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2021 PRINT BUSINESS PREDICTIONS AND TREND

One lesson that the COVID-19 pandemic has helped bring to the fore undeniably is the fact that “digital printing supply chain has the ability to respond effectively to the market trends”. Finished product could arrive in the shortest possible time and for extremely minimum orders.

For best efficiency though, **proper planning** must be a new culture and “lastminute.com” attitude must be grossly discouraged. It is what it is, a new world that demands responsibility is here to stay. This is akin to ensuring we follow all

COVID-19 protocols like washing our hands regularly or sanitizing them, wearing face mask in public, avoid large gathering etc as a means of keeping safe. 2021 definitely will demand personal responsibility from everyone for the survival of all of us. Again, it is what it is!

Online activities have increased, in

fact meetings have shifted to many online platforms and so have sales. In 2021, traditional retail sales will continue to decline.

We however must first agree that **a lot of things will not add up this year**. For instance, electricity supply will keep getting worse yet you will be asked to pay more for it, landlords will try increasing rent for



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CONNECTED ECONOMY

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How to reach us

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- WHERE To Print is specially established to offer print investors quality researched-based information that aids print purchase decisions. This is the more reason our mantra is "Influence print purchase decision" while our tag line is "Print Intelligence".
- We are modeled to be principled, factual, balanced and fair in our editorials, reports and commentaries.
- 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.
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FIND YOUR RHYTHMS AND PLAY THE MUSIC THAT'S BENEFICIAL TO ALL!

While series of experts' advice and resource materials that contain key insights and analysis of the imminent year fly around giving strategies for the year ahead, the big question for business owners is: if they're actually ready for real business this 2021 Business Year!

Unarguably, the times we have present a scenario of uncertainty and gloomy outlook which a cautiously daring risk taker will want to take a plunge at, with little or no consideration of the huge risk ahead... as they say; "the venture with the biggest risk also portends the venture with the highest reward" albeit at a caution giving the latitude of other uniquely aligned variables. No matter the scenario that presents its way on your doorstep this year, we'll enjoy you to find your rhythms and play the music that's beneficial to all!

While many challenging issues will remain, we enjoy you to also let the experiences of 2020 reenergize you, as we equally recommend that you ask yourself these questions of

repositioning for positive change: is your **strategy** ready? Are your **people** ready? Are your **processes** ready? And most importantly; Are **YOU** ready?

Be that as it may, we welcome you to the first edition this year which coincidentally in this month of January marks **WHERE To Print** magazine (Nigerian edition) 13th Year running as an uninterrupted bi-monthly. Accordingly, we express our heartfelt appreciation to you all, especially our highly esteemed advertisers for standing by us all through these years. **WE'RE INDEED GRATEFUL TO YOU ALL!** We promise to remain committed to responsible journalism that is only aimed at positively influencing print purchase decisions.

Moving forward, let's delve in this bumper issue that starts with a **SPECIAL FEATURE ARTICLE** written by **Technology Global Services** boss - **Mr. Akin Oduwole** on his **2021 PRINT BUSINESS PREDICTIONS AND TREND**. From page 6, this article aims to make



Continued on page 10 >>

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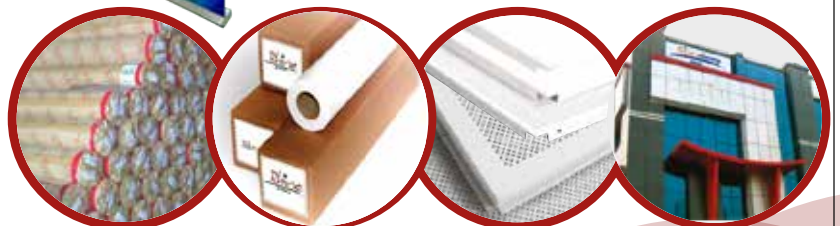
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From page 9 >>

certain and profitable, issues of concerns and uncertainties this 2021 Business Year. Immediately after, **WHERE To Print** Columnist - **Mr. Andrew Malson** guides us on **BUILDING A SUSTAINABLE PRINT BUSINESS** in his **SPECIAL FEATURE ARTICLE** that starts from page 14. **Other SPECIAL FEATURE ARTICLES** to keep you ahead of your peers by shedding light on the reason for **YELLOW AND GREY AS PANTONE 2021 COLOUR OF THE YEAR** (page 26 and 28) and a well-research piece on **THE CREATION OF PERIOD: CREATING A RED HUE TO BREAK DOWN THE STIGMA SURROUNDING MENSTRUATION**. Open to pages 40 and 41 to know more.

Of course, this edition concludes the serial on **IF YOU HAVE THE WILL, YOU HAVE THE MEANS** which is the **COVER STORY** sequentially on pages 22, 23 and 24 by **Mr. Andrew Malson** intended to help practitioners navigate the stormy waters of print & allied businesses especially now and in the post COVID-19 era.

Don't forget to also check latest news and industry reports from page 10 on the **PRINT IMPACT AROUND NIGERIA** page as well as the direction the industry is moving towards globally on **PRINT IMPACT AROUND THE WORLD** from page 12.

Finally, we hit the street running to ask stakeholders that important question; **WITH THE SECOND WAVE OF COVID-19 AND THE LOOMING LOCKDOWN, WHAT ARE YOUR PLANS FOR YOUR BUSINESS AND CUSTOMERS THIS 2021 BUSINESS YEAR?** Kindly turn to pages 20, 21, 38 & 39 to read excerpt of their responses that will definitely shape the trajectory of businesses this 2021 Business Year.

As I sign off, we again celebrate you all; for your resilience, passion and commitment to keep our industries going forward!

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Thank you all and do have a blessed and rewarding 2021!

Best regards from all of us @



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Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

AFKAR APPOINTS DR. FALAIYE MD



company's new Managing Director and Chief Executive Officer.

As hitherto Deputy Managing Director from being the Company Secretary, Dr. Falaiye is a seasoned business administrator imbued with a wealth of experience spanning but not limited to corporate governance, business administration, risk management, advocacy, negotiation and mediation, regulatory compliance and taxation which stem from being a career legal practitioner having hold a Ph.D. in Commercial Law from the prestigious University of Lagos.

With vast experience and contact in Nigeria's Printing and Publishing Industries coupled with Dr. Falaiye's eye for detail backed by dedicated and energetic employees that deliver top-class quality

products, Afkar Printing and Publishing Company Limited is set be a global player not only meeting the needs of the Nigerian market but also exporting quality print products around the world in a 24-hour shifts and workflow.

It would be recalled that Dr. Falaiye played an integral role in driving the firm's business and marketing strategy, prioritising human capacity development immediately she was drafted from the

Commercial Division of Vintage Press Limited as a pioneer team member when Afkar Printing and Publishing Company Limited commenced business 1st of November, 2010.

Dr. Florence Adesola Falaiye is an active member of several professional and societal bodies and she took over from Mr. Alan Ballard who is now the company's Technical Consultant.



In a bid to retain its position as a leading printing and publishing firm in Nigeria, the Board of Afkar Printing and Publishing Company Limited (popularly called Afkar Prints) has appointed Dr. Florence Adesola Falaiye as the

FC GROUP BEGINS FACE MASKS DONATION ACROSS AFRICA



As the world begins to experience the second wave of coronavirus (COVID-19) infections, Kodak's Authorised Dealer in strategic African countries for more than 2 decades - FC Group has commenced free distribution of



premier washable 3-layer face masks to schools and local communities in the company's operational stations across the Continent starting from

Continued on page 15 >>





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Print Impact Around the World

F:MP. AND DRUPA OFFER HYBRID SOLUTIONS FOR BUSINESS RESTART

...PRINT & DIGITAL CONVENTION 2021 TO BRING BACK PRINT ACTION



With drupa going digital in 2021 and the live event deferred till 2024 due to travel restrictions as a result of COVID-19 which has reduced live events and business contacts to a minimum with customer relations largely focused on digital communication, the industry is earnestly longing for physical touchpoints, personal networking, interpersonal exchange. That is why Fachverband Medienproduktion e.V. (f:mp.) is collaborating with Messe Düsseldorf to bring print action back and restore industry confidence at the annual Print & Digital Convention (PDC) in June 2021.

WHERE To Print gathered that the concept of PDC is to present solutions for combining classic print communication with the means of state-of-the-art digital and online strategies in practical applications that offers new orientation, perspectives and hope for future-oriented business planning.

“Especially after the cancellation of drupa, the world’s leading trade fair for print technologies, we are pleased to be able to offer a successful in-person event such as the Print & Digital Convention”,

confirms Sabine Geldermann, Project Director Print Technologies at Messe Düsseldorf while noting that; “The Congress & Convention format (of PDC) offers high-caliber knowledge transfer for exhibitors and visitors and fulfills the industry’s desire for intensive industry and community networking and a presence format that remains irreplaceable despite all the enrichment provided by digital formats”.

