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# where to print

## MAGAZINE

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WAN  IFRA

VOL. 15 | NO.85 | JUL/AUG 2023 | ISSN: 2006-7402

Cover Story on page - 22



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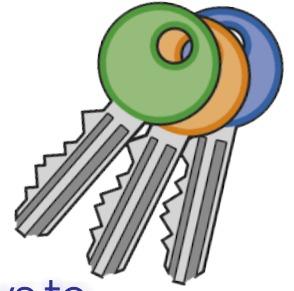
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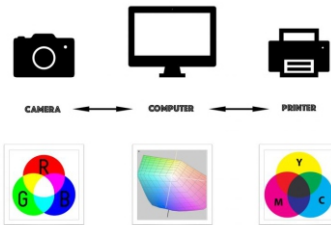
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## **LEARN CUSTOMISED PRINT MACHINE OPERATION AND MAINTENANCE SKILLS FROM EXPERTS IN EUROPE**



### **COLOUR MANAGEMENT**

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

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



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

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



### **PRINTHEAD REPAIR**

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

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



# where to print

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## How to reach us

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- We are modeled to be principled, factual, balanced and fair in our editorials, reports and commentaries.
- We believe and accept that these principles and code of ethics form the basis of public trust and confidence.
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Model: 304 P HOB  
Manufacturer: Roland  
Year of manufacture: 2000  
Serial No.: 28764 B  
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# To Readers

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

## LET THE SHOW BEGIN!

Immediately after the summer period of vacations, back-to-school activities, and everything coming back to normal, next month of September characteristically starts the pickup to major international trade shows taking place across the globe till year end.

A crucial time for businesses to begin mapping out their growth plans for the coming year; setting out goals with budgetary allocations as they attend these dedicated shows not only within their borders but also outside the shores of their countries.

To help in your planning purposes, as we know quite a number of these international shows will begin from next

month, we pick and feature three in this edition's **SPECIAL FEATURE ARTICLES** as a **PREVIEW** of what you should expect. First off is on the region's largest exhibition for the packaging, plastics, printing and processing industries - **PROPAK West Africa** that will open its doors for the 10<sup>th</sup> anniversary edition hosting in Lagos, Nigeria with more than 200 companies participating from across the world. Check out the article on pages 16, 17, 18, and 19 captioned: **OVER 200 COMPANIES SET FOR PROPAK WEST AFRICA 10<sup>TH</sup> ANNIVERSARY EDITION.** Next up is its sister show in Cape Town South Africa - **PROPAK Cape** to be held after six years hiatus due to COVID-19 pandemic. Turn to pages 26

and 27 to read about the: **INNOVATIVE PACKAGING SOLUTIONS TRADE EXPO RETURNS TO THE WESTERN CAPE.** Lastly, we present a preview of what is expected at North America's most dynamic and comprehensive printing event that will bring together **GLOBAL INDUSTRY LEADERS TO SHOWCASE THEIR TECHNOLOGIES LIVE AT PRINTING UNITED EXPO 2023.** Flip over to pages 30, 31 and 42 to read how this year's event will afford attendees an expanded opportunity to explore business diversification in digital printing, consumables, workflow automation, finishing, and many more. So, see you at the shows!

Talking about business expansion and diversification, this edition also focuses on getting it right



from staffing to environmentally sustainable ways of packaging food products. Turn to pages 20 and 21 where Tetra Pak explains: **HOW TO REDUCE CARBON FOOTPRINT IN SOFT DRINKS PRODUCTION IN A TIGHT**

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### FLEX

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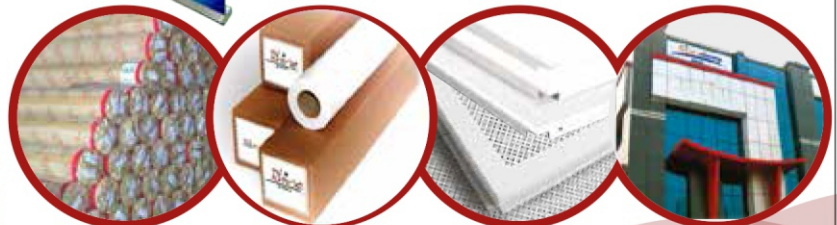
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From page 9 >>

### INVESTMENT ENVIRONMENT.

On pages 28 and 29, experienced Advertising Studio Manager - **Emie Arias** delivers a captivating piece on: **THE EVOLUTION OF PRINT: NAVIGATING THE FUTURE OF THE MEDIA INDUSTRY**, as he also writes the **SPECIAL FEATURE ARTICLE** on today's rapidly evolving world where the workplace is constantly witnessing fascinating mix of generations collaborating side by side. His piece titled: **BUILDING A MULTIGENERATIONAL WORKFORCE: KEY TO INNOVATION AND GROWTH** comes handy for companies seeking a dynamic blend of different age groups that brings a multitude of perspectives, experiences, and talents to the table.

And to go in-depth into how to know the best candidate to employ in a printing concern,

this edition's **COVER STORY** titled: **ARE YOU CHOOSING THE RIGHT CHIEF OFFICER FOR YOUR PRINTING COMPANY?**

written by print company advisor, **Sandy Hubbard** enumerates salient points to note when hiring Chief Officer positions for your printing companies.

As usual, latest news, product launches and industry events both within Nigeria and around the world are exclusively reported in our **PRINT IMPACT AROUND NIGERIA** pages that start from page 10 and **PRINT IMPACT AROUND THE WORLD** (from page 12) respectively. And lest I forget, why not start planning for 2024 print & allied events now? To help you, we've put together series of world best industry dedicated shows

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for 2024. Turn to page 25 to see which you'll be attending and start planning to attend now. However, you can get in touch with me if you need assistance; so, let the show begin!

### LAST WORD:

As you endeavour to take care of yourself, be good to others too; you

never know what others are going through...it's just a phase - all these shall pass. Don't relent on showing your amazing spirit that empathise, understand and love. And as always, continue to do good!



## Print impact around Nigeria Stories by Precious Ajuonuma & Joju Adekanbi

# NMLSPL APPRECIATES INEC



**Alhaji Yahaya Amfani**



**Mr. Ademola Kasumu**

### YALIAM PRESS LTD.

For patronising the local printing industry during the 2023 General Election, Alhaji Yahaya Amfani led Nigeria Medium and Large-Scale Printers League (NMLSPL) has expressed profound gratitude to the Independent National Electoral Commission (INEC).

According to a press statement jointly signed by both the Chairman and Secretary - Yaliam Press LTD

boss - Alhaji Yahaya Amfani and KAS Digital Press LTD MD/CEO - Mr. Ademola Kasumu respectively, INEC act of entrusting the printing of all 2023 electoral materials to local print industry did not only promoted the growth and development of the printing industry in Nigeria but also more importantly supported a multitude of local businesses across various sectors.

"Throughout the printing process, our commitment to using local resources and manpower led to the direct

employment of thousands of skilled workers. Additionally, the ripple effect of this project extended to the wider community, as thousands of individuals such as vendors, artisans, transporters, food sellers, and many others, found earning opportunities as a result of the activities carried out by the local print industry" the statement reads in part.

**WHERE To Print** gathered that working on this project has been a significant milestone for the local print industry as it has provided an opportunity to showcase advanced technologies and dedicated workforce within the specialised industry. It was also importantly noted that for the first time in the history of conducting elections in Nigeria, the hitherto election postponement of the past was truly a thing of the past as there was no reason to postpone the 2023 General Election due to unavailability of electoral materials as the local Printers worked tirelessly to meet strict timelines.

It was indeed a game-changer

considering the fact that electoral materials were mostly printed overseas prior to now thereby saving forex and billions of Naira back into the Nigerian economy. "This is a remarkable milestone that has bolstered our confidence in our capabilities to render similar services to ECOWAS nations and other Africa countries" expresses NMLSPL as it encourages Government at all levels to admonish other agencies to emulate INEC in patronising local service providers in a bid to reinvigorate the Nigerian economy; "this decision not only ensures the utilization of local resources and expertise but also significantly reduces capital flight, benefiting our nation's economy and contributing to sustainable economic development" NMLSPL concludes.

As the name connotes, the Nigeria Medium and Large-Scale Printers League (NMLSPL) is a body made up of top printing firms in Nigeria such as Binani Press LTD, KAS Digital Press LTD, Marvelous Mike Press LTD, Perfect Printers LTD, Petra Press LTD, Ramadan Press LTD, and Yaliam Press LTD - just to name a few.

**Continued on page 15 >>**

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# Print Impact Around the World

## THE NETHERLANDS IS PARTNER COUNTRY OF PSI 2024



In order to bring the players in the European promotional products industry even closer together, PSI has selected for the first time - The Kingdom of the Netherlands as Partner Country for 2024 which will see the Dutch nation define the character of next year's PSI trade show.

In 2024, Europe's leading promotional products trade show is focusing on the Netherlands, an important market partner as its Partner Country to support activities in line with building business relationships in the Benelux country and analyzing the market potential.



### Why the Netherlands?

The Dutch are known for their high-quality awareness, innovative design and understanding of customer needs. All of this can be experienced at PSI 2024. On display

will be a wide range of promotional products, including high-quality stationery, sustainable products and modern technological gadgets.

### More value for participants



A service-oriented program with valuable know-how around haptic advertising in the Netherlands will be offered. A country pavilion, country-specific lectures and a wide range of product and service

presentations from all areas of the Dutch promotional products industry are planned. A special highlight is the Morning Briefing in the PSI Forum. Here, key topics relating to the Partner Country of

**Continued on page 13 >>**

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# Print Impact Around the World



PSI 2024 will be presented at the start of the lecture program. In addition, top promotional products "Made in Holland" can be discovered in the special show "Best Pieces of the Netherlands".

## ...DEVELOPING EXPERTISE AND CONTINUING EDUCATION



In a related development; from 9 to 11 January 2024 during the PSI show, leading experts from the world of advertising and sales will share their knowledge and experience on the latest business topics at the PSI Forum - intensively, practically and in personal exchange with participants on site in Düsseldorf Germany.

Learning from experts, exchanging experiences and making new contacts: with this recipe, the three-day specialist program of the PSI Forum is an integral part of Europe's leading trade show for the promotional products industry. The professional training program imparts practice-oriented special knowledge for direct application in everyday professional life.

Upskilling at the highest level "Shortage of skilled workers, unstable supply chains and digitalization - the current challenges are great. In line with this, interest in high-quality, customized education formats is rising significantly," observes PSI Director Petra Lassahn of the trend in Europe's largest promotional products network. She explains; "In order to continue to meet our 'educational mission' at the highest level, we are counting on an internationalization of our specialist program in the PSI Forum for 2024." To make it easier to select suitable sessions, the high-quality presentations are divided into the thematic strands "Practical Knowledge" and "Sustainability".

For more information regarding trade fair participation, please visit [www.psi-messe.com](http://www.psi-messe.com)

## KONICA MINOLTA SHOWS FULL PRODUCTION WORKFLOW AT LABELLEXPO



Konica Minolta will showcase software and service capabilities, as well as latest hardware at its stand C21/22 in [toprintmagazine.com](http://toprintmagazine.com)

Hall 8 during Labellexpo Europe in Brussels, Belgium, from September 11 to 14, 2023.

