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# where to print



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VOL.10 | NO.54 | APRIL 2018 | ISSN: 2006-7402

Cover Story on page - 28

Success and Security  
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Guangzhou China

2018.07.15 - 20



## What is Lets GoChina

Middle East | North Africa | West Africa | South Africa |



**Lets GoChina** is a unique project to connect overseas buyers with technical & credible Chinese suppliers by pre-selecting most reliable manufacturers arranging China factory visit and technical & trading problems

**On site see operative corrugated line!**

- Suitable Solution:** Visit Chinese Corrugated factory, see management process
- Expert Consultation:** Talk with technical Experts team, solve produce problems.
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### New Technology

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## What Do We Offer to Buyers

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- B2B meeting with trustworthy suppliers
- Establish long-term connection with manufacturing bases
- Professional business consulting service



## Four Major Parts of Our Lets GoChina Solution

### Quality Control



All the suppliers in our China Manufacturing Database are divided by our rating system, according to their **manufacturing capacity, export experience, and credit record**. Only verified suppliers and products with certificates will be introduced to you.

### Factory Visit



Witness the manufacturing capability of your potential partners by your own eyes. **5-8 factories during one trip to China. We'll pre-select your ideal supplier and make all the arrangement for the visit.** Just tell us what product you're looking for and leave all the rest to us.

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## Index

To Readers .....	9
Print Impact Around Nigeria .....	10
Print Impact Around The World .....	12
Special Feature : Stakeholders Wowed at 2nd Textile Screen Printing Techniques .....	18
Special Feature : Shongai Emphasises Merits Plastic Pallet Usage .....	20
Special Feature : Our Cost-per-Print is a lot Cheaper when Compared ... – Tiflex .....	22
Cover Story: Positive mood in the Printing Industry.....	28
Special Feature : I always have This Urge In My Heart To Embrace Challenges .....	34
Special Feature Interview : 'Our Target is to Build Up Good Relationships' .....	40
Special Feature : GPP Post Show Report Commercial Printing Industry .....	42
Who Reads .....	50

## How to reach us

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- WHERE To Print is specially established to offer print investors quality researched-based information that aids print purchase decisions. This is the more reason our mantra is "Influence print purchase decision" while our tag line is "Print Intelligence".
- We are modeled to be principled, factual, balanced and fair in our editorials, reports and commentaries.
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# To Readers

Rv Joju Adekanbi | jojuadekanbi@yahoo.com | 0803 862 9114

## 'RETHINK YOUR BUSINESS PLAN!'

We start this issue with series of **SPECIAL FEATURE STORIES** like **STAKEHOLDERS WOWED AT 2ND TEXTILE SCREEN PRINTING TECHNIQUES** with pictorials on pages 18 & 19, and **SHONGAI EMPHASISES MERITS OF PLASTIC PALLET USAGE** plus pictures on page 20. There are also **SPECIAL FEATURE INTERVIEWS** from major stakeholders whose ideas we can learn from like **'OUR COST-PER-PRINT IS A LOT CHEAPER WHEN COMPARED TO SUBSTANDARD INKS' BY TIFLEX** on page 22; **'I ALWAYS HAVE THIS URGE IN MY HEART TO EMBRACE CHALLENGES THAT COME MY WAY' BY MR. ADEYINKA ADEBOWALE OF ALLIED DIGITAL COLOURS** on page 34; and **'OUR TARGET IS TO BUILD UP GOOD AND LONG TERM RELATIONSHIPS' BY M&R** on page 40.

### AND THE GOOD NEWS....

One thing you cannot take away from the printing industry is its resilience even in the face of uncertainties and obvious challenges. Apart from the observed change revolution going on in our industry championed by **#CHANGE@CIPPON** Pressure Group,

the good news from all over the world is the positive mood occasioned by discerning stakeholders' determination to succeed.

Just last month, when the doors of the first edition of **GULF PRINT & PACK SUMMIT 2018** was closed at Roda Al Bustan Hotel in Dubai UAE after a two-day conference and table-top exhibition for Middle East & Africa (MEA) Region which addressed major technology areas and topical business issues – the good news is that **COMMERCIAL PRINTING INDUSTRY STAKEHOLDERS ARE OPTIMISTIC ON GROWTH**. Check out page 42 for a full Post Event Report of highlights of this optimism with images.

Also at the InterContinental Hotel CityStars in Cairo Egypt of same month, stakeholders across the world who converged for the second edition of **RT IMAGING SUMMIT & EXPO - EMEA (RTISE - EMEA)** dedicated for digital copiers and print consumables in the MEA Region, also displayed infectious optimism by attending the event en masse thus **ALL RECORDS BROKEN**

**AT THE SECOND IMAGING EXPO IN CAIRO, EGYPT**. Pages 46 and 47 feature Post Show Report of the well attended event.

More importantly, the verdict of the just released **5TH DRUPA GLOBAL TRENDS REPORT** reflects a clear pattern of improvement in almost all markets and regions since 2013 which literarily should give (everyone of) us concerned on the growth of the industry confidence especially in (our) companies' economic performances.

This is because as **PACKAGING** remains the most buoyant market, there is also a steady improvement in confidence in **COMMERCIAL** and **FUNCTIONAL PRINTING** with positive story to tell while (despite threats from E-books) **PUBLISHING** continues to be a major player in the economy, as long as stakeholders analyse their target markets carefully and make suitable innovations to meet the future needs of their clients.

Read snippets of the report in our **COVER STORY** titled **POSITIVE MOOD IN THE PRINTING INDUSTRY** (on pages



28 and 29) to rethink your business plans so that it can align with your **REAL** customers' expectations. It's never too late to do the right thing! There's still time albeit limited to track your growth patterns and decide if you can continue or take alternate but better road to achieve your business objectives this year.

**Talk of alternative.** You should avail yourself of the invaluable opportunities **Let's GoChina** presents by registering to be part of **WHERE TO PRINT magazine VIP Delegation** to explore the Chinese market for better alternatives. As a unique project that serves to connect overseas buyers with technical and credible Chinese suppliers that have been pre-selected as most reliable manufacturers, along with factory visits for technical and trade problems, the **FREE Lets**

Continued on page 10 >>

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From page 9 >>

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Lastly, don't forget to keep abreast of happenings recorded in the last two months across our industry in particular and the world of print

in general in our **PRINT IMPACT AROUND NIGERIA** (from page 9) and **PRINT IMPACT AROUND THE WORLD** (from page 12) respectively.

**Before I sign off.** It will be a long-term benefit if you discard notions and contacts that do not contribute to your success or give you peace of mind. Plan ahead, seek advice from credible and experience sources, create value, and most importantly, commit all your endeavours to your Maker as the Author and Finisher of your faith.

*Please continue to do good!*

## INTERNATIONAL PRINT EXHIBITIONS IN 2018

S/N	EXHIBITION NAME	DATES	LOCATION
1.	FESPA 2018 	15 – 18 May	Messe Berlin, Germany
2.	PRINT4ALL 2018 	29 May – June 1	Rho, Fiera Milano, Italy
3.	IPACK-IMA 2018 (incorporating MEAT-TECH 2018) 	29 May – June 1	Rho, Fiera Milano, Italy
4.	FESPA Africa 2018 	12 – 14 September	Gallagher Convention Centre, Johannesburg, South Africa
5.	PROPAK West Africa 2018 	18 – 20 September	Landmark Centre, Lagos – Nigeria

## WHERE TO PRINT BY-LINE

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**PUBLISHED BY:**

**NUMBERS CMYK LIM:TED (RC 728214)**  
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S/N	EXHIBITION NAME	DATES	LOCATION
6.	Graph Expo 2018 	September 30 – October 3	McCormick Place South Chicago - Illinois, USA
7.	All in Print China 2018 	24 – 28 October	New International Expo Centre, Shanghai, China

**TO JOIN OFFICIAL NIGERIA DELEGATION TO ANY OF THE LISTED EVENT, CONTACT: NUMBERS CMYK LIMITED (RC 728214) , publisher of WHERE TO Print magazine**  
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## Print impact around Nigeria

Stories by Joju Adekanbi

### KOMORI RELEASES NEW CUTTING-EDGE AND AFFORDABLE MACHINES INTO THE NIGERIAN MARKET



Mr. Segun Adetayo  
 – Komori Service Manager

Komori, Japan – marketed and supported by Bancod Limited – has released next-generation Impremia series digital printing systems, revolutionary Lithrone printing machines as well as Apressia series of postpress products consisting of a lineup of Apressia CT115/CT137 programmable cutters thereby offering the latest safety features and ease of use along with the Apressia DC105 die cutter optimized for package production efficiency.

In a release made available to WHERE To Print by Mr. Segun Adetayo – Komori Service Manager; “due to

the fact that Komori is known to relentlessly drive print technology evolution, the new machines are the ultimate printing presses for production and management efficiency” enthused Adetayo while emphasizing the advantages of the offset presses such as the next-generation Impremia series digital printing systems embedded with future-oriented innovation in processes that provide the ideal equipment on setup, quality production and efficiency.

WHERE To Print reliably gathered that other features of the newly introduced Komori machines are inherent high productivity like the 38” System G38 Double-sided Offset Printing Press which features the H-UV curing system — the revolutionary Komori system that enables high quality printing on sheetfed presses. A maximum printing speed of 30,000 spm yet a total length of just 20 meters. Reel-to-sheet printing means this press is ideal for short to medium runs. The same size as an eight-colour sheetfed perfecter with utterly overpowering productivity.

According to Mr. Adetayo, all made



Continued on page 36 >>

# DISCOVER WHAT YOU CAN DO WITH A ROLAND

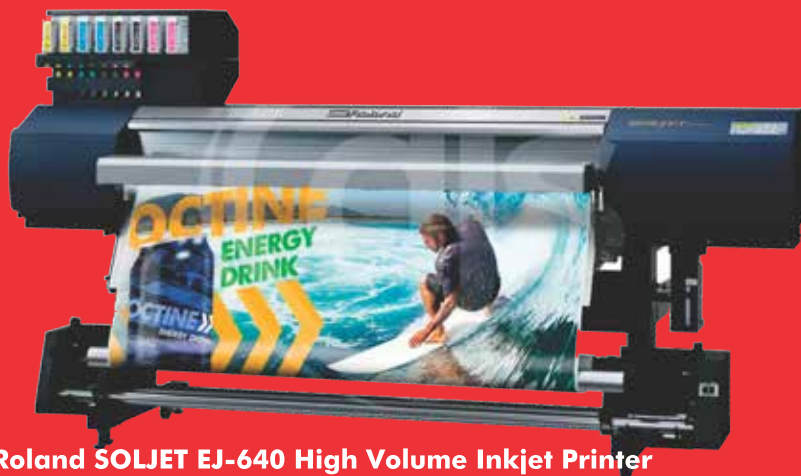


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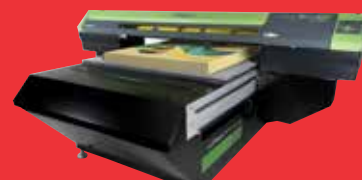
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# Print Impact Around the World

GRAPHICS OF THE AMERICAS TO RETURN IN 2020



Graphics of the Americas (GOA) is postponing its 2019 exposition and conference until February 2020. The GOA leadership made the decision because acceptable dates and space for 2019 at the Miami Beach Convention Center were not available.

GOA is a unique event, attracting exhibitors and attendees from North America, South America, Central America and the Caribbean. For international participants, holding GOA in any location other than Miami is less than ideal. For the past two years, Broward County Convention Center in Fort Lauderdale, served as an alternative location for GOA while the Miami Beach Convention Center was under construction.

Participation and post-show reviews from those events revealed that a return to Miami is key to increase exhibitor participation and attendance.

Additionally, the date of the event is crucially important. The first quarter of the calendar year is most attractive because it allows GOA to be the first graphic communications show of the year, it positions GOA in a new budget year for exhibitors and attendees, and of course, it coincides with beautiful weather conditions in Miami. To hold the show at any other time would be less than desirable for all involved. The combination of these two factors forced the decision to delay GOA until 2020. A significant decision since Graphics of the Americas has been held every year since 1975. That impressive streak made this a very challenging decision for GOA leadership. While keeping the streak intact was important, it was more important to deliver the right product at the right time for all parties involved.

GOA is looking forward to hosting its exhibitors, attendees, partners and friends in 2020 at the completely remodelled and beautiful Miami Beach Convention Center.

