

Background

The West African country of Senegal wanted to optimise and modernise authorisation and control of license plates. The national ministry for infrastructure, land transport and development (French: Ministère des Infrastructures, des Transports Terrestres et du Désenclavement, abbreviated: MITTD) was primarily concerned with improving the control of the vehicle tax. The MITTD strove to create a uniform process to ensure that procedures, ranging from the production of the registration plates to the individual registration and verification of vehicles and owners, were traceable and transparent. The project was launched in 2018.



Country	Senegal
Scope	New signage & re-signage
Launch	2018



Solution

TÖNNJES is working with the international security company Gemalto (part of the Thales Group since the beginning of 2019). Over the next ten years, TÖNNJES will equip a total of 20 licensed embossing shops, manufacture the registration plate blanks and then deliver them to the embossing sites. To implement this project, TÖNNJES decided to develop its first own production site for vehicle registration plates in the West African sector in order to simplify the manufacturing and supply process. To this end, TÖNNJES, together with the Senegalese company SOPRE, founded the JV "Afriplaque". Following the project, there are also plans to use the manufacturing site as a central starting point for further orders in West Africa.

Result

The new production site at AFRIPLAQUE was equipped with an automatic production line and marking line. A label printer with integrated dispensing unit and a stacking unit are used, among other things. In addition, production was expanded to include another marking laser as a stand-alone unit. The marking line completes the reflective safety signs, thereby fulfilling the government's registration plate specifications. The new registration plates have an identification number including a QR code, which is repeated on the back of the labels and is supplemented by a barcode. With the security applications, TÖNNJES ensures a traceable supply chain and prevents counterfeiting.

"The African market has enormous potential. Some countries need to optimise the registration system and security identifiers. With our local presence in West Africa and initial references for AFRIPLAQUE, hopefully there will be further opportunities to expand the site."

Jochen Betz, Managing Director TÖNNJES