

TRUERA INVESTMENTS (PTY) LTD

T/A



company profile  
& portfolio

“If it ain’t tru, it ain’t us”

# Who Are We?

## VISION

Setting a benchmark of efficiency and excellence in all our dealings

## MISSION

To positively uplift the people, business and organisations working with or for us to achieve above average growth through hardwork, best customer service and persistence while maintaining the highest ethical standards and keeping abreast of the industry's developments

## SLOGAN

“If it ain’t tru, it ain’t us”

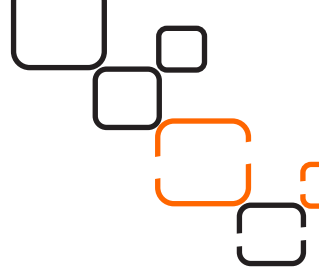
## VALUES

- Fast and efficient service
- Quality Offerings ■ Integrity
- Honesty ■ Reliability



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# Background



**Tru-images** is an advertising agency and branding house formed by a team of experienced individuals to provide highly effective and innovative solutions to local & international companies. As an agency, we firmly established and branded ourselves as an agency that delivers inventive and creative solutions. Our long-term goal is to provide superior quality at highly competitive prices. We are a committed branding house, providing strong concepts capable of delivering significant business results, with effective ideas that are strategic. We identify the best qualities within a company's culture, nurture them and communicate them to the market at large.

## OUR SERVICES INCLUDE THE FOLLOWING:

Marketing & Advertising - Event Management - Promotional Items - Space branding & Architecture  
Branding & Graphic Design - Billboards - Digital Printing - Signage - Website Development  
Customized Cheques Printing - Book Binding - UV Printing Business Cards / Flyers etc

# Our Clientele

Tru-images has successfully branded a number Swaziland's leading companies, and for quite some time our agency has been known for its deep commitment to our clients needs.



"If it ain't tru, it ain't us"

- [illegible]

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# Signage & Lettering

- Road Signs
- Perspex Mount
- 2D Lettering
- 3D Lettering
- Directional Signs
- Warning Signs
- Frosting and branding
- Door Signs



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# Banners & Gazebos

- Lightbox
- Gazebos
- Pull up banners
- Pop up banners
- Air Dancers
- Inflatables
- Sharkfin banners
- Hangers
- Telescopic banners
- Hangers

- Road Side Tension Mounts
- Wall Banners
- Parasols
- PVC Banner
- A Frame banner
- X banners
- Table Cloth



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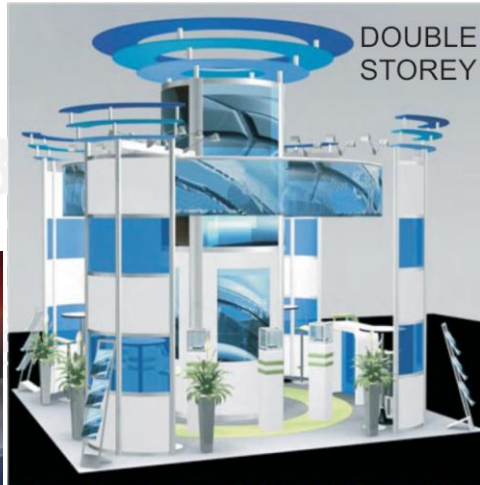


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# Exhibitions & Branding

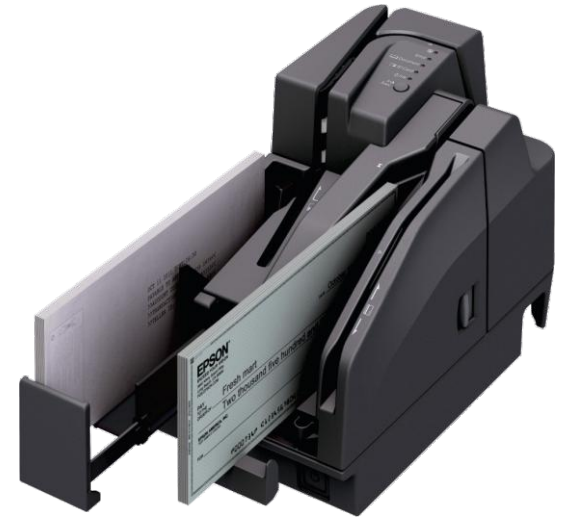
- Car branding and Lamination
- Exhibitions
- Space Branding
- Customized Wall Paper



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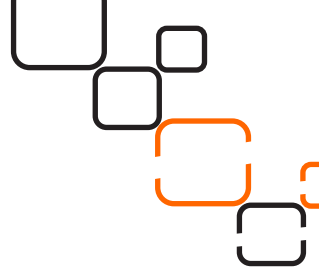
# Security Printing

MICR characters are printed on documents in either of the MICR fonts. The ink used in the printing is magnetizable (commonly known as magnetic) ink or toner, usually containing iron oxide. The document is passed through a MICR reader. The ink is first magnetized. Then the characters are passed over a MICR reader head, a device similar to the playback head of a tape recorder. As each character passes over the head it produces a unique waveform that can be easily identified by the system. The use of MICR allows the characters to be read reliably even if they have been overprinted or obscured by other marks, such as cancellation stamps and signature.



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# Branding Options



Sublimation



Screen Printing



Embroidery



UV Printing



Flex/Foam/PU



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Dzeliwe Street, Coronation Center Building,  
Next to Solanis Lounge

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