More details on the location, date and new features will be released as soon as they are available. For more information, please visit [goaexpo.com](http://goaexpo.com)

## WORLD WRAP MASTERS RETURNS FOR ACTION AT FESPA GLOBAL PRINT EXPO 2018



The World Wrap Masters Europe and Series Final will once again take place at FESPA Global Print Expo 2018, which takes place from 15 to 18 May 2018 at Messe Berlin in Germany.

Starting proceedings in hall 6.2, stand E50 on Tuesday 15 May will be the Wrap Masters Europe, with 36 wrappers battling it out in a series of timed wrapping competitions. The winner and two runners up of the European Series

will then go on to compete in the World Wrap Masters Final on Thursday 17 and Friday 18 May.

The World Wrap Masters Final will see the three finalists from the European competition compete against winners from Russia, South Africa, Finland, Denmark, Brazil, Mexico and Turkey, who have already qualified for the final in the regional heats at FESPA Asia, FESPA

**Continued on page 24 >>**

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# Print impact around Nigeria

Stories by Joju Adekanbi

## SOMOLU LG CHAIRMAN MEETS BUSINESS COMMUNITY

... URGES COOPERATION WITH PHCN



The Executive Chairman of the Home of Print Business and Best Local Government Chairman in Nigeria - Somolu Local Government, Hon. AbdulHamed Salawu recently met with Business Community particularly Printers to rob minds on how his administration could help grow their businesses within the Local Government.

The well attended forum which also had councilors, representatives of each associations and ethnic groups as well as traditional rulers in attendance was an ample avenue to all stakeholders within Somolu to air their views and complaints on burning issues adversely affecting residents and business owners especially on double taxation, rates and permits charged by the Local Government.

To this end, the Executive Chairman popularly called Dullar announced that his government has harmonised levies and rates payable to the Local Government while urging the business community to pay their bills directly to the bank; "don't pay cash to any council staff; it should be paid to the bank or come to the council to use the POS", expressed Hon. Salawu before announcing stoppage of extension

and canopy fees as relieve to business owners whom he enjoined to support the laudable efforts by his administration especially in infrastructural development by paying their expected dues promptly. In supporting the Chairman, Head of Administration (HOA), Mr. Lai Giwa also appealed to the Business Community in paying their levies and rates as at when due noting that; "levies and rates are the fuel that help the vehicle of government to work effectively and efficiently".

In a related development, the Executive Chairman of Somolu Local Government, Hon. AbdulHamed Salawu, had urged residents and business owners – majority of whom are Printers - to cooperate with officials of Ikeja Electric, the power distribution company (DISCO) covering Somolu Local Government.

Hon. Salawu made this call while receiving report of distribution and installation of prepaid meters within Somolu Local Government Area by the Distribution and Installation Team of Ikeja Electric



Continued on page 15>>

# Print impact around Nigeria

Stories by Joju Adekanbi

## SOMOLU LG CHAIRMAN MEETS BUSINESS COMMUNITY

as he expressed satisfaction on the Team whom he noted had covered almost all houses on Apata Street (a major Printers' base) and other adjoining streets. "Since the prepaid meter is free, it's better to have it for commercial and domestic purpose. It will enable everyone to control electricity consumption", the LG Boss said while urging residents and businesses who are yet to get prepaid meter to be patient as the installation will touch all houses in Somolu within the shortest possible time.

Furthermore, Hon. Salawu implored anyone who is not satisfied with the service or charges of Ikeja Electric to channel their complaints to their

area office at Savoil in Obanikoro on Ikorodu Road. "Anyone that is not comfortable with their bills or services should not fight Ikeja Electric officials. Complaints should be channelled to their office to be addressed by responsible managers", he expressed.

It would be recalled that over Two Billion Naira has been earmarked by Somolu Local Government as Year 2018 Budget. On the 11th of April, 2018, the Legislative Arm of Somolu Local Government passed Two billion, three hundred and twelve million, three hundred and seventeen thousand, sixty one naira and forty six Kobo (N2,312,317,061.46K) budget

into law giving way to Hon. Salawu's administration to consolidate his infrastructural development efforts notably on security, health and road construction. "Somolu people have done well by trusting us with their votes and we must pay back with infrastructural renewal that will create a conducive environment for Somolu people. We are targeting more than 20 roads across Somolu for this year alone to create better roads network for our people", Dullar stated as WHERE To Print finding reveals the roads as Onafowokan, Akinsanya, Abeokuta, Oveimadah, Opeloyeru, Ige, Balogun, and Sunday Streets as well as ongoing Shipeolu Link/Awe Crescent amongst others.



Stakeholders



Hon. Salawu inspecting one of the roads



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# Print impact around Nigeria

Stories by Joju Adekanbi

## KOMORI RELEASES NEW CUTTING-EDGE AND AFFORDABLE MACHINES INTO THE NIGERIAN MARKET

possible by Komori's independently developed H-UV curing system along with new functions and a range of automatic devices and systems. Komori's latest outstanding technologies are unstintingly deployed throughout the press for very short makeready, lightning quick print start-up as well as shorter job changeovers and automatic colour control during the run. New ink cleaning and

mist recovery systems as well as the means to visualize operating information and outstanding ease of operation, makes the press embodies maximum consideration for people and the environment.

On the issue of service, Komori Service Manager quickly assured investors that with the investment by Bancod Limited on his Service

Engineers little or no downtime would be experienced by both current and prospective customers. "We have factory-trained after-sales support engineers to support our customers any time, any day and all over the country. You can ask our valuable customers all over the country; our enviable record of on time service delivery is second to none," assured Adetayo.



## PRINT ACADEMY CONCLUDES 2ND TRAINING IN LAGOS ...MOVES NEXT TRAINING TO KADUNA



The March 2018 Lagos Training on Costing & Estimation, Computer To Plate (CTP) & Computer To Conventional Plate (CTcP), Sales & Marketing of Print Products, and Print Management & Leadership organised by Print Academy Consulting Limited was adjudged successful by participants who were made up of

owners of print services companies, top managers and suppliers to the printing industry.

With this achievement, manpower development partner of choice - Print Academy Consulting Limited has concluded arrangement to hold its next training in Kaduna due to stakeholders demand on Costing & Estimation and Marketing of Print Products slated for Thursday 24th of

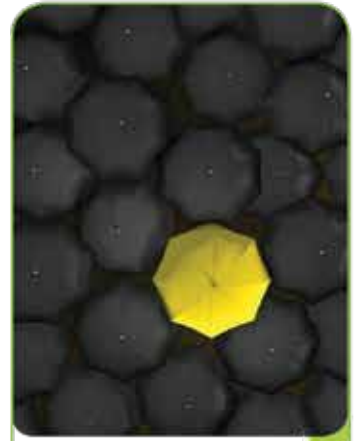
May 2018.

To be held at Assess Hotel, Kaduna in conjunction with Wonderful Graphics, experienced Facilitators will expose participants to up-to-date best practices in Costing & Estimation with better idea on how to market and retain their valued customers for continuous patronage. To participate, call **Rotimi** on **0803 911 6488** or **Felix** on **0803 703 2892**.



Participants after the March Training

Continued on page 12>>



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# Print impact around Nigeria

Stories by Joju Adekanbi

## STAKEHOLDERS WOWED AT 2ND TEXTILE SCREEN PRINTING TECHNIQUES



Investors and Operators in Nigeria's Screen and Digital Printing Business were overwhelmed by Experts across three Continents of Africa, Europe and America who exposed them to intricate but invaluable information on best operational practices and how to be the best in their Screen and Digital Printing Businesses at the second edition of Textile Screen Printing Techniques.

of Screen Printing with highlight of the day being practical demonstration on a 6-Colour Carousel press to the excitement of attendees who now better understand best practices that save cost and produce top-quality jobs.

Mathieu Litzler (from Tiflex, France) and Alex Schwarz (from M&R, USA) joined Akin Oduwole of Technology Global Services LTD of Nigeria to teach practical Textile Screen Printing Techniques with experiences shared from across the globe in order to build the Nigerian market. WHERE To Print covered the event and report in images...

Termed 10-Unit Course on Textile Screen Printing Techniques, topics addressed at the well-attended event include Equipment & Consumables; How to Set-up World Class Business; Business Models & Operations; A-Z



...attentive



Continued on page 19>>



...Question time



Practical Session



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## SHONGAI EMPHASISES MERITS OF PLASTIC PALLET USAGE ...URGES NAFDAC TO ENFORCE USE IN FOOD INDUSTRIES



Shongai Packaging Industry Limited – an arm of Sona Group of Industries - has emphasised the numerous advantages of use of plastics pallets to the Nigerian economy.

Speaking at a recent Press Conference culminating in a Customer Meet in Lagos, Managing Director of Shongai Packaging Industry Limited – Mr. Ravi Kanwal noted that; “plastic pallets as compared to wooden pallets are hygienic, termite and bacteria free, stronger and long lasting. They are also cost effective as plastic pallets can be used for 3 to 5 years as per the application and handling while broken pallets can be recycled and thus help to convert waste into useful products”.

WHERE To Print magazine gathered

that Shongai Packaging Industry Limited in its quest to give users nothing but the best is continuously innovating therefore has a host of different plastic pallets of various types and styles which can be used in various industries for stacking raw materials and finished goods both on the floor and in racks.

Invariably, with the use of plastics, Shongai Packaging Industry Limited saves wood which reduces cutting of trees thus saving the environment. With around one billion trees cut in the world per year to make wooden pallets,

one can image the impact on the environment if one continues to use plastic pallets instead of wood.

“The environment and the economy are really both sides of the same coin. If we cannot sustain the environment, we cannot sustain ourselves. Shongai Packaging Industry Limited has state-of-the-art machines from Germany to manufacture plastic pallets of high quality and supplies to various customers including multinational companies. We also export plastic pallets to Ghana, Ivory Coast, and Guinea thereby improving Nigeria’s

foreign trade” informed Kanwal while enjoining National Agency for Food and Drug Administration and Control (NAFDAC) to enforce use of plastic pallets in food industries across the country as they are hygienic, termite free, washable, long lasting, and economical in the long run.

Aside Mr. Ravi Kanwal, other top management of Sona Group and Shongai Packaging Industry Limited in attendance at the Public Presentation and Customer Meet were Mr. Ashok Manhani (COO), Mr. Ajai Musaddi (GMD), and Mr. C. P. Sreedharan (FM).



Top management of Sona Group and Shongai Packaging Industry Limited



Shongai Plastic Pallets



Group pix of management staff



## ZEUS CTcP OFFERS FREE NATION-WIDE INSTALLATION AND ONE YEAR WARRANTY



Newest Computer To Conventional Plate (CTcP) brand in the market is – Zeus CTcP – is offering free installation across the country with one year after sales warranty.

Backing its offering with affordability and quality output from Zeus CTcP range, investors are encouraged to call 24/7 hotlines 0815 624 2424 and 0806 613 3454 to enjoy these great offers.

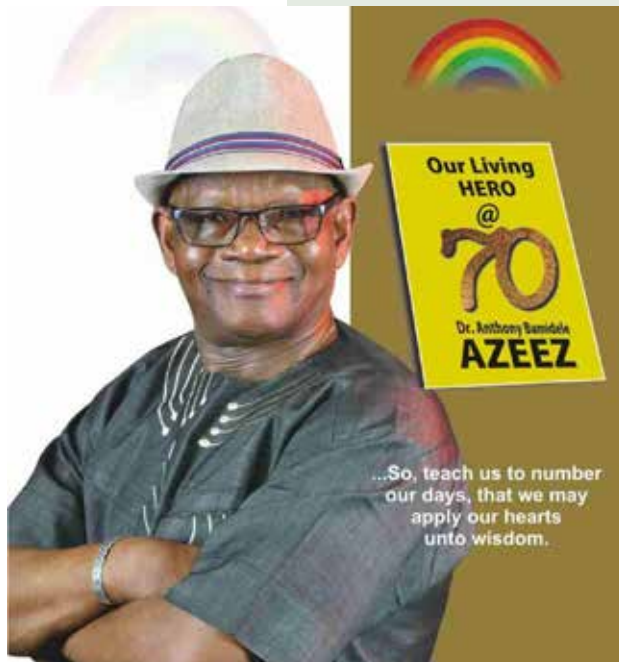


## RAINBOW CARD CHAIRMAN CLOCKS 70!

One of the nation's Doyen of Printing and Rainbow Cards boss – Dr. Anthony Bamidele Azeez recently celebrates his 70th Birthday with family, friends and well-wishers across the country.

Best known for his uncompromising quality in print production, Dr. Azeez popularly called 'Baba Rainbow' is an incorruptible leader with a passion for youth development particularly in print technology and trade. It is therefore a known fact that some of his hitherto apprentices and staff dot the nation's printing skyline doing great in their various aspect of print specialization.

