



PROPAK

WEST AFRICA 2023

• PACKAGING • PROCESSING • PRINTING • PLASTICS

12 – 14 SEPTEMBER 2023

LANDMARK CENTRE • LAGOS • NIGERIA

Propak will return to its September schedule in 2023 and with Halls 1 & 2 already filling up from the success of this years exhibition, don't delay and get in touch with the team today to find out how you can be a part of it



30+
COUNTRIES



5,500+
VISITORS



**SAVE THE
DATE**



250+
EXHIBITORS

“ Propak is the biggest exhibition for the packaging and print industry and if you look around you see both strong local companies and many multinationals so is certainly something I recommend ”

Aruna Oshiokamele, MD, Tetrapak West Africa

Brought to you by:

1895 MONTGOMERY GROUP
AFROCET

propakwa propakwa propakwa propakwa

www.propakwestafrica.com



PROPAK

WEST AFRICA 2023

• PACKAGING • PROCESSING • PRINTING • PLASTICS

12 – 14 SEPTEMBER 2023

LANDMARK CENTRE • LAGOS • NIGERIA

2022 POST SHOW RESULTS



4,238
VISITORS



134
EXHIBITING
STANDS



200
BRANDS
REPRESENTED

87%

OF VISITORS
ACCOMPLISHED
THEIR GOALS OF
ATTENDING

74%

OF EXHIBITORS
ACCOMPLISHED
THEIR GOALS OF
ATTENDING

65%

REBOOK OF
FLOOR SPACE
ONSITE

**WATCH THE HIGHLIGHT
VIDEOS HERE:**



Brought to you by:

1895 MONTGOMERY GROUP
AFROCET

propakwa propakwa propakwa propakwa

www.propakwestafrica.com

COVER PRICE: FREE!

where to print

MAGAZINE

Licensed by



VOL. 14 | NO.81 | DEC 2022 | 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
www.heidelberg-ng.com



**PROPAK
CAPE 2023**
PACKAGING • PROCESSING • PRINTING • PLASTICS

24-26 October 2023

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



#propakcape2023

www.propakcape.co.za

Co-located events:



TO BOOK YOUR STAND, CONTACT:

MARK ANDERSON,
Portfolio Director,
+27 (0) 82 560 6277
marka@specialised.com

SONJA VAN ROOYEN,
Exhibition Manager,
+27 (0) 83 265 2786
sonjavr@specialised.com

ANDRE PIETERSE,
Sales Executive
+27 (0) 82 891 4271
andrep@specialised.com

Organised by:

MONTGOMERY GROUP
SPECIALISED EXHIBITIONS



BAG MAKING & CUP MAKING SOLUTION



Champion Ecobag EB 16H



Champion Versabag SRV 28



Champion Swiftcup 90

**Stay Connected with AFRA
for more turnkey projects on Take Away Packaging**

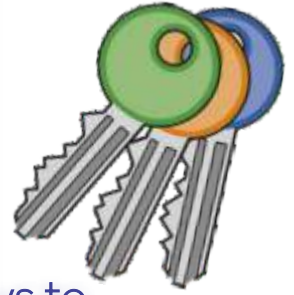


AFRA INTERNATIONAL DMCC

P.O. 233473, Al Qusais Ind Area 4, Dubai,
United Arab Emirates
Contact: +971 55 9021 450
www.afraprintequip.com

AFRA TECHNICAL CONCEPTS LTD

No 23B, Emmanuel Plaza, Fattai Atere Way,
Matori, Mushin Lagos, Nigeria
Contact: +234 813 357 1848
www.afraprintequip.com



3

keys to
**THE SUCCESS OF
ANY PRINT
ORGANISATION**

COLOUR MANAGEMENT,

MACHINE MAINTENANCE

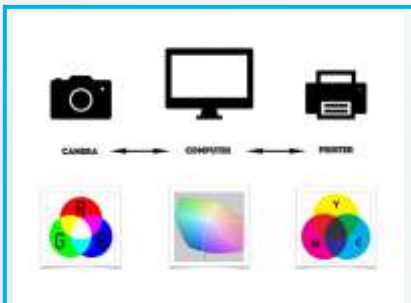
**& PRINT HEAD REPAIR
TRAINING**

As the business landscape in our industry keeps changing rapidly, we are focusing on **THREE KEY AREAS** we consider crucial to **THE SUCCESS, PROFITABILITY & SUSTAINABILITY OF ANY PRINT ORGANISATION.**

Interested **COMPANY/ORGANISATION** should get in touch via email: flourishcolour@yahoo.com

REGISTER NOW!
WhatsApp: **08038629114,**
09012399815, 08160876041,
08107416558

LEARN CUSTOMISED PRINT MACHINE OPERATION AND MAINTENANCE SKILLS FROM EXPERTS IN EUROPE



COLOUR MANAGEMENT

This bespoke Colour Management training is with course contents tailored to your level of knowledge, experience and ability - making sure you get the most out of the training that will extensively deal with ICC (International Colour Consortium) profile education for your particular device as well as basics of colour theory for RGB & CMYK; choosing ink & print process; and the principles of L*a*b according to the Commission Internationale de l'Eclairage (CIE) - all in a bid to help you identify colour inconsistencies for the best and cost-effective production workflow.

At the end of the practical Colour management training sessions, participants will be able to realistically perform colour simulation that can be applied across a workflow, allowing them to simulate print before committing. This exercise will not only save time throughout the design process but also cut down on wastage as colours will now be consistent and reliable.



MACHINE OPERATION & MAINTENANCE

This practical-oriented training will show how print machinery works, and the role of the maintenance in ensuring proper operation and print profitability. Emphasis will be on Stress is laid on operator's skill development as well as machine diagnosis and troubleshooting for practical expertise in maintenance procedures.

At the end, participants will be able to perform basic maintenance functions such as machinery mounting; balancing; lubrication; bearings; power transmission; shaft alignment; seals; condition monitoring; troubleshooting; safety etc



PRINTHEAD REPAIR

The printhead is a very sensitive, delicate and no doubt costly component of every printer that must be treated with the necessary care especially noting the fact that printhead is subject to wear and tear. This is why this hands-on training will show you recommended, yet practical steps to clean your print head; choosing the right media; how environmental conditions affect printheads; and OEM's endorsed printhead maintenance and repair procedures.

After the training, participants will be able to expertly maintain, repair, and prolong the service life of their printers' printheads. The aim of this skill acquisition is not only to improve operator's knowledge on printheads but most importantly empower them for added skills that would no doubt add value to our industry.



where to print

MAGAZINE

Licensed by



VOL. 14 | NO.81 | DEC 2022 | ISSN: 2006-7402

RATE CARD		All rates are VAT inclusive
REGULARS		NIGERIA NAIRA
Full Page		N215,000
Half Page (Vertical/Horizontal)		N118,250
Quarter Page		N68,500
New Product Block		N20,500
SPECIAL POSITIONS		
Back Cover		N377,375
Inside Back Cover		N213,480.69
Sign-Off Page		N213,480.69
Page 1 (Flap)		N213,480.69
Page 2 (Inner Flap)		N213,480.69
Page 4 or Page 5 or Page 6		N213,480.69
Cover Page		N485,750
Spread (Center Spread)		N591,591.19
Wrap Round		N1,250,800
SPECIAL EDITORIAL FEATURES		
1 x Full-Page Editorial Feature (Inside)		N213,480.69
2 x Full-Page Editorial Feature (Inside)		N374,221.04
ADVERT DESIGN/ MARKUP COST+SPECIFICATION		
Full page/ Spread		N36,250
Half page/ Quarter page		N31,000
ONLINE ADVERTISEMENT		
Top Banner (290x100 pixel)		N430,000
Header Banner (468x90 pixel)		N322,500
Wide Skyscraper (290x820 pixel)		N397,750
Deluxe Banner (290x100 pixel)		N215,000
Cost is per 2 months duration with VAT. Other novel options are available on request and are open to mutual agreement on type and cost.		
DEDICATED EMAIL BLAST COST+SPECIFICATION		
1-2 x Email Blast		N231,480.69
3-7 x Email Blast		N295,312.50
8-15 x Email Blast		N472,500
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		
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: • EPS (please ensure fonts are converted to paths and all images are embedded CMYK) • TIFF (CMYK, 300dpi) • JPEG (CMYK, 300dpi) • PDF - Please ensure all fonts and all images are embedded CMYK • Advertisers must supply colour proof as guide during printing after PDF	
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



FEYISETAN PRESS FETES TOMORROW'S LEADERS

Page 10 >>



WE REMAIN COMMITTED TO GIVE YOU THE VERY BEST ROI AND VALUE-DRIVEN EXPERIENCE ON ALL OUR PLATFORMS!

Page 9 >>



PROPAG WEST AFRICA 2022 EXCEEDS EXPECTATIONS

Page 14 >>



WHY ARE YOU AT PROPAG WEST AFRICA THIS YEAR AND WHAT KIND OF INVESTMENT ARE YOU LOOKING AT FOR YOUR BUSINESS?

Page 20 >>



THE FUTURE OF THE PRINT INDUSTRY IN 2023 AND BEYOND

Page 22 >>



VIVACIOUS VIGOUR OF VIVA MAGENTA: THE UNCONVENTIONAL SHADE FOR AN UNCONVENTIONAL TIME

Page 26 >>



TRADE PRESS MAKES AN IMPACT

Page 28 >>



EXPAND YOUR NETWORK IN THE GLOBAL MARKET

Page 40 >>

How to reach us

Our e-mail address is: wheretoprint@yahoo.com, numberscmklimited@yahoo.com and P.O. Box 17871, General Post Office, Ikeja Lagos Nigeria 2341. Letters should include the writers 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 a 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 mediate 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 dont live up to the code, please contact Office of the Ombudsman, Newspapers Proprietors Association of Nigeria @ 8, Maryland Crescent, Maryland, Ikeja Lagos. Or email: ngombudsman@yahoo.com

UP TO DATE!

2019
294
Pantone Colors added

YOU HAVE ALL
2,161
PANTONE COLORS!

Ultimate Gray

How Many

PANTONE®

Are You Missing?

46B, Adekunle Fajuyi Way, GRA - Ikeja Lagos.
Tel: +234(0) 803 862 9114, +234 (0) 901 239 9805
Email: flourishcolour@yahoo.com
Website: www.flourishcolour.com



SHS-CAS

Graphische Maschinen GmbH



Dear Colleagues, we like to offer you these machines subject to prior sale.

