DG Murray Trust, partner and primary funder of the Nal'ibali campaign.

"Children always take what they know from home to school, and, when homes are rich in stories, and with lively and interesting connections with caregivers, there is much more for teachers to expand upon," continues Harrison.

"A strong partnership between families and teachers is the ultimate recipe for

giving children the best educational opportunity possible," he concludes.

And, having launched a new communications drive titled 'StoryPower. Bring it home' at the end of 2014, with billboards nationwide, the conversation initiated by Nal'ibali in 2012 has already been accelerated.

This year will see Nal'ibali continue this conversation in all its activities, including World Read Aloud Day on March 4 where parents, caregivers and members of the public are invited to help break the campaign's 2014 read aloud record. Last year, driven by Nal'ibali, close to 50 000 children across the country were read the same story on the same day by the caregivers in their lives. This year, Nal'ibali hopes to break that record, and a brand new story specially written by renowned local storyteller Gcina Mhlope has been commissioned and translated by the campaign. To help break the record, and read the story in your language, visit www.nalibali.org for more details.

For more information about the Nal'ibali reading-for-enjoyment campaign, to access children's stories in a range of SA languages, and tips on reading and writing with children visit www.nalibali.org, www.nalibali.mobi or find us on Facebook: [nalibaliSA](#) and Twitter: [@nalibaliSA](#).

Children's books dominate the market

Our children are still reading and printed books are still their favourite

By ELIZE KNOETZE

What better way to understand an industry than by following the consumer? For the past four years, this is what a team of experts at Scholastic did, with the goal of understanding how children and teens are consuming media, specifically books in an era where technology is taking over our day-to-day lives. The report of the study was discussed in length at the Nielsen Children's Book Summit which took place on the 12th of December 2014.

The findings surprisingly show that even though tablet use has risen drastically and the number of kids having read an e-book increased by 36% from 2010, children still prefer printed over digital books. This shows in the 71% of children who still purchase books in print and 51% strongly preferring print over digital. The interest among children of all ages to read e-books dropped by 37% since 2012, also making it clear what kids want.

What may be more interesting is that while we assume that kids are wasting their time online, Nielsen revealed in the study that they are actually creating bonds with friends which often lead to book recommendations which they value highly. Children's decisions on what to read rely on social media and are highly influenced by what their peers are reading. While their friends are allowed to influence them, they prefer not to be forced by parents and teachers what to read. The findings show that kids are more likely to read and finish books if they have chosen them themselves. With an overwhelming 91% of the youth market stating that their favourite books are those that they have picked out themselves, research also confirms that encouraging children to read books that they choose at school and home and giving them time to do so, will make them enjoy reading more.

The study further found that 2014 was dominated by children's books in the U.S, with it being "the best year ever for juvenile books" and having John Green (author of *The Fault in our Stars*) and Veronica Roth (author of *Divergent*) as the highest-selling authors for the past two years. In the past decade the children's book market has almost



"The findings surprisingly show that even though tablet use has risen drastically and the number of kids having read an e-book increased by 36% from 2010, children still prefer printed over digital books."

doubled with a 44% increase. With 17 of the 20 overall bestsellers in the country in 2014 as children's books, it is clear that children still read today. Which is good news for parents seeing that the majority (71%) of parents who participated in the study believed that reading is the most important skill a child should have. While support and encouragement from parents is important in making kids read more, it is also access to books (either in school or at home) and reading aloud (both as a reader and listener) that should make them eager to read.

While kids still enjoy old time favour-

ites such as *Charlotte's Web*, the interest in movie related books is also growing, with Disney's *Frozen* as one of the top sellers. Kids also tend to be loyal readers who enjoy following an author whose work is familiar to them. Aside from that, children of all ages want books that make them laugh (70%) and books which allow them to use their imagination (54%). The *Put me in the story* approach where kids get to use their own names in the story allows the children to identify with the character in the book. Critics, however, believe that this will lead to a level of narcissism and in a way alters the authors work.