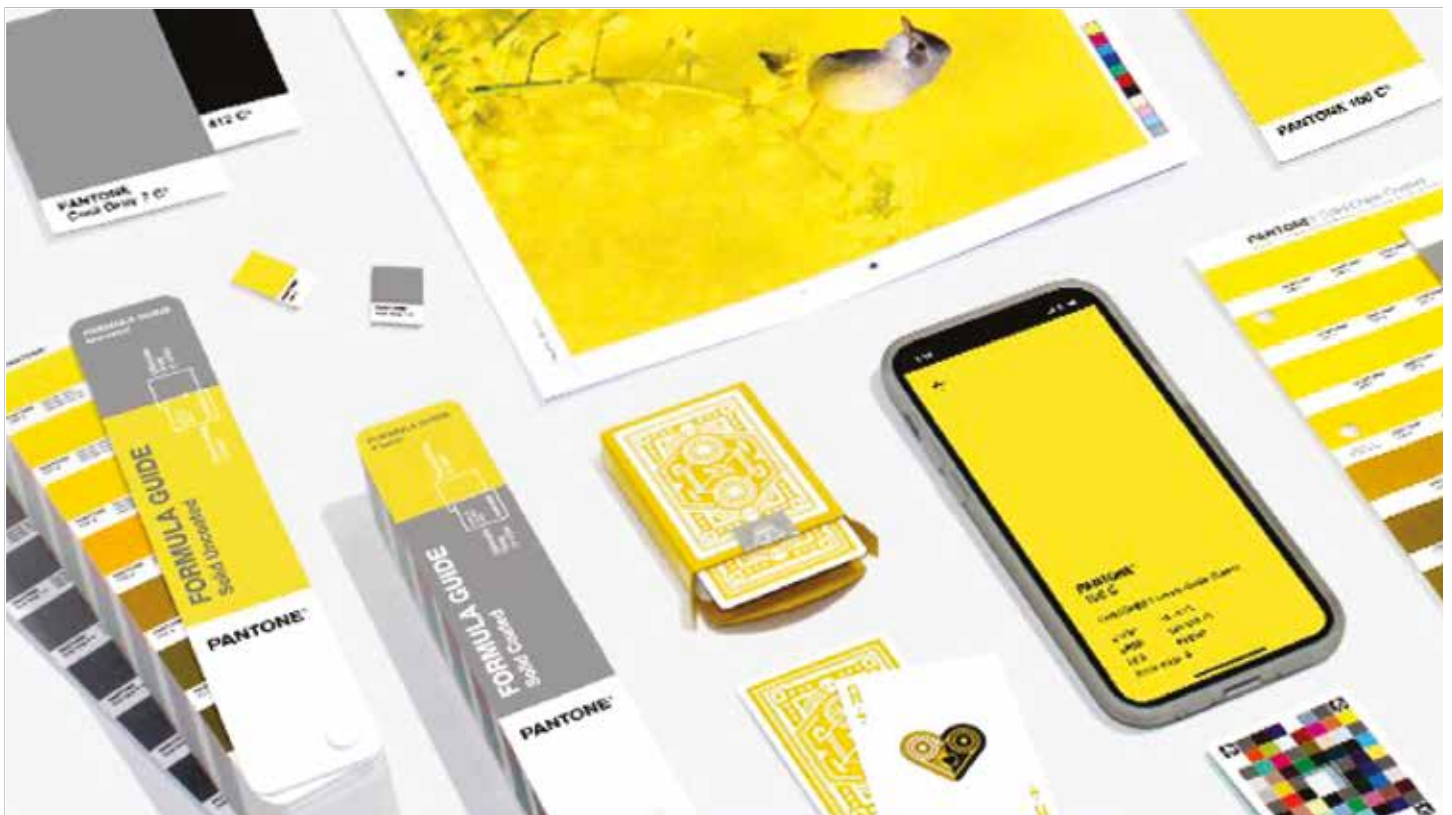
The PDC 2021 has exactly this goal: As a platform for business engineering and personal exchange, the congress fair has been able to establish a very good reputation. Its success is based on the optimal integration of visitors and exhibitors through the presentation of innovative technologies in highlight projects, which not only showcase individual machines or tools, but also demonstrate complete solutions based on the requirements of practical applications.

And Rüdiger Maaß, Managing Director of f:mp., is confident; “The industry wants perspective and planning certainty. We all hope that we will be able to make presence

formats possible again in six months. Vaccines are on the verge of availability and it is time to plan proactively and take the future into our own hands. Even though the virus may not yet be fully under control in June, we will all be able to cope better with the general conditions - not least thanks to Messe Düsseldorf’s professional hygiene and infection protection concept”.

Visitors to the event can expect exciting exhibits and intensive expert advice at the exhibitor stands, as well as a comprehensive and top-class program of presentations on all relevant aspects of corporate communications and print and digital technologies. Not only that, PDC is organized as a hybrid format, so the platform offers the right access for everyone, including digital. True to the motto “Right in the center, instead of just there”.

Also visit: www.printdigitalconvention.de for more information. **Continued on page 30 >>**



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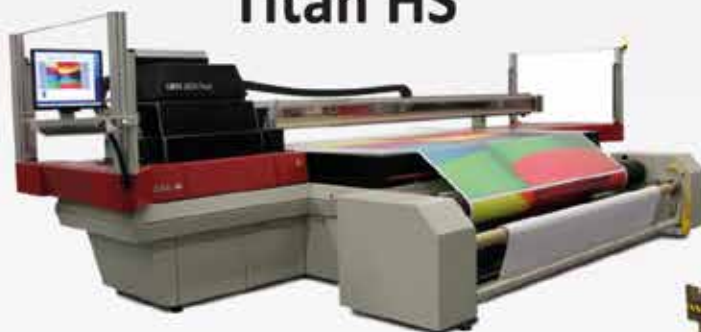


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2021 PRINT BUSINESS PREDICTIONS AND TREND



building that are deteriorating because that's their only hope of survival. People will keep up with valid agitations but resources will remain scarce (even for those who truly wants to resolve those agitations). Increased agitation must be expected even in the printing value chain, this to any printer in 2021 must be **a call to up creativity level.**



(C) Dreamstime.com

Mergers, collaboration and strategic partnership will start to happen as many printing companies can't continue the struggle. If the business is not generating enough to keep up with the obligations, then many will close shop while others will wise up and embrace collaboration.

Homes will continue to be the safest place, thanks to this pandemic, so home is certainly becoming a focus. It is then natural for product trends to include much more **increased demand for home and lifestyle goods.** For instance, more and more people will make their homes

cozier and more comfortable - home textile decorators will need to up their expectations. In 2021, print business will definitely not be a stroll in the park, we will have to **strive for sustainability.** The year 2020 exposed how vulnerable our staffs were, many do not update their skills, we saw supply chain disruption mainly because import and foreign exchange was badly hit. If we are to sustain this year; we need to **adopt proper stock management,** rework production to reduce waste and resources, **sales and marketing procedures must make a shift,** while the entire business is positioned in line with present realities.

To achieve this some **automation will be required in our processes.** Technology must help, meaning new skill sets will be required. Those who will make this shift fastest will benefit a lot more than those who don't. So, **training and retraining** will be a trend in printing that will separate the boys from the men.



(C) Vitalsmarts India



(C) Small Homes

Still on automation, **customer relationship management (CRM) application** will come in handy, so will some **Apps** that will help to link print buyers with sellers.

It is safe to say technology will drive print sustainability in 2021!

Thoughts from:
Akin Oduwole
 CE @ **Technology Global Services LTD,** Lagos - Nigeria.
 akin@tglobalng.com





Lagos, Nigeria.

According to a release made available to WHERE To print magazine, FC Group gesture is not only to help halt resurgence of the pandemic but to also add a positive outcome to an end of a disruptive COVID-19 year; "The world has seen chaos and has been thrown into uncharted territory since February 2020, however we've all found heartwarming stories to make us smile. FC Group therefore decided to donate premier washable 3-layer face masks with carbon filter option, to schools and local communities in Lagos and Cream Cot School in Isolo is the first to receive such donations."

WHERE To Print gathered that the washable face masks are made of 100% woven cotton outer layer, filtering non-woven

cotton mid layer, 100% soft woven cotton inner layer and reusable 3-ply fabric mask conforming to GB 18401-2010 National General Safety Technical Code for Textile Products standards; breathable and shaped to fit snugly on the face and under chin.

Presenting the FC Group-Kodak branded face masks to Cream Cot School, FC Group's Engineer Kunle Ogunjobi saw the joy on the faces of the young pupils wanting to make a difference noting however that while; "The students were delighted to receive their own reusable masks", all schools and local communities on the Continent must be encouraged to wear face masks in a bid to deter infections and contain the spread of COVID-19.

It should be noted that **Mr. Fenton Curley** led FC Group has continued to impact the communities in which he does business in Africa. Apart from the Cycling Project, where he sponsors and mentors enthusiastic riders with gear, kit, training and advise plus the ongoing Library Project, where he is currently supporting the building and

resourcing of a community library in Prampram, Ghana, Mr. Curley is keen to provide more local support across Africa countries where he spread his business tentacles.

FC Group has been Kodak's Authorised Dealer in Africa for over two decades supplying digital and conventional prepress, NX Flexcel solutions for flexo and packaging industry plus consumables to Africa main markets such as Nigeria, Ghana and Ivory Coast. The company has been severally recognised as Kodak's trusted partner and recently by Miraclon - to also support and supply to other major East African countries namely Kenya, Ethiopia, Tanzania, Uganda, Zanzibar among others. Not only that, FC Group is also the Official Distributor and Service Agent for Glunz & Jensen equipment in West and East Africa. A remarkable achievement after diligently serving the Printing Industry in Africa with efficient systems, consumables, and after-sales support service for many years.

For more information about FC Group, visit www.fcexports.co.uk



KOGI PRINTERS INCREASE PRICE OF PRINT

Printers under the aegis of Association of Professional Printers of Nigeria (ASSPPON) in Lokoja the Kogi State Capital have unanimously agreed to increase the price of impression for a full colour job at N5,000 and one colour job at

N1,000 which hitherto oscillate between N3,200 to N4,000. They also agreed to increase the cost of large format and direct image printing in the State.

Coming out of a roundtable

meeting held at its Lokoja Secretariat on the 4th of January 2021, the Printers collectively agreed to effect the increase due to the continuous high cost of doing print business particularly the rising

Continued on page 19 >>



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





BUILDING A SUSTAINABLE PRINT BUSINESS

Professionally, I have seldom, in 30+ years, ventured outside of print and packaging, with the exception of a brief excursion into heavy engineering (and that was to close the business) but within our industry, from the smallest SME to the largest corporations, I have constantly been amazed at how little effort is put into sustaining a business for the future.

The topics I discuss in this and forthcoming articles, propose how a business can improve operationally to sustain long term. Areas that may have seemed of lesser significance a year ago have now gained prominence, due to the challenges that a COVID influenced market has had on our industry.

PEOPLE ARE OUR GREATEST RESOURCE



(C) Viral Solutions

An oft-quoted epithet but it's a truism. One can't run presses, or any other aspect of a business, without effective people, therefore, as one would with any other resource, a print business must have the appropriate number of the right (trained) people in the right places, doing the right jobs in order to provide value and maximise profitability.