Ref.-No.: 9293
Model: SM 52-4 H+LX
Manufacturer: Heidelberg
Year of manufacture: 2000
Serial No.: 204293
Imps.(mio.) ca.: 92 Mio.
Delivery: Installed in our warehouse
Equipment: Alcolor with MGE cooling, CP2000, Autoplate, Preset,
all washers, coating unit, extended delivery X1, IR dryer, Eltex
antistatic, Grafix alphatronic 200 powder sprayer

Ref.-No.: 9498
Model: 304 P HOB
Manufacturer: Roland
Year of manufacture: 2000
Serial No.: 28764 B
Imps.(mio.): 121 Mio
Delivery: In stock
Equipment: Rolandmatic dampening, CPL, RCI, Perfecting 4/0; 2/2,
Multi CCI, WEKO T77, IR dryer Eltosch



Other current offers:

Sheet-fed Press | 1-colour Offset | 2-colour Offset
4-colour offset | 5-colour Offset | 6-colour Offset
8-colour Offset | 10-colour Offset
12-colour Offset | 1-colour Letterpress
Finishing | Converting | Paper processing
Pre-Press | Cutting Machines | Cutter machine-accessories
Wrapping machines & others | Spare parts

We are dealers for used printing machines, post-press and pre-press. Main brands: Heidelberg, MAN Roland, Polar, KBA Stahl, Wohlenberg, Schneider Senator, MBO and all the other brands around. If you are searching for anything or you have any questions, please don't hesitate to

contact us @

SHS-CAS Graphische Maschinen GmbH
Oststraße 87, 22844 Norderstedt Germany

Tel.: +49 (0) 40 52 10 20 60

Fax: +49 (0) 40 52 10 20 620

Email: office@shsgm.com

Website: www.shsgm.com

To Readers

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

WE REMAIN COMMITTED TO GIVE YOU THE VERY BEST ROI AND VALUE-DRIVEN EXPERIENCE ON ALL OUR PLATFORMS!

With 2022 almost behind us, trying to look into the future of the print industry is bound to be a challenge. This is primarily because we all know that the print industry which was recently plunged into a COVID-19 storm is yet to fully recover but as we also know; every crisis comes with opportunities. In 2023 therefore, industry players should capitalise on opportunities in and beyond printing that has been exposed in our **COVER STORY** (on pages 22 and 23) in this last edition for the year. Culled from www.radixweb.com and written by **Mr. Pratik Mistry** Vice President of Sales at Radixweb, you will discover how the print industry is all set to expand due to privacy issues and oversaturation of digital platform in the article titled: **THE FUTURE OF THE PRINT INDUSTRY IN 2023 AND BEYOND.**

And for those planning marketing and advertising spend for 2023, check out our **SPECIAL FEATURE ARTICLE** that explores how trade media continue to remain relevant decision-making aids for executives inspite of the poor economic outlook. Flip over to pages 28 and 29 to read **TRADE PRESS MAKES AN IMPACT** written by **Mr. Frank Baier** and culled from www.mullermartini.com to know how trade journals/ magazines will remain important decision-making aids for executives in the future. Another **SPECIAL FEATURE ARTICLE** in this edition is our examination of how the newly crowned Pantone Colour of the Year 2023 - Viva magenta will not only remain visible throughout the coming year but will also shape the world's vision in 2023 and beyond. Check this out on pages 26, 27 and 30 in the article

titled: **VIVACIOUS VIGOUR OF VIVA MAGENTA: THE UNCONVENTIONAL SHADE FOR AN UNCONVENTIONAL TIME.**

However, for us to strategically move forward to the future, we need to appreciate and learn from our past experience. So, check out our **POST SHOW REPORTS** of industry biggest shows in America and West Africa. First off is the **SPECIAL FEATURE ARTICLE - PROPAK WEST AFRICA - POST SHOW REPORT** (from page 14 to 17) that highlights some of **PROPAK West Africa 2022** unique highpoints that made it surpasses projections while announcing the 2023 dates captioned: **PROPAK WEST AFRICA 2022 EXCEEDS EXPECTATIONS....2023 DATES ANNOUNCED!** The other is **SPECIAL FEATURE ARTICLE - PRINTING UNITED 2022 POST**



SHOW REPORT (on pages 38 and 39) which presents the Post Show Report of the just concluded **PRINTING United Expo 2022** that reconnected the industry with heading: **PRINTING UNITED EXPO 2022 WRAPS WITH OVERWHELMINGLY RESULTS.**
Continued on page 10 >>

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 2/NEW SLOTY, LAGOS BADAGRY EXP. WAY, COKER B/STDP, ORILE-IGANMLI, LAGOS NIGERIA.
09050974000, 09050974022, 09050974002

IKEJA OFFICE: 18 MORRISON CRESCENT, OFF KUDIRAT ABIOLA WAY, ALAUSA, IKEJA LAGOS, NIGERIA.
09050974015, 09050974012, 09050974006

SHOMOLU OFFICE: 12, Meshalashi Street, Shomolu, Lagos, Nigeria.
09050974006, 09050974025

ABUJA OFFICE: Suite No - 222, 2nd Floor, Lozamba Complex, Opposit Government Secondary School, Darki 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

From page 9 >>

This edition also promises to be an eye-opener for you – our discerning reader as we start with our Exclusive Coverage of major stories and milestone achievements recorded at the tail end of 2022 such as **PRINT IMPACT AROUND NIGERIA** (from page 10), **PRINT IMPACT AROUND THE WORLD** (from page 12), and **VOX POP** (from page 20). More importantly, we celebrate one of Nigeria’s Amazons of Entrepreneurship - **Princess Layo Bakare Okeowo** - the MD/ CEO of **FAE LIMITED** who was recently awarded the respected **IWEC Business Award for Excellence in Entrepreneurship** in far away Spanish Palace in the City of Madrid, Spain. Read more on **CELEBRATING PRINCESS LAYO BAKARE OKEOWO** on pages 18 and 19.

And as **the Only Nigeria Cooperating Media Partner** to top international print and allied shows next year, check out our carefully selected trade events for 2023 on our **Print Exchange Programme** (PEP) on page 11 as

we also invite you to join our all inclusive, value-driven Delegation to all or any of these great shows and see your business experience positive turn around not only in quality connection and profit but also in all round sustainable growth - in all facets.

One thing is sure: we can’t predict everything that 2023 will bring, but what’s certain is that we remain committed to give you the very best ROI and value-driven experience on all our platforms to sustainably grow your businesses - even with stronger partnership with you.

Finally, as we enjoin you to please stop procrastinating or apportioning blame (to someone else) as nobody can write your future for you; now is the time to take the bull by the horn, and let’s take advantage of the numerous business opportunities that next year presents.

WHERE TO PRINT BY-LINE

Publisher/ Editorial: Joju Adekanbi
Publisher/ Sales: Shola Adekanbi
Accountant: Olatunji Olusola (MAPWELL)

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.

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

To place advert/ supplement:
wheretoprint@yahoo.com



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

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

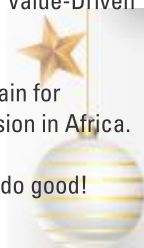


Once again, we sincerely appreciate all of you: our readers, advertisers, PEP customers and partners who believe in us and enabled us to be better than what we were. We say **A VERY BIG THANK YOU TO YOU ALL** as we promise to continually work hard to influence your print purchase decisions.

On behalf of the entire Team, I wish you - Joyful Holidays ahead and a Prosperously Value-Driven New Year!

Thank you once again for supporting our mission in Africa.

Please continue to do good!



Print impact around Nigeria Stories by Precious Ajuonuma & Joju Adekanbi

FEYISETAN PRESS FETES TOMORROW'S LEADERS



It was a joyful and impactful celebration of Christ as Ibadan based print and publishing giant, **FEYISETAN PRESS LTD** brought together children within and outside the Bashorun axis of Ibadan, the Oyo State capital, to commemorate the birth of Jesus Christ.

As characteristic of Pastor Akindele Feyisetan led press, WHERE To Print gathered that the yearly Christmas event witnessed series of fun filled activities such as expository Bible session, Christmas Carol, and gifts from Father Christmas. According to Feyisetan Press, the annual event is aimed at; "Catching them young, impacting Godly values,

creating indelible testimonies, reaching neighborhoods for Christ, and advancing God's kingdom through these leaders of tomorrow".

WHERE To Print presents some memorable images that made 2022 Feyisetan Press Christmas Party a delightful experience:



Continued on page 32 >>



PRINT & ALLIED EXHIBITIONS FOR 2022

S/N	EXHIBITION	LOCATION	DATE
1	PSI	Messe Düsseldorf, Düsseldorf Germany	10 - 12 January 2023
2	PAPER ONE SHOW	Expo Centre Sharjah, UAE	21 - 23 February 2023
3	GRAPHICS PRO EXPO	Irving Convention Centre, Irving Texas, USA	09 - 10 March 2023 Education Day: March 08
4	PROPAK EAST AFRICA	The Sarit Exhibition Centre Nairobi, Kenya	14 - 16 March 2023
5	INPRINT Munich	Messe Munich, Munich Germany	14 - 16 March 2023
6	SIGN & DIGITAL UK	NEC Birmingham, UK	21 - 23 March 2023
7	SIGN AFRICA Durban	Durban International Convention Centre, Durban South Africa	22 - 23 March 2023
8	PAMEX 2023 INDIA	Bombay Exhibition Centre, Goregaon, Mumbai, India	27 - 30 March 2023
9	ISA INTERNATIONAL SIGN EXPO	Mandalay Bay Convention Centre, Las Vegas Nevada, USA	12 - 14 April 2023 Pre-Conference: April 11
10	GRAPHICS PRO EXPO	Hall C2, Charlotte Convention Centre, North Carolina, USA	27 - 28 April 2023 Education Day: April 26
11	SIGN AFRICA Cape Town	Cape Town International Convention Centre, Cape Town South Africa	03 - 04 May 2023
12	INTERPACK	Messe Düsseldorf, Düsseldorf Germany	04 - 10 May 2023
13	SCREEN PRINT INDIA	Mumbai, India	11 - 13 May 2023
14	GRAPHICS Canada	Toronto International Centre, Toronto, Canada	11 - 13 May 2023
15	FESPA GLOBAL PRINT EXPO	Messe Munich, Munich Germany	23 - 26 May 2023
16	PROPAK Ghana	Grand Arena, AICC, Accra Ghana	06 - 08 June 2023
17	GRAPHICS PRO EXPO	Halls A&B, Indiana Convention Centre, Indianapolis, Indiana, USA	15 - 16 June 2023 Education Day: June 14
18	GRAPHICS PRO EXPO	Hall E, Oregon Convention Centre, Portland, Oregon USA	19 - 20 July 2023 Education Day: July 18
19	GRAPHICS PRO EXPO	Hall A, Long Beach Convention & Entertainment Centre, Long Beach California USA	18 - 19 August 2023 Education Day: August 17
20	PACK EXPO Las Vegas	Las Vegas Convention Centre, Las Vegas, Nevada USA	11 - 13 September 2023
21	LABEL EXPO EUROPE	Brussels Expo Centre, Brussels, Belgium	11 - 14 September 2023
22	PROPAK WEST AFRICA	Landmark Convention Centre Lagos, Nigeria	12 - 14 September 2023
23	GRAPHICS PRO EXPO	Halls C&D, Baltimore Convention Centre, Baltimore Maryland, USA	13 - 14 September 2023 Education Day: September 12
24	SIGN AFRICA/ FESPA AFRICA	Gallagher Convention Centre, Midrand Johannesburg, South Africa	13 - 15 September 2023
25	SGI DUBAI	Dubai World Trade Centre, Dubai UAE	18 - 20 September 2023
26	PRINT SHOW	NEC Birmingham, UK	19 - 21 September 2023
27	ALL IN PRINT CHINA	SNIIEC Shanghai, China	11 - 14 October 2023
28	PRINTING UNITED EXPO	Halls B & C of the Georgia World Congress Centre, Atlanta Georgia, USA	18 - 20 October 2023
29	PROPAK CAPE	Cape Town International Convention Centre, Cape Town, South Africa	24 - 26 October 2023
30	PAPEREX India	India Expo Centre, Greater Noida, Delhi, NCR, India	06 - 09 December 2023



NOTE:

- Contact **NUMBERS CMYK LIMITED** (publishers of WHERE To Print magazine, PROPAK West Africa DAILY, and PROPAK East Africa DAILY) for professionally packaged Official Delegation to the above shows.
- Exhibition date and venue may change at Organiser's discretion.



