



# PROPAK

## WEST AFRICA 2021

• PACKAGING • PROCESSING • PRINTING • PLASTICS

### DID YOU MISS OUR WEBINARS?

#### WEBINAR 1: FOCUS ON PLASTICS INDUSTRY

Climbing the Innovative Packaging & Recycling Curve

**Hear from:** The Coco Cola Company, Tipa Corp, Wecyclers, PwC Nigeria

#### WEBINAR 2: FOCUS ON PACKAGING INDUSTRY

Impact of the New Normal on the Packaging Industry

**Hear from:** FIIRO, Tempo Group, Tetra Pak West Africa and PwC Nigeria

#### WEBINAR 3: FOCUS ON PROPAK/ MANUFACTURING INDUSTRY

Focus on Africa: Opportunities for a Circular Economy post COVID-19

**Hear from:** Neofyton, Unilever Nigeria and PwC Nigeria

#### WEBINAR 4: FOCUS ON PRINT INDUSTRY

Opportunities in Print in the New Normal

**Hear from:** Expand Express LTD, Favicon Signs, Technology Global Services and WHERE To Print Magazine



YOU CAN HEAR FROM ALL  
OUR SPEAKERS AND RE  
WATCH THE FULL SESSIONS  
ON OUR WEBSITE AT  
**WWW.PROPAK  
WESTAFRICA.COM/  
WEBINARS**

Brought to you by:

1895 MONTGOMERY GROUP  
AFROCET

propakwa propakwa propakwa

**BOOK YOUR STAND TODAY**



**PROPAK**

**WEST AFRICA 2021**

•PACKAGING • PROCESSING • PRINTING • PLASTICS

**14-16 SEPTEMBER 2021**

**LANDMARK CENTRE • LAGOS • NIGERIA**

**The Largest  
Packaging, Plastics,  
Food Processing,  
Labelling and Print  
Exhibition  
in West Africa**



**67%**

RATED THEIR  
EXPERIENCE AS  
"EXCELLENT"



**89%**

ACHIEVED  
THEIR  
GOALS



**5,000+**  
VISITORS



**30+**  
COUNTRIES  
PRESENT



**200+**  
BRANDS  
ON DISPLAY

Leverage the reach of Propak West Africa 2021 as the platform to propel your business. With varying stand packages ranging from space-only, to sponsorship, let us build you a bespoke package in 2021 to suit your business needs

**For more information and to book  
the event please contact:**

**Joju Adekanbi**

**Nigeria Sales Agent**

Email: [numberscmyklimited@yahoo.com](mailto:numberscmyklimited@yahoo.com)

Tel: +234 803 862 9114

propakwa propakwa propakwa

**[www.propakwestafrica.com](http://www.propakwestafrica.com)**

COVER PRICE: FREE!

# where to print

MAGAZINE

Licensed by



VOL.12 | NO.69 | OCTOBER | ISSN: 2006-7402

Cover Story on page - 22



Looking for Complete Printing Solutions, Remarketed Equipment (Second hand/Refurbished equipment)  
Original Heidelberg Spare Parts, Premium Maintenance services and Print Consumables you can trust:



Call for a discussion

**HEIDELBERG**

Heidelberg Nigeria Limited  
38/40, Association Avenue,  
Ilupeju, Lagos.

P. O. Box 17257, Ikeja, Lagos

Tel: +234-1-2918775, +234-8063221967

[hnl@heidelberg-ng.com](mailto:hnl@heidelberg-ng.com)

[www.heidelberg-ng.com](http://www.heidelberg-ng.com)



**drupa**

no. 1 for printing  
technologies

**embrace the future**

April 20 - 28, 2021

Düsseldorf/Germany  
[www.drupa.com](http://www.drupa.com)



Messe  
Düsseldorf



# PROPAK CAPE 2021

PACKAGING • PROCESSING • PRINTING • PLASTICS

8-10 June 2021

The Cape Town International  
Convention Centre  
Cape Town, South Africa



**BOOK YOUR STAND NOW!**

Innovative Packaging Solutions  
**Trade Expo**  
for the Western Cape



Top five reasons to exhibit:



### SELL

directly to purchasing  
decision-makers in a  
buying frame of mind



### RAISE

your brand visibility  
and showcase  
products



### WIN

new customers and  
collect quality  
sales leads



### CREATE

and build customer  
relationships



### PLACE

your products into the  
hands of more decision  
makers

[www.propakcape.co.za](http://www.propakcape.co.za)

Co-located events:



#propakcape2020

**TO BOOK YOUR STAND, CONTACT:**

Tel: +27 (0) 11 835 1565

**SVEN SMIT**, Event Director, Email: [svens@specialised.com](mailto:svens@specialised.com)

**GRANT BYDAWELL**, Exhibition Manager, Email: [grantb@specialised.com](mailto:grantb@specialised.com)

**ANDRE PIETERSE**, Sales Executive, Email: [andreo@specialised.com](mailto:andreo@specialised.com)

Brought to you by:

1895 **MONTGOMERY GROUP**  
SPECIALISED EXHIBITIONS

# Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

## CIPPON PARTNERS NIBF TO LAUNCH CIPPON BOOK PRINTERS CLUSTER



In Collaboration with



Nigerian International Virtual Book Fair

## PRINTERS CONFERENCE @ NIBF 2020

Register to participate at: <https://nigeriabookfair.com/register>

Theme: **Post Covid Realities: Forging New Partnerships Between Printers And The Book Industry**

In a bid to establish good relationship between Printers, Publishers and allied practitioners in the Book Industry value chain, industry regulatory body – Chartered

Institute of Professional Printers of Nigeria (CIPPON) in collaboration with Nigerian International Book Fair (NIBF) came together to not only



**ELDER (DR.) DANIEL ITANYI**  
Dept. of Printing Technology, Kaduna Poly.  
& CIPPON Council Member



**BABAFEMI OLUWALANA**  
M.D. Expand Press Ltd. &  
CIPPON Council Member  
**MODERATOR**



**SAM ODIMAYO**  
M.D. Alpha Press  
& CIPPON Council Member



**NWORA EGBUNIWE**  
President, Society of Printing  
Practitioners of Nigeria

hold the first ever online book exhibition but synergised and formed **CIPPON BOOK PRINTERS CLUSTER** in line with its objective of making printing profitable again in Nigeria.

Though the premier Nigerian International Virtual Book Fair with theme: **POST COVID REALITIES; FORGING NEW PARTNERSHIPS BETWEEN PRINTERS AND THE BOOK INDUSTRY** showcased a compendium of books and book-related materials in both physical and electronic forms, the online book exhibition saw Printers and allied practitioners especially Publishers in Nigeria's Book Industry forged a synergy that would not only ensure positive participation of genuine Printers in book production in the country but also ensure conservation of Nigeria's foreign exchange (FOREX) for productive local use aside gainful employment

of Nigerians with attendant multiplier effects on the overall economy.

The virtual book fair which saw participation from across the world was also used to hold an online Printers Conference which dealt on the theme of the fair with industry veterans and experts such as Mr. Nwora Egbuniwe – President, Society of Printing Practitioners of Nigeria (SPPN); Elder (Dr.) Daniel Itanyi of the Department of Printing Technology, Kaduna Polytechnic & CIPPON Council Member; and Mr. Sam Odimayo – MD of Alpha Press & CIPPON Council Member, in attendance. Coordinated by MD of Expand Press LTD – Mr. Babafemi Oluwalana, the distinguished panelists also used the conference to highlight problems, solutions and opportunities in the Printing and Book Publishing Industries.

## GOVERNOR ORTOM BECOMES ASSPPON GRAND PATRON

...BENUE PRINTERS ASSOCIATION NOW ASSPPON BENUE STATE CHAPTER



The Executive Governor of Benue State, His Excellency, **Dr. Samuel Ortom** has been invested as the Grand Patron of Association of Professional Printers of Nigeria (ASSPPON), Benue State Chapter.

Though it is customary to accord the sitting Governor of a State the recognition of an association's patronship, **WHERE To Print** gathered that the Governor was

accorded the investiture due to his immense contributions to the printing profession in Benue State in particular and the nation at large. According to the President of the newly inaugurated ASSPPON Benue State Chapter - Lion Comrade Sunday Musa, Governor Ortom was accorded the recognition not just for his positive impact in employment and contracting printing jobs

to Printers in the State but also over his; "numerous achievements recorded since assumption of office despite limited resources. We are optimistic that you will continue to deliver on the gains of democracy to the people of the State, leading us with the fear of God, selflessness and accountability."

In his response, Governor Ortom who is the 5th Executive Governor of Benue State and equally a Printer, though was unavoidably absent but was represented by his Chief of Staff, **Pst (Dr.) Terwase Orbunde** said he felt humbled by the association gesture and promised to do more in his capacity not only for Printers but also to ensure safe and

conducive atmosphere for all businesses to thrive in Benue State popularly referred to as the nation's food basket due to its agricultural prowess.

The recognition of **Dr. Samuel Ortom** coincided with the inauguration of **Association of Professional Printers of Nigeria (ASSPPON)**, Benue State Chapter which hitherto operated as Benue Printers Association that limits the body's area of operation, right and privileges. With the inauguration, members of Benue State Chapter of ASSPPON are now fully integrated into the activities of industry's regulatory body - Chartered Institute of Professional Printers of

Continued on page 10 >>

# where to print

MAGAZINE

Licensed by



VOL.12 | NO.69 | OCTOBER 2020 | ISSN: 2006-7402

RATE CARD		All rates are VAT inclusive
REGULARS		NIGERIA NAIRA
Full Page		N92,316.90
Half Page (Vertical/Horizontal)		N56,035.14
Quarter Page		N34,265.88
New Product Block		N7,780.95
SPECIAL POSITIONS		
Back Cover		N177,375.00
Inside Back Cover		N131,480.69
Sign-Off Page		N112,714.26
Page 1 (Flap)		N127,742.76
Page 2 (Inner Flap)		N67,064.64
Page 4 or Page 5 or Page 6		N131,480.69
Cover Page		N155,875.00
Spread (Center Spread)		N291,591.19
Wrap Round		N473,000.00
SPECIAL EDITORIAL FEATURES		
1 x Full-Page Editorial Feature (Inside)		N112,714.26
2 x Full-Page Editorial Feature (Inside)		N290,772.14
ADVERT DESIGN/ MARKUP COST+SPECIFICATION		
Full page/ Spread		N26,875.00
Half page/ Quarter page		N21,500.00
DEDICATED BULK SMS COST +SPECIFICATION		
1-2 pages x Single Bulk SMS		N32,250.00
1-2 pages x Multiple Bulk SMS (5x max)		N120,937.50
1-3 pages x Multiple Bulk SMS (5x max)		N201,562.50
1-3 pages x Multiple Bulk SMS (10x max)		N322,500.00
DEDICATED EMAIL BLAST COST+SPECIFICATION		
1-2 x Email Blast		N32,250.00
3-7 x Email Blast		N201,562.50
8-15 x Email Blast		N322,500.00
When specification is different from above, we are open to mutual agreement on type and cost.		
All cheques must be written in favour of NUMBERS CMYK LIMITED		
TECHNICAL SPECIFICATIONS	BLEED SIZE	TRIM SIZE
Full Page	216 x 303mm	210 x 297mm (A4)
Double Page Spread	426 x 303mm	420 x 297mm (A3)
Half Page Horizontal	216 x 154mm	210 x 148mm (A5)
Half Page Vertical	111 x 303mm	105 x 297mm
Quarter Page	111 x 154mm	105 x 148mm (A6)
New Product blocks	58 x 70mm	58 x 70mm
ARTWORK	Artwork can be supplied in the following formats: <ul style="list-style-type: none"> <li>EPS (please ensure fonts are converted to paths and all images are embedded CMYK)</li> <li>TIFF (CMYK, 300dpi)</li> <li>JPEG (CMYK, 300dpi)</li> <li>PDF - Please ensure all fonts and all images are embedded CMYK</li> <li>Advertisers must supply colour proof as guide during printing after PDF</li> </ul>	TYPE
		All fonts used should be embedded (PDFs) or converted to outlines (EPS, Illustrator).
BLEEDS	Artwork for all adverts must include a 3mm bleed on all sides (see sizes above), all text and images should be at least a further 5mm from the crop guides. To ensure correct printing an appropriate white border will be added to all artwork supplied without correct bleeds.	

## Index



**CIPPON PARTNERS NIBF TO LAUNCH CIPPON BOOK PRINTERS CLUSTER**

page 6 >>



**WHAT'S YOUR NEXT LINE OF ACTION?**

Page 9 >>



**PIW: HEIDELBERG LAUNCHES INDEPENDENT PRINTING INDUSTRY PLATFORM..**

Page 12 >>



**"OUR MAJOR TASK WILL BE TO PUT IN PLACE A STRUCTURED.."**

Page 16 >>



**"EXCELLENT CUSTOMER SERVICE IS THE ONLY THING THAT CAN SUSTAIN ANY BUSINESS"**

- Page 18 >>



**WHAT APPROACHES HAVE YOU ADOPTED IN ENSURING YOUR BUSINESS ..**

page 20 >>



**COVER STORY - WEB TO PRINT INDUSTRY TRENDS TO WATCH IN 2020**

Page 22 >>



**"DRUPA IS IMPORTANT FOR GETTING BACK INTO BUSINESS"**

Page 40 >>

## How to reach us

Our e-mail address is: [wheretoprint@yahoo.com](mailto:wheretoprint@yahoo.com), [numberscmlyklimited@yahoo.com](mailto:numberscmlyklimited@yahoo.com) and P. O. Box 17871, General Post Office, Ikeja Lagos Nigeria 2341. Letters should include the writer's full name, address and direct telephone numbers and may be edited for purpose of clarity and space. All submissions become the property of NUMBERS CMYK LIMITED. Please do not hesitate to also call us on **Tel (Nigeria Mobile): +234(0)803 862 9114**. Our Office is located at 46B, Adekunle Fajuyi Way, GRA Ikeja, Lagos Nigeria.

## Rights reserved

All rights reserved. WHERE To Print® makes every effort to ensure the accuracy of information it publishes, but cannot be held responsible for any consequences arising from errors or omissions. Reproduction in whole or in part without written permission from the publisher is strictly prohibited. WHERE To Print®, logo and the Green Border Design are registered trade mark of NUMBERS CMYK LIMITED. Published by NUMBERS CMYK LIMITED, Lagos Nigeria

## Our code of ethics

- 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.
- We believe and accept that these principles and code of ethics form the basis of public trust and confidence.
- We pursue our objective through self-regulated systems of professional code of conduct under an independent body that serves the interest of the journalism profession and the society.
- WHERE To Print subscribe to the Ombudsman mechanism established by the Newspaper Proprietors' Association of Nigeria, supported by other stakeholders, to meditate complaints against the press on ethical conduct and recommend redress.

**WHERE TO PRINT** (published by NUMBERS CMYK LIMITED) subscribes to Ombudsman which prescribes that news must be truthful, accurate, fair and balance. If you think we don't live up to the code, please contact: Office of the Ombudsman, Newspapers Proprietors' Association of Nigeria @ 8, Maryland Crescent, Maryland, Ikeja Lagos. Or email: [ngrombudsman@yahoo.com](mailto:ngrombudsman@yahoo.com)

**FOR SALE**  
**NEW PRODUCT**  
**BLOCK SPACE**

**CALL PRECIOUS ON**  
**0816 087 6041**

**AVAILABLE**

**TO ORDER?**  
**CALL STEPHEN ON**  
**0703 191 8505**

**FOR SALE**  
**NEW PRODUCT**  
**BLOCK SPACE**

**CALL PRECIOUS ON**  
**0816 087 6041**



# a Transfer Xpress On all



**Latest Ultra Modern UV 6 colours press with the Capacity to Foil, Print, Laminate, Spot UV Varnish, Dye cut. Roll to Roll on the go....**

**Our Machine Is Suitable For**

- > Pharmaceuticals
- > Frozen Foods
- > Beverages
- > Tea Tags
- > Detergents
- > Cosmetics
- > Oil Lubricants
- > Plastic Products



**Head Office:** 20, Folarin street, Mushin, Lagos.  
 D/L: 08023760496, 07087623469, 013424510, 09096833080.  
 Email: ajibart\_printsolution@yahoo.com, Gmail: ajibprintsolution@gmail.com

**The express way to the world of artistic creativity**



## AJIB PRINT Fabric Banners

CUSTOMIZE FOR BUSINESSES, EVENTS & MORE!  
**ON DIRECT SUBLIMATION**

**Large Format Printing**



**LASER ENGRAVING**



**Monogramming & Woven Label**



**The express way to the world of artistic creativity**

# To Readers

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

## WHAT'S YOUR NEXT LINE OF ACTION?

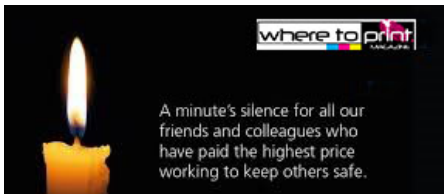
As at 10:30am CET **Monday 21 September 2020**, data from **World Health Organisation (WHO)** puts global situation of coronavirus (COVID-19) pandemic confirmed cases at **30,905,162** with **958,703** deaths. In Nigeria same day at 3:24pm WAT, the **Nigeria Centre for Disease Control (NCDC)** noted on its website that confirmed cases stood at **57,242** with total death at 1,098. We don't need to bore you with other statistics but we need to mention here that these numbers (especially of those that are gone) represent human beings that hitherto had planned, strategised, and hoped for a better tomorrow like you and I. As we acknowledge the inescapable mortality of man even if the cause of death is non COVID-19 related, we humbly use this medium to condole the families they left behind. Please let's hold together - a minute silence to honour them!