As a business owner/leader, one should be using proven management techniques and principles to ensure that employees are:

1. **Informed;**
2. **Listened to;**
3. **Supplied with the necessary tools for their respective jobs (including tools for administrative staff); and**



(C) HR Daily Advisor - BLR

4. **Supported.**

None of the above takes any more time and effort than not doing any of the above (because it's your role to do these) but not doing them will be a path to failure. The risks of not following the basic needs, as



(C) Freepik

listed, will result, at best, in the likelihood of not gaining any new business and at worst, losing the current client base. Now is a good time to look at current management practices throughout the organisation (and that includes middle, supervisory and shift leaders) and decide whether they are effective in supporting what the business needs - **efficiency and value.**

Think of a management structure as a supply chain, where each link in that chain needs to be equally strong or the chain is weakened; in this analogy, information, materials, production outputs, delivery to [Continued on page 17 >>](#)



(C) Business First Family

the customer, and, ultimately customer service are the links. Within that chain, the links are bonded by the various levels of management throughout the chain, right to the top.

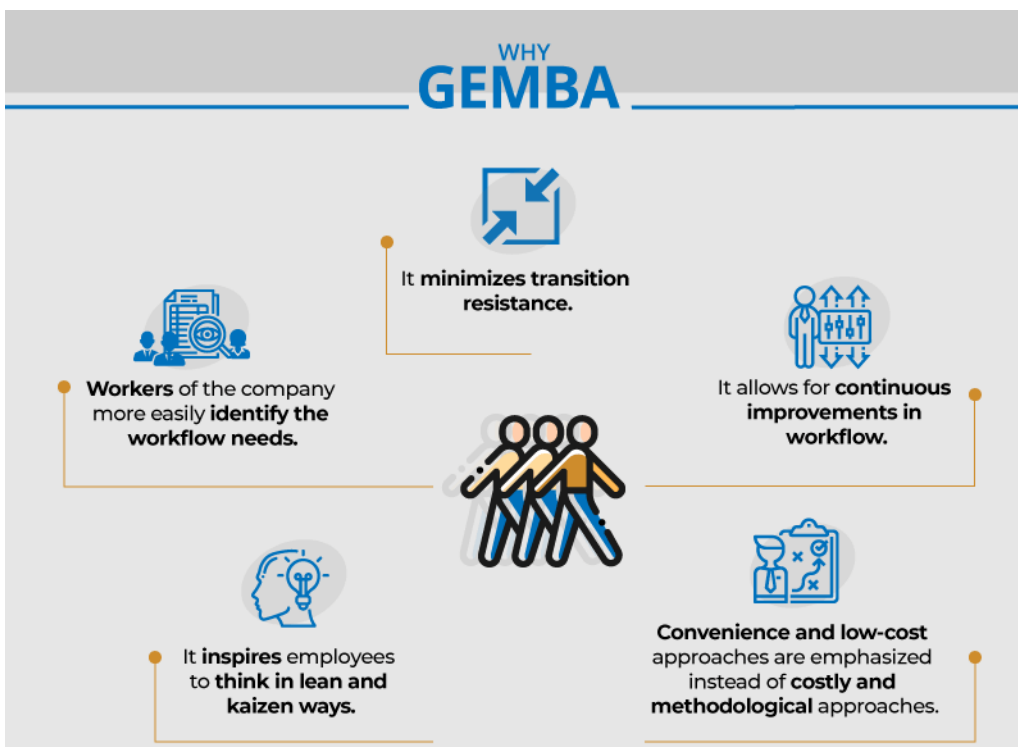
Simple but **effective tools can be employed to assess the effectiveness of employees and their managers.**

For example: as a senior manager, one should take time to have discussions with those on the shop floor, it doesn't need to be an in-depth, philosophical discourse but closed questions, such as, "do you have what you need to do your job?" can provide enlightening information to gauge the effectiveness of the workforce and the

operations. Of course, one shouldn't allow this to take an inordinate amount of time, 2 hours of walking and asking is sufficient to feedback to your management team, even in a large site of 200+ employees (this, by the way, could evolve into a regular **Gemba Walk** to be developed for the future).

This is also a very good opportunity to understand the level of **competence of your management/supervisory teams.**

One of the key principles of management is to inform; by asking questions one should be able to understand how well a particular supervisor or manager is informing and supporting, a well-



(C) GreyCampus

[Continued on page 18 >>](#)

Do You need an holistic **GUIDE** through your **GRAPHIC CAREER?**

flip to the Next Page



(C) VectorStock

informed workforce is generally a safe and motivated one. If the responses to the questions are not as they should be, or the responses elicit no answers, then this is a key identifier that training in the ranks of the management is required (under no circumstances should one “step in” to

Seek out training providers that will create opportunity for the management team, explore the possibility of how to amortize current and future training costs by creating a local cooperative, bringing together local businesses that have also identified management training needs, thereby

not aspire to be as good as the best in the world. I’ve run printing plants that had infrastructure built in the times of Communist Poland, so I know that appearances of a site are superficial; yet I had a world class, highly efficient business being run by well informed and supported people.

It is the responsibility of the top management to ensure that a business operates consistently, at the highest level and with a sustainable future. Now is an opportune time to understand and fully utilise all of the potential within one’s **greatest resource** to enable this to happen.



© Andrew Malson is a highly experienced, committed and passionate Operations Executive/ Director/ Manager with a demonstrable reputation for creating the change required to deliver significant improvements in business performance through quality, service and productivity. He has invaluable strength in establishing and ensuring sustainable success of single, multi, and regional manufacturing sites by creating right and enduring cultural change through involvement and development of people. In the 30 years since beginning in the industry, Andrew has been responsible for the design and implementation of systems covering quality, people development, environmental standards and operational excellence. He brought his wealth of experience and invaluable knowledge to bear at WHERE To Print magazine in West Africa in its quest to positively influence and improve print purchase decisions with special focus on Lean Manufacturing Implementation; Organisational Effectiveness; and Sustainable Business Growth. Andrew welcomes your connection via wheretoprint@yahoo.com or directly vide andrewcmalson@gmail.com



(C) m360.sim.edu.sg

overcome deficiencies in management teams).

And, as we look at the business environment today, now is the time to act upon any **potential deficiencies with one’s business structure.**

reducing the cost to one’s business. As much as any business leader would want their operational staff to be qualified - as a printer, a guillotine operator or a folder operator etc, it is vitally important that the management team are also suitably competent and qualified.

As an aside, early in my management career, I undertook management training where my fellow students came from a broad brush of industries, from finance and banking through to heavy industry (and print) and, in my opinion, it gave me a more rounded learning experience, as opinions often differed markedly from my own. One thing I am certain of is that without the training (and subsequent study), I would have been as useful as a manager as a carpenter would be on a Heidelberg Speedmaster!

IN CONCLUSION

There is no reason why any business should



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cost of printing consumables, high electricity bills, increase rental fees, multiple taxes, and the general spiraling inflation which have all contributed

to overall high cost of doing business not only in the State but across the country.

To mitigate the adverse

KORD PRINTERS IN KOGI FORM CLUSTER FOR UNITY AND PROFITABILITY



effect of these scenario on their businesses while also empathizing with their customers, the ASSPPON members in Kogi State agreed to effect the price increase from 1st of February 2021 to give room to their customers to adjust to the new prices while also doing enough publicity to ensure across board consultations with other stakeholders. Meanwhile, a Task Force that will see to the implementation and enforcement of price change across board has also been put in place.

The Printers however called on their members, print suppliers and their highly esteemed customers to cooperate with the association in its quest to make printing profitable again in Kogi State - a mantra they cue from Chartered Institute of professional Printers of Nigeria (CIPPON).

GOOD NEWS FOR COMMERCIAL PRINTERS COMING INTO DIGITAL PRINT BUSINESS AS KONICA MINOLTA INTRODUCES THE LOWEST OF ITS ENTRY-LEVEL PRESS RANGE - ACCURIOPRINT C4065



for businesses especially commercial offset printers looking to expand their production capabilities with advanced automation and ease of use for various applications.

Konica Minolta, leader in world-class printing technology, is pleased to introduce the lowest entry-level in its new line of versatile colour digital production presses - AccurioPrint C4065, a lighter version of the C4070/ C4080 series that can bridge the gap between an office and production print with the same image quality at a more affordable price point.

This high-speed digital press offers robust and user-friendly production and is a perfect fit

It also gives current users of second-hand Konica Minolta machines or other office machine printers that use their machines commercially to upgrade to a real-world Production Printer at an affordable price.

Not only that, AccurioPrint C4065 offers a range of enhancements over the outgoing C3070/C3080 model and its aimed at small-to-medium sized commercial printers, in-plant presses, and

quick print shops in that it offers paper handling at up to 360gsm including embossed or coated papers, as well as the ability to print envelopes. This is therefore, a perfect fit for anyone looking for quality, flexibility, automation and durability enhancements at the lowest cost per copy.

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Continued on page 21 >>



MENTORSHIP PARTICIPANTS' BENEFITS

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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.





WITH THE SECOND WAVE OF COVID-19 AND THE LOOMING LOCKDOWN, WHAT ARE YOUR PLANS FOR YOUR BUSINESS AND CUSTOMERS THIS 2021 BUSINESS YEAR?

With the emergence of second wave of COVID-19 early in the year, there seems to be signs of uncertainties this 2021 Business Year due to the impeding lockdown of many businesses which hitherto reopened only to have been told to close or reduce their capacities. Unfortunately, the uncertainty remains a big challenge for businesses to plan for the future. which makes it increasingly challenging to plan for the future. This led **WHERE To Print VOX POP Crew** to hit the street to sought the opinion of print business owners and leaders on how they plan to positively impact their businesses especially their customers this 2021 Business Year amidst second wave of COVID-19. Read their responses in excerpt below:

I am planning growth for my business so that I can get more machines and be established and I do not wish for another lockdown in Nigeria because the previous lockdown really affected us in Nigeria and the world at large.