VIVA MAGENTA IS COLOUR OF THE YEAR FOR 2023!



Pantone has officially announced the new **Colour of the Year: Viva Magenta**.

The announcement on 1st December which took place at the Art Basel Miami Beach was for the first time accompanied by some immersive installations created by Artechouse. Professionally known as Viva Magenta (18-1750) in Pantone library, the

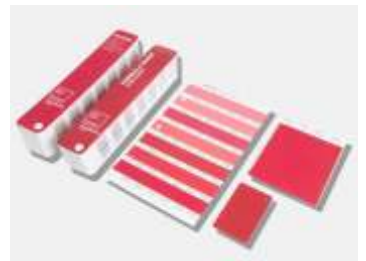
new Colour of the Year is “an unconventional shade for an unconventional time”, inviting people to explore the “Magentaverse” as Laurie Pressman, Vice President of the Pantone Colour Institute, puts it; “The Pantone Colour of the Year 2023 reflects what is taking place in our global culture, expressing what people are searching for, that colour can hope to answer.”

What does Viva Magenta stand for?

Viva Magenta vividly combines the powerful energy of red with the restraint of violet. It symbolises the balance of immense inner and outer strength. As the world emerged from the COVID calamity, Viva Magenta verily surfaced as a symbol of hope, strength, power and unwavering vigour.

How does it inspire?

When one looks at this vivacious beauty, one is reminded of the vehemence with which we fought, the resilience with which we stood and the emotional balance we needed the most during our massively difficult times. In the words of Leatrice Eiseman, Executive Director of Pantone Colour Institute, “PANTONE – Viva Magenta (18-1750) galvanizes our spirit, helping us to build our inner strength. We all love to draw inspiration from nature. The stark beauty of nature shows us signs of something bigger than us, something that is awe-inspiring and something that is universal.



This is what Viva Magenta stands for. Inspired by the scintillating red of cochineal, Viva Magenta symbolises the glaring beauty of nature”.

No doubt, the breath-taking beauty of Viva Magenta cannot escape the vision of anyone; it is nothing but a balance that is stabilising yet invigorating. It is a colour that appeals to the masses irrespective of their personal tastes. When Pantone chooses a Colour of the Year, it sets the tone for coming trends in all aspects of life. Read more about Pantone Colour of the Year 2023 in the **SPECIAL FEATURE ARTICLE** from page 26.

[Continued on page 13 >>](#)

Getting Creative with

PANTONE®

C O L O R O F T H E Y E A R 2 0 2 3



VIVA MAGENTA



Available @



46B, Adekunle Fajuyi Way, GRA - Ikeja Lagos.
Tel: +234(0) 803 862 9114, +234 (0) 901 239 9805
Email: flourishcolour@yahoo.com
Website: www.flourishcolour.com

Print Impact Around the World

FUJIFILM LAUNCHES 12K PRINTBAR SYSTEM FUJIFILM



FUJIFILM Integrated Inkjet Solutions has announced the launch of FUJIFILM 12K Printbar System, a new variable data print solution for commercial printing and packaging markets. This drop-on-demand integrated inkjet printing system is the latest addition to Fujifilm's innovative portfolio of solutions designed to add inkjet printing capability to analogue and industrial printing equipment.

Designed for easy integration of inkjet printer technology into existing production equipment, the 12K Printbar System offers 4-colour process printing in a compact form that requires only 21 inches (53 cm) of space in the print direction. "We designed the 12K Printbar System to help customers overcome the common challenge of space constraints and to make it easy to integrate with existing processes - all while opening new possibilities for the addition of digital print to existing assets," said Greg Balch, Vice President and General Manager of FUJIFILM Integrated Inkjet Solutions group. "Our experience is that customers are seeking a fast, flexible, and reliable solution that can both improve their current inkjet production efficiency and enable

the addition of inkjet for new applications."

Known for its high productivity, the 12K Printbar System is designed for fast startup and can reach an impressive speed of 1,000 feet (305 meters) per minute. In addition, the 12K Printbar System's compact size makes it an ideal add-on solution for a wide variety of markets that use numerous types of manufacturing equipment. It can be used for the addition of unique or batch variable text and graphics on direct mail, transactional print, and paper-based packaging, among other applications.

"Fujifilm's 12K Printbar System incorporates innovations such as ergonomic adjustment features and fluid control automation so that image quality remains consistent over time, minimizing cost and disruption by avoiding the need for ink conditioning additives," said Steve Atherton, Senior Manager of Product Management and Marketing for the FUJIFILM Integrated Inkjet Solutions business. "At Fujifilm, our goal is always sustained performance, so the print operator can focus on the print instead of the equipment."

The 12K Printbar System is a commercially available product offered by FUJIFILM Integrated Inkjet Solutions.

FESPA 2023 EVENTS SET OUT TO SHARE 'NEW PERSPECTIVES' ON PRINT AND SIGNAGE



FESPA Global Print Expo 2023 and European Sign Expo 2023 return to Messe Munich, Germany, from 23 to 26 May 2023, with a mission to share 'New Perspectives' with print and sign professionals who are setting out their strategies for future success.

"Helping our global community to build profitable, sustainable businesses is at the heart of FESPA's mission", explains Head of FESPA Global Print Expo, Michael Ryan. "The businesses that have come through the pandemic have already learned the importance of agility and flexibility. Now they're facing a new set of challenges and need to explore different avenues for profitable growth. That's why our 2023 event campaign leads with 'New Perspectives'. We're inviting printers and sign-makers to come with open minds, ready to look at problems from different angles and challenge established perceptions to unlock growth opportunities."

FESPA Global Print Expo and European Sign Expo 2023 will offer visitors a wealth of product innovations for digital, screen and textile printing and signage, with more than 330 exhibitors already contracted for the show, and Brother, EFKA, HANGLORY, Mimaki and Surfex Coverings confirmed as sponsors.

New event: Personalisation Experience

In tune with this emphasis on innovative thinking, FESPA is launching a brand new **Personalisation Experience** to run alongside FESPA Global Print Expo. This stand-alone event, located at the heart of the show, will centre around an exhibition space open to all FESPA Global Print Expo and European Sign Expo visitors, offering an experiential showcase of products and solutions for personalisation.

A multi-day Personalisation Experience conference will include individual content streams dedicated to personalised loyalty marketing, sportswear and fashion customisation, bespoke interiors, and personalised packaging, featuring more than 50 expert speakers.

The whole experience is primarily designed for brand owners, retailers, marketers, agencies, and membership and loyalty organisations seeking to enhance or differentiate their offering with personalisation and customisation. Print service providers and fulfilment houses wanting to put personalisation at the heart of their service offering will also gain valuable practical knowledge and insight.

Duncan MacOwan, FESPA's Head of Marketing & Events explains: "Personalisation has been a hot topic within our community for some time. Forward-thinking print businesses have seen the opportunity for individualisation that came with the shift to digital production, though many have yet to fully embrace it. Now we've reached a tipping point where the creative and technical capability is matched by widespread and immediate demand.

He continues: "Consumers everywhere want experiences that are personalised, instant, and augmented. Brands that embrace personalisation are sharpening their competitive edge, creating value and increasing market share. With the launch of Personalisation Experience, we want to help delegates grasp the commercial value of personalisation by hearing actual business cases and seeing real-time customisation in action. By demystifying personalisation and demonstrating what's possible, we can turn bright ideas into profitable reality."

FESPA's popular **Printeriors** interior décor feature will now be incorporated within the Personalisation Experience, showcasing a variety of individualised interior spaces curated by FESPA Textile Ambassador Debbie McKeegan. Delegates will have the chance to go through the process of defining, ordering, and collecting personalised items from participating sponsors within the exhibition.

Continued on page 34 >>

PROPAK WEST AFRICA 2022 EXCEEDS EXPECTATIONS



....2023 DATES ANNOUNCED!

As West Africa's largest international show for packaging, printing, plastics, processing and allied industries closes its 2022 edition, **WHERE TO PRINT** highlights some of **PROPAK West Africa 2022** unique highpoints that made it surpasses projections while announcing the 2023 dates:

PROPAK West Africa made a highly anticipated return last month with **4,238 industry stakeholders** attending the exhibition to visit **143 exhibitor** stands with **over 200 brands** showcasing their latest products and equipment and live machine demonstrations taking place throughout the exhibition floors of Hall 1, 2 and 3.

Proudly sponsored by **Epson, Neofyton, and Skysat Technologies** who also occupied some of the biggest floor space, the exhibition took place at the Landmark Centre, Lagos, Nigeria over three days between 22nd to 24th of November 2022 welcoming back the packaging, printing, plastics and processing industries stakeholders to discover the brands they had been missing from their supply chain.

LIVE DEMOS OF LATEST, INNOVATIVE EQUIPMENT AND MACHINERY

With the exhibition occupying three purpose-built halls for the very first time, exhibitors from the local market included AFRA Technical Concept, Ayush



International, BOBST West Africa, CIS Buro, Exact Solutions, Percoso Nigeria, Tetra Pak West Africa, Vista International and Zutrad Ventures to name just a few. Organisers were also thrilled to see so many international companies travelling to Lagos to take part in the event including Enercon Asia Pacific Systems Pvt. Ltd, HTG Industry SA France, IPCO Sweden AB, Kombi Makina ve Sanayi Tic. LTD Sti, Neofyton and Welbound Worldwide along with this year's three country pavilions made up of Austria, Egypt and Italy.

These leading industry manufacturers and suppliers made their presence felt at the show floor by showcasing their wide range of products and equipment, including live, fact-finding



demonstrations of the newest innovative machinery thereby reconfirming PROPAK West Africa as the only perfect platform for investors to gain insights, review functionalities and commence real negotiations before signing deals on any equipment.

Onsite, **George Pearson** - Regional Director for the organisers Afrocet Montgomery said: "It felt amazing to have PROPAK West Africa back to its best, the

Continued on page 15 >>



response and feedback from exhibitors and visitors alike said it all. After the last few years of disruption, to be back with a sell-out event and to have such high numbers of visitors through the doors, it's a great achievement and we are really pleased the event continues to serve its communities in such a positive way. With halls 1 and 2 almost full already for 2023, we can't wait to bring PROPak West Africa back next year to its normal dateline in September, whilst also hosting many of our exhibitors in the new launch of PROPak Ghana in June. 2023 is shaping up to be a big year for the PROPak brand in West Africa".

INSPIRATION AND CONNECTION AT THE CONFERENCE SESSIONS

Running alongside the buzzing exhibition, PROPak once again saw the return of a high-level conference

program that gave industry professionals in the packaging, plastics and printing industries insight into new market trends and opportunities to elevate their business. Distinguished industry leaders took to the stage to share their expertise and open discussions on some of the most pertinent issues which are affecting the industry. Organisers were also pleased to host a **Sustainability Focus** conference day alongside KMPG Nigeria's ESG Services team which brought thought leaders and experts together to discuss the role of plastic industries in sustainability, various targets of the SDGs by 2030, as well as understand technological innovation in plastics waste processing. According to the Post Show Statement from the organisers,

PROPak West Africa 2022 saw an impressive onsite rebooking of 65% giving a positive outlook for PROPak West Africa's return in 2023 on **12 - 14 September**. "We're looking forward to returning next year with an even bigger exhibition and looking toward a record number of visitors and exhibitors" the statement reads in part.