Labellexpo will be the platform to present the AccurioLabel 400 single-pass digital press to a broad, global audience – launched just nine months ago – that brings a new level of enhanced print quality for converters, as well as benefits such as running cost reductions and the ability to expand applications with white toner. The toner press offers improved productivity with print speeds of up to almost 40 meters a minute. It is available in 4 and 5-colour configurations. The AccurioLabel 400 will be among five running systems for Konica Minolta.

Another is the toner-based entry-level AccurioLabel 230 press being configured with GM's DC330Mini, connected in-line with the label press. The exhibit will also include an inkjet customization project in combination with partner Industrial Inkjet Ltd (IIJ). MGI's JETvarnish 3D Web Compact and Octopus Web machines, together with Konica Minolta's PKG-1300 – designed for corrugated manufacturers, converters, printers and brand owners looking for short-run digital inkjet box printing - will complete the hardware line-up.

As part of showcasing the full label production cycle, Konica Minolta's comprehensive software suites – including AccurioPro Flux and AccurioPro Dashboard – and service capabilities will also be spotlighted, together with partner technologies.

## FESPA LAUNCHES FESPA MIDDLE EAST



FESPA has launched FESPA Middle East, a new event serving the speciality print, signage and visual communications community in the Middle East and Africa regions. The first edition of the annual exhibition will take place at Dubai Exhibition Centre, United Arab Emirates, from 29 to 31 January 2024.

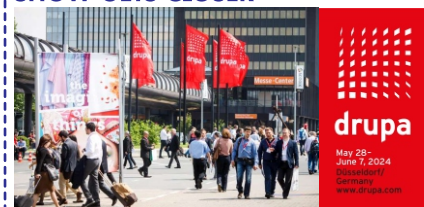
The exhibition is expected to welcome over 100 global brands. At the event, FESPA will host the first World Wrap

Masters competition in the Middle East, a Sustainability Spotlight educational feature, a conference and technical training programme and a Club FESPA Lounge for FESPA Direct (MEA group) members to network.

FESPA CEO Neil Felton comments: "Major vendors have been expressing a strong appetite for a content-led FESPA event in the Middle East for some time, matched by demand from the leading speciality print service providers. It's a market that continues to show solid year-on-year growth, with key sectors such as tourism and property demonstrating healthy post-COVID recovery, alongside the region's renowned core industries. Landmark events have recently showcased the region's capacity to serve international visitors with world-class facilities. Through our recent FLEX Summit and our increasing FESPA Direct membership in MEA, we're establishing FESPA's brand in this region, and we believe that now's the perfect time to inspire and stimulate the Middle East's print, signage and visual communications community with a FESPA event."

Like FESPA's established regional events in Eurasia (Istanbul), Africa (Johannesburg), Central America (Mexico City) and Brazil (Sao Paulo), FESPA Middle East will provide an important, targeted sales and marketing platform for exhibitors including principal suppliers and distributors of equipment, software, media and consumables for digital, screen, textile printing and sign-making. The visitor audience will comprise of large format digital printers, textile printers, print service providers, fleet graphics producers, sign-makers and fabricators, brand owners and creative agencies, interior designers and architects, and visual communications professionals from the Middle East, Africa and South Asia.

## DRUPA SIGN-UPS CONTINUE AS SHOW GETS CLOSER



With the first in-person drupa in eight years now only less than nine months

Continued on page 32 >>





# CIPPON SETS FOR AGM



Mr. 'Niyi Adesoye

All roads lead to Asaba, the Delta State capital as the Mr. 'Niyi Adesoye led faction of Chartered Institute of Professional Printers of Nigeria (CIPPON) holds its first Annual General Meeting (AGM) & Award Dinner tagged **'ASABA 2023'**.

To be held on Thursday 6th and Friday

7th September 2023 from 10am to 7pm daily at the Orchid Hotel on the popular D.B.S. Road, G.R.A Asaba, expected as the Special Guest of Honour at the event is His Excellency, Sheriff Francis Orohwedor Oborevwo - the Executive Governor of Delta State aside other dignitaries from within and outside Delta State.

According to a press statement by CIPPON & Association of Professional Printers of Nigeria (ASSPPON) Coordinator, Northern Nigeria - Mr. Clement Koko, all Professional Printers are enjoined to attend the AGM & Award Dinner projected to unite and reposition the Institute for the overall benefit of all members across the country; "Please, make plans to attend this all-important AGM; this is our Institute" he enjoins.

**WHERE To Print** also gathers that

plans are at advanced stage to ensure the AGM runs successfully. Consequently, logistics, welfare and security have been put in place by host - Mr. Akpovwovwo Blessing Owhorode (CIPPON Delta State Chapter Coordinator) who assures delegation from all over Nigeria of revered Delta hospitality throughout the event. He further stated that all enquiries (be it logistics, hotel reservation and sponsorship) should be directed to any of following numbers manned by dedicated crew members ready 24/7 to answer any inquest: **0803 490 5161, 0703 024 8771, 0808 186 8661, 0803 393 1784, 0803 401 8632 and 0806 393 4379.**

Established by Act 24 of 2007, Chartered Institute of Professional Printers of Nigeria (CIPPON) is charged with the duty of regulating, controlling, managing and administration of Printers, the business of printing and other printing related matters in Nigeria.



**CHARTERED INSTITUTE OF PROFESSIONAL PRINTERS OF NIGERIA**  
Established by Act 24 of 2007



INVITES

**ALL PROFESSIONAL PRINTERS TO HER**

## Annual General Meeting & Award Dinner

**Date:** Thursday 6th & Friday 7th September, 2023 **Time:** 10am - 7pm daily

**Venue:** Orchid Hotel Limited, D.B.S. Road, G.R.A. Asaba, Delta State

**SPECIAL GUEST OF HONOUR**

His Excellency, Sheriff Francis Orohwedor Oborevwo  
Executive Governor, Delta State

**CHIEF HOST**

Comrade Niyi Adesoye  
(CIPPON President)

**HOST**

Mr Akpovwovwo Blessing Owhorode  
Coordinator, CIPPON Delta State Chapter

**CHAIRMAN LOC**

Comrade Monday Ikharehon  
3rd Vice President, CIPPON

**FOR ENQUIRIES:** +234 803 490 5161, +234 703 024 8771, +234 808 186 8661, +234 803 418 5909, +234 803 393 1784, +234 803 401 6632, +234 806 393 4379

# CIPPON REPRESENTED AT USAID LEARN TO READ WORKSHOP



Mr. Olugbemi Malomo led Council faction of Chartered Institute of Professional Printers of Nigeria (CIPPON) represented the printing industry at the just concluded workshop on **Learn To Read** on the Book Supply Chain in Nigeria funded by United States Agency for International Development (USAID).

According to a release made available by the Council Secretary - Mr. Akin Oduwole, the event which was held in Nasarawa State, North Central region of Nigeria, was to ensure; "Your CIPPON fully represented you in the most quality manner that you are



used to alongside stakeholders (Government and all relevant

private interest) in the book value chain".

## AJELABI WEDS ANOWAI

It was a beautiful wedding thanksgiving and reception as the families of Chief Dennis & Dr. Clementina Anowai and Mr. Isaac & Mrs. Esther Ajelabi came together to praise God on behalf of their newly

wedded daughter and son - Nnenna and Boluwatife respectively. The event which was held on Sunday 23rd of July 2023 at St. Jude's Anglican Church, Magodo GRA, Lagos was quite colourful and will remains indelible as **WHERE To Print** presents you some memorable images:



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# OVER 200 COMPANIES SET FOR PROPAK WEST AFRICA 10TH ANNIVERSARY EDITION



*This September from Tuesday 12 to Thursday 14, the region's largest exhibition for the packaging, plastics, printing and processing industries - **PROPAK West Africa** opens its doors for the 10th anniversary edition hosting more than 200 companies from across the world converging at Landmark Centre, Lagos Nigeria.*

Since launching in Lagos in 2012, **PROPAK West Africa** has welcomed over 1,000 exhibitors and 25,000 visitors, bringing together industry stakeholders from all corners of the globe. This year will be no different with more than 5000 quality visitors traveling to Nigeria's commercial city of Lagos to meet with over 200 companies over a three-day celebration and discovery of innovative and latest products on the market with hands-on experience of working machines on displays from Afra Technical Concept, CIS Buro, Inuatom Automacao, Bole Machinery, MLT Pack and Unipack Engineering among others, all live on the

exhibition floor.

This is further backed up with companies such as Blucher, Finepack Industries, Miele, Piovan Gulf, Sacmi, Snetor, Windmoeller & Holscher and Yamato Scale among many others taking stands to showcase their latest products and services dedicated along manufacturing value-chain. And once again, Nigerian companies have a strong presence with companies including Beaumont Industrial, C. Woermann, Fas Agro, Mercongraphic Nigeria, OK Plast LTD, Sarsoli Colours, TetraPak West Africa and Vista International, all in attendance. Alongside these top-notch and world-renowned machines

manufacturers and suppliers are unique pavilions from Taiwan, China, India and Egypt that will be supporting the over 23 other countries represented, thereby cementing PROPAK's position as West Africa's biggest and largest print & allied international exhibition.



**12 - 14 SEPTEMBER 2023**

LANDMARK CENTRE • LAGOS • NIGERIA

Continued on page 17 >>

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



George Pearson, Regional Director for the organisers, Afrocet Montgomery said; "Reaching the 10th edition is a huge milestone and achievement for us and is testament to the tenacity and hard work that the manufacturing community puts in year on year to keep innovating and developing, in the face of the various challenges in Nigeria. PROPAK was setup to serve as meeting point and platform for the industry, we're looking forward to welcoming back many familiar faces as well as lots of new ones as the industry keeps driving forward".

### PROPAK WEST AFRICA 2023 CONFERENCE



With the central theme of the 10th anniversary edition rightly captioned: "Strengthening the interlink between circular economy, finance and trade potentials in the plastic and packaging industry", PROPAK West

Africa 2023 Conference Agenda has been worked on in partnership with KPMG Nigeria to align with what is happening across the sector and shed light on the opportunities available to companies

adopting the mantra of the circular economy - in order to boost efficiencies within supply chains in a more sustainable way.



While KPMG Nigeria will be running the conference sessions focusing on those areas, PROPAK West Africa

2023 Conference sessions will also be looking into Smart Packaging and the role technology plays in

helping the transition to greater efficiencies. Therefore,



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participants will once again have fantastic opportunity to gain exclusive market insights, learn about new technology trends and hear crucial advice on how to take their businesses to the next level.

However, due to the popularity of the conference sessions and the limited space available this year, participants will need to register separately to attend the conference sessions, in addition to the exhibition registration that will

Continued on page 19 >>



provide free access to the entire three halls of PROPak West Africa 2023 exhibition.



