

# Nashua and Parrot: Touching the Future



## Write or touch. Classroom or boardroom.

Simplicity, quality and benefit – this is what we look for when introducing new lines of business and brands into the Nashua group. It is what underpins our brand promise of putting our customers first – as well as saving them time and money.

Over the past 40 years, our business has evolved with the market and its needs in order to ensure that we are consistently in a position to support and add value, as well as offer our customers integrated solutions for every aspect of their business and office environment. Year-on-year our lines of business expand in order to cover all areas and needs within the business environment ensuring that we can offer our new and existing customers total business support.

The partnering with Parrot – who manufacture, supply and distribute Presentation Products, Office Equipment and Desktop Stationery, is just one such move.

Initially a supplier of two line items only, Parrot now supplies almost 1700 line items, and is the largest supplier of Presentation Products in South Africa. 'Parrot Interactive' focusses on the supply and distribution of electronic presentation products and accessories, and following the technological advances in the education and training sectors, Parrot is now the only single supplier in South Africa to offer a range of interactive systems, to suit all needs.

## Touch the Future with Interactive Whiteboards

MultiTouch Interactive Whiteboards (IWB) are large, interactive display screens which have the ability to connect to a PC or projector, turning them into powerful communication tools – in essence, a large, touch-sensitive copy of your screen. Additionally, IWB Software options mean that you can further expand functionality by being able to interact with the content on display. IWBs are not restricted to any specific software on your machines, nor are they limited to any one industry.

# From the Classroom to the Boardroom: Write or Touch

- Touch technology provides a fast and intuitive interface for users.
- Create a bright, colourful touch experience that engages and unites audiences in a classroom and beyond.
- Touch is no longer a new concept (i.e. tablets and smart phones) - as such children and adults alike will naturally adopt these larger formats.
- Interacting directly with your material ensures the focus of your audience is not divided - like it would be using a laser, clicker or tablet.

## Tech in Education

- Great way to diversify learning styles.
- Increase student interaction by encouraging collaboration.
- Prepare students for the real world environment - which is tech savvy.
- Students have access to up-to-date information and not last year's work sheets.

## Tech in the Boardroom

- Effective, efficient meetings to plan, share, analyse and modify projects.
- Improved communication and true collaboration.
- Reduced costs – less need to travel and more time to focus on your business.
- Enhanced boardroom dynamics.
- Increased board management.
- Better data security.
- Up-to-date directors.

## Benefits to using IWB Software?

- Enhanced visualisation.
- Facilitates handwriting recognition.
- Record videos.
- Enhance presentations.
- Better interaction and collaboration.
- Allows annotations, manipulation of content, surveys and so much more.
- Presentation tools that enhance Microsoft Word, Power Point and Excel.



For more information please visit  
[www.nashua.co.za](http://www.nashua.co.za)  
[solutions@nashua.co.za](mailto:solutions@nashua.co.za)

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