As we look forward to next year's show, **WHERE To Print** presents memorable images for your delight:

For further information on next year's event and where your company could fit in, get in touch by visiting - www.propakwestafrica.com today.

© editorial/ picture support from www.propakwestafrica.com



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







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



flip
to the
Next Page



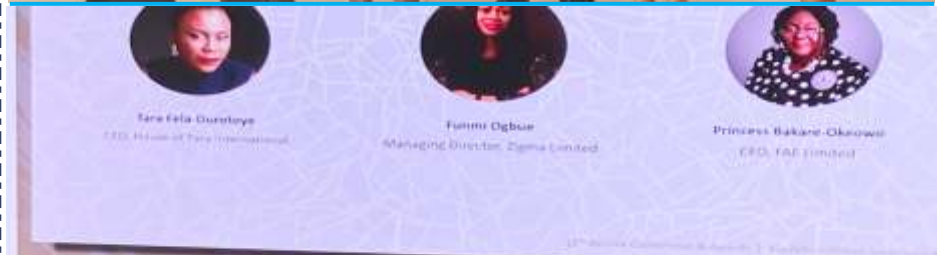
CELEBRATING PRINCESS 'LAYO BAKARE OKEOWO



As the maxim goes: "Nothing can dim the light which shines from within", **Princess 'Layo Bakare Okeowo** - MD/ CEO of **FAE LIMITED** typically depicts this truism as she was among the only three AWARDEES recently selected from Nigeria to receive the respected **IWEC Business Award for Excellence in Entrepreneurship** presented by the duo of Ambassador Ms Ruth Davis and Mrs. Ibukun Awosika - IWEC Co-founder and President respectively - on Monday the 14th of November 2022 at the prestigious Spanish Palace in the City of Madrid, Spain.

WHERE To Print believes that the International Women's Entrepreneurial Challenge Award (out of so many others) was not far-fetched as Princess 'Layo Bakare Okeowo is indeed a female entrepreneur per excellence. Starting her wholly indigenous organization over four decades ago in a humble beginning as Funlayo Adebo Enterprises, a striving stationery merchant; today, FAE LTD has grown into a full-blown manufacturing concern to become Nigeria's undoubtedly No 1 paper packaging company.

Presently, FAE LTD manufactures world-class paper packing products with focus on quality envelope manufacturing and customization for a wide range of clients within and outside Nigeria. This testament can be seen in the quality of her high net worth clientele base such as WAEC, JAMB, British High Commission, Russian Embassy, Central Bank of Nigeria, Fidelity Bank Plc, GT Bank, First Bank, Zenith Bank, Union Bank, Polaris



Continued on page 19 >>



BUSINESS MORNING FUNLAYO BAKARE-OKEOWO
CEO FAE LTD

Bank, Stanbic IBTC, Heritage, Wema Bank, Keystone Bank, Access Bank, AICO insurance PLC, MTN, Red Star Express, UPS, Total Nigeria Plc, FCMB, to mention but a few.

Not only that; with combine local knowledge and international expertise to manufacture second to none products using state-of-the-art equipment, FAE LTD is currently the largest envelope manufacturer in Nigeria with a distribution network that cut across several African countries including Ghana, Cameroon, Benin, Liberia, Togo, Mali, Senegal, Guinea, Niger Republic, Burkina Faso, Sierra Leone, Cot D'Ivoire, The Gambia, Mauritania, Chad, Central African Republic, Equatorial Guinea, Guinea Bissau amongst others.

Aside from her insightful, committed and calculated risk-taking traits that endear her to many, all these feats can equally be adduced to how she is blessed with incredibly skillful, supportive, and hardworking Management and Staff that are totally committed to the company's core values of continuous improvement, timely performance, and customer satisfaction.

It should also be noted that Princess 'Layo Bakare Okeowo is an amazing woman, role model, and passionate advocate of both women empowerment and localization of manufacturing industries with institutional and governmental supports. That is why she can be seen on various platforms promoting indigenous entrepreneurship and local manufacturing to stimulate local enterprise, generate employment, boost Nigeria's forex reserves and suchlike.

Therefore, **WHERE To Print** congratulates Princess 'Layo Bakare Okeowo for your exemplary leadership; we are very proud of you ma'am!



where to print
MAGAZINE

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.





WHY ARE YOU AT PROPAK WEST AFRICA THIS YEAR AND WHAT KIND OF INVESTMENT ARE YOU LOOKING AT FOR YOUR BUSINESS?

As the doors of Landmark Centre, Lagos open to a three-day of live demonstration of innovative solutions, **PROPAK West Africa DAILY** Crew sought the opinions of visitors to why they are attending this year's **PROPAK West Africa** and what kind of investment they are looking at for their businesses. Their diverse answers to the above-subject matter question is in excerpt below:

MR. EBISENI FOLABADE

- WE PRINT 2017

I want to set up a one-stop shop - basically digital print hub where people can come in and get instant print. Also, to shop for digital machines against next year.



MR. SEGUN OKANLAWON - SIB GLOBAL INDUSTRY

I am into almost every stand today because I am looking to expand of my business by purchasing paper making/ converting machine.



MR. ADEWALE OJO - A&G PRINTS

To network with manufacturers of printing machines and to make purchase decision.



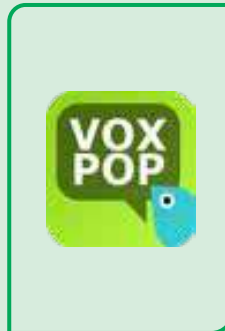
ENGR. ANDREW ODIBELU - JUBAILI BROS

I am here essentially to offer power solution to printing and plastic industries whose base-load is during the day. We have alternative but cost-effective solutions for them.



MR. ADISA AYOTUNDE - REVOLUTION PRINT

To have more insight about printing business.



MR. SAM FRIDAY - DIL LAB PRODUCTION LTD

To visit the plastics bottles producing companies.



MR. LEKAN AJANI - SALYBAY VENTURES

To market printing rollers for Zenith and to buy machine for pure water processing.



MR. JOSEPH OUWAOMA - UWAOMA BROTHERS LTD

Mainly interested in business in printing to develop my printing business to highest standard.



MR. FRANCIS - REAL EAGLES PRINT LTD

My main focus for this year PROPAK West Africa 2022 is on CTcP i.e. Computer to Conventional Plate.



MR. CHIEBUKA EMMANUEL

I am interested in the printing and packaging sector to know more about it and see new trends in the industry.



MR. MICHAEL MESHINOYE - kaymesh@hotmail.com

I am here on networking and gathering of print information.



MR. ADEMOLA ALLEN - NEW HORIZONS

I am here at PROPAK West Africa 2022 to get more information of printing machines that gives finished products.



From page 20 >>

Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi



MR. OLAIDE AKANDE

REJOICE ARC PACKAGING

To search for tissue paper packaging machine. Well we are looking to invest up to 10,000 US Dollars on any machine we find suitable.



MRS. ADENIKE ODUNUGA

BOMIN FOODS

I am here to see if there are new technologies for packaging and processing for small businesses. I will definitely invest in packaging machines that are rugged in outlook and offer real value and after-sales services.



where to print

MENTORSHIP

is industry's only

DEDICATED

PLATFORM

geared towards

reviving the

GRAPHIC

COMMUNITY

by

BOOSTING

the morale of

YOUNG

PROFESSIONALS

by carefully

SELECTED

INDUSTRY

PERFORMERS

& ICONS

whose **WEALTH** of

EXPERIENCE is a

REFERENCE

POINT.

JOIN

@

wheretoprint

@yahoo.com

MR. OLORUNJOE JOSEPH ADERELE

OLA VENTURES

I am looking at investing in Laser and UV machines.



MR. KAYODE ABDULWAHAB

VISUALSPOT COMMUNICATION LTD

My interest at this year PROPAK West Africa is in the food production and printing, specifically - rice production and sack. Also, I'm very likely to invest on the machine.



MR. OLAOLUWA KEHINDE

FABULOUS PRINTS LTD

I am here to see and know more then, probably invest in the machines.



MR. BABATUNDE SULAY ELEKEDÉ

SULAY NIGERIA ENTERPRISES

I am here to make business contact with company on packaging of my agricultural products for exportation.



MR. AJAYI ABAYOMI

SUNAJ PRINTS LTD

I am in this year's PROPAK West Africa mainly to invest in the latest digital press equipment for optimum business profit.



MR. TUNDE SHOBANDE

GCIT INVEST

I am interested in the printing and packaging sector to know more about it and see new trends in the industry.



Continued on page 24 >>



THE FUTURE OF THE PRINT INDUSTRY IN 2023 AND BEYOND



The print industry has been plunged into a perfect storm. COVID-19 has propelled digital transformation and shifted its paradigm to 'web-to-print', implying that industry players can no longer wait. As we know, every crisis comes with opportunities. While the print industry has undoubtedly taken a severe hit during the pandemic, 2023 will be the year when industry players will be pushed to capitalise on opportunities beyond printing. Let's go through the statistical data in the below section.

In 2021, the **Global Commercial Printing Market** had a value of \$443.79 billion. By the end of 2027, it is estimated to value \$484.22 billion, with a CAGR of approximately 1.74% in 2022-2027. Five years from 2021, the printing market is predicted to witness remarkable growth.

The latest analysis reports that the pandemic has profoundly disrupted many global industries, including the printing industry of America (and indeed around the world).

In America, 25,000 companies are specialists in commercial printing. It generates approximately \$900 billion in revenue annually. Hence, don't believe that 'printing is dead'. It is a hoax. Advanced print technology has a far-fetched future, embracing innovative media and communication waves that go beyond imagination.

Though print is not much in use, the industry is all set to expand due to privacy issues and oversaturation that digital platform experience.

So, where is the print industry heading?

The consensus reveals that significant changes are ahead. Some of the leading printing companies are adapting to innovative ways and adopting digital printing technology for customisation. Here's how the latest printing technology shall move things forward:

Low to high growth: graphics & publications

Newspaper printing and magazines were the worst hit during the pandemic. The sales stopped because of widespread work-from-home, and readers switched to online channels. Even IKEA stopped publishing catalogs to

Print Industry 2022 and Beyond: What the Future Looks Like

- 1 Low to High Growth: Graphics and Publications**
Post-pandemic, a new environment will create opportunities for companies that managed to survive. Once this happens, there will be fewer instances of low-value printing operations happening.
- 2 Bad Phase to Continue for the Print Substrates**
The downfall of graphic industries and the decline in publication jobs will reflect in the market aimed at print substrates. There will be short-term disruptions in the recovered pulp supply.
- 3 eCommerce is in Full-Swing**
Compared to the pre-pandemic time in 2019, the volume of eCommerce packaging has gone up by 40%. As a result, there is an immediate business requirement for eCommerce packages.
- 4 Delivery Models: Virtual Sales and SaaS Connection**
OBMs have reported positive experiences even though the environment is uncertain and there are budget constraints. Online promotional events will provide a new way to demonstrate products.
- 5 Diversification is the Key**
To battle the repercussions of the pandemic print suppliers have widened their variety of products/services offerings and handle activities beyond the realm of print companies.
- 6 The Rise of Online Print Orders and Platform Economy**
It is forecasted that by 2030, the world will depend on online specifications, and online ordering shall be the norm for both prints and printed packaging.
- 7 Packaging is the New Star**
Experts say that customisable and high-end packaging with labels and printed tapes on boxes is specifically for the millenials and Amazon is being proof of the value of labelled packaging.
- 8 Inkjet Technology to the Rescue**
There are several noteworthy print innovations, but inkjet retains the most advanced print technology. This evolving tech can be combined with some of the best ink solutions as well.

control the budget - the most critical printing job worldwide.