Overall the Nielsen's first Children's Book Summit in December 2014, was a great success which gave a lot of insight in the state of the Children's book market. This market has a promising future that we should all be sure to keep abreast of.

- *Crunching Numbers at the Nielsen Children's Book Summit*, by Natasha Gilmore & Matia Burnett, www.publishersweekly.com
- *What makes kids read?* by Mercy Pilkington, goodereader.com
- *The Children's book market has grown 44% in the last decade*, by Michael Kozlowski, goodereader.com

Reading and Writing Solutions

Changing lives and empowering people through reading

By SAMANTHA FAURE

Volunteering is a foundational element of the human spirit and condition.

Heeding to a call in the November 2013 edition of the Athlone News to assist as reading volunteers at the schools where learners experience difficulty with reading, I decided to take the leap and start a reading programme of intervention.

From very humble beginnings, limited resources and with a few extremely committed and enthusiastic volunteers, an effective reading programme was implemented by Reading and Writing Solutions at the pilot school, Athlone North Primary in Athlone, Cape Town in February 2014.

Reading and Writing Solutions is a newly registered NPO promoting reading as an integral part in the education and development of learners, with its main objectives to:

- Instil a culture of reading by encouraging a love for books and the written word.
- Promote reading as the centre of any learning process.
- Contribute towards the improvement of literacy performance of learners.
- Develop communication, listening, leadership and creativity skills.
- Develop writing skills.

The organisation currently works at five primary schools in the Athlone community with a total of 60 volunteer reading tutors, which were recruited from the community.

Training and Development

Reading tutor volunteers are required to do a three-day compulsory training workshop before starting at the schools. The intention of the training workshop is to equip the volunteers with the necessary skills and tools to deliver on the intended outcome of the reading programme and objectives of Reading and Writing Solutions. Some of the objectives of the workshop include to encouraging positive thinking, using visual media to prompt creativity, communication and insight, realising the power of words and how to use them effectively during reading sessions, and effective listening skills. the power of words and how to use it



effectively during reading sessions and effective listening skills.

Reading and Writing Solutions have been very fortunate in receiving generous book donations which have aided development of the reading programme and allowed for interesting, quality reading material to be used during the reading sessions. Other than promoting reading for enjoyment, the books have encouraged development of reading with comprehension, creative writing and thinking, spelling and vocabulary usage.

Reading-focused events organised by Reading and Writing Solution done to date:

World Book Day: 23 April 2014

Athlone North Primary stepped into a world of reading at the Dulcie September Civic Centre in Athlone on 23rd April 2014 for their schools' World Book Day event. The foyer was decorated with posters, made by pupils, to highlight the importance of reading. Celebration of WBD was seen as a way to instil a culture of reading, not only at the school but also to take it out to the community as the involvement and support from parents in the development of their children's education is crucial. The highlight of the day was that every one of the 575 learners received a book that they could take home. It is only through the generous donations and sponsorships that Reading and Writing Solutions was able to do this as for most of the children it was their first book to take home.

International Literacy Day: 8th Sep 2014

Our inaugural Quiz and Spelling Bee, an initiative by Reading and Writing Solutions, saw teams of Grade 6 learners

of 12 Athlone primary schools competing for the coveted title on Monday, 8th September 2014, which was also International Literacy Day. The event was well supported by parents, who packed the hall to capacity. The event was made possible through generous donations and sponsorships. Silverlea Primary School was crowned the Spelling Bee winners of the quiz and received a cash prize from Capitec Bank, and dictionaries from Cambridge University Press. Bridgeville Primary's B Team was the overall winner of the Quiz and prizes from Lewis Stores and Nedbank were awarded to the school.

The Athlone News community newspaper is our media partner and has been instrumental in the recruitment of our volunteers, highlighting the importance of a reading culture, amplifying the message of books and reading to the community and covering all our events.

The programme encourages reading as a powerful tool to bring about change and is seen as one way to address the many challenges faced by communities daily.

Our belief is that all children deserve the opportunity to learn to use reading, writing and storytelling, meaningfully.

Reading and Writing Solutions is not funded, but relies on donations and sponsorships.

