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MAGAZINE

VOL. 16 | NO.91 | JUL/AUG 2024 | ISSN: 2006-7402

Cover Story on page - 22

DRUPA 2024 HIGHLIGHTS: UNFOLD YOUR POTENTIAL WITH HEIDELBERG



Heidelberg - drupa 2024 took place at two different locations where innovative products in packaging and print were on display to showcase innovations that will help printers and packaging converters combat the three major challenges facing the industry and the entire production workflow from prepress, press and postpress.

These three challenges are;

- The ever-increasing cost pressures
- Shortage of skilled workers
- Growing sustainability requirements

Latest machines and workflow innovations that cover the commercial, publishing and packaging areas from **Heidelberg** and their partners - **Polar** and **Masterwork** where on display.

Heidelberg is committed to helping its customers in the area of sustainability. Today's **Speedmaster** machines now use 40% less energy through a variety of techniques than the similar models from the 1990s. A good example is the inline **Prinect Inpress Control** spectral measurement system that reduces the makeready time and waste in addition to monitoring colour quality throughout the entire press run.

Heidelberg at drupa 2024 announced its return to industrial inkjet printing with a pair of machines - **Jetfire 50** for B3 format and **Jetfire 75** for B2 format in partnership with **Canon**. Heidelberg is promoting these solutions for hybrid production in combined offset and digital environment where both presses can be linked together in a latest interaction of the company's **Prinect Workflow**.

At the center of the exhibition space sits the **Experience Center** where information are obtained on different topics such as AI-driven analysis tools, intelligent assistance systems, online services and sustainable production solutions to improve print production leading to simplified operation, achieving sustainability without compromising profitability and leveraging digitalization.

Digitalization of printing processes through end-to-end integration and automation of the production processes were on display. Commercial printers were able to see peak performance generation of the **Speedmaster XL 106** with a printing speed of **21,000 sheets per hour** with AI-based assistance features. The **Push to Stop technology** for autonomous operation eliminates **98% of the manual touch points** associated with high-volume offset production.

On display was also the new **Boardmaster flexographic web printing machine** for packaging converters focused on folding carton production. This new system supports up to 90% machine uptime and a maximum printing speed of 600 meters per minute with only a few meters of unprinted material when changing jobs non-stop for uninterrupted output.

Celebrating its premiere at drupa was the **Stahlfolder TH 82-P** buckle plate folding machine. The Peak Performance folding machine was presented in a new design with a simplified operating concept. This was presented alongside the new **StackStar C**, a collaborative and flexible robot for automatic depositing of product stacks for further processing.

Lastly, Heidelberg's partner; **Masterwork** displayed the newly introduced the **Ecocut Die-cutter** and the **FB II Bestfold Foldergluer** which are economical and practical equipment for vast number of printing packaging organizations.

For all your printing and packaging equipment needs, contact us for more discussion @

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Heidelberg Nigeria Limited
38/40, Association Avenue,
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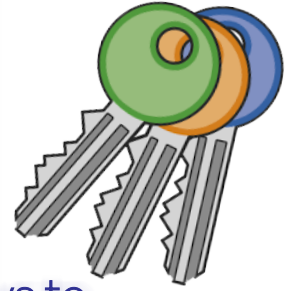
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3

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MACHINE MAINTENANCE

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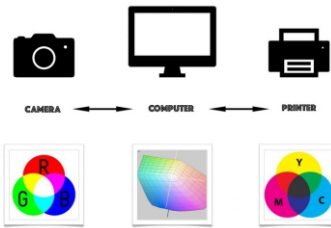
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As the business landscape in our industry keeps changing rapidly, we are focusing on **THREE KEY AREAS** we consider crucial to **THE SUCCESS, PROFITABILITY & SUSTAINABILITY OF ANY PRINT ORGANISATION.**

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



COLOUR MANAGEMENT

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

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



MACHINE OPERATION & MAINTENANCE

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

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



PRINTHEAD REPAIR

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

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



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How to reach us

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

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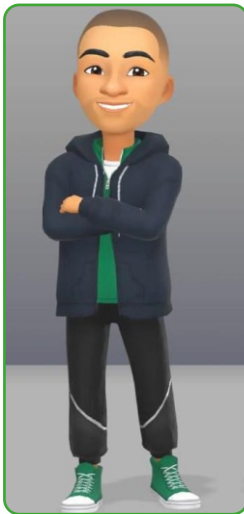
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To Readers

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

NOW IS THE TIME TO START ADOPTING AI IN YOUR PROCESS!