MR. ALEXANDRA ARHEWE – SUNNYTECH PRINTING



Our plans for 2021 Business Year is to look for other sources of income. 2020 has taught us a lot and we want this very year to be better for us. A business that will benefit everyone at large and we also pray for a better Nigeria this year.

MISS JENNIFER EJIOFOR – PERFECT CARDS

We do not have a plan for now, but we believe God will take control of the situation and eradicate COVID-19 entirely. We are yet to have much customers but we will try our best to make sure we do not loose the few we have by giving them our best.

MR. KABIRU HASSAN – BEST WORTH PRINTS



We are tired of the lockdown. We want this year to be fruitful for us all because last year was not funny at all. We pray God help us all and give us a reason to celebrate at the end of 2021 Business Year.

MR. SALAMI FEMI – CLAIM MORE PRINTING

My plans for my business this year is to maintain and grow my business and also to adopt good customer relation to serve my clients better, and measures are in place for safety whenever they visit my office. I also pray God to make provision for them in order to patronize me.

MR. CHUKWUDI MICHAEL CHINAZA – DIVINE PRINTS



My plans for this year is to strategize and extend my hand to other businesses not basically on printing because no one knows the mind of the Government. And for my customers, I will like to ensure that we maintain a very good relationship with them.

MRS. BUBA AMINA – DIRECT IMAGE

My plans for my business and my customers this 2021 Business Year is to start operating online, for example through mobile App. We should be able to attend and give our customers what they want either lockdown or no lockdown. Consistency is the key you must always be available when your customers need you.

MR. IDOWU SAMUEL AYODELE – JENDER PRINTS



My plan this year is to organize a virtual business interface as a counter measure if there should be another lockdown and to ensure my businesses are not affected by putting in place measures against the spread of COVID-19 pandemic.

MR. SIKIRU RAZAK – OREBO PRINTS

Continued on page 21 >>

From page 20 >>

Print impact around Nigeria

Stories by Precious AJuonuma & Joju Adekanbi

WITH THE SECOND WAVE OF COVID-19 AND THE LOOMING LOCKDOWN, WHAT ARE YOUR PLANS FOR YOUR BUSINESS AND CUSTOMERS THIS 2021 BUSINESS YEAR?

We are already re-strategizing as it stands now because this is just the first month of the year and the cost of printing has gone up drastically. We do not intend losing our customers so we have to find our way around it. Therefore, we do not pray for the second wave of the lockdown.

MR. MARVELOUS – ANMOFUTUREVIEW PRINTING PRESS



We plan for a better business environment this business year; more fruitful and good customers and we wish our customers good health.

MR. OBILOWU ANTHONY – SPARK DESIGN PLUS



Based on the looming fact, the company has not come up with any plans for its customers yet, we are still watching. For now, it's being considered that we give our customers the best but nothing has been put in place yet. And for now, consideration will be given to utmost customer service with immediate effect this year.

MR. HONESTY UGYF – JEB INTEGRATED SERVICE LIMITED



Our plan for this year is that we intend improving on the services we render to our clients. But it is just difficult to keep to that plan because of the way printing consumables are skyrocketing, we just have to come to work everyday still hoping that everything will go back to the way it was.

MR. OPEYEMI ADEBANJO – HAKBAL VENTURES



Thank God for life; actually, the emergence of COVID-19 has affected everybody's business, so I am planning to make my business easier for me and more profitable and not to inconvenience my customers. I learnt more in 2020 so I will seek our Government to assist us by bringing down the price of materials that we use in our various fields. We pray to Allah that we do not wish for anything like COVID-19 or lockdown anymore.

MR. ISSA ABOLAJI – SOLACE CREATIVITY



Our major plan for our customers right now is for us to follow every possible rule in ensuring we keep ourselves safe and our customers too, from COVID-19 virus.

MR. MUSILIU ADEWUMI – MC ADEX PRINTING



Continued on page 38 >>



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IF YOU HAVE THE WILL, YOU HAVE THE MEANS (2 & 3)



of the client, I'll give an example:

When I was supplying print for the media industry, the standard paper for DVD/Blu-ray sleeves was 170gsm C2S gloss paper. This was the spec to allow the Ilsemann packing machines to pick up the sleeve and insert it into the plastic cover, at an optimum rate per cycle. My customer was forever looking to reduce their purchase price, something that my beloved sales people seemed happy to acquiesce to but it was getting to the point where my efficiencies were reaching their optimum and further price reductions would erode my EBITDA. My next step changed the industry standard for Ilsemann DVD packing specs.

I printed the following batch of DVD sleeves on 150gsm, C2S gloss



(C) X5 Management

Following on from the recent article on competitiveness in the print industry in Nigeria/West Africa, I further discuss **HOW A BUSINESS CAN APPROACH THE INCREASED COMPETITION THAT PREVAILS IN THE ERA OF COVID**. Remember that the answers in this article are not all LEAN related but they are challenges that I've faced in a competitive market in the past, particularly in businesses that I have managed.

3. Different raw materials.

There's no reason why using a different, less expensive raw material should equal an inferior product (I realise that not all of our competitors are as scrupulous as we are in material selection). The selection of raw material can be very technical and often, beyond the knowledge expected

Continued on page 23 >>

IF YOU HAVE THE WILL, YOU HAVE THE MEANS



paper; the same supplier and the same brand, and sent it in. The quality wasn't any different, it had the same tech spec as any other gsm in the range but it was, by yield, more than 10% more profitable for me to use. Today, 130gsm has become the accepted standard, a tacit acceptance by the industry that change is achievable. Use your technical expertise to gain the competitive advantage.

Also, take into account the specification given by the client. The specification for DVD sleeves came, not only with a gsm spec but a raft of other technical



requirements that narrowed the scope for material selection. If your customer gives a broad specification, say "gloss paper", or even "business card material", you have carte blanche to find the most competitive option. That shouldn't mean that you forsake quality but there might even be half a pallet of paper/board at the back of your warehouse that can be used (very cost effective) or your supplier can make a technical suggestion, be creative.

Finally, if your competitor has won the job based on cheap and inferior, then there's very little one can do, except investigate, report and offer a better solution "next time 'round".

4. An aggressive sales strategy.

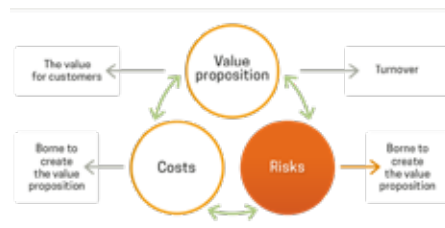
A small business can't sustain this method, unless it can accept the risk of business failure. If a small business is constantly coming under your pricing then there is a likelihood that one of the other categories apply.

To answer one of John's points in his question; the print and packaging industry will never regulate pricing (or price fix); the industry is an open, commercial entity and competition has driven advancement in technology and manufacturing philosophy since the time of Guttenberg. By embracing competitiveness, we accept that we will/must improve what we do and how we do it.

This type of strategy reminds me of one, large business that I worked for, where the new CEO declared, "We will be the last man standing in the media print business and we will outlive the competition through aggressive pricing". That was 7 years ago, when the business had 8 print sites across Europe - today there is one.

5. They need to absorb cost of equipment.

If this is a predicament that applies to your business, because of a downturn in work, then there are a few ways to mitigate this but cheaper prices just to gain work is, again, unsustainable, it's a means to an end (the end being survival). Your pricing should account for



your machine rates, if the machine is partially idle, you are paying for the equipment without the productivity, so your returns/margins will be negatively affected. Consider shutting down the machine entirely, increase shifts onto other machines (the most productive machines) to create continual, 24-hour production. By doing so the operation can temporarily reduce the overhead and remain efficient, without affecting output.

If this is a situation that you are up against, then remember that many of the challenges that print businesses face are the same. If a large, equipment driven printer is dipping their toe into your "pool" of customers then they are doing it to overcome short term, financial challenges. If a print business has invested heavily in new tech, they are probably reliant on a sales "force", where the opposite applies to the smaller business, this can be a critical for all parties and COVID has exacerbated that criticality.

In my experience, large print firms trying to enter the sphere occupied by the smaller businesses occurs over a very limited timeframe. The larger print business model relies on near constant operation and mostly, fixed time frames; their "agility" is dictated by customer SLAs (Service Level Agreements) and unwavering



specifications. Unless a large print business takes the steps mentioned earlier, they will be unable to enter into the lower priced/volume end with any perseverance and the steps outlined earlier are not easy decisions to make.

There is another method at play here, and one that was mentioned in the recent Webinar, albeit from a different angle. If you are a small, commercial printer, your costs should be considerably lower than the larger businesses. By acting as a cooperative,

Continued on page 24 >>

IF YOU HAVE THE WILL, YOU HAVE THE MEANS



the end customer gets a cheaper product, you get work that may not be at a price that is sustainable and the larger business can manage costs through a third-party agreement.

In times of dire straits, this model, temporarily, can work. Once the barren times have passed, it will also put the



smaller business in good stead with the larger business as a long-term supplier. As I type, I know of a very large packaging company that are seeking third party print suppliers, because small is agile; it is knowledgeable and it is eager to do business.

6. Better customer relationship

This can translate into many things but, I hope, when the economic climate becomes as critical as it is in COVID times, cost, quality and service have equal priority in meeting the terms required of customers. Having worked for a few American businesses, I can testify to the fact that buzzwords are used liberally and the one that most aptly fits

the current climate is “transactional”.

What this seems to mean is that the influence is less with the sales person and more about how the supplier performs or, in other terms, the supplier is chosen on an objective, results-based decision. If there are other, less clear, contributing factors, then it’s probably best not to become involved. I’m no salesman, so forgive me for not being able to impart any nuggets of wisdom here but from the operational aspect, now is the time to impress upon your current customer portfolio just how important a supplier you are.

I was recently on a Webinar, broadcast by **PROPAK West Africa**, titled **Opportunities for a Circular Economy in Africa post COVID-19** where the presenters spoke at length about environmental sustainability and performance. By following **LEAN** methodologies, your print business can prove these credentials, which in turn become a marketing opportunity. Any positive aspect that applies to your business will endear you to your customer base, find it and use it.