Be that as it may, we all must have been 'forced' as humans to break from the past and imagine a new world afresh. Interestingly, COVID-19 has activated deep and discerning thoughts and revolutionary ideas that can make this a reality. The reality now is that we all have to take responsibility in our personal choices concerning our future, business, and the society at large. Our resilience and focus will indeed be tested but we must stay resolute to continually ignite trade, commerce and enterprise that are expected to bring hope of a new world order albeit in a new normal world. So, what's next for you? Which sector in the industry are you looking at exploring with best possible positive impact?

While some pundits predict boom in the packaging and labeling sectors that deals with food and other fast-moving consumer goods (FCMG), others say lifestyle sectors such as health & safety, fashion, home and sportswear etc are the next big thing. No matter your preference, this **69th edition of WHERE To Print** has got you covered.



Continued on page 10 >>



A minute's silence for all our friends and colleagues who have paid the highest price working to keep others safe.

### FLEX

Frontlit (Glossy /Matt)  
Backlit, Mesh, Reflective Flex

### SAV

Self Adhesive Vinyl (sav)  
Clear Sav, Vehicle Branding Sav,  
Reflective Sav, Window Graphics  
Photo Glossy Paper & Backlit Film  
Glittering Static, Transparent Static  
Wallpaper Adhesive, White Static, Etc

### DISPLAY ITEMS

Roll-up Stand, X-banner  
Table Rollup Stand  
L-banner, A Frame, Snapper Frame  
Pop-up Stand, Poster Board  
Promotional Table,  
Crystal & Slim Light-box  
Flying Banner (flag Stand)  
Multipurpose Stands  
Act Fast Show Stand Etc



## RHINE INDUSTRIES NIG.LTD

HEAD OFFICE: MSD BUILDING, PLOT 3/NEW SL679, LAGOS BADAGRY EXP. WAY, COKER B/STOP, ORILE-IGANMU, LAGOS NIGERIA.

09050974000, 09050974022, 09050974002

IKEJA OFFICE: 10 MORRISON CRESCENT, OFF KUDIRAT ABIOLA WAY, ALAUSA, IKEJA LAGOS, NIGERIA.

09050974015, 09050974012, 09050974006

SHOMOLU OFFICE: 12, Moshalashi Street, Shomolu, Lagos, Nigeria.

09050974006, 09050974025

ABUJA OFFICE: Suite No - 222, 2nd Floor, Lozumba Complex, Opposit Government Secondary School, Garki Area 10, Abuja.

09050974003, 09050974044

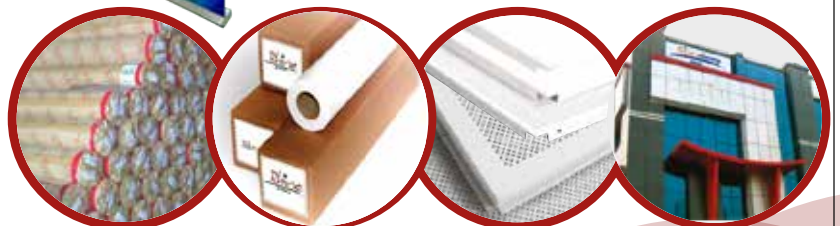
E-mail: sales@rhine-nigeria.com, abuja@rhine-nigeria.com

## IMPORTATION & MARKETING OF:



- ABS Sheet
- Corex Sheet
- PVC Foam Board Sheet
- KTC Profile
- Snapper Frame Profile
- Acrylic Sheet
- Polycarbonate Sheet (DANBALON)
- Ceiling Board
- Aluminium Composite Panel (ACP)

**3M**  
Authorised  
Distributor



Check out from page 6, industry reports from the **PRINT IMPACT AROUND NIGERIA** page that gives insight to which direction the industry is moving towards. With series of live industry webinars covered, you'll be surely informed on what area(s) to make your next business decision(s). Again, **PRINT IMPACT AROUND THE WORLD** from page 12 gives account of happenings in the industry as we dig deeper into leading industry figures to know their next line of action in our **SPECIAL SUPPLEMENT INTERVIEW** pages.

We start with **Mr. Godwin Ogilo** - the **Managing Director of Heidelberg Nigeria LTD** who was recently appointed Chairman of newly formed Committee of OEM/ Equipment Sellers Cluster of Chartered Institute of Professional Printers of Nigeria (CIPPON). Turn to page 16 to know how he's going to achieve the cluster objectives in the **SPECIAL SUPPLEMENT INTERVIEW** titled: **"OUR MAJOR TASK WILL BE TO PUT IN PLACE A STRUCTURED FRAMEWORK IN TERMS OF**

**STANDARD OPERATING PROCEDURES"**. We also discussed with newly appointed **General Manager of Vista International - Mr. Anil Kumar** on how Vista will continue to lead while others follow even post COVID-19. Flip over to page 18 where he affirms that: **"EXCELLENT CUSTOMER SERVICE IS THE ONLY THING THAT CAN SUSTAIN ANY BUSINESS OUTFIT"**.

Talking on sustenance, it is only the business that's back in business veering off COVID-19 threats that can make it. This assertion aptly captures the **SPECIAL SUPPLEMENT ARTICLE** culled from **VDMA.org** that features Managing Director of the VDMA Printing and Paper Technology Association - Dr. Markus Heering where he explains how the upcoming **drupa 2021** is planned under corona-conditions, as well as what he expects of the shortened nine days of world's leading trade fair from April 20 to 28, 2021. Infact, the summary of his interview on pages 40 and 41 is that: **"DRUPA IS IMPORTANT FOR GETTING**

**WHERE TO PRINT BY-LINE**

**Publisher/ Editorial:** 'Joju Adekanbi  
**Publisher/ Sales:** 'Shola Adekanbi  
**Accountant:** Olatunji Olusola (MAPWELL)  
**Executive - Design/ Online:** Stephen Ogunleke  
**Office Assistant - Peculiar Usang**  
**Marketing / Media Executive -** Precious Ajuonuma  
**Design:** WHERE To Print Studio  
**Sponsored By:** PROPAK West Africa  
**Finance/ Taxation:** J. O. Awoyemi & Co.

**PUBLISHED BY:**  
**NUMBERS CMYK LIMITED (RC 728214)**  
46B, Adekunle Fajuyi Street, GRA Ikeja, Lagos, Nigeria P. O. Box 17871, General Post Office, Ikeja – Lagos, Nigeria 2341. Email: numberscmyklimited@yahoo.com

**SISTER COMPANY:**  
**NUMBERS CMYK GHANA LIMITED (CS024612020)**  
Central Link Road, LEKMA, Accra. Location Code : GZ-121-5376  
P.O SR 324 Spintex Road, Tema  
Email: wheretoprint@yahoo.com  
[www.wheretoprintmagazine.com](http://www.wheretoprintmagazine.com)

**To submit news and/or editorial:**  
[wheretoprint@yahoo.com](mailto:wheretoprint@yahoo.com)  
Call: +234 (0)803 862 9114

**To place advert/ supplement:**  
[wheretoprint@yahoo.com](mailto:wheretoprint@yahoo.com)



**WHERE To Print magazine. Print publishing. Print research/ statistics. Feasibility report. Print survey. Print management software. Print directory. Print exchange programme.**



**BACK INTO BUSINESS"**. Still doubting how this can be possible? Turn to page 40 to know how.

Lastly, this edition's **COVER STORY** titled: **WEB TO PRINT INDUSTRY TRENDS TO WATCH IN 2020 & BEYOND** by **Mr. Partik Shah** of [www.brushyourideas.com](http://www.brushyourideas.com) highlights list of trends with the potential to rule a strategic but virgin print business area - **the web to print market** valued at **USD 867.3** billion with an estimated growth rate of **7.62%** until

**2025.** Are you still thinking why we believe so much in the print climate? Maybe you should read our **SPECIAL FEATURE ARTICLE** also culled from [www.brushyourideas.com](http://www.brushyourideas.com) on the **REASONS WHY MOST WEB-TO-PRINT PROJECTS FAIL (AND HOW TO AVOID THEM)** on pages 36 and 37.

The buck starts with you - what's your next line of action?

Please continue to do good always!

# Print impact around Nigeria

## GOVERNOR ORTOM BECOMES ASSPPON GRAND PATRON

Nigeria (CIPPON) and will enjoy all privileges and benefits of practicing as printing professionals in Nigeria as enshrined in CIPPON Act 24 of 2007.

At the august occasion, two Council Members of CIPPON - **Messrs Koko T. Clement** and **Niyi Adesoye** while educating Benue Printers on the need to formally obtain, fill and submit CIPPON Registration Forms to begin membership procedure also enjoined them to be united and support their leadership in order to fully benefit from the association's numerous plans and welfare packages. According to **Mr. Adesoye**, "with your registration as CIPPON member, we'll be able to know genuine

Printers and deal with quacks that are affecting our reputation as Printers thereby ensuring printing jobs are done by qualified and registered Printers. Not only that, you will be recognised by CIPPON to fully practice printing business in Nigeria with all benefits as Printers". **To Mr. Koko T.**, Government through its agencies needs to support the Printing Industry in Nigeria by increasing its patronage of registered Printers while recognising the printing profession as one of the major sectors that contribute significantly to the nation's economy, "this profession has enough manpower, as our Universities and Polytechnics have graduated formally, thousands of students who read core printing, industrial and graphics designs, and apprentice informally trained in

this field and to crown it all, the profession now has a Chartered Institute, which will boost the professional needs of the teaming apprentices and graduates by professionally training and retraining them to meet today's standard of printing". He therefore called on both the Federal and State Governments to create the Office of the Printer General of the Federation and the States respectively to bring close, the monitoring of the profession's activities and ultimately, create employment for Nigerians.

Without doubt, the inauguration of Benue Chapter of ASSPPON (now CIPPON affiliate) is a new dawn for the printing profession in the State as members are assured of innumerable benefits, aids and intervention programmes to support their print and allied businesses. The event, which took place on Monday 31st August 2020 at Hotel Bobec Makurdi, Benue State Capital was attended by Executive Members of the association as well as Printers and allied practitioners from across the State.



Continued on page 14 >>





# YEESHON 瀚享<sup>®</sup>

## CTCP



### Magnetic Suspension Linear Motor Drives Laser Head Assembly

Magnetic levitation makes the laser head operation smooth, accurate and durable. This avoids lead screw wear, wear and tear processing errors, and guarantees better machine quality.



### Automatic Balancing System

The automatic balancing system ensures that plates adhere to the drum surface, limited drum vibrations to an extremely low level, maintaining a high quality of plate making.

## FOR ENQUIRIES:

### SUPERLUCKY UNION INC.

Sales Dept.

T: +86-21-51079987 F: +86-21-51070718(Shanghai)

T: +86-27-86639776 F: +86-27-8663905(Wuhan)

E-mail: Sales@yeeshon.com

E-mail: Sales@slprepress.com

Web 1: <http://www.yeeshon.com>

Web 2: <http://cn-superluck.en.alibaba.com>

Web 3: <http://yeeshon.en.made-in-china.com>

Manage Dept.

What's APP: +86-13641882186 (Asuty Tam)

What's APP: +86-13918735557 (Jack Lau)

Tech.&Service Dept.

support@slprepress.com

### MOVA GRAPHICS & PRINT TECH. LTD.

Suite D02, Murg Plaza Area 10,  
Garki, Abuja.

Phone: +234 706 607 0188

### BIG BEN ENGINEERING SERVICES

Plot 663, Nocy Filling Station, Lagos Abeokuta  
Expressway, Ahmadiyya Bus-Stop, Lagos.

Email: bigben.engineering@yahoo.com

Phone: +234 811 486 7711

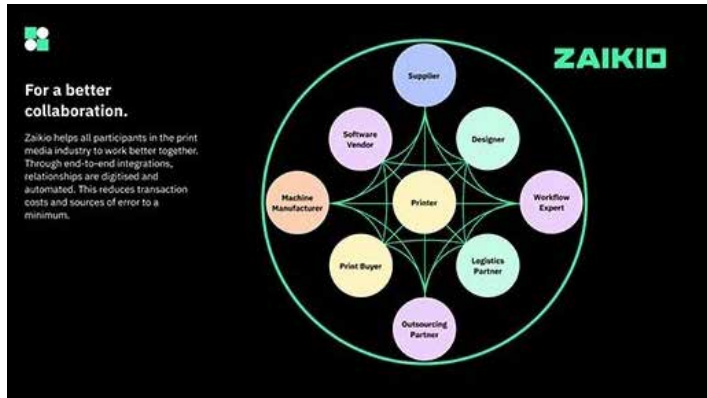


### Intelligent Optical Path Control Technology

Intelligent management technology of laser tube multi-channel: When one of the laser channel fails, the system switches to the next channel by intelligent control, in order to keep the CTP working properly. Individual damaged laser tubes are separately replaceable, to reduce repair costs.

# Print Impact Around the World

## HEIDELBERG LAUNCHES INDEPENDENT PRINTING INDUSTRY PLATFORM WITH ZAIKIO



**HEIDELBERG**  
To help print shops manage increasingly complex relationships between their customers, and various business partners, Heidelberg Druckmaschinen AG (Heidelberg) has launched Zaikio – a new open and independent cloud-based collaboration platform for the Printing Industry.

Zaikio is developed by the cloud software business - Crispy Mountain that Heidelberg took over a year ago, and its expected to be the

solution that will make workflows and transactions between printers, software providers, equipment manufacturers, and suppliers far, far simpler. "With the open industry platform - Zaikio, Heidelberg is actively meeting the challenges faced by the printing sector in the digital era. This marks the next milestone in the industry's digitisation," says Heidelberg CEO - Rainer Hundsdörfer just as Matthias Prinz, Managing Director of Zaikio GmbH underlines the software importance: "Only a

shared, open platform that unites as many industry players as possible can bring about the change and standardization so urgently required. Zaikio is just such a platform, combining the comprehensive Heidelberg know-how and network with Zaikio's agile philosophy. Over the coming months, we'll gradually be unveiling and establishing our platform," he adds.

"In addition to making complete processes and collaboration much simpler in the printing industry, Zaikio also has the potential to secure a profitable future for its users. As a founding partner and driving force of Zaikio, Heidelberg is open to working with other strategic partners and investors to grasp the opportunities digitisation offers an entire industry," continues Hundsdörfer.

**Universal platform links industry players**  
Zaikio unites all industry players on

a single platform using three key elements. The free Zaikio Account enables each and every user to log into all connected software systems with a single login. The Zaikio Hub is used to administer personal and organization-based accounts, linking the services and software of the various providers – from existing software to apps developed specifically for Zaikio. Last but not least, Mission Control is the print shop's digital control center. All data is received here in a standardized form and can be read, edited, and restored by other apps. The result is straightforward, standardized data exchange between software, hardware, and the partners involved, which creates the basis for end-to-end automated process chains.

You can get involve and now create a free Zaikio Account at [www.zaikio.com](http://www.zaikio.com)

## FLINT LAUNCHES SUSTAINABLE INK AND COATING RANGE: TERRACODE



Flint Group Paper & Board proudly

introduces **TerraCode**, a sustainable water-based ink and coating range for paper and board  
**Continued on page 28 >>**

"I'm inspired by women.  
I'm inspired by black women.  
I'm inspired by women  
who have found their voice  
and know what they want  
(or at least know what they don't want)."