The graphics industry - PoS (point of sale) and wide-format display were affected by lockdowns as people stopped visiting shops, bars, restaurants, and hotels. Also, commercial printing like newsletters, manuals, and business forms suffered severely. This radical decline in demand saw several service providers shut down. Post-pandemic, a new and open environment will create better opportunities for companies that managed to survive. Once this happens, there will be fewer instances of low-value printing operations happening. The print industry of America will focus on adding value as well as interest to their products.

Bad phase to continue for the print substrates

The downfall of graphic industries and the decline in publication jobs will reflect in the market aimed at print substrates. Newsprint, coated/ uncoated mechanical and woodfree, have all witnessed falling volumes. Unfortunately, much of this will be permanent.

According to the **Smithers Report**, the consumption of the printer substrate was down by 10.4% in 2020 (229.6 million tonnes) compared to the pre-COVID-19

Continued on page 23 >>



THE FUTURE OF THE PRINT INDUSTRY IN 2023 AND BEYOND

situation in 2019 (256.2 million tonnes). Packaging film and board volumes will be more resilient, and they will be back to their positive growth by 2025 and after that. Moreover, by 2030 packaging will account for almost two-thirds of the global print market and publishing will make up nearly 40% of print volume in 2030.

Many pulp and paper companies shut down or even repurposed the existing machines. It is imperative to establish equilibrium in this volatile market. There will be short-term disruptions in the recovered pulp supply. Brand owners and environmental regulations will further disrupt the market over time, maybe over a decade.

But the good news is that eCommerce is in full-swing

To salvage revenue during the pandemic and lockdown, retailers opted for innovative eCommerce and direct-to-consumer options to offer their services. Compared to the pre-pandemic time in 2019, the volume of eCommerce packaging has gone up by 40%. Each purchase requires additional packaging with delivery labels.

As a result, there is an immediate business requirement for eCommerce packages. With advanced print technology, companies can now provide value-added services with variable options for data collection. E-retailers can also add this feature after receiving orders electronically. eCommerce-driven packaging creates personal connections within the sales channels because the usual queues are no longer there.

Another lucrative option is to partner and install printing presses in the distribution centre of large eCommerce centres with a valid agreement. However, small e-retailers can adopt an in-house production strategy and invest in a small-scale digital press.

The press manufacturers will generate revenue either way and can also offer post-sales support. Thus, enabling users to maximize the benefits of these machines.

New delivery models: virtual sales & SaaS connection

From the perspective of machine sales, drupa was a massive casualty. Several attempts were made to reschedule it for 2021. However, most of the major OEMs withdrew, and the organisers had to cancel the schedule. So, the event shall not take place before 2024.

As a result, most OEMs chose to host online events with virtual showcases. They want to publicize the latest products, aligned with the broader trend of providing better support services and moving beyond direct sales of mundane equipment to a concrete solution-based approach. It includes SaaS (Software as a Service) products to all Print Service Providers (PSP). Fortunately, OEMs have reported positive experience even though the environment is

uncertain and there are budget constraints. Hopefully, these events will provide a better alternative to demonstrate products and a route for building integrated bonds with the machine operators.

Diversification is key

The remaining PSPs would also have to adapt to the changing strategies to compensate for the lost business during this pandemic. Some of the print suppliers, instead of manufacturing, are increasingly collaborating with several other rival companies. Others have widened their variety of products/services offerings and handle activities beyond various print companies' realm.

The rise of online print orders and platform economy

The eCommerce, along with the rampant use of web-to-print solutions, is all set to reshape direct-to-consumer technology trend every CEOs must know. Lesser intermediaries would be required. By 2030, the world will depend on online specifications, and online ordering shall be the norm for both prints and printed packaging.

As a result, it motivates investment in web-to-print systems and online ordering. With this, print purchase moves towards a platform economy system, which is as segmented as ride-hailing apps. Buyers find it easier to make price and even service comparisons. As per the **report**, the web-to-print services market size was valued at USD\$29.58 billion in 2021 and is projected to reach USD\$39.99 billion by 2027, growing at a CAGR of 5.2% from 2020 to 2027.

Customer loyalty also diminishes, thereby emphasising services. eCommerce follows a complementary model - shorter orders with great expectation of fast turn-around - such as next-day delivery. It will push the broader adoption of smoother workflows plus efficient digital and automated printing, finishing, and distribution.

Moreover, this would also accelerate the continuing changeover from analog print to digital printing technology in various applications, particularly as the latest inkjet print quality improves.

Packaging is the new star

Experts believe that Amazon is the driving force behind packaging innovation. Amazon has shown the world how well-designed, printed, and labelled packaging can make all the difference. Some experts say that customisable and high-end packaging with labels and printed tapes on boxes is specifically for the millennials.

Advanced print technology is also fast becoming customisable, just like Amazon, where one can make on-demand things more

accessible for customers and never go elsewhere. Packaging innovation opens up a massive opportunity as sales climb continuously.

Inkjet technology to the rescue

Inkjet will propel the latest printing technology owing to its price and speed. Inkjet printers have proven to be faster compared to traditional printers. Moreover, these printers can be roll-fed or sheet-fed, which is revolutionary.

There are several noteworthy print innovations, but inkjet retains the most advanced print technology. This evolving digital printing technology can be combined with some of the best ink solutions as well. They are even creating conductive ink and use nanoparticles. If this becomes a reality, it could become a game-changing innovation.

Demand for print

Many people predicted the death of print like books, advertising, newspapers, and magazines began to move online. However, this prediction has yet to come true, and many aspects of the industry are in better shape than they have ever been.

Direct marketing efforts, promotional materials, brochures, catalogues, and other printed materials are still used by businesses. Print is now considered a higher-quality, more tactile, and more professional option to its online alternatives.

The printing sectors has remained robust and relevant throughout the digital revolution by adopting new technologies, streamlining consumer needs, and delivering various products and services.

Those who have failed to adopt to new technologies and business methods have either gone out of business, been acquired by another company, or are finding it increasingly difficult to stay in business.

Conclusion

Web-to-print and eCommerce has a certain natural synergy. The significant highlight investment was the commitment of Amazon to purchase \$400 million worth of inkjet equipment for their Merch line of business. Direct-to-consumer customised printing such as calendars, mugs, and photo products, will see PSP diversifying into many areas, including installation of direct-to-object systems. However, it will be interesting to see how the global business landscape changes over another decade for the print industry.

Check out www.radixweb.com



By Pratik Mistry

Pratik Mistry is a rare mix of technologist and vice president of sales at Radixweb. His passion lies in helping companies to grow revenue by delivering top notch software development

services and build value-based partnerships. When not driving high-impact go to market strategies, Pratik loves to try new cuisines and going to movies. Check out www.radixweb.com



REV SEGUN ADE -

DIVINE VICTORY ENTERPRISES
This exhibition seems impressive, it is an improvement to last year. I believe there's still room for improvement.



MR. EZEH J -

INSULAR CONCEPT INTERNATIONAL
Business contacts and information to take my business to the next level.



MR. ADAMU MOSES -

DOMINICA INTERNATIONAL CONSULTANT LTD
To gain awareness about the new technology in my sector. I am going to be investing in biscuit making and packaging business.



SIR JOHN ONUEGBULEM -

HEIDELBERG NIG. LTD (08033047027)
I am here to get acquainted with the latest trends in the industry.



MR. IDOWU OLUFEMI

- IDOWU-OLUFEMI NIG ENTERPRISES
To know more about technology specific to my line of business - print packaging.



MR. EMMANUEL

INYANG - INFINITO BRANDERS
To explore more branding solutions. I want to partner with top branding companies.



OUR VERDICT?

As it shows, this year's **PROPAK West Africa** (on over the next three days of **Tuesday 22, Wednesday 23 and Thursday 24 of November 2022**) is set to meet the growing needs of the packaging, plastics, printing and processing industries in West Africa. This is because as **PROPAK West Africa DAILY** discovers, the show provides invaluable platform to showcase LIVE demos of latest innovations specific to sectors that make up the manufacturing value-chain. It also offers free networking opportunities to like-minded professionals to explore new ideas and insights expected to move their businesses to the next level. See you next year - **12 - 14 September 2023!**

printstation

Best Deals
on

DI PRINT

ROLAND PRINT & CUT

SUBLIMATION & BORDERLESS

WE OPEN 24X7

CALL: +234 809 207 8161

1, CRAIG STR., SHOMOLU

Now! Open!





VIVACIOUS VIGOUR OF VIVA MAGENTA: THE UNCONVENTIONAL SHADE FOR AN UNCONVENTIONAL TIME



After 2020's muted evening blue, the 2021 joint winner of pebble grey and hazard-warning yellow, and this year's bright periwinkle hue, in this **SPECIAL FEATURE ARTICLE WHERE To Print** examines how this vibrant, audacious, and breath-taking beauty - **Pantone Colour of the Year 2023 - Viva magenta** will not only remain visible throughout the coming year but will also shape the world's vision in 2023 and beyond.

A new vision for a positive future

Vibrating with vim and vigour, a shade rooted in nature descending from the red family demonstrating a new signal of strength, it is no longer news that global authority on colour - Pantone settled on this bold shade of carmine red for 2023 as the Colour of the Year.

To show its very unique nature, the introduction was indeed special. This is because PANTONE 18-1750 Viva Magenta was first introduced by exploring the dynamism between Artificial Intelligence (AI) and human creativity to create "The Magentaverse". According to Pantone; "PANTONE 18-1750 Viva Magenta writes a new narrative. Brave and fearless, a pulsating colour whose exuberance promotes optimism and joy. Powerful and empowering, it is an animated red that encourages experimentation and self-expression without restraint; an electrifying, boundaryless shade that is manifestly "out there" and is a stand-out statement. Audacious, witty and inclusive of all, PANTONE 18-1750 Viva Magenta welcomes anyone and everyone with the same rebellious spirit.

"A nuanced crimson red tone that presents a balance between warm and cool, PANTONE 18-1750 Viva Magenta is also a hybrid colour, one that comfortably straddles the physical and virtual, evocative of our multi-dimensional world. Assertive but not aggressive, it is a carmine red that does not boldly dominate but instead takes a 'fist in a velvet glove' approach. Exuding dynamism, PANTONE 18-1750 Viva Magenta is a transformative red tone capable of driving design to create a more positive future".

What does Viva Magenta stand for?

Viva Magenta vividly combines the powerful energy of red with the restraint of violet. It symbolises the balance of immense inner and outer strength. As the world emerged from the COVID calamity, Viva Magenta verily surfaced as a symbol of hope, strength, power and unwavering vigour.