If you are able to assist and add value to the literacy development of the learners, or if you would like to consider being a partner in this important initiative, please contact Jeff Paulse (programme manager) on 082 216 2460 or Samantha Faure (programme co-ordinator) on 076 368 7898 or email us at readwrite14@gmail.com.

Our banking details are:
Reading and Writing Solutions
Nedbank, Vangate City Branch
Branch Code: 133 405
Account No: 1084 975 785
Business Cheque Account

SA Booksellers

ASSOCIATION

The Executive Committee of the South African Booksellers' Association would like to thank the following members for acknowledging their ongoing support by remitting their annual membership fees*:

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Adams & Co Cape Town	Nedbank Building, 57 Heerengracht Str, Cape Town	capecity@adamsbooks.co.za	021 421 2462
Adams & Co	341 Dr Pixley kaSeme, West Str, Durban	padams@adamsbooks.co.za west@adamsbooks.co.za	086 134 1341
Adams & Griggs	33 Bertha Mkhize Victoria Str, Durban	education@adamsbooks.co.za	031 319 4400
Addis Stationers	3 Westgate Centre, Jagger Str, Matatiele	addisstationers@webmail.co.za addis@mweb.co.za	039 737 4577
African Book Connection	Status Centre, 18 Chamberlain Rd, Berea, East London	mary@africanbookconnection.co.za	043 721 0841 / 043 721 1781
Afro School Suppliers	Unit 8 Engineering Close, Engineering Close Rd, Kya Sands	jkoster@afroschool.co.za hkoster@afroschool.co.za	011 708 6334
Alicanie Book Distributors	10 Villa Montana, Mulbarton Rd, Beverly, Lonehill	alicanie@iafrica.com	011 465 5160
Alusia Trading	14 Aubert Str, Qumbu	alusiaa@bookshop@gmail.com	047 553 0206
Amaza Development	Office 109 AA House, 2 Rink Str, Port Elizabeth	amazadevelopment@gmail.com	041 585 0738
Apex Office National	35 Eagles Str, King Williams Town	madelie@apexstationers.co.za	043 642 4511
Audors Delivery & Supply	No 3 Imizi Court, c/o Leeds & Craister Str, (opp) Metropolitan Place, Mthatha	audorsdelivery@telkomsa.net	047 5311 116
Bargain Books	3 De Waal Park, 1 A Greenville Rd, Diep River	john@bargainbooks.co.za	021 706 1461
Bidvest Paperplus	Lithotech House, Hampton Park, 20 Georgian Crescent, Bryanston	oostewaldt@lithotech.co.za marnak@bidpaperplus.co.za	011 706 6751
Boland Skryfbehoeftes	Hoogstraat 114, Worcester	bolandskryf@intekom.co.za	023 344 3080
Book Express	70b Loch Ave, Parktown West, Johannesburg	info@bookexpress.co.za	011 482 8433
Book Lounge	71 Roeland Str, Zonnebloem, Cape Town	booklounge@telkomsa.net	021 462 2425
Book Nook	99 Frere Rd, Vincent, East London	booknk@mweb.co.za	043 726 9294
Books & Books	Shop 42 Kensington Square, 53 Kensington Drive, Durban North	janine@booksandbooks.co.za	031 563 6288
Books 24/7	Unit 2, Elec Park, Teejay Rd, Brackenfell, Cape Town	books247@vodamail.co.za	021 981 1270
Books Etc	2 Cheviot Place, Bonnie Doon, East London	booksetc@telkomsa.net	043 735 7138 043 735 4138
Books Only	366 Kent Rd, Ferndale, Randburg	bookonly@iafrica.com	011 326 0069
Booktalk	Hyde Square Lower Level, c/o Jan Smuts Ave, 7 North Rd, Hyde Park	booktalk@global.co.za	011 325 2267
Bookworld	Shop 10, Cascades Centre, Pietermaritzburg	bookworld@lantic.net	033 347 1361
Bothma Boekhandelaars	220 Voortrekker Rd, Monument, Krugersdorp 1739	bothmabooks@absamail.co.za	011 954 5273
Breakthru Investments	9 Prestwich Ave, Mthatha	fadanea@yahoo.com sfa@telkomsa.net	047 532 5444
Bright Future Marketing Publishers and Booksellers	Unit 3 Vista Park, 111 Marshall Drive, Mount Edgecombe	brightfuturemarketing@telkomsa.net	031 502 3287
BT Boeke	Shop 24 Highland Mews Centre, Klipfontein, Witbank	btboeke@lantic.net	013 692 4814
Business Technology Centre	7 Tylden Str, Queenstown	brad@btqtn.co.za ryan@btqtn.co.za	045 839 2183
C N A Edgardale (Head Office)	Edgardale Head Office, 1 Press Ave, Crown Mines	cnapien@edcon.co.za msnow@edcon.co.za lpotgieter@edcon.co.za	011 495 6795 (M Snow)
Caxton Books	21 Warrington Rd, Kenilworth	rwilson@caxtons.co.za jferreira@caxtons.co.za	021 683 6654