-Artist and Photographer Paola Mathe  
#pantone  
#inspiration

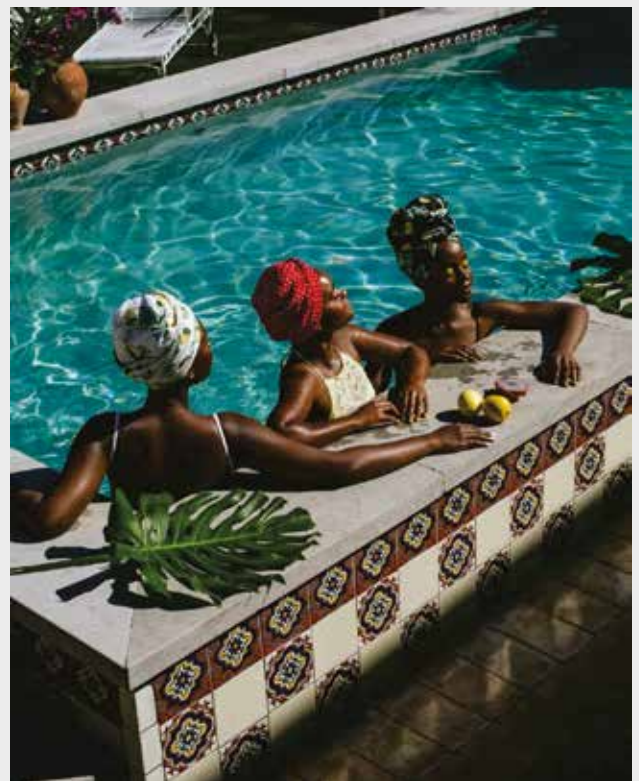


**PANTONE**



Available @

46B, Adekunle Fajuyi Way, GRA -Ikeja Lagos.  
Tel: +234(0)803 862 9114, +234(0)703 191 8506.  
WhatsApp: +234(0)901 239 9805  
Email: [flourishcolour@yahoo.com](mailto:flourishcolour@yahoo.com), Website: [www.flourishcolour.com](http://www.flourishcolour.com)



# BEST IN CLASS!!!

- AGFA GRAPHICS
- AGFA INKJET

## Avalon B8

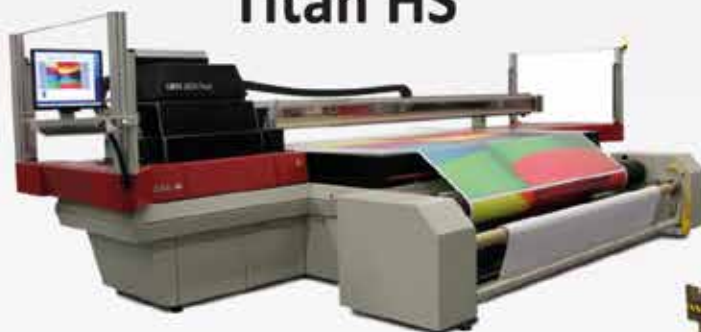


- Chemistry free
- High Quality prints
- Small footprint
- No plumbing, no waste
- Affordable
- Robust and user friendly Apogee RIP
- Easy to use

## Best selling CTP in Nigeria

Introducing THE LARGE FORMAT GAME CHANGER...

## Titan HS



### Technology Global Services Ltd.

31, Ajani Olujare Street,  
Alaka Estate Surulere Lagos.

Tel: +234 1 4545301  
enquiries@tglobalng.com  
www.tglobalng.com

## Acorta



### Bancod Limited

37, Durosimi Street,  
Opp. Somolu Local Govt.,  
Somolu, Lagos.

Tel: +234 805 540 4274  
info@bancodltd.com

**AGFA** 

STAY AHEAD. WITH AGFA GRAPHICS

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

## THE IMPACT OF COVID-19 ON THE PACKAGING INDUSTRY

**PROPAK WEST AFRICA**  
WEBINARS

Watch the replay

Impact of the New Normal on the Packaging Industry

Lifestyle changes in consumer behaviour is the greatest impact of the coronavirus (COVID-19) pandemic on the Packaging Industry. This assertion sums up expert special guests who made up the 2nd edition **PROPAK West Africa 2020 webinar** (PWA Webinar) to discuss **THE IMPACT OF THE NEW NORMAL ON THE PACKAGING INDUSTRY**.

According to **Tetra Pak West Africa MD, Mr. Aruna Oshiolemele**, with Africa's population hovering around 450million, issues in consumer behaviour in such areas as health/ safety awareness, e-commerce, quality of products, social distancing regulations, and shopping experience among others are now determining the kind of packaging in the market. "These are the consumer behaviour that the Packaging Industry has to respond to" explains Mr. Oshiolemele whose assertion was supported by **Mr. Nassos Sidirofigis** - Group Deputy Managing Director of Tempo Group who also believed that COVID-19 impact on

disposable income as a result of job losses, impact on raw materials occasioned by major disruptions in the petro-chemical industry, and increase inflation rate in countries such as Nigeria due to increase in Foreign Exchange (FOREX) have largely affected the Packaging Industry as they also agreed that these impact will largely be felt till first quarter of 2021 when COVID-19 vaccine would have been made available.

Consequently, the National President of **Institute of Packaging of Nigeria (IOPN) - Dr. Ajani Sakirdeen Abidemi** while calling on all stakeholders from the government, to the regulators, the producers to the consumers, to come together on a common front to tackle the impact of waste collection and reduction in the industry, believed that one area to lay emphasis on should be on research and development (R&D). "All hands must be on deck but an area where we need to put emphasis on is R&D. On what type of material to use for packaging. For instance,

hydro-carbon materials are very recalcitrant - which most industries are using now. Let's think of how we can make do with what we have (locally)" he suggested.

Without doubt, the packaging-inclined PWA Webinar attended by more than 330 participants also share insights of the New Normal post COVID-19, the effect on Small & Medium Scale Enterprises, how the packaging sector has been disrupted, how the food supply chain is adapting, and emerging technologies. **The Wednesday 16th September 2020** online session was moderated by **Susan Okoh** - Manager, Sustainability & Climate Change, **PwC Nigeria** who fielded thought-provoking questions on all spheres of packaging value-chain to the Special Guests.

The next PWA Webinar is on **Wednesday 30th September 2020 by 10am** and will focus on the Manufacturing Industry looking at the **OPPORTUNITIES FOR A CIRCULAR ECONOMY IN AFRICA POST COVID-19**.

Moderated by **PwC** duo of **Kehinde Fadare** and **Kayode Ashamu** both Senior Associate in the Sustainability & Climate Change Departments, Speakers include: **Rukaiya El-Rufai**, Partner, PwC, **Soromidayo George**, Director, Unilever Nigeria Plc, and **Zoran Tadic**, General Manager, Neofyton.

The PWA Webinar series is a thought leadership series set to run from September to October to share insights and keep engagement going with our stakeholders within the industry cutting across the three PROPAK West Africa tiers – Plastics, Packaging and Print. The aim of the webinars is to highlight the various opportunities available to stakeholders within the industry and Africa as they pivot their business models to adapt to the new realities resulting from COVID-19.

For more information or to join the next webinar, log on to [www.propakwestafrica.com](http://www.propakwestafrica.com)

# WHAT TO NOTE WHEN INVESTING IN TEXTILE PRINT BUSINESS



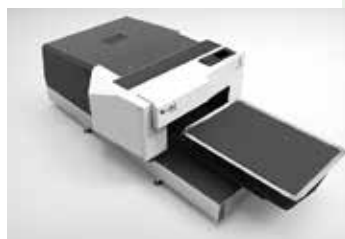
'Those in textile print business need to pay attention to certain things' were the first words of advice that came from **Mr. Kostis Gounaris** of **Polyprint** when advising operators and intending investors on what to note in textile printing business during **Technology Global Services Limited (TGS)** powered virtual Open House tagged: **ON THE RUNWAY WITH TEXTILE PRINTING**.

According to **Mr. Gounaris**, business owners need to understand the kind of project application before making investment decision on what type of machine, materials, inks to use etc before venturing into textile print business. "You have to understand the project, what kind of material you'll need, how will the production be - that is, how many print (run) per day, month, year etc you'll be making before making any investment decision" he advised while also noting that operators must be conversant with the running costs especially on materials, ink, machine maintenance and so on to ascertain the profitability or otherwise before venturing into textile print business.

While agreeing with **Mr. Gounaris**, another guest speaker on the webinar from **d.gen Inc. Mr. Bruno**

**Ruggeiro** had earlier predicted a bright future for textile printing business. According to **Mr. Ruggeiro**, with digital flexibility and varied applications for textile printing especially in sectors synonymous with lifestyles such as fashion, home, sportswear, automotive, PPE, banners & POS graphics aside other value chain that supports the Textile Industry, investors are advised to venture in textile business with a promise of high return on their investments.

The **ON THE RUNWAY WITH TEXTILE PRINTING** webinar took place on Thursday 17th of September 2020 with the aim to help print business owners make the right investment decisions. Aside well-known TGS who represents both Polyprint and d.gen Inc in Nigeria, **WHERE To Print** gathered that Polyprint (with Head Office in Thessaloniki, Greece) is a foremost digital textile printing solutions provider dedicated to textile printing since 1976. A brand name synonymous with digital direct to garment printing since 2006, Polyprint commitment to quality is fused



into everything it does from product development to revered relationship with partners and customers. This is vividly seen in its wide range of high-quality and affordable textile printing machines such as TexJet® shorTee, TexJet® echo, TexJet® more, and other Screen & Digital Printing machines and accessories with pretreatment solutions and inks.

On the other hand, d.gen, Inc is a leading research & development, manufacturing, and distribution Korea headquartered company for inkjet printing systems for graphic, textile and industrial applications. Over the years, d.gen has perfected the art of digital print equipment manufacturing that enables users to print and decorate on-demand and just-in-time (regardless of quantity, size and shape) of substrates on such items as wood, metal, glass, plastic, ceramics and textile.

**WHERE To Print** gathers that d.gen Inc. products include top-of-the-range textile printers such as Teleios Grande / H12, Teleios Grande / H6, Teleios Grande G5, Arete Combo, Papyrus Grande, Papyrus G5, Artrix H8, Teleios Hexa, Arachne Hexa, and Subli-Cotton. They are best for varied applications like Billboard, Fashion, Soft Signage, Home & Technical Textile, Industrial Sublimation, Sportswear, Automotive, Banners & POS Graphics, Sun Protective, Soft Signage, and Transfer Paper. And for those looking for the best ink for different array of applications, d.gen has an array of chemistry to choose from such as reactive, disperse, sublimation, acid, graphic or textile pigment inks.



Do You want a **MENTOR** dedicated to help **GROW** your **DREAM?**





## “OUR MAJOR TASK WILL BE TO PUT IN PLACE A STRUCTURED FRAMEWORK IN TERMS OF STANDARD OPERATING PROCEDURES

**MR. GODWINE OGILO - MD, HEIDELBERG NIGERIA LTD.**

Over the years, **Heidelberger Druckmaschinen** (better known as **Heidelberg**) knows that the key to print business success lies in coordinated interaction of people, processes, materials, and machines. That is why the company has become the reliable and competent partner for all printing needs deploying user-friendly systems, customized products, and innovative services to deliver maximum production quality with high return on investment. And with responsible Corporate Governance that not only adhere to both legal and regulatory frameworks but also promote and support investors' confidence as well as other stakeholders' interests in the industry, the **Managing Director** of its Nigerian arm - **Heidelberg Nigeria LTD - Mr. Godwin Ogilo** was recently appointed Chairman of newly formed Committee of OEM/ Equipment Sellers Cluster of Chartered Institute of Professional Printers of Nigeria (CIPPON). **WHERE To Print** sought to know how he will achieve the task ahead as well as his thoughts on other sundry industry issues. Below is excerpt of the interview:

### CONGRATULATIONS ON YOUR RECENT APPOINTMENT AS CHAIRMAN OF THE NEWLY FORMED – COMMITTEE OF OEM/ EQUIPMENT SELLERS CLUSTER OF CHARTERED INSTITUTE OF PROFESSIONAL PRINTERS OF NIGERIA (CIPPON), TELL US HOW YOU FEEL NOT MINDING THE TASKS AHEAD?

As you already know, I work for Heidelberg Nigeria LTD and our company is always in the forefront of supporting the Printing Industry in Nigeria and worldwide. As the team leader in Nigeria, I must uphold our company's vision; this assignment is another call to serve our beloved industry and I have no hesitation to accept the task of championing this noble

course from CIPPON.

### HOW WILL YOU ENSURE A UNITED FRONT FOR YOUR CLUSTER ESPECIALLY IN POLICY FORMULATION AS IT AFFECTS THE INDUSTRY?

I am a team player coupled with the fact that we are in a democratic dispensation. My first goal is to carry-along all stakeholders and ensure that whatever decisions and policies that we will recommend to CIPPON Council will be broad-based and all inclusive.

### WITH ISSUES SUCH AS LACK OF STANDARDISATION, LACK OF INTEGRITY, MULTIPLE TAXATION, INADEQUATE TRAINING, FUNDING AND THE LIKES IN THE INDUSTRY, WHAT WILL BE YOUR COMMITTEE'S

### MAJOR TASK?

Our major task will be to put in place a structured framework in terms of standard operating procedures that make all stakeholders in the cluster to have a level playing field. After this, we will look at all the myriads of issues confronting this sector of our industry including the ones you mentioned in your question.

### HEIDELBERG HAS SEEN IT ALL IN THE INDUSTRY NOT JUST AS A MAJOR PLAYER BUT AS BRIDGE-BUILDER, HOW DO YOU SEE THE FUTURE OF THE INDUSTRY WITH THE PRESENT CIPPON LEADERSHIP?

Well for the records, Heidelberg Nigeria LTD is the initiator of the Charter status of

Continued on page 17 >>

**“OUR MAJOR TASK WILL BE TO PUT IN PLACE A STRUCTURED FRAMEWORK IN TERMS OF STANDARD OPERATING PROCEDURES**

CIPPON. So being the midwife of the Institute, we are ever ready to support the Institute to the best of our ability. The present leadership of CIPPON has started well and with the caliber of the team, I believe they will take the industry to a greater height. The industry is going through very turbulent times; therefore, all hands must be on deck to take the industry to the next level.

**COVID-19 PANDEMIC HAS NO DOUBT CHANGED THE WAY WE DO BUSINESS WITH GRAVE EFFECT ON SOME SECTORS IN THE INDUSTRY; WHICH AREA(S) WILL YOU RECOMMEND THAT STAKEHOLDERS LOOK INTO FOR INVESTMENT PURPOSES?**

In these trying times for the industry and our economy in general, the first thing any business must do is develop and adopt a sustainability strategy. As you are aware, our industry is very broad with many sectors like commercial printing, publishing (books production), specialty printing, packaging to name but a few. So, to answer your question straight, if an investor seeks my advice, I will recommend packaging subject to the investment portfolio of the promoter(s).

**THERE ARE SUBSTANDARD PRINTING PRODUCTS IN THE COUNTRY, HOW HAVE YOU BEEN ABLE TO WORK WITH YOUR CUSTOMERS TO ENSURE THAT THEY GET ONLY QUALITY PRINT PRODUCTS THAT HEIDELBERG IS KNOWN FOR?**

Standardization and quality are the hallmark of Heidelberg business ethics. We will rather not be in business than to compromise these two things. We believe in selling premium products and at pocket friendly prices. This is our social/economic contract with our customers. Come rain, come sunshine, this is our pledge to our customers – quality equipment, spare parts, consumable and customer support (service).

**ASIDE BEING THE LOCAL OFFICE FOR ALL THAT PERTAINS TO THE LEGENDARY HEIDELBERG MACHINES, WHAT ARE THE OTHER PRODUCTS OR SERVICES FROM HEIDELBERG NIGERIA THAT ARE AVAILABLE FOR THE PRINT & ALLIED MARKETS?**

As global market leader in the industry, we are miles away from our nearest competitor in terms of research and development – so we cover the needs of the industry no matter the scope of operation that the stakeholders find themselves. We have equipment like the Supraseter Computer to Plate (CTP) system, Versafire digital machines and our legendary Speedmaster series printing presses for all levels of operators – small scale, medium or large-scale printing concerns.