Not only that, it is a colour that appeals to the masses



irrespective of (their) personal tastes. The versatile colour descending from the family of "Red" portrays a deep strength embedded within it. It inspires, moves, and reverberates vitality. In a nutshell, Viva Magenta expresses a new signal of strength; brave and fearless, and a pulsating colour whose exuberance promotes a joyous and optimistic celebration, writing a new narrative.

How does it inspire?

When one looks at this vivacious beauty, one is reminded of the vehemence with which we fought, the resilience with which we stood and the emotional balance we needed the most during our massively difficult times. In the words of Leatrice Eiseman, Executive Director of Pantone Colour Institute, "PANTONE - Viva Magenta (18-1750) galvanizes our spirit, helping us to build our inner strength."

We all love to draw inspiration from nature. The stark beauty of nature shows us signs of something bigger than us, something that is awe-inspiring and something that is universal. This is what Viva Magenta stands for. Inspired by the scintillating red of cochineal, Viva Magenta symbolises the glaring beauty of nature.

The other side of Viva Magenta

While on the one hand, Viva Magenta symbolizes strength and resilience, on the other hand, its bold beauty expresses a passion and desire for life. Viva Magenta is nothing but a balance that is stabilising yet invigorating. When Pantone chooses a colour of the year, it sets the tone for coming trends. As Laurie Pressman, Vice President of the Pantone Colour Institute, puts it; "The Pantone Colour of the Year
Continued on page 27 >>



2023 reflects what is taking place in our global culture, expressing what people are searching for, that colour can hope to answer."

Therefore, Viva Magenta is not just a colour. It is an emotion visible in the form of a colour. It is what people want to express in words but cannot.

A forecast of consumer needs

Laurie Pressman further explains that Pantone sets out to; "looking at a colour that highlights our change of perspective". Significantly, it spotlights our need to feel empowered. And yet, infuse us with strength that we can courageously, positively and fearlessly embrace in a new pathway with confidence to encourage "experimentation and self-expression without restraint".

Hence, Viva Magenta 18-1750 is indeed a forecast of consumer needs. It further depicts what colour trends will be popular in the industry. So, we expect the year 2023 to be as lively and invigorating as Viva Magenta which will definitely inspire the colours of Food, Pharma, Auto, Cosmetics, Building and other industries.

For example; according to Fragrance Oils, colour and fragrance are intrinsically linked. Both have immediate impact and can evoke physical, emotional and mental reactions. And with Pantone introduction of the Colour of the Year 2023; how will this impact the world of fragrance?

Described as an unconventional shade for unconventional times, Viva Magenta is said to promote optimism and joy. It's audacious, witty and inclusive of all. So, as we continue to see more bold, genderless scents that promote a sense of wellness, this description reflects a lot of the trends that are going to shape the fragrance industry. Most importantly also, ingredients that are associated with crimson hues, such as vibrant red berries, lush florals and warm spices are likely to come into focus too.

What Pantone's Colour of the Year tells us about 2023?

If you've never heard of this colour, that's quite deliberate. For almost 25 years, the colour-matching company has tasked itself with choosing a shade that - according to its extensive cross-disciplinary analysis of prominent hues within art, fashion, design and beyond - not simply captures the zeitgeist, but sets the tone for the year to come. That is why Pantone calls it an empowering shade that drives innovation.



COLOUR & SCENT

Why is there an important link?





TRADE PRESS MAKES AN IMPACT



In this SPECIAL FEATURE ARTICLE written by Frank Baier and culled from www.mullermartini.com we explore how trade media continue to remain relevant decision-making aids for executives inspite of the poor economic outlook.

Currently, the poor economic conditions experienced around the world are no doubt causing problems for traditional media in general. However, trade journals/ magazines will remain important decision-making aids for executives in the future.

Particularly in the printing industry, which has been exposed to media change over the past ten years with increasing Internet dominance and changing consumer usage behavior, trade media are very widespread. In the three German-speaking countries of Germany, Austria and Switzerland, there are still more than a dozen print trade journals published by publishers with multiple frequencies per year – as well as various online information portals backed by publishers, companies or associations. So why is trade press in this specialised industry gaining momentum and considered relevant tool regardless of the obvious backlash from other media?

Broadly diversified topic profile

These trade media cover a variety of topics geared to the print media industry (such as graphics, printing, advertising, packaging, labels, paper et all). Some cover the value chain with a focus on print production and print products, while others cover individual market segments, process stages and technologies.

These include tabloid magazines, market studies and technical editions, as well as reportage, personalities and PR publications – the content profile is very broad. Due to this diversity of content in the trade press in an industry characterized by consolidation, it is once again clear that trade media enjoy a high reputation among users, because they reflect professional competence.

Renewed growth in the trade media sector

Overall, the trade media sector has been able to compensate for the most serious effects of the



Corona pandemic on economic development in the past year. According to the 2021 trade press statistics, total revenues are on the rise again, with digital revenues playing an increasingly important role in the revenue mix. However, because of the currently poor economic conditions, numerous discontinuations of printed trade magazine titles are feared in the medium term.

In 2021, the trade media industry generated 7.99 billion euros. Compared to 2020, this corresponds to growth of 7.6 percent. Printed trade journals and trade books generated sales of 3.58 billion euros (2020: 3.59 billion euros). Of this, trade journals accounted for 2.90 billion euros and trade books for 0.68 billion euros.

A total of 5,616 trade journal titles were launched

– 1.4 percent fewer than in the previous year. Estimated annual circulation was 566.7 million copies (-1.7 percent), with e-paper accounting for an estimated 11 percent of total circulation. Although printed trade journals and trade books remain the most important revenue source for trade media providers at 44.8 percent (2020: 48.3 percent), the share of digital products has now risen to 43.8 percent (2020: 41.3 percent). Last year, trade media companies generated 0.48 billion euros (+ 40.4 percent) with the help of events. However, these revenues are still significantly below the pre-Corona year 2019 (0.70 billion euros).



Trade press with high response from management

Repeatedly, studies focus on the importance of B2B advertising in trade media. According to a new white paper on studies by the dfv media group, users regularly and intensively resort to reading trade journals. Advertising in online/print trade media is an integral part of the journalistic offering, and the selection of placements and formats in the appropriate thematic environment appears to be important.

According to a TNS Infratest study, now Kantar, trade journals are particularly relevant for successful medium-sized technical companies, so that 53 percent rely on press releases and 42 percent on print ads. On several occasions, the annual reader analysis by Decision Makers in Business and Administration announced that around three quarters of management name trade journals as important media for their professional

activities. According to this, regular use of print/e-paper trade magazines is an option for 57 percent, while regular use of the online offerings of trade media is only an option for 30 percent.

Print is seen as trustworthy and credible

In addition, a study entitled "Touchpoint Decoder" by M-Science, a market research institute in the GroupM media agency network, also revealed some interesting findings on the impact of print advertising. Among other things, moving-picture media channels were compared with print advertising.

Print magazine ads are considered trustworthy and credible, especially among 60- to 69-year-olds and 18- to 39-year-olds. Likewise, print is not only suitable for conveying information, but also for emotionalization – moving



image offers alone do not meet the requirement of emotionalization. Even brand loyalty and brand affinity can be generated largely by print ads.



Frank Baier is the Editor-in-Chief of Bindereport



It's not the easiest colour to wear but it can send a message. See Lewis Hamilton's defiant layering of the shade after his outburst at the Dutch Grand Prix. The US paint company Benjamin Moore earlier forecast the return of red interior walls, naming the similar - but even more striking - "Raspberry Crush" as its own colour of the year.



Ever since its inaugural selection of cerulean for the new millennium in 2000, Pantone's Colour of the Year has been a conversation starter - and a prompt to reflect on this current moment. But the company has greater ambitions than identifying trends.

As we stare down 2023, we are no longer reeling from the shock of the coronavirus pandemic; instead, Pantone suggests, we are turned towards the future with optimism, resilience, outside-the-box thinking and technological innovation so as to create a better world.

Why Pantone's 2023 Colour of the Year is an 'Unconventional Shade for an Unconventional Time'



In a cultural moment shaped by countless challenges, Pantone's Colour of the Year for 2023 is a bold shade of red that speaks to the strength and vitality needed for forging a more positive future. PANTONE 18-1750 Viva Magenta, a vibrant and nuanced shade of crimson red, is a study in balances: drawing on both warm and cool tones, the colour's origins are grounded in nature with an electrifying hue that can be found in both the physical and virtual spheres, speaking to the diversity of our contemporary world.

Now in its 23rd year of selecting the annual colour, Pantone Colour Institute considered the onslaught of challenges that people have faced in recent years, like the COVID-19 pandemic, and how they have shaped perspective, values, and attitudes in finding a colour for 2023. "We chose this colour because we felt that it was an unconventional shade for an unconventional time, something that could present us with a new vision," Leatrice Eiseman, Executive Director of the institute, tells TIME. Viva Magenta, Eiseman notes, communicates power - but in an assertive, not aggressive way. "It's a colour that really vibrates with vim and vigour, that demonstrates a new signal of strength, which is something we all need for a more optimistic future."



Eiseman, who described Viva Magenta as an "animated red, pulsating with movement," points to nature as one of the main inspirations for the colour selection this year, namely the cochineal dyes derived from insects, that have been used since as early as the second century BC to imbue rich red hues on fabrics and paper. With the increasing influence of technology in



our contemporary world, which was strongly reflected in the touchscreen-inspired shade of last year's Colour of the Year, the dynamic periwinkle blue, Very Peri, having a reminder of the primordial world with a shade like Viva Magenta is a chance to revisit, honor, and reconnect with history, while imagining a brighter future.

"We're hoping that the symbolism in this colour will create a dynamic world that encourages experimentation," Eiseman says. "One that leverages the virtual within the physical realm and emboldens our spirit to explore groundbreaking possibilities."

While the colour has deep connections to both the past and the present, the institute wants to be clear that it's also a colour that's undeniably fitting for the present, a shade that encourages all people to live life boldly in the moment. "The name of the colour itself tells you this is a colour to celebrate with, an exuberant colour that promotes optimism and joy," Eiseman said. "It's what we call a boundless shade, a real standout statement. There's no way you're going to walk into a room if you're wearing this colour and not have attention go to you. It's audacious. It's witty and inclusive - it welcomes anyone and everyone with the same rebellious spirit."

So, let us then be Fearless and Lively. Let us be Brave and Resilient. Let us be Viva Magenta.

© with editorial support from LinkedIn, Pantone, The Guardian, and TIME.

where to print

MAGAZINE

Licensed by



ISSN: 2006-7402

Over 1,000,000 copies Circulated to
targeted printbuyers & users
in 10years+ within and outside Nigeria



WHERE To Print Magazine NOW circulates
FREE to Nigeria print buyers and users
LIKE NO OTHER

www.wheretoprintmagazine.com



Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi



FLOURISH COLOUR BEGINS CUSTOMISED TRAINING



The strictly targeted customised training programme with special focus on colour management, machine maintenance, and print head repair has begun, first with government agency - the Nigerian Customs Service.

Tailor-made as **SEVEN (7) DAYS TRAINING (ROLE OF PRINTING PROFESSIONALS IN THE INDUSTRY)**, five Officers serving in the printing press of the Nigerian Customs Service were professionally packaged by **FLOURISH COLOUR VENTURES** - authorised Pantone Reseller in Nigeria to Johannesburg South Africa for an exclusive, specially made training sessions aimed at promoting excellence in everything printing.

