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Cover Story on page - 22



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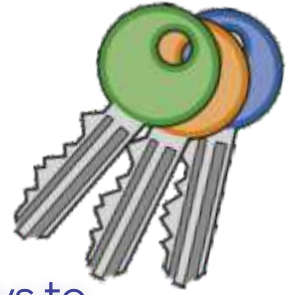
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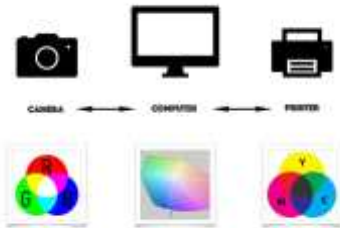
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This bespoke Colour Management training is with course contents tailored to your level of knowledge, experience and ability - making sure you get the most out of the training that will extensively deal with ICC (International Colour Consortium) profile 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.



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How to reach us

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To Readers

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

OURS IS TO INSPIRE YOU TO CONTINUE TO BE THE BEST

To an ordinary observer in Nigeria, this may not be the best of time. Pent up anger from political, ethnic, and economic tensions as a result of the 2023 general elections that ushered in a new administration with hard-nut policies still remain. However, to a discerning observer there are inbuilt opportunities in this season that one should not only look out for but also take advantage of. This is the time to re-evaluate your work process, and strategise on how best to satisfactorily serve your customers with amazing results.

That's why the **SPECIAL FEATURE ARTICLES** in this

mid-year edition focus on client satisfaction. So, flip over to pages 36 and 37 to read, get educated, and achieve your customer service experience on the piece: **CLIENT GUIDELINES: THE PATHWAY TO DELIVERING REMARKABLE WORK EVERY SINGLE TIME** after which you check out page 42 for: **MASTERING THE ART OF PRESS CHECKS: A COMPREHENSIVE GUIDE TO PRINT PERFECTION**. These incisive articles are written by Ernie Arias - an experienced Advertising Studio expert. He also wrote the cover's prelude article on pages 20 and 21 that explores the evolving landscape of AI in photo retouching and

production artistry captioned: **THE FUTURE OF PHOTO RETOUCHERS AND PRODUCTION ARTISTS: EMBRACING AI'S POTENTIAL**.

And for this edition's **COVER STORY**, flip over to pages 23, 24 and 25 to understand your place in world's number one trending phenomenon that seems to threaten printing - AI's ChatGPT. Our in-depth report and incisive study is worth reading as it promises to answer your question: **CHATGPT: WHAT'S IN IT FOR ME?** Answer to this pertinent question, as will be seen in the article, is expected elicit further research and engagements. Ours is to inspire you to continue to be the best



just like the last three **SPECIAL FEATURE ARTICLES** that aims to motivate business owners (like you) to persistently strive to be the best in service to humanity while using the best technology. So, check out the **Continued on page 10 >>**

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piece on: **NIGERIAN MEDIUM AND LARGE-SCALE PRINTERS LEAGUE: TRULY THE BROTHER'S KEEPER** - to appreciate stakeholders' noble gestures for emulation and an encouragement to others for a united, strong and prosperous industry. Next is the successful installation story of: **LAGOS STATE PRINTING CORPORATION COMMISSIONS HEIDELBERG SPEEDMASTER CX 104** on pages 27, 28 and 29 - then read about the recognition of **FAE** boss - **PRINCESS FUNLAYO BAKARE-OKEOWO AWARDED LEADERSHIP EXCELLENCE IN MANUFACTURING AND ENTREPRENEURSHIP** on pages 30 and 31 for her pioneering role in overcoming manufacturing challenges as indigenous

manufacturer in Nigeria's economy. Finally; what's happening in the industry? Flip over to page 10 which starts the **PRINT IMPACT AROUND NIGERIA** news stories in the industry in Nigeria and then, for worldwide news update - check out **PRINT IMPACT AROUND THE WORLD** (from page 12) as both offers invaluable print and allied news information to help aid your

LAST WORD: In these trying times, we know a lot of businesses are stuck in deep trenches, and it feels like you're not making ANY progress, this is the time to take a deep breath. Recognise, appreciate and celebrate your past achievements or successes! For now,

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don't take on new project until you're absolutely sure of the value-added outcome. Embrace networking, create unique opportunities/ markets because opportunities don't just happen, most times - you'll have to create them. Remind yourself to never give up - keep moving towards your goals. It is never too late to be what you

might have been. Love your family, work super hard, live your passion, and positively contribute to humanity. As noted earlier, ours is to inspire you to continue to be the best, please let us know how we can be of help as you continue to do good!

Print impact around Nigeria Stories by Precious Ajuonuma & Joju Adekanbi

CIPPON KWARA STATE CHAPTER INAUGURATED



(which shares international boundaries with the Republic of Benin at her West and the Niger River at her North) but also among members across the country.

from the inauguration, it is hoped that the harmonious relationship that exists amongst stakeholders in the State will reverberate across the general print & allied community for the desired, collective upliftment of the industry in order to truly make print profitable to all.

As **WHERE To Print** brings you memorable pictures

The investiture of Chartered Institute of Professional Printers of Nigeria (CIPPON) Kwara State Chapter has been successfully carried out by Mr. 'Niyi Adesoye led CIPPON Council faction.

Harmony' on account of the peaceful relations that exist among its multicultural and diverse population, Kwara State's induction into CIPPON as a State Chapter is not only expected to further strengthen the peace and unity amongst print professionals in the State

Aptly dubbed *'The State of*



Continued on page 15 >>

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Print Impact Around the World

FESPA 2023 EXCITES INDUSTRY AS ORGANISER RELEASES POST SHOW REPORT



Cutting the ribbon to mark the official opening

Running with the theme, 'New Perspectives', **FESPA Global Print Expo 2023** (23-26 May) has been hailed a huge success as visitors flocked to the Munich Germany show with the aim to grow and diversify their businesses.

The four-day show along with the co-located **European Sign Expo** and **Personalisation Experience** hosted more than 500 exhibiting companies and attracted 14,776 unique visitors from 134 countries, up 27% on the number that visited Berlin last year. Out of which 54% of delegates attended over multiple days, bringing total attendance to 22,757, up 42.5% on the Berlin event last year.

German printers represented 25% of the total audience, with numbers



14,776 unique visitors attended the Munich events

from the host country up by 38% compared with 2022. Overall, 83% of visitors were from Europe, with the most significant delegate groups outside Germany coming from Italy, Austria, the UK, The Netherlands, Poland, Switzerland, Spain, Czech Republic, and France. Again, more than 750 decision-makers from speciality printers in Africa, the Americas, and Oceania also visited the shows in Munich.

The full removal of long-haul travel restrictions further boosted the 2023 events and enabled the return of a host of exhibiting companies. Visitors from Asia accounted for more than 10% of the total audience this year, compared with only 4% in 2022. Key trends at this year's event included personalisation, sustainability, the rise of direct-to-film (DTF) and the continued success of textile printing, automation, and the call from users to print

onto more difficult substrates, like leather.

FESPA said exhibitors shared "overwhelmingly positive" feedback, praising the vibrant, busy halls, the decision-making seniority of the audience, and delegates' readiness to invest. This is because 84% of visitors held decision-making positions, a 15% increase compared to 2022. 73% of visitors were MDs, CEOs, owners, or managers. Investment in new technology was a priority for the majority, with 50% planning an investment within 12 months. Of the two-thirds of visitors choosing to disclose budget, the collective median budget almost doubled year-on-year, to €2bn.

According to Michael Ryan, Head of **Continued on page 13 >>**

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Print Impact Around the World



FESPA Global Print Expo: "This year's events in Munich really proved how positively the international speciality print and signage communities have bounced back. Business leaders from all over the world came with an appetite to understand what's changing in the market and a determination to innovate and invest to expand their offering. We saw our total audience grow substantially compared with 2022, with more individual visitors investing more time to explore everything we and our exhibitors could offer, including our Sustainability Spotlight, FESPA Awards gallery and World Wrap Masters feature."

The first Personalisation Experience was also hailed a success. With a line-up of 25 speakers, the conference encouraged lively debates and offered insights into the psychology and behavioural science that makes personalisation so effective, the commercial value of personalisation, and how digital transformation, technology, and software solutions enable customisation.



The next **FESPA Global Print Expo** will span six halls at the RAI exhibition centre in Amsterdam from 19 to 22 March 2024, alongside **European Sign Expo**, the **Personalisation Experience**, and **Sportswear Pro**.

EPSON INTRODUCES NEW VERSATILE DTG AND DTFILM HYBRID GARMENT PRINT SOLUTION



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Underscoring support for the growing textile and personalized products industry, Epson has announced the hybrid

SureColor F2270 for both direct-to-garment (DTG) and direct-to-film (DTFilm) printing.

Designed to bring customized apparel to the market that holds true to the designer's vision, with minimal waste and environmental impact, the hybrid SureColor F2270 DTG printer incorporates DTFilm printing capabilities and goes beyond traditional garment printing and transfer to a wider variety of materials, including uniquely shaped items.

JWEI UNVEILS NEW LABEL CUTTER



JWEI has introduced a brand-new label cutter, the Titanium 330-R into the market.

First presented to the European market at FESPA 2023 in Germany, Titanium 330-R is

designed to be a digital label one-stop finishing shop. The 330mm-wide line uses QR-codes to identify and automatically set-up cutting and cold lamination settings between jobs as it uses eight cutting heads and cuts at up to 12m/min. with waste automatically removed, other automated features include deviation correction, positioning, continuous cutting, sheeting, slitting, and winding.

KORNIT SETS STAGE FOR DIGITAL TEXTILE PRODUCTION TRANSFORMATION



Kornit Digital, a worldwide market leader in sustainable, on-demand, digital fashion, and textile production technologies, has announced it is setting the stage for true industry transformation as digital production goes mainstream.

Thus, in driving real change in fashion and textiles, Kornit, at ITMA23 in Milan, Italy, showcased a complete digital transformation solution with on-demand production. Systems on display included the new Kornit Atlas MAX PLUS, the next generation of its award-winning MAX technology – a faster, smarter, and exceptionally reliable digital decoration system incorporating both smart curing and automated garment sizing and calibration. The Atlas MAX PLUS, Kornit says, sets the standard for versatile, high-volume digital decoration on demand, with increased automation and XDi capabilities emulating 3D, screen, vinyl, threadless embroidery, and other graphic capabilities, for ready-to-wear retail-quality apparel and accessories in mere minutes.

Also, on display was Kornit Presto MAX, which the company says is injecting new levels of innovation into textile decoration. Designed to meet the requirements of fashion, home décor, and textiles, it transforms virtual concepts into brilliant custom fabrics with industry-first capabilities of brilliant white printing on colored fabrics. These capabilities are now bolstered with enhancements to both look and hand-feel, a differentiator that was recently singled out for excellence by the 2023 EDP Innovation Award.

NAZDAR REWARDED WITH A SILVER ECOVADIS MEDAL FOR SUSTAINABILITY



Nazdar has been awarded the Silver EcoVadis Medal for its for environmental sustainability

efforts.

Global environmental sustainability firm - EcoVadis recognised Nazdar having being evaluated and found commendable due to its efforts of operating sustainably and in compliance with high social standards since it was founded in 2007. EcoVadis examines a business's sustainability management across the environment, labour and human rights,

ethics, and sustainable procurement.

During its most recent evaluation of Nazdar, EcoVadis looked at the ongoing efforts by the business to become more sustainable, as well as its plans to implement further environmental programs. EcoVadis was suitably impressed with Nazdar's approach and awarded the company a silver medal to recognize its work. The award puts Nazdar in the top 25 percent of companies assessed by EcoVadis. Nazdar has a long-term commitment to the environment and has launched a number of initiatives to not only help the business achieve its own goals, but also to pass these on to customers that have similar ambitions and objectives. As an EcoVadis silver medallist, Nazdar now ranks among some of the leading companies in the world in terms of sustainability and environmental protection.

KOENIG & BAUER REPORTS SALE INCREASE IN Q1

KOENIG & BAUER



Koenig & Bauer has reported a big increase in sales in first quarter (Q1) of 2023 with marginally reduced losses in same quarter.

Reputed as the highest Q1 revenue in the company's recent history, sales in Q1 jumped by nearly 18% to €281m while the EBIT loss was €3.2m, a €5.3m improvement on the prior year.