Over the past couple of years, Artificial intelligence (AI) has been on everyone's lips – and to me – for good reason. AI won't just enhance the way we live, but transform it fundamentally. Why? We'll now, more than ever, speak and act based on the language of data, likewise soft and hard skills which are increasingly essential for tech development, deployment and use for the expected Return on Investment (ROI) in our businesses. So, now is the time to start adopting AI in your process! That is why we're devoting this edition to series of digitization, automation and optimization inspired **SPECIAL FEATURE ARTICLES** culled from **drupa blog (www.drupa.com)** to encourage and help you improve your print purchase decisions which AI adoption is one of.



WHAT'S IN THIS 91ST EDITION?

Before we delve into the AI theme; let's start with the usual - latest trends, special reports and breaking news in our **PRINT IMPACT AROUND NIGERIA** (from page 10) and **PRINT IMPACT AROUND THE WORLD** (from page 12) respectively to ensure you are aware of the happenings recorded in the last 2 months in the printing industry both in Nigeria and across the globe.

Then, we continue with the educative and informative **SPECIAL FEATURE ARTICLES** on AI from pages 14 and 15 on: **AI IN**

THE MEDIA AND PRINTING INDUSTRY written by **Knud Wasserman** – Editor in Chief of **Graphische Revue** which introduces us to the subject matter. After which the next titled: **BLOCKCHAIN IN THE PRINTING INDUSTRY: PRECISE VERIFICATION, AUTHENTICITY, AND SUPPLY TRACKING** (on pages 16 and 17) examines the benefits the printing industry can gain from the integration of blockchain technology. **IMPLEMENTATION OF AI-SUPPORTED WORKFLOW OPTIMIZATION IN THE PRINTING INDUSTRY** follows on pages 20 and 21 where we look in detail at the various approaches and examples of AI implementation in the printing industry with analysis of their impact on the sector. With cybersecurity an essential issue in digital printing, turn to pages 28 and 29 for: **CYBERSECURITY IN THE AGE OF DIGITAL PRINTING: PROTECTING YOUR PRINTS AND DATA** which highlights some innovative developments worth adopting in your production process to wade off any security threat in your AI adoption. Finally, the last **SPECIAL FEATURE ARTICLE** on AI in this edition shows why you should integrate AI into your printing process. Flip over to pages 40, 41 and 42 to read and know about: **AI IN THE PRINTING INDUSTRY: 8 REASONS TO INTEGRATE AI INTO THE PRINTING PROCESS** then start your AI journey.

After all said and done about AI; you will need the customers to patronize your AI-inspired



services. This is why our **COVER STORY** for this issue titled: **5 STEPS TO IMPROVE YOUR CUSTOMER RELATIONSHIPS AND INCREASE YOUR PROFITABILITY** will help as it examines how print service providers like you can use software to bridge communication gap with your customers and create new business opportunities. Turn to

Continued on page 10 >>

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pages 22, 23 and 24 to know how.

Springing from bridging communication gap, one of our **SPECIAL FEATURE INTERVIEWS** in this edition is with **Mr. Somesh Adukia** – Managing Director of **Canon Central and North Africa (CCNA)**. **WHERE To Print** desire to know what his company has in store for the growing African market provokes his response: **"OUR COMMITMENT TO AFRICA EXTENDS BEYOND BUSINESS"** which explains more about Canon's commitment to our region. Flip over to page 19 to read the full interview. The next exclusive interview is with **Mr. Mark J. Subers** of **PRINTING United Alliance** (organiser of PRINTING United Expo) who promises to deliver value and opportunity for all within printing industry segments at the upcoming North America's biggest print & allied show - **PRINTING United Expo 2024** from **10 to 12 September** at **Las Vegas Convention Centre**, Las Vegas Nevada USA. His promises can be found out from the **SPECIAL FEATURE INTERVIEW** titled: **"WE ARE FULLY COMMITTED TO**

PROVIDING A VALUE DRIVEN EXPERIENCE FOR EVERY PARTICIPANT AT PRINTING UNITED EXPO 2024".

The other insightful pre-show news report is on the forthcoming **PROPAK West Africa 2024** which coincidentally will take place on same date: **10 to 12 September 2024** however at **Landmark Centre** in Lagos, Nigeria. The news is captioned: **PROPAK WEST AFRICA 2024 CONFERENCE PROGRAM ANNOUNCED** detailing what visitors will gain from not just attending West Africa's leading exhibition and conference for the packaging, plastics, printing and food processing show to network with world-leading exhibitors but also learning and gaining from top industry leaders from the **2024 Conference** line up. Turn to pages 30, 31 and 32 to know more about the programme.