To learn more about how to get involved or register for free attendance, please visit - [www.propakwestafrica.com](http://www.propakwestafrica.com)

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where to print

## 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/ statistics of industry to aid print business purchase decisions.





# HOW TO REDUCE CARBON FOOTPRINT IN SOFT DRINKS PRODUCTION IN A TIGHT INVESTMENT ENVIRONMENT



*Consumers today demand low-carbon and low-waste solutions. But how can soft drinks producers facing tight margins and fierce competition reduce energy consumption and get more from less? In this COVER STORY, Tetra Pak explains how to square the circle – and reduce costs at the same time.*

Sustainability is a strategic imperative in all areas of food production, including beverage. The challenge for producers is to reduce energy use and waste while preserving profit margins and staying competitive. New innovative solutions now make this possible.

## CUT ENERGY COSTS WITH SMART MIXING

When seeking energy savings in soft drinks preparation, the first place to look is mixing. Choosing the right technology can make a huge difference to operating costs and production efficiency.

Here, the smart choice is a radial jet mixer, or RJM, which mixes ingredients faster and more energy-efficiently than conventional alternatives. That is because an RJM mixes product using turbulence, in contrast to traditional mixers that rely on axial technology and mechanical agitators or stirrers. "The vortex from an axial jet creates an asymmetrical mixing field that forces all the product in the same direction, which reduces mixing efficiency," explains Thomas Egger, Design Engineering Manager at Tetra Pak.



"A radial jet mixer uses no mechanical force and instead uses a liquid's own turbulence to mix itself. This avoids friction, ensures homogenous mixing and is exceptionally fast – four to six times faster than conventional solutions."

Indeed, an RJM mixes a standard beverage in 2-6 minutes after the last ingredient is added, compared to 20 minutes for traditional mixers. Equipping an RJM with a twin stage nozzle rather than a standard single-stage nozzle makes the mixing process even more efficient and halves overall energy consumption. "Mixing consumes up to half the energy used in a soft drinks plant, so cutting electricity consumption from mixing by 50 percent is a huge cost benefit as well as being good for carbon footprint," Egger says.

## SAVE ENERGY EVEN WHEN MIXING VISCOUS INGREDIENTS

Mixing highly viscous ingredients such as gums and some thickeners and stabilisers is traditionally performed with the help of a high shear pump. High shear pumps use great force to dissolve challenging ingredients but are energy-intensive. New technology now makes it possible to mix high-viscous ingredients and keep energy consumption down.



This is possible thanks to an auto mixing device (AMD), a small unit connected to a radial jet mixer that uses shear force to break up the small powder formations typically found in gums and similar ingredients. The combination of an AMD and RJM avoids the need to install a high shear pump, which can cost up to five times more than the AMD

option, says Thomas Egglar. "Using an AMD instead of a high shear pump reduces energy consumption by around 60 percent\*. In a standard production scenario, we estimate you'll save €9,800 per year on electricity costs and reduce your carbon footprint by about 48,000 tonnes of CO2 by using an AMD."

### RECOVER POWDER DUST AND REDUCE PRODUCT WASTE

Dust is a constant challenge when processing dry ingredient powders. As well as being an occupational hazard, it is also an expensive source of product waste. Powder that escapes into the air during beverage mixing is typically trapped in an extraction filter and disposed of. But technology exists to recover and reuse it.

An extraction and recovery system can aspirate powder dust from the feeding hopper and wash it with water into a reservoir, where it is recovered and returned to the mixing process. "A dust extraction system equal in efficiency to ours aspirates around 0.8 percent of the powder. Assuming the average price of powder, this works out to an average of €21,500 over a year," says Thomas Egglar.



### REDUCE TANK NEED WITH A FASTER MIXER

Finally, you can reduce the number of holding tanks required in your preparation line if you choose the right mixer. We've already seen that a radial jet mixer mixes much faster than a mixer with a conventional mechanical agitator. The RJM's extra speed enables you to operate with a single holding tank rather than the customary two.

How is this possible? During production, a 20,000 litre holding tank

empties in an hour and 40 minutes (assuming a line speed of 12,000 litres per hour). Meanwhile, a second mixing tank fitted with a mechanical agitator takes two hours to prepare for production. This means the holding tank will empty before the replacement mixing tank is ready. Hence, a second holding tank is required to ensure continuous production.



An RJM allows you to prepare a new mixing tank in an hour and 30 minutes. Since this is less time than the hour and 40 minutes it takes for the 20,000 litre holding tank to empty, a third holding tank is not required. A saving not just for your bottom line, but for the environment too.

### USE LESS WATER AND DETERGENT DURING CLEANING

Having one fewer tank in the system reduces the amount of cleaning-in-place (CIP) required, generating additional savings. Using a mixer that avoids splashing decreases water consumption and detergent use even further. This is best achieved by using a horizontal injector with a radial jet mixer. This combination allows ingredients to be introduced directly into the mix, below the surface. Unlike conventional solutions, which cause splashing and leave residue deposits, this gives a cleaner process that requires less frequent cleaning.



For added efficiency, a radial jet mixer can be fitted with a twin-stage nozzle. Recommended when mixing highly viscous or floating ingredients, twin-stage nozzles offer the possibility to run high-volume CIP via the upper nozzle. "This is a highly effective way to remove sticky agglomerates like pastes or concentrates and again leads to direct time savings," says Thomas Egglar.

According to our data, a radial jet mixer with either a single or twin-stage nozzle will reduce caustic soda use by over 50 percent in a 25,000-litre tank and save the producer €7,000 per year in a standard production setup.



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# ARE YOU CHOOSING THE RIGHT CHIEF OFFICER FOR YOUR PRINTING COMPANY?

PRINT MEDIA CENTRA

## Are You Choosing the Right Chief Officer for Your Printing Company?

by Sandy Hubbard, CRM

As a printing company advisor, **Sandy Hubbard** helps clients hire Chief Officer positions for sales, operations, and business transformation. Before she designs a C-suite level role (let alone meet with recruiters and post job openings), she talks with the client about why hiring for the print industry is different – and special. In this COVER STORY, Sandy enumerates salient points to note when hiring Chief Officer positions for printing companies. She enjoins that you **MUST** start with the most basic question about the candidate:

### DO THEY LOVE PRINT?



**The leaders in your organization should love print. Period.**

Whether full-time or fractional, your C-suite officers should be held to the same high standards as anyone else you'd hire. Yet I find that rainmakers and chief officers are often chosen based on razzle-dazzle – and frequently have no direct experience in the printing industry – or a true passion for our medium.

Even my former employer, a major regional

printing company, periodically chose rainmakers who had no understanding of print as a business. Sometimes the guru-du-jour thought print was quaint or antiquated – and sometimes they had a sneering disregard. It was excruciating to listen to “outsiders” pontificate about what we should be doing when they obviously had never spent a day inside a printing company. I didn't understand it then, and I don't understand it now. Why would printers hire “print disdainers” or “condescenders” as leaders in our businesses? Why would we willingly choose someone who openly says they don't “believe” in print? I wonder – would any other industry tolerate that attitude in their executives?

If Chief Officer candidates don't love print, I cross them off my list. That brings me to my second criterion for choosing C-level executives in a print operation.

### CAN THEY GET THINGS DONE?



**Any Chief Officer candidate needs the chops to get things accomplished in your organization.**

For example, can they bring sales and marketing into a happy partnership? Can they get a creative idea through the hierarchy, get it funded, and then launch it? Have they been part of successful initiatives to build sales leadership, achieve operational excellence, or carry out an austerity program through a

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# ARE YOU CHOOSING THE RIGHT CHIEF OFFICER FOR YOUR PRINTING COMPANY?

downturn? If they say yes, can they back it up with examples from companies like yours? If not, do they bring fresh skills, a new perspective, or some other benefit? I like to hear Chief Officer candidates tell me a story with a beginning (before state), middle (strategy, execution), and end (results), demonstrating how they fulfilled company objectives, not just a happy accident. Without context, stats are meaningless.

## HAVE THEY WORKED IN THE TRENCHES?



Nothing against the ivory tower Chief Officer, but many have served only as office cogs and desk jockeys in gigantic companies. Many have never worked for a family-owned business, a manufacturing firm, or a company where people skills, accuracy, and efficiency will make you or break you.

Chief Officers who lack hands-on experience in print better have strong skills in other areas. And, they need to understand the dynamics of print businesses. If you want to kill morale in our industry, treat employees like you are above them and they are your underlings. Printers are can-do people, and print employees generally respect leaders and co-workers who excel in their roles and will value what each person brings to the

## CAN THEY THRIVE DURING THE ONBOARDING STAGE?



Yes, we want our new Chief Officers to get the lay of the land and “do discovery.” But let’s not let that stand in the way of

getting some quick wins. In my experience, there is plenty that Chief Officers can do right away to add real value to the business and show ROI for the investment in their hiring. That cuts both ways.

As I mentioned above before you ever hire a Chief Officer, you need to understand why you are hiring them, what their role will be, which single person they report to (company president/CEO/a board rep), who their direct reports are, who their cross-departmental teammates are, and what metrics they will be measured by.

Once these decisions are in place, your Chief Officer will have better odds of succeeding in your print company.

## CAN THEY HANDLE THE FINESSE OF THE JOB?



We hire Chief Officers for many reasons. Maybe we need to change, and we can’t do it with our existing team. Maybe we need someone who can help us grow. Maybe we need someone who can bridge different departments, get people unstuck, and help everyone move in the same direction. These are challenging tasks.

I use the analogy of a thick rubber band that is being stretched. The Chief Officer tasked with transforming the business needs to be able to keep that rubber band extended as the company changes. Even once things seem to be well established, it doesn’t take much to have the rubber band snap back. Experienced Chief Officers know that transformation is a forward-and-back process. How you judge your Chief Officers has to incorporate this truism.

In my role as advisor to printing company leaders, I understand both parts of this delicate equation. Your rainmaker needs an ally and expert outside the company to keep that rubber band stretched – and how to let the band relax from time to time to allow a new normal to emerge.

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# ARE YOU CHOOSING THE RIGHT CHIEF OFFICER FOR YOUR PRINTING COMPANY?

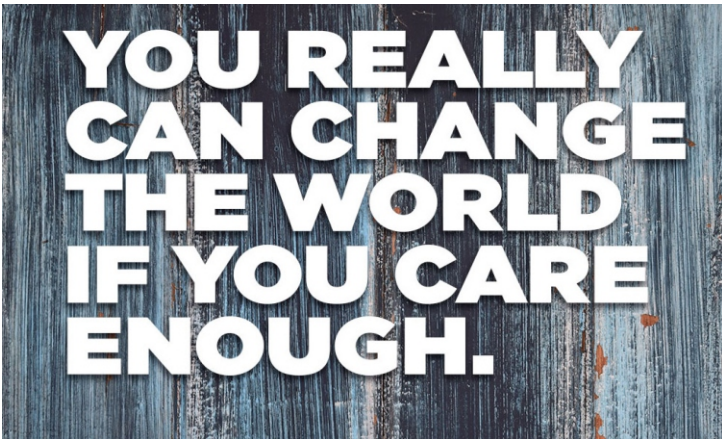
## DO THEY HAVE THE RIGHT CRED?