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Centre for the Book	62 Queen Victoria Str, Cape Town	cbreception@nlsa.ac.za	021 423 2669
Chatsworth University Bookshop (CUB Books)	232 Moorcross Drive, Moorton, Chatsworth	cub.book@gmail.com	031 404 6644
Chekkat Stationers	34 Beare Str, Kuruman, Northern Cape	Chekkat@telkomsa.net	053 712 3077
Clarke's Bookshop	199 Long Str, Cape Town	books@clarkesbooks.co.za www.clarkesbooks.co.za	021 423 5739
Coalition	Shop A8, Bellville Business Park, Voortrekker Rd, Bellville	books@adept.co.za	021 949 8220
Cornea Boeke	9 Van Riebeeck Str, Groblersdal	attielabuschnage@gmail.com	013 262 4188
Credo Books	21 Bapsfontein, Rietfontein	dean@credobooks.co.za	011 398 8700
Denosa	605 Church Str, Arcadia, Preoria	innocent@denosa.org.za	012 343 2315
Diamond Pride Trading	Bam Centre Shop 3, 22 Main Str, Bizana	diamondpridestore@gmail.com	073 2075 813
Dikha Booksellers	32 Errol Sprig Ave, Vulindlela Heights, Mthatha	dikhatrading@gmail.com ntande.sangoni@gmail.com	047 531 3627
Early Readers	10 Jukskei Ave, Gallo Manor	earlyreaders@mweb.co.za	011 802 2513
Eastern Cape School Supplies	37 First Ave, Norwood Mthatha	krajuabraham@gmail.com	047 534 2799
Edu Lab and Technologies	Unit 11 Woodford, 39 Becker Str, Yeoville	info@edulabtech.co.za	011 026 7669
Emanzini Business Lines	22 Commercial City, Queen Str, Durban	emanzini@worldonline.co.za	031 305 7446
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman Str, Pretoria	emanzini1@mweb.co.za keith@emanzini.co.za	012 322 2992
Everybody's Books	Highdale Rd Unit 25, Glen Park, Glen Anil, Durban	warren@ebbooks.co.za	031 569 2229 /49
Exclusive Books Head Office	31 Commerce Cres, Kramerville, Johannesburg	info@exclusive-books.com gilesm@exclusive-books.co.za rob@exclusive-books.co.za	011 798 0000
Faniza Business Enterprise	Unit 7 Nkwazi Park, Moffatt Drive, Ballito Business Park	sindyzwane@telkomsa.net	031 462 7778
Favourite Stationers	Central Car Park, Murchison Str, Newcastle	cassimiv@telkomsa.net	034 315 4467
Fogarty's Bookshop	Shop 20 Walmer Park, Main Rd, Walmer, Port Elizabeth	resafogarty@glomail.co.za	041 368 1425
Geodis Wilson	Manhattan Rd, Airport Industria, Cape Town	debi.dagnin@za.geodiswilson.com, www.roli.com	021 386 0136
Hadedab Book Service	No 85, Hennopsrivier 489JQ, Distict Pretoria	rita@hadedabooks.co.za	012 659 0120
Hancri Best Bookshop	44 Njoli Str, Somerset East	hancri@mweb.co.za	042 243 2024
Hargraves Library Service	Shop 7, The Wembley Shopping Centre, c/o Commercial & Boom Str, Pietermaritzburg	bookden@mweb.co.za	033 342 7474
Hargraves Library Service	5 & 7 Speke Str, Observatory	maureen@hargraves.co.za richard@hargraves.co.za	021 447 5682
Idutywa Bookshop	121 Richardson Rd, Dutywa	idutywabookshop@webmail.co.za madzana@hotmail.com	047 489 1154
Iqhayiya Bookshop	179 Will Str, Tsolo	ulwazilwandile@vodamail.co.za	083 259 9436
Irwing 623 Stationers	Shop 9, AMCA Centre, Metropolitan Building, Lusikisiki	mvelasemfingwana69@gmail.com smfingwana@telkomsa.net	039 253 1586 047 532 4888
Isingqi Projects	F26 Main Str, Office No 11, Bizana	z.mthwesi01@gmail.com	082 051 8536
Isisele Booksellers	2323 DDT Jabavu Str, Southridge Park, Mthatha	doctorb@webmail.co.za	082 372 8871
J. R. Behari	Shop 2, 228 Effingham Rd, Redhill		031 563 8751
Jaytee Stationers	403 Mzaza Building, Main Str, Mount Frere	jt.mbuqe@gmail.com	039 255 1809