Koenig & Bauer's Digital & Webfed division was the star performer with sales up 26.8% to €35.5m driven by web-fed inkjet RotaJet devices. The division's EBIT loss reduced to €3.1m (2022 loss: €6.1m). The group's biggest unit - the Sheetfed division, posted sales up 25.3% at €157.3m, while its EBIT loss reduced from €3.6m to €0.7m. Sales of special presses including metal printing, direct-to-object and banknotes grew by 6.4% to €97.1m, and the division was back in the black with an EBIT of €0.9m compared to last years' €0.7m loss.

AGFA DIGITAL PRINT WING IMPROVES IN Q1



After the sale of its offset division, Agfa has released an improved first quarter results.

The company posted sales on continuing operations up 7% at €270m, while adjusted EBITDA jumped by nearly 78% to €13m. However, the net loss was €66m, mainly due to €47m in impairments involved with the sale of what had been Agfa's biggest division.

Continued on page 32 >>



AFRA PARTNERS MIMAKI ON LARGE FORMAT PRINTING MACHINES SALES, INSTALLATION AND SERVICES



Mr. Muthuraj Karuppasamy

Leading and trusted supplier of automated and value-added print finishing and packaging equipment in Nigeria, **AFRA TECHNICAL CONCEPTS LTD** is now the authorised partner of Mimaki large format printing machines in the country.

Mimaki wide-format industrial inkjet printers and versatile inkjet printers are known for their various application potentials which broaden opportunities for print and allied businesses to expand their businesses in the roll-to-roll, flatbed and print & cut applications. Not only that, Mimaki cutting plotter/ vinyl cutter - is a unique technology for industrial purpose, signage making and apparel pattern making (for both roll-to-roll or flatbed application) and they are known to be beyond the world standard. In all, with Mimaki printers, users get boundless creativity and originality that boosts up their print business activities.

Announcing the partnership to **WHERE To Print**, AFRA Business Manager - **Mr. Muthuraj Karuppasamy** disclosed that with the expertise, knowledge and revered service delivery that AFRA is known for in Nigeria, investors are assured of streamless, quick and value-added

services on their large format print equipment needs; "We proudly introduce our Mimaki large format printing machines with emphasis on prompt service, professional training and client satisfaction. We look forward to being your most favoured and trusted business partners for all your print finishing, converting, and large format needs" he expresses.

Established in 1996 in Dubai - UAE, AFRA has been marketing, selling, installing, training, maintaining and offering solutions

throughout the Middle East, East and West Africa, covering every aspect of automated print finishing, packaging, and now large format equipment. At the very outset Afra has been providing Affordable, Functional, Reliable, and Automated (AFRA) print solutions and with a huge installation base of over 10,000+ equipment in its area of operations.



CIPPON KWARA STATE CHAPTER INAUGURATED



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

CIPPON EXAMINATION HOLDS NOVEMBER 24, 2023

Mr. Olugbemi Malomo led Council faction of Chartered Institute of Professional Printers of Nigeria (CIPPON) has announced examination guidelines for affiliates and other intending applicants into cadres of membership of the Institute.

According to a release made available by the Council Secretary - Mr. Akin Oduwole, the announcement came after the Council met on Tuesday 27th June 2023 and among other things approved the

examination; "as part of the efforts to deepening professionalism in line with statutory responsibility of conducting membership examination as enshrined in the Printers Act 24 of 2007", thereafter revealed an examination date of Friday 24th of November 2023.

While the registration portal for the examination will be opened from Monday 2nd of October through to Thursday 2nd of November 2023, **WHERE To Print** gathered "a window of exemption



is open to those who have been practicing five years pre chartered era". Consequently, applicants are expected to register within the period of 3rd to 31st of October 2023 as those who register late (within 1st and 2nd of November 2023) will pay late registration fee of N3000. Applicants are enjoined to visit www.cippon.org/examination for more information on CIPPON 2023 Examination.



RELIEFS TO UTC ABUJA PRINTERS AS NMLSPL EXECUTES PLEDGE



Affected Printers undergoing verification exercise in an organised and transparent process

Affected Printers whose shops were demolished at UTC Shopping Complex Garki Abuja by the Federal Capital Territory Administration (FCTA) on Saturday 3rd of May 2023 can now heave a sigh of relief as the promises of Yaliam Press LTD boss - Alhaji Yahaya Amfani led Nigerians Medium & Large-Scale Printers League (NMLSPL) were recently fulfilled.

These promises include the combined N21million contribution of N3million each from Binani Press LTD, KAS Digital Press LTD, Marvelous Mike Press LTD, Perfect Printers LTD, Petra Press LTD, Ramadan Press LTD, and Yaliam Press LTD that made up the seven-member body of NMLSPL that was responsibly collated and judiciously distributed to the Printers to cushion the effect of the demolition. Others were free-will donations from

well-meaning Printers such as N1million from Mr. Alonge Printway LTD; N100,000 from Mrs. Opeyemi Osho-Arilomo Beautiful Prints aside others too numerous to mention that were also disbursed to the affected print practitioners that were made desolate by the unexpected demolition.

It would be recalled that NMLSPL, instinctively propelled to bring succor to the pains of their colleagues apart from fostering unity among Printers in Nigeria, had organised a forum (**UTC PRINTERS INTERVENTION SCHEME**) immediately after the unforeseen devastation that birthed the laudable initiative. The fallout of which was the succor given to Printers whose livelihood were suddenly cut short.

Consequently, NMLSPL has received tremendous commendations from stakeholders across the country for being truly a

brother's keeper in these trying times. According to Beautiful Prints **Mrs. Opeyemi Osho-Arilomo**; "For championing this cause God bless you the more sir! Please let's raise our support to the UTC Printers. Staying silent isn't helpful...none of the building occupants had brought out a pin before demolition started...it is therefore noble of our big brothers to come together with this noble idea" she noted as she thereafter announced her company's donation: "Having suffered



Mrs. Opeyemi Osho-Arilomo



Mr. Clement Koko



Print House Mr. Olumide Ayinla



FC Exports Mr. Kunle Ogunjobi



Spots Colour Digital Mr. Sheyi Oludare

RELIEFS TO UTC ABUJA PRINTERS AS NMLSPL EXECUTES PLEDGE

this myself in recent times, I know how it feels. In the Spirit of supporting one another Beautiful Prints will do N100,000". To CIPPON & ASSPPON Coordinator, Northern Nigeria, **Mr. Clement Koko**; "This is apt and I suggest we make it a national event and affairs, let us all come together in these trying times for our colleagues in need. Surely, an injury to one is an

injury to all. Let us face it headlong, it could be any one of us. My appreciation to the initiators as it is timely too. It's Souls saving. May God bless you all and reward you both in millions of folds".

Print House **Mr. Olumide Ayinla**; "This is commendable".

FC Exports **Mr. Kunle Ogunjobi**; "This is very thoughtful. Thanks to all".

Spots Colour Digital **Mr. Sheyi Oludare**; "Laudable intervention, thank you all".



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



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NIGERIAN MEDIUM AND LARGE-SCALE PRINTERS LEAGUE: TRULY THE BROTHER'S KEEPER

Instinctively propelled to bring succor to the pains of their fellow colleagues whose shops at UTC Shopping Complex Garki Abuja were abruptly demolished by the Federal Capital Territory Administration (FCTA), the worthy intervention of Alhaji Yahaya Amfani led Nigerian Medium & Large-Scale Printers League (NMLSPL) has no doubt made thousands of people that make up family members, siblings, friends and associates of the affected print & allied practitioners have sense of belonging, renewed hope on humanity and great determination to bounce back from their sudden losses.

Consequent upon the unexpected demolition, the seven-member body had swung into action contributing a whopping N3million each for the victims. The unity demonstrated by these discerning and leading Printers whose membership cut across Nigeria's ethnic groups rightly showed that when people are united, nothing will be impossible for them to do. Not only that, the noble action was not only commended far and near but has also driven other well-meaning Printers to equally donate without coercion. Thus, aside the combined N21 million from Binani Press LTD, KAS Digital Press LTD, Marvelous Mike Press LTD, Perfect Printers LTD, Petra Press LTD, Ramadan Press LTD, and Yaliam Press LTD, **WHERE To Print** gathered that other publicly declared donations came from Printway LTD (N1million) and Beautiful Prints (N100, 000). Therefore, this **SPECIAL FEATURE ARTICLE** is specially dedicated to each of these amazing members of NMLSPL (as well as the publicly mentioned free-will donors) in an effort to appreciate their noble gestures; for others to emulate them; and to encourage more of such virtuous causes for a united, strong and prosperous industry.

BINANI PRINTING PRESS LTD



Binani Printing Press is presided over by an outstanding amazon - **Hajiya Aminatu Dahiru** Chiroma that consistently uses her indescribable blessings to leave indelible footmarks on the sands of time be it in business, politics or philanthropy. Awarded among various others by the West African Council for Merit Award Washington DC U.S.A in 2018 as the **'Most Innovative Company and West African Printing Company of The Year'**, Binani Printing Press (part of the reputable Binani Group of Companies) provides printing services on the tripod of pre-press, press and post-press, for both commercial and security prints at unbeatable market prices. And with a team of veterans, resourceful and dedicated staff, Binani Printing Press goes the extra mile by deploying state-of-the-art and innovative printing equipment to ensure her clients receive top-notch print products and services at all times.

Located at the heart of the Federal Capital Territory - Abuja, Nigeria the award-winning firm that was established in 1990, has since constantly upholds the trademark of quality resulting from its imprints of perfection that is widely known and acknowledged by its diverse clientele base made up of individuals, multinational firms, ministries and parastatals, financial institutions, professional/ educational bodies, foreign governments and non- governmental organizations within and outside Nigeria. Perfectly structured and endorsed by relevant security agencies to undertake security printing, Binani carve a niche for herself as the printing company of choice for sensitive and security printing within the country and

beyond. Not only that, Binani maintains an effective and efficient delivery network to both local and foreign clients as it is also a certified and active participant in the Economic Community of West African States (ECOWAS) Trade Liberalization Scheme (ETLS) which enables free trade within the ECOWAS sub-region.

KAS PRINTS LTD



West Africa's most capitalised and fastest growing digital printing company - **KAS Prints Limited** provides print services such as offset, digital, security, large format, stickers and labels. **Mr. Ademola Kasumu** led KAS Prints is a printing company with a difference. With catchphrase 'We Print at the Speed of Light' the company uses only brand-new printing machines at its presses across the country which is why it always churns out high-quality but cheaper cost per print on a wide range of applications in shorter turnaround times.

KAS Prints has always been at the forefront of innovation, gainful employment of the youth, and prosperity for all in print value chain. That was why the company recently re-launched KAS Partnership Program (KP2) to provide opportunities for printers and graphic designers to have unlimited access to KAS widely acknowledged global printing standards of expertise, equipment, and infrastructure for improved quality production with speed and at an unprecedented 40% discounted rate to subscribers using a 2400dpi print resolution.

Definitively, KAS Prints consistently delivers on its promise of quality print production par excellence for designers, print users, and other print service providers. Among other locations across the country, KAS Prints offices include: 7 Onitsha Crescent, Off Gimbiya Street, Garki - Abuja; 8 Adeniran Ogunsanya Street, Surulere - Lagos; and 13B Akeju Street, Shomolu - Lagos.

PERFECT PRINTERS LTD



Mr. Edeaghe Amos is the Managing Director at **Perfect Printers LTD** located in Abuja, FCT and Ikeja, Lagos at the following addresses Plot 165, Karmo Road, Gwarinpa 1, District, Gwarinpa, Abuja and 46 Hakeem Balogun Street, Agidingbi, Ikeja, Lagos respectively.

Perfect Printers is indeed the perfect print solution provider for all things printing such as book publishing, security printing, large format printing and other general print services for quality production of business cards, annual reports,

seasonal cards, calendars, handbills, souvenir, customized gift wrapper, labels, diaries, brochures, magazines, wall posters et all.

MARVELOUS MIKE PRESS LTD



Strategically located on Plot 1309, Kaura District behind Abuja Dubai Market by Games Village, Abuja **Marvelous Mike Press LTD** is run by **Engr. Micheal Akinola** - a reputable

print guru and philanthropist. The company provides high quality printing services using modern printing technology and international best practices thereby providing its customers with optimum satisfaction. This is because Marvelous Mike Press is equipped with the most advanced and modern technologies along with meticulously trained and highly professional staff required for general, commercial offset, and security printing of specialised and sensitive documents. This is among many other reasons Nigeria's regulatory bank - The Central Bank of Nigeria (CBN) recently certified Marvelous Mike Press Limited among only four cheque Printers in the country.