**WE UNDERSTAND THE SITUATION OF THINGS IN THE COUNTRY AS REGARDS LOCKDOWN AND RESTRICTIONS, HOW DO YOU ENSURE YOUR CUSTOMERS ALL OVER THE COUNTRY GET THEIR CONSUMABLES OR MAINTENANCE SERVICE AS AT WHEN DUE?**

You know the essential roles of printing in the scheme of things in any economy - Printing is oxygen to the economy at all times. Upholding our mandate of making sure that the industry is not grounded, we ensured that during the lockdown, all our customers especially those performing essential services such as newspaper houses, packaging printers get consumables, spare parts and service during the lockdown period even to the present moment. While we were working from home, our supply chain was on red alert to support our customers whenever the need arises. For those outside Lagos, we were able to offer them remote services through telephones and courier service deliveries.

**IN RELATION TO COVID-19, HOW DO YOU DEAL WITH HEALTH ISSUE CONCERNING HANDLING AND USE OF YOUR PRODUCTS?**

Even before COVID-19, we were the only company that had put in place some health protocols such as washing of hands, and temperature checking before you access our office. With the advent of COVID-19, we just upped our game, our environment, people, and products are well sanitized to keep our customers safe and healthy.

**THERE ARE SERIES OF PALLIATIVES BY GOVERNMENT AND FINANCIAL INSTITUTIONS FOR BUSINESS**



Continued on page 42 >>



Do You need an holistic GUIDE through your GRAPHIC CAREER?





## “EXCELLENT CUSTOMER SERVICE IS THE ONLY THING THAT CAN SUSTAIN ANY BUSINESS OUTFIT”

### - MR. ANIL KUMAR - GM, VISTA INTERNATIONAL

With world-class machinery, fully integrated paper manufacturing, distributing and trading facility together with one-stop solutions for printing consumables that comprehensively cover the needs of the printing, packaging and converting industries, **Vista International** which commenced its journey in 1989 has not rest on its oars as the leader in Africa. Carrying on this huge legacy is indeed a huge task especially after the coronavirus (COVID-19) global pandemic which is why **WHERE To Print** caught up with the new General Manager of **Vista International** - **Mr. Anil Kumar** to know what **Vista** has done during COVID-19 and how the company will continue to lead while others follow even post COVID-19:

#### CONGRATULATIONS ON YOUR APPOINTMENT AS VISTA GENERAL MANAGER; TELL US HOW YOU FEEL?

Thank you so much. I feel good and elated for the new challenge ahead.

#### CAN WE KNOW YOUR BACKGROUND?

I have educational background in Printing; so, I have remained all through my career in the industry. The Printing Industry has taught me lot and has shaped me to the person that I am today. It has also helped me in understanding processes and people as well. Over the period and with experience, I've been able to redefine both to suit the

organization. I am good at redefining processes. I can say that this applies to all industries. In the foreseeable future, I won't limit my experience and expertise to the Printing Industry alone but will like to venture into something different. And with the support and guidelines of my CEO, I am now also working on new projects which are not related to printing. I always want to challenge myself and be successful at what I do. By the grace of the Almighty, I have been successful with whatever I have done and I'm hoping that this continues, moving forward.

#### WITH YOUR BRIEF STAY IN NIGERIA, WHAT CAN YOU SAY ABOUT THE COUNTRY ESPECIALLY

#### THE PEOPLE, CHARACTER AND CULTURE?

Nigeria as a country is relatively big and unique with diverse culture and languages. Nigerians are friendly and hardworking if given the enabling environment, and they also cherish quality in services and products offered to them.

#### VISTA IS KNOWN FOR QUALITY PRODUCTS FROM PAPER TO PRINTING INKS AND CONSUMABLES; WHAT ARE YOUR PLANS TO ENSURE THESE PRODUCTS CONTINUE TO DOMINATE THE MARKET?

Yes, Vista is known for quality in all its

Continued on page 19 >>

**“EXCELLENT CUSTOMER SERVICE IS THE ONLY THING THAT CAN SUSTAIN ANY BUSINESS OUTFIT”**

product and services. It is paramount for me to sustain this feat as a marketer to ensure customer satisfaction through production TQM (Total Quality Management) techniques by ensuring:

- Top management commitment in quality
- Quality management and benchmarking
- Quality assurance in process management
- Product design
- Employee training
- Customer involvement and satisfaction

**HOW DOES VISTA MAINTAINS ITS QUALITY?**

Aside the above, we have strict procedures in place and things move according to the procedures set. This helps us to manage things well. We also have careful eyes on everything to maintain our quality standard.

**ASIDE PAPER AND CONSUMABLES, WHAT OTHER VISTA PRODUCTS ARE AVAILABLE FOR THE PRINT & ALLIED MARKET?**

We have ultra-modern printing/ packaging die-cutting outfit that takes care of product packaging for pharmaceutical, foods and other items as well as educational books, calendars, journals etc.

**AT THIS PERIOD, WE UNDERSTAND THE SITUATION OF THINGS IN NIGERIA AS REGARDS LOCKDOWN AND RESTRICTIONS; HOW DO YOU ENSURE YOUR CUSTOMERS ALL OVER THE COUNTRY GET THEIR PRODUCTS AS AT WHEN DUE?**

We make use of technology in communication and deliver to our customers through our haulage companies that operate in line with Government regulations and rules guiding COVID-19.

**SPECIFICALLY, WHAT PLANS DO YOU HAVE TO ENSURE VISTA PRODUCTS GET TO EVERY PARTS OF THE COUNTRY ESPECIALLY IN THE NORTH AND SOUTH EAST?**

We are currently working on how to improve the existing network through effective communication and innovation.

**AS AN EXPERIENCE PRINT SERVICE PROVIDER, WHAT ADVICE CAN YOU GIVE TO PRINTERS AS IT RELATES TO USE OF FAKE AND SUBSTANDARD CONSUMABLES?**

Excellent customer service is the only thing that can sustain any business outfit and customer satisfaction can be achieved by offering quality products and services to your customers when you use Vista quality consumables.

**ACCEPTED THAT THERE ARE SUBSTANDARD PRINTING PRODUCTS IN THE COUNTRY; HOW HAVE YOU BEEN ABLE TO WORK WITH YOUR CUSTOMERS TO ENSURE THAT THEY ONLY GET QUALITY PRINT PRODUCTS THAT VISTA IS KNOWN FOR?**

We constantly educate our customers through effective communication and awareness on the importance of quality in printing products and items which Vista is known for.

**IN RELATION TO COVID-19, HOW DO YOU DEAL WITH HEALTH ISSUE CONCERNING HANDLING AND USE OF YOUR PRODUCTS?**

Vista as a company has put in place all recommended measures against COVID-19 as prescribed by the World Health Organisation and the Nigerian Government. We also make use of technology in all aspect of communication without physical contact.

**WE KNOW THAT VISTA STARTED HEALTH AWARENESS CAMPAIGN AGAINST COVID-19, WHAT ARE THE OTHER INCENTIVES LIKE DISCOUNT, CREDIT FACILITY ETC THAT YOU ARE OFFERING YOUR CUSTOMERS AND OTHER STAKEHOLDERS AT THIS TIME?**

With COVID-19, there is no exception of a big or a small organization, all have been affected badly. We too have been affected. We try our best in helping customers in every way possible. I cannot be specific on discounts or credit terms, but we are always listening to our customers to meet their needs - keeping in view the current pandemic situation. During the lockdown, Vista also gave palliative food items through the local



Continued on page 26 >>



**MENTORSHIP PARTICIPANTS' BENEFITS**

1. Academy - free & highly subsidized print & allied training.
2. Tool - free access to resource Material online.
3. 24/7 access to mentor subject to mentors - subject to availability.
4. Industry events - free entry to industry exhibitions, workshops, seminars etc
5. Participation in Business, Setup, Design etc competition with funding.
6. Evening Dinner with Investor/Mentor.
8. Booth Camp/ Boat Cruise exclusivity .

**MENTORS'/ INVESTORS' BENEFITS**

1. Pool of talents to choose from/employ.
2. Great companies to invest in.
3. Free - Reseach/ feasibility studies/ statistices of industry to aid print business purchase decisions.





## WHAT APPROACHES HAVE YOU ADOPTED IN ENSURING YOUR BUSINESS SUSTAINABILITY AFTER COVID-19 PANDEMIC?

Indeed, COVID-19 has changed business landscape with unprecedented consequences felt around the world. For businesses, it is important not only to consider how to survive this pandemic but to also have a strategy in place business sustainability. Characteristically, **WHERE To Print VOX POP** Crew went to town to speak with print business practitioners, on the strategies they have put in place that will not only mitigate the adverse effects of COVID-19 pandemic but most importantly sustaining their businesses in the years ahead. Read their responses in excerpt below:

I have been able to embrace the cultural and behavioural shifts that COVID-19 has introduced. As a business person, I have to devise a lockdown exit strategy in continuing the use of technology to augment my business but not to replace people. Companies which have gone digital are adapting to the crisis better than their peers.

**MR. GIWA SHERIFF ADEOLA – BEE PRINTING AND MECHANICAL**



We just come and go back the same way most days because of the effect of the pandemic on our business. We do not have customers like we use to before, but we sincerely hope things change for the better soonest.

**MR. MAYOWA AZEEZ – NOBLE PRINTS**



We ensure that we as a company and our customers are safe by ensuring that we communicate with our customers through social media. This also has helped us to make printing wide, which means that we longer put our entire focus in the office alone, but also in every aspect of communication to reach them.

**MR. SAMUEL OPEYEMI – BIAS COMMUNICATION**



We have adopted the system of price reduction and promise to make out a good production for our customers. Customers love it when they hear of price reduction, so it actually helps us to sustain the business through these difficult times.

**MISS IBIYEMI ANUOLUWAPO – IST POINT PRESS**



The situation we are in now is not helping at all. Things are becoming very expensive. But then, we don't increase our fees. We try our best to reduce cost and also help in delivering orders to our customers at the right time.

**MR. MURITALA ABDULGANIU – MURGAN CARES VENTURES**



We keep our customers updated through calls and social media platforms, to know their needs and the challenges that they are going through. We also give them some form of encouragement.

**MRS ESTHER ALEX – BEE PRINTING AND MECHANICAL**



We have established good relationship with our clients in cutting the rate we charge them to get their jobs done.

**MR. TAYO BAMIDELE – SPARKMAN LTD**



It has been the same approach I have been adopting all this while, and I also maintain good business relationship with all my customers.

**MR. IBRAHIM BASIHIR – AGFA PRINTING PRESS**



During the period of the pandemic we do delivery to our customers while some of them come for their order themselves. With these we have been able to retain our customers.

**MR. IDOWU AYODELE – JENDOL PRINTING**

Continued on page 21 >>

# Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

## WHAT APPROACHES HAVE YOU ADOPTED IN ENSURING YOUR BUSINESS SUSTAINABILITY AFTER COVID-19 PANDEMIC?



We help most of our customer in this pandemic like reducing the cost at which they get their jobs done. Also adopting home deliveries and we satisfy our customer with what we have by printing quality jobs for them. We do not behave to our customers rudely; we ensure we respect them because customers are always right.

**MR. OLAMIDE TAIWO – GRATEFUL COLORS**



Most times, our customers come for the job ordered so we don't get to do delivery all the time. But then we have learnt in this period to diversify our business and not focus on one type of business alone. For instance, we now make jotters, fliers, business cards etc, unlike before when we concentrate on textbooks and notebooks production though we still do those.

**MR. ISMAIL AJAO – TEMIDIRE PRINTS**



Although with what is going on in this country, most of our customers do complain to us that; 'is it because of COVID-19 pandemic that we increase the price of our jobs?' Obviously, it is and we have little or nothing to do about that. We just try to accommodate our customers the best way we can because without them, I don't think we will still remain in business.

**MR. RUFAI EMMANUEL ABAYOMI – OLAPETS COMMERCIAL ENTERPRISES**



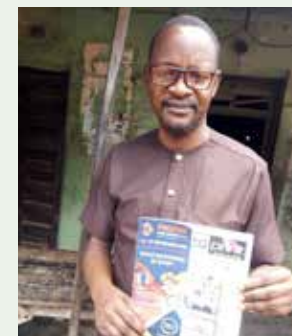
First of all, I will say that the rate at which we receive jobs has declined drastically. Also, the little jobs we managed to get, getting payments is another issue although we are not into printing fully but we do what is called marketing communication and we thank God we still have some of our billboards that is generating revenue to sustain our business.

**MR. PIUS ORIM – GRANDSTRIDE LTD**



First, I will like to appreciate the business relationship between our company and yours (WHERE To Print magazine). It has been a commendable one that even during the lockdown period, we were getting calls from clients based on the advert in your magazine. But, the challenge we had then was the restriction in movement. I thank God today that things are beginning to go back to normal and businesses coming up again, we are hopeful that we will be better than we were, even before the pandemic.

**MR. BENSON EDET – RHINE INDUSTRIES**



As the task falls on both director and staff, we both reached an agreement on scheduling work days and hours to sustain the business, so that both sides would not be affected. Thank God, though we have reduced production, but we are sustaining our business in ensuring understanding and consistency from all stakeholders.

**MR. ONANUBI OLABODE – FORWARD GLOBAL RESOURCES VENTURES**

Continued on page 38 >>



### MENTORSHIP

is industry's only

**DEDICATED**

**PLATFORM**

geared towards

reviving the

**GRAPHIC**

**COMMUNITY**

by

**BOOSTING**

the morale of

**YOUNG**

**PROFFESSIOALS**

by carefully

**SELECTED**

**INDUSTRY**

**PERFORMERS**

**& ICONS**

whose **WEALTH** of

**EXPERIENCE** is a

**REFERENCE**

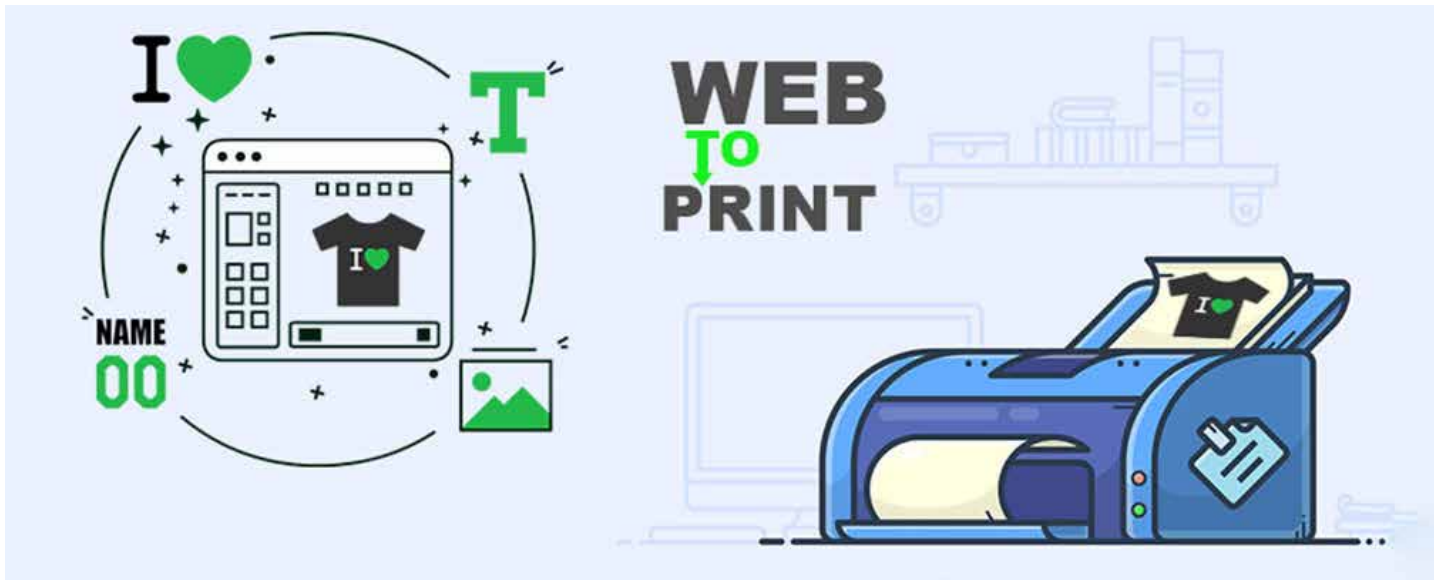
**POINT.**

**JOIN**

@

wheretoprint

@yahoo.com



## WEB TO PRINT INDUSTRY TRENDS TO WATCH IN 2020 & BEYOND By Partik Shah

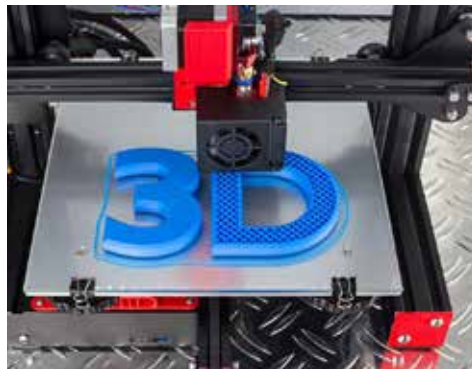
*The Printing Industry has made surreal growth over the past decade. As per the stats, the web to print software market was valued at USD 867.3 billion with an estimated growth rate of 7.62% until 2025.*

*It's the time when printing companies have to cater to a competitive market, increasing customer demands and shifts taking place in the printing climate, all at the same time. That's why we present to you the list of trends with the potential to rule the web to print market that you can follow to stay relatable and remarkable throughout.*

### AUTOMATION

Put simply: any delay in the printing process is now a direct reflection of the inability of the business to meet deadlines and keep up with customers' demands. With the web to print industry growing in popularity, keeping up with the market demands and orders becomes a full-time commitment for business owners. To fulfill the demands efficiently, the industry introduced further automation in the processes.