The people you choose for Chief Officer roles in your organization must have impeccable reputations and professional stature. Company leaders must be taken seriously by everyone in their orbit: the ownership team, investors with a financial stake, advisory board, strategic partners, bankers, other advisors such as attorneys and CPAs, plus your vendors and customers.

A person limited by personal reputation cannot build trustworthy relationships and take your business to the next level. If your candidate can't pass the sniff test on a Google search or pass a background check, they shouldn't be a C-level player in your company. Here's my final point in evaluating Chief Officer candidates.

## DO THEY CARE ENOUGH?



Does your Chief Officer candidate care enough to be a true participant and bring the best of themselves to your organization? Or are they in it for the money and using the job as a stepping stone to their next opportunity? Some Chief Officers make it a practice to stay in a job for a year or two. Even so, they must be fully invested in the company's success and continuously work to achieve real results.

I have interviewed candidates who openly admitted they were in full job search mode and not paying attention to their current job. This is not the person we want to hire.

Printing companies can't afford to have their leaders be disengaged. The best way to manage expectations is to set a clear road map of what the Chief Officer's onboarding, engagement, and exit will look like. If you are committed to bringing in a short-term rainmaker, you must be willing to pay a premium for the person and demand their full attention.

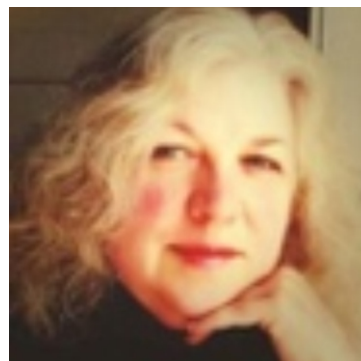
To keep C-suite players engaged and focused on the job, it helps to have short and long-term deliverables they are working toward (not just their own vanity results to land their next gig). When I advise print companies, my role is to serve the company's interests and keep leaders focused on the right results.

## HIRING THE RIGHT CHIEF OFFICER FOR THE RIGHT JOB



Hiring the right C-level leader is critical to the success of any printing company. The first step is to do your internal work before starting the process. Designing the job properly, setting realistic goals, and managing expectations are all important parts of the talent acquisition process for a company in any industry. For printing companies, remember that our star candidate must love print. **It starts there, it ends there, and it is the core of the job.**

## ABOUT SANDY HUBBARD



Sandy Hubbard is a Marketing Strategist and Business Advisor specializing in the printing industry. Connect with Sandy on LinkedIn or in the #PrintChat group, which she co-hosts with Deborah Corn.



## PRINT & ALLIED EXHIBITIONS FOR 2024

S/N	EXHIBITION	LOCATION	DATE	
1	<b>PSI 2024</b>	Messe Dusseldorf, Germany	9 - 11 January 2024	
2	<b>FESPA MIDDLE EAST 2024</b>	Dubai, UAE	29 - 31 January 2024	
3	<b>PAMEX INDIA 2024</b>	Bombay Exhibition Centre, Goregaon Mumbai, India	6 - 9 February 2024	
4	<b>SIGN &amp; DIGITAL UK 2024</b>	NEC Birmingham, United Kingdom	27 - 29 February 2024	
5	<b>PRINTING SOUTH CHINA 2024</b>	Area A, China Import and Export Fair Complex, Guangzhou, P.R. China	3 - 6 March, 2024	
6	<b>PROPAK EAST AFRICA 2024</b>	The Sarit Exhibition Center, Nairobi, Kenya	12 - 14 March, 2024	
7	<b>PAPER ONE SHOW 2024</b>	Expo Center, Sharjah United Arab Emirates	16 - 18 April, 2024	
8	<b>ISA - INTERNATIONAL SIGN EXPO 2024</b>	Las Vegas Convention Center, Las Vegas NV USA	12 - 14 April, 2024	
9	<b>PROPAK GHANA 2024</b>	The Grand Arena, Accra International Convention Center, Accra, Ghana	23 - 25 April, 2024	
10	<b>SIGN AFRICA DURBAN 2024</b>	Durban International Convention Center, Durban South Africa	TBC	
11	<b>FESPA GLOBAL PRINT EXPO 2024</b>	RAI Amsterdam, Netherlands	19 - 22 March 2024	
12	<b>SIGN AFRICA CAPE TOWN 2024</b>	Cape Town International Convention Center, Cape Town South Africa	TBC	
13	<b>DRUPA 2024</b>	Messe Dusseldorf, Germany	May 28 to June 7, 2024	
14	<b>GRAPHICS PRO EXPO (GPX) 2024</b>	Long Beach Convention & Entertainment Center with WRAPSCON, Long Beach, CA USA	13 - 15 June, 2024 <b>Education Classes start: June 12</b>	
15	<b>GRAPHICS PRO EXPO (GPX) 2024</b>	Greater Philadelphia Expo Center, Greater Philadelphia (Oaks), PA USA	10 - 12 July, 2024 <b>Education Classes start: July 9</b>	
16	<b>SIGN AFRICA/ FESPA AFRICA 2024</b>	Gallagher Convention Center, Midrand Johannesburg, South Africa	TBC	
17	<b>PROPAK WEST AFRICA 2024</b>	Landmark Center, Lagos, Nigeria	TBC	
18	<b>PRINTING UNITED EXPO 2024</b>	Las Vegas Convention Center, Las Vegas NV, United States	10 - 12 September 2024	
19	<b>LABEL EXPO AMERICAS 2024</b>	Donald E. Stephens Convention Center, Chicago Illinois, United States	10 - 12 September 2024	
20	<b>GRAPHICS PRO EXPO (GPX) 2024</b>	Indiana Convention Center, Indianapolis, IN	3 - 5 October, 2024 <b>Education Classes start: October 2</b>	
21	<b>PACK EXPO INTERNATIONAL 2024</b>	McCormick Place, Chicago Illinois, United States	3 - 6 November 2024	
22	<b>GRAPHICS PRO EXPO (GPX) 2024</b>	Charlotte Convention Center, Charlotte NC	7 - 9 November, 2024 <b>Education Classes start: November 6</b>	

**NOTE:**

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





# INNOVATIVE PACKAGING SOLUTIONS TRADE EXPO RETURNS TO THE WESTERN CAPE



It's been six years since the last edition of **PROPAK Cape** was held in the Western Cape, South Africa as the twentieth anniversary show scheduled for October 2020 was cancelled due to COVID-19 pandemic. The forthcoming PROPak Cape is an opportunity for visitors to see the latest in primary and secondary packaging, cutting-edge equipment in the food processing industry, and the endless possibilities of plastics and newest production techniques and materials. Others like modern trends in printing-for-packaging and the vital role of labelling in manufacturing value-chain will be in the spotlight just as visitors will also gain invaluable insight into state-of-the-art production machinery, equipment, and services.

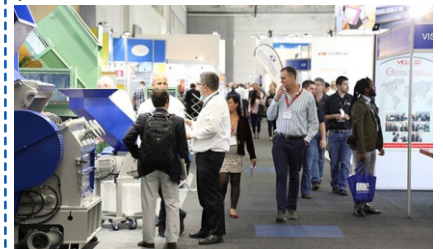
## Preamble

There were many challenges in the food and beverage industry last year such as having to overcome supply chain problems and shortages. However, some of these challenges also helped to accelerate exciting innovation and growth in the food and beverage space such as optimising food production through automation in production facilities that is on the rise as the industry expands to meet the demands of increasing food and beverage consumption.



Therefore, this year sees the return of PROPak Cape and, with packaging being big business in the Western Cape, you don't want to miss this year's event taking place at the Cape Town International Conference Centre (CTICC) from 24 to 26 October to stay ahead of the pack. This is because, this Innovative Packaging Solutions Trade Expo provides the perfect platform for industry suppliers to showcase thousands of new products and technologies across 6 related industries:

packaging, plastics, printing for packaging, labelling, food processing, and wine & olive oil production.



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While packaging is an integral part of essential industries such as food and beverages, healthcare, cosmetics and personal care, plastics have continued to play a vital role in packaging for its value in the storage and transportation of food items. Visitors to PROPAK Cape will see that the industry is continuing to work hard to ensure that plastics remain sustainable and have a positive impact on people and the environment through striving to transform the traditional linear economy into a plastics circular economy, where plastics remain in circulation for longer periods of time and are reused and recycled at the end of their lifespan. And ready to share their industry and technical knowledge are over 160 exhibitors that will be showcasing their latest, state-of-the-art production machinery, equipment, products, and services at PROPAK Cape.

Not only these, visitors will also see the latest in sustainability focussed packaging solutions from packaging production to integrated packaging printing. Eco-friendly alternatives to traditional packaging, and lightweight on-the-go and ready-to-eat food packaging will be on view, as well as the expanded use of smart packaging and QR



codes. New trends in secondary packaging materials will also be on display using more environmentally friendly materials that are biodegradable, recyclable, or reusable. No doubt, technologies have greatly advanced over the past few years and the latest products and innovations from across packaging, plastics, print, labelling, food processing and related industries will be on display live at the show.

**PROPAK CAPE 2023**  
24 - 26 October 2023  
The Cape Town International Convention Centre  
Cape Town, South Africa



"With packaging being such an integral part of essential industries such as food and beverages, healthcare, cosmetics and personal care, PROPAK Cape is an important visit for those involved in these industries and across the wider packaging, plastics and related industries," says Mark Anderson, Portfolio Director at Specialised Exhibitions (a division of world renowned Montgomery Group), organisers of the show.

"Our exhibitors are leading industry suppliers and service providers who will be using this platform to showcase latest front-line technologies, innovative machinery, equipment and raw materials, and the most up to date processing techniques," he says. "Visitors will

also have the opportunity to see world-class machinery in action during the live demonstrations, discover solutions for improved efficiency and cost containment, and benefit from the daily free-to-attend seminars presented by industry experts."

"For the first time, we are bringing the concept of Theme Days to PROPAK Cape," explains Anderson. "The opening day will highlight new products and innovation, on day two, sustainability focussed packaging solutions and trends will be in the spotlight, and on the final day automation within the packaging and related industries will be in focus. Our daily free-to-attend seminar series will embrace these themes with industry experts sharing their knowledge and insights."

**WHY YOU MUST ATTEND PROPAK CAPE 2023?**



PROPAK Cape promises to be the industry only dedicated and power-packed showcase of latest trends, technologies, machinery, equipment, and services. Thus, the international show will be:

**PROVIDING ALL THE ADVICE, INSIGHT AND CONNECTIONS THAT PACKAGING PROFESSIONALS NEED**



Visit the show to learn about latest industry technologies; view world-class machinery in action at the many live demonstrations taking place at the expo; find ways to cost-effectively streamline operations; engage with leading industry experts for technical advice; and source new products and services from over 160 knowledgeable exhibitors.