In a recent assignment, I was brought in to improve output, capacity and supply (too late, in my opinion). At the time I started with the business, the relationship with some of the clients was, at best, strained. It was only through the implementation of **Continual Improvement** techniques that we maintained a relationship with the customer and retained the business (actually, one of the sites was quoted as being a “success story” for the customer). Sales relationships are important but in today’s environment, results from operations is critical to maintaining (and even gaining) business.

7. The competition is more efficient

If we take the question raised by John, in the introduction to these articles, then I’m not sure that the “old man” he refers to falls into the category of more efficient, although this assumption has more to do with John’s phrasing, rather than a slur on old men. But let’s just think about this.

We are all in the same industry and we should have a fairly equal understanding of the basic technology, the raw materials at our disposal are, broadly speaking, the same and the labour costs are low, in comparison to outside of West Africa. If you’ve looked at all of the other variables from 1 **Continued on page 37 >>**



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COLOR OF THE YEAR 2021



YELLOW AND GREY – PANTONE 2021 COLOUR OF THE YEAR

Every year in December, the Pantone Colour Institute selects the “**Colour of the Year**”, influencing a wide branch of industries with this decision. This year’s champions are surprisingly two colours – **Ultimate Gray** and **Yellow Illuminating**.

FINDING THE “COLOUR OF THE YEAR”



Continued on page 28 >>

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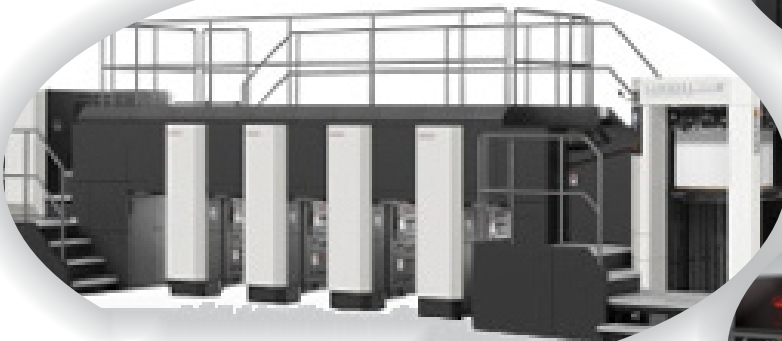
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YELLOW AND GREY – PANTONE 2021 COLOUR OF THE YEAR



Colors of the Year 2021

Ultimate Grey & Illuminating

WHY ULTIMATE GREY AND YELLOW ILLUMINATING?



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Print Impact Around the World

PANTONE REVEALS TWO COLOURS OF THE YEAR FOR 2021



For the first time since 2016, Pantone has chosen two colours of the year instead of the usual one signifying the unifying nature of humans that give strength and hope in the face of challenges.



independent colours “come together to create an aspirational colour pairing, conjoining deeper feelings of thoughtfulness with the optimistic promise of a sunshine filled day”.

illuminating was described by Pantone as “a bright and cheerful yellow sparkling with vivacity, a warming yellow shade imbued with solar power” while Ultimate Grey, “is emblematic of solid and dependable elements which are everlasting and provide a firm foundation”. And most importantly, this colour “quietly assures, encouraging feelings of composure, steadiness and resilience”.

According to Pantone; “The union of an enduring Ultimate Grey with the vibrant yellow Illuminating expresses a message of positivity supported by fortitude. Practical and rock solid but at the same time warming and optimistic, this is a colour combination that gives us resilience and hope. We need to feel encouraged and uplifted; this is essential to the human spirit.”

“The selection of two independent colours highlight how different elements come together to express a message of strength and hopefulness that is both enduring and uplifting, conveying the idea that it’s not about one colour or one person, it’s about more than one,” said Leatrice Eiseman, Executive Director of the Pantone Colour Institute while announcing the two Pantone colours of the year for 2021: Ultimate Grey (Pantone 17-5104) and Illuminating (Pantone 13-0647), a vibrant yellow.

The organisation said these two

DUPLO INTRODUCES NEW ENTRY-LEVEL BOOKLET SYSTEM FROM EXISTING MACHINES

Combining two of its existing machines into a new entry-level package, Duplo launches a brand-new Duplo 150 Booklet System that can produce up to 2,400 booklets per hour aimed at helping its customers to grow.

Duplo



Duplo 150 Booklet System comprises the DSC-10/60i, a heavy-duty collator feeding system along with DBM-150 bookletmaker and trimmer. The DSC-10/60i provides users with the power, reliability and flexibility to handle a wide range of material with consistent results, including heavy stock, laminated or pre-folded, and whether produced on a digital or offset press. On the other hand, the DBM-150 is a compact integrated system that sets up automatically from job memories to staple, fold and fore-edge trim to create a booklet or flat document.

Duplo said the system’s ease-of-use is further enhanced by staple heads which use easy-change

cartridges and can be replaced with a loop version to form ring staples suitable for filing. Again, a new software connection between the two machines aids quality, easy-to-use and versatile solution capable of handling automatically a wide variety of booklet formats from smaller-than-CD to A4 portrait finished size without interruption.

For when booklets are not required, the collator can feed to the right side and collect sets in a simple jogger or deep pile stacker. This can be used when preparing NCR sets, packs of marketing material, or documents to be coil or perfect bound.

WITH BOOMING DEMAND FOR ELECTROMOBILITY, HEIDELBERG DOUBLES PRODUCTION CAPACITY FOR WALLBOXES

- SECOND PRODUCTION LINE TAKEN INTO OPERATION AT THE WIESLOCH-WALLDORF SITE
- ELECTRIC VEHICLE OWNERS PREFER CHARGING SYSTEM FOR PRIVATE USE
- HEIDELBERG AMONG THE MARKET LEADERS FOR WALLBOXES IN GERMANY
- FOCUS ON EUROPEAN ROLLOUT



HEIDELBERG

With growing demand for charging solutions for electric vehicles in private use and current market projected to grow over 20 percent annually, Heidelberg Druckmaschinen AG (Heidelberg) - already one of the most successful wallbox suppliers on the German market - is set to serve the rising demand in this sector more effectively and thus strengthen its market position even further by starting a second production line for the manufacture of its wallboxes at its Wiesloch-Walldorf site. In doing so, the company is planning to roughly double production capacity by April this year.

Heidelberg is now manufacturing the Heidelberg Wallbox Home Eco and Heidelberg Wallbox Energy Control models with various cable lengths and customization options for the German and European

markets in two-shift operation on two production lines. “The market for wallboxes is booming. Our production capacity is being used to the full and we’ve established ourselves as a successful supplier on this market of the future. By taking into operation a second production line, we can respond to the high customer demand more effectively. In doing so, we’re systematically pursuing our growth plans on the highly promising electromobility market,” says Heidelberg CEO - Mr. Rainer Hundsdörfer.

Growth market of electromobility - Heidelberg further expands charging systems portfolio with focus on European market Heidelberg began production of the Wallbox Home Eco, a model for quick and easy charging in the private and semi-public domains, in summer 2018. Following the

Continued on page 34 >>



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WORLD'S BIGGEST PAPER EXHIBITION - PAPEREX DEFERRED TILL 2022

The largest and world's leading international exhibition and conference dedicated to Paper, Pulp and Allied Industries - Paperex has been postponed to 2022.

The trade show which is the only comprehensive business platform serving the Paper and Allied Industries which was planned to take place from the 6th through to the 9th of December 2021 will now take place from the 9th through to 12th January 2022 at India Expo Centre, Greater Noida, Delhi- NCR, India.

WHERE To print gathered that the postponement may be connected to the impact of COVID-19 across the world especially now that large-scale vaccination across countries are preminent in a bid to stop the spread of the virus and stabilise international travels especially for large gatherings.

WHY YOU SHOULD VISIT PAPEREX 2022

At Paperex, one gets to witness latest technology, machinery and raw material for paper & board manufacturing such as complete paper mill machinery, automation & instrumentation, bearing & accessories, boilers & turbines,

industrial gears, rolls & rollers, pumps valves & systems, quality control equipment & system, raw material handling, stock preparation equipment, testing equipment, transport and material handling.

Because the show hosts buyers from paper & board manufacturers, paper traders, printers, publisher, converter and paper packaging companies, designers for corrugated box & related packaging, investors and promoters, we have seen steady growth of the event, which has already seen 14 editions since inception as a biennial event. This reflects the increasing capabilities as well as huge potentials for new technologies and investments in the Paper, Pulp and Allied Industries.

An interesting dimension to the popularity of Paperex has been the expanding international interest. This is evident from the growing numbers of participants as well as visitors from countries across the globe. Not only that, Paperex also credits its growth to the active support and patronage of both Indian and the International Paper Industry and Associations.

In a nutshell, by visiting

Paperex as a Trade Visitor, you will see & experience:

- Global leaders of the Paper Industry in one place.
- Stay informed about the latest technological innovations in Paper Industry.
- Gain profound insights into current global trends.
- Get connected at exclusive networking events.
- Explore availability of raw materials and suppliers.
- Attend interactive workshops and seminars at the exhibition.
- Unparalleled opportunity for business tie-ups.
- Variety of papers and paper products.

You will also get unlimited opportunity into:

- The vast world of paper & allied products;
- Network with domestic and international industry leaders in paper business;
- Meet the who's who of Paper Industry in India and worldwide;
- More than an exhibition: powerful networking for your business success.
- And leverage the many benefits of attending Paperex 2022 as an international visitor for

innovative technologies, trends, and business exchanges.

