

Signs for the elderly



Hennie Coetzee, Lucy McGowan and George Petzer.

Roodepoort — Floroma Old Age Home received a boost to their image when Signkor offered to manufacture all of the home's directional and international required signage free of charge.

"We invited three companies to participate in a tender process for the signage. Imagine our surprise and delight when Signkor offered to provide us with all our required signage as a donation. We are naturally overwhelmed by the generosity and kindness shown by the CEO Norman Witt," says chairperson of the executive committee of Floroma, Hennie Coetzee.

Floroma was established in 1953 and employs 12 permanent staff and 29 outsourced staff under the management of George Petzer.

The frail care centre is run by senior sister Thelma Ndaba.

The home presently accommodates 76 residents in cottages and 56 people in their frail care centre.

Residents report that they are buoyed by the new image that the signage has provided.

"We were approached by a Floroma committee member, Neville Gericke who does not even reside at the Home but knew that they required assistance with identity and directional signage in the Home.

"As part of our company's social and upliftment programme, we identified this as an opportunity to assist the elderly as part of our corporate responsibility," says Sales Manager of Signkor, Lucy McGowan.