WHERE To Print magazine healthily rejoices with Doyen of Printing @ 70.



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Tiflex, France African Rep - Mr. Mathieu Litzler

# 'OUR COST-PER-PRINT IS A LOT CHEAPER WHEN COMPARED TO SUBSTANDARD INKS'

*It's a general believe that one of the greatest challenges in screen printing business is the quality of consumables especially ink use in production process. That is why WHERE To Print sought to know what Tiflex, market leader in screen and digital ink production amongst other products, will be offering screen printers in Nigerians. We spoke with Mathieu Litzler who came for the 2nd Textile Screen Printing Techniques organised by its partner - Technology Global Services Limited. He discusses more on Screen printing systems, substrates use, inks technologies, and other sundry issues in screen printing business. Excerpt of our interview is below:*

## WELCOME BACK TO NIGERIA. WITH YOUR EXPERIENCE LAST YEAR, WHAT WILL YOU BE DOING DIFFERENTLY AT THE 2ND EDITION OF THE TEXTILE SCREEN PRINTING CONFERENCE?

For the second edition of Screen Printing Techniques, I will go back to the basics of screen printing. It is important to understand that before printing there are other important steps to achieve. Without them the screen printer will not be able to make a good print. Good artwork, film preparation, screen making with appropriate tension, choice of mesh (silk), how to coat the photo emulsion... I have been visiting many screen printing houses in all Africa and Nigeria. I observed how they operate and I share experience how to do things better in their process to reduce downtime and make more money.

To me, it is essential to pass the message that using better consumables and equipment will really help this Nigerian screen printing industry to produce more and import less.

## AS AN ISO CERTIFIED COMPANY, WHAT ARE THE STANDARD INK FORMATION IN TERMS OF VISCOSITY, DURABILITY, HEALTH AND ENVIRONMENTAL CONDITION?

Our inks are compatible with the Nigerian market. It will be the same quality as we produce for Europe. Tiflex do not compromise on quality. Health regulation is very strict in Europe, no heavy metal, no dangerous phthalate.

The important thing is to give access to a majority of screen printers to ink and consumables that help them to increase the overall print quality and efficiency. We have also an Ink Mixing System on our website ([www.tiflex.fr](http://www.tiflex.fr)) Everybody using Tiflex ink can use it free of charge to formulate rapidly any Pantone colour.

Apart from selling inks into the Nigerian market, we'll be sharing our knowledge to help the Nigerian market through training. It's important we sell but we feel it's far more important we bring quality to the market too.

## WITH WHAT GOES INTO YOUR INK MANUFACTURING, HOW AFFORDABLE WILL THEY BE IN THE NIGERIA MARKET?

I believe there is need for quality product. Quality will make the job better and faster. We understand that cost is a factor, but when you consider the benefit of using a higher quality ink, then you know that our ink is relatively reasonably priced.

## WHAT HAS BEEN THE MARKET PERCEPTION TO YOUR INKS IN TERMS QUALITY PRINT, DURABILITY AND COST-PER-PRINT WHICH INFORMS PROFITABILITY OF INVESTMENT?

The response of the market is very positive. Higher opacity, softer feel, faster flash time... the difference is also clear especially to operators who work less stressed and not worn out during application. All in all, our cost-per-print is a lot cheaper when compared to substandard inks.

## HOW DO YOU PLAN TO PUSH YOUR CONSUMABLES INTO THE NIGERIAN MARKET? IS IT THROUGH ADVERTISEMENT IN TRADE PUBLICATIONS, OPEN

## HOUSE LIKE WHAT YOU'RE DOING NOW, OR PRINT EXHIBITION ETC?

As producers, we sell our products through our distributors. They know the market. In the case of Nigeria, we will follow the recommendations of TGS. It also has to be a mix of other marketing and customer relations efforts. We have the knowledge we will like to transfer to the market through trainings, seminars and workshops.

## A MAJOR CHALLENGE TO SCREEN PRINTING BUSINESS IS THE QUALITY OF CONSUMABLES, WHAT ADVICE WILL YOU GIVE TO INVESTORS/ OPERATORS IN CHOICE OF CONSUMABLES ESPECIALLY INK?

Quality without compromise. You'll have to buy and pay a little bit extra. In the end, you're paying for peace of mind, quality and stable products. Ink cost is marginal. We are talking about few grams going on a tee-shirt. If you want to do savings – ink is the last parameter I will look at. Reduce downtime and lower energy consumption must be the focus points.

## HOW DO YOU SEE THE FUTURE OF DIGITAL AND SCREEN PRINTING BUSINESS ON RETURN ON INVESTMENT ESPECIALLY WITH CONSTANT INNOVATION?

Digital potential in Africa is low. Screen printing is mainly service to two major markets – the promotional market and the fashion (ready-to-wear) market. These markets have big customers like banks, telecommunication, political campaigns, manufacturing etc that it will be too costly for digital printing. To serve these markets, you'll need a lot of manual printing. For digital printers, you'll be looking at serving only about 1 to 100 T-shirts at a time. So the potential to digital remains limited.

## WHAT ARE YOUR PLANS FOR YOUR NIGERIAN CUSTOMERS THIS YEAR?

The plan is to continue to support TGS and come back rapidly to Nigeria – perhaps in June. We are working with TGS on this. We are looking across the entire production chain to help our customers save cost and produce quality products. Nigeria is a big potential market for us; we are creating the right mix with TGS and this is the beginning of great things to come.

## WHAT SHOULD PRINTERS DO DIFFERENTLY THIS YEAR?

The increase in productivity and quality is potentially significant in Nigeria. The first thing is to analyse the complete process and spot the causes of the non quality. Ask yourself these questions: do I have the right film; is the tension of my screen good enough; is my screen well exposed; do I use the right print technique (direct printing or transfer); is my tunnel at the right temperature; do I have the right ink and consumables for my job?

## ON A LIGHTER MOOD; AS SOMEONE WHO HAVE BEEN TO NIGERIA BEFORE, WHAT'S YOUR PERCEPTION ABOUT NIGERIANS ESPECIALLY IN TERMS OF OUR CULTURE?

It's fantastic! My first impression when I came here was really positive. I was impressed by TGS engagement. Everybody is eager to learn and start this business. Traveling much in Africa, I'm really impressed by Nigerians.

## THANK YOU FOR YOUR TIME SIR.

Thank you too.



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# Print Impact Around the World

Mexico, FESPA Africa, FESPA Brasil and FESPA Eurasia. The finalists will wrap cars, as well as other challenging items, which will be announced on the day to add an element of surprise for the competitors.

The competition, which is sponsored by HEXIS, Mimaki, Carwrapper 3D, F&Z Foliant and Wrappingking will be judged by vehicle wrap experts. Certified HEXIS installer, Martina Lorenz of AQASIO Folienverklebung, Germany, joins the judging panel for the first this year alongside wrap aficionados Jeremy Conner, Owner of Who Did That!?! from the USA and Kiss 'Luigi' Lajos of Fixfolia

from Hungary.

Jeremy Conner comments on what he expects from the competition in May: "I'm looking forward to the World Wrap Masters final as it will include the winners from the regional Wrap Masters competitions in 2017 and 2018, so there will be a lot of top talent on display. The contestants from previous competitions had creative ability and passion in spades, but the installers competing in Berlin will also have the experience to match. It will certainly make judging the competition a lot trickier."



of place at the Fujifilm stand this year. Previously featured as a technology preview, FESPA 2018 sees the machine's full commercial launch. It is built on the very latest UV technology and features new and exclusive Fujifilm Dimatix QFR printheads, delivering seven picolitre

drop sizes. Offering exceptional print quality and high productivity at an accessible price point, it will appeal to a broad range of print businesses.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## PRINTERIORS INVITES VISITORS TO EXPERIENCE THE AIRPORT LOUNGE OF THE FUTURE AT FESPA 2018



## PRINTERIORS

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Mexico, FESPA Africa, FESPA Brasil and FESPA Eurasia. The finalists will wrap cars, as well as other challenging items, At this year's FESPA Global Print Expo, taking place from 15 to 18 May in Berlin, Germany, Printeriors will take the form of an interactive visitor experience located in the Atrium of Messe Berlin.

Drawing on FESPA's 'take off' campaign, Printeriors 2018 is themed as the Airport Lounge of the Future 2030, seeking to reimagine a futuristic airport arrival and transfer experience. Visitors will discover printed interior décor applications including furniture, wallcoverings, flooring, window graphics and soft furnishings provided by FESPA 2018 exhibitors.

Within the Printeriors setting, visitors will find a bar, seating areas, workspace and catering options all featuring printed décor elements, making it a truly

immersive environment where they can take a break, work or meet with industry peers.

For the design of Printeriors 2018 FESPA has hosted a competition with ArtsThread, a global network for up-and-coming creatives. The competition invited submission of three different patterns for use across Printeriors, which will be printed directly onto a range of decorative applications.

As in previous years, FESPA seeks to inspire print service providers, sign-makers and interior designers on the uses of print – screen, digital and textile – for interior décor applications. Through the Printeriors showcase, FESPA aims to illustrate the creative potential, versatility and cost effectiveness of print for interiors. The feature will also connect visiting interior designers with print suppliers and manufacturers, helping to turn their interior design ideas into printed reality.

...read more online @ [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## FUJIFILM TO DISPLAY ITS HIGH-END SOLUTIONS AT FESPA 2018

Multinational photography and imaging company, Fujifilm will use its stand to focus on two new high-end platforms at the FESPA Global Print Expo 2018 from 15 to 18 May in Berlin.

As part of the new FESPA Digital Corrugated Experience and in conjunction with Inca Digital, the

## FUJIFILM

company will showcase the huge potential of the Onset X platform for the production of corrugated displays and packaging on stand C30 in Hall 5.2.

Fujifilm's Acuity B1, a versatile, high-quality modular printer for short-run graphic display work will take pride

## CANON IS WORLDWIDE LEADER IN INKJET MARKET



### CANON SOLUTIONS AMERICA

Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc., for the seventh consecutive year, was recently named as the worldwide leader in total high volume inkjet market share.

The esteemed recognition was based on market research provided by Keypoint Intelligence, a top market research and strategic consulting firm for the digital imaging and document solutions industry. According to the IDC Quarterly

Hardcopy Peripherals Tracker, Q4 2017, Canon has also maintained its ranking as No.1 in U.S. market share for both continuous feed and sheetfed inkjet.

Canon Solutions America's Production Print Solutions division continues to be instrumental in Canon's sustained production inkjet leadership position. The division, operating as the U.S. sales channel for such game-changing products as the Océ VarioPrint i-series, Océ ColorStream 6000, and, most recently, the Océ ProStream Series, has helped fundamentally to redefine what is possible with inkjet printing.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## "THE CUSTOMER" IS THE FOCUS OF THE 2018 IDEALLIANCE EXPERIENCE CONFERENCE



Idealliance, the global association for the Graphic Communications Industry, will put the focus squarely on 'The Customer' at its 2018 Experience Conference, June 6-8, in Dallas, Texas.

Keynote addresses, interactive breakouts, and peer forums will explore how to win, satisfy, and keep customers from a variety of viewpoints at the annual event at the Renaissance Dallas Hotel.

"The customer is the core of our business and today's customers are demanding more diverse services, advanced technological applications, and a better return on their printing, mailing, and marketing investment than ever before," says Idealliance President and Chief Executive Officer David Steinhart. "To acquire and retain these customers in a highly competitive industry, business leaders must manage their staffs, technology investments, and

operations with an intense customer concentration, and the information and insights provided at our Experience Conference will help them do exactly that."

Conference attendees will learn from industry experts, explore real-world case studies, engage in lively peer roundtable and breakout discussions, and discover new approaches to answering three fundamental questions: Who are our customers and how are they evolving? How do we, as graphic communications executives and professionals, better communicate with, sell to, and serve our customers? What can we do right now to prepare our business, our products and services, and our team for the customers of tomorrow?

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## MARKETING AND PUBLISHING GURU SETH GODIN TO KEYNOTE AT PRINT® 18



The Association for Print Technologies (APTechSM) announced that world-renowned entrepreneur and best-selling author Seth Godin will be the keynote

Continued on page 30>>

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PRINT® 18 brings together exhibitors and buyers from across the U.S. and around the world, drawing more graphic communications industry buyers under one roof than any other event. Thousands of buyers representing the entire industry will gather at PRINT 18 to get a first-hand look at new products and industry trends—and to learn how exhibitors like you can take them to the next level.

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PRINT 18 is a direct link to the customers you want to reach—thousands of movers, shakers and decision-makers who give you high-quality leads and valuable traffic for both your booth and your business. It's this proven opportunity to connect with customers new and old that exhibitors routinely point to as the most productive feature of PRINT 18.