**ENCOMPASSING A VARIED SELECTION OF SEMINARS AND ACTIVITIES FROM INDUSTRY LEADERS**



focusing on **New Products and Innovation**, the second day, **Sustainability**, while the final day is all about **Automation**, with the future of robotics and automation in packaging and related industries being the focal point. The free-to-attend seminar topics will be aligned with these themes. "Visitors can register online for free access to PROPAK Cape, and we encourage all industry players to attend. It's the ideal place to learn about the latest industry trends, meet industry suppliers and service providers, network with industry peers, speak to technical experts, and source products and services to suit your business needs," concludes Anderson. For more information and online visitor registration, visit the PROPAK Cape website [www.propakcape.co.za](http://www.propakcape.co.za)

Don't miss the **Seminar Theatre** where content-rich free-to-attend sessions presented by leading industry experts will take place across the three days of the show. Note that PROPAK Cape is supported by the Institute of Packaging SA (IPSA), Packaging SA, Plastics SA, Printing SA, and the Aerosol Manufacturers Association (AMA). Consequently, IPSA will be running a one-day high-level **Responsible Packaging Conference** alongside the show on the Wednesday, 25 October. AMA will also be hosting a breakfast and half-day workshop same Wednesday. Again, **Theme Days** have been introduced this year with the first day

For more information and online visitor registration, visit the PROPAK Cape website [www.propakcape.co.za](http://www.propakcape.co.za)  
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# THE EVOLUTION OF PRINT: NAVIGATING THE FUTURE OF THE MEDIA INDUSTRY



© Ernie Arias

In an era dominated by digital technology, it's no secret that the print industry has faced significant challenges. However, reports of its demise have been greatly exaggerated. Based on his experience in the advertising and marketing domain, Ernie Arias have been closely observing the shifting landscape of the print industry and media. In this article, he investigates the future of print and how it continues to adapt, evolve, and carve out its unique place alongside digital media.

**"If a book is old, it smells even better... And it stays with you forever. But the computer doesn't do that for you. I'm sorry." - Ray Bradbury.**

## THE POWER OF TANGIBILITY



© Data Talks

In a world saturated with screens and digital content, there is an emerging desire for tangible experiences. Print media offers something that digital simply cannot replicate: the physicality and tactile pleasure of flipping through a magazine, holding a book, opening a product packaging, or displaying artwork on a wall. This tangible quality

has an emotional appeal that resonates with audiences and provides a lasting impression. Print materials can offer a break from the screen fatigue and serve as a refreshing alternative for consumers seeking a multi-sensory experience.

## TARGETED AND NICHE AUDIENCES



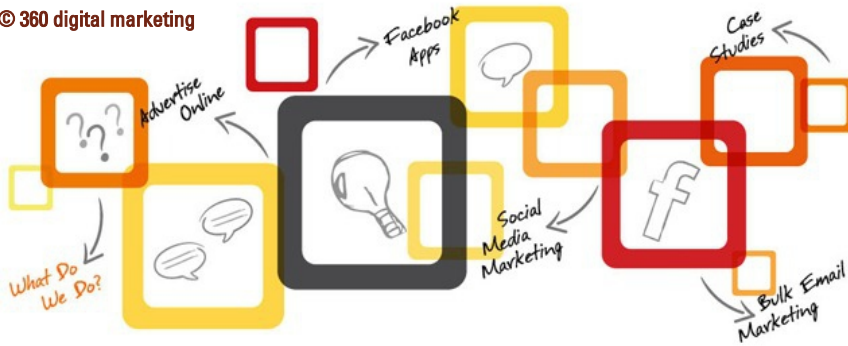
© Bplans

While digital media allows for precise targeting, the print industry has recognized the value of serving niche audiences. Specialized publications and print materials have become a sought-after medium for reaching specific demographics and communities. By delivering tailored content to a niche audience, print media can provide advertisers with a unique opportunity to engage deeply with their target markets. This targeted approach ensures that brands can connect with their desired consumers in a meaningful and impactful way.

Continued on page 29 &gt;&gt;

### INTEGRATION WITH DIGITAL PLATFORMS

© 360 digital marketing



The future of print lies in its ability to seamlessly integrate with digital media. Print materials are no longer isolated; they are now part of a comprehensive omnichannel strategy. Innovative technologies such as QR codes, augmented reality (AR), and Near Field Communication (NFC) have allowed print media to bridge the gap between physical and digital realms. Print advertisements can now direct readers to online platforms, interactive experiences, or exclusive content, blurring

the boundaries and creating a synergistic relationship between print and digital marketing. It's impressive how social media posts can extend the reach of print campaigns and vice versa (viralization of digital campaigns using print media as a catalyst).

### SUSTAINABILITY AND ENVIRONMENTAL CONSCIOUSNESS

© Siltech Corporation



As the world becomes more environmentally conscious, sustainability has become a crucial factor in consumer decision-making. The print industry has responded to this demand by adopting eco-friendly practices. From using recycled paper and vegetable-based inks to implementing responsible printing processes, the industry is actively reducing its carbon footprint. By highlighting

these sustainability efforts, print media can position itself as a responsible and viable choice for advertisers and consumers who prioritize eco-friendly options.

### THE RISE OF EXPERIENTIAL PRINT



Print is no longer limited to static images and text. The industry has evolved to offer experiential print, which combines traditional print elements with interactive features. Pop-up books, foldouts, sensory experiences, and even scented print materials are gaining popularity. These innovations create memorable experiences that engage readers on a deeper level, setting print media apart from its digital counterparts

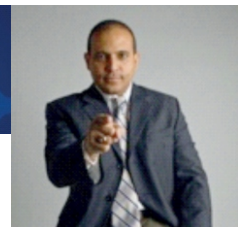
### CONCLUSION

Contrary to popular belief, the print industry is far from fading away (in my humble opinion, it's here to stay). It's actually undergoing significant transformations, embracing innovation, sustainability and integration with digital platforms. By offering enhanced personalization, immersive experiences, and a tangible connection, print media continues to capture the attention of consumers and deliver value to advertisers. As we move forward, we can expect the print industry to evolve further leveraging technology and creativity to thrive in the ever-changing media landscape.

### 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.

© <https://www.linkedin.com/in/erniearias/>



# GLOBAL INDUSTRY LEADERS TO SHOWCASE THEIR TECHNOLOGIES LIVE AT PRINTING UNITED EXPO 2023



Produced annually by **PRINTING United Alliance**, the most comprehensive member-based printing and graphic arts association in North America, **PRINTING United Expo** offers attendees a glimpse at market segments across all printing verticals which is a driving force behind its increased popularity. At this year's event attendees will explore areas of expanded opportunities and business diversification in digital printing, consumables, workflow automation, finishing, and more.



MUTOH America, Nazdar SourceOne, OmniPrint International, Orbus Exhibit & Display Group, Pitney Bowes, Postal Center International (PCI), printIQ, Ricoh USA, RMGT - Graphic Systems North America, Roland DGA, Rollem Int'l., ROQ.US, SanMar, SCREEN Americas, STAHL'S, Standard Finishing Systems, TVF, United States Government Publishing Office (GPO), United States Postal Service (USPS), Vanguard Digital Printing Systems, W+D North America, and many more which can be seen online at [www.printingunited.com](http://www.printingunited.com)

## PRINTING UNITED EXPO 2023 SHAPING UP TO BE A MAJOR LABEL EVENT

Over 625 global industry leaders have signed up as exhibitors at the most dynamic and comprehensive printing event in the world - **PRINTING United Expo** to be held October 18 to 20 at the Georgia World Congress Center in Atlanta, Georgia USA.

Some of the exhibitors that attendees will have the chance to see include: 4over Inc., Agfa, Baldwin Technology, BELLA+CANVAS, Bluecrest, BOWE SYSTEC, Canon USA, Dalim Software, DirectMail2.0, Durst, Drytac, Duplo USA,

EFI, eProductivity Software, Epson America, Fisher Textiles, FUJIFILM, GMG Americas, Graphco, Graphic Whizard, Heidelberg, Inkups, Kern Inc., Kirk-Rudy, Koenig & Bauer, Komori America/ MBO America, Kornit Digital, Kyocera Document Solutions, Laird Plastics, Landa, M&R Printing Equipment, Midland Paper, Packaging & Supplies, Mimaki USA, Muller Martini,



Having engaged with leading label and packaging manufacturers, associations, and media outlets, to further illustrate the "One

Continued on page 31 >>





Roof Concept” to the benefit of its global attendees, PRINTING United Expo 2023 will have significant presence of label

partners showcasing their latest machines. Some of the

newest technology attendees can expect to see include:



**Heidelberg — Gallus One Digital Label Press**  
Heidelberg USA will present the Gallus One, including an inline finishing device from partner Prati, at PRINTING United Expo. The new roll-to-roll press prints CMYK+W up to 13 3/8” (340mm) wide at 98 ft/min (30 m/min) or 230 ft/min (70 m/min). With 1200 x 1200 dpi resolution, the Gallus One achieves offset-like quality and 85% white opacity at top running speed. Heidelberg will also feature a complete digital ecosystem including the Versafire EP, Prinect Production Manager with Prinect Digital Front End, and POLAR N 115.

“We’re excited to have PRINTING United right in our ‘backyard’ this year,” says Felix Mueller, President, Heidelberg North America. “This event provides us with a valuable platform to showcase our latest products and innovations, connect with industry leaders, and forge new partnerships. This year, we look forward to showcasing our digital ecosystem, which includes the newly launched Gallus One – removing the TCO barriers to profitable digital labels, with the highest level of reliability, productivity, and price performance. We are looking forward to another successful showing at the Expo this October.”



**Durst – Tau RSC Technology**  
Durst will highlight its Tau RSC technology and vast ecosystem of printers and software at PRINTING United Expo 2023. The Durst Tau RSCi, designed for industrial level productivity, offers high quality in the most economical way. Available in printing widths of 330, 420 or 510 mm, the machine is touted as a productivity workhorse with printing speeds up to 100m/min. The printer can be equipped with the new double white feature, increasing productivity when printing with white ink at highest opacity to 80m/min. The Tau 330 RSC E combines best-in-class print quality with a cost-effective investment and is fully upgradable to an 8-color press. The Tau 330 RSC has native 1,200 dpi resolution and print speeds up to 80 m/min.

“PRINTING United Expo is a testament to the vast innovation the print industry can offer. Durst has always been a prominent contributor to the show, primarily focusing on our wide format and software solutions,” says Tim Saur, CEO and Managing Director, Durst North America. “With more print service providers diversifying their product portfolios, Durst has decided that PRINTING United Expo would be an excellent opportunity to demonstrate the innovation and strength of our Tau RSC line.

“There is significant growth opportunity in the label market, and our Tau Series of digital printers is helping define that path. The addition of the Tau RSC to our lineup this year will further demonstrate our strength and success in both markets.”



**SCREEN — Truepress Jet L350 Series UV Inkjet Label Presses**  
The Truepress Jet L350UV SAI series answers the industry’s demand for mixed, short-run printing for high quality label products, including prime, industrial, and low-migration applications. The UV Inkjet narrow web press delivers outstanding stability, enabling high-speed printing of up to 60 meters per minute. Variable drop grayscale heads provide excellent image quality and improved colour reproduction to meet the demands of a wide variety of market needs. The small footprint, short print path and touchscreen operation make the press an attractive, easy to operate and low maintenance solution for even the most crowded production floors.