Recently, with wholly automated programmes and strategies, the



industry of web to print continues to improve the experience for all the parties involved. For the consumers, this is a welcoming update. For example, they can easily load and send photos via any channel without having to go through manual ordering processes. Though, the goal of these programmes is to reduce the dependency on manual processes, these web to print automation solutions also push for not only the auto-creation of designs but also for the wholesale and production processes.

### 3D PRINTING TECHNOLOGY

3D printing is a readily embraced prototyping technology these days. With a large chunk of manufacturers adopting 3D printing into their business plan, this has become an even more popular option than subtractive manufacturing.

Not only is 3D printing faster, but it is also more accessible. And now, more so with the web to print answering the demands of many entrepreneurs in various industries. Even now, the healthcare sector for instance can simply send in their specifications to the web to print service providers, and they can get the final results in no time.



Continued on page 23 >>

# WEB TO PRINT INDUSTRY TRENDS TO WATCH IN 2020 & BEYOND By Partik Shah



This isn't just about the design — this also encompasses the printing format, specs, and other information that the service provider might need. All customers have to do is to put in their preferences and the system can recognize their input.

## VARIABLE DATA INTERFACE

A print e-commerce solution can now be an excellent receptor to information that is still subject to change. How does this work? Say, your customer has just sent in a printing request for business cards. A few minutes in, they realize that there has been a typo in their request. Instead of having to go through all of that, they can simply edit their file and the web to print technology can easily recognize and acknowledge this update.



## INTEGRATION WITH A FULFILLMENT PARTNER

When it comes to the web to print technology, the initial transaction may be carried out online, but the output still needs to be shipped to the customer. This is why it has become increasingly important for solutions to have an in-house shipping or fulfillment partner.

Now, with just a click of an "Order Now" button, the system transmits a

This is the benefit of a variable data interface. With it, requestors and customers can change their information instantly, without going through multiple channels and operators. By introducing this new capability, customers can simply alter the content of their requests and the software will instantly recognize the change. It's a quick and efficient way to update for consumers and business owners alike.

## PERSONALIZATION OPTIONS

There is a constant need to establish one's own brand in today's society. Naturally, the web to print industry recognizes this trend. As a clap back, it now allows multiple personalization features to users.



Continued on page 24 >>

# WEB TO PRINT INDUSTRY TRENDS TO WATCH IN 2020 & BEYOND By Partik Shah



request to a third-party to have the designs shipped to their customers. This real-time connection, although a fairly new introduction, has worked seamlessly so far. Tracking is made possible too. This way, the customer is given real-time updates on the status of their orders. The fulfillment partner is given more accountability on the orders made through them as well.

## VOICE CONTROL AND COMMAND

The web to print industry recognizes the need for efficiency — the very precept from which it was built. And so, in a continuous attempt to make their solutions even more customer-friendly, some products have introduced voice integrations into their models.

Just imagine having your customers printing out their materials with just their voice. Now, that is a giant step into the new age of technology.

## ONLINE PRINTING PORTALS

The economy is now a free-for-all environment. With so many consumers patronizing small-time businesses and disrupting enterprises, it's no surprise that the web-to-print service continues to thrive.

**One telltale sign:** the launch of dozens of online printing portals in the marketplace.

Small-time entrepreneurs and web owners have now opened their space to customers and have linked their businesses to web to print software providers such as Brush Your Ideas. This comprehensive web-to-print solution is a digital designing and printing hub that upgrades entrepreneurs' eCommerce business by including an additional web to print forefront.

## By partnering with online printing portals such as Brush Your Ideas,

business owners like you can offer your customers more convenience and ease of transaction. Exploring this new business avenue might just bring in new customers and a

steady flow of growth.

## THE CONTINUOUS DEMAND FOR WEB TO PRINT SOLUTIONS

What used to be seemingly impossible feats some years ago is now within our reach thanks to technology. The web to print industry is one of the biggest testaments to this. And even then, with the myriad of updates to the web to print technologies, it's still hard to tell just where it is headed and what new updates there may be on the horizon. There continues to be a demand for these solutions, and there are more updates being introduced regularly to keep up with it.

So, what's next for this newly emerged but thriving business sector? Yes, there are 3D printing technologies, multiple launches of online portals, mobile-first designs, in-house shipping services, etc., but we're confident that there is a lot more to uncover. And with the state of the web to print industry constantly growing, it is important for software developers to keep up with the times and demands as well. To this, we wait and see what the future holds.

**All product and company names are trademarks™, registered® or copyright© trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.**

© [www.brushyourideas.com](http://www.brushyourideas.com)



Partik Shah

Partik Shah has vast experience of around 15 years in website designing and front-end development. He never falls short of the best-in-class ideas for creative designing and front-end development. His leisure activities include listening to music and playing cricket.



# ARE YOU LOOKING AT OWNING A PRESS SOON WITH QUALITY AND FAST PRINTING SERVICE DELIVERY



*...discover our latest innovation printing machines:*

**KOMORI** offers high print quality leading edge technologies and excellent performance solution in:

**Commercial offset presses**

- Offset sheetfed and offset web presses
- Offset packaging

**Currency and security printing**

- Web offset packaging and equipment



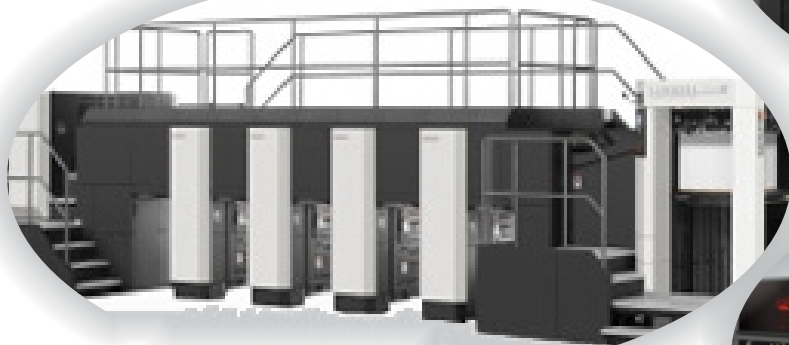
**LITHRONE G37** offset / UV printing press



**Apressia CT 137** - automated and programmable Hydraulic Clamp Cutter



**Impremia IS 29** - 29-inch Sheetfed UV Inkjet Digital Printing System



**LITHRONE GX4ORP** - 40'' Front&Reverse Multi-Color Offset Printing Press



**LITHRONE G29** offset press



**Marketed & Supported by: Bancod limited**

**Contact Address:** 37, Durosimi Street, Opposite Shomolu Local Government, Shomolu - Lagos.

**Telephone:** +234 802 301 3175, (0) 803 472 8942, (0) 802 776 4616, (0) 812 744 7233

**Email:** bancodltd@yahoo.com, segunadetayo17@yahoo.com, faltop2001@yahoo.com

**“EXCELLENT CUSTOMER SERVICE IS THE ONLY THING THAT CAN SUSTAIN ANY BUSINESS OUTFIT”**

council committees where we operate in Lagos.

**WHAT ARE THE BUSINESS CHALLENGES IN AN ENVIRONMENT AS NIGERIA AND HOW HAVE YOU BEEN ABLE TO OVERCOME THEM?**

Some of the challenges are:

- Epileptic power supply
- Unstable rate of FOREX
- Inconsistency in government policy
- Security threat

As a business entity, we have to use expertise within our reach to overcome most of these challenges and forge ahead.

**BRIEFLY LET US KNOW THE**



**PLANS YOU HAVE FOR YOUR CUSTOMERS NOW AND AFTER COVID-19?**

Our plans are always in line with the customers requirements. We always work towards achieving those requirements.

**FINALLY, WE KNOW PRINTING CAN BE HIGHLY DEMANDING AND STRESSFUL BUSINESS, HOW DO YOU RELAX?**

I play badminton to reduce stress level.

**Thank you for your time sir.**



**Print impact** around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

**LAGOS STATE, XHS NIGERIA HOLDS 21ST CENTURY SMART OFFICE EXPO**



deploying the right technology to meet the post COVID-19 office-work infrastructural requirements of Lagos State Ministries, Departments and Agencies (MDAs) but the partnership has also empowered over 57,000 employees of Lagos State MDAs to work smarter in the office environment and even remotely anytime, from any part of the world using Xerox Connectkey Technology which is reshaping the 21st Century office into a Smart Office; “The exhibition displayed globally



tested Xerox hardware and software solutions that would enable our MDAs to seamlessly generate documents and turn them into Smart Formats that can be moved across our MDAs LAN, WAN & CLOUD network to deliver Smarter Services to achieve the T. H. E. M.E agenda of the administration of His Excellency - Governor Babajide Sanwo-Olu”, Hon. Fahm said.

While confirming Xerox as the ultimate document service solutions provider, MD/CEO

Lagos State Ministry of Science & Technology in partnership with XHS Nigeria Limited - sole distributors of Xerox print equipment and consumables in Nigeria held a five-day physical and virtual exhibition to address the pressing challenges of having a 21st Century Smart Office Solutions in a Document Management organisation like Lagos State.

Office Solutions equipment that not only address the needs of appropriate equipment for remote work especially during this current coronavirus (COVID-19) global pandemic but most importantly empowerment of the workforce for smart and effective performance now and in the future.

Themed “21st Century Smart Office Exhibition”, the exhibition which took place at Asiwaju Bola Ahmed Tinubu (ABAT) ICT Centre, Alausa Ikeja Lagos, from Thursday 20th to Wednesday 26th of August 2020 showcased an array of Xerox 21st Century

According to the Honourable Commissioner, Lagos State Ministry of Science & Technology (MoST), Mr. Hakeem Popoola Fahm while making his speech at the opening ceremony; Xerox partnership with MoST not only braze the trail in



Continued on page 32 >>



### OTHER PRODUCTS

- PLATINUM LASER FILMS
- PLATINUM DIGITAL MEDIA FILM
- PS. PRINTING PLATES
- CTP -UV- PRINTING PLATES
- CTP PHOTO POLYMER PLATES
- EGGEN PRESS ROOM CHEMICALS-WASHES/FOUNTSOLUTIONS/THERMAL CTP DEVELOPER
- EGGEN WATER BASED/UV OVERCOATING VARNISHES
- LAMINATION FILM ROLLS – GLOSS/MATTE/JUMBO.
- ZENITH PRINTING ROLLERS –KORD/SORD/Z-SPEEDMASTERS
- LARGE FORMAT FLEX/SAV/ONE WAY VISION MEDIA / ROLLUP STANDS / SNAPFRAME

📍 2EB, Opposite Aswani Market, Osolo Way, Aswani-Oshodi Industrial Scheme, Isolo, Lagos.  
 E-mail: [info.ng@vistaafrika.net](mailto:info.ng@vistaafrika.net), [tarak.trifaley@vistaafrika.net](mailto:tarak.trifaley@vistaafrika.net), Website: [www.vistanigeria.com](http://www.vistanigeria.com)  
 Phone No.: +234 802 3228 400 +234 812 6303 708, Toll Free: 0800 VISTA NG.

🌐 Vista International Ltd, 🇺🇸 Vista International Ltd., 🐦 @vista\_Intl., 📷 vista\_intl

# Print Impact Around the World

FlintGroup



packaging applications.

Designed to support market demands for sustainable packaging, Flint Group presents an innovative bio-renewable product offering that can be tailor made for converters' individual needs. "Flint Group is acutely aware of increasing societal focus toward sustainable packaging. Therefore, we are pleased to present a full range of bio-renewable inks and coatings, for use in paper and board printing, which are designed to address global environmental concerns" explains Kim Melander, VP and General Manager of Flint Group Packaging Inks EMEA while noting also that: "Our development teams have gone beyond a one-size-fits-all technology approach to design **three product series** that more effectively support printers' and brand owners' differing print and sustainability requirements. With TerraCode, we are delivering a solution, through ink and coating developments, to unlock certain sustainable package print challenges that paper and board converters and their customers are facing."

### The TerraCode range includes:

**TerraCode Bio** - designed with the highest level of bio-renewable content where a typical formulation contains greater than 90% of renewable resources.

**TerraCode Hybrid** - a combination of renewable and conventional raw materials where a typical formulation contains in excess of 50% renewable resin content.

**TerraCode Balance** - based on biomass balance technology, a process that maintains the performance of existing synthetic solutions.

In addition to supporting printers and their customers meet sustainability objectives, the TerraCode range delivers on the necessary requirements for premium packaging results, such as high print quality, product consistency, and ease of use. The inks and coatings are bio-renewable content (BRC) certified and sustainably sourced. The range is also available as print-ready or via a convenient building block package.

## KOENIG & BAUER OFFERS LIVE REMOTE VIDEO SUPPORT APP



Visual PressSupport is an App based live video streaming service that Koenig & Bauer now offers for sheetfed presses and other business units. According to Ralf Sammeck

– CEO of Koenig & Bauer Sheetfed & Group CDO: "Visual PressSupport is another example of the consistent implementation of our digitisation strategy. The focus is on the business benefit for our customers. Everything that contributes to higher availability and productivity and improves

communication is of decisive added value for our customers."

Visual PressSupport is a cutting-edge tool that makes communication much easier for both users and hotline technicians. The hotline technician sees what the press operator or service technician sees on the press. He can be shown processes and procedures live via video and thus gain a quick and comprehensive overview of the situation at the press. This facilitates communication, saves the need for extensive explanations and reduces the risk of misunderstandings compared to a conventional telephone call.

Visual PressSupport can do even more: both the technician on site

and the hotline technician can apply markings to the still images generated live. These markers help to carry out function checks or settings on the correct part or to record the current status separately close-up. In this way, it can help to limit malfunctions or be used to transfer operating and setting aids. In addition, the operator or technician at the press can share images from the album on their mobile device with the hotline. These can show certain press behaviour that only occurs sporadically and therefore cannot be picked up on live. Data security is guaranteed at the same time as the hotline technician can only see the media that has been shared and no other content.

## KONICA MINOLTA ROLLS OUT FREE REMOTE SUPPORT PLATFORM



KONICA MINOLTA

As a result of COVID-19, Konica Minolta has fast-tracked the rollout of a new remote diagnostic and fix platform that enables users to solve technical issues without the need for an engineer visit or, if that's not possible, organise a first engineer visit fix.

The cloud-based AIRe Link platform is a browser based remote diagnostic system that enables technical support staff to guide customers through fault diagnosis and, where possible, repairs via their smartphone or tablet.

The system works by the user logging an issue in their usual way, with the relevant support team then sending an invitation via SMS or email which the user clicks on to join the session. No special application or registration is needed, just access to a mobile device with a web browser. Effectively Konica Minolta's technical support staff then sees what the user sees and walks them through the

fault diagnosis, using audio, images, live pointer or snapshot annotations or document sharing. Once the problem is identified the technical support team member then, if possible, walks the user through the fix or uses the information gathered in the diagnosis to arrange spare parts for the user or in advance of an engineer visit, enabling a first visit fix.

According to Milan Lakhani, Konica Minolta's Head of Strategy & Business Development, Business Innovation Centre, of the thousands of implementations in the pilot scheme "approximately 51% of problems are solved after remote analysis with no onsite visit required". He added that the number rises to 60% if it "includes a successful initial root cause analysis, which requires offline action (e.g. order spare parts)."