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From established leaders to up-and-coming innovators, from traditional printing to 3D printing and beyond, buyers from across the industry attend PRINT to experience the cutting-edge trends, innovative education and advanced technologies they need to thrive in an ever-evolving market. That's why we're the best-attended graphic communications industry show in the U.S.

## Your Success Is Our Mission

PRINT is your event—presented by Association for Print Technologies (formerly NPES), the organization that puts you first. As a not-for-profit association, we represent over 600 manufacturers and have served the printing community since 1933 through research, advocacy, education and global industry collaboration.

**We're invested in your success—and know how to get results.**

## 2017 ATTENDEE HIGHLIGHTS

**22,423** people representing 8,565 companies

**76%** have final or significant purchasing influence

**55%** at manager level or above

**75%** plan to attend PRINT in 2018

"PRINT is a must-do every year. We purchased a lot of equipment at the 2017 show—from six vendors. It's the one chance to try different things, learn about new processes, and then take that back and apply it in your own market."

**DOUGLAS SPINK III,  
ALL RIGHT MAILING**

The background of the entire page is a photograph of the Chicago skyline at night, with the Willis Tower being the most prominent building. The image is dark, with city lights providing a contrast against the black sky. A large white circle is overlaid on the right side of the image, containing most of the text.

**PRINT<sup>®</sup> 18**

**September 30 - October 2, 2018**  
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# POSITIVE MOOD IN THE PRINTING INDUSTRY

- Clear pattern of improvement demonstrable for most but not all markets and regions since 2013
- Strategic challenges for print mean that clear investment strategies are recognized as best way forward

Printers and suppliers from the majority of market sectors reported growing confidence in their companies' economic performance. The opportunity was taken this year to track patterns of performance over the years.

## THE VERDICT

**PACKAGING** remains the most buoyant market and there has been a steady improvement in confidence over the five years amongst **COMMERCIAL PRINTERS**. **FUNCTIONAL PRINTERS** were following a similar positive story but there was a puzzling increase in uncertainty this year for both printers and suppliers to this market.

**PUBLISHING PRINTERS** probably face the most challenging strategic changes and there is a decline in assurance this year, despite the reducing threat from E-books.

Sabine Geldermann, Director drupa, Messe Duesseldorf, commented, "The report indicates that print can be optimistic about the future. After the double blow of the 2008 global recession and the consumer shift to

digital communications, printers and suppliers are taking full advantage of the slow but clear global economic revival and finding new ways to exploit emerging technologies so as to place print as a central tool for consumers."

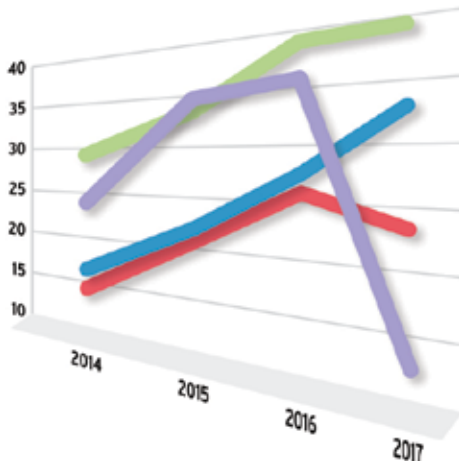
Recruited from senior managers who visited drupa in 2016, over 700 printers and almost 250 suppliers participated in the survey run by Printfuture (UK) and Wissler &

Partner (CH). Richard Gray, Operations Director at Printfuture, states, "Both printers and suppliers clearly understand the strategic challenges that print faces. However there is increasing confidence in a strong future for printers in most markets and regions, as long as they analyse their target markets carefully and make suitable innovations to meet the future needs of their clients' customers."

## Global market sector economic confidence over time for printers

% net balance positive v negative

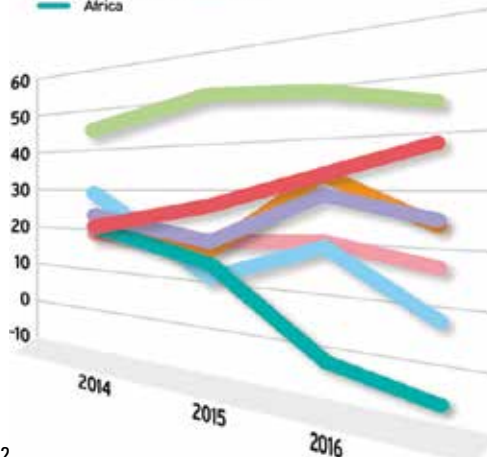
- Commercial
- Publishing
- Packaging
- Functional



## Printer regional economic confidence over time

% net balance positive v negative

- Europe
- N America
- C/S America
- Africa
- Aust/Oceania
- Middle East
- Asia



## CHALLENGES FOR SOME REGIONS BUT STRONG GROWTH IN SUPPLIERS' CORE SALES

In regional terms again the picture is positive in general but with clear exceptions. **NORTH AMERICA** has been consistently the strongest region over time, although **EUROPE** has shown steadily increasing confidence. Sadly **AFRICA** and the **MIDDLE EAST** see clear decline in confidence over time.

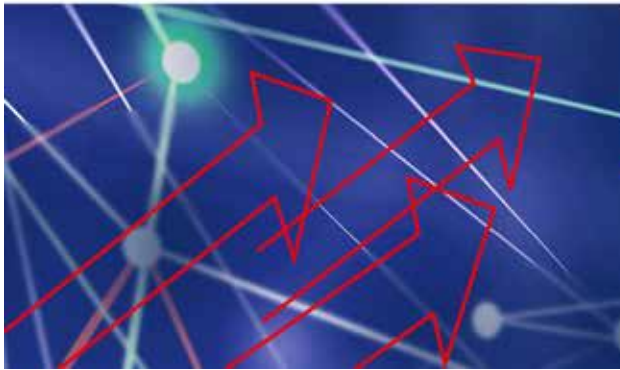
Globally this is the fourth year of increasing confidence reported by suppliers. What is striking this year is the surge in sales of core equipment/software/materials (+29% net balance). Indeed all supplier revenue streams showed their best ever net positive balance.

**PRINTERS GLOBALLY** report that the squeeze on prices and margins continues and is coped with best by ever increasing utilization and hence revenues, whilst holding costs as steady as possible. There is evidence

Continued on page 29 >>

[www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

# drupa Global Trends



## Key financial measures for printers



that over time the squeeze on prices and margins is somewhat lessening globally. However the regional picture is far more patchy. For example whilst **NORTH AMERICA** reported some increase in prices, **AUSTRALIA/OCEANIA** reported a clear drop in pricing. Equally Packaging prices are holding up globally whilst Publishing and to a lesser degree Commercial prices continue to decline.

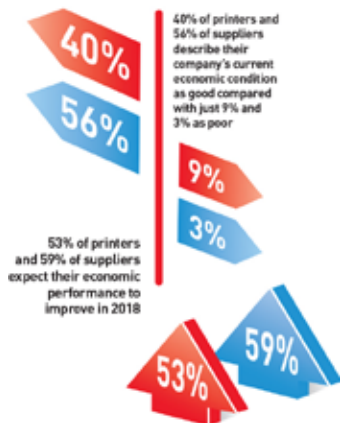
## DIGITAL PRINT GROWS BUT CONVENTIONAL PRINT STILL DOMINATES

The transition to **DIGITAL PRINT** continues but slowly, with **FUNCTIONAL PRINTERS** now largely dependent on digital print but few **PACKAGING PRINTERS** reporting significant digital sales as yet. (60% of Functional printers report more than 50% of turnover is digital, whilst just 12% of packaging printers report more than 25% of turnover is digital.) It is striking to report that only 27% of all printer participants operate a Web to Print /Storefront installation, up just 2% from 2014.

## GLOBALLY PRINTERS WERE MORE WILLING TO INVEST

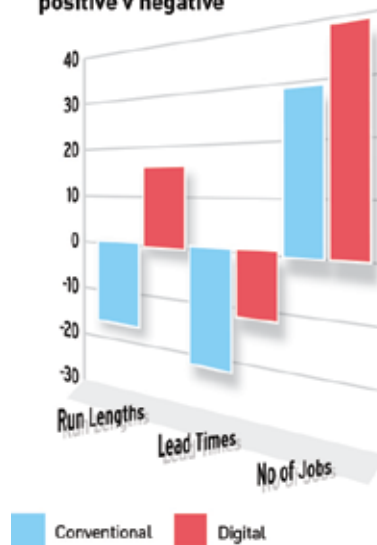
42 percent reported an increase in capital expenditure compared to the previous year while 9 percent reported a decline – a positive net balance of 33 percent. North America performed best with a net balance increase of 51 percent while Australia/Oceania lagged farthest behind with a net increase of only

## How are companies doing?



## Change in work mix 2017

% net balance positive v negative



18 percent. Not surprisingly Packaging printers reported the biggest positive net balance at +45%, Functional at +42%, Commercial at +30% and Publishing at +20%. Finishing is the most popular focus for investment for the second year running, followed by print technology and then prepress/workflow/MIS.

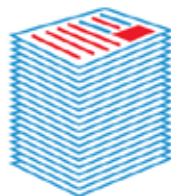
Plans for print investment in 2018 depend on the market sector, with Flexo the most popular choice in Packaging, followed by Sheetfed offset. In Commercial it is

Digital toner cutsheet colour that leads followed closely by Sheetfed offset and Digital inkjet wide-format. In Publishing it is Sheetfed offset that leads and Digital toner cutsheet colour in second. While in Functional, it is Digital toner cutsheet colour that leads and Digital inkjet wide-format in second.

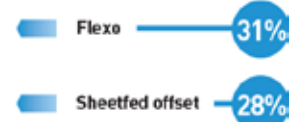
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## Top two print technology investment plans

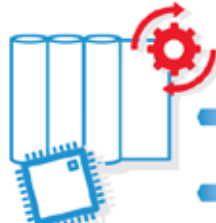
### Commercial



### Packaging



### Functional



### Publishing



# Print Impact Around the World



speaker at PRINT® 18, APTEch's signature event for the graphic communications industry, which will be held in Chicago, IL September 30 – October 2, 2018.

PRINT® is the annual conference and exhibition event that hosts the largest gathering of printing services providers in North America, representing attendees from 86 countries. In 2017, more than 22,000 visitors came to Chicago, including nearly 16,000 buyers from 8,565 companies.

The Learning Experience at PRINT 18 will kick-off with the Opening Keynote address on Sunday, September 30, where Godin will give the keynote speech and conduct a book signing featuring his best-selling book, *What to Do When It's Your Turn* (and *It's Always*

## PRINT 18

Your Turn). Godin will look back (briefly) on a century of marketing, industrialism and print, and paint a picture for how we can each make a dent in the future with the work we do. Godin promises the PRINT 18 audience will leave with actionable takeaways that can shape their personal and professional lives into the future. "If I could put it all in a memo, I would," he says. "But bullet points just don't work. If you are in the room, I will be able to help you think differently."

Godin is the author of 18 books that have been bestsellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. His most popular books include *Linchpin*, *Tribes*, *The Dip* and *Purple Cow*.

PRINT 18 will take place September 30 through October 2, 2018, at McCormick Place in Chicago, and the keynote session with Seth Godin is included with registration. For more information about PRINT 18 and to register, visit [www.PRINTevent.com](http://www.PRINTevent.com).

## INPREFLIGHT PRO FOR INDESIGN IS NOW AVAILABLE ON THE NEW ADOBE EXCHANGE



Zevrix Solutions has announced that InPreflight Pro is now available on the new and improved Adobe Exchange. InPreflight Pro is a document preparation solution for Adobe InDesign, which offers thorough quality control and batch file packaging.

Adobe Exchange provides a new way to search, discover, and install plug-ins, extensions, and other content for Creative Cloud products. As a unified destination that brings third-party integrations with Creative Cloud, Document Cloud & Experience Cloud under a single umbrella, Adobe Exchange will make it easier for customers to discover and install integrations that expand and enhance what they can achieve on Adobe's Clouds.

