

Perplexing

Most of our signs and other branding products are stamped with our mark and logo to show, "Proudly Made in Tanzania by Sign Industries" The logo is carefully placed off the front face, at a far distant corner on the side and making a very indistinct display, small in size so as not be very loud.

When these signs are delivered and installed at client's site, at times there are certain clients who disapproves display of our brand, and objects the display. Obviously we respect their preference and remove it.

But with all honesty, such a mentality really baffles us as to why they resent it whereby all other items they use like iPhone shows a little apple mark, their Computers shows the brand such as Apple,DELL, HP, cars and vans have their marks in front as well as back. Lifts, elevators and escalators clearly shows the manufacturer brand and even items as mall as fountain pens, wrist watch, handbags, shirts and even underwear all carry the manufacturers brand logos and they have no objection, but when it comes to sign boards, they object. What a pity the best among the local industry are deprived of getting their legitimate credit because of a misaligned mind set.

I just cannot get over such a mind set.

Once when I discussed this frustration with a client, they told me that they would like to portray that the product has been imported, not local because the quality and finishing is excellent and therefore anyone could easily believe it. But then again, it still baffles me as to why would we Tanzanians even after 65 years of independence still feel a pride for imported items and not feel proud of a locally manufactured item that meets world class standard ?

Perhaps I may never understand it.