BACK TO OUR AI THEME:

AI has come to stay. It's left to you to decide on what to make use of it to determine your future. I will only enjoin you to properly digest and take inspiration from all the AI-inspired **SPECIAL FEATURE ARTICLES** in this bumper edition. My take is that; though AI may not take your job but it will definitely

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Publisher/ Editorial: Joju Adekanbi
Publisher/ Sales: Shola Adekanbi
Accountant: Olatunji Olusola (MAPWELL)
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increase the efficiency, turnaround times, quality and ROI of those who adopt it. I wholly support what 'Professional Mad Scientist' the **Executive Chair and Co-Founder** of Socos Labs, **Vivienne Ming** said: "I think the future of global competition is, unambiguously, about creative talent, and I'm far from the only person who sees this as the main competition point going forward. Everyone will have access to amazing AI. Your vendor on that will not be a huge differentiator. Your creative talent though – that will be who you are. Instead

of chasing that race to the bottom on labour costs, invest in turning your talent into a team of explorers who can solve amazing problems using AI as the tool that takes the busy work out. That is the company that wins in the end." So, the right time to start winning is now!

As I enjoin you to continually do good; see you at the top starting with AI adoption!

Print impact around Nigeria Stories by Precious Ajuonuma & Joju Adekanbi

AFKAR BOSS BECOMES BCI PRESIDENT ...promises to lead with integrity, dedicated and passion.



The **Managing Director** of Afkar Printing & Publishing Company LTD – **Dr. (Mrs.) Adesola Falaiye** has been inducted as the 17th Honorary President of one of Nigeria's foremost business clubs – **Business Club Ikeja (BCI)** with a pledge to continue the rich legacy of service and achievement of the founding fathers.

In her Inaugural Speech at the investiture ceremony, Dr. Falaiye went down memory lane to recall BCI establishment 33years ago with the vision to be the Best Club in Ikeja District promoting intellectual, social, and business development opportunities. And within the spate of time, the premium business network has left an indelible mark in the corporate space not only within Lagos State and Nigeria but beyond the shores of the country.

According to her BCI had



enjoyed quality leadership under the umbrella of the likes of renowned Nigerians such as Chief Christopher Kolade (CON), Chief Fred Okunola, Mr. J.D Lawuyi (MON), Mrs. Olusola Popoola (the only female President so far), Mr. A. Thompson, Mr. M. J. Yinusa, Mr. Ayo Owoborode, Dr. Dele Makanjuola, Alhaji Sulaimon I. Tella, Prof. Rotimi Oladele, Mr. Adeleke Odude, and the immediate past President, Chief Tajudeen Akande. "These leaders' collective achievements fill us with pride and

inspire us to continue this legacy with integrity, dedication and passion" Dr. Falaiye posited as she was joined by other Council Members like Mr. Ismail Akintunde, Chief Tajudeen Akande, Mr. Wasiu Ajala, Prof. Anthony Kila, Mr. Olumide Oyewole, and Mr. Adeola Oyegbola to continue to steer the club's affairs to greater heights.

Business Club Ikeja is a platform for networking, knowledge sharing, and collaboration. Membership is

open to both individuals and companies in the Ikeja Business District of Lagos as well as neighbouring communities with invaluable platforms that members enjoy such as Quarterly Business Luncheon, Monthly Member's Evening, Bi-monthly Happy Hour, Mini Trade Fair, Annual Dinner/ Dance etc., all within BCI Facilities that includes but not limited to Fitness/ Wellness

Continued on page 11 >>

From page 10 >>

Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

Centre, Conference Halls, Office Space, and Gazebo among others. The epoch-making event which was witnessed by Dr. Falaiye parents along with other dignitaries was captured by **WHERE To Print** in the following images:



GPP LAUNCHES INNOVATIVE ECOLINE WEB PRINTING MACHINE



Leading printing company in Nigeria - **Global Plus Publishing (GPP)** has launched its new Ecoline Manugraph Web Printing Machine at its headquarter in Oregun area of Lagos State.

At the game-changing event, **MD/ CEO** of GPP - **Pastor Folasade Imoigene** highlighted the significance of the new machine in boosting the company's printing capabilities thereby reducing reliance on foreign printing services.



consistently pride itself as a world-class, one-stop print shop equipped with state-of-the-art printing equipment covering pre-press, press and post-press.