# Print Impact Around the World

Way from opening its doors, major industry big players have continued to confirm their participation in the event.

The latest name to be added to the list of exhibitors is Canon. According to Marc Bory, EMEA Vice President, Digital Printing and Solutions Marketing and Innovation at Canon Europe; "Drupa 2024 is an important milestone for Canon. It allows us to deepen engagements with our print communities whilst demonstrating our innovation, technology leadership and commitment to accelerated growth in commercial and industrial print. We look forward to meeting with global print communities face-to-face again, to discuss how we can help them to grow and thrive sustainably for the future through technology and business innovation."

Other major names also confirmed for the event, taking place at Messe Düsseldorf, Germany from Tuesday 28 May to Friday 7 June 2024, include Bobst, Durst Group, EFI, Epson, Fujifilm, Heidelberg, HP, Koenig & Bauer, Konica Minolta, Leonhard Kurz, and Ricoh Europe, among hundreds of others.

Olaf Lorenz, General Manager of the International Marketing Division at Konica Minolta Business Solutions Europe, says: "Digital printing remains a key growing force within commercial and industrial markets, as run lengths continue to come down and demands increase for sustainable production. Showgoers to our stand will be able to immerse themselves in a captivating Industry 5.0 tale, where scalability, capacity reliability, sustainability, and smart factory automation converge, all centred on the human experience. As a global technology leader, our mission is to help to identify and unlock the potential that digitalisation holds. We will also be inviting them to explore our strategic partnerships, enabling end-to-end ecosystems across multiple segments, from label to large-format."

Digitalisation will be one of the focal points at the event next year, encompassing AI, platform economy, and the openness to new products in the field of industrial applications. Sustainability topics including the circular economy, energy efficiency, and resource conservation will also be high on the agenda. "As exhibitors we do our utmost to make the focal themes of digitalisation and sustainability perceivable," said Andreas Pleßke, spokesman of the Board at Koenig & Bauer. Noting further that; "digital solutions are the enablers for sustainable products, services, and processes. With our 'Exceeding Print' strategy we shine the spotlight on the topics that move both the print industry and society."

The event's **Drupa Cube** area will look at topics including packaging, textiles, and sustainability, and participants will be given in-depth insights into relevant themes and potential growth areas. Start-ups will also be given a platform at an area titled **DNA – Drupa Next Age**, where they will be able to present themselves to an international expert audience. For more information on the show, including the full exhibitor list or to register, visit: [drupa.com](http://drupa.com)

## FEDRIGONI LAYS OUT PLANS FOR NEW R&D CENTRE



Italian paper manufacturer Fedrigoni Group has laid out plans for a new 3,000sqm Innovation Centre, which will concentrate its research and development (R&D) activity in one place.

Located next to Fedrigoni's Verona office, the Innovation Centre will be focused on the development of sustainable, recycled, and recyclable premium papers and self-adhesives thereby bringing Fedrigoni's research teams with academics, start-ups and customers in a space designed explicitly for collaboration.

Marco Nespolo, Fedrigoni Group CEO, said: "This ambitious project facilitates a multi-faceted collaboration between our suppliers and strategic partners to create a significant impact on the entire ecosystem in which we operate. Without continuous innovation, there is no future. Improvement not only comes through R&D but also through the exchange of experiences and insights between different parties with complementary skillsets. This helps broaden our perspectives to think of bigger and better solutions for our industry and the sectors we serve."

Expected to open in first quarter of 2024, the Innovation Centre will be divided in four parts. The first, Fedrigoni's Research Labs, will be fitted with laboratories for analysing new and recycled materials, testing, prototyping and printing machines, including an HP Indigo 7K digital press, and a first-of-its-kind fully automated sample warehouse, with over 8,000 samples. The second, called FedLab, will focus on transforming new ideas into practical products, providing a space for the

company's existing relations with research centres and universities. The centre will likewise have a Customer Experience Centre and Customer Academy. The Experience Centre will have an interactive and immersive space with touch-screen tables to help stakeholders, brands, designers and printers design and configure the products they need. Finally, the Customer Academy, will be a learning, training and events space for Fedrigoni, its customers, and research partners serving as a reference point for the global specialty paper and self-adhesive market.

## KODAK INSTALLS FIRST NEXT-GEN INKJETS



Kodak has installed the first Prosper Ultra 520 and Prosper 7000 Turbo presses.

The Prosper Ultra 520 and Prosper 7000 Turbo presses had been installed as part of the controlled introduction of its latest inkjet presses, with the presses now in production.

## MIMAKI UNVEILS FASTER DTF PRINTER



Mimaki Europe has developed a new direct-to-film (DTF) printer with higher print speeds than its existing technology.

Designed to suit larger companies requiring higher volumes of high-quality output, the TxF300-75 incorporates the stability and functionality of its first DTF printer, the TxF150-75, while delivering new levels of productivity with print speeds that are three times higher.

According to Arjen Evertse, General Sales Manager at Mimaki Europe; "We believe in giving customers choice and

Continued on page 34 >>

*Invitation*



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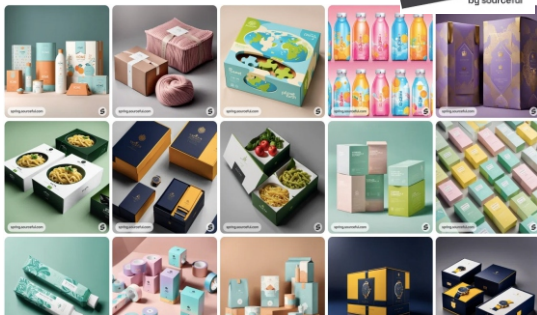


anticipating their needs, which is why we are expanding our DTF printer line-up hot on the heels of the inaugural system. The TxF300-75 has been designed to offer even greater productivity. The innovative 80cm [800mm] width introduced with our first DTF printer remains a feature of this new system, enabling customers to print more efficiently."

The reliability of the Mimaki DTF printer series is achieved through the built-in ink circulation system that prevents white ink clogging, and a degassed ink pack, lowering the risk of poor inkjetting. The new printer also includes core Mimaki features, including NCU (Nozzle Check Unit) and NRS (Nozzle Recovery System) for stable, uninterrupted print production.

The DTF process also enables customers to print on a wider range of fabric such as cotton, mixed fabric, polyester, and dark coloured fabrics. And in line with Mimaki's sustainability goals, the TxF300-75 utilises Mimaki's PHT50 pigment inks which are Eco-Passport certified, validating their lower environmental impact and meeting the requirements for Oeko-Tex certification.

## SOURCEFUL LAUNCHES AI TOOL FOR PACKAGING DESIGN



Tech start-up - Sourceful has launched the first free-to-use generative AI tool for designs in the packaging industry.

The new generative AI tool called, Spring, will create packaging design ideas in minutes using word-based prompts and a few simple questions about brand colours and design style. Spring, which was built in-house by Sourceful's team of computer scientists, will enable users to source "beautiful, sustainable packaging for their brand", according to Sourceful whose tagline is: "the smarter sourcing platform for packaging".

With the mission to make it easier to create sustainable packaging, through easy and quick online design, measuring carbon footprint in real time and offsetting emissions with just one click, the tool is the latest addition to Sourceful's easy-to-use platform that combines the power of AI,

innovative data tools and direct connectivity with manufacturers.

Explain the innovation, Wing Chan, co-founder of Sourceful, said: "If you're a small business or starting out in e-comms and you don't know much about packaging, it can be difficult to know where to begin. With Spring, potential customers can start ideating and experimenting straight away on the Sourceful website without the need to engage designers or agencies. Spring is just one example of how Sourceful is using the latest technologies to solve supply chain challenges and make things more efficient and more sustainable for businesses."

## WINNERS OF THE 2023 PRINTING UNITED ALLIANCE PINNACLE AWARDS PROGRAM ANNOUNCED



PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in North America has announced the 2023 Winners of its popular **Pinnacle Awards** program meant to recognize best-in-class products and services created for, and by, the printing industry.

Exclusively open to Alliance supplier members, the Pinnacle Awards this year saw judges selected **14 Pinnacle Technology Award** recipients and an impressive **58 Pinnacle Product Award** recipients from an array of product submissions.

### Pinnacle Technology Awards

The Pinnacle Technology Awards recognize innovative solutions that are pinpointed as having a significant impact on printing and graphics companies. The 2023 Pinnacle Technology Award winners are as follows (listed alphabetically by company, with the technology next):

- Canon USA, Canon UVgel White Ink
- ColorBase, ColorBase Profile Search
- O, TargetMatch
- Durst Image Technology US LLC (Durst North America), P5 Robotics
- Enfocus, PitStop Library Container
- FUJIFILM Graphic Communication Division, J Press FP790: Digital Inkjet Press for Flexible Packaging
- Global Graphics Software, SmartDFE
- Heidelberg USA, Plate to Unit
- HP Inc., HP PageWide Advantage 2200

- Inkcup, The XJET Switch decorating Reusable Bags
- Kornit Digital, Kornit Atlas MAX POLY
- PlanProphet Inc., PlanProphet
- Prism Inks, Inc., Sublimation to Film - STF
- Racami, Alchem-e

### Pinnacle Product Awards

The Pinnacle Product Award competition is focused on manufacturer products in both output and non-output categories. These two main categories are then divided into sub-categories to ensure similar products are judged accordingly with similar feature set.

Companies receiving a Pinnacle Product Award this year in the non-output category include, with many companies receiving multiple awards, are: Agfa; Bodaq Interior Finishes; ColorLogic GmbH; Cutworx USA; Drytac; Durst Image Technology US LLC (Durst North America); EFI; Fisher Textiles; Imaging Solutions AG; KIWO Inc/ULANO Corp.; Kommerling USA Inc.; Lawson Screen & Digital Products; M&R Printing Equipment Inc.; Marabu North America LP; Media One Digital Imaging Solutions; Ricoh USA; Siser North America; and TVF.

Those companies winning one or more Pinnacle Awards in the output category in 2023 are: Agfa; Canon USA; Durst Image Technology US LLC (Durst North America); Epson America, Inc.; FUJIFILM Graphic Communication Division; HP Inc.; M&R Printing Equipment Inc.; MUTOH America Inc.; Roland DGA Corporation; and Vanguard Digital Printing Systems.

