



EMERGING

# GERMAN IMAGING TECHNOLOGIES

## CASTING GOLDEN IMPRESSIONS GLOBALLY

Today, the printing industry is undergoing a major overhaul with a strong shift towards digitalization as per the changing needs & demands of tech-savvy customers who have resorted to e-commerce for their printing needs. Undeterred by such challenges is the world leader in printing solutions – German Imaging Technologies (GIT) – which has emerged as one of the leading OEM alternative document printing

solutions provider in the Middle-East and Africa. Established in 1999 by Founding Partner & CEO Dr Sassan Dieter Khatib-Shahidi, with new customized premises in Dubai to produce toner cartridges for the Middle East and Africa, GIT has expanded significantly since then and has effectively catered to the Middle East's growing market for LaserJet consumables. Today, GIT is the number one producer of toner cartridges in the region, is among the top fifty producers worldwide, and has also been ranked as 63rd fastest growing firm in 15 countries on Arabia 500.

## CONSTANTLY EVOLVING IN A CHANGING WORLD

GIT has not only established itself as an esteemed brand but it is also way ahead of its competitors. This gets further clarified as Dr Sassan throws some light on the brand's USP: "What makes us different is that we produce and own our brand. So from A-Z, everything is controlled. Additionally, we have only one focus: just empowering businesses to print." Dr Sassan believes that the



brand is able to exceed the customer's expectations by concentrating on what it does best. He asserts that apart from the product and pricing, the whole package delivered and the approach is significant.

Consistently meeting the needs of the customers with quality products, value-for-money prices, superior services and attentive customer support & after-sales service, GIT has developed a significant brand identity and a loyal customer base resulting in expansion of sales. Its brand value can be assessed from the fact that it is frequently expanding its operations in Dubai, Abu Dhabi, Al Ain, Jebel Ali, Sharjah, Kuwait, Nairobi (Kenya) and Frankfurt (Germany), which is part of its ambitious expansion program encompassing new sales offices in the





### ACTING RESPONSIBLY FOR SUSTAINABLE DEVELOPMENT

Committed to minimize harmful impact of the technological products on the environment and aiming for sustainable development, GIT has always believed in acting responsibly towards its stakeholders be it suppliers, employees, customers or the environment, contributing to an environmentally sustainable future for generations to come. Thus, GIT has strict policies in place which define its interactions with the stakeholders, to ensure responsible relations. Apart from driving the economical growth of the firm, Dr. Sassan also pays great attention towards its environmental impact and follows the mantra: “embrace, reduce and reuse; not just recycle”. No wonder, right from its inception, GIT has contributed to saving 3 million kilograms of CO2 from being released into the atmosphere and 1 million kilograms of waste from being dumped into landfills.

Middle East and Africa. Prioritizing customer service by placing the needs & demands of the customers on the top has been the firm’s mantra for success. GIT believes in a quick analysis of customers’ needs and a prompt delivery of solutions while simultaneously providing unmatched quality at the best possible price.

### QUANTUM LEAPS

- Awarded for ‘Best Business Technology’ by Finance ME Business Vision Awards
- Received Gulf Capital SME Award
- Received Supplier Excellence Award