Not only that, participants were also exposed to one-on-one interactions with Original Equipment Manufacturers (OEMs), leading and arguably the biggest black-owned printing & security press in South Africa - Lebone Printers, even as they were also warmly received by the Nigerian Consulate in Johannesburg, South Africa



Continued on page 42 >>

PRINTINGUNITED

EXPO • Oct. 18-20, 2023 • Atlanta, GA



Contact



for professionally package Official Delegation

Send your details via WhatsApp to
+2348038629114, +2349012399805
or E-mail: wheretoprint@yahoo.com

PRINTINGUNITED.COM

PRESENTED BY



Print Impact Around the World

More education and inspiration at FESPA Global Print Expo

The Sustainability Spotlight showcase will return to the 2023 event for its second year, again offering visitors a chance to learn more about how to improve their environmental performance and credentials at a time of increasing urgency around sustainability.

FESPA Global Print Expo will also host the **FESPA Awards 2023**, with a gallery of shortlisted entries from printers worldwide accessible to visitors for the first time since 2020. Award submissions close on 25th January 2023.

World Wrap Masters will also return, offering visitors the chance to see European vehicle wrappers compete for the title of World Wrap Master Europe 2023, followed by the show-down of the seven regional competition winners in the World Wrap Masters final. In addition, the event will offer live demonstrations from industry experts.

On the evening of Thursday 25th May, FESPA will once again host a party at Pasha Night Club in the heart of Munich. More information on the event and tickets will be shared closer to the show. Check out www.fespa.com for more information.

AGFA OFFSET SOLUTIONS PREPS FOR INDEPENDENCE, FOCUS ON CUSTOMER VALUE

Agfa Offset Solutions is preparing for a new name for its future as a standalone business.



Dehing speaking at the Value Conference

At a Value Conference held in Brussels Belgium targeted packaging customers that use the offset printing process, Agfa Vice President of Sales and Service - Frederik Dehing said the firm was confident about the future as a standalone. While confirming a new name which was in the works, he said these transformations would ultimately involve "positive change" for both customers and the business; "The brand name will no longer be Agfa, the name will change. We are currently preparing the new name," he stated.

Value Conference

The Value Conference featured bold 'evolve' messaging and

began with an inspiring keynote from former ad agency exec Kevin Jackson, founder of The Experience is The Marketing, who emphasised the importance of "brand behaviour – the way you keep your promises. You can make any claim you like, it's what you do that matters," he said.

The event also included customer case studies involving robotic plate handling; an exploration about the pros and cons of chem-free and processless plates; and how the use of Offset Solutions' specialist software suite and Spir@l screening technology can deliver a raft of production benefits including ink savings. The tools form part of the firm's 'Eco3' technology approach focused on ecology, economy and extra convenience.

DRUPA HITS 100K MILESTONE AND CONFIDENT FOR 2024

The first in-person drupa exhibition in eight years has had over 100,000sqm of floor space booked by around 900 exhibitors so far, according to organisers.



The tetrennial celebration of print, due to return on 28 May 2024 for 11 days at Messe Düsseldorf, Germany has so far had space booked by exhibitors from 45 countries.

In a statement, drupa said the milestone of 100,000sqm booked underlined drupa's continuing relevance to the industry, and backed up its claim of being the premier trade fair for print.

At 18 months before the show opens – past the official bookings' deadline of October – around two thirds (63%) of indoor space has been booked. At the same time before the 2016 event, 80% of floor space had been booked.

Drupa said it continued to see strong, continued demand for space, despite the deadline having elapsed. Sabine Geldermann, drupa and Print Portfolio Director at Messe Düsseldorf, said the team was "very confident and optimistic" about the number of bookings that had come in despite current geopolitical and economic challenges. She said: "Drupa 2024 will again be the world's most important industry meeting place. With around 75% international attendance on the exhibitor side, Drupa occupies an outstanding position by global standards. The range, variety and staging of innovations are unique and will once again provide a glimpse into the future of this industry."

Exhibitors for 2024 include industry heavyweights like Heidelberg,

Continued on page 36 >>

www.wheretoprintmagazine.com



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: beemech@gmail.com, beemech@hyperia.com
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

Print Impact Around the World

Fujifilm, Konica Minolta and Müller Martini, among others. The exhibition will focus on future and cross-industry technologies. The circular economy, automation, print/finishing 4.0 and artificial intelligence are expected to feature heavily in brands' offerings. For more information, visit www.drupa.com

COCA-COLA FIRST BEVERAGE BRAND TO PILOT NAVILENS ON PACKS

A new Christmas on-pack promotion from Coca-Cola will feature the NaviLens app to help blind and partially sighted consumers.



The pilot will be the first time the technology has been used by a beverage company. NaviLens has previously been rolled out by Kellogg's. NaviLens is similar to a QR code but can be detected in a fraction of the time and up to three metres away. A smartphone can detect the optic, and playback information to the user.

Coca-Cola Europacific Partners (CCEP) has incorporated the technology onto large Christmas can multipacks (24 & 30). The codes will feature on the cardboard outers.

Marc Powell, RNIB's Accessibility Innovation Lead, said: "People with sight loss should have the same access and choice as our sighted counterparts, but currently, important information on packaging can often be in very small print, making it difficult or impossible for us to read. Technology such as NaviLens is a game changer and allows blind and partially sighted people to independently access key information on packaging."

"This pilot with Coca-Cola, the first beverage company to launch NaviLens on packs, highlights how big brands can put accessibility at the forefront of design and packaging decisions, and be a real catalyst for change."

Martin Attock, Vice President Commercial Development at CCEP GB, said: "We are proud to be working with NaviLens this year to make our packs and the Coca-Cola brand more inclusive so everyone can enjoy their favourite beverage. This technology is making a huge difference to as many as two million people in the UK who are currently visually impaired."

Festive-themed sharing packs of Coca-Cola Original Taste, Coca-Cola Zero Sugar and Coca-Cola Zero Sugar Cherry are in store and feature the Sundblom Santa Claus to drive standout on shelf.

Shoppers can scan QR codes on-pack for the chance to win pre-loaded £200 'Festive Feast' gift cards from Love2Shop – accepted by



supermarkets, food aggregators, restaurant chains and more. With 1,000 gift cards up for grabs, shoppers can also win thousands of exclusive Coca-Cola and festive gifts.

The promotion will run across plain and price-marked large PET bottles (1.25-litre, 1.75-litre and 2litre) and multi-packs of cans.

PZ CUSSONS COMMITS TO PLASTIC REDUCTION AS PART OF £325M CREDIT FACILITY



A reduction in virgin plastic packaging is one of the key strategies to a new £325m credit facility for PZ Cossons.

The multinational said that the credit facility "incorporates both a term loan and revolving credit facility (RCF) structure, with maturity dates of up to November 2028".

As part of the facility, a pricing structure has been linked to PZ Cossons' sustainability strategy, which includes reduction in virgin plastic packaging, achieving B Corp certification and carbon reduction.

Sarah Pollard, Chief Financial Officer of PZ Cossons, said: "We are delighted to announce this refinancing, demonstrating our commitment to embed our sustainability framework into all parts of our business, while achieving attractive commercial terms. We are grateful for the support of our lending syndicate in this highly innovative facility."

PZ Cossons said it will soon outline new ESG targets for 2023.

KODAK GIVES THE WORLD'S FASTEST PLATESETTER ANOTHER SPEED UPGRADE



The speed of the high-performance KODAK MAGNUS Q800 Platesetter has been increased once again with T-speed Plus, offering a throughput of up to 84 B1 or 8-up plates per hour (pph). Kodak introduced the T-speed, then the world's fastest 8-up CTP system, about two years ago.

The MAGNUS Q800 Platesetter can now output a plate every 42.9 seconds. This marks Kodak's third speed upgrade for the MAGNUS Q800 in four years, with more than 40% speed improvement over the former Z-Speed

Print Impact Around the World

from 2018. The MAGNUS Q800 Platesetter can also image KODAK SONORA XTRA Process Free Plates at its new top speed.

The upgraded CTP device helps sheetfed and web offset printers to further maximize the productivity of their offset workflows. All automation options available for the MAGNUS Q800 Platesetter, including the Single-Pallet Loader (SPL), Multi-Pallet Loader (MPL) and Multi-Cassette Unit (MCU), support the new speed. In view of the new platesetter speed upgrade, it is of great advantage that the Multi-Pallet Loader can hold up to 3,200 plates in up to four different plate sizes – two pallets of 1,500 plates each and two cassettes of 100 plates each. Also helpful for long operating times without manual intervention is the recently implemented 40% increase in the capacity of the slip sheet removal system for the SPL/MPL.

"We are excited that we have been able to make the world's fastest CTP system even faster. This is further evidence that Kodak continues to bring solutions to market that enable our customers in the printing industry become more competitive and profitable through greater efficiency and productivity," commented Jeff Zellmer, Vice President, Global Sales & Strategy, Kodak.

© Kodak.com

EPSON PARTNERS INSTITUTIONS TO PROMOTE EDUCATION



Epson has set aside about \$675million to spend on attaining the United Nations Sustainable Development Goals (SDG) 2030 in the next 10 years through innovation and technology.

The Epson Regional Head, East and West Africa, Mr. Mukesh Bector said the Japanese printing and information technology company will focus on decarbonization, resource cycling and an accelerated programme to develop environmental technologies.

Bector said the company has put in place measures that will see it work with societies and communities to achieve the UN goals, while using its manufacturing processes which are aligned to the SDGs. He also noted that the depletion of natural resources and other environmental problems have become increasingly evident, a reason he said has made organizations to be more aware of the challenges to pursue sustainability that are essential to environmental protection, economic growth, and social stability. "Epson recognizes that sustainability is the key catalyst for innovation and this is why the company is changing the way people print by offering an alternative to cartridges and a way of printing which does not use heat in the process," expressed Bector.

He also informed that Epson has to date worked with at least 800 different organizations who have sponsored printers and education materials to enhance and bring quality education to institutions that do not have

access to the technological materials. "The funding we have set aside will also be utilized to further streamline manufacturing processes and educate our partners and improve research processes," said Bector.

He said since the advent of technology has made education interactive in remote areas, the education pillar has become key in Epson's SDGs, noting that the company finds joy in installing interactive projectors in remote areas to help teachers and students. "We work a lot with education institutions to provide live content and live feed in a virtual classroom with our solutions," he added.

He also announced that the 75-year company has to date sold at least 70 million eco tank devices, which were launched a decade ago with Kenya being the first market in Africa where the brand was introduced, adding that the company always ensures that it has a strong reliable service infrastructure in place before selling its products. "The popularity of this machine is due to its running on low cost and is very low user intervention," he said.

Bector said the company has over the years diversified its innovation and currently has more than 30 models that are compliant and assured that the company will continue to bring to the market new products that are of benefit. "We are always strive to bring solutions that help our customers, we focus on customer products, small businesses, education, printing and robotics," he stated.

He singled out innovation, technology and solutions as some of the key products the company focuses on to be one of the leading manufacturers in print, visual and innovation technologies, as they work towards renewal energy.