COLLOCATED SHOWS

Organised by Hyve India Pvt. LTD - part of Hyve Group PLC (formerly ITE Group), the next edition of Paperex as a unified business platform for Paper Industry is collocating with world's renowned paper inclined events such as:

- Tissueex
- Corrugex
- World of Paper
- Paperex South India

JOIN OFFICIAL NIGERIA DELEGATION TO VISIT PAPEREX 2022

To join the Official Nigeria Delegation to Paperex 2022, WhatsApp or speak with Precious or Joju: +234 (0)816 087 6041, +234(0)803 862 9114. Email: wheretoprint@yahoo.com **NUMBERS CMYK LTD (WHERE To Print magazine)**



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Print Impact Around the World

HEIDELBERG

sales launch in Germany, from this year it is also selling the model through intermediaries on numerous European markets. In fall 2019, the model came out top in comparative testing by German automobile association ADAC. This was followed in October 2020 by the unveiling of the Heidelberg Wallbox Energy Control with integrated load management. Networked to support simultaneous charging of as many as 16 electric vehicles, it thus provides an attractive charging solution for apartment buildings, multi-vehicle garages, and company/hotel parking lots. Grants of EUR 900 are currently available from KfW Bank for the purchase and installation of such equipment in Germany. The company is manufacturing both Wallbox models to proven Heidelberg quality standards, with a high-end stainless-steel front for the Wallbox Energy Control. With an RRP from EUR 490 for the Wallbox Home Eco

and EUR 790 for the Wallbox Energy Control, Heidelberg therefore offers one of the best value for money private charging systems on the market.

In the last two years, Heidelberg has already supplied customers with over 35,000 Wallbox systems. The company is also planning to significantly increase sales volumes amid the continuing growth in demand. "We've got big plans for electromobility, including for the coming financial year. Given the growing appeal of electric vehicles in many European countries, we'll be significantly expanding our sales activities on those markets," adds Hundsdörfer. "The quality and value for money are just right and are set to win over many new customers."

The Heidelberg Wallbox systems are available from Amazon, electrical retailers, wholesalers, numerous energy suppliers, and certified electricians.

AGFA RESHUFFLES OFFSET SOLUTIONS ACTIVITIES



Leading prepress solutions provider - Agfa-Gevaert Group (Agfa) has expressed the intention to reorganise its Offset Solutions activities into a stand-alone legal entity structure and organisation within the Agfa-Gevaert Group.

According to a release made



available to WHERE To Print from Agfa, the intended reorganization is part of the strategic transformation programme for the Agfa-Gevaert Group meant to improve profitability and to address significant decline in market demand. Therefore, Agfa is reviewing its offset business model, simplifying its organization and streamlining its product offering because it believes these steps taken will; "secure our position in this industry and to restore profitability."

To Agfa President and Group CEO - Pascal Juéry: "The group's profitability was affected by the ongoing issues in the offset Printing Industry, which accelerated due to the COVID-19 pandemic.

PRINTING UNITED ALLIANCE AND IDEALLIANCE ANNOUNCE INTENT TO MERGE



PRINTING United Alliance and Idealliance have announced the intent to merge the two organisations.

The Board of Directors at each company have unanimously voted in favour of the merger. Last year, SGIA and PIA officially merged to become PRINTING United Alliance, the largest, most comprehensive printing and graphic arts association in the country. This new venture with Idealliance will further support the association's investment into the long-term success and fortitude of the industry.

"Over the past few years, PRINTING United Alliance has focused on bringing those efforts and institutions that are having the greatest impact in printing together under one roof," said Ford Bowers, CEO, PRINTING United Alliance. "We are excited that Idealliance may join us as the preeminent standards, training, and educational association in our industry. Our media outlets and reach into various printing segments, the many events we conduct, including the PRINTING United Expo, and membership of more than 6,000 companies will all serve to strengthen and expand the work of Idealliance as an 'association within an association,' both domestically and internationally, and through its mission will continue to help our

industry thrive."

"Idealliance is renowned as a leader in certifying and training color management professionals around the world," said Dick Ryan, CEO, Idealliance. "To continue moving Idealliance's programming forward, this merger will provide significant growth opportunities through PRINTING United Alliance's robust platforms and aligns with many of the association's current offerings and strategies for success. In partnership with PRINTING United Alliance, we aim to provide global standardization, training, and certification programs for the printing and packaging supply chain to all graphic communications professionals. This partnership will allow us to expand efforts into new markets to train and certify professionals, processes, and systems around the globe. Together, we seek to serve the printing and packaging industry better than ever before."

The proposed merger of the two organizations will be finalized on March 1, following consideration by Idealliance members at a meeting of active members on January 28, in accordance with Idealliance bylaws. For more information, visit PRINTINGUnited.com

PRINT UV 2021 CONFERENCE OPENS FOR REGISTRATION



Organisers of PRINT UV 2021 have announced the opening of registration for the 2021 annual Print UV Conference, under its new theme "Vaccinate your Business with PRINT UV", and with firm dates set for March 31st - April 2nd 2021 to be held in-person at the Wynn Encore Resort, Las Vegas.

"Print UV is back, and this time better than ever, and with greater intensity to our market than ever before," said Hans Ulland,

Conference Co-founder and Vice President of Print UV Productions, Inc. "After taking a one-year break during the outbreak of the COVID Pandemic, we want to thank all of sponsors for holding steady with us while we worked through this unprecedented situation. Not only did our sponsors stay committed to the event, but our attendees did as well, with over 90% maintaining their paid registrations until we could become operational again!"

Continued on page 36 >>



BEE Printing Mechanical Company



HEIDELBERG SM102 -4



BINDING MACHINE



HEIDELBERG MOZ



HEIDELBERG SHAHL K78



POLAR 92



HEIDELBERG SM74 -5



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- Other Printing Equipment

Print Impact Around the World

Originally because of the timing of the ongoing and uncertain situation in the US, organisers were going to push the Print UV conference event out another year to 2022, but after many requests were received by both attendees and sponsors, a "Hybrid" solution for Print UV 2021 was developed.

"We will be holding on onsite event as normal at the Wynn Encore Resort for those wanting to travel safely and surely, and who are craving the value of in-person networking that so many of us dearly miss in our industry" said Ulland.

"We will also be holding the event online with on-demand replay this

year for those that will still profit from key information on UV printing, but are not yet ready or able to travel, and we are proud to introduce our Hybrid Print UV option for them!"

To register for either the In-Person or Virtual / On-Demand options to attend the 2021 Print UV Conference, please visit www.printuv.com and follow the "Register Now" links. An early bird registration rate for on-site attendance is available through February 19th. On-site attendance will be limited this year due to COVID safety requirements, and those wishing to attend in person are encouraged to register early.

SAPPI INCREASES PAPER PRICES



Sappi Europe is to increase the price of its coated and uncoated woodfree paper grades by 8% to 10% across Europe with multiplier effect across the globe.

Sappi in a statement said the increase is attributed to: "decreasing profitability combined with large, sudden cost increases, both in raw materials and logistics make a price increase unavoidable" just as it also introduces new barrier coating technology for functional

paper packaging at its specialty mill in Alfeld, Germany.

According to Barry Wiersum, Sappi Europe Chief Executive: "expanding the use of our proprietary barrier coating technology underpins Sappi Europe's drive to maintain our leading position in barrier coated paper as well [as] the commitment we have with our customers in developing innovative future focused packaging solutions which contribute towards a sustainable future".

SIGN & DIGITAL UK MOVED TO MAY

16-18 May 2021, Hall 5, NEC, Birmingham



SIGNAGE | PRINT | DISPLAY | DÉCOR | DESIGN

With uncertainties in travel restrictions, UK's biggest wide-format event - Sign & Digital UK (SDUK) 2021 has been rescheduled to May in the hopes that a 10-week extension will enable more time for the coronavirus pandemic to have eased.

Initially planned take place from 2 to 4 March 2021, the show organiser - Faversham House said the wide-format event is now to hold from 16 to 18 May 2021 and will open on a Sunday for the first time, in Hall 5 of the NEC.

Jenny Matthew - Event Director believed that: "With the positive news of the vaccine rollout, and the government indicating a return to normality for the events industry by Easter, we felt a 10-week extension to our March dates would give us, and our exhibitors, the time needed to deliver a safe and successful show.

"In addition to planning for a COVID-safe exhibition, we have taken the opportunity to reimagine

the traditional exhibition format. We have reviewed all aspects of exhibiting and have looked at how we can drive down costs for our exhibitors without compromising on quality, simplify the whole exhibition experience and ultimately deliver more value to our exhibitors and visitors. With an already packed floorplan we look forward to bringing more exhibitors on board, and welcoming the industry back, in May 2021."

APRIL'S ISA SIGN EXPO GOES VIRTUAL



ISA International Sign Expo 2021 - NOW VIRTUAL!

The forthcoming ISA - International Sign Expo 2021 in April will now be virtual according to a statement from ISA Board of Directors.

"Given the current state of the pandemic, we believe that the only solution will be for ISA Sign Expo 2021 to become a fully virtual event taking place over the same dates, April 7-9, 2021" the statement reads in part as it also notes that; "We'll continue to closely monitor the ongoing developments with the coronavirus and the related effects of it. While the opening of the event is not for a few months, we must make decisions now about whether ISA can host an in-person event.

"Over the last year, ISA has

developed a number of extremely well-received virtual experiences, including The Wrap Experience, The Link...Install and The Link...Soft Signage. Using the expertise, information and feedback from those events, we believe that we can deliver an outstanding experience, complete with the ability to explore new products, learn from experts and connect with peers".

The virtual event will be FREE for all attendees and provide access to the latest products, ideas and connections to help you grow your business. Registration for ISA International Sign Expo 2021 - VIRTUAL is now open, and you can register to attend at www.SignExpo.org/Virtual2021

PACKAGING INNOVATIONS POSTPONED TO JUNE 2021



Continued on page 42 >>

IF YOU HAVE THE WILL, YOU HAVE THE MEANS



to 6. and are satisfied that you have answered them in the affirmative, then the logical conclusion is that your business is inefficient. Now is the time for that introspective I spoke of earlier.

Firstly, I would recommend reading some of the articles that I've previously written for WHERE To Print, where I discuss LEAN, as a philosophy and various techniques that any print site can implement, with minimal cost. Secondly, take a look at how you approach the services that you offer. Are you willing to specialise, with your specialisation being efficiency, or is your business model a "take anything that comes"? If it's the former, then you should be looking at rationalising paper stocks and grades and all other raw materials to minimise downtime and increase utilisation. If

it's the latter, then think about offering those services via a cooperative type arrangement with larger printers, as a small printer your costs and therefore your pricing should be competitive.