## KOENIG & BAUER FORMS NEW PARTNERSHIP WITH GRAPHICS ARTS ALLIANCE



Koenig & Bauer has been chosen as the Graphic Arts Alliance's (GAA) first preferred press/post press partner and work with its esteemed North American membership of over 300 commercial printers and

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# BEE Printing Mechanical Company



HEIDELBERG SM102 -4



BINDING MACHINE



HEIDELBERG MOZ



HEIDELBERG SHAHL K78



POLAR 92



HEIDELBERG SM74 -5



HEIDELBERG MOV



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- \* Other Printing Equipment

# BUILDING A MULTIGENERATIONAL WORKFORCE: KEY TO INNOVATION AND GROWTH



*In today's rapidly evolving world, workplaces are witnessing a fascinating mix of generations collaborating side by side. With the rise of longer life expectancies, a delayed retirement age, and diverse career paths, the intergenerational workforce has become a reality that employers cannot afford to overlook. The dynamic blend of different age groups brings a multitude of perspectives, experiences, and talents to the table. In this article, Ernie Arias explores the importance of intergenerational diversity in the workplace and how embracing it can lead to enhanced creativity, productivity, and overall success.*

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***“Diversity and inclusion, which are the real grounds for creativity, must remain at the center of what we do.”***

**– Marco Bizzarri.**

## UNIQUE PERSPECTIVES AND EXPERIENCES



Each generation, shaped by distinct social, economic, and technological forces, offers a unique lens through which they view the world. Traditionalists, Baby Boomers, Generation X, Millennials, and Generation Z all bring their own perspectives, values, and insights to the workplace. By fostering an environment that encourages open dialogue and collaboration among these generations, organizations can tap into a rich tapestry of ideas, problem-solving approaches, and creative solutions. Embracing intergenerational diversity cultivates a culture of continuous learning and innovation.

## KNOWLEDGE SHARING AND MENTORSHIP



Intergenerational workplaces provide valuable opportunities for knowledge sharing and mentorship. Older generations possess a wealth of experience and wisdom, which can be passed down to younger colleagues. Mentoring relationships across generations can accelerate professional growth, boost employee engagement, and facilitate succession planning. Conversely, younger generations bring fresh ideas, technological fluency, and innovative thinking that can inspire and challenge their more senior counterparts. Encouraging mentorship programs and knowledge exchange initiatives can bridge the generation gap and foster mutual growth and development.

## ADAPTABILITY AND RESILIENCE



With each generation having experienced different economic climates, technological advancements, and societal shifts, intergenerational teams often possess a higher level of adaptability and resilience. Younger employees, raised in the digital age, bring agility and comfort with emerging technologies. They can help organizations navigate the fast-paced digital landscape and adapt to changing market dynamics. On the other hand, older employees bring a deep sense of institutional knowledge, stability, and long-term perspective. Combining these strengths enables organizations to remain agile in the face of uncertainty, harness new opportunities, and navigate complex challenges with confidence.

## ENHANCED EMPLOYEE ENGAGEMENT AND RETENTION

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### Employee Engagement & Retention Strategies



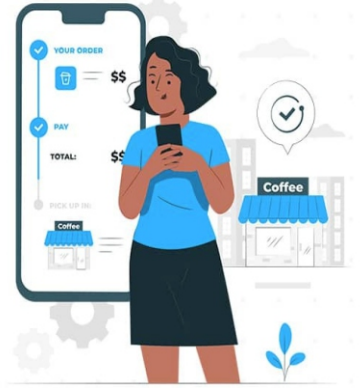
Creating an inclusive workplace that values and appreciates intergenerational diversity fosters a sense of belonging for all employees. When individuals from different age groups feel valued, respected, and included, they are more likely to be engaged, motivated, and loyal to the organization. Employees thrive in an environment that recognizes their unique contributions and creates opportunities for growth regardless of their age. By promoting intergenerational collaboration, employers can foster a positive work culture, reduce turnover, and attract top talent across all age brackets.

## CUSTOMER PERSPECTIVE AND MARKET REACH



### CUSTOMER PERSPECTIVE

QuestionPro



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An intergenerational workforce reflects the diverse demographics of society. By having employees who span multiple generations, organizations gain a better understanding of the evolving needs, preferences, and behaviors of different customer segments. This diversity of perspectives enhances customer service, product development, and marketing strategies, leading to improved customer satisfaction and a broader market reach. A workforce that mirrors the customer base can help organizations build stronger connections, tailor products and services, and ultimately drive business growth.

### INFERENCE

Intergenerational diversity is a valuable asset that organizations should embrace and nurture. By bringing together employees from different generations, businesses can harness the collective wisdom, experience, and creativity of their workforce. Encouraging collaboration, knowledge sharing, and mentorship opportunities fosters innovation, adaptability, and resilience. Furthermore, embracing intergenerational diversity promotes employee engagement, retention, a deeper understanding of customers, and ultimately provides a competitive edge in today's dynamic business landscape.



### 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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packaging firms.

This partnership will allow GAA members to receive custom programs for sheetfed and post press equipment as well as be entitled to view member-only Koenig & Bauer product webinars, product demonstrations, new product announcements, training demonstrations, and educational insights into industry trends.

“We are very excited to partner with Koenig & Bauer,” says Wendy Romig, GAA’s Managing Director. “As we considered all of the different press manufacturers, we wanted to choose as our first a distinguished press and post press manufacturer with an excellent brand reputation. Koenig & Bauer certainly fits the criteria. Plus, a number of our members already operate Koenig & Bauer Rapida presses and post press equipment. We feel it is a perfect fit that will certainly benefit our members.”

“It is an honour to be chosen by GAA as their newest partner,” says Kilian Renschler, CEO and President of Koenig & Bauer North America. “Our knowledgeable and trusted sales managers are eager to introduce themselves and our complete sheetfed and post press product line and to work with GAA’s members to enable them to operate the finest press and post press equipment on the market and gain an advantage over their competition that differentiates them and provides strong growth.”

## HP AND FOSBER PARTNER TO COMBINE HP PAGERWIDE PRESSES WITH QUANTUM CORRUGATOR FOR CORRUGATED PACKAGING



HP has announced a strategic relationship with Fosber, a renowned leader in manufacturing machinery for the corrugated packaging industry, as part of the PWI SmartStream Solutions Partner Program. This collaboration aims to combine the strengths of both companies and deliver cutting-

edge solutions that enhance the capabilities of digital print and advanced corrugators.

Jeff Pallini, CEO of Fosber America said, “We are very excited about collaborating with HP to run digital preprint on the Quantum Corrugator. This will provide the customers a flexible, high-quality solution of producing digitally printed sheets on the corrugator.”



Fosber and HP, alongside long-standing SmartStream Partner Program member - Erhardt+Leimer (E+L), seek to offer a superior solution for the litho-lam market – DigiCorr – by combining the power of HP PageWide T700i and T1195i Presses with the exceptional capabilities of Fosber’s Quantum Corrugator, equipped with E+L Smartline controls. This powerful combination provides manufacturers with a streamlined and highly efficient approach to producing high-quality, high-graphic boxes.

The HP PageWide press technology offers compelling advantages over traditional litho printing, including superior economics, high productivity, operational efficiency, and great agility to accelerate turnaround times while reducing minimum order quantities. With consistent high quality and vibrant color reproduction across a wide range of papers, the T700i and T1195i Presses ensure stunning results for various packaging applications.



Complementing HP’s 67 in. and 110 in. presses, the Fosber Quantum Corrugator delivers exceptional performance and versatility. It guarantees consistent quality for microflute production, catering to lightweight papers down to 50gsm/10lb mfs and is available in 70 in. and 98 in. width. Faster and wider than a laminator, the Quantum Corrugator offers higher

productivity and production flexibility. It supports standard plain board as well as varnished and special coated options. Additionally, the Quantum Corrugator enables the production of larger printed sheet sizes, further expanding creative possibilities for packaging manufacturers. With an OEM interface seamlessly integrating the E+L Smartline camera system, the Quantum Corrugator enables effortless coordination of job changes within a roll. This means that the T700i and T1195i Presses can efficiently print rolls containing multiple jobs, adapting order sizes to match downstream converting processes and customer demand.

Through this collaboration, Fosber and HP aim to transform the corrugated packaging landscape, empowering manufacturers to achieve new levels of productivity, creativity, and customer satisfaction. By joining forces with E+L, they ensure that industry-leading expertise and cutting-edge solutions converge to deliver unmatched value to their customers.

## FLINT GROUP REMOVES MINERAL OIL FROM SHEETFED PROCESS INKS



Print consumables manufacturer - Flint Group has revealed that all of its sheetfed process inks are now mineral oil free.

The full range of Flint Group’s K+E process series is now exclusively made from more sustainable formulations under its plans to increase the use of environmentally friendly raw materials and to make packaging easier to recycle.

As of July, mineral oil has also started to be phased out as a raw material during Flint Group’s sheetfed bulk manufacturing processes, meaning the company will eliminate the substance

# Print Impact Around the World

across its operations. The move followed an internal review by the group, according to Roy van der Pijl, Commercial Director, Offset Packaging Solutions. He said: "At Flint Group, we pride ourselves on supplying sustainable sheetfed inks to the print industry, aiming to support our customers' environmental objectives while reducing our own impact on the planet. Although most of our sheetfed ink ranges were already made from sustainable, bio-renewable raw materials, we recognised that using mineral oil in the remaining few was hindering our sustainability efforts. That's why we've conducted this review and why I am delighted to announce that our remaining mineral oil-based sheetfed process inks are now being produced from more sustainable raw materials."

Corroborating, the Technology Director, Sheetfed at Flint Group - Emil Schroetter added that: "Removing mineral oils from Flint Group's sheetfed process inks will help us take even greater action towards reducing carbon while preserving the high press performance our inks are renowned for. This announcement is a significant step for the offset printing sector, and enables Flint Group to respond quickly to changing regulations."

There have been growing concerns over the environmental effects of mineral oil-based inks over recent years. In January, France prohibited using more than 1% mineral oil in printing inks for commercial and packaging applications, with the limit reducing to 0.1% by 2025, signaling the start of changing regulations worldwide. Flint Group said its announcement supported the growing regulatory movement away from mineral oil in printing inks while supporting the de-inking process by preventing residual oil from adhering to paper fibres during recycling.

## ROLAND DG REVEALS WALLPAPER AMBITIONS WITH DIMENSE DEAL



Roland DG has bought a controlling stake in Dimense, the innovative digital embossing technology arm of inks manufacturer Veika, as it looks to expand its role in driving the development of digital wallpaper production.

Tanabe

The Japan headquartered wide-format kit manufacturer - Roland DG has taken a 50.1% stake in the Lithuanian business - Dimense in a deal set to be completed by the end of September. Dimense manufactures hardware and consumables for the production of digitally embossed products. The deal will therefore enable Roland DG have unhindered access to the combined ink and wallpaper related technological capabilities of Dimense and its parent Veika, and in return it would give them access to Roland DG's global sales channels and technical know-how.

Kohei Tanabe, Roland DG Corporation President said the share purchase marked a "momentous fusion of our mission" to bring "new opportunities to society through digital technology. Throughout the negotiations, I have felt the desire to join forces with them and inspire excitement worldwide," he added.

On the other hand, Aleksey Etin, CEO of family-run Veika noted that, "Veika and Roland DG have been business partners since 2015. I believe that this joint adventure with Roland DG will be a great opportunity to benefit from the best that the two companies have: Roland DG's expertise in printer development and distribution capabilities around the world and Veika's know-how in inks and media development. This partnership will allow us to speed up the progress of Dimense and Ecodeco technologies, as well as take them to a new level," said Etin.