The platform is available to all users, even those without a service plan. The beta version of the system is also available free of charge to Konica Minolta users,

Continued on page 30 >>

# WE HAVE MOVED!

TO 35A SAKA TINUBU STREET, VICTORIA ISLAND, LAGOS

*a new state of the art*

SHOWROOM • SERVICE CENTRE  
WORKSHOP • TRAINING CENTRE • OFFICES



## OUR NATIONWIDE OFFICES ARE READY TO SERVE YOU:

- 15/17 OPEBI ROAD, IKEJA, LAGOS
- NO. 2 DAMBATA CLOSE, AREA 7 GARKI ABUJA
- NO. 209, ABA ROAD, RUMOLA BUS STOP, PORT HARCOURT
- PLOT 375, CIVIC CENTER, JBS PLAZA, SUITE 11A, KANO
- VIVA COURT, 809, ELEVEN LANE, OPP. TO UMB BANK, OSU, ACCRA, GHANA

TEL 08033070109 | [INFO@SKYSAT-TECHNOLOGIES.COM](mailto:INFO@SKYSAT-TECHNOLOGIES.COM)



**SKYSAT**  
TECHNOLOGIES

# Print Impact Around the World

dealers and "external companies" to aid their service support operations or interact with customers in other ways during the pandemic. The beta period will run until the end of

the year, after the current open beta will switch to a production version, which will include a free and paid for professional and premium versions with extra features.

## KODAK SHARES UP AS IT MOVES INTO PHARMACEUTICAL



Kodak Executive Chairman and CEO Jim Continenza and DFC CEO Adam Boehler sign a letter of interest to provide a \$765 million loan to Eastman Kodak Company to support the launch of Kodak Pharmaceuticals.

Kodak is moving into pharmaceutical manufacturing with hundreds of millions of dollars of US government backing, causing its share price to rocket rising from \$7.94 to \$13.32 as at press time.

On the direction of President Donald Trump, the US International Development Finance Corporation signed a letter of intent to lend Kodak \$765m where Kodak will revamp existing facilities in Rochester and St Paul for the new Kodak Pharmaceuticals operation, which will make ingredients for generic pharmaceuticals, prioritising components "that are most critical to the American people and US national security".

Kodak Executive Chairman - Jim Continenza said the \$1.2bn-turnover group was proud to be part of the country's move to strengthen self-sufficiency in key areas. "By leveraging our vast infrastructure, deep expertise in chemicals manufacturing, and heritage of innovation and quality, Kodak will play a critical role in the return of a reliable American pharmaceutical supply chain," he said though still reaffirming its continuing commitment to the Printing Industry. "We remain 100% committed to print and will continue to invest in ground-breaking innovations, especially in digital print. Print will be an important revenue source as the new pharmaceutical business gets up to speed." Commented a spokesperson.

## PARADIGM IMAGING GROUP INTRODUCES THE NEW SID ECOTECH TAURUS 180ES 70" ECO-SOLVENT PRINTER WITH 2 PRINTHEADS



Paradigm Imaging Group, a leading distributor of Wide Format Equipment, introduces the NEW ECOTECH Taurus 180ES 70" printer with TWO Printheads to their current line of ECOTECH Eco-solvent models, the ECOTECH Taurus 70" 180E and the ECOTECH Taurus 126" 320E.

The ECOTECH Taurus 180ES features 2 Epson DX5 printheads and boasts Production Print Speeds of 301 sq.ft/h and high speed data transfers up to 480Mb/sec to efficiently process the most demanding graphic applications with resolutions as high as 2,880 dpi producing high resolution images at breathtaking speeds. The ECOTECH 180 Series prints on banner, mesh,



vinyl, perforated vinyl, canvas, textile, and polyester fabric. Eco-solvent inks are environmentally friendly and have an improved ink fixation so that you are able to attain better quality prints.

ECOTECH Taurus printers feature high capacity bulk ink systems that include 1-liter CMYK inks and 500 ml reserve cartridges along with front heaters and drying fans that quickly dry jobs for continuous production to maximize your ROI. ECOTECH Taurus printers include Roll or Sheet Auto Feed and an Automatic Take up System useful for

long print runs and large graphics. Reliable production is guaranteed by the double column vertical balance guide rail, automatic intelligent print head cleaning and moistening, as well as the enhanced feathering print mode. "The NEW ECOTECH 180ES Series is an affordable, reliable, flexible solution to all your sign and banner production needs. These Eco-Solvent Printers provide both cutting edge technology and lower production costs in easy to operate models", said Randy Geesman President of Paradigm Imaging Group.

## HEIDELBERG BEGINS PRODUCTION OF PRINTED SENSORS



**HEIDELBERG** Heidelberg has set up a new business unit focused on printed and organic electronics for the printed sensors market.

The venture which came about through German government's 'Leading-Edge Cluster Competition' of which Heidelberg is one of the shareholders in the lab, alongside BASF, SAP, Heidelberg University and the Karlsruhe Institute of Technology, positions Heidelberg to take advantage of the huge market potentials of the healthcare, logistics, retail and automotive industries.

Heidelberg said that together with InnovationLab it had ambitions to become a leading global player in this specialist field, and cited "huge economic potential for printed sensors" as a potential billion-euro sales market over the next ten years. According to Heidelberg CEO - Rainer Hundsdoerfer; "Embarking on the development and industrial production of printed and organic electronics represents a milestone for Heidelberg and for Germany as an industrial player. As we see it, our involvement in this production of high-tech sensors opens up the potential for growth in the two- to three-digit million-euro range."

## XAAR LAUNCHES 2002, TARGETS PACKAGING, LABELS, CERAMICS AND GLASS SECTORS



Xaar, the leading inkjet printing technology company, has

Continued on page 31 >>

# Print Impact Around the World



launched a highly advanced, simple to install printhead, and designed to deliver exceptional 720 dpi print resolution quality and performance across a range of applications including ceramics, glass, packaging and label applications, the Xaar 2002.

Following close collaboration with its global OEMs, the new Xaar 2002 came about using drop in printhead alignment, mechanical tolerance improvements allow the printheads to be dropped into the printhead easier, making set-up times faster, and machine builds quicker. In addition, thanks to its new advanced Tuned Actuator Manufacturing - TAM2 - and Xaar AcuChp Technology, the Xaar 2002 also delivers visibly improved colour uniformity across the width of the printhead, further reducing printhead installation and set-up times, therefore maximizing uptime.

The 'plug and print' capability significantly reduces set-up times and helps save time and money. Print speed is greatly enhanced with the Xaar 2002, enabling lines to be run faster. By using the full

capability of the printhead, much higher firing frequencies of up to 36 kHz are now possible, delivering significantly increased printing speeds of up to 75 meters per minute at 720dpi. The Xaar 2002 printhead also incorporates Xaar's industry leading TF Technology, High Laydown and Ultra High Viscosity printing capabilities. These provide users with significant performance improvements when compared to other printhead designs. Xaar's unique TF Technology allows a broader range of ink or other fluids to flow directly past the back of the nozzle at very high flow rates. This prevents the nozzle from drying out, increasing the printhead's nozzle open time, thereby ensuring the printhead is continuously primed for trouble free start-up, even after periods of non-use.

Designed for use across a variety of applications and ink types the Xaar 2002 is available in three printhead variants – the Xaar 2002 Plus, Xaar 2002 Premium and Xaar 2002 Advanced, providing customer choice and flexibility for a range of print applications.

## DTM INTRODUCES NEW LABEL FINISHING SYSTEM



German print equipment manufacturer - DTM Print has added to its postpress equipment

stable - the DTM LF140e described as the perfect on-demand solution for finishing short and medium-length runs of labels produced on roll printers.

DTM LF140e can handle pre-printed rolls of between 100mm and 140mm wide, with a maximum roll diameter of 200mm. Functions include unwinding the pre-printed rolls, laminating and digital contour cutting, waste matrix removing, slitting and rewinding the finished rolls. Fully compact and

straightforward system for fast and cost-efficient label processing on-site, a key feature is the registration detection system that uses camera and LED lighting to read marks on the labels to ensure accuracy even with complex cuts. The unit is programmed via an integrated 11.6in touchscreen and connectivity includes USB, ethernet and WLAN connectivity for sending job data. It enables the production of borderless labels and improved label durability through its lamination capabilities.

## AVERY DENNISON LAUNCHES REVOLUTIONARY NEO™ AND SUPREME DEFENSE™ PAINT PROTECTION FILMS



Avery Dennison Graphics Solutions has announced the introduction of two new paint protection film (PPF) lines — neo™ and Supreme Defense™ — that protect the vehicle surface from stone chips, road debris, insect stains and weathering while also enabling designers to create dramatic customized looks.

Avery Dennison neo™ is a wet apply, solid colour PPF line of films with a unique polyurethane and adhesive technology that gives vehicles an exceptionally smooth OEM-paint-like finish while protecting the surface from harmful daily elements. The design possibilities are endless with this uniquely 3D conformable film. Installers can create special effects

and accents or transform the roof and the hood for a two-tone look. The first colour in the product line, neo noir, is a distinctive black film with noticeable color depth and a rich black pigment. Installers and owners alike will delight in neo noir's ultra-high gloss finish and excellent adhesion.

The new Avery Dennison Supreme Defense™ matte film combines the same exceptional paint protection with a totally different visual effect. This high-quality polyurethane film is specially designed to preserve and protect a flat factory finish, but designers can also use it to transform high-gloss OEM paint to achieve a dramatic new look. Both neo noir and Supreme Defense matte have a self-healing top coat that absorbs impact from scratches and debris, and both provide long-term durability of up to 5 years.

## EPSON UNVEILS ITS FIRST 76-INCH INDUSTRIAL DYE-SUBLIMATION TEXTILE PRINTING SOLUTION TO ADVANCE HIGH-SPEED PRODUCTION OF SELLABLE GOODS



Epson has announced its first 76-inch industrial-level dye-sublimation solution – the SureColor®F10070.

Designed to offer reliability, versatility and round-the-clock productivity at a low total cost of ownership, the SureColor F10070 was engineered to meet

Continued on page 32 >>

From page 31 >>

# Print Impact Around the World



the evolving needs of today's textile industry and support the expansion of textile sourcing and production. Featuring four 4.7-inch PrecisionCore® printheads and a new hot-swappable ink system, the printer delivers continuous roll-to-roll performance at production speeds up to 2,700 sqft/hr. An ideal solution for print shops looking to fulfill large orders, it consistently produces high-quality, bright textiles for fashion, sports apparel, home décor, soft signage, and more.

The SureColor F10070 comes equipped with an array of industrial-level features to maximize productivity and support continuous production. New user-replaceable 4.7-inch PrecisionCore printheads deliver high-productivity with extreme drop placement accuracy for sharp detail, bright colors and outstanding print quality. Leveraging renowned UltraChrome® DS ink

technology, the SureColor F10070 is the first Epson printer to feature a hot-swappable ink system that automatically switches from an empty ink pack to a new ink pack mid-print for uninterrupted printing. The new ink system reduces overall ink cost by over 50 percent and allows for longer print runs without user intervention. Touting a redesigned 9-inch touchscreen control panel, SureColor F10070 operators can see the image printing, monitor print, paper, and ink status, as well as understand environmental conditions for optimized print performance. Designed for demanding industrial environments, the SureColor F10070 includes a new air filtration system and supports an advanced auto-paper tension control and fabric head wiper system to clean media and remove dust prior to printing. In addition, a new compact media dryer includes a front and underside

heater reaching temperatures up to 230-degrees and 122-degree Fahrenheit, respectively, to ensure full-speed print performance in a space saving design. A true turnkey solution, the SureColor F10070 includes the new Epson Edge@workflow software featuring an Adobe® PostScript® 3™ engine for powerful color management and

seamless workflow integration. In addition, the SureColor F10070 is one of the first Epson printers compatible with Epson's new production-management Cloud Solution PORT, providing an operational dashboard view of a production line with cloud-based printer fleet reporting.

## FUJIFILM ANNOUNCES STRATEGIC PARTNERSHIP WITH PERMALITE TO SUPPORT SYNTHETIC PRINTING SOLUTIONS



### FUJIFILM

Fujifilm North America Corporation, Graphic Systems Division announced a strategic partnership with Permalite, Inc., the largest inkjet coating manufacturer in the United States to enable Fujifilm customers to obtain access to a new collection of specialty print media for the Fujifilm J Press 720S and 750S including synthetics such as PVC and Polypropylene, two of the most commonly used synthetic media, as well as fine art canvases and adhesive backed vinyls.

With more than 50 million sq. ft. of annual coating capacity, Permalite is known for producing a broad range of award-winning films, textiles and papers that set the global standard for printable substrate excellence. Through the strategic partnership, Fujifilm customers will be able to select from a variety of finishes along with various substrates. The introduction of the new Permalite synthetic and alternative media range will provide additional value to the ever-expanding J Press customer installation base.

From page 26 >>

## Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi



of XHS Nigeria Limited, Engr. Femi Okunade in his address said; "The objective of smarter workforce and smarter environment can be achieved with Xerox enhanced Document Management Solutions and Information Management System. The

application of Xerox equipment on retrieval cannot be overlooked, that is why Lagos State Government (LASG) has the advantage of buying, using and sticking to Xerox products because Xerox is a trailblazer and foremost document solutions provider", noting

further that Xerox has award winning products and services globally with unparalleled technology that will uplift the already smart environment provided by Ministry of Science & Technology to LASG.

WHERE To Print gathered that among Xerox Smart Office Solutions that were showcased at the event include - Xerox ConnectKey Technology that helps businesses to discover new ways to work smarter and create the most productive workplace in today's business world. It stops the user from thinking about printers as standalone but as task-specific workhorses. Not only that, Xerox ConnectKey Technology-enabled multifunction printers are the hub of office productivity ecosystem, bringing together all devices, delivering an intuitive user

experience, providing mobile and cloud connectivity, complete security and access to value-extending services right out of the box. Thus, it does more than print, scan or copy. Other Xerox products exhibited are Xerox DocuShare software for Electronic Document Management Solutions, as well as Managed Print Services, Xerox Digital Press, and Xerox Business Services, all with After Sales support services by Xerox-trained engineers.

With attendance that cut across private business owners and government officials such as Honourable Commissioner - MoST - Mr. Hakeem Popoola Fahm; Permanent Secretary MoST - Mr. Segun Adeniji; Senior Special Advisor to the Governor on Science & Technology - Mr. Saheed Balogun; Director ICT, MoST - Mr. Yinka Soroungbe;

Continued on page 33 >>

and Unit Head, Information and Communication Technology (ICT) Centre - Mr. Kadri Samsideen, WHERE To Print gathered that the 21st Century Smart Office Solutions from Xerox Nigeria offers robust after-sales support services which

Lagos State Government has experienced across various MDAs, especially Lagos State Examinations Board with the acquisition of digital production press which has led to excellent service delivery in the education sector of Lagos State.

**GET TO KNOW NEW REGISTRAR /CEO OF APCON**



from Babcock University, an MBA from Federal University of Technology, Akure (FUTA), an ACA from Institute of Chartered Accountant of Nigeria (ICAN), arpa (APCON), as well as a Master degree in Legal Studies (MLS) from Lagos State University (LASU).

Dr. Fadolapo has decades of advertising sector experience having worked as Executive Director/CEO of Association of Advertising Agencies of Nigeria (AAAN) since 1998 and had served the Association and APCON in various capacities, including as Secretary to AAAN Board of Trustees, Secretary to AAAN Executive Board, Secretary to LAIF Management Board, Secretary to Board of Directors, Advertising Academy; Secretary, Advertising Industry Reform Committee; and General Secretary, International Advertising Association (IAA) Nigeria Chapter. He was a member of the Advertising Practitioners Investigative Panel (APIP), Vice Chairman of APCON Finance and Administrative Committee and currently the Chairman of APCON Corporate Licensing Administrative Enforcement Committee (CLAEC). He is also the Chief Examiner for APCON Professional Examination, Lagos Centre; and an ICAN Examiner.

With this pedigree, it is expected that Dr. Fadolapo will hit the ball rolling and take the advertising profession in Nigeria to an enviable height worthy of emulation around the world.

One of the cardinal genres of industry's marketing communication - the Advertising Sector was greeted with a sigh of relief and great expectation as Dr. Olalekan Olumuyiwa Fadolapo formally took over the mantle of leadership at the helms of affairs of industry regulator - Advertising Practitioners Council of Nigeria (APCON) as its fourth Registrar/ Chief Executive.