And with the vision to be the standard of printing services in Nigeria, Africa, and be ranked amongst the best in the world, GPP is renowned for its ability to produce a wide array of print products such as educational and religious books, magazines, periodicals, calendars, annual reports, journals, brochures, as well as promotional materials like posters, flyers, leaflets, and more



She also emphasized GPP's commitment to excellence, innovative solutions, and customer satisfaction noting that; "The new machine enhances GPP's service delivery, operational efficiency, and contribution to the local economy" in reference to Global Plus Publishing tagline as Nigeria's Printing Powerhouse.

Also, in their various remarks; **GPP Chairman - Pastor Yemisi Kudehinbu**

praised the staff's commitment to growth and innovation, while **MD/ CEO** of FCMB - **Mrs. Yemisi Edun** lauded GPP's pursuit of excellence and its positive impact on the local economy.

While conducting the guests on a tour of the newly acquired web machine, **Mr. Ravindra Chauhan, GM Operations** said of the brand new Ecoline web press: "The machine boasts of advanced features, including variable numbering and barcode capabilities, enabling us to expand our printing services beyond high-quality book printing to include specialized security printing applications,

such as examination materials, ballot papers, and other sensitive documents that require precise and secure printing solutions."

Though established in February 2004 but commenced full commercial operations in January 2007, Global Plus Publishing has



Print Impact Around the World

PANTONE LAUNCHES COLOUR INSIDER 



Colour Insider includes 'freemium' option for limited content and basic palette building

Global authority on colour - **Pantone** has launched a new colour intelligence and forecasting tool that integrates with its Pantone Connect system called the **Pantone Colour Insider** - an aesthetically provocative and culturally relevant colour centric trend service.

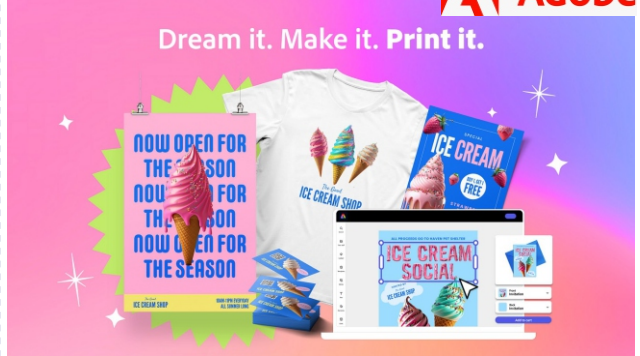
Featuring expert trend insights, colour education to guide colour usage, and a global colour data tool to inform designers about trending colours in different industries and cities, Pantone Colour Insider aims to educate, inspire, and share insights from global colour experts. According to Vice President, Pantone Colour Institute - Laurie Pressman, Pantone Colour Insider would build upon information gleaned over more than 25 years to become a resource for the creative community; "We believe this content can be an added support for designers to understand the relationship of colour to global macro trends and what consumers are looking for to help inspire their design decisions. Never has this been so important, when design is being increasingly led by colour and material and less by shape and form."

Agreeing, Jung Sin, Global Senior Director for Digital Product Management at

Pantone, said the tool would "further support the research and inspiration stage of the design process. Pantone Colour Insider will help designers and the larger creative community have context on what is happening in the world of colour and actionable data to help with their color decision-making from the start of a project to ensuring colour consistency and excellence at the end," Sin stated.

Though there is a FREE access option for limited content and basic palette building, a premium subscription option for the full setup, or a bundle option for Pantone Colour Insider and Connect costs £120 per year/ system, or £30.99 per month. Get connected at www.connect.pantone.com

ADOBE OPENS DOORS TO WORLDWIDE PRINT NETWORK



Adobe has added a kind of web-to-print capability to its **Adobe Express AI** content creation app, with the vision of enabling the growing ecosystem of print partners.

Announcing the new print capabilities, Adobe also outlined what it was looking for from print partners in terms of use cases, including: enterprise-specific needs (such as integrations to support preferred supplier relationships); geography-specific print needs; and particular bespoke/niche use cases especially B2B.


Continued on page 13 >>

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Print Impact Around the World

Aubrey Cattell, Adobe VP developer platform and partner ecosystem said: "Our vision is to make it easy for Adobe Express users to create any print product they can dream of, ordered and delivered anywhere in the world by a network of print providers with any print option they can imagine. We are also opening the doors wide for our partners, empowering them to connect with millions of new users and provide their own customers with seamless access to Adobe's industry-leading creative technologies in an easy-to-use app."