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Kalahari.net	4th Floor 11 Adderley Bldg, 11 Adderley Str, Cape Town	jaco@kalahari.net	021 468 9200
Keletso Bookshop	Shop No. 1, 270 Main Str (Siza Hardware Building), Mount Fletcher	keletso1@telkomsa.net	039 737 3675
Kenart Stationers	6 Union Str, Empangeni	kenart@iafrica.com	035 772 1921
L. J. Armstrong Booksellers	Royal Court, 42 11th Str, Orange Grove	info@armstrongs.co.za	011 485 1337
Langa Bookshop	82 Main Str, Flagstaff	liz.makongwana@gmail.com	039 252 0181
LAPA Uitgewers	380 Bosman Str, Pretoria	marithas@lapa.co.za www.lapa.co.za	012 401 0700
Learn and Teach	33 Deodarlane, Lusikisiki	tshangisamhatu@gmail.com	039 253 1447
Lemur Books		lemur@mweb.co.za	011 907 2029
Luto Booksellers	98 Main Str, Kokstad	lithantola@yahoo.com	039 727 5134
M. G. Redhi Booksellers	Shop 2 GGR Centre, 224 Main Rd, Tongaat	redhi@iafrica.com	032 945 1240
Maanege Bookshop	Ga-Nchabeleng		015482 ask for 1211
Margo Tech	26 Mothibistad Shopping Complex Mothibistad Eastern Cape		053 773 1950
Marianhill Book Depot	St. Francis College, Abbot Francis Rd, Marianhill	francoll@iafrica.com	031 700 2824
Matatiele Office National	114 High Str, Matatiele	ops003@telkomsa.net	039 737 4310
Medibooks	3 Wadley Rd, Umbilo, Durban	medibook@adamsbooks.co.za	031 205 5851
Million Pages	LCM Ludidi Building, 63 Madeira Str, Mthatha	vezim@telkomsa.net	047 534 2631
Mqetse Trading Enterprise		mqetse@webmail.co.za	047 535 0498
N&M Bookshop	150 Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
National Office Supplies	68 Victoria Str, Durban		031 306 2732
Nazipasi Stationers	Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
On the Dot Distribution	Sacks Circle, Bellville	rafik.romaney@onthedot.co.za ryno.bekker@onthedot.co.za	021 918 8500
One Price Store Matatiele	92 Long Str, Matatiele	ops001@telkomsa.net	039 737 4587
Oom Polla se Winkel	Paul Roos Grounds, Suidwal, Stellenbosch	info@oompolla.co.za	021 887 7149
Padayachee Bros	83 King Chaka Str, Stanger	padbros@iafrica.com	032 551 1159
Page First	Shop 4 Choice Plaza, 28 Jagger Str, Matatiele	mohapi76@telkomsa.co.za	039 737 3998
Paperback Shack	28A Oxford Str, East London	hjdaya@mweb.co.za	043 742 0670
Pickwick Books		pickwick@iafrica.com	041 581 2741
Pillow Books	No.1 Winchester Mews, 23 Lena Ahrens Rd, Glenwood, Durban	thomas.pillowbks@gmail.com	031 202 5984
Pimp My Book	262 Voortrekker Rd, Shoprite Park, Parow	md@pimpybook.co.za	021 911 5061
Play & Schoolroom	Shop 6 L, Rosebank Mews, 173 Oxford Rd, Rosebank	jackfriedman@mweb.co.za play-schoolroom@mweb.co.za	011 788 1304
President Bookshop	Tilly's Building, 40 Cloete Str, Libode	ssmolosi@gmail.com babalwa@gmail.com	047 531 0319
Prestige Bookseller & Stationers	65 Victoria Str, Durban		031 306 2733
Pro Visions Books	37F Ordnance Rd, Durban	info@provisions.co.za	031 337 2112
Protea Boekwinkel	1067 Burnett Str, Menlo Park	protea@intekom.co.za rriekert@proteaboekhuis.co.za	012 362 5683
Rainbow Academic Bookshop & Stationers cc	Unit 12, Ivory Sun Office Park 1 Pinewood Rd, Ottawa, Verulam	mandy@eastcoast.co.za	032 537 6820 032 537 7614
Rainbow Booksellers	340 Kings Rd, Dutywa	rainbow_booksellers@yahoo.com	047 489 1205
Regent Corporate Administrators	31 Amery Crescent, Summerstrand, Port Elizabeth	mabalan@vodamail.co.za monde@senzile.co.za	041 583 6564