In conclusion

Nigeria could be in the same situation that Poland was when I arrived here 13 years ago. I wasn't at the first wave of Western European business moving eastwards (that happened at least decades earlier) but, the print industry, for sure, Poland was about to become the most important country in Europe, in terms of press OEM sales and subsequently, the inexorable shift of printed material.

In the 6 years between 2009 and 2015,

the Polish print industry increased over all revenue by 74% and the employment in the industry increased by almost 20%, yes this was certainly aided by EU infrastructure and funding but just as importantly, the big organisations were bringing training, development and manufacturing techniques that all built confidence in the industry. Lower employment costs, coupled with the same (sometimes even improved) quality and efficiencies, made Poland the place to have your packaging printed, the export of printed material in 2016 stood at 38%.

Why the Polish example? Because Nigeria **should** be at the cusp of an industrial and economic boost due to



© **Andrew Malson** is a highly experienced, committed and passionate Operations Executive/ Director/ Manager with a demonstrable reputation for creating the change required to deliver significant improvements in business performance through quality, service and productivity. He has invaluable strength in establishing and ensuring sustainable success of single, multi, and regional manufacturing sites by creating right and enduring cultural change through involvement and development of people. In the 30 years since beginning in the industry, Andrew has been responsible for the design and implementation of systems covering quality, people development, environmental standards and operational excellence. He brought his wealth of experience and invaluable knowledge to bear at WHERE To Print magazine in West Africa in its quest to positively influence and improve print purchase decisions with special focus on Lean Manufacturing Implementation; Organisational Effectiveness; and Sustainable Business Growth. Andrew welcomes your connection via wheretoprint@yahoo.com or directly vide andrewcmalson@gmail.com



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AS 2020 BUSINESS YEAR ENDS, WHAT IS THE MOST MEMORABLE PART OF THE YEAR TO YOU AND WHAT ARE YOUR EXPECTATION FOR 2021 BUSINESS YEAR?

We plan to always have the materials and equipment needed ready to ensure we maintain our standards always. Also, consistency is key; we will ensure our offices are always open for easy access to our customers.



MR. KINGSLEY IKE - ORTHOMODE TECHNOLOGIES



Our plans are to keep in touch with new and old clients often and if possible, reduce the cost of printing their jobs for them. Then for the business, we plan to set a target or map out new business strategy while setting up a new budget.

• MISS OKOLIE ISIOMA - SPARKMAN LTD

I prefer to go online to design for my customers and send to them for approval after which, we process their jobs accordingly for printing and then deliver directly to them at no extra charges.



MRS. EVELYN ADEBAYO - EVELYN'S PRESS



My plans are satisfying my customers because their patronage means a lot and not praying for the lockdown to hold in 2021, my plans for the year 2021 is to grow higher and a better business year.

• MR. OLAITAN OLUFEMI - PETER FOLUNSHO PRESS

I do not wish for a lockdown in 2021, but if it happens we are going to be closing our offices to obey government directives. Furthermore, we will ensure not to lose contact with our customers and try our possible best in making sure they are in the right state of mind as the last lockdown dealt with a couple of them.



MR. IZUCHUKWU - DE RIGO ENTERPRISES



I think the first step is improving our quality service to our clients and to help the Government preach; that the pandemic is real because health comes first. This way, it helps to provide basic preventive measures such as sanitizers, wearing of facemasks etc. That is one of the plans we intend to do differently this year.

MR. MICHAEL OKUBANJO - MICONCEPT.COM.NG

We are on "Pay-As-You-Go". We live for the day. Planning is difficult; the future appears bleak but we have hope that tomorrow will be better.



MR. GREGORY BOLUJO - CALEB PRINTS AND PACKAGING



We are working underground to improve our skills, doing research to upgrade our systems and our equipment, so that after lockdown we will have new concepts in our printing business.

MR. OLASHADE KAMORU - EXCELLENT PRODUCTION SERVICES

We are in the critical stage right now with the way cost of materials are going up; it is very difficult to plan. But, I am working towards expanding my business this year.



MR. OLUWASEUN ODUFUYE - ZELVIC PRINTS MEDIA



What plans do we have when there is no funds to keep up with the increasing rate at which the price of print consumables are going and also adding with the fact that there are minimal or no events due to the social distance in place. We are just hoping the virus leaves soon so we can go about our normal businesses.

MRS. MUYINAT ALI - MAKCOM-TADE ENTERPRISES

OUR VERDICT

Today's business leaders need to be alert and understand the huge business continuity challenges posed by COVID-19. Aside thinking about the future amidst the pandemic, they also need to prepare for the "New Normal" which may turn out to be the norm moving forward. Perhaps, businesses should also start to devise a lockdown exit strategy while planning for new mode of operations expected to rejig their performance and business continuity. In all, priority should be on staff wellbeing to aid their performance backed by cost-effective, value-driven and functional measures that will bring about sustainable business growth this 2021 Business Year.



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Discover innovation in packaging, plastics, food processing, labelling and print in West Africa at the region's largest B2B trade event, PROPAK West Africa 2021.

Taking place from **14 – 16 September 2021** at the **Landmark Centre** in **Lagos**, Nigeria, PROPAK West Africa will set the stage for reconnecting the West African printing and packaging communities following an unprecedented year of uncertainty.

The transnational show is the perfect platform for you to connect and network with key local and international industry players, with some of the market's biggest names present and over 200 brands in total exhibiting. So, discover the latest technology, products and solutions, source new suppliers,

benchmark your business, learn about trends and growth opportunities and network at PROPAK West Africa 2021.

With the impact of the global COVID-19 pandemic, businesses of all sizes have had to reprioritise and rethink strategies. Now more than ever, it is imperative to come together as a community and learn from experiences across the industry, PROPAK West Africa will do exactly that. With an extended conference programme, enhanced digital options as well as the physical event itself, going above and beyond the legal safety requirements, PROPAK West Africa 2021 will be an unmissable industry event.

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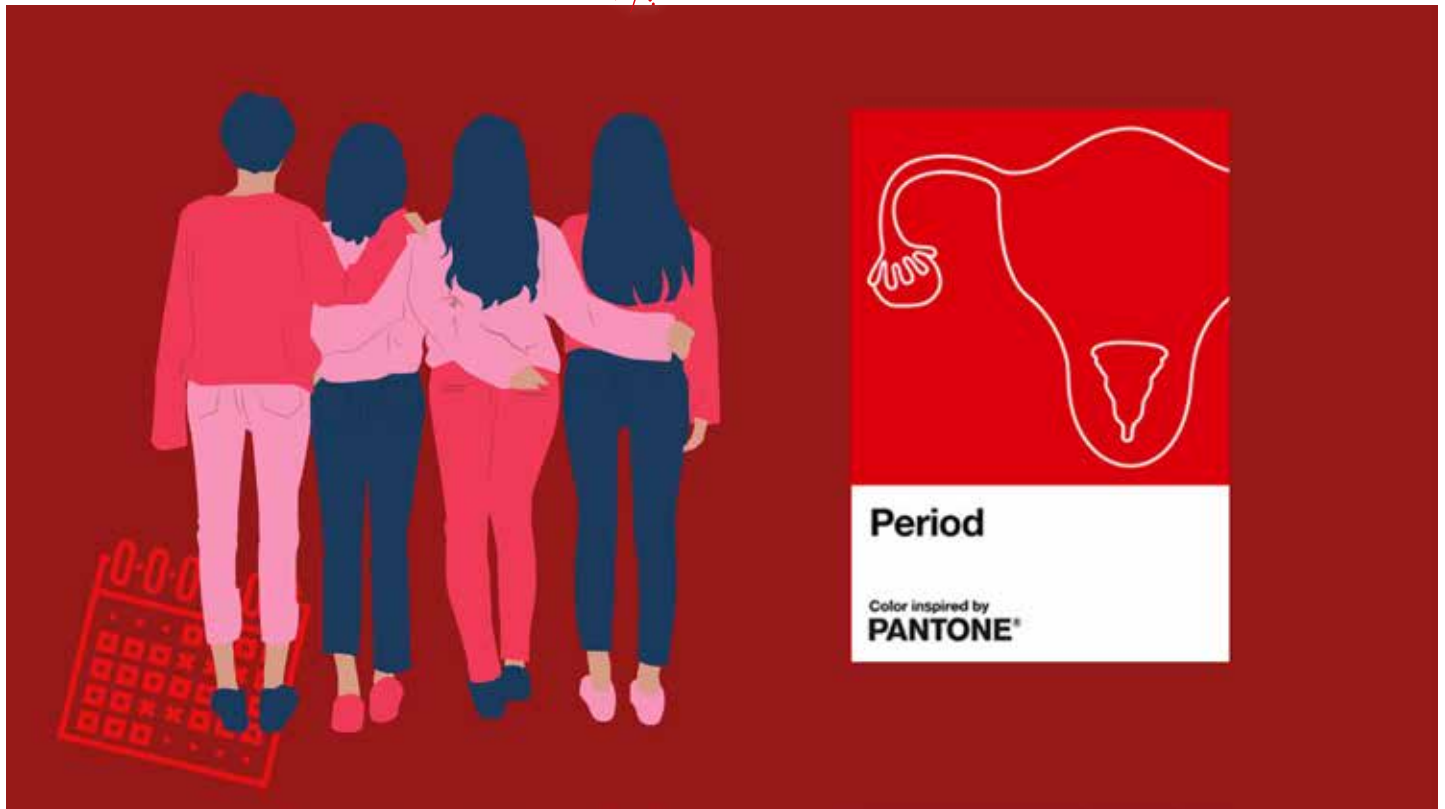
14-16 SEPTEMBER 2021

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fellow industry printing, plastics, food processing, labelling and packaging professionals over three exciting days this 2021 and connect with Africa's largest economy, Nigeria at the region's leading trade event for primary, secondary, and protective packaging, contract packaging and fulfilment, plastics, machinery, labelling, printing and industrial packaging solutions.