Taking over from Acting Registrar, Mrs. Ijedi Iyoha, WHERE To Print gathered that what informs industry's accolade of Dr. Fadolapo appointment which took effect from 1st of September 2020 may not be unconnected with his revered credentials, experience and network in the industry. With PhD in Marketing Communications, the new Registrar/ Chief Executive is a graduate of Economics from Ogun State University (OSU) and had acquired M.Sc., Marketing



Dr Foladapo with AAAN President, Mr Steve Babaeko

**CIPPON TOURS SOUTH WEST ...URGES GOVERNMENTS' & STAKEHOLDERS' SUPPORTS**



CIPPON President, Mr. Olugbemi Malomo handling over CIPPON Registration Form to Hon. Dr. Olatunbosun



President and Chairman-In-Council, Chartered

Institute of Professional Printers of Nigeria (CIPPON), Mr. Olugbemi Malomo along with some Council Members went on a familiarization tour of the South West specifically Oyo State to not only engage with Printers and allied Practitioners in the region, but also garner support for the Printing Industry which CIPPON believes has lost about N15Billion since coronavirus (COVID-19) pandemic started early this year.

While meeting Oyo State Government through the Honourable Commissioner for Information, Culture and Tourism - Hon. Dr. Wasiu Olatunbosun, Mr. Malomo lamented the huge loss to the effects of COVID-19 as members could not get the expected printing jobs during the pandemic as a result of lockdown thus called on both the Federal and State

Governments to support CIPPON's Post COVID strategy for the Printing Industry in Nigeria. "We want to call on the Federal Government to create an enabling environment for the survival of the Printing Industry post COVID-19. The Federal Government should have serious rethink on globalization, the Printing Industry is one of the largest employers of labour that has employed more than 10million Nigerians in her entire value chain like printing of educational materials, security printing and other items" he urged while noting that; "as Government is the highest buyer of print through her agencies, such procurements appeared lopsided currently as many who are not Printers collect Governments' contracts that are specific for the printing and allied industry, which are majorly taken outside the country; it is disheartening," he lamented.

In his response, Dr. Olatunbosun who spoke on behalf of his Governor - His Excellency Mr. Seyi Makinde commended the

Continued on page 34 >>



Institute for repositioning the profession towards achieving integrity for members and urged the body for more regulations and control to weed out non-members and quacks from the profession. He advised the Institute to use the same vigour that was employed to get CIPPON Act to lobby major Federal Government agencies like the Independent Electoral Commission (INEC), Universal Basic Education

Commission (UBEC) as well as their State agencies to patronize local Printers in the country emphasising that: "We all know the impact of the COVID-19 pandemic on the economy, but if we are to look inward and plan towards salvaging the economy, then we have to cut our coat according to our cloth. The idea of taking Government prints and documents abroad is no longer economically sensible, it



is a waste of resources that is not there anymore. The Federal Government should rather engage CIPPON to engage professional Printers in doing print works for agencies like UBEC, INEC, CBN and others. I want to commend the Institute for what they have done so far on professionalism. They have achieved what seemed impossible for long. Today, the integrity of professional Printers is now vouched for and I wish the Institute will use the same vigour they used in getting the Act to remove unprofessional people that are out to tarnish the image of Printers" he urged.

The CIPPON Team then move on to the Polytechnic Ibadan to collaborate on certification of printing courses offered by the school aside stopping over on a courtesy visit to Daybis Press, Ibadan where they were warmly received by owner - Gen. Popoola (Rtd.), thereafter proceeded to some media houses in Oyo State to project the image of the profession. The South West Familiarisation Tour culminated in a Town Hall Meeting with where stakeholders enthusiastically received Mr. Malomo led delegation that answered burning questions concerning the industry in a bid to make printing profitable again in Nigeria.



### LASAA REDUCES 2020 PERMIT BILL BY 25%



In order to ameliorate the impact of COVID-19 pandemic on outdoor practitioners, Lagos State Signage and Advertising Agency (LASAA) has waived permit fees spanning three months from April to June 2020 following the approval of the State Governor - Mr. Babajide Sanwo-Olu.

At a recent press conference, Managing Director/ Chief Executive Officer of LASAA, Prince Adedamola Docemo

said the agency decided to waive the permit fees for outdoor practitioners to cushion the adverse effects of COVID-19 on operations of outdoor advertising practitioners in Lagos State. "This represents 25 percent of the outdoor practitioners' bill for the year 2020," he said adding that the agency is also willing to offer a special discount to all outdoor advertising practitioners that are ready to offset their 2019 outstanding bills completely and immediately. "This will, however, be done on a case-by-case basis," he informed.

Prince Docemo explained that a revised bill for this year will be sent to all registered outdoor advertising practitioners with a letter detailing the terms and conditions attached to the rebate, adding that a major condition is the practitioners' readiness to settle all 2019 outstanding bills as well as the outstanding payment for January to March 2020. He said a formal letter has been sent to the Outdoor Advertising Association of Nigeria (OAAAN) and other

stakeholders in the industry intimating them of the new developments.

While expressing optimism that the initiative will go a long way to demonstrate the agency's resolve to help the industry grow as well as cushion the negative effect of the pandemic on outdoor advertising business in the State, Prince Docemo believed outdoor practitioners would reciprocate the agency's gesture by paying their bills promptly. "We hope that members of the outdoor advertising industry will reciprocate this good gesture from the State by ensuring prompt payment of all their obligations to the agency as this will help the State's agenda to achieve accelerated infrastructure development."

Prince Docemo remarked that the palliatives have become imperative because the advertising sector and the economy at large had been badly hit by the advent of the coronavirus pandemic, particularly the Outdoor Advertising Industry. He

noted that most advertisers had suspended or cancelled their advertising contracts for the year 2020, a situation that made revenue collection an enormous task for LASAA who did not want to transfer the burden to practitioners but rather look for ways to support the sector which has seen many businesses struggling and on the brink of collapse, adding that as an organisation that listens, it became necessary for the agency to take appropriate steps in assisting small businesses under its regulatory purview.

Going down memory lane, LASAA CEO said OAAAN had on behalf of its members repeatedly requested for the agency's intervention and support to cushion the effect of the pandemic on their businesses which to this end, the agency listened. "You have spoken and we have listened and showed empathy. As an agency, we believe this will go a long way to demonstrate our readiness to support businesses in the State," Prince Docemo said.



# BEE Printing Mechanical Company



HEIDELBERG SM102 -4



BINDING MACHINE



HEIDELBERG MOZ



HEIDELBERG SHAHL K78



POLAR 92



HEIDELBERG SM74 -5



HEIDELBERG MOV



XSHEEN LAMINATING MACHINE



XSHEEN WIRE O PUNCHER

CALL ON US TODAY  
AND  
EXPERIENCE THE DIFFERENCE!

*We don't only sell quality printing machines  
we also ensure you succeed as a printer*

## SHOWROOMS

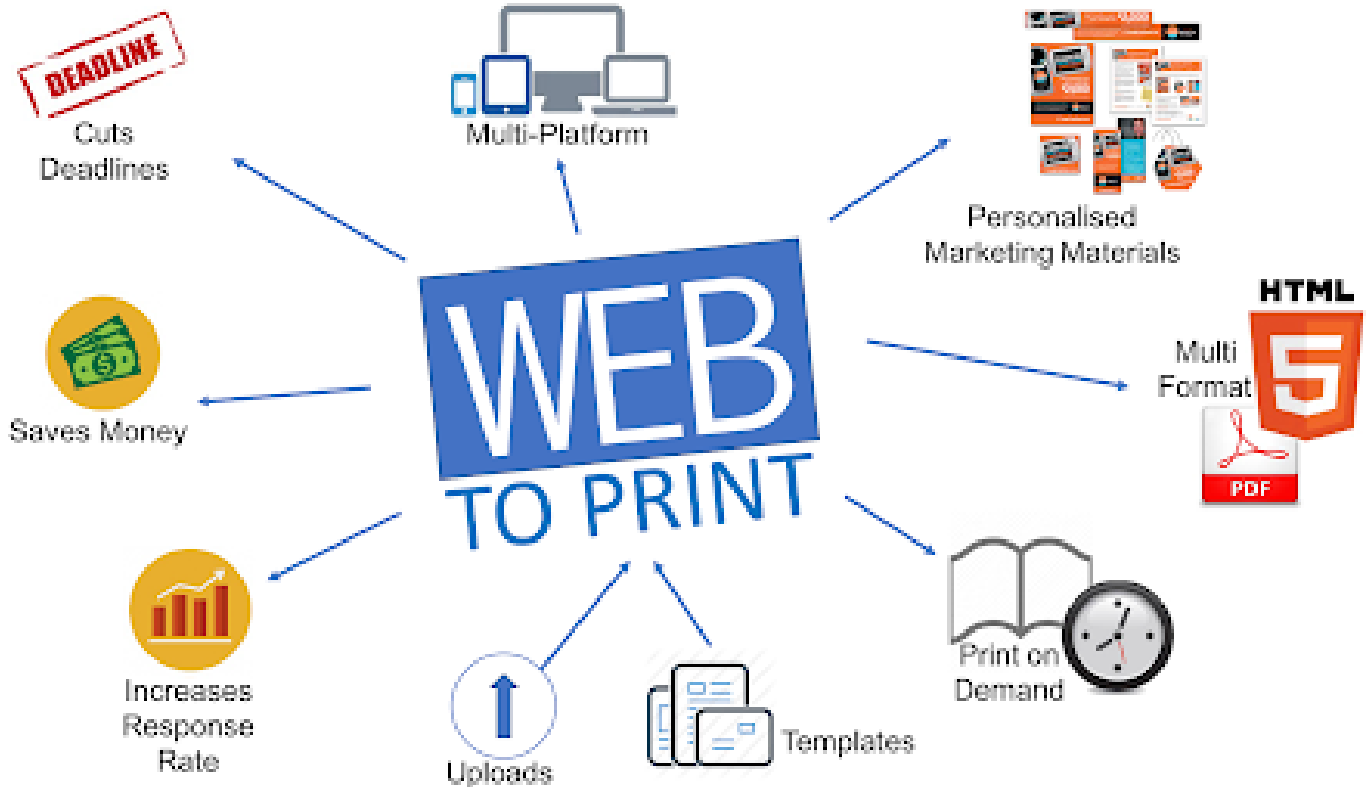
Head Office: 13, Humani Street, Off  
Fakorede Street, Shomolu, Lagos  
Tel: 08033012487, 08029086144  
07057612042

Warehouse: 48/52 Peace Estate  
Road, Command Ipaja, Lagos.

Email: [beemach@gmail.com](mailto:beemach@gmail.com), [beemach@hyperia.com](mailto:beemach@hyperia.com)  
[www.beemachines.com](http://www.beemachines.com)

## OUR SERVICES:

- Maintenance, Sales & Supply of Printing Machines.
- Sharpening of Guillotine Blade
- Sales of Heidelberg Machine Rollers
- Sales of Guillotine Blade
- Other Printing Equipment



# REASONS WHY MOST WEB-TO-PRINT PROJECTS FAIL (AND HOW TO AVOID THEM)

For the past few years, the web-to-print industry has witnessed a huge growth alongside eCommerce and the internet. No matter how intricate a web-to-print project is, high-end tools can help accomplish it. However, there are times when these projects also fail miserably. To understand the reasons behind failure is important to prevent repeating the same mistakes. Read on to know a few common reasons behind the failure of a web-to-print project.

## BEING TOO TECHNICAL

Thinking that web-to-print is all about technology is wrong. It is actually a concept of marketing that uses technology. Therefore, executing a



web-to-print project doesn't require sales teams to have full knowledge of the mechanics of printers. Rather, they should be able to listen to a customer's idea and help turn it into reality.

While having too much knowledge about technologies can be good for personal understanding, sharing them with customers can actually confuse them. As they only want their project to be executed successfully. A complete web-to-print web front software solution can help you refrain from investing your time and energy in technological aspects and focus on only marketing and operations.

## INVESTING WITHOUT THINKING



Whenever you invest in a particular technology, it is of vital importance to know your thought process and end goals you want to achieve with that. If you invest in a web-to-print storefront software solution or online product design software, your reasons behind installing it may vary.

Several eCommerce or print businesses invest in web-to-print technology just because it is in trend and they feel that peer pressure. At first, they find the solution that gives better value and best functionality. But as the time passes by, they start assigning handling of all web-to-print projects to the most technical person(s) of their team. This actually causes more problems than convenience.

If you are a true entrepreneur, evolving yourself and involving yourself in the entire production cycle is a must. You should not delegate entire tasks to your technical staff. By actively participating in execution of all projects, you won't only get creative insights into them but also help you deal with clients of similar

[Continued on page 37 >>](#)

## REASONS WHY MOST WEB-TO-PRINT PROJECTS FAIL (AND HOW TO AVOID THEM)

needs better.

### LACK OF SALES INVOLVEMENT

When sales teams treat web-to-print projects too 'technically', problems start. You should involve the sales team from the beginning of the project itself to avoid any confusions later on. As they are the first to interact with customers and are a major medium of communication, they should have a complete understanding of customers' expectations from your product. Only with all this knowledge at their disposal, they would be able to design a reachout plan and decide on the members that are going to work on a specific project.

As a business owner, you should ensure that everything - pre-defined features, rightly designed product, and a perfect marketing plan are all in place before the printing cycle starts. As it is difficult to amend it once it starts.

### LACK OF CUSTOMER ENGAGEMENT

Failing to pay heed to customer engagement is also one of the major reasons why a web-to-print project fails. If you offer a web-to-print storefront software solution, coming up with a communication plan to communicate with your customers is crucial.



Don't assume that your customers are aware of your products and services. Rather, you should walk the extra mile to involve creative communities, conduct printing workshops, provide sales collateral and market your brand

well. Implementing all these strategies only will help get you better prospects and customers interested in your customization services.

### CONCLUSION

A web-to-print business has a great potential but only if you don't make some common mistakes as mentioned above, choose the right web-to-print storefront software solution, research the right workflow, involve your sales teams well and offer your customers the best way to customize products.

© [www.brushyourideas.com](http://www.brushyourideas.com)





**WHAT APPROACHES HAVE YOU ADOPTED IN ENSURING YOUR BUSINESS SUSTAINABILITY AFTER COVID-19 PANDEMIC?**

Since the lockdown, we have not had any work to do at all. But now that school is about to resume, we are making sales little by little because we deal with school jobs mainly. We help our customers also by giving them discounts and other side attractions.



**MR. OLOWO WAHEED – OLOWO ENTERPRISES**



We have established good customer relationship and also maintaining adequate quality control on their various jobs.

**MISS ADESANYA OLUWAKEMI – T.DEGREE LTD**

First, we have reduced the work force by 30%; plan work schedule together to allow other machinery have job; and doing part time to minimize the cost of diesel/power usage and we have also ventured into Direct Image (DI) Printing since clients are requesting for few quantities.



**MR. OGUNSHINA TAYO – TOPBRAND PRODUCTIONS**



Business was not like before the pandemic. But we just have to be calling customers on phone about the re-opening of our shop after the pandemic that we are fully resumed and they should please start to patronize us.

**MR. SALAUDEEN MORIAM – MAKHZEEM PRINTS**

Business has been very bad lately. We don't have customers coming to patronize us as usual before the pandemic. But, for the few ones we have, we do delivery of their jobs and also because of our good business approach to them they have been consistent with us.



**MISS ALIMA AYILARA – G BAZE**



It has affected all areas of printing. Most of the events have gone down. To sustain our business, we have decided to go into other business and not just one particular printing business like before. And we have also adopted the use of social media to adjust to the new Government regulations.

**MR. KEHINDE BELLO – KEN ON POINT ENTERPRISES**

During the lockdown, we were still open. We deal with finishing printing so everyone that needed one thing or the other in post press had to come over to get it done. But in the meantime, we have tried our best to keep business going by helping our customers reduce cost of getting their jobs done. This has helped us a lot.



**MR. FISAYO BOLAWA – EMMY CONCEPTS**



COVID-19 affected the business greatly including the quality of paper and materials used to carry out jobs due to increase in price. We have been helping in delivering our orders to our customers on time.

**MR. ALEXANDER ARHEWE – SAMTEX ENTERPRISES CREATION**

First, we are taking risks of low income to sustain clients in giving out discounts. Also, reasoning together in doing corporate social responsibility (CSR) to our immediate environment.



**MR. OMOTAYO SAMUEL – REMLINK COMMUNICATIONS**



For me I still have some loyal customers who constantly come around to get their jobs done and I do adverts on WhatsApp too.

**MR. BOLARINWA OLUWAKEMI SHOLA – PRINTING SOLUTION**



Most times, I stay at home due to the effect of the pandemic on our business. But regardless, we communicate with our customers through social media and so far, we thank God for everything.