"InPreflight is very simple, it provides excellent display of document's elements with full control over preflighting and file collection," says Michael Anikst of Anikst Design in London, UK. "I am designing very big books on art, and InPreflight lets me keep all my documents in perfect order." InPreflight Pro provides a robust, fast, reliable and easy-to-use solution for

printers, service providers, ad agencies and publishing houses and offers the following key features:

- Batch-packaging and job delivery:
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  - \* Package all shared files into one folder and save gigabytes of disk space
  - \* Package jobs into separate folders automatically
  - \* Send collected jobs to FTP and other servers with email notifications
- Quality control:
  - \* Quickly preflight InDesign documents for common problems
  - \* Reveal hidden issues such as image compression and embedded fonts
  - \* View info on all fonts, colors and links at a glance
- Graphic preflight reports:
  - \* Create graphic preflight reports
  - \* Print and save reports as PDF
  - \* Interactive report setup
  - \* Detailed paragraph styles report for typography professionals

**Pricing and Availability:** InPreflight Pro can be purchased from Adobe Exchange for \$99.95 (USD), as well as from Zevrix website and authorized resellers. Trial is also available for download. InPreflight requires macOS 10.7-10.13 and Adobe InDesign CS3-CC 2018. Zevrix Solutions is at [http://zevrix.com](http://http://zevrix.com).

## NEW HARLEQUIN RIP INTRODUCES PDF 2.0



A major new release of the Harlequin RIP®, the print engine that drives the industry's highest performing digital presses, is launched by developers Global Graphics Software.

It is the first major PDF RIP for production printing to offer compatibility with the PDF 2.0 standard, which was published in 2017 by the International Standards Organization and is billed as the first "post-Adobe" standard. Harlequin Version 12 also contains a wealth of features for high-speed digital printing, including Advanced Inkjet Screens™ that improve output quality, further additions for labels and packaging applications, and new features for wide format and envelope



printing.

The Harlequin RIP is used by HP Indigo in its newly launched HP Production Pro for Indigo Labels and Packaging, driving five times faster RIP power compared to the previous DFE version. It is also used in Durst's Symphony™ and Roland's VersaWorks Dual RIP.

Reputed for the quality of its output as well as its speed, the Harlequin RIP transforms design and pre-press data into a format that can be printed and feeds those pages to the press at blistering speeds.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## X-RITE AND FLINT GROUP ANNOUNCE GLOBAL PARTNERSHIP



download CxP files, DigiSwatches, and ink recipes.

Ray Cheydleur, Printing and Imaging Product Portfolio Manager for X-Rite, comments, "This partnership will benefit Flint Group's customer base of printers

Flint Group's Paper & Board business has entered into an exciting new partnership with X-Rite, the global leader in colour science and technology to deliver a colour solution that leverages the X-Rite eXact and NetProfiler to reliably meet the colour management needs of each stakeholder in the package print value and supply chain.

With increasing demands for colour equity across ever wider geographies and packaging substrates, it is essential that every provider from brand owner specifier, to print and packaging supplier, contribute to establish a consistent and robust colour communication workflow – the VIVO Colour Solutions.

VIVO Colour Solutions is a dynamic colour communication and service platform supported by Flint Group's centralised colour service provider, the Global Colour Centre (GCC). VIVO ColourCloud utilises the eXact device to provide a central web-based self-service digital colour repository, containing thousands of approved and tested colours. Customers benefit from the ability to easily search and

around the world. Utilising X-Rite's NetProfiler software for verifying device performance, along with the award-winning eXact handheld spectrophotometer, will provide ultimate agreement of measured colours amongst Flint Group and their printing and converter clientele. When paired with VIVO Colour Solutions, this technology will provide the basis for converter confidence in their ink supply, and a competitive advantage to deliver consistent colour packaging."

Stuart Duffy, Flint Group Director, Professional Services Paper & Board says, "We are excited to have reached agreement on this unique partnership with X-Rite, the leader in colour measurement equipment." Mr. Duffy goes on to say, "Following rigorous beta testing at a number of corrugated sites, our initial expectations have been surpassed. The sites conducted hundreds of searches from VIVO ColourCloud with every download achieving 100% 'Right First Time.' This level of performance can only be delivered through a consistent and managed digital workflow along with the support of X-Rite's eXact

Continued on page 32>>

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**PORT-HARCOURT:** 2270, Trans Amadi Industrial Layout, Triana Ltd Compound, Near LG Shop Opp Mainstreet Bank, Port Harcourt, Rivers State, Nigeria. **Tel:** 08126300427

**IBADAN:** 8, Aja Street, Behind Capital Building, Off Ring Road, Ibadan. Oyo State, Nigeria. **Tel:** 08126300108, 027506000, 07026829860

**KANO:** Kundalia Road, Bombai Industrial Layout, Bombai, Kano State, Nigeria. **Tel:** 09053807968, 08056755583, 07090507702

From page 30 >>

# Print Impact Around the World

spectrophotometer.

This results in an effective end-to-end colour management process that fits the needs of prepress, printing, and packaging companies of all sizes while

reducing variability and improving efficiencies. I have no doubt VIVO Colour Solutions, in combination with X-Rite equipment, can become an industry benchmark."

## KONICA MINOLTA DEBUTS CONTINUOUS FEED INKJET SOLUTION



### KONICA MINOLTA

Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta,) a leader in digital imaging solutions, unveiled its latest offerings in its long line of market-leading production printing devices for the commercial print industry – the WEBjet 200D and WEBjet100D continuous feed inkjet presses – at the inkjet Summit 2018 in Ponte Vedra Beach, Florida, USA.

The result of a three-way, marketing, distribution and servicing partnership with Super Web and Memjet, the new additions to the Konica Minolta line will be officially launched later in the spring of 2018. Company representatives will be on hand to announce news of the partnership and specifics pertaining to the devices, as well as case studies.

Manufactured by Super Web, and powered by Memjet printhead technology, both continuous feed inkjet printers deliver high quality, high speed and high volume to the transaction, direct mail, publishing and in-plant business sectors. The WEBJet line will complement Konica Minolta's existing cut sheet toner and inkjet products, and provide customers with a proven technology that has best-in-class features at an extremely attractive acquisition cost. With the highest-measured true resolution in the market and a compact design that comes standard with rollstand and stacker, the WEBjet was built to perform in today's extremely competitive business environment.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## RICOH INVESTS IN INKJET TO SUPPORT CUSTOMER NEEDS

### **RICOH** imagine. change.

Building on years of inkjet leadership, Ricoh USA, Inc. has announced enhancements to its continuous feed portfolio that help customers grow their businesses. These include a new set of inks for its RICOH Pro VC60000 platform, which greatly expands the variety of media that can be used, and the availability of its award-winning RICOH Pro VC40000.

These strategic additions reflect Ricoh's commitment to building a robust and comprehensive inkjet portfolio, exceeding its customers' needs and developing innovations that advance print. "At Ricoh, we work hard to make ourselves synonymous with inkjet innovation. We're always listening to customers and looking for ways to add to their toolbox," said John Fulena, Vice President, Commercial & Industrial Printing Business Group, Ricoh USA, Inc. "These new offerings represent the latest in our strategic investments that

empower our customers to grow their capabilities and their businesses. We're excited to bring these to market, and watch our users grow, innovate and prosper with them."

The new RICOH Pro VC60000 inks are designed to streamline printing directly to traditional offset coated papers, making the entire production system more versatile and economical – and less complicated. In addition to eliminating added steps, these inks' improved adhesion allows for faster printing speeds with coated papers, doing even more to help take turnaround speed to the next level. The technology leverages the latest in pigment ink innovations, preserving the excellent durability, water fastness and printhead reliability Ricoh inks are known for while improving color gamut. All of that adds up to the opportunity to produce more diverse applications, with more vivid colors and a richer black.

read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

Continued on page 36 >>



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# 'I ALWAYS HAVE THIS URGE IN MY HEART TO EMBRACE CHALLENGES THAT COME MY WAY'



Mr. Adeyinka Adebowale

With the revolution in the printing industry driven by innovative and risk-taking young entrepreneurs, observers believe the future of print business is very bright. WHERE To Print caught up with one of industry's youngest investors who just installed - brandnew NUMAC CTCP from Nukreationz – Mr. Adeyinka Adebowale, CEO of Allied Digital Colours located in Ibadan, the Oyo State Capital who shares his thoughts on the volatility of the market, its challenges, opportunities and how investors should ensure sustainability in their print businesses. Enjoy and make use of the invaluable advice excerpted from the interview below:

## CONGRATULATIONS ON THE NEW ADDITION TO YOUR PRESS; HOW HAS THE NEW CTCP BEEN PERFORMING?

Thank you sir, to God be the glory the machine has been performing perfectly.

## HOW IS THE QUALITY AND SPEED OF YOUR JOBS COMPARED TO OTHERS IN THIS AREA?

It compares to none.

## WHAT ARE YOUR CUSTOMERS SAYING ABOUT YOUR BRAND NEW CTCP?

Well so far, we have been getting good feed back, that our production is far better.

## CAN YOU BRIEFLY LET US KNOW HOW YOU STARTED?

WHAO! Firstly I must appreciate the Alpha and Omega. I started working in this Industry as a trained Graphics Artist for almost two decades now. I served in several outfits in Ibadan and Abuja as a contract staff before I resigned to start up my own outfit ALLIED DIGITAL COLOURS. Though the journey wasn't smooth, I still give all glory to God because it has been God all the way.

## WHAT ARE THE CHALLENGES AND HOW DID YOU COPE?

Generally speaking, as an Entrepreneur in Nigeria we face similar challenges which includes

rise in exchange rates affecting all industries at large (especially companies that requires importation of raw materials), instability of power supply, access to funds, price control, sourcing and managing of clients are also challenges we face in the industry. But in all, God has helped us cope so far. Also we improved on our human relations. Truth be told: I always have this urge in my heart to embrace challenges that come my way. You can't run away from it but you can walk around it and I pray also that the challenges that would be life threatening will not come our ways in Jesus Name.

**the vision, mission and the core values of the organization should be well spelt out and well understood by every member of staff, putting into consideration the triple bottom-line of; PEOPLE, PLANET AND PROFIT.**

## ASIDE THE NEW MACHINE FROM NUKREATIONZ, WHAT OTHER MACHINES ARE YOU ADDING TO YOUR STABLES?

Only God knows tomorrow, as the saying goes: "Man proposes, God disposes". Well for now, none.

## ARE YOU DIVERSIFYING INTO OTHER LINES OF PRINT BUSINESS – IF YES, WHICH ONE AND WHY?

Yes, we have already diversified into the Post-Press aspect of printing.

## HOW DO YOU SEE LAST YEAR'S BUSINESS – THE CHALLENGES?

Really it was quite challenging because of the recession, increase in exchange rate, little or no availability of foreign currencies for international transactions, business-unfriendly government policies, and so many other challenges in 2017. But we made it through and we are stronger. Like the saying goes: "Anything that doesn't kill a man makes him stronger". I pray that the years ahead will be better for all Entrepreneurs.

## WHAT ARE YOUR PLANS FOR YOUR CUSTOMERS THIS YEAR?

Our plans for our clients this year is "WIN WIN". You are thinking: what do I mean, right? Well, our strategy is to grow our customers' businesses by exposing them to contemporary branding ideas and unique service

delivery for their clients; which will help their businesses grow. So that when they grow, we grow too.

## ARE YOU OPENING NEW OUTLETS SOON?

Not in mind for now.

## HOW DO YOU THINK A PRINT BUSINESS SHOULD BE RUN SUCCESSFULLY SO THAT THE OWNER CAN LEAVE A LEGACY BEHIND?

Hmm..... talking about leaving a legacy behind in print business - I think the vision, mission and the core values of the organization should be well spelt out and well understood by every member of staff, putting into consideration the triple bottom-line of; PEOPLE, PLANET AND PROFIT.

## WHAT SHOULD PRINTERS DO DIFFERENTLY THIS YEAR?

We shouldn't be divided. We should see ourselves as brothers and sisters and the policy of our association should be well formulated. Also, as the 2019 General Election is on the way - we should create a platform where our Government will listen to us in order not to print election materials outside the country. God help us.

## THANK YOU FOR YOUR TIME SIR.

You are welcome.



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# Print Impact Around the World

## PRESSTEK'S MANUFACTURING FACILITY AND WATERLESS PLATE DIVISION BECOME VERICO TECHNOLOGY



Following Mark Andy's acquisition of DI (direct imaging) offset plates and presses, CTP solutions, and service for commercial and in-plant customers, Presstek's waterless division becomes Verico Technology.

Verico Technology will focus on expanding its market share for waterless plates and coating technologies in the printing industry as well as expanding its offering to new market segments. "Verico Technology and our R&D team are looking forward to expanding our portfolio and raising

industry standards. We are committed to deliver the highest quality products that offer environmental advantage to our clients." comments Yuval Dubois, CEO, Verico Technology. "We are excited for the long-term benefits that Verico Technology will bring to the market" comments Kevin Ray, Verico's R&D Director, "And with over 125 000sq ft. production facility, we look forward to shaking some ground and dedicating resources to grow our portfolio."