While Roland DG has highlighted the opportunity in digitally printed wallpapers and other interior décor products, the technology also opens up applications in calendars, event graphics, packaging, point-of-sale, and roll-up banners. The dimensional printing technology features a roll-to-roll printer, the Dimensor S, which runs water-based latex inks and proprietary clear structural ink, and a range of special double-layered substrates. The top layer of the Ecodeco base coating can foam and expand by up to 1.5mm when exposed to heat in the printer, but the areas covered by the structural ink remain flat.

## TWO SIDES CHALLENGES REWE ON FLYER REMOVAL

Two Sides has written to German

retail group REWE about making misleading statements concerning the environmental impact of print communications.



Jonathan Tame, Two Sides Managing Director

The print and paper advocacy group contacted REWE following its published decision to cease production of its weekly promotional

paper flyers from 1 July 2023. In a press release published in July 2022, REWE stated that: "This will have a huge impact on the environment, climate, and the sustainable use of resources, saving more than 73,000 tonnes of paper, 70,000 tonnes of CO2, 1.1 million tonnes of water, and 380 million kWh of energy per year." Two Sides said it believed these statements were sensational and misleading in terms of their environmental claims and the statistics used. Its communication with REWE also pointed out that the company's press release included no acknowledgement that digital media has a measurable impact on the environment.



Two Sides said it asked REWE to desist from making these statements and provide detailed substantiation of the environmental benefits claimed. The organisation said its communication to REWE pointed out that for a company to make these claims, a detailed and specific life cycle analysis of the impacts of digital versus paper must have been conducted. "It is too often perceived that a digital equivalent of paper communication has zero environmental impacts. However, the impact of the personal computer, phone or other device receiving and downloading information, along with the infrastructure required to provide this information, cannot just simply be ignored," Two Sides stated.

"Furthermore, many recipients of REWE digital communications will go on to print information, particularly in-store discount vouchers, which may be far more impactful on a home

printer. Any impact statement on the environmental benefits of removing print and paper must consider and have an assessment of the digital impact and the net benefit. Too often environmental impacts are simply displaced, not to mention pushing the cost and inconvenience, to their customers."

Two Sides said it also refuted the claim that "1.1 million tonnes of water" are used in the production of the flyers. "Process water is used within manufacturing, but this water does not disappear. In Europe, 87.3% of intake utilised is surface water, such as rivers and lakes, and it is important to recognise that intake does not equal consumption. Around 90% of the water used in the European paper industry is returned to source after treatment" it stated.

Jonathan Tame, Managing Director of Two Sides, said: "REWE's actions and its justifications on environmental grounds are really disappointing. We accept that companies are looking to save money, but these statements are not just misleading but hugely damaging to an industry that employs in the UK alone 105,000 people (640,000 in Europe), in more than 7,400 businesses (112,000 in Europe [EU27 + UK, Switzerland and Norway])."

Two Sides has asked REWE to provide it with fact-based information, including a detailed and specific life cycle analysis of the impacts of the digital communications versus the paper leaflets they replace. In addition, it said that if REWE is unable to provide proper substantiation "to support sensational environmental claims", it has asked that the group desists from making any further statements that a move to digital communications is better for the environment.

## UNILEVER TRIALS PAPER FOR POT NOODLE



The noodle range currently uses plastic pots, with the lid and pot described as "widely recyclable".

Unilever said its packaging and manufacturing teams had spent more than three years working to develop and refine a suitable paper-based alternative, and described the move as "the biggest innovation to the brand's iconic pot since it first launched 40 years ago".

The paper pot being trialled is 90% paper and FSC-certified. It has "a single layer of ultra-thin plastic film" to provide barrier protection. The pot needs to withstand boiling or very hot water

for the time required for noodle steeping and then eating. The initial trial involves 500,000 pots of the most popular Pot Noodle flavour, chicken and mushroom.

According to research by Nielsen Pot Noodle is the UK's biggest 'instant hot snack' brand, with millions of pots sold each year. Statista also cites research that puts Pot Noodle in the top spot in its category, with more than 6m consumers."

Unilever said this did not impact the recyclability of the pot. The soft plastic of the flavour sachet is recyclable in-store at some retailers. Andre Burger, General Manager for foods (nutrition) at Unilever UK & Ireland said: "From material development and testing through to new manufacturing processes and capabilities, big packaging innovations require the investment of time and expertise across many teams and partners. There have been plenty of challenges along the way, but we are committed to reducing the plastic in our packaging and to a paper-based future for our pots, without compromising on the Pot Noodle experience our shoppers know and love. We are now excited to learn from this initial trial with the ambition of bringing our paper pots to more shoppers across the UK soon."

Unilever has introduced new capabilities at the Pot Noodle factory in Crumlin, South Wales, to manage the switch from plastic to paper for the trial.

Based on the subsequent results from shopper feedback and insights the intention is to scale-up the use of paper pots in the future. Unilever ice cream brand Carte D'Or has already switched its entire range from plastic packs to recyclable paper tubs in the UK, a saving of 900 tonnes of plastic per annum.

The group's Unilever Compass sustainability project includes a number of packaging-related goals, including switching to 100% reusable, recyclable or compostable plastic packaging by 2025, and collecting and processing more plastic than the group sells, also by 2025. It would be recalled that in 2022, the firm helped to collect and process around 58% of its global plastic packaging footprint.

## HEIDELBERG AND GALLUS BRING NEW PRODUCTS TO LABELEXPO



From 11 to 14 September 2023 in Brussels Belgian, Heidelberg and its subsidiary Gallus will be showcasing a range of digital technology at Labelexpo Europe 2023 at stand 11C30.

Labelexpo will mark the European trade show debut of the new Gallus One digital label press. Launched in August 2022, the Gallus One was specifically designed to remove the total cost of ownership (TCO)

Continued on page 41 >>

# Print Impact Around the World

barrier for the adoption of reel-to-reel digital labels with high level of automation and cloud-based technologies. The systems support increased automation of the entire print ecosystem, with the aim of facilitating 'smart, connected printing' to address shortage of skilled labour, increase productivity, and reduce waste.

Further optimizing the TCO benefits, Gallus recently launched the new Gallus One with Converting. This new press brings everything inline, featuring a digital printer with an inline flexo station, a semi-rotary die-cutter that can change a job within one minute and process up to 70m a minute, and vision inspection systems. The trade show will also see Gallus highlight the newly available digital printing unit (DPU) for the Gallus ECS 340 flexo press which transforms a traditional Gallus ECS 340 into a Gallus Labelfire 340 hybrid press – but crucially, without the additional platform investment.

For Heidelberg, digital label printing is an attractive market to grow in the digital printing segment, as it has a growth rate of around 6 percent per year and is, therefore, increasingly turning to digital solutions. The latest innovations from Heidelberg and Gallus underscore their commitment to boosting this digital transformation. "The new solutions that Heidelberg and Gallus have developed together address the most important challenges that stakeholders' market-wide are facing every day, such as the shortage of skilled labor and the demand for more productivity," commented Dr. Ludwin Monz, CEO, Heidelberg.

Dario Urbinati, CEO, Gallus Group, concluded: "Labelexpo is always such a positive and inspiring arena, and we're thrilled to have the opportunity not only to showcase our latest products at the show, but also to connect with stakeholders' market-wide and continue to share our vision for the industry's future."

## SAPPI AND XEIKON PARTNER ON PAPER-BASED FLEX PACK



-Xeikon's Titon toner tested on Sappi paper-based material

Sappi, the world's leading manufacturer of flexible packaging papers with integrated barriers and heat-seal capability, has joined forces with Xeikon in a developmental partnership.

With Xeikon's latest dry toner innovation, Titon and the Xeikon TX500, the company has set its sights on the paper-based flexible packaging market, which, as Xeikon's collaboration partner Sappi has been reporting for some time, is experiencing strong growth due to demand for resource-saving, recyclable and plastic-free alternatives from end-users as well as brand owners and converters.

Frank Jacobs, Market Intel and Senior Product Manager at Flint Group digital, understands that the demands made on inks for direct printing on paper-based materials for applications in the flexible packaging sector are very high: "Over and above ensuring a good print result, the inks need to be extremely resistant throughout the packaging process and insensitive to temperature, e.g. for heat-sealing. And, especially for applications in the food sector, they also need to be odorless, tasteless, food-safe and migration-proof."

The new Titon toner formulation combines the features of toners and UV inks, merging the food-safe and odorless properties of dry toner with the special resistance to chemicals and mechanical abrasion of UV inkjet ink. It also withstands temperatures of up to 220-260°C – which is essential for ensuring packaging integrity and product protection. Titon can be used to print directly onto paper-based packaging materials without the need for additional varnishing or lamination to protect the print.

Xeikon tested the toner technology with Sappi products, and extensive tests revealed two qualities in particular that work especially well with the toner:

"We achieved the best printing results with our innovative functional papers Sappi Seal Silk with a 67 g/m<sup>2</sup> basis weight and Sappi AvantGuard S Natural in 75 g/m<sup>2</sup> grammage," said Sibylle Hajostek, Market Manager Packaging Solutions at Sappi. "Both papers have an exceptionally high-quality appeal and were developed specifically for the flexible packaging market. The results we achieved in combination with the Titon technology left absolutely nothing to be desired – neither visually nor functionally."

The one-side coated, heat-sealable Seal Silk is recommended for standard flexible packaging in the food and non-food sectors in particular, while the uncoated, heat-sealable AvantGuard S Natural high-barrier paper is equally suitable for various flexible packaging applications in the food and non-food markets. Titon technology has passed all criteria of the Nestlé Standard on Printing Inks for Food Packaging, the EUPIA Exclusion Policy for Printing Inks, the Swiss Ordinance as well as what is known about the German Ink Ordinance and other migration tests.



"SCREEN has almost 15 years of experience providing high speed, production class inkjet solutions for demanding markets such as commercial print, direct mail, and transactional printing, in addition to the label and packaging provider markets," says Mark Schlimme, Vice President, Marketing, SCREEN Americas. "Attendees at this year's PRINTING United Expo will have the opportunity to see press solutions live and in action and learn how to easily adopt SCREEN technology to diversify and grow their business. The Expo provides a major advantage for manufacturers to showcase complete portfolios of technology to various market segments; and for attendees to learn about it, all under one roof."

## PRINTING UNITED EXPO 2023 BIGGER THAT EVER



### • A Million+ Square Feet of Opportunity

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### • Expo 2023: Highlighted Experiences

Many new and expanded show highlights are being planned for an even greater attendee experience to truly maximize the "One Roof Concept" 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 and roundtable discussions, and happy hour

celebrations will be held each day of the show at the Community Hubs.

#### - Opening Night Industry Party at the Historic Tabernacle

Celebrate with your industry peers and colleagues at the special Opening Night Party at the historic Atlanta Tabernacle for a night of live music, dancing, networking, and more. The party takes place on Wednesday, October 18 at 8 - 10 p.m. and admission is free with Expo Badge.

For more information and to register, visit [www.printingunited.com](http://www.printingunited.com)

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