Little wonder major world's best institutions and governments such as but not limited to the Canadian Government, World Health Organisation (WHO), United States Agency for International Development (USAID), and United Nation Children's Fund (UNICEF) etc do their print, publishing and security printing works at Marvelous Mike Press whose successes evolve round its highly valued clientele base that also include non-governmental organisations, private individuals, and Nigeria's governmental parastatals such as Joint Admission & Matriculation Board (JAMB), Universal Basic Education Commission (UBEC), Nigeria Police Force (NPF), National Examinations Council (NECO), and Independent Electoral Commission (INEC).

PETRA DIGITAL PRESS LTD

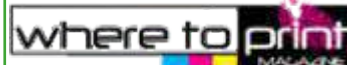


Presided over by **Pastor Princewill Ihedigbo**, **Petra Digital Press LTD** is a top-notch print and allied organisation that provides world-standard branding, advertising, and printing services to its teeming clients. Located at Plot 1200 Cadastral Zone BO2, along Area 1/Games Village Road, and 1274 Nkwere St, Garki, both in FCT- Abuja Petra Digital Press always gets the jobs done, whenever, and wherever.

RAMADAN PRESS LIMITED



Print veteran **Alhaji Garba Mohammed Noma** is the Chairman/ CEO of **Ramadan Press Limited** whose headquarter is located along Maiduguri Bye-pass, Bauchi, North-East geopolitical zone of Nigeria. Its strategic location at the borders of Kano and Jigawa to the north, and Taraba and Plateau to the south, makes Ramadan Press Limited the perfect link for an impeccable print services in the north for quality and affordable printing, graphics design, lithography, book publishing and digital printing. Another plus for Ramadan Press is the employment opportunity it creates for a good number of residents both locals and foreigners while fulfilling the quality print and publishing needs of the State and beyond. Therefore, Ramadan Press has continued to contribute to the economic, social and human capital development of Bauchi State in particular and Nigeria in general.



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.



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THE FUTURE OF PHOTO RETOUCHERS AND PRODUCTION ARTISTS: EMBRACING AI'S POTENTIAL



© AI-generated illustration using Imagine app.

In recent years, we have witnessed remarkable advancements in artificial intelligence (AI) and its impact on various industries. From autonomous vehicles to smart assistants, AI has revolutionized numerous sectors. However, when it comes to creative fields like photo retouching and production artistry, concerns arise regarding the potential replacement of human professionals. In this blog post article, **Ernie Arias** explores the evolving landscape of AI in these areas and discuss why human expertise remains invaluable in the face of technological progress.

The Rise of AI in Photo Retouching and Production (Print and Digital)

AI has undoubtedly made significant strides in image processing and manipulation. With advanced algorithms, machine learning, and neural networks, AI systems are capable of automating certain aspects of photo retouching and production artistry. Tasks such as background removal, colour correction, and even facial enhancements can now be performed with impressive accuracy and speed by AI algorithms. This has led to

the development of various AI-powered software and tools designed to assist professionals in their work.



The Benefits of AI in the Creative Process

AI brings undeniable advantages to the creative process. It can help streamline repetitive tasks, reducing the time and effort required for certain image editing operations. AI algorithms can quickly analyze large datasets and learn from vast libraries of professionally retouched images, enabling them to

make intelligent suggestions or even generate automated edits based on predefined criteria. This can enhance efficiency, allowing professionals to focus more on the artistic aspects of their work.

Furthermore, AI can augment human creativity by offering new perspectives and possibilities. By utilizing AI-powered tools, photo retouchers and production artists can experiment with different styles, explore novel techniques, and push the boundaries of their artistic endeavors. AI can serve as a valuable assistant, helping professionals achieve their creative vision while saving time.

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“Artificial intelligence will reach human levels by around 2029. Follow that out further to, say, 2045, we will have multiplied the intelligence, the human biological machine intelligence of our civilization a billion-fold.” — Ray Kurzweil



The Irreplaceable Role of Human Expertise

While AI has undoubtedly made significant progress in photo retouching and production, it is important to recognize that human expertise remains irreplaceable. The artistic touch, intuition, and subjective decision-making abilities possessed by professionals are invaluable in creating compelling visual narratives. AI algorithms lack the depth of understanding and emotional intelligence

required to make nuanced creative choices that align with the client's vision or brand identity.

Beyond technical skills, professionals in these fields possess a wealth of knowledge and experience that cannot be replicated by AI (at least not yet). They understand the nuances of color theory, composition, and storytelling, allowing them to breathe life into images and evoke specific emotions in viewers. The ability to communicate and collaborate with clients, understand their needs, and offer personalized solutions is an essential aspect of the creative process that goes beyond the capabilities of AI.



Embracing Collaboration between AI and Professionals

Rather than fearing the potential threat of AI replacing photo retouchers and production artists, it is crucial to recognize the power of collaboration between humans and machines. AI can be harnessed as a powerful tool that complements and enhances human creativity, making the creative process more efficient and effective. Professionals can leverage AI-powered software to automate repetitive tasks, allowing them to focus on the aspects of their work that require human ingenuity and artistic sensibility. By embracing this collaborative approach, photo retouchers and production artists can harness the full

potential of AI while maintaining their creative autonomy. They can adopt AI tools and technologies as valuable assistants that support their work, improving productivity and expanding the possibilities of their craft.

IN SUMMARY

AI has undoubtedly transformed various industries, including photo retouching and production artistry. While AI algorithms can automate certain aspects of these professions, human expertise and creativity remain essential and irreplaceable. By embracing collaboration with AI, professionals can leverage the power of technology to enhance their work, streamline processes, and unlock new artistic possibilities. The future of photo retouchers and production artists lies not in replacement, but in harnessing the potential of AI as a creative partner.

About Ernie Arias



Ernie Arias is an experienced Advertising Studio Manager that delivers creative excellence and results. Aside having a proven track record of optimizing production processes and leading high-performing teams, Ernie is also skilled in digital and print production, apart from being highly proficient in Adobe CS which shows as a content curator, creator and social media enthusiast.

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SELECTED
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CHATGPT: WHAT'S IN IT FOR ME?



Preamble

If you look back into the history of different early inventions, three of them lead in their impact on human development - the mechanized printing press, gunpowder, and the compass. One invention that transformed all forms of learning was Gutenberg's mechanized printing press in the fifteenth century. It heralded the shift from script to print with far-reaching consequences, such as accentuating the experiential difference between spoken and written words. The power of the printing press was its ability to duplicate and make the same text available to many readers, which is impossible with a single script of a text. Knowledge can therefore diffuse faster among learners with the availability of printed material. The cumulative effect of the invention of the printing press on human affairs, be it education, the research industry, politics, and even religion, was revolutionary. Today, we are rapidly moving away from paper printing to digital technology for formatting and sharing text, images, and other information.

In these modern times, few innovations have had huge influence on human life that is as dramatic and powerful as that of the internet. An internet protocol suite connects the whole network of networks and that is what is called the "internet" and the "world wide web" is a subset of the internet. Among many other things, what comes to our mind when we talk of the internet is "social media" and the ability it provides to communicate with each other in multiple ways. Our usage of social media has now become an addiction perhaps clouding our ability to make free choices. The industrial revolution was focused on the exploitation of natural resources and building big industrial empires. However, the leading corporates today focus on exploiting data from humans and human activities and drawing our attention to the touch screen of a single device e.g. a mobile phone, to

remain in business. Internet and data are transforming our interpersonal relationships, economies, and even social and political movements.

Not long ago, artificial intelligence (AI) entered our mind space - the ability of machines to learn intellectual tasks commonly performed by humans. Through AI, machines may even acquire emotional intelligence and may eventually rival human intelligence. We do not however as yet

know if AI-driven machines can self-perpetuate. Similarly, reflective deliberation and judging through the prism of ethics are currently outside the purview of AI-driven machines. In the entire discussion revolving around AI, whether AI-driven machines can acquire consciousness is riddled with questions. In midst of these developments, a recent announcement of ChatGPT by Open AI created a flutter.

What really is ChatGPT?



According to Wikipedia, ChatGPT is an artificial intelligence chatbot developed by OpenAI based on the company's Generative Pre-trained Transformer (GPT) series of large language models (LLMs). ChatGPT is built upon OpenAI's foundational GPT models, specifically GPT-3.5 and GPT-4, and has been fine-tuned for

conversational applications using a combination of supervised and reinforcement learning techniques. ChatGPT is thus an AI Chatbot that uses a language-based model for conversationally interacting with humans.

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CHATGPT: WHAT'S IN IT FOR ME?

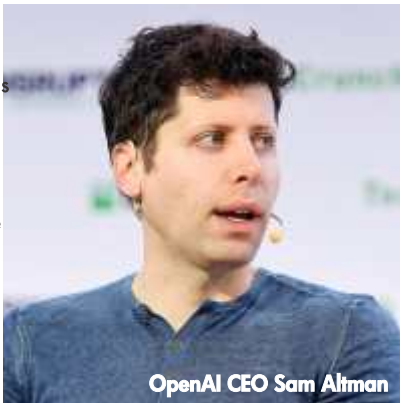
Launched 30 November, 2022 by San Francisco-based OpenAI (the creator of the GPT series of large language models; DALL·E 2, a diffusion model used to generate images; and Whisper, a speech transcription model), ChatGPT gained attention for its detailed and articulate responses spanning various domains of knowledge. However, a notable drawback has been its tendency to confidently provide inaccurate information. By January 2023, it had become the fastest-growing consumer software application in history, gaining over 100 million users and contributing to OpenAI's valuation growing to US\$29 billion. Within months, other businesses accelerated competing LLM products such as Google PaLM-E, Baidu ERNIE, and Meta LLaMA. The chatbot is operated on a freemium model. Users on the free tier have access to the GPT-3.5 model, while paid subscribers to ChatGPT Plus have limited access to the more-advanced GPT-4 model, as well as priority access to new features.



OpenAI headquarters, Pioneer Building, San Francisco

Features

Although the core function of a chatbot is to mimic a human conversationalist, ChatGPT is versatile. Among countless examples, it can write and debug computer programs, compose music, teleplays, fairy tales and student essays, answer test questions (sometimes,



OpenAI CEO Sam Altman

depending on the test, at a level above the average human test-taker), write poetry and song lyrics, translate and summarize text, emulate a Linux system, simulate entire chat rooms, play games like tic-tac-toe, or simulate an ATM. ChatGPT's training data includes man pages, information about internet phenomena such as bulletin board systems, and multiple programming languages.

In comparison to its predecessor, InstructGPT, ChatGPT attempts to reduce harmful and deceitful responses. In one example, whereas InstructGPT accepts the premise of the prompt: "Tell me about when Christopher Columbus came to the U.S. in 2015" as being truthful, ChatGPT acknowledges the counterfactual nature of the question and frames its answer as a hypothetical consideration of what might happen if Columbus came to the U.S. in 2015, using information about the voyages of Christopher Columbus and facts about the modern world - including modern perceptions of Columbus' actions. Unlike most chatbots, ChatGPT remembers a limited number of previous prompts in the same conversation.

Snippet of government/ political actions around the world on ChatGPT



ChatGPT has been accused of engaging in biased or discriminatory behaviors, such as telling jokes about men and people from England while refusing to tell jokes about women and people from India, or praising figures such as Joe Biden while refusing to do the same for Donald Trump. Conservative commentators accused ChatGPT of having a bias towards left-leaning perspectives. Additionally, in a 2023 research paper, 15 political orientation tests were conducted on ChatGPT, with 14 of them indicating left-leaning viewpoints, which appeared to contradict ChatGPT's claimed neutrality. In response to such criticism, OpenAI acknowledged plans to allow ChatGPT to create "outputs that other people (ourselves included) may strongly disagree with". It also contained information on the recommendations it had issued to human reviewers on how to handle controversial subjects, including that the AI should "offer to describe some viewpoints of people and movements", and not provide an argument "from its voice" in favour of "inflammatory or dangerous" topics (although it may still "describe arguments from historical people and movements"), nor "affiliate with one side" or "judge one group as good or bad".