Dubois confirmed that business continues as usual for Zahara waterless customers. "There are no changes to our headquarters, ordering process, or logistics. We are working on a new website, and understandably our email domain changed but all people you've worked with are still here, working hard, and keeping our standards high."

## XANTE RECEIVES FULL PANTONE® CERTIFICATION



Pantone LLC today issued its full certification of Xante's new En/Press Digital Multimedia Press. "This certification, paired with Xante's patented RightON® Spot Color controls, assures our En/Press® users that the spot color matching of the En/Press to Pantone® process colors will be dead-on," said Robert Ross, President and CEO of Xante.

The spot color matching of the En/Press is powered by Xante's own iQueue® workflow software and RightON technology. Spot color matching with iQueue is incredibly simple and includes automatic matching to an entire library of Pantone colors. With RightON, even CMYK or RGB colors can be quickly mapped to Pantone spot colors. When Pantone spot colors are specified in a job, RightON immediately recognizes and identifies them in iQueue. "Pantone

certification of the En/Press combined with the easy color matching of iQueue help En/Press users complete jobs faster and more accurately than ever before. This, of course, means better productivity, better profitability, and more satisfied customers for print

providers who rely on Xante products," said Ross.

The new En/Press Digital Multimedia Press delivers sharp 4800 dpi resolution and low-cost, full-color printing on a wide variety of media up to 18pt thick and from 3.5" x 3.5" up to 13" x 49.6". When paired with the new Enterprise high-speed feed system, the En/Press can accommodate up to 1000 #10 envelopes at a time and allows loading on the fly for virtually continuous operation when long print runs are required. PlateMaker 8, Xante's computer-to-plate printing technology, is included in the En/Press making it an all-round digital system for print providers still requiring offset production capability. The En/Press is available directly from Xante or through its global network of independent dealers.

## SUN CHEMICAL TO SHOWCASE UPDATED BROAD PORTFOLIO OF INK TECHNOLOGIES AT FESPA 2018



Under the umbrella theme of "Brighter Ideas," Sun Chemical will present on Stand D20, Hall 2.2 at FESPA 2018 (15-18

May in Berlin, Germany) its comprehensive portfolio of world-class inks and compatible technologies for multiple applications across the graphics, textile and industrial markets.

Highlighting the depth and breadth of its solutions as one of the world's largest and most innovative producers of inks and a single source for all ink requirements, Sun Chemical will demonstrate its capabilities and

expertise within four zones on the stand: Graphics, Digital Textiles, Industrial and Partnerships & Technology.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## COLOR-LOGIC CERTIFIES HP INDIGO 6900 DIGITAL PRESS WITH SILVER INK



Color-Logic has certified the HP Indigo 6900 digital press with silver ink for label and packaging applications.

Confirming the certification, Color-Logic Director of Sales and Marketing Mark Geeves said: "Silver ink on the HP Indigo 6900 press, when used with the Color-Logic Process Metallic Color System, yields great advantages for brands requiring labels or shrink film packaging. Combining the two technologies produces as many as 250 metallic colors and a virtually unlimited variety of decorative effects for enhancing and protecting products."

Geeves continues: "The Color-Logic system and decorative effects software, together with the HP Indigo 6900 digital press, add the wow factor to labels and also enable brands to implement a myriad of security enhancements. Metallic variable data, plus first-level

security features, are available at no additional cost to brands, since all such features may be implemented at the design stage and require no further pressroom or finishing work."

Color-Logic™ develops color communication systems and software tool sets for a variety of special effect printing applications. Color-Logic provides brand owners, product managers, corporations, and their advertising agencies the ability to differentiate themselves and their clients with a simple print production process that yields dramatic results. Color-Logic decorative effects utilize the existing workflows of printers and designers, yielding dynamic results without the use of special equipment. Color-Logic supports the value of print and works with designers and printers to enhance their printed media.

## IDEALLIANCE LAUNCHES REVOLUTIONARY GLOBAL PACKAGING SUPPLY CHAIN PRINTER FACILITY AUDIT CERTIFICATION



Idealliance, a global thought leader in the graphic communications industry and a non-profit organization with 11 strategically located offices around the world, announces the release of the new global packaging supply chain printer facility audit certification called BrandQ™ Certified Supply Chain Facility.

Earning and retaining credentials is a must for anyone providing printing and packaging that serves the consumer packaged goods market. This elite status demonstrates to brands and brand owners that a packaging and printing facility meets the highest quality standards. The BrandQ™ Certified Supply Chain Facility Certification is

effective, efficient, and aligns the supply chain.

This certification was designed to be clear, concise, and affordable, and to enable communication so that brand owners know what to ask for, what to evaluate, how to evaluate it, as well as validation. The certification is designed with a low cost of entry in contrast to existing programs that are cumbersome, put a stranglehold on printers, and do not provide an efficient nor effective way for brands to assess the supply chain.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## NEW-GENERATION SLEEVES FROM FLINT GROUP OFFER SUPERIOR PERFORMANCE AND EASY SLEEVE MOUNTING

Flint Group introduces two new-generation sleeves - the rotec® Smart Sleeve and the rotec® High

Performance Sleeve - now with new easy-mount technology incorporated

Continued on page 38 >>

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into the base to increase the ease and speed of mounting sleeves on press. This enhancement improves productivity and makes job changes on press faster and smoother.

The intermediate layer of the sleeves utilizes the newest in advanced polyurethane materials to allow for up to a 25% weight reduction and provides easier and safer handling of sleeves.

The rotect® High Performance Sleeve has an additional barrier layer which provides superior dimensional stability. Both sleeves employ the same well-known and high-quality polyurethane outer layer proven in the rotect® Blue Light Sleeve, which exhibits excellent scratch and solvent resistance for a long-lasting, value-added product.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## CORELDRAW GRAPHICS SUITE 2018: GRAPHIC DESIGN POWERHOUSE DELIVERS UNMATCHED CREATIVITY AND PRODUCTIVITY FROM IDEATION TO OUTPUT



Introducing CorelDRAW® Graphics Suite 2018, the latest version of Corel's industry-leading design collection, packed with powerful features and updates to help graphics professionals transform their creative ideas into professional, visually stunning designs.

With a focus on user feedback and top requests, the suite unveils new design and photo-editing capabilities together with extensive workflow enhancements, making it faster than ever to deliver exceptional outputs, from large format prints to online graphics and everything in between.

"No matter your industry or background, everyone working with graphics has the same essential wish list. How can I design without boundaries, deliver a final product that will make an impact,

and of course, do it all on deadline?" said John Falsetto, Senior Director of Products, CorelDRAW and Productivity. "For our 2018 version, we worked closely with the CorelDRAW community to find this ideal balance of possibility and practicality. The new Symmetry mode brings a sense of fun and wonder, enabling you to experiment and draw spectacular images in minutes; while a simpler and smarter approach to design fundamentals, like working with nodes and images, ensures every project is completed on time and on budget. The end result is a powerful suite that supports your workflow from inspiration to flawless output."

The biggest update in many versions, CorelDRAW Graphics Suite 2018 offers new creative possibilities and dramatically boosted productivity in a complete design environment known for being easier to use. Benefits include:

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## AVERY DENNISON AND MACTAC TO SHOWCASE 10 INNOVATIONS AT FESPA 2018



The latest materials science innovations from Avery Dennison will be revealed at FESPA 2018 (May 15-18, Berlin), at a stand that features both Avery Dennison and Mactac brands.

Ten new innovations – six from Avery Dennison and four from Mactac – will include applications across vehicles, architecture and interior displays. Shaun Hobson, senior business director, Avery Dennison Graphics Solutions Europe, said that the new options have been designed for maximum impact: "There are big opportunities out there

for designers and applicators who use new materials creatively, and we see FESPA as a great chance to engage directly with our customers, so we can share ideas and discuss new business opportunities. These new products offer the high performance, in terms of both visual appeal and ease of use, needed to make business growth easier to achieve."

Avery Dennison highlights will include new premium car wrap colours – for Supreme Wrapping™ Film and Conform Chrome – bringing the total colour

count across the two ranges to more than 100. There will also be a focus on architecture with the new Architectural Window Films range, offering more than 20 new materials to transform building performance, comfort and aesthetics. Mactac will be focusing on interior and retail applications. An example is the

new Macdot product for short-term displays. Macdot films are so easy to apply that non-professional staff can use them, making them an outstanding cost-effective choice for point-of-sale applications and exhibitions.

...read more at [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## DEVELOPMENT OF DIGITAL INK SYSTEM TECHNOLOGY TO EXPAND WITH ACQUISITION BY BALDWIN TECHNOLOGY COMPANY



Unlocking Your Potential

BALDWIN Technology Company Inc. has reached an agreement with Quad/Graphics Inc. to acquire the intellectual property rights for the Digital Ink System, enabling continued development of the technology. BALDWIN is a world leader in providing process automation solutions, consumables and services for the print, packaging, textile and corrugated industries.

In late 2017, BALDWIN acquired Quad/Graphics' research and development division, QuadTech, combining it with PC Industries and Web Printing Controls to form a new "BALDWIN Vision Systems" business segment.

BALDWIN Vision Systems already owns the rights to the Digital Ink System technology used in newspaper and commercial printing markets. This most recent agreement brings to BALDWIN additional ownership of new developments underway for future applications of the technology. "We are very enthusiastic about the new possibilities this agreement affords us, and more importantly—our customers," said Brent Becker, President and CEO of BALDWIN. "We see enormous potential for the Digital Ink System technology beyond the efficiencies already being realized by commercial and newspaper printers. With our new Vision Systems business segment in place, we plan to hit the ground running to deliver inventive new solutions and adaptations of proven technologies to new industries."

The Digital Ink System is a computer-controlled ink injection technology that replaces traditional open fountain ink trains—or can upgrade existing "pump and rail" systems—providing more precise density control at all press speeds with significant cost savings. The system eliminates ink contamination and delivers consistently high-quality results, metering the correct volume of ink delivered to each control zone across the printed image.

## PRINT FINISHING LEADER, C.P. BOURG, HOSTS GLOBAL CUSTOMER AT HEADQUARTERS



14-17 May 2018 | Ottignies, Belgium



Global leader in print finishing, C.P. Bourg will host Global Dealer and Customer event with new product launches in Ottignies Brussels Belgium World Headquarters from May 14 to 17, 2018.

With a host of scheduled meetings and presentations the New Product launch is less than five (5) weeks away. C.P. Bourg's global staff will be onsite presenting multiple exciting new solutions with their partners. Featured products will include the new BPM - Bourg Sheet Preparation Module and BWO - Bourg Walkover.

• NEW C.P. Bourg products will be on display in multiple

configurations and connected to many popular production toner, inkjet or liquid ElectroInk print engines.

• Systems will be supporting C.P. Bourg perfect binding and stitched booklet products producing a wide range of formats and sizes, In-Line, Off-Line, and in a Dual-Mode configuration. Scheduled Events:

Monday May 14th Product introduction for dealers and partners on invitation only!

Tuesday May 15th till Thursday May 17th Dealers, Partners and End Users! Open House including product Introductions, demonstrations and presentations.

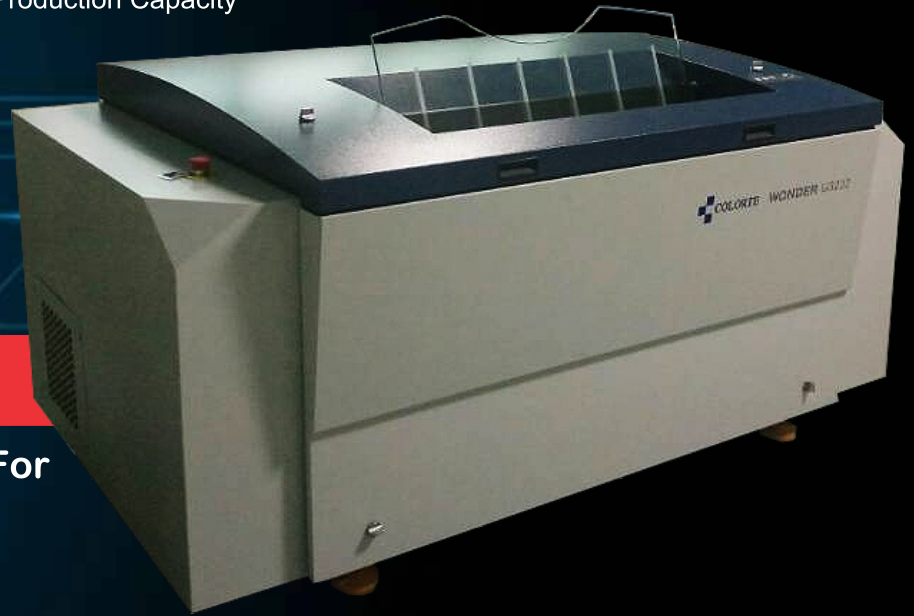
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Continued on page 44 >>

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## SPECIAL FEATURE INTERVIEW

# 'OUR TARGET IS TO BUILD UP GOOD AND LONG TERM RELATIONSHIPS' –



*M&R is the world's largest manufacturer of digital and screen printing equipment and the most respected name in the industry. Its products include direct-to-garment digital printers, hybrid digital printing systems with a broad range of textile & graphics presses and dryers; M&R is unarguably world number one for its numerous patented innovations in the industry. WHERE To Print caught up with Alex Schwarz the International Regional Manager from United States who came for Textile Screen Printing Techniques (2) packaged by its partner - Technology Global Services Limited. He shares his experience, M&R plans for Nigeria and other burning screen and digital printing issues with us. Below is the excerpt:*

### WELCOME TO NIGERIA. WHAT ARE YOUR EXPECTATIONS FROM THE 2ND EDITION OF THE TEXTILE SCREEN PRINTING CONFERENCE?

Thank you. The main thing is understanding the market. Meeting our current and potential customers in talking about future business. We will want to understand our customers to build strong relationship. Our idea is to start with a customer from zero level and move to manual screen printing process, then to semi-automatic and up. We like to grow together with our customers.