According to Epson, a single technology switch from laser printing inkjet printing reduces up to 83 percent in energy consumption, while its Eco tank cartridge free printers saves in plastic waste as one set of ink bottles equivalent of 79 ink cartridges, saving around 1.6 million tonnes of plastic based consumables through the sale of over 70 million EcoTank printers worldwide.

The Regional Head was speaking during a Media Workshop in Nairobi, Kenya aimed creating awareness on how Epson has incorporated sustainability in its manufacturing process as a goal to achieve competitive advantage. Others present included Epson Tech Sales Generalist Local, East Africa - Mr. Charles Muhuko and Epson Marketing Services Specialist, East and West Africa - Catherine Kihara.

© www.propakeastafrica.com/news

FUJIFILM AND KAO COLLINS PARTNER TO STRENGTHEN IMPRINTING SOLUTIONS FOR THE COMMERCIAL IMPRINTING INDUSTRY

FUJIFILM Integrated Inkjet Solutions, a leading global inkjet solution provider, is pleased to announce it has entered into an agreement with Kao Collins, a world-renowned innovator in ink formulation, to strengthen inkjet imprinting solutions for the commercial imprinting industry.



Through the combined efforts of Fujifilm and Kao Collins, customers will experience expanded service options and extended parts availability for inkjet print system hardware. Terms of the agreement were not disclosed. The two companies will collaborate to support Fujifilm's sales of the X-BAR POWERED BY FUJIFILM INKJET TECHNOLOGY system for digital imprinting in the direct mail and transactional printing markets. The X-BAR product launched in 2021 is embedded with innovative inkjet printbar technologies from both Fujifilm and Kao Collins.

PRINTING UNITED EXPO 2022 WRAPS WITH OVERWHELMINGLY RESULTS



WHERE To Print presents the Post Show Report of the just concluded **PRINTING United Expo 2022** that reconnected the industry, as the largest global printing event in 2022 when it opened its doors to attendees from 121 countries for three days in a jam packed exhibition venue that showcased new product unveilings, exceptional keynote education sessions, and experiential areas.

PRINTING United Expo, the largest event in printing and graphic arts in 2022 - representing all facets of the industry - opened its doors to attendees and exhibitors from around the world for the first time under one roof since 2019. Held October 19 to 21 at the Las Vegas Convention Center, the global event drew registrants from 121 countries, and was deemed an overwhelming success by attendees, exhibitors, sponsors, and partners.

"The powerful emotions felt in Las Vegas were like nothing you can put into words," says Mark J. Subers, President, PRINTING United Expo. "I've truly never seen this amount of engagement from a show – ever. In the words of so many attendees and exhibitors we spoke with, it was like a global reunion of sorts. What the event did in terms of bringing the community together is that it has revitalized the industry. The smiles, enthusiasm, and energy were simply off the charts.

"PRINTING United Alliance built the platform, but each and every attendee and exhibitor that engaged with the Expo are the ones responsible for the incredibly overwhelming success enjoyed by all. The product launches, the live demonstrations, the keynote presentations – all of it contributed to such a positive experience for everyone. A very special thank you to title sponsor, HP, whose complete hall takeover showcased the company's support of the event as well



as a reflection of its endless end-to-end solutions being shown, sold, and unveiled!"

PRINTING United Expo by the Numbers

A total of 701 exhibitors from around the world occupied 1 million square feet of show floor space at the Las Vegas Convention Center. Of special note, global CEOs, managing directors, and the most senior-level leaders were in

attendance this year supporting commercial, digital, apparel, digital textile, packaging, mailing and fulfillment, and graphics/wide-format spaces.

From an attendance standpoint, there were 7% more attendees on-site this year in Las Vegas than the inaugural show in Dallas in

Continued on page 39 >>



2019. Based on figures provided recently by the Center for Exhibition Industry Research (CEIR), the authority on trade shows and events, PRINTING United Expo has outpaced expositions in other industries this year in total registration by approximately 25%.

Additionally, PRINTING United Expo freight exceeded 5 million lbs. at this year's event. "One of the tremendous reasons this year's event was so successful is because of all of the equipment running multiple substrates and soft goods on the show floor," says Subers. "This is what attendees have indicated they wanted to see and experience, and the exhibitors delivered. PRINTING United Expo has always been the equipment show, but the expansion of substrate companies made it a very well-rounded show."

Booth sales are well underway for next year's event in Atlanta (scheduled for October 18 to 20), with over 80% of the show floor already reserved. For more information, visit www.printingunited.com



EXPAND YOUR NETWORK IN THE GLOBAL MARKET



Paper One Show is the leading international exhibition for the paper and paper products industry connecting professionals from all over the world! WHERE To Print shows you how:

Taking part in **Paper One Show UAE 2023** will give you an opportunity to discover new commercial opportunities, identify new markets and applications, and exchange experiences with other professionals from the sector, focusing exclusively on the very best that the paper industry and its suppliers have to offer.

As industry representatives from various parts of the world will convene at the Paper One Show **UAE 2023** on **21-22-23 February 2023**, it will be an excellent opportunity for you to expand your network in the global market and consolidate new business from the paper industry

Why you should attend the Paper One Show;

- Paper One Show will introduce you to new ideas, connect you with others, and allow you to compare technologies. Exhibitors will have a chance to meet the leading companies in the sector.
- The exhibition presents a fantastic opportunity for the exhibitors to showcase their products and technology to a wide audience of industry experts and professionals from all over the world.
- The exhibitors will be able to discover new commercial opportunities, identify new markets, applications, and exchange experiences with like-minded professionals, focusing exclusively on the best companies in the paper industry and suppliers have to offer within three days.
- Participation at Paper One Show will give tangible commercial benefits to your company and strengthen trade relationships within the MENA region and the international.



In high demand, Paper One Show 2023 enlarged the exhibition area and added another hall

Paper One Show's 7th edition brought together more than 100+ international exhibitors from 21 countries with 8,917 sector professionals from 98 countries under one roof. After the success of the exhibition which witnessed high demand for expansion, **Al Furat Fair Organizer** - Paper One organizer - will in the 8th edition next year be increasing the hall of the Expo Centre Sharjah to accommodate more exhibitors and in essence, more visitors.

So, whatever your interest, be sure to attend the premier international paper exhibition in the MENA region dedicated to all kinds of paper and paper manufacturing, paper jumbo rolls, finished products, printing, writing, tissue, hygiene, converters, cartons, paperboard, and more. Not only that, with



the expansion coupled with value-driven symposiums, trade missions, and B2B meetings et al to be held concurrently with the next edition in the coming year, **Paper One Show 2023** has not only become one of the premier exhibitions of its kind but also attained a well-known reputation both around its region and around the world of paper as well.

Therefore, be sure to meet all sector professionals on **21-22-23 February 2023**, at **Expo Centre Sharjah, UAE** again. For more information and to attend, visit: www.paperoneshow.net

PAPER ONE SHOW

The 8th edition of the premier international paper exhibition in the MENA region!



100+

Exhibitors in 2022



21

Exhibiting Countries



8897

Qualified Visitors



98

Amount of Countries
Visitors Represented

8th edition of the
PAPER ONE SHOW

together

MENA PULP WEEK

22- 23 - 24 FEBRUARY 2023

DUBAI, UAE



✉ info@paperoneshow.net

🌐 www.paperoneshow.net

☎ +90 (212) 916 17 31



Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi



aside other value-driven sight-seeing experience.

As we present to you some of the pictures from this exciting exposition, please don't forget to contact **FLOURISH COLOUR VENTURES** (www.flourishcolour.com) for all your customised foreign print & allied training needs.

PROPAK LAUNCHES INTO GHANA!

PROPAK GHANA 2023
 • PACKAGING • PROCESSING • PRINTING • PLASTICS
6-8 JUNE 2023
 GRAND ARENA | AICC • ACCRA • GHANA
 Visit: propakghana.com

The largest exhibition for the packaging, plastics, printing and processing sectors in West Africa is coming to Accra to better serve the market in Ghana and surrounding countries.

PROPAK Ghana will run from the **6th to 8th June 2023** at the **Grand Arena** in the centre of Accra, and has been launched to provide a platform for companies in the manufacturing sector to make the most of the growing opportunities the country

has to offer. With strong ties throughout the region and a recognition for ease of doing business, Ghana attracts international attention when it comes to an entry point into Africa. The manufacturing industry has been a significant source of economic growth for Ghana in recent years, with the establishment of a number of Government led initiatives aimed at stimulating local production capacity and position Ghana as a

centre for manufacturing in the region. PROPAK Ghana will focus on four key verticals within the manufacturing industry, these are areas that the PROPAK brand across Africa has a deep understanding of and has served with exhibitions in Nigeria, Kenya and South Africa to date.

PROPAK will serve the packaging sector and focus on Aluminium, Flexible packaging, Substrates, Paper, Tinplate, Adhesives, Boxes, Cans, Closures, Containers, Cartons, Components, Glass, Bottles, Pharmaceutical, Labelling etc
Pro-Plas will serve the plastics sector and focus on Polymers, Rigid plastics, Plastic production, Rubber production, Plastic goods manufacturing, Rubber goods manufacturing, Raw products etc

FoodPro will serve the food and beverage processing sector and focus on Industrial Food Processing, Weighing equipment, Washing equipment, Beverage Processing, Feeders

Print Expo will serve the print sector and focus on Digital printing equipment, Offset printing equipment, Printing consumables, Printing Supplies, Converting equipment etc

With Ghana being a destination country, a lot of work has already been undertaken to bring in buying delegations from some of the surrounding countries, including Ivory Coast, Senegal, Mali, Benin and Togo. PROPAK Ghana will therefore provide your business with access and connections to a verified audience of buyers, business owners and potential customers looking to build and innovate their supply chains and factory floors.

To find out more about **PROPAK Ghana** or to reserve your space on the floorplan, get in touch with the team today at <https://www.propakwestafrica.com/propak-ghana>



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: Between Jul. - Aug. 2023

Venue: Crandall University, Canada

Organised by:



Tel:08038629114
08055500992



PROPAK

GHANA 2023

• PACKAGING • PROCESSING • PRINTING • PLASTICS

6-8 JUNE 2023

GRAND ARENA | AICC • ACCRA • GHANA

MONTGOMERY GROUP
AFROCET

propakwa propakwa propakwa

www.propakghana.com

West Africa's largest packaging, plastics, food processing and print exhibition now comes to Ghana



120+
EXHIBITORS



2,500+
VISITORS



20+
COUNTRIES REPRESENTED



THE INDUSTRIAL SECTOR MAKES UP **18.27% OF GHANA'S GDP (2019)**



GDP GROWTH - 5.1% EXPECTED 21 - 23 (WB)



USD\$72.35 billion
GDP SECOND LARGEST IN WEST AFRICA

Be a part of the transformation

The largest exhibition for the packaging, plastics, printing and processing sectors in West Africa is coming to Accra to better serve the market in Ghana and surrounding countries.

Elevate your business with access and connections to a verified audience of buyers, business owners and potential customers looking to build and innovate their supply chains and factory floors.

BOOK YOUR STAND NOW

Thomas Salussolia
AfroCet Montgomery

T: +44 (0) 207 886 3028

M: +44 (0) 7530 823 059

E: thomas.salussolia@montgomerygroup.com

1895 MONTGOMERY GROUP
AFROCET

propakwa propakwa propakwa

www.propakghana.com