Chinese state media have characterized ChatGPT as a potential way for the US to "spread false information". In late March 2023, the Italian data protection authority banned ChatGPT in Italy and opened an investigation. Italian regulators assert that ChatGPT was exposing minors to age-inappropriate content, and that OpenAI's use of ChatGPT conversations as training data could be a violation of Europe's General Data Protection Regulation. In April 2023, ChatGPT ban was lifted in Italy. OpenAI stated that it has taken steps to effectively clarify and address the issues raised; an age verification tool was implemented to ensure users are at least 13 years old. Additionally, users can access its privacy policy before registration.

Literature, cultural and religious impact



During the first three months after ChatGPT became available to the public, hundreds of books appeared on Amazon that listed it as author or co-author and featured illustrations made by other AI models such as *Midjourney*. Between March and April 2023, Italian newspaper *Il Foglio* published one ChatGPT-generated article a day on their official website, hosting a special contest for their readers in the process. The articles

tackled themes such as the possible replacement of human journalists with AI systems, Elon Musk's administration of *Twitter*, the Meloni government's immigration policy and the competition between chatbots and virtual assistants, and many other scenarios.

Of significance however was in June 2023 when hundreds of people attended a "ChatGPT-powered church service" at St. Paul's church in Fürth, Germany. Theologian and philosopher Jonas Simmerlein, who presided, said that it was "about 98 percent from the machine". The ChatGPT-generated avatar told the people "Dear friends, it is an honour for me to stand here and preach to you as the first artificial intelligence at this year's convention of Protestants in Germany". Reactions to the ceremony were mixed as will be in days, months and years to come.

One of the big concerns around using AI in writing is that it can generate text that seems plausible but is untrue or not supported by data. Others are: lack of transparency around how large language models like ChatGPT process and store data used to make queries, and privacy concerns. Thus, it will make a lot of sense for writers to carefully review content before publishing. And as we live in a society where we are extremely concerned about fake news, ChatGPT can be used wrongly to falsely accuse or incite which bring about the need for holistic public policy.

A Positive Tool?

But despite these concerns, many still think that these types of AI-assisted tools could have a positive impact on (for instance) medical publishing, particularly for researchers for whom English is not their first language. Responsible use of LLMs therefore, can potentially reduce the burden of writing for busy scientists and improve equity for those who are not native English speakers. According to a medical practitioner, "in the future I want to focus more on the things that only a human can do and let these tools do all the rest of it". At the same time, experts argue that these AI tools could have a positive impact on the field by limiting some of the linguistic disparities in scientific publishing

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CHATGPT: WHAT'S IN IT FOR ME?

as well as alleviating the burden of some monotonous or mechanical tasks that come along with manuscript writing. What experts can agree on though, is that the use of AI tools is here to stay - so, write responsibly.

ChatGPT effects on journalism, media and publishing

No doubt, a growing number of people are now using ChatGPT to create books for sale. Although sales have so far been slow, human writers are worried that ChatGPT-created books might hurt the writing and publishing industry. According to the quartet **Emma Regan, Jordan Maxwell Ridgway, Laura Ingate and Frankie Harnett** who authored: *How ChatGPT is Affecting Publishing*, the looming threat of AI technology has hovered on the horizon of the publishing world for decades and has finally exploded onto the scene in the form of ChatGPT. Reported by a UBS study as the fastest-growing app ever, reaching 100 million active users within two months of its global launch, ChatGPT has no doubt revolutionized the day-to-day use of AI technology. The highly advanced chatbot can answer users' questions, formulate emails, essays and CVs and even write code. As such, it represents a highly useful tool for many areas of life, from education to customer service to language translation. However, ChatGPT's unusual ability to mimic human conversation by learning from previous interactions now poses a significant threat to jobs within many industries, including journalism and publishing.

While being able to shorten the length of time it takes to write scientific research might seem ideal, the end result will leave you more work to do in the long run. ChatGPT is still a beta programme and makes plenty of errors. So, for example, if academics start to rely on artificial intelligence too much, they may not realise mistakes in their literacy/figures and publish a paper which is factually wrong. The expansion of ChatGPT will continue to grow as AI-generated content will be faster and cheaper to create, with little effort wanted to fix its mistakes. It will mean human content will have to compete against an AI's work and potentially lose, with companies wanting to make more money and pay out less.

There is speculation that ChatGPT could impact careers in journalism and publishing, with growing concern that the AI tool will be able to write content and produce articles after being given simple instructions. Overall, since the launch (of ChatGPT), there has definitely been a big uptake in companies and newsrooms testing the AI tool. But, does this mean that ChatGPT will be replacing journalists, writers and publishers? Not anytime soon. Despite technological advances, ChatGPT is not foolproof.

A news agency recently gave ChatGPT the job of creating a news story about a mugging. The AI tool was given the basic information needed to write the story and at a first glance, the article seemed passable, if not impressive. However, when undergoing further inspection, ChatGPT made quite a number of mistakes. This includes; getting the name and age of the victim wrong along with the location of the crime, saying the perpetrator was at large (when they were in jail), saying the

perpetrator was unidentified when their name and age was known and fabricating quotes. For now, it would seem illogical to let ChatGPT produce news-worthy content if there is potential for it to generate "fake news."

The rise of AI intelligence filtering its way into everyday use such as the news content we all read is a topic of a vital discussion. Being able to rely on accurately cited sources in journalism and publishing has always been important to its integrity, but this rings true now more than ever with a trending erosion of trust for news sources from the public. So, news watchdog bodies, writers' or editors' guilds should act now. For instance, UK publishers are hopeful that the Digital Markets Unit will be forming regulations for AI written news. Established in recent years, the Digital Markets Unit began as an online watchdog seeking to form a code of conduct for developing digital innovations.

There were over 200 e-books in Amazon's Kindle store as of mid-February that say ChatGPT is a writer or co-writer. And the number is rising daily. But due to the nature of ChatGPT and many writers' failure to admit that they have used it, it is nearly impossible to get a full count of how many e-books may be written by AI. Some professional writers are becoming worried about the effects that ChatGPT could have on the book publishing industry. Mary Rasenberger is the executive director of the Authors Guild, a writer's group. She said, "This is something we really need to be worried about, these books will flood the market and a lot of authors are going to be out of work." Rasenberger noted that the industry has a long tradition of ghostwriting - an accepted practice of paying someone to write books or speeches under another author's name. But she is worried that the ability to create with AI could turn book writing from an art into a commodity - a kind of simple raw material that is bought and sold. "There needs to be transparency from the authors and the **platforms** about how these books are created or you're going to end up with a lot of low-quality books," she said. When asked for comment by *Reuters*, Amazon did not say whether it has plans to change or look at policies around authors' use of AI or other automated writing tools. Amazon spokeswoman Lindsay Hamilton said via email that books in the store must meet its guidelines regarding "**intellectual property** rights" and other laws.

From the printing press through to computers and the internet, each age of publishing sees greater access to information to a growing number of readers and the need for laws and protections as a result. The introduction of AI technology poses the urgent need for an update in laws so that copyrights, intellectual property and facts can be protected and reliability can be secured.

Fast publication

Amazon is by far the largest seller of both physical and e-books. It has well over half of the sales in the United States and, by some estimates, over 80 percent of the e-book market. In 2007, Amazon created Kindle Direct Publishing to enable anyone to sell and market a book without the expense of seeking out book agents or publishing houses. Generally, Amazon lets authors publish without any **oversight**. The company then

splits whatever money is made with the writer. This service has drawn new AI-assisted writers like Kamil Banc to Amazon. He told his wife that he could make a book in less than one day. Using ChatGPT, an AI image creator and instructions like "write a bedtime story about a pink dolphin that teaches children how to be honest," Banc published an illustrated 27-page book in December. Banc has since published two more AI-generated books, including an adult coloring book, with more in the works. "It actually is really simple," he said. "I was surprised at how fast it went from concept to publishing."

Not everyone is impressed by this software. Mark Dawson, who has reportedly sold millions of copies of books he wrote himself through Kindle Direct Publishing, was quick to call ChatGPT-assisted novels "dull" in an email to *Reuters*. Dull means not interesting. Dawson said that merit - a good quality that deserves to be praised - is important in the book business. "Merit plays a part in how books are **recommended** to other readers. If a book gets bad **reviews** because the writing is dull then it's quickly going to sink to the bottom."

New Rules



Manuscript authors must be solely responsible for content in articles that used AI-assisted technology. Therefore, they (author) should carefully review and edit the result because AI can generate authoritative-sounding output that can be incorrect, incomplete, or biased. Again, authors should be able to assert that there is no plagiarism in their papers, including in text and images produced by the AI. This includes appropriate attribution of all cited materials even authors should write in both the cover letter and submitted work how AI was used in the manuscript writing process. All prompts used to generate new text or analytical work should be provided in submitted work. And if authors used an AI tool to revise their work, they can include a version of the manuscript untouched by LLMs - this is similar to a preprint.

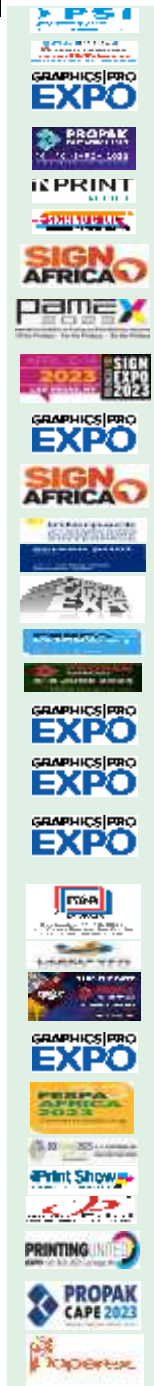
Conclusion

ChatGPT makes use of information available in books, websites, and other digital resources and responds to human queries using natural language processing (NLP). As we plunge headlong into AI use, without carefully considering its long-term impact, this is one of the severe challenges we will face. Just as human stories shape human cultures, artificially generated stories, drawn from a limited data set with values that do not necessarily align with ours, will produce a new self-referential culture. Existing biases compounded at lightning speed, strengthening the values of a handful of corporations whose primary purpose is our dependency on their products.



PRINT & ALLIED EXHIBITIONS FOR 2023

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.





LAGOS STATE PRINTING CORPORATION COMMISSIONS HEIDELBERG SPEEDMASTER CX 104



Lagos State Special Adviser, Works and Infrastructure, Engr. (Mrs.) Aramide Adeyoye officially cuts the tape for SM CX 104-5+L to begin printing works.

Lagos State Printing Corporation (LSPC) has installed a brand-new Heidelberg Speedmaster CX 104 -5+L, the real all-rounder, high performance machine that is fully equipped to handle wide range of substrates from lightweight paper to cardboards for packaging printing, commercial printing, and label printing.

Officially unveiled to the public on Wednesday 24th of May, 2023 at LSPC House on Obafemi Awolowo Way, Alausa - Ikeja by Lagos State Governor - Mr. Babajide Sanwo-Olu who was represented by Special Adviser, Works and Infrastructure, **Engr. (Mrs.) Aramide Adeyoye**, the machine features a combination of the tried-and-tested legendary Speedmaster (SM) series with the innovative technology of the CX 104 powerful automation that connotes shorter makeready times, less paper waste and dependably high-quality prints.

"The latest, state-of-the-art Heidelberg Speedmaster CX 104 - 5 + L is an high performance 16,500 sheets per hour machine" says **Mr. Jakob Bejer**, Chairman of Heidelberg Nigeria Limited - Nigeria's foremost and most reliable printing machines supplier while announcing the unique feature of the press. He disclosed further that the machine is equipped with the Prinect Press Center XL 3 for a superb user experience. Also, **WHERE TO PRINT** gathers that it has one-of-a-kind navigation with Intellistart 3 - the intelligent assistance systems, thus the new Heidelberg Speedmaster CX 104 has fully automatic, program-controlled wash up devices for the inking units, blankets and impression cylinders. It also has an auto protect that ensures fully automatic protection of the unused inking rollers during operations. Other unique features of SM CX 104 include an automatic non-stop delivery for continuous production; fully automatic sequential plate change with AutoPlate Pro; and reliable sheet travel with the AirTransfer system plus universal gripper on the transfer drum for materials in the range from 0.03mm through 1.0mm, the SM CX 104 ensures quick and easy changeover to different paper and cardboard qualities.