### AS THE WORLD'S LARGEST MANUFACTURER OF DIGITAL AND SCREEN PRINTING EQUIPMENT, WHAT INFORMS YOUR DECISION TO MAKE NIGERIA THE NEXT MARKET TO MOVE INTO?

We already have few machines in Nigeria. M&R knows Nigeria sparingly but we have few customers with our machines we term 'House Accounts'. These customers are huge and produce advertising support services materials but M&R philosophy and strategy is to work with our partners. They know the market, the customers, the culture. That's why we are cooperating with Technology Global Services (TGS) to build up textile screen printing business in Nigeria.

### HOW MANY M&R MACHINES ARE IN NIGERIA AND WHAT HAS BEEN MARKET RECEPTION TO YOUR PRODUCTS IN TERMS OF EASE OF USE, PERFORMANCE AND RETURN ON INVESTMENT?

We have 5 to 6 machines in Nigeria at the moment and the potential is great for more within a couple of months. That is why we are working with TGS as our partner not only on sales but most importantly on support. I make bold to say that every Printer's dream is to own an M&R even in America or Europe because there's always high return on investment on M&R due to ease of use of our machines; performance and mostly for the fact that our machine can fit any budget. The main thing is to build this market.

### TELL US ABOUT THE RANGE OF DIGITAL AND SCREEN PRINTING EQUIPMENT THAT ARE COMPATIBLE TO THE NIGERIAN MARKET AND WHY SHOULD NIGERIAN PRINT INVESTORS CHOOSE THEM?

We have wide product range from start-up customers up to customers producing for brands like Nike, Adidas etc. our big customers produce up to 500,000 shirts per day. For every customer, we have the machine. It however depends on their needs.

### HOW DO YOU PLAN TO PUSH THESE EQUIPMENT INTO THE NIGERIAN MARKET? IS IT THROUGH ADVERTISEMENT IN TRADE PUBLICATIONS, OPEN HOUSE LIKE WHAT YOU'RE DOING NOW, OR PRINT EXHIBITION ETC?

Yes, exhibitions but in conjunction with TGS. We will also support technical articles in trade publications like WHERE To Print magazine so that operators are better enlightened and investors get profitable return on their investments.

### WE UNDERSTAND THAT YOU HAVE PARTNERSHIP WITH TECHNOLOGY GLOBAL SERVICES (TGS). THE MARKET KNOWS TGS FOR PREPRESS AND OFFSET PRINT MACHINE INSTALLATION AND SERVICES – AND NOW DIGITAL SCREEN PRINTING; CAN YOU LET US KNOW MORE ABOUT YOUR PARTNERSHIP WITH TGS IN TERMS OF BACK-UP SERVICES FOR YOUR MACHINES, TRAINING AND



M&R Regional Manager USA - Mr. Alex Schwarz

### AFTER-SALES SERVICES? AND WILL THIS PARTNERSHIP BE EXTENDED OUTSIDE NIGERIA BECAUSE TGS DOES THAT FOR OTHER BRANDS?

TGS is the only company that met our criteria to sign our contract. We are very thorough in our selection process. We observe them closely. We even look at their website. Most importantly, they understand the market. They have enough engineers. They have offices in Lagos and Abuja. Their response time is very quick in dealing with customers. So, we are happy to work with TGS to grow textile business in Nigeria.

### WHAT DO YOU THINK ARE THE CHALLENGES IN SCREEN PRINTING BUSINESS AND WHAT ADVICE WILL YOU GIVE TO INVESTORS/ OPERATORS?

To run a smooth screen printing business you need smart employees. Screen printing is quite technical. But with right knowledge, you'll succeed. In low salaried countries, the big challenge is to have good workers. You need to take care of your workers. Again, investors need a push especially from suppliers because they are careful of the kind of support they get from service providers. That is why TGS will give them the confidence in backing them up to ensure they focus on their print business to make more money.

### HOW DO YOU SEE THE FUTURE OF DIGITAL AND SCREEN PRINTING BUSINESS ON RETURN ON INVESTMENT ESPECIALLY WITH CONSTANT INNOVATION?

Digital future will come but gradually. Digital allows the Printer to save cost on labour because most countries that adopt digital are always with higher labour cost. So for Nigeria with high population that needs jobs, digital will come gradually.

### WHAT ARE YOUR PLANS FOR YOUR NIGERIAN CUSTOMERS THIS YEAR?

Nigeria is a brand new country for M&R. Our target is to build up good and long term relationships. If we can sell four or five machines, good. But our focus is to build long term relationship in Nigeria.

### HOW DO YOU THINK A SCREEN PRINTING BUSINESS SHOULD BE RUN SUCCESSFULLY SO THAT THE OWNER CAN LEAVE A LEGACY BEHIND?

They should have long term goal with smart people to work with. Issues of quality process, customer-focus, good relationships with suppliers and others will easily be taken care of.

### WHAT SHOULD PRINTERS DO DIFFERENTLY THIS YEAR?

They should take more critical look at their production process starting with screen making; mixing inks; right garment; machine set up; and quality control. You have to note that every customer you lose is always based on quality. So, you have to focus on your production process by reducing down-time and increasing productivity of your press.

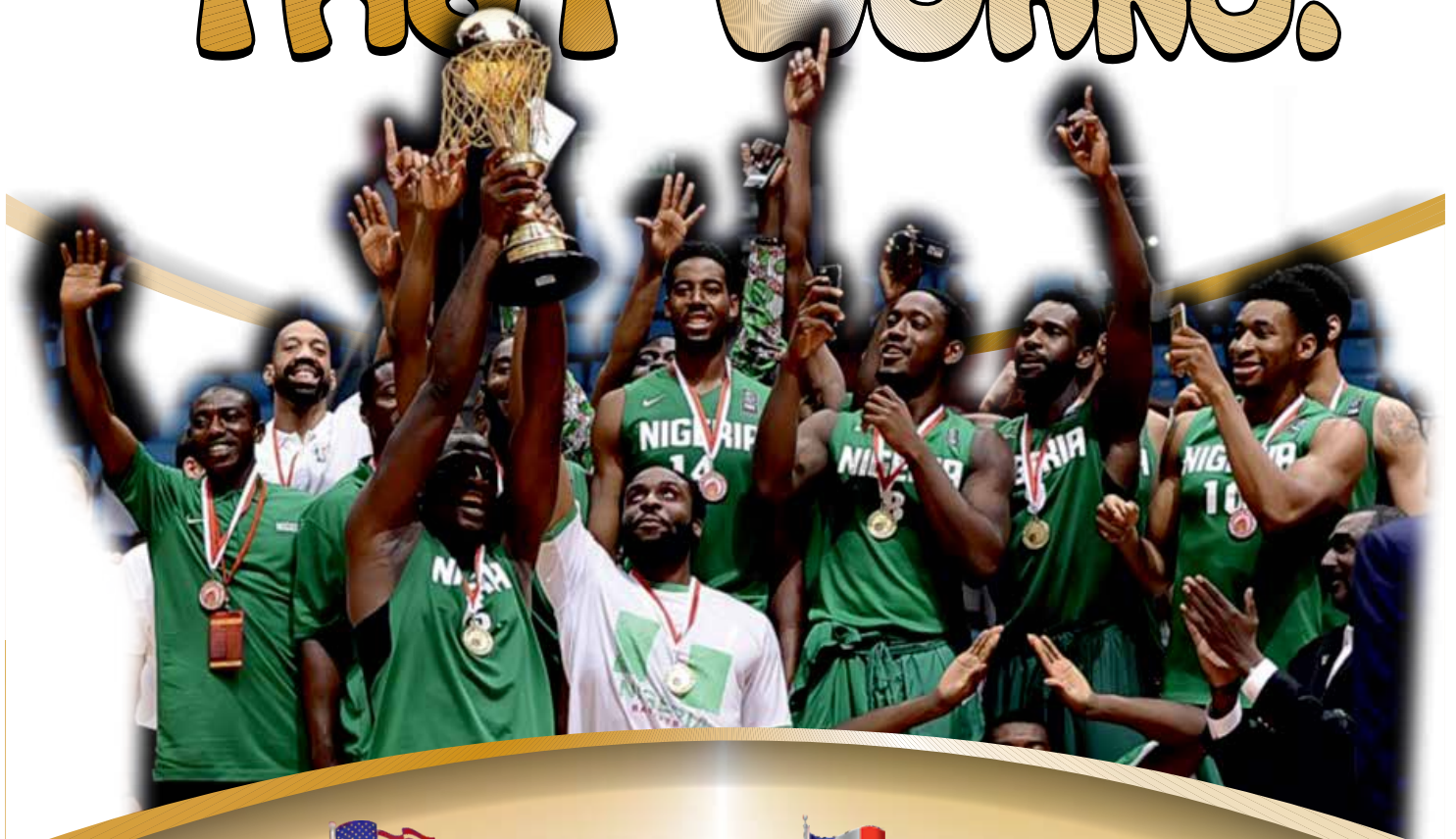
### ON A LIGHTER MOOD, HOW DO YOU SEE NIGERIA IN TERMS OF ITS PEOPLE AND CULTURE?

Nigeria is really an interesting country. With the little experience of traffic – we took two and a half hours to leave the airport. But the people – especially TGS Team – have been great! I will like to come back to Nigeria very soon!

### THANK YOU FOR YOUR TIME SIR

Great talking with you too!

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# COMMERCIAL PRINTING INDUSTRY STAKEHOLDERS OPTIMISTIC ON GROWTH



...Optimism high for growth among commercial printers in the Middle East & Africa (MENA) Region

Commercial printers are optimistic about their business growth in the Middle East and Africa, as industry stakeholders gathered to discuss challenges and opportunities in the region at the inaugural Gulf Print & Pack Summit.

Stewart Johnston, Head of Consultancy for Europe, Middle East and Asia of Smithers Group addressed summit delegates and said print revenue growth in the MENA region will rise to \$40.7bn in 2022 from \$28.3bn in 2017 or annual growth of 8.7%. "This growth percentage is far higher than the global average and is driven by the region's approximate 1,700 printers and their investment culture – the market is keen to stay up-to-date with the latest machinery and materials. It's an approach that's working, creating opportunities for growth that would have been unimaginable only a few years ago,"

he added.

Amidst this encouraging projection, business leaders from various commercial printers and package printing companies have expressed optimism about their business prospects in the region.

"We cannot walk away from print, despite the growing digitization of many print products that many of our clients are consuming. Commercial printers just need to focus on niche areas of growth, invest in ancillary equipment and think of creative ways to provide value-added services to customers," said Amit Radia, CEO, Atlas Printing Press.

Radia says the growing adoption of digital technology should not be cause for concern, saying Atlas has kept up with the changing business environment by "re-engineering our

company and offloading conventional equipment for more advanced digital ones, and giving our customers a choice.

For our customers in Africa, for instance, we have given our clients the choice of receiving the copy or otherwise get the addition via the app we developed, and we did the same for our newspaper customers," he added.

Though the past year has been challenging for commercial printers, Radia is confident their business will grow by at least 12% year-on-year.