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
SAPnet	1st Floor, Metropole Plaza, 98 Beach Rd, Strand	freda@sapnet.co.za	021 853 3564
Sasfin Premier Logistics	15 Pomona Rd, Pomona, Kempton Park	steyn@premierfreight.co.za www.premierfreight.co.za	011 573 9000
Scholars Bookshop	F11 Silverberg Terrace, Steenberg Office Park, Silverwood Close, Westlake	scholars@telkomsa.net	021 700 2578
Siyancedana Copiers & Stationers	41 Leeds Rd, Mthatha	nersan2113@yahoo.com	047 532 4303
Sizwe Books	343 Cape Rd, Newton Park	sizwe-books@mweb.co.za	041 365 1960
Sky Information Suppliers	488 Phoenix Parkway, Kyalami Estate	skyinfo@mweb.co.za	011 468 2571
Snappily	16A Frazzitta Business Park, c/o Langeberg & Batis Rd, Durbanville	info@snappily.com or snaidoo@realmdigital.co.za	021 975 0959
South Cape Academic Supplies	Eco Stop Centre, Ground Floor, Block A, c/o Langenhoven & Witfontein Rd, Heatherlands, George	scasaaccounts@mweb.co.za	044 874 7551
Spectra Upfront	32 Bushell Str, Queenstown	spectra@isat.co.za or support@spectra.bz	045 838 1873
Surat Trading	53 Commercial Rd, Louis Trichardt	patelbm@mweb.co.za	015 516 3981
Tabankulu Bookshop	201 Intsizwa Str, Mt Ayliff	tabbookshop@gmail.com	039 254 0705
Takealot online	Floor 7, Atlantic Centre, c/o Christian Barnard & Louis Gradner Rd, Foreshore, Cape Town	marlise@takealot.com	087 820 5000
Tasiw Enterprises	6A Harold Crescent, Beacon Bay	tasiw@webmail.co.za	043 748 5467
The Complete Bookshop	20 Caspian Str, Westcliff Chatsworth	compbooks@mweb.co.za	031 401 3561
The Corner Bookshop	16 Victoria Str, Oaklands, Johannesburg	cornerbookshop@live.co.za	011 615 9449/ 083 556 7850
Ulrich Naumann	17 Burg Str, Cape Town	buchhandlung@naumann.co.za	021 423 7832
Ulungu Education & Skills	22 Graham Rd, Southernwood, East London	mazomba@ulunguskills.co.za tmazomba@ulunguskills.co.za	043 722 9185
Uluvolwami General Trading	Block B18 Comsec, Old Grahamstown Rd, Sydenham	ngiba@telkomsa.net	043 722 4568
Umnotho Enterprises	67 Crompton Str, Pinetown	umnotho@telkomsa.net	031 701 5074
Umtapo Booksellers	Shop no 3 NBS Centre, c/o Maxwell & Union Str, Empangeni	umtapo.b@telkomsa.net	035 772 2572
University Bookshop	27 Rue de Jacqueline Rd, Somerset West	info@unibook.co.za shahied@unibook.co.za	021 852 5903
Uyonel Bookshop	No 39 Van Riebeeck Str, Maclear	uyonelbooks@gmail.com	045 932 2110 084 911 5574
Van Schaik Bookstore Head Office	2nd Floor East Wing, Delphi Arena, 1 Old Oak Rd, Tyger Valley	serasmus@vanschaik.com elouw@vanschaik.com kaabwe@vanschaik.com	021 918 8400 /8408
Via Afrika Publishers	11th Floor, 40 Heerengracht, Cape Town	johan.smith@viaafrika.com	021 406 3528
Vivlia Publishers & Booksellers	1 Amanda Ave, Lea Glen, Florida	headoffice@vivlia.co.za	011 472 3912
Vryheid Bookstore	184 Church Str, Vryheid	stor1@lantic.net	034 982 2671
Vumani-Subela	New Carlton Hotel, Main Str, Mount Frere	Vumani-sabela@vodamail.co.za	039 255 1918
Vuyani Bookshop	46 Kings Str, Butterworth	thandeka.singata@za.sabmiller.com	047 491 3060
Western Cape School Supplies	1C Coronation Court, 9 Van Wyk Str, Maitland	wcss@taurenz.co.za	021 511 3459
Wilstan Book Supplies	Unit 13, Constantiaberg Business Park, Princessvlei Rd, Diep River	pjwilliams@wilstanbooks.co.za	021 706 7818
Wordsworth Head Office	Suite 6, 23 Rotherfield Rd, Plumstead	andrew@wordworth.co.za accounts@wordworth.co.za	021 797 5664