Adobe said that any print provider could join the Adobe Express add-on marketplace to scale their reach in meeting marketers, communicators and small business owners where they create. It also noted that developers could create custom workflows that would target specific customer pain points using APIs and the Adobe Express Embed SDK (Software Developer Kit) JavaScript library, which allows third parties to embed Adobe Express editing capabilities into other websites. The initial print partners are US-based Zazzle, Pixels.com, and Silicon Publishing. While Zazzle supplies a huge range of products including cards and invitations, gifts such as mugs and clothing, and accessories, Pixels.com specialises in art-based products including prints, apparel and tech accessories. Silicon Publishing's tools include Print Reddy, which brings high quality print to Adobe Express.

CANON INTRODUCES FULLY AUTOMATED PRINT-TO-CUT PRODUCTION WORKFLOW



Canon Solutions America, a wholly owned subsidiary of Canon U.S.A., Inc., announced the availability of a fully automated print-to-pallet production workflow with Texas series flatbed printers manufactured by **DigiTech**.

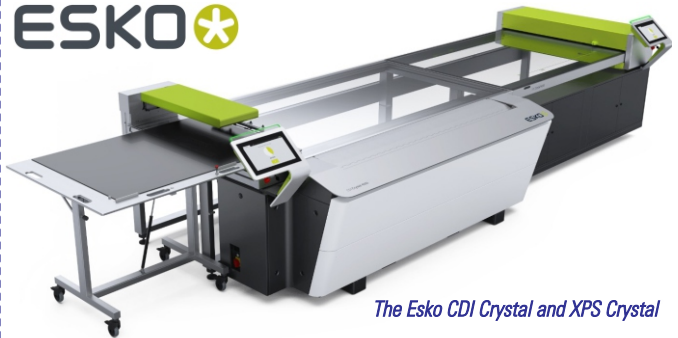
Manufactured by **Infinite Motion Control, Inc.**, a company with vast experience with industrial automation for digital printing and digital finishing, the inline print-and-cut-to-palette automated workflow can help increase productivity by removing user interaction usually required to produce a final product. Adhering to the tagline Texas Inline Solution: Print-Cut-Automate-Sell, the improved, streamlined workflow can assist in reducing waste and conserving floorspace.

Designed for medium-to-high-volume digital printing and finishing production, this straight-line configuration solution allows for hands-free material handling to help prevent mistakes and damaging of materials. The configuration can combine with the Texas series printers' existing impressive operating speeds and capabilities, which include a two-vacuum table with reversible flow and up to 1,200 dpi resolution and a maximum speed of up to 4,500 square feet per hour.

Available for immediate sale, this automation workflow can assist medium-to-large-sized printing providers introduce automation into the workflow to help improve efficiency. Printed sheets from the Texas printers are automatically dropped into the T510 Accumulator Tray and held there until the integrated Vector 3200 feeder picks up the materials from the tray using suction cups and feeds it to the Kongsberg C64 cutter. Once the cut is complete, the iMS60 Cutter Stacker picks it up from the Kongsberg C64 Cutter and moves it onto a pallet, ensuring the operator simply needs to load the material onto the printer, with the solution taking care of the rest of the process until the materials are placed onto the pallet.

The T510 Accumulator Tray, with the ability to handle heights of up to 18 inches of materials, is adjustable for 4x8 to 5x10-foot boards and is movable in and out of position between the Texas LT/X2 printer and IMC V3200 Vector Feeder. The V3200 Vector Feeder offers a maximum board size of 5x10-foot landscape and maximum board weight of 50 pounds. The iMS60 Cutter Stacker, offers a 51-inch stack height of finished material.

ESKO CELEBRATES LANDMARK 5,000TH WORLDWIDE FLEXO INSTALLATION



The Esko CDI Crystal and XPS Crystal

Esko is marking a significant milestone for its flexo platemaking solutions, with its celebrated **CDI** and **XPS** achieving a landmark worldwide sales total.

The global provider of integrated software and hardware solutions that accelerate go-to-market of packaged goods has announced that the CDI plate imaging unit recently installed at Inovar Packaging Group in Texas, USA, was the 5000th of its market-leading CDI and XPS exposure unit platemaking equipment to be sold.

"This is a terrific landmark for Esko and our flexo platemaking solutions," said Jan De Roecq, Director of Marketing, Industry Relations & Strategy at Esko. "For more than 25 years, we have worked tirelessly to develop flexo platemaking solutions that help shorten lead times, maximize press uptime, and reduce operator interaction to improve overall efficiency. To reach this milestone is testament to the innovation of the development team and to those customers who have