"Heidelberg Speedmaster CX 104 is also a trailblazer in green printing. This equipment was developed with solutions for conserving energy and sustainability and as such, promoting environmental



Corroborating Mr. Bejer, Heidelberg Nigeria Managing Director, **Mr. Godwin Ogilo** said his company; "is always committed to serving and satisfying our clients in all aspects of our operations. To further demonstrate our total commitment to the advancement of the Graphics Industry in Nigeria, we go beyond mere supply and installation of equipment. We make our clients earn money on whatever solution they get from us. Our well-trained service engineers (Mechanical, Electrical and Electronics) are always on hand to

Continued on page 27 >>





render back up services, train clients' operators, refurbishing equipment and generally giving useful technical advice. We, at Heidelberg Nigeria Limited, are committed to serving the printing, packaging and publishing industry and doing it at the highest international standard."



With the successful installation of the brand-new Heidelberg Speedmaster CX 104, General Manager of LSPC - **Hon. Kolawole Peregrino** said the government press is now fully ready to cater for all the printing needs of Lagos State Government and all its Ministries, Departments, and Agencies (MDAs); "With our strategic partnership with Heidelberg, we are currently working 24/7 to the complete satisfaction of our customers be it from the Government or the private sector," he noted while highlighting LSPC printing activities that span book production, including exercise books; printing of security documents such as school leaving certificates, printing of drivers' examination papers, receipts, stationeries and other allied products for the various arms of Governments.

Founded in 1971 as a Government Press under Brigadier Mobolaji Johnson (Rtd.), the first Military Governor of the State and formally commissioned on 30th of August 1974 and served as a Division under the Ministry of Information and Tourism for over 15years. But in a bid to reactivate and re-invigorate the Government Press for effective performance, Alhaji Lateef Jakande - the First Civilian Governor of Lagos State renamed it as Lagos State Printing Corporation through an Act of Parliament - Acts No. 16 of 1980 which gave LSPC a semi-autonomy to print for the State, recruit, train and promote her workforce. Over the years, the status of the corporation has grown in leap and bounds and is today geared towards provision of fast, cost-effective and quality print production services to corporate bodies and private individuals aside the traditional Government printing jobs.









PRINCESS FUNLAYO BAKARE-OKEOWO AWARDED LEADERSHIP EXCELLENCE IN MANUFACTURING AND ENTREPRENEURSHIP



L-R: Founder, The Performance Upgrade Lab - Ms Isioma Utomi; Managing Director, Spectra Industries LTD - Mr. Duro Kuteyi; COO, Pan Atlantic University - Dr. Peter Bamkole; and Managing Director, FAE LTD - Princess Layo Bakare-Okeowo.

Envelope manufacturing amazon - **Princess Funlayo Bakare-Okeowo**, Managing Director/CEO of **FAE LTD** has been awarded **Leadership Excellence in Manufacturing and Entrepreneurship** in recognition of her pioneering role in overcoming manufacturing challenges as indigenous manufacturer in Nigeria's economy.

As a manufacturing concern operating in Nigeria, the firm (like many others) has been beset with quite a number of challenges such as epileptic power supply, regulatory issues, multiplicity of taxes, and unstable foreign exchange amongst others that do not allow the manufacturing industry to breathe. However, as a privately-owned firm that combine basic local knowledge and international expertise to deliver paper product that is second to none, FAE has consistently weathered the storm with innovative products thereby evoking strong confidence from her clients and distributors making FAE to continue to grow, covering many industries within the broad expanse of the Economic Community of West African States (ECOWAS) region, including the

financial, energy, business services and banking sectors. Today, FAE Limited, established more than 40 years ago is Nigeria's No.1 and leading envelope manufacturing and paper packaging company.

That was the reason Centre for Values in Leadership (CVL) at its 60th edition of **Leadership Colloquium** on Wednesday 21st of June 2023, awarded Princess Funlayo Bakare-Okeowo alongside Mr. Duro Kuteyi, renowned food technologist and Managing Director of Spectra Industries LTD (indigenous market leader in processing of functional foods) the body's **Leadership Excellence in Manufacturing and Entrepreneurship Award**. In a chat with newsmen after her award presentation, Princess Funlayo Bakare-Okeowo noted that the award was both a great honour and an encouragement to her - as she enjoined other entrepreneurs to be consistent in doing their best; "along

the line people will fish you out and they will appreciate you" she said while imploring Nigerians to continue to encourage indigenous manufacturers by patronizing made in Nigeria goods. "Government agencies too should not see the problems of Nigeria as Master-Servant relationship. They should encourage manufacturers" she admonished.



Continued on page 31 >>



CVL (Centre for Values in Leadership) is a not-for-profit organization set up by renowned economist and management

expert - Prof. Pat Utomi on the 10th of March 2004 to take an inside-out approach to values re-orientation and

leadership development.

For more information on **FAE LTD**, visit www.fae.com.ng



Princess Layo Bakare-Okeowo receiving her Excellence in Manufacturing and Entrepreneurship Award from Dr. Peter Bamkole COO, Pan Atlantic University, Lagos.



CONGRATULATIONS

On Your Award of Excellence

This Award of Excellence conferred by the Centre of Values in Leadership is well earned and also a feather to your beautiful cap. You indeed deserve this and more.



PRINCESS LAYO BAKARE- OKEOWO
MD/CEO FAE LIMITED

@faelimited



Print Impact Around the World

The group's Digital Print & Chemicals wing was the star performer in Q1, and posted a significant turnaround in performance. Sales rose 22% to €97m, and it reported a big jump in adjusted EBITDA, which rose from €4.1m to €6.6m. The division benefited from last year's €48m acquisition of Inca Digital Printers, and also from "price increases, strong demand for inks, and Zircon membranes for green hydrogen". Q1 also included sales of the first three Agfa-branded Onset wide-format printing systems using Agfa inks. Agfa said the Inca business had made a "positive contribution" to the quarter. Agfa still supplies film, chemicals and support services to ECO3, and has set up a new division, Contractor Operations & Services, or CONOPS.

EPSON PARTNERS WITH 5 GYRES INSTITUTE TO BATTLE PLASTIC POLLUTION



Epson has announced a partnership with The 5 Gyres Institute, a nonprofit organization dedicated to empowering action against the global crisis

of plastic pollution through science, education and advocacy. Through the partnership, Epson will focus on raising awareness of plastic pollution and identify solutions for customers to reduce plastics in their work and home.

Specifically, Epson will support 5 Gyres leading solutions-focused research in 2023 by investigating the environmental fate and toxicity of bioplastics, determining the release of nano- and microplastics from everyday items, and assessing novel materials in waste management streams, including compost. "At Epson, we are dedicated to being part of the solution when it comes to taking care of our world," said Kendra Jones, Chief Legal and Sustainability Officer, Epson America, Inc. "This partnership will help us learn from the experts and inspire Epson and our customers to further reduce our plastic footprint."

Epson's philosophy of developing efficient, compact, and precise technologies – or "Sho-Sho-Sei" as it's known in Japan – has been infused into every Epson product since the beginning. Designing for low energy consumption, minimized waste, small footprints, high reliability, and minimal moving parts results in outstanding solutions for customers. Epson EcoTank printers are an example of this effort. Producing zero

cartridge waste, EcoTank printers include supersized, easily refillable ink tanks and EcoFit ink bottles to help reduce the amount of cartridge waste ending up in landfills. Epson's Environmental Vision 2050 outlines its commitment to specific goals and actions supporting global efforts to achieve sustainability.

5 Gyres is a leader in the global movement against plastic pollution with nearly 15 years of expertise in scientific research and engagement on plastic pollution issues. The team leads research to drive upstream solutions, vet innovation, and support good policy measures that address the many sources of plastic pollution. "There is no change without dedicated corporations that will make it part of their mission to reduce plastic usage in their supply chain and support scientific innovation" said Sara Mais, Development Director, 5 Gyres. "Epson is a strong partner because of our shared commitment to bettering this world, and together we will be able to motivate others to truly affect positive environmental and social change."

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SPECIAL FEATURE ARTICLE

YALIAM PRESS LTD



Yaliam Press Ltd
No. 3 Abeokuta Street, Area 8, Garki, Abuja
+2348037222209. yaliampress@yahoo.com



With its ultra-modern printing factories at Plot No. 3, Abeokuta Street, Area 8, Garki and Plot No. 20, Sector Centre B (B16 District), Jabi both in Abuja Federal Capital Territory, **Yaliam Press LTD** is into consultancy, general, commercial and security printing. Offering timely service delivery, adherence to quality standards, and ethical business approach Yaliam Press is always gaining its clients valuable trust.

This is because the company's successes can be found in strict adherence to clients' specifications and at very competitive prices, as it fulfils the extreme clients' demands through the use of its multi-colour presses and in-line finishing equipment manned by some of industry's best and highly skilled personnel. Which is why blue-chip companies, private individuals, governments, and non-governmental institutions choose Yaliam Press LTD to handle their print and publishing needs. This testament was recently confirmed when Yaliam Press LTD was announced as one of the only four printing presses in the country accredited to print cheque by the nation's apex bank - Central Bank of Nigeria (CBN). Without doubt, print industry leader - **Alhaji Yahaya Amfani** (as Chairman/CEO) has taken Yaliam Press LTD to greater height from being a middle-man business over 3 decades ago to a conglomerate (with tentacles in other industries) today, as it remains a top choice for anyone looking for quality printing services in Nigeria.

PRINTWAY LTD



With the tagline: 'Access to quality prints' **Printway Limited** is a leader in graphics design, large format printing, digital colour separation, personalisation, and general printing services. Headed by the youthful, honest and hardworking **Mr. Kayode Alonge**, little wonder Printway (with a youthful, energetic, dedicated Team) is strongly committed to quick and excellent delivery of quality prints. Strategically situated at Hafsat Plaza by DHL Office, beside Church-Gate Towers, Central Business District, Abuja is a one-stop shop for all printing needs of Business to Business (B2B), specialised businesses, NGOs and private individuals.

BEAUTIFUL PRINTS



Managed by the effervescent and passionate **Mrs. Opeyemi Osho-Arilomo**, the ingenious firm as the name implies, provides **Beautiful Prints** service to her diverse clientele that cut across individuals, companies, governments, and non-governmental organisations. Located in Garki Abuja Beautiful Prints fortes are branding, customized gift items, promotional items, and other print services, thus ensure all these specialised print jobs are handled professionally, with no dull moment in customer services.

Invitation



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Print Impact Around the World

HEIDELBERG CONSIDERS DIGITAL OPTIONS AFTER IMPRESSIVE FINANCIAL RESULTS

HEIDELBERG



CEO Ludwin Monz with CFO Tania von der Goltz

Heidelberg has announced a new value creation programme alongside its year-end results, with a hint that it could return to the commercial digital printing market with its own product.

For the year ending 31 March, the top print equipment manufacturer says, it "exceeded its targets" in what it described as a challenging year. Sales rose by 11.5% to €2.435bn compared to a target of €2.3bn, while the EBITDA margin was 8.6% against a target of "at least 8%". The net result was €91m, a big improvement on the prior year's figure of €33m.

However, Heidelberg also warned that the outlook for 2023/2024 would be impacted by "exceptionally challenging conditions" included increases in input costs such as materials and energy, and in personnel costs. "Heidelberg is intending to carry on compensating for this by increasing its sales prices," the group stated.

Heidelberg's three-pronged value creation strategy involves: improving group-wide efficiencies and synergies; increasing the amount of cash available for growth initiatives; and growing sales in areas that involve recurring, consumption-based revenues. Heidelberg also highlighted the growth opportunity for digital printing in the commercial print market. Other plans include growing new adjacent business areas that "address megatrends" and have a large market size, such as its electric vehicle charging business which is now expanding into other European countries.

Heidelberg also said that it planned to grow its packaging printing business in cartons and labels – including with new products such as the Boardmaster and Gallus One pure play inkjet label press. In 2022/23 packaging sales grew by 25%, while print solutions nudged up 4%. Packaging is close to overtaking commercial print as Heidelberg's biggest unit, with net sales of €1,158bn compared to print solutions with €1.254bn. North America (up 32%) and EMEA (up 15%) were the strongest markets.

SIGN & DIGITAL UK ACQUIRED BY DATATEAM BUSINESS MEDIA



Sign & Digital UK (SDUK) will be celebrating its 35th edition in February 2024 with new owners as Datateam Business Media acquired it from

long-time organiser - Faversham House.

The specialist signage and wide-format trade show, will join a wide range of B2B brands at Datateam (established in 1988 and offers over 50 publications, websites, events, and award) including the Printwear & Promotion Live! exhibition that also takes place at Birmingham's NEC.

Managing Director of Datateam Business Media - Parvez Kayani said: "We are delighted to have acquired the SDUK brand and look forward to building on the success that Faversham House has achieved with the show over the last 23 years" just as Chief Executive of Faversham House - Amanda Barnes added: "We've been honoured to have been part of the signmaking industry for the past 23 years. It's a great sector and we've thoroughly enjoyed working with so many passionate and creative people over the years. I'm sure SDUK will go from strength to strength under Datateam's ownership."

PRINTING UNITED EXPO 2023 REGISTRATION IS NOW OPEN



PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in the U.S., announces that registration for **PRINTING United Expo 2023** is now open at www.printingunited.com

This leading global printing event serving markets across all printing segments will take place at the Georgia World Congress Center in Atlanta, Georgia on October 18 to 20 with the following novelties:

A Million+ Square Feet of Opportunity

With over a million square feet of equipment, technology, and trends on display, attendees have the opportunity to see live product unveilings and demonstrations of the industry's latest products and innovations across Apparel, Commercial, Wide-format, Industrial, Promotional, Label and Packaging, Mailing, Shipping, and Fulfillment, and more. Attendees actively in the buying cycle or simply exploring the latest technologies and solutions will learn how to diversify and grow their business.

Expo 2023: Highlighted Experiences

Many new and expanded show highlights are being planned for an even greater attendee experience to truly maximize the "under one roof" approach as a one-stop venue for all things printing. Take advantage of these show highlights, including:

Industry-leading Education

Back by popular demand are paid educational sessions which cover the latest trends, economics, and growth areas for businesses to diversify across subject areas, from industry leaders to full panel sessions led by experts in their field.

Market Segment Community Hubs, Guided Tours, Daily Happy Hour, and More

Also by popular demand are segment areas on the show floor where attendees can stop by and speak with industry leaders and renowned media and associations from around the world. Expo Hubs on the show floor this year include: Commercial; Functional Printing and Industrial; Future State and Apparel; In-Plant; Label and Packaging; LATAM; Italian; Mailing

and Shipping; and Wide-format and Digital Textile. Daily tours, morning coffee, roundtable discussions, and happy hour celebrations will be held each day of the show at the Community Hubs.

Global Industry Leaders Showcasing Technology Live from the Expo Floor

Over 625 exhibitors have signed on already for the 2023 event, nearly selling out the show floor, and continuing to grow.

...PRINTING UNITED ALLIANCE ANNOUNCES NEWEST RELEASE OF ILEARNING+ COURSES

In a related development, PRINTING United Alliance has also announced the release of six new industry-leading online courses in its ILEARNING+ library. ILEARNING+ is a robust collection of the most complete educational offerings and resources for the printing industry, including courses, certifications, reports on industry trends and best business practices; all easily accessed on the e-learning platform. The most up-to-date course library can be found at ilearningplus.org, with more courses planned in the coming months. Alliance members receive exclusive discounts on ILEARNING+ products.

KODAK PURCHASES GRAPHIC SYSTEMS SERVICES (GSS) TO STRENGTHEN INKJET CAPABILITIES



Kodak announced it has acquired Graphic Systems

Services Inc. (GSS), a leading provider of web inkjet press transport systems and other print-related components and engineering services.

The acquisition reflects Kodak's ongoing investment in digital print technology, giving the company greater control over its supply chain for inkjet press components and additional engineering expertise as it seeks to expand its growing portfolio of inkjet presses.

GSS is a longtime Kodak vendor, providing leading-edge transport systems for the KODAK PROSPER Press line, including the KODAK PROSPER ULTRA 520 Press and KODAK PROSPER 7000 Turbo Press. GSS is located in Springboro, Ohio, near Kodak's inkjet design and manufacturing hub in Dayton, Ohio.

"Having an in-house source of transport systems and additional expertise from an industry leader like GSS will immediately make our inkjet business stronger and more sustainable," said Jim Continenza, Kodak's Executive Chairman and CEO. "As business conditions continue to be challenging, now is the time to control our own destiny and mitigate supply chain risks to ensure reliable delivery of presses to our customers. Looking

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BEE Printing Mechanical Company



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CLIENT GUIDELINES: THE PATHWAY TO DELIVERING REMARKABLE WORK EVERY SINGLE TIME



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Understanding the importance of client satisfaction and building long-lasting relationships is critical in running a successful production operation. One of the key factors in ensuring client success is adhering to their guidelines. In this article, Ernie Arias explores why it is crucial for your organization to follow client guidelines, highlighting the benefits it brings and providing best practices to help any business excel in this area.

Read on:

In today's competitive business landscape, companies rely heavily on advertising and marketing to connect with their target audience. As a production/marketing firm, your role is to create impactful campaigns that drive results for your clients. However, without following their guidelines, your efforts may fall short of expectations.

UNDERSTANDING CLIENT GUIDELINES

Before diving into the importance of adhering to client guidelines, let's first understand what these guidelines entail. Client guidelines can include specific instructions, preferences, restrictions, or branding guidelines that clients provide to your agency/ firm. These guidelines serve as a roadmap for your team, ensuring they align their efforts with the client's vision and objectives.

IMPORTANCE OF ADHERING TO CLIENT GUIDELINES

1. Building Trust and Professionalism: By following client guidelines, you demonstrate professionalism and a commitment to delivering what your clients expect. When



clients see that you take their guidelines seriously, it builds trust in your agency's capabilities and expertise. Trust is a vital component in any successful business relationship.

2. Ensuring Client Satisfaction: Adhering to client guidelines is essential for achieving client satisfaction. Clients have a clear vision

of their brand and target audience, and their guidelines reflect that. By following these guidelines, you create campaigns that resonate with the client's brand identity and speak directly to their target audience. This results in increased client satisfaction and a higher likelihood of repeat business or referrals.

3. Consistency and Brand Identity: Consistency is key in branding. When you adhere to client guidelines, you ensure consistency across various marketing channels and platforms. Consistent branding helps establish brand identity and reinforces the client's message in the minds of consumers. This consistent approach strengthens brand recognition and enhances the client's reputation in the market.

4. Avoiding Legal and Reputational Risks: Client guidelines often include legal and ethical considerations. By following these guidelines, you mitigate the risk of non-compliance with advertising regulations or infringing upon copyright and intellectual property rights.

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Adhering to these guidelines protects both your agency and the client from legal and reputational challenges.

5. Effective Communication and Collaboration:

Adhering to client guidelines requires effective communication and collaboration between your organization and the client. By maintaining open lines of communication and seeking clarity when needed, you ensure that everyone is on the same page. This collaborative approach fosters a strong working relationship, leading to better campaign outcomes.

6. Enhancing Client Relationships:

When you consistently adhere to client guidelines, you demonstrate respect for their brand and their vision. This commitment strengthens your relationship with the client, making them feel valued and understood. Strong client relationships often result in long-term partnerships and increased client loyalty.

7. Achieving Marketing Objectives: Client guidelines are designed to help achieve specific marketing objectives. Whether it's increasing brand awareness, driving sales, or expanding into new markets amongst others, these guidelines provide valuable insights into what the client wants to accomplish. By following these guidelines, you align your efforts with their goals and increase the chances of success.

8. Increasing Efficiency and Productivity: Client guidelines provide a clear roadmap for your team, streamlining the creative process. With defined parameters and expectations, your team can work more efficiently, saving time and resources. By eliminating guesswork, you reduce the chances of revisions or rework, leading to increased productivity and profitability.

9. Adapting to Client Preferences: Every client is unique, and their guidelines reflect their preferences and priorities. Adhering to these guidelines allows your agency to adapt to their specific requirements and tailor your approach accordingly. By customizing your strategies to align with their preferences, you demonstrate flexibility and a commitment to meeting their individual needs.

10. Overcoming Challenges: Adhering to client guidelines can present challenges at times. However, these challenges can be overcome with effective problem-solving and open communication. By addressing concerns and finding solutions together, you strengthen your relationship with the client and enhance your agency's reputation as a reliable partner.

"Building trust takes time and effort, but it is worth every moment invested. Trust breeds loyalty and opens the door to long-term business relationships." - John C. Maxwell

BEST PRACTICES FOR ADHERING TO CLIENT GUIDELINES:

To excel in adhering to client guidelines, consider the following best practices:

- Thoroughly review and understand the guidelines provided by the client.
- Seek clarification when needed to avoid any misunderstandings.
- Keep open lines of communication with the client



- throughout the process.
- Assign dedicated team members responsible for ensuring guideline adherence.
 - Document and track changes to ensure compliance and transparency.
 - Regularly measure and evaluate campaign performance against the client's objectives.
 - Continuously learn and adapt based on feedback from the client.

By following these guidelines, you build trust, ensure client satisfaction, maintain consistency, mitigate risks, enhance relationships, and achieve marketing objectives. Embracing client guidelines as an integral part of your workflow sets you on a path to become a trusted and reliable partner for your clients. See below Frequently Asked Questions (FAQs) section as an added bonus.

FREQUENTLY ASKED QUESTIONS + ANSWERS

Q1: What should I do if the client guidelines seem unrealistic or impractical?

A1: If you find the client guidelines to be unrealistic or impractical, it's essential to have an open and honest conversation with the client. Discuss the challenges and propose alternative solutions that align with their objectives while taking into account feasibility and best practices.

Q2: Can I suggest changes to the client guidelines if I believe they can be improved?

A2: Absolutely. Client guidelines are meant to guide the collaboration between your agency and the client. If you have suggestions or improvements that can benefit the campaign's success, it's worth discussing them with the client. Remember to approach this conversation respectfully and provide clear rationale for your suggestions.

Q3: What if the client's guidelines conflict with ethical standards or legal requirements?

A3: If you encounter conflicts between the client's guidelines and ethical standards or legal requirements, it's crucial to prioritize compliance with ethical and legal obligations. Communicate the concerns to the client and work together to find a solution that respects

both their objectives and legal boundaries.

Q4: How can I ensure that all team members adhere to the client guidelines?

A4: Assign dedicated team members responsible for ensuring guideline adherence. Provide comprehensive training on the client's guidelines, emphasizing their importance and impact on the overall campaign. Regularly communicate and reinforce the guidelines to the entire team to maintain consistency and accountability.

Q5: Can adhering to client guidelines lead to creative limitations?

A5: Adhering to client guidelines doesn't necessarily mean creative limitations. In fact, guidelines can serve as a framework that inspires creative solutions within defined parameters. By understanding the client's objectives and incorporating their preferences, you can find innovative ways to meet their expectations while staying true to their brand identity.

In conclusion, adhering to client guidelines is crucial for your business success. By following these guidelines, you build trust, ensure client satisfaction, maintain consistency, mitigate risks, enhance relationships, and achieve marketing objectives. Embrace client guidelines as a valuable tool to deliver exceptional results and establish your firm as a trusted partner in the industry.

About Ernie Arias



Ernie Arias is an experienced Advertising Studio Manager that delivers creative excellence and results. Aside having a proven track record of optimizing production processes and leading high-performing teams, Ernie is also skilled in digital and print production, apart from being highly proficient in Adobe CS which shows as a content curator, creator and social media enthusiast.

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forward, our ability to leverage GSS's skills and resources will be extremely valuable as we continue to focus on expanding our inkjet portfolio and providing completely integrated inkjet solutions." "Over our 20 years of working together, we have developed a very close working relationship with Kodak," said Dan Green, President and CEO of GSS. "Our employees are enthusiastic about Kodak's decision to acquire GSS. Our portfolio of inkjet transport systems and other components, along with our manufacturing expertise and engineering consulting services, will help Kodak further strengthen their position as a leader in inkjet technology."

AGFA ANNOUNCES NEW INKJET INK DEVELOPMENTS



Over the past decades, Agfa has established itself as a leading provider of high-quality and sustainable inkjet inks. The company develops and manufactures its own inks at its facility in Mortsels, Belgium, which was recently expanded with an additional ink production plant to keep up with growing demands. One of the latest developments from Agfa is the Onset 560 ink, which was developed in just six months for the Onset.

This high-speed inkjet printing press with a full-width printhead system features advanced automation including robots and tackles sign, display and packaging applications at up to 1450 m²/h. The Onset 560 ink set offers excellent print quality and a wide color gamut combined with low ink consumption, resulting in proven double-digit savings compared to other inks, with typically at least a 20% ink saving. This is made possible through Agfa's patented Thin Ink Layer technology, which uses a unique dispersion method of pigments with exceptional color strength. The Onset 560 ink not only offers impressive performance but has also obtained the prestigious GREENGUARD Gold certification, which assures its compliance with strict chemical emission limits and makes it suitable for use in sensitive indoor environments like schools and healthcare facilities.

Another notable new ink product from Agfa is the new Avinci 110 ink for the Avinci CX3200 dye-sub textile printer. This ink set obtained the OEKO-TEX ECO passport, an independent certification system for chemicals, colorants, and auxiliaries used in the textile and leather industry. The passport states that the ink is free from any harmful substance and therefore can be used to decorate fabrics that will be safe for both humans and the environment.

Whereas the introduction of the Onset 560 ink set extends Agfa's range of UV ink family, the Avinci 110 ink

set is an addition to Agfa's water-based ink family. Both inks have been specifically tailored to a particular printing system and a particular range of printing applications, resulting in consistent and superior printing performance.

Ink experts across different realms

Agfa positions itself as a broad expert regarding inkjet inks. The company does not only develop and

produce UV (LED) inkjet inks and consumables for its proprietary large-format inkjet printer range, but also water-based and UV-curable inkjet fluids in partnership with leading players in multiple industries, e.g. for decorative applications such as laminate flooring and furniture.

AGFA BOOSTS JETI TAURO H3300 INKJET VERSATILITY WITH NEW FLEX RTR MODULE



Agfa has enhanced the legendary Jeti Tauro H3300 inkjet versatility with a brand-new FLEX RTR module. This means Print service providers can benefit from increased flexibility with the Flex RTR module, which doesn't need undocking when transitioning from rolls to boards or sheets. This improves printer uptime and maximizes print production efficiency.

The module marks the next step in the Tauro's automation story, focusing on the optimal utilization of this hybrid printing solution's versatility. "Automation is at the core of our inkjet printing solutions development track," says Dieter Jancart, Segment Manager for high-end inkjet systems at Agfa. "Depending on a company's specific job types and printing requirements, we will offer a tailored solution that will ensure the most efficient handling of their workload, regardless of whether it involves rigid or flexible substrates, or a combination of both."

The Flex RTR was developed to match the one-pass printing mode on the Tauro H3300 UHS LED, up to a printing speed of 905 m²/h. It has a compact footprint and is ergonomic and user-friendly. With the simple press of a button, the dancer rolls controlling media tension move upward, enabling

quick and effortless loading of the media by a single operator. With the ability to handle both single- and dual-roll printing, the Flex RTR module can accommodate widths of up to 3.3 m and 1.6 m, respectively, with a maximum roll diameter of 400 mm and a weight of 450 kg for each roll. Switching from single- to dual-roll printing and back is a quick and straightforward process that can be accomplished by a single operator. The dancer rolls do not need to be removed or reinstalled but can remain in place during the changeover. To ensure accurate double-sided printing, the integrated camera system reads QR codes generated by the printer's user interface to pinpoint the exact image location and adjust the print position at the start of each job. If printing on the back side is unexpectedly halted, the camera system will identify which image needs to be printed, so that production can resume rapidly and flawlessly. The new Flex RTR module is available as of this moment for all Tauro H3300 LED printers.

XANTE LAUNCHES NEW X-55 AND X-98 UV FLATBED PRINTERS



Xante has released its new 48" roll-fed attachment and multi-use cutter for X-55 and X-98 UV flatbed printers readily available to all new and installed base of customers.

The roll-fed attachment can accommodate rolls up to 48 inches in width, making it an ideal solution for UV printing of large-format graphics and signage. The multi-use cutter takes advantage of the convenient flatbed design to cut a

variety of media, including vinyl, acrylic, paper, and more, providing users with increased versatility and flexibility in their Xante UV printing systems.

This development is in response to increasing customer request to give greater capability and flexibility to their UV flatbed investment. Although not an automated system, this capability allows Xante customers without UV roll systems to gain that flexibility without the need for increased

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capital investment. "Xante is continually trying to improve its designs. It's truly our passion" said Robert C. Ross Jr., President and CEO of Xante. "By utilizing our existing designs and offering new and creative additions to them, Xante customers can only increase their ROI, become more efficient and serve creative new market trends."

The roll-fed attachment is easy to install and operate with a user-friendly interface that allows for simple adjustments to the media and cutter settings. Its compact design makes it a convenient and affordable addition to any workspace, and its durable construction ensures reliable and long-lasting performance. "We are confident that this new capability will be a great value to our customers," added Ross. "It represents another example of our commitment to delivering innovative solutions that address the evolving needs of the printing industry."

HP CELEBRATES THE PRINT INDUSTRY'S DIGITAL TRANSFORMATION AT DSCOOP EDGE



HP has showcased new products at dscoop Edge St. Louis, 2023, alongside 1,100 print industry leaders who comprise this unique community. The event presents an opportunity to interact and communicate with a large community of HP customers, and to create competitive advantages for the digital print industry.

"dscoop is about harnessing the power of community to network, communicate, and innovate," said Haim Levit, SVP & General Manager, HP Industrial Print. "dscoop is HP's commitment to building an ecosystem that includes our solution partners and allows them to be agile in today's economy. Also, this event is the opportunity for the entire dscoop global community to meet HP personnel, to listen to each other and discuss current and future challenges, and to enable developing a joint roadmap to continued market leadership."

Therefore, HP Indigo showcased, for the first time in the US, the brand-new HP Indigo 200K digital press, in addition to featuring the HP Indigo 100K digital press which continues to push the analog to digital market transformation. In the flexible packaging market, Future Ready means HP Indigo 200K digital press. There was live demonstrations of the presses at work which included the end-to-end Digital Pouch factory solution. The 200K is the most productive flexible packaging press, which enables printing pouches in

days, not weeks. It is based on the only proven technology for on-demand, sustainable flexible packaging, and presents a dramatic step-up of 30% in speed and 45% in productivity.

Following a record year of B2 sheetfed press volume, HP Indigo also celebrating the installation of 1,000 HP Indigo B2 presses. The 1,000th B2 machine is an HP Indigo 100K digital press, and the new owner, PSP Hederman Brothers of the US, has been growing steadily during 125 in the print industry. The HP Indigo 100K B2 press enables true digital nonstop print capabilities at 6,000 sheets per hour, and drives substantial, profitable growth. To date, the 100K press has already set new standards with more than 100 customers having reported output of 100K impressions in an 8-hour shift. Also at dscoop, HP Indigo announced the new HP Indigo 100K HD, with the smooth and razor sharp image quality, and its first two beta sites, at Miller's Professional Imaging Lab in the US,

and at ORWO Net GmbH image processing and digital photo services in Germany.

Earlier, HP Indigo had announced the PrintOS Software Suite, which infuses power into the production floor and envelops it with productivity, quality, creativity and automation tools. The PrintOS Suite highlights the differentiation of the HP Indigo offering and the business growth the company's software and data promote. The innovative operating system ushers in the digital transformation, and allows customers to digitize their production floor, end-to-end. The HP Indigo PrintOS Site Flow has led to growth of 242% in print volume since 2019; and Spot Master has seen a 105% growth in adoption during 2022.

FUJIFILM INTRODUCES THE NEW REVORIA PRESS SERIES



Revoria Press PC1120

Revoria Press E1 Series

In a bid to enable printers achieve amazing results and accelerate growth into expanding markets and applications such as luxury brand promotion, packaging and other higher-end categories, one of industry's biggest print machine manufacturers - Fujifilm has unveiled new line of Revoria presses in its stable. These are the Revoria Press PC1120 – a 6-colour, single pass production printer and the Revoria Press E1 Series – a monochrome production printer suitable for both office use and professional on-demand printing. Revoria's ability to print inline high opacity white is essential for higher value applications and specialty materials such as window clings, labels and stickers on transparent media. That is why Revoria supports a wide range of paper weights from lightweight paper of 52 gsm to heavyweight paper of 400 gsm and banner sheets of up to 1,200 mm, broadening the scope of new printing applications and finished pieces. Not only that, the machine's AI-based Photo Quality Optimization is a game-changing feature that automatically determines the scene for each photographic image on the

page and corrects the image on the Print Server. This expands in-house capacity for higher value photo projects. The Revoria Press revolutionizes the digital toner press world. Its configurable layout provides unparalleled flexibility, allowing you to create a printing system that fits seamlessly within your application. Count on its innovative print server to strengthen your productivity while enhancing quality to streamline your operations, from pre-printing setup to post-printing finishing. In particular, the Revoria Press PC1120 delivers unrivaled quality and performance. This system features a standout print engine, printing in full colour with resolutions up to 2400 x 2400 dpi. It prints at 120 pages per minute and is compatible with a wide array of paper stocks and sizes, providing the freedom to bring your imagination to life.

ROLAND DGA LAUNCHES NEW VERSA OBJECT CO SERIES INKJET PRINTERS



Wide-format imaging leader Roland DGA has announced the launch of its new VersaOBJECT CO Series inkjets – advanced flatbed and belt-driven UV printers that combine unsurpassed image quality, outstanding productivity, and unmatched versatility, with legendary Roland DG reliability and ease of use.

The newest additions to Roland DG's innovative line of UV-LED devices, and the first to be introduced under the new

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“VersaOBJECT” brand line, these next-generation inkjets print directly on a vast array of substrates and three-dimensional items, enabling print providers to significantly expand their applications and product offerings. Replacing the VersaUV LEC2 S-Series within Roland DGA’s product lineup, the new VersaOBJECT CO Series offers customers a range of configurations and sizes to suit varying production environments and requirements. Customers can choose from two available flatbed printer widths (30” and 64”) as well as three available bed lengths (F200, F300, or F400).

The flatbed models enable print providers and product manufacturers to perform product customization as well as direct-printing on flexible and rigid materials, allowing for an extensive range of merchandising, packaging, sign, and display application opportunities. The two Belt-driven hybrid models (CO-300 B200 and CO-640 B200), which allow for faster loading/unloading and can print on roll media as well as rigid materials and three-dimensional objects, are ideal for those seeking even greater versatility and efficiency.

All CO Series UV printers feature an impressive media height of up to 7.87 inches, making it easy for users to direct-print vibrant, detailed graphics on a wide variety of substrates, including plastic, leather, wood, and cloth. The CO Series printers’ carriage clearance as well as their ability to print directly on gently curved or uneven surfaces makes them perfect for the personalization and customization of consumer products, industrial products and parts, interior décor, signage, POP displays, packaging, and much more. In addition, the belt-driven hybrid models allow printing on items with longer shapes, as well as unique and thicker roll media such as natural or synthetic leather, felt, and rubber mats.

Roland DGA has also introduced two new Rotary Rack accessories – the Rotary Rack XL and Rotary Rack XXL – that further expand the product customization capabilities of the CO Series flatbed and belt-driven UV inkjets. Made in the USA, these durable yet lightweight aluminum attachments allow CO Series users to print quickly and accurately around cylindrical objects ranging from .5 inch to 7.75 inches in diameter, including bottles, glassware, drinking flasks, and more. The Rotary Rack attachments are simple to install and are powered completely by the printer’s gantry, making them extremely cost-efficient. The Rotary Rack XL is designed for use with the 30-inch CO Series flatbed and hybrid printers, while the Rotary Rack XXL attachment, which features two 30-inch racks for increased versatility and production capability, is made for the 64-inch CO Series models.

CO Series printers are engineered to take full advantage of Roland DG’s wide-gamut GREENGUARD Gold certified ECO-UV 5 (EUV5) inks, which cure instantly under the powerful UV-LED lamps. Users can choose from eight different ink configurations to suit their specific needs, including dual CMYK for increased productivity, or CMYK with optional Red, Orange, White, Gloss, and Primer. The White and Gloss specialty inks can be used to incorporate stunning dimensional and textural effects into prints, while the onboard Primer allows for improved adhesion and media compatibility.

All CO Series flatbed and belt-driven hybrid UV printers are equipped with innovative features that optimize overall image quality, performance, and ease of use, such as an intuitive Distance Print Mode that increases print consistency on objects that are flat, irregular, or curved, and a Reverse Blow function that removes material from the bed for clean, efficient production. CO Series printers also boast advanced safety features, including a separate control panel that creates a safe operating area, an emergency stop

perimeter around the base and side of the device, and signal beacon that clearly highlights the printer status. Every CO Series UV printer comes with included VersaWorks 6 software – Roland DG’s most powerful and intuitive RIP to date. This feature-filled software features a Harlequin RIP dual core

engine with 64-bit native processing for enhanced speed and file handling, a simple drag-and-drop interface, variable data printing, nesting, cropping and tiling tools, a special Colour Plate Generation function that lets you automatically generate White, Gloss, and Primer layers directly in the RIP, and much more.

KODAK LAUNCHES NEW KODACHROME INKS



Kodachrome inks are more sustainable than conventional solvent-based inks

Kodak has launched new Kodachrome inks for its Ultrastream continuous inkjet technology.

These inks will play a major role in helping the new Prosper Ultra 520 press, which utilises Ultrastream technology, to deliver “outstanding offset-quality print at high speeds covering a broad range of applications. The secret lies in Kodak’s proprietary pigment micro-milling process, which creates pigment particles that are typically less than 50 nanometres with a very narrow size distribution. Competitive pigment milling processes cannot approach these levels,” Kodak stated.

Kodachrome inks are said to produce a 95% larger gamut volume than SWOP (web offset) and a 39% larger gamut than GRACoL (sheetfed offset). Because these properties mean the inks require less laydown to achieve outstanding colours, they help reduce

the running costs of the inkjet press; “The finer pigments created by this unique process result in faster ink drying times and very thin dried ink layers. This means less scattering of light, richer and purer colours with extraordinary vibrancy, and an exceptionally wide colour gamut without sacrificing image permanence.” Kodak explained.

The water-based, low-humectant Kodachrome inks are more sustainable than conventional solvent-based inks, and do not contain PVC or phthalates. Together with Kodak’s proprietary range of printable water-based optimiser agents (primers), the company said the new inks can be used for printing on practically any substrate while the optimiser agents improve ink receptivity, ink adhesion, rub resistance, and image quality on most types of paper, plastic, and film.

EPSON EXPANDS TEXTILE PRINTER RANGE



he 1.8m-wide ML-16000/HY has 16 Epson PrecisionCore printheads

Epson has introduced new printers to its Monna Lisa range of presses. These are Monna Lisa ML-16000/HY and Monna Lisa ML-24000 models, as well the new REACID configuration Monna Lisa

ML-8000 and the Monna Lisa ML-32000 in new 3.4m width.



With 16 Epson PrecisionCore printheads, the 1.8m-wide ML-16000/HY can digitally create sophisticated special effects for modern printed fabrics, ranging from glossy lacquer through to gold and

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silver metal and opaque white while the 1.8m-wide ML-24000, the first to be equipped with 24 Epson PrecisionCore printheads and 12 colours, can print on all types of fabrics from natural, artificial, and synthetic materials through to innovative vegetable fibres. This machine boasts a reduction in the downtime required to change inks and can produce certified printed fabrics without having to change the type of inks in the machine.

Monna Lisa ML-8000 REACID configuration is the first printer in the series to be designed with

REACID, a new configuration that adds a wide selection of other materials and fibres to the list of fabrics already supported by Monna Lisa printers, including non-traditional fibres.

Finally, the new 3.4m-wide Monna Lisa ML-32000 enables two pieces of fabric to be printed at the same time, therefore increasing productivity and reducing energy and resource consumption. Epson said its width is particularly suitable for furnishing and home textiles, enabling faster printing of curtains, bedspreads, furniture, and decorative accessories.

PRINTING UNITED ALLIANCE RELEASES STATE OF THE INDUSTRY UPDATE FOR Q1 2023



The slowdown has started. Fewer participants in PRINTING United Alliance State of the Industry (SOI) research report sales are growing, more report pre-tax profitability is declining, and nearly three-quarters report credit conditions are tightening or that they expect them to later this year.

Even if the slowdown does not degenerate into a full-fledged recession, it will be significant, rewarding the prepared and punishing the unprepared.

The 231 participants in PRINTING United Alliance State of the Industry (SOI) research current survey include commercial printers, graphic and sign producers, apparel decorators, package printers, and functional printers. Annual sales range from less than \$500,000 to more than \$300 million. Seventy-two percent have diversified beyond their primary printing business. Among all companies surveyed, sales growth slowed to 2.9% during the first quarter of 2023 from 12.8% during full-year 2022. Sales increased for 52.0% and decreased for 31.5%. Last year sales increased for 79.2% and

decreased for 8.9%. (See Figure 1.)

Moderating cost inflation explains some of the difference. So far this year operating cost inflation is averaging 6.4% for SOI participants, down from 11.1% last year. Greater supply chain stability is the primary reason for the moderation: Heading into the first half of 2022, 92.3% were very concerned about material shortages and 85.6% were very concerned about rising substrate costs. Heading into the second half of 2023, those numbers are 15.6% and 28.4%, respectively.

But if less cost pass-through were the only difference, real (inflation-adjusted) sales, which measure production by stripping price increases out of dollar sales, would still be growing. **They aren't:** Real sales declined 2.0% during the first quarter of 2023 for SOI participants, with reports of

decline exceeding reports of increase 51.9% to 39.9%.

Where real sales go, margins soon follow: Companies reporting an increase in margins have fallen to 41.0% of our sample so far this year from 51.4% last year, while companies reporting a decrease have risen to 37.2% from 25.0%.

How PRINTING United Alliance State of the Industry (SOI) research panel responded to questions about credit conditions, pricing, and overall business conditions is also telling. As Figure 2 shows:

- 5% report credit conditions are tightening (40.8%) or that they expect them to later this year (32.7%).
- 2% report resistance to price increases is growing (48.7%) or that they expect it to later this year (30.5%).
- 3% are already seeing signs of economic slowdown/recession (57.8%) or expect to later this year (31.5%).

Simply put, things are starting to buckle under the weight of the Federal Reserve's aggressively contractionary monetary policy. The price of credit has risen so rapidly that even the resilient American economy is having trouble adjusting. And because changes in interest rates can take nine months or longer to work through the economy, we are just beginning to

see the full effects of the campaign of increases launched in March 2022 – i.e., even if the Fed were to stop raising interest rates, powerful contractionary forces are already in place that will continue to weigh on the economy, and so our industry.

The good news is every economic slowdown/recession creates opportunity. Some markets hold up well and market share and talent become available as the unprepared retreat into survival mode or fail. Lessons learned from the disruption of the last two years – every market disruption is an opportunity to learn, improve, and be better prepared for the next one.

PRINTING United Alliance members can download all reports in the State of the Industry Series and nonmembers can download executive summaries at printing.org/library/business-excellence/economics-forecasting/industry-reports.

The State of the Industry Series is sponsored by Canon U.S.A., Inc.

DURST GROUP INSTALLS ONE OF EUROPE'S BIGGEST SOLAR PANEL PLANTS IN ITALY



Durst Group CEO Christoph Gamper with Stefan Brugger, Team Leader Plant Maintenance, on the rooftop of the Durst HQ in Brixen with the solar panels

Durst Group has installed a state-of-the-art solar panel plant at its headquarters in Brixen, South Tyrol, Italy. This initiative is part of the company's ongoing sustainability efforts and commitment to reducing its carbon footprint.

The new solar panel plant, one of the biggest in South Tyrol, has a capacity of 1,569 KWp / 1.57 MWp and is expected to generate over 1,700,000 KWh / 1,700 MWh of energy annually. This corresponds approximately to the electricity demand of 550 single-family households and more than 50% of the energy demand of Durst Brixen. The installation consists of 3,410 modules, two separate plants, and 14 inverters.



"Following our installation of a solar panel plant at our production site in Lienz/Austria in 2022, we are thrilled to have installed now one of the biggest solar panel plants in South Tyrol at our headquarters in Brixen," said Christoph Gamper, CEO of Durst Group. "Our commitment to sustainability is a core value at Durst, and this new installation is a testament to that commitment. We are proud to take this important step towards reducing our carbon footprint and making a positive impact on the environment."

The plant will produce 70% of the generated energy for direct self-consumption, while the remaining 30% will be available for feed-in or future storage solution. The technology used includes power optimizers by Solaredge that maintain the performance of a series of modules even in the presence of partial shading or pollution. The project, which was executed by Leitner Electro, took six months to complete, including a winter/bad weather break.



MASTERING THE ART OF PRESS CHECKS: A COMPREHENSIVE GUIDE TO PRINT PERFECTION



As industry leaders in the realm of printing and design, we understand the significance of press checks in ensuring flawless print production. In this article, Ernie Arias delves into the art of press checks, providing you with an in-depth understanding of the process and offering valuable tips to achieve print perfection. Whether you're a designer, a print buyer, or simply someone interested in the intricacies of print production, this guide will equip you with the knowledge needed to optimize your press checks and achieve outstanding results.

UNDERSTANDING PRESS CHECKS: THE ESSENCE OF PRINT PERFECTION

Press checks are a crucial step in the printing process, allowing you to inspect the printed materials before full production commences. This quality control measure enables you to identify any potential issues and make necessary adjustments, ensuring that the final print output meets your expectations. By conducting press checks, you have the opportunity to assess colour accuracy, print alignment, and overall print quality.

STEP-BY-STEP GUIDE TO MASTERING PRESS CHECKS

- 1. Preparation is Key:** Before attending a press check, ensure you have the necessary materials, including approved print-ready files, colour swatches, and any specific instructions. Communicate your expectations clearly to the printer and establish a timeline for the press check.
- 2. Arrive Early:** Being punctual is essential for a productive press check. Arriving early allows you to familiarize yourself with the printing facility, meet the key personnel involved, and prepare for the inspection process.
- 3. Inspect the Calibration:** Begin by checking the calibration of the printing press. Verify that the equipment is properly calibrated to ensure accurate colour reproduction and consistency throughout the print run.
- 4. Colour Matching:** Evaluate the colour accuracy by comparing the printed samples to the designated colour swatches. Pay close attention to colour saturation, vibrancy, and consistency across different elements of the design.
- 5. Image and Text Clarity:** Scrutinize the printed materials for any issues with image resolution, text legibility, or fine details. Ensure that the images are sharp, and the text is clear,

without any pixelation or blurriness.

6. Print Alignment: Check the registration and alignment of various design elements. This includes verifying that text, images, and other graphic elements are correctly positioned and aligned with precision.

7. Quality Control: Inspect the overall print quality, examining for any imperfections such as smudges, streaks, or colour bleeding. Assess the paper quality, texture, and any special finishes or coatings applied.

8. Documentation and Sign-Off: Take detailed notes throughout the press check process, documenting any adjustments made or issues identified. Once you are satisfied with the final results, provide your approval by signing off on the press sheet.

"Caution is the eldest child of wisdom" - Victor Hugo

ADVANCED TIPS FOR ENHANCED PRESS CHECKS

To further elevate your press check experience and ensure the highest level of print perfection, consider implementing the following advanced tips:

1. Establish a Strong Relationship with Your Printer

Building a solid relationship with your printing partner is invaluable. Regular communication, mutual trust, and a shared understanding of expectations will contribute to a smoother press check process and superior print outcomes.

2. Utilize Professional Colour Management Tools

Investing in professional colour management tools, such as spectrophotometers and colourimeters, can significantly enhance the accuracy and consistency of colour reproduction. These devices allow for

precise colour measurement and adjustment, resulting in exceptional print quality.

3. Leverage Digital Proofs and Mock-Ups

Before proceeding with the press check, request digital proofs or mock-ups of your design. These previews provide a preview of the final output, allowing you to identify any potential issues and make necessary adjustments before the printing stage.

4. Stay Updated with Printing Technologies and Techniques

Continuously educate yourself on the latest printing technologies and techniques. This knowledge will empower you to make informed decisions during the press check process and leverage cutting-edge solutions for optimal print results.

5. Collaborate with Industry Experts

Consider collaborating with experienced professionals in the printing industry. Their expertise and insights can prove invaluable in achieving outstanding print quality, while also expanding your own knowledge and understanding of the print production process.

CONCLUSION

Mastering the art of press checks is an essential skill for anyone involved in print production. By following the steps outlined in this comprehensive guide, and implementing the advanced tips provided, you can ensure print perfection and bring satisfaction to your clients in delivering exceptional print materials. Remember, press checks are not only an opportunity to catch potential errors but also a chance to elevate your designs and achieve remarkable results.

About Ernie Arias



Ernie Arias is an experienced Advertising Studio Manager that delivers creative excellence and results. Aside having a proven track record of optimizing production processes and leading high-performing teams, Ernie is also skilled in digital and print production, apart from being highly proficient in Adobe CS which shows as a content curator, creator and social media enthusiast.

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