If you would like to find out more about becoming a member of the South African Booksellers' Association, contact: Samantha Faure, Tel: 021 945 1572, Email: saba@sabooksellers.com, PO Box 870, Bellville, 7535



PRINTING **EDUCATIONAL** BOOKS THAT **INSPIRE IDEAS**

An educational book is more than just a collection of pages. It's a ticket to a brighter future.
And with the latest printing technology, we strive to make books that will continue
to enlighten for years to come.

telephone: (021) 929 6200 fax: (021) 939 1559 e-mail: ctp@ctpprinters.co.za web: www.ctp.co.za



CTP printers
CAPE TOWN

expect more.



GEODIS
wilson

Specialised book service

Geodis Wilson are a global leader in non-asset based logistics, with an extensive network of offices strategically located at gateways around the globe to meet our client's business

requirements. We are internationally recognized book forwarding agents. Through our own network of over 240 offices, we are able to cater for all your needs, be it airfreight or seafreight.



**Depot to
door rates**



**Pre-alert download by
email before cargo moves**



**Insurance
on request**

For more information, contact the following offices:

CAPE TOWN: Debi Dagnin, Charles Dagnin, Mary Lochner Tel: 021 386 0136 Fax: 021 386 0134

DURBAN: Iqbal Samad Tel: 031 337 8567 Fax: 031 332 1588

JOHANNESBURG: Jan Ludolph, Nicky Fatouros Tel: 011 396 1830 Fax: 011 396 1925