For Wolfram Gruening, Executive Director at Kimoha Entrepreneurs, a leading supplier of a wide range of labeling and packaging solutions in the UAE, "The industry in the Middle East is in a transition phase in terms

of technology. We continue to invest in more advanced digital technologies that will help us improve not just our products, but also cost and operational efficiencies to better serve our customers."

Gulf Print & Pack Summit 2018 is produced by the Labelexpo Global Series team, which also hosts events in the US, Latin America, Europe, India, Southeast Asia and China. "We launched this event to address the need for industry stakeholders to keep abreast with the latest market opportunities as well as technologies that will shape the future of commercial printing and packaging in this part of the world," said Andy Thomas-Emans, Strategic Director, **Gulf Print & Pack**, which will return to **Dubai on April 15-18, 2019**.





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From page 38 >>

# Print Impact Around the World

## HEIDELBERG OPTIMIZES FINANCING STRUCTURE – BASIS FOR INVESTMENT IN FUTURE GROWTH



Heidelberg optimizes financing structure – basis for investment in future growth Heidelberg Druckmaschinen AG (Heidelberg) has further optimized its financing structure and agreed a new syndicated credit line with improved conditions with its banking group. By taking out the credit line with a higher total of €320 million and a term that runs till March 2023, the company is creating financial flexibility and longer-term planning certainty. Besides supporting the day-to-day operational business of the global organization, the new credit facility underpins the strategy of further expanding new digital business

models, such as the newly established subscription portfolio.

“This refinancing is another sign of the banks’ confidence in our strategic roadmap to a digital future,” said Dirk Kaliebe, CFO of Heidelberg. “The financial basis for our new digital technologies and business models has been secured for the long term. We have numerous options at our disposal for driving forward our growth strategy. At the same time, we are able to further reduce interest costs by optimizing the financial framework.”

## HEIDELBERG PRESENTS ITS NEW DIGITAL PRESS FOR CREATIVE COMMERCIAL APPLICATIONS



 Standing out with special effect  
• High quality and precise printing results  
• Even better integration thanks to the new Prinect Digital Frontend Heidelberg now offers the Versafire EV digital production system. It allows customers to implement creative applications and enhanced business models. The enhancement of the new Versafire digital printing generation is fully focused on customer benefit and the market requirements. With the Versafire EV, Heidelberg

Druckmaschinen AG (Heidelberg) now offers a truly versatile digital production system, designed for use at entry level as well as by experienced digital printing providers. “The Versafire EV gives our customers a flexible production system that is specially designed to ideally meet the requirements in the graphic arts industry and that they can use to further enhance their digital business model as a result of diversification and optimization,” explains Stephan Plenz, Member of the Management Board responsible for Digital Technology at Heidelberg.

## AVERY DENNISON AND MACTAC TO SHOWCASE 10 INNOVATIONS AT FESPA 2018



The latest materials science innovations from Avery Dennison will be revealed at FESPA 2018 (May 15-18, Berlin), at a stand that features both Avery Dennison and Mactac brands. Ten new innovations – six from Avery Dennison and four from Mactac – will include applications across vehicles,

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Continued on page 48 >>



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## ALL RECORDS BROKEN AT THE SECOND IMAGING EXPO IN CAIRO, EGYPT

The 1,962 participants from 38 countries—including Egypt, Pakistan, Saudi Arabia, Lebanon, Tanzania and Algeria—including 87 exhibitors from China, Egypt, South Africa, Germany, The Netherlands, Poland and the Ukraine—remarked on the obvious growth experienced compared with the 2017 event. The number of visitors at the RTISE-EMEA Expo grew 58.4 percent and there were 10.14 percent more exhibitors at the two-day event.

“If it were not for this event, the print consumables industry would never have gotten together in this region,” one key Cairo-based industry player told RT Media’s Director David Gibbons. “I have made deals with people I never knew before, and we come from the same country!” were comments echoed by many others participants according to the organizer.

Wanting to capture new partnerships, strengthen existing ones, meet new players, greet old players was the mood of the event again this year.

Printing and copier consumables, 3D printing, digital media marketing, new business models, and a broad range of new product lines gave participants a fresh vision and renewed energy to succeed in business in 2018 at the only dedicated office imaging exhibition in the European, Middle Eastern and African (EMEA) region.

This dedicated event provided in-depth insights into current and future trends, hot issues and developments: all were discussed openly and passionately at the Summit attended by 95 people over two days.

As the “old” imaging industry markets—such as the U.S. and Western Europe—mature and consolidate sophisticated, the “new” markets in developing regions like China, India, LATAM and Africa are showing growth, albeit still in small numbers. How do the industry elites view these markets?

Zoltan Matyas, Business Development Manager of the

German-based remanufacturer WTA was at the expo. He says Europe is “a consolidated industry” where players and customers are well defined. It’s different in the Middle East and Africa, he asserts. “The biggest opportunity for the Middle East and African dealers and distributors of aftermarket products is to find products they can position between the high-price originals and the low-price compatibles.” He predicts “high quality, high value-added product” is the segment that will grow most rapidly in the Middle Eastern and African markets in the near future.

Christian Pepper, President of Channel Partner Division of US-based LD Product, was also at the expo. He also believes there are two types of market in the EMEA region. The developed countries have a “very mature and declining” print and copier industry but there are numerous emerging economies where the print is “growing”. He deems it as an opportunity for his company and others. “It’s a very unique region,” he commented.

As the world’s leading franchisor in the office supply industry, Cartridge World has specific plans to leverage the great opportunity in the EMEA to expand its market. Harry Stoubos, Global Chief Development Officer of Cartridge World, described the EMEA region—especially the Middle East and Africa—as “under developed, yet with so much potential.” Cartridge World is “providing a different view on doing business using a model which offers services and solutions, not only products” Stoubos gave

genuine advice to the EMEA players: “You have to expand... you have to rediscover your business models in order to go to the next level.”

Yehia Khater, Managing Director of LaserStar and General Manager of 3D Shop, says the EMEA is a very diverse market. Khater noted that while some countries in this region focus mainly on prices, the more educated a country becomes, the more they target quality over price. “With the OEM product price increasing,” he commented, “people will be educated through events like this RT Imaging Expo to learn about the available compatible products and manufacturer companies.”

As a local entrepreneur of Egypt, Magdy Safari, Chairman of the Business Men’s Association and the Copier Association, revealed that there are many indicators that reveal the prospects of the imaging industry in Egypt to be much better than other countries in the region. He concluded developed regions are “relying more on modern technologies such as digitalization and the paperless office.”

MPS solution provider Princity and THI sense the great potential of the EMEA market. Krzysztof Serwatka, Managing Director of Princity, described the potential of MPS in this region as “huge”. He added, “Companies here don’t know much about MPS yet, the market is very vast and fresh, and people are wanting to know.”

Competition is becoming more tough

**Continued on page 48 >>**



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believes the Canon litigation will provide the answer to the question. He suggested new-built manufacturers should be more sophisticated in public relations like the remanufacturers have been. "Some companies in China have rapidly become the market leaders in the industry," he said. "However, they need to understand the importance of communicating with their customers actively and publicly defending themselves."

"The industry is worth US\$80 billion, so there's room for everyone," Harry Stoubos from Cartridge World told RT Media. He believes there will always be a healthy rivalry between the OEMs and the aftermarket. He reveals that key to Cartridge World keeping its position in the market is "ensuring all our products are non-infringing." He predicts there will be more mergers and acquisitions in and the industry will become more consolidated. Egyptian entrepreneur Magdy Safari is very positive. He delivered an inspiring presentation on 3D printing technologies for food at the RT Imaging Summit. Many in the audience found it difficult to believe that such technologies are now available. "New things come out every year, you can't predict what is coming around the next corner," he added. He believes both modern and "old-school" technologies will prosper.

Both exhibitors and visitors made a successful start at the RTISE—EMEA for 2018 as this event unveiled new opportunities and future trends, helping all players to be ready for the coming and challenging business year. This popular, dedicated event is expected to return in March 2019.

and cruel within the global US\$80 billion market, particularly between the OEMs and the aftermarket represented by remanufactured compatibles and new-built compatibles. In order to protect their markets OEMs have implemented technical barriers and claimed intellectual property rights. On February 28, 2018, Canon Inc. filed patent-infringement complaints in the United States, scores of aftermarket supplies manufacturers and distributors for infringing its toner cartridge patents.

The accused companies include well-known aftermarket names such as Ninestar Corporation, Print-Rite, Static Control and Aster. How should the aftermarket companies react and respond? Industry leaders shared their perspectives.

The German-based remanufacturer WTA had been sued by Canon for patent-infringing in 2014. WTA won that lawsuit. Zoltan Matyas explained, "The OEM is only trying to protect its market share. However, an alternative

choice, different to the OEM products, is an important right for the consumer. Remanufactured products proved to be popular, valuable and practical so the OEMs targeted the aftermarket remanufacturers and their products." He believes Canon has changed its strategy and is now targeting manufacturers of the popular new-built products. "This lawsuit will be very defining for the industry," he said.

LD Products one of firms being sued by Canon this time. Christian Pepper, of LD Products, stated: "It's very difficult to make a public statement because it's moving so quickly", he said, but Canon's decision to just now to file new patents proves the new-built have become a bigger threat than before. He noted that six months ago these compatibles were not infringing, nor had they been for the past 5 years. He also pointed out that OEMs, remanufacturers and manufacturers should realize new-built cartridges are not all counterfeits or patent-infringing products. "After all, Canon had to go

and get new patents to file lawsuits and these patents are years behind the invention. It's all about holding on to its market shares," he said. He believes this latest bout of legal action means Canon has "lost the moral high ground". Consumers are becoming smarter and continue to support companies like LD Products.

Surviving under this dynamic and variable market place, companies have developed their own rules of living. How is the future of OEMs and aftermarkets? Industry veterans seem to have different opinions.

Zoltan Matyas from WTA thinks the key is understanding the relationship among OEMs, new-built compatibles and remanufactured compatibles. New-built have the price advantage and OEM empties collecting ceases to be an issue, making them more of a threat to the OEMs. On the other hand, remanufactured compatibles rely more on OEM products. Matyas added, "the customers will decide which will win the market."

Christian Pepper from LD Products

From page 32 >>

## Print Impact Around the World



creatively, and we see FESPA as a great chance to engage directly with our customers, so we can share ideas and discuss new business opportunities. These new products offer the high performance, in terms of both visual appeal and ease of use, needed to make business growth easier to achieve."

Avery Dennison highlights will include new premium car wrap colours – for Supreme Wrapping™ Film and Conform Chrome – bringing the total colour count across the two ranges to more than 100. There will also be a focus on architecture with the new Architectural Window Films range, offering more than 20 new materials to transform building performance, comfort and aesthetics.

Mactac will be focusing on interior and

retail applications. An example is the new Macdotproduct for short-term displays. Macdot films are so easy to apply that non-professional staff can use them, making them an outstanding cost-effective choice for point-of-sale applications and exhibitions. Oliver Guenther, marketing director, Avery Dennison Graphics Solutions Europe, said that the stand is designed to entertain and to engage: "We have great partnerships with our installers, and one of the ways we have made the most of that this year is with Avery Dennison's recent car wrap design competition. The entries are now all in, and the winner will be showcased at FESPA, applied to the on-stand car as 'design of the day'.

...read more online @ [www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

## STEFANO SQUARCINA IS THE NEW SALES AND MARKETING DIRECTOR AT FLEXOTECNICA.



Stefano Squarcina, who has worked with considerable success in various segments of the packaging market over the past years, has been appointed sales and marketing director at KBA-Flexotecnica.

With this latest expansion of its sales capacities, the Koenig & Bauer Group has added further momentum to its declared course of sustainable growth on the market for flexible packaging. "KBA-Flexotecnica holds enormous potential. We have seen a very successful start to 2018 and have already sold significantly more CI flexo presses than in the same period last year. We are able to offer customers a very modern and comprehensive product portfolio," says Stefano Squarcina.

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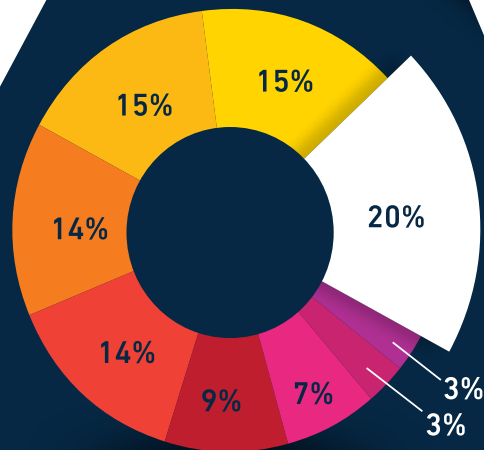
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