**MR. ADEWUSI IDOWU SHAKIRUDEEN – HOODART CREATION**

Continued on page 39 >>

With the situation of the country, we can't assure giving discounts. But we create possible awareness on social media, distributing business cards and so on. This has helped us in the little way it can and business is thriving

**MRS. ORJI UCHEMA – VICTORIOUS MEDIA CONCEPT**



We have been able to manage ourselves during this COVID-19 period and whatever jobs we get no matter how little it is, even with little profit; we just carry them out in order to keep the few customers we have.

**MR. LAYI DIPO – PRINTING PRESS COMPANY**



I adopted a loan facility to boost my business in order not to go out of business but will still implore the Government to please give room for more time and people to be able to get access to CBN loan.

**MR. AYO BEYINAI – ASRENO VENTURES**



By first ensuring that we follow the COVID-19 guidelines in keeping safe. Also, due to good relationship with our clients in our manner of approach to them, we have been able to sustain them, thereby sustaining our business too.

**MR. ADOF AGBOKOW – JOSFOD NIGERIA LTD**



All we know is that it has affected our business at large. And we are trying our best to make sure we do not lose the little customers we have by reducing the cost of services the best way we can.

**MR. JIMOH SULUKAY – SUKAS NIGERIA PRINTER**



We are into book production and packaging. So, during this period we have been able to gain more awareness of what we do by sending out adverts using social media and we also help in delivering jobs done to our customers.

**MR. KUNLE AFOLABI – ADEYINKA PRODUCTIONS**



At Elohim Graphics, we design and send to our customers through email or WhatsApp. So, if there is any correction, it will be easier for the clients to make it themselves. And we offer delivery packages too.

**MISS ADEBARI MARIAM – ELOHIM GRAPHICS**



We now do delivery for our customers and we are not only based basically on printing but other areas that involves printing which includes selling of consumables alongside.

**MR. ADENIJI ADESOLA – COVENANT SHOL COMMUNICATION**

**OUR VERDICT**

For over four months, large and small businesses alike have struggled to withstand the impact of COVID-19 pandemic learning new but important lessons enumerated in the VOX POP responses in the process. While most have adapted to the New Normal in offering innovative services, others have literally sought opportunities in new environment. In all, **WHERE To Print** believes that, in the circumstances that surround us right now, adopting flexible working hours is not only a key benefit to workers but also offers businesses to grow sustainably, building the best teams. Summarily, we are all coming out of COVID-19 stronger, together!

**FOR SALE**  
**NEW PRODUCT**  
**BLOCK SPACE**

**CALL PRECIOUS ON**  
**0816 087 6041**

**TO ORDER?**  
**CALL STEPHEN ON**  
**0703 191 8505**

**FOR SALE**  
**NEW PRODUCT**  
**BLOCK SPACE**

**CALL PRECIOUS ON**  
**0816 087 6041**



## “DRUPA IS IMPORTANT FOR GETTING BACK INTO BUSINESS”

*For months, COVID-19 has paralyzed large sections of public life. In this interview, Dr. Markus Heering, Managing Director of the VDMA Printing and Paper Technology Association, explains how drupa 2021 is planned under Corona-conditions, as well as what he expects of the shortened nine days, world's leading trade fair (April 20 to 28, 2021).*

### HOW IS THE CRISIS AFFECTING SUPPLIERS OF PRINTING AND PAPER TECHNOLOGY?

Suppliers of printing and paper technology are just as affected by the Corona crisis as other areas of mechanical and plant engineering. Incoming orders and sales are suffering massively. However, the commercial print sector is hit harder than the packaging sector, whose products are considered to be system relevant in many regions due to the high hygiene requirements. Overall the consequences are noticeable, customers shy away from investments, machines can neither be delivered nor put into operation, and service visits to customers are not possible in many regions. Only in Europe we are observing an easing of the situation.

### THE DRUPA IS ALSO AFFECTED. AFTER THE POSTPONEMENT, THE TRADE FAIR WAS SHORTENED TO NINE DAYS. WHAT IS YOUR TRADE ASSOCIATION'S POSITION ON THIS DECISION?

There was no alternative to the postponement because in June an

officially ordered ban on meetings and events came into force. The postponement had to take into account both, the international trade fair calendar and other events organized by Messe Düsseldorf. This is because, including set-up and dismantling, drupa is blocking the exhibition grounds for several weeks. The new date of April 20 – 28, 2021 is a compromise which we fully support. Of course, we hope that the pandemic is largely over by then, however we must be realistic. Already today, fewer international visitors will participate than at drupa 2016, due to global travel restrictions. Hence the shortened duration of nine days was a wish of our member companies. The duration is long enough for running machines to be presented. At the same time, it is short enough to avoid lack time due to the reduced number of visitors.

### DO YOU EXPECT A “NORMAL” TRADE FAIR DESPITE ALL THE UNCERTAINTY REGARDING THE RISK OF INFECTION OR TRAVEL RESTRICTIONS?

drupa has never been a normal trade

fair. As the industry's leading trade fair, with its event character, long duration and rich supporting programme, it is a role model for trade fair organisers all over the world. What we can implement in April 2021 depends on COVID-19. Are the infection rates decreasing? Is a vaccine on the way? Because there is no answer to this question, we should start from the status quo in order to plan on a solid basis. This includes a hygiene concept that Messe Düsseldorf has developed with the responsible authorities. The new “normality” of our lives includes masks, distance and hygiene rules, which will also be part of drupa. I think we would do well not to make any comparisons with earlier drupas and to acknowledge the new normality. Corona will probably stay for quite some time and we have to find ways to get back to normal business, and for this we also need drupa 2021!

### THE CONSEQUENCES OF THE PANDEMIC ARE REDUCING THE RESOURCES OF MANY COMPANIES. TO WHAT EXTENT

Continued on page 41 >>



**“DRUPA IS IMPORTANT FOR GETTING BACK INTO BUSINESS”**



**COULD THIS AFFECT THEIR TRADE FAIR ACTIVITIES?**

First exhibitors have cancelled their participation. I understand that entrepreneurs shy away from investment and the risk of infection for their employees at this time. In crises it is important to maintain liquidity, but at the same time it is important to return to normality and to send a clear message to customers: “we believe in business again and want to enter into dialogue with you! The chain of customers and providers holding on to their money, must be broken at some point. I hope that despite the crisis, as many companies as possible will decide to come to drupa and that all of us there will give the signal to start again.

**SOME EXHIBITORS ARE EXPERIMENTING WITH VIRTUAL EVENTS AND LIVE STREAMS. CAN SUCH FORMATS REPLACE A TRADE FAIR PRESENCE?**

No. Although the experience has been very positive. The companies report that they reach different target groups

with virtual events than at trade fairs. The Life Streams bring the second, third and fourth levels of companies together with existing customers. In contrast, the first level meets at trade fairs – and new customers or customers of other providers also take advantage of the opportunity to obtain non-binding information. Virtual events are an additional, complementary channel that will find a firm place in marketing however it will not be able to replace the personal exchange and eye contact.

**FOR INTERNATIONAL VISITORS WHO WILL NOT BE ABLE TO TRAVEL IN APRIL 2021, VIRTUAL FORMATS ARE AN ACCESS OPTION. SHOULD THE FAIR OFFER THEM?**

It must and will do so! After all, it is important to bring visitors from key markets who are unable to travel to the event. We need a digital drupa that suitably complements the real event with digital formats – with all the drawbacks that such a digital format entail. We know from discussions with Messe Düsseldorf that they are intensively involved around this topic.

**PLATFORM ECONOMY IS ONE OF THE MEGATRENDS AT DRUPA 2021, SO SHOULD THE TRADE FAIR POSITION ITSELF IN TERMS OF DIGITAL PLATFORMS?**

Like machine manufacturers, service providers and users, it should address this trend and build a platform for virtual events. All trade fairs are working on such concepts, especially since their exhibitors are making this request. However, when it comes to such requests, we should not forget that COVID-19 has also had a massive impact on the trade fair companies. They cannot currently draw on the full potential of such investments.

**EVERY FOUR YEARS DRUPA TAKES A LOOK AT THE FUTURE OF OUR INDUSTRY. ARE THERE ANY TOPICS AND TRENDS THAT YOU ARE PARTICULARLY LOOKING FORWARD TO THIS TIME?**

I am curious to see which solutions the exhibitors will present for the four megatrends of drupa 2021, i.e. Artificial Intelligence, Connected Customers, Platform Economy and Circular Economy. Digitization is leading to ever faster innovation cycles, and the Corona crisis is acting as an additional catalyst. Some companies are pushing their research and development even more intensively than before. I think that at drupa 2021 we will see new developments that in just a few years’ time will be an integral part of the printing industry’s process chains and business workflows. drupa is all about visions, ideas and the future – and under the impact of the Corona pandemic this is more important than ever. If we succeed in making our industry visible, perceptible and tangible in all its diversity, then we can speak of a successful drupa 2021, regardless of the number of visitors or exhibitors.

Source: VDMA via [www.drupa.com](http://www.drupa.com)

## “OUR MAJOR TASK WILL BE TO PUT IN PLACE A STRUCTURED FRAMEWORK IN TERMS OF STANDARD OPERATING PROCEDURES

### **OWNERS AFFECTED BY COVID-19, WHAT DO YOU THINK PRINTERS SHOULD DO TO BE ABLE TO NOT ONLY ACCESS THESE FACILITIES BUT AT THE MOST CONSIDERATE RATE?**

Printers are part of the frontline service providers serving the nation in this crisis period but because our government does not understand the critical roles we play, we are often neglected. We deserved to benefit from any largesse that the government is making available to citizenry and businesses. However, for printers to take their fair share, they must make themselves visible and audible by organizing themselves into a formidable group – and this is where CIPPON comes handy as the veritable vehicle to achieve this goal for the industry.

### **AS FALLOUT FROM THE ABOVE QUESTION, IS HEIDELBERG INVOLVE (WITH THEIR CUSTOMERS) IN NOT JUST COVID-19 LOAN BUT ACCESSING THE RIGHT FACILITY FROM FINANCIAL INSTITUTIONS BOTH WITHIN AND OUTSIDE THE COUNTRY TO INCREASE THEIR CAPACITIES?**

We are not a financial institution but an equipment manufacturer/ seller. However, for our customers who have funding issues; we have local and international equipment financing partners who can support our customers whenever the need arises. We offer advisory service to clients in terms of sources of funding and appropriate structures suitable to our operating environment. We have seen some companies that went belly-up due to wrong advice they got in respect of equipment funding.

### **IT CAN BE CHALLENGING DOING BUSINESS IN NIGERIA EVEN BEFORE THE COVID-19 PANDEMIC, WHAT ADVICE WILL YOU GIVE TO SOMEONE THAT IS THINKING OF PULLING OUT OF PRINTING BUSINESS DUE TO LOW PATRONAGE?**

Printing is and will always remain a profitable venture. Quitting is not an option to any serious player in the industry. Low patronage calls for business review and adoption of new strategies, or even re-inventing the business by taking a critical look at the business model and making the necessary changes to reposition the business.

### **AS ONE OF THE TOP**

**HEIDELBERG**



### **STAKEHOLDERS IN THE INDUSTRY THE WORLD-OVER, HEIDELBERG UNFORTUNATELY WILL NOT BE PARTICIPATING AT THE WORLD NUMBER ONE PRINTING EVENT - DRUPA NEXT YEAR; HOW WILL YOU BE CONNECTING WITH YOUR CUSTOMERS DURING THAT TIME ESPECIALLY FOR NEW PRODUCT LAUNCHES?**

As a company, we believe in excellence and drupa happens to be a global event where we showcase our technological leadership in terms of our products and services. Since the cancellation of the June 2020 event, the April 2021 is a probability and we cannot hang the hope and trusts of our numerous customers in a balance hence we chose to opt out of the next year's event. Participation in next year's drupa trade fair

was cancelled due to unforeseeable effects of COVID-19 pandemic. In 2021, drupa will be a very different event – global travel restrictions and hygiene regulations mean significantly fewer visitors and constraints on communication. Traditional international trade fairs with busy booths and halls will very probably be difficult to implement and will likely lose their status as global meet-up events for customers and manufacturers. As a longtime partner to drupa, Heidelberg will be happy to continue to offer its experience when it comes to bringing future trade fair concepts into line with new digital possibilities and requirements. However, we have lined up series of open houses and equipment demonstrations in our factory in Germany, USA, Japan, Brazil and other Heidelberg facilities, and also through virtual exhibitions and products presentations.

### **BRIEFLY LET US KNOW THE PLANS YOU HAVE FOR YOUR CUSTOMERS AFTER COVID-19 ESPECIALLY AS REGARDS TRAININGS, SEMINARS OR WORKSHOPS THAT HEIDELBERG IS KNOWN FOR?**

We are very vocal in talking about trainings, workshops and seminars. From our experience, when it comes to attendance it is very difficult for our stakeholders to walk the talk. However, this attitude has not dampened our spirit and zeal to educate and inform our industry about the latest technologies and trends in the industry. As usual, we will continue our quarterly seminars; periodic bringing in of expert trainers from overseas and collaborations with other training facilities to put our local experts to optimum use.

### **WHAT ADVICE WILL YOU GIVE TO PRINT & ALLIED STAKEHOLDERS TO ENSURE PROFITABILITY AND SUSTAINABILITY OF THEIR BUSINESSES?**

This is a time for sober reflections; it is time for businesses to strategize to ensure the sustainability and profitability if possible. First, we have to be alive, think of the welfare of our workers and suppliers before we think about making profit.

### **FINALLY, WE KNOW PRINTING CAN BE HIGHLY DEMANDING AND STRESSFUL BUSINESS, HOW DO YOU RELAX?**

All work and no play make “Godwin” a dull boy. I work hard and also play hard - I play tennis and hangout with family and friends whenever time permits.

### **THANK YOU FOR YOUR TIME SIR.**



# 7-DAYS EXECUTIVE PRINT MASTERS TRAINING

( M B A P R I N T )

Upgrade your Print Management  
Experience With An Executive  
Print Masters



**Crandall**  
University  
CANADAN

## • Course Outline

- Scaling Up
- 4PS Management
- The Strategic Board
- Succession Planning
- Business Plan Strategy
- Strategies Marketing Of Print Services
- Driving Vision Within Business Challenges
- Sourcing Funding Strategically
- And Much More.

## • For Whom?

- Business Owners/CEOs
- Directors
- Supervisors
- Coordinators
- Head of Business Units
- Business Managers

**Date:** 9th - 14th May, 2021 | **Venue:** Crandall University, Canada

Organised by:



Tel: 08038629114  
08055500992



# PROPAK

## WEST AFRICA 2021

• PACKAGING • PROCESSING • PRINTING • PLASTICS

### 14 - 16 SEPTEMBER 2021

LANDMARK CENTRE • LAGOS • NIGERIA

We know that 2020 has been a difficult year for all of us but we're hoping as much as you are that we can get back to normality as soon as possible and here's why:

### THREE DAYS - ONE VENUE - COUNTLESS OPPORTUNITIES!

**5,000+**  
VISITORS

**30+**  
COUNTRIES  
PRESENT

**200+**  
BRANDS  
ON DISPLAY

**67%**  
RATED THEIR  
EXPERIENCE AS  
"EXCELLENT"

**89%**  
ACHIEVED  
THEIR  
GOALS

## The Largest Packaging, Plastics, Food Processing, Labelling and Print Exhibition in West Africa

### WHO'S IT FOR:



#### PACKAGING

Aluminium, Flexible packaging, Substrates, Paper, Tinfoil, Adhesives, Boxes, Cans, Closures, Containers, Cartons, Components, Glass, Bottles, Pharmaceutical, Labelling etc.



#### PLASTICS

Polymers, Rigid plastics, Plastic production, Rubber production, Plastic goods manufacturing, Rubber goods manufacturing, Raw products etc.



#### PRINTING

Digital printing equipment, Offset printing equipment, Printing consumables, Printing Supplies, Converting equipment etc.



#### FOOD PROCESSING

Food equipment for the food and beverage industry, Bakery equipment, Confectionary equipment, etc.

Given the uncertainty we would like to reassure all stakeholders that we are working closely with other organisers, the events centre and government agencies to contribute and understand the necessary measures required to ensure the event is run to the highest Health & Safety standards.

**For more information and to book the event please contact:**

**OR CONTACT:**

**Joju Adekanbi**  
Nigeria Sales Agent

Email: numberscmyklimited@yahoo.com  
Tel: +234 803 862 9114

propakwa propakwa propakwa

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

Brought to you by:

**MONTGOMERY GROUP**  
AFROCET