Completely FREE to attend, you can pre-register for PROPAK West Africa 2021 show at its dedicated website here as well as get more information about the biggest and largest international printing, plastics, food processing, labelling and packaging PROPAK West Africa: www.propakwestafrica.com

Get in touch with: jamie.pearson@montgomerygroup.com



THE CREATION OF PERIOD

CREATING A RED HUE TO BREAK DOWN THE STIGMA SURROUNDING MENSTRUATION

It may be the 21st century but periods are still often considered shameful, mysterious and a taboo that should not be talked about publicly. Swedish based brand INTIMINA which offers the first and only range of products dedicated exclusively to all aspects of intimate and menstrual health has launched the Seen + Heard campaign. The goal of the Seen + Heard campaign is to break down the stigma and taboos surrounding menstruation, to enable everyone, regardless of gender and generation to feel comfortable to talk freely and proudly about this natural bodily function.

What do you get when you combine an intimate healthcare brand with a colour company? **Period** blood colour, the perfect shade to represent periods. The Pantone Colour Institute just partnered with INTIMINA to release a custom Pantone red colour to represent menstruation. We aren't just painting walls, we're breaking down the ones that contribute to the stigmas surrounding periods.

It may be the 21st century, but attitudes around menstruation are long outdated and preserved by

perpetuated cultural taboos that are mysterious, shameful, and the butt of many jokes.

PANTONE PERIOD RED CREATES AWARENESS FOR MENSTRUATION

Pantone Colour Institute collaborated with **INTIMINA** to create Period, an energizing and dynamic warm red shade encouraging period positivity to serve as the visual colour identifier for the Seen + Heard campaign; a campaign whose purpose is to inspire national and international conversations about periods through

creative ideas that portray periods sympathetically and accurately. Creating a bold and daring red shade that matches the colour of a healthy menstrual flow to be emblematic of the Seen + Heard campaign, leverages the power of colour to attract attention to INTIMINA's mission of supporting the normalisation of periods, getting them seen and heard.

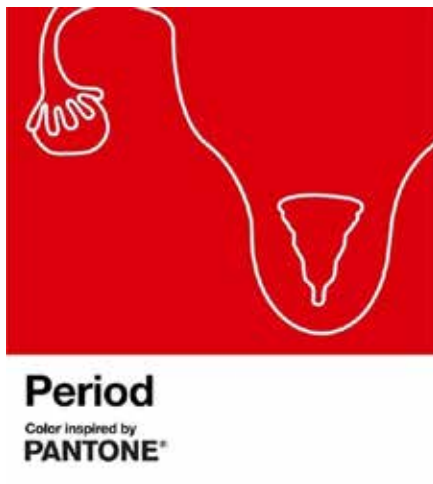
An active and adventurous red hue, courageous Period emboldens people who menstruate to feel proud of who they are. To own their period with self-assurance; to stand up and passionately celebrate the exciting and powerful life force they are born with; to urge everyone regardless of gender to feel comfortable to talk spontaneously and openly about this pure and natural bodily function.

Campaign Wants to Encourage
According to Intimina, the colour Period is an energizing and dynamic

Continued on page 41 >>



YELLOW AND GREY – PANTONE 2021 COLOUR OF THE YEAR



red shade that serves as the banner for INTIMINA's 'Seen+Heard' campaign, which is designed to empower and encourage everyone, regardless of gender, to have more accurate and honest conversations around menstruation.

It is time to stop treating the period as a big secret and to be open about it. In some cultures, a menstruating woman is even considered impure. Although about every second person in the world menstruates sooner or later, our society often acts as if periods do not exist or are something to be ashamed of. This is why the colour serves for the banner for Intimina's "Seen+Heard" campaign, which is designed to empower and encourage everyone, regardless of gender, to have more accurate and honest conversations around menstruation.

Danela Žagar, Intimina Global Brand Manager, says: "Despite the fact that billions of people experience menstruation, it has historically been treated as something that shouldn't be seen or talked about publicly.



And if we look at popular culture, depictions of periods have ranged from wildly inaccurate and unsympathetic to being the subject of jokes and derision. Enough is enough, it's 2020. Isn't it time periods stop being considered as a private affair or a negative experience? Isn't it time we call out people that try to perpetuate the stigma surrounding periods? Or those that mock it? Isn't it time we come together to encourage period positivity and make sure periods are seen and heard? That's what we aim to do with our campaign and it's been brilliant to have The Pantone Colour Institute lend their support as we launch it by creating an original red colour emblematic of a steady flow during menstruation. Pantone's 'Period' red shade represents exactly what our Seen+Heard campaign is about: making periods visible, encouraging positive conversations and normalising menstruation in our culture, our society and in our everyday lives."

Laurie Pressman, Vice-President Pantone Colour Institute comments: "We were very honoured to partner with Intimina on the creation of Period, a confident red shade symbolic of

the empowering message expressed in their new Seen + Heard campaign. An active and adventurous red hue, courageous Period emboldens people who menstruate to feel proud of who they are. To own their period with self-assurance; to stand up and passionately celebrate the exciting and powerful life force they are born with; to urge everyone regardless of gender to feel comfortable to talk spontaneously and openly about this pure and natural bodily function."

Not only has the Seen+Heard campaign helped normalize conversations surrounding menstruation, INTIMINA has also donated £2,000 to ActionAid, an international charity that works with women and girls living in poverty. Jillian Popkins, Director of Policy, Advocacy, and Programmes from ActionAid UK, says: "This is a fantastic campaign and a badly needed one. Around the world today, millions of women and girls still suffer due to the stigma associated with periods. Many girls miss vital days of school, or even drop out altogether, which is one reason so many women experience life-long poverty globally. Without the stigma around periods, more women could escape poverty, fulfil their potential and strengthen their communities. This important campaign will help change that."

Millions of people suffer from this stigma, which always has different appearances: From unsettling jokes about menstruation, to unrealistic portrayals of period blood in advertisements (often depicting it as a blue liquid), to actual exclusion of menstruating people, as is still common in some countries today. Access to menstrual products is also still limited, which is why young people in many places are repeatedly forced to miss school lessons.

A new colour may not change all that, but it draws attention to the fact that menstruation is a normal, everyday part of life – not something that is shameful, dirty or bad. The colour aims to be viewed like a symbol rather than an accurate representation, because blood can have different shades of red that also change during menstruation.

With support from [Pantone.com](https://www.pantone.com), [intimina.com](https://www.intimina.com), and [drupa.com](https://www.drupa.com)



Print Impact Around the World

Top packaging show in the UK - Packaging Innovations has been adjourned to June 2021 as coronavirus related restrictions continue to impact the events industry across the United Kingdom.

The event, which had been due to take place on 3 and 4 March 2021 at the NEC, Birmingham will now be held at the venue on 17 and 18 June 2021.

Show organiser - Easyfairs said the decision to postpone the event was made in close consultation with

its exhibitors, visitors and partners. "Our top priority is the health, safety and wellbeing of our exhibitors, visitors and staff. I would like to thank them all, and the wider packaging community, for their ongoing support and commitment to the event," said Renan Joel, Divisional Director for Easyfairs UK & Global's packaging events noting further that; "It is clear that the industry is just waiting for the day that it can meet in person and reinvigorate those valuable business relationships and opportunities that come from face-to-face interaction."

FESPA PUSHES BACK FLAGSHIP EVENT AGAIN



For the third time, the global federation of national Associations for the screen printing, digital printing and textile printing community - organisers of Global Screen Print & Digital Expo - FESPA have been forced to reschedule the 2021 exhibition to now hold seven months later than was initially planned this year.

Fespa's flagship exhibition, which is co-located with European Sign Expo, will remain at the RAI exhibition centre in Amsterdam, but rather than its original March 2021 date will now take place from 12 to 15 October next year, seven months later than was initially planned.

With Amsterdam RAI, the venue of 2021 show, moving all international

events out of first quarter of 2021 (FESPA was originally scheduled for March), the flagship exhibition which is co-located with European Sign Expo, will remain at the RAI exhibition centre in Amsterdam, but will now take place from 12 to 15 October 2021.

FESPA CEO - Neil Felton stated that the decision to move the event for a third time was not due to lack of exhibitor appetite or concerns over delivering a COVID-secure event, it was simply a reflection of the challenges surrounding international travel restrictions. "The situation regarding cross-border travel into The Netherlands is uncertain at this point. Since our exhibitors are now at the point of having to make detailed logistical plans and commit further costs to be at our events, we believe that the right step is to move to our October 2021 contingency dates, enabling us and our participants to plan with greater confidence."

KOMORI EXPANDS CONTINENTAL PARTS FACILITY

KOMORI
Foremost Japanese press manufacturer - Komori is upping its European service and parts setup with an additional spare parts

warehouse at its Utrecht base - site of Komori's 4,500sqm European HQ and demo facility.

The press manufacturer said that the;



"rapid response, quick delivery and extended support across a broader product and supplies portfolio" was the driving force behind the decision.

Komori's Utrecht site is currently working with World Health Organization guidelines due to the COVID-19 pandemic, and is providing

online training programmes, customer demonstrations, and R&D facilities.

It would be recalled that Komori also has a European parts operation based in Leeds that supplies Europe, the Middle East and Africa.

FLINT INVENTS NEW PRE-PRESS ARM



One of world's largest ink maker - the Flint Group has created a new division combining Xeikon's pre-press business and Flint's flexo wing, and has revived an old brand name as its signature - The Xsys operation.

Aimed at meeting market needs, Xsys will be headed by President Dagmar Schmidt, who held the same role at Flint Group Flexographic. She said; "This repositioning includes not only a new name, but more importantly a new vision

and mission," Schmidt said while noting that; "We are here to bring more brilliance into the packaging industry, into the lives of our customers, partners and colleagues, using brilliant products and services for brilliant print results and business success."

The new entity fresh identity includes the message: "Print solid. Stay flexible", and its slogan is "Be Brilliant". The flexo, letterpress and plate-making brands included in the division include: Nyloflex, Nyloprint, ThermoFlexx, Catena and Rotec.

In a related development, Vice President - Global Commercial, Friedrich von Rechteren said he believed the business had advantages over rivals because of the portfolio of products; "We have equipment, software and a whole portfolio so we can touch all the different steps of the value chain and also combine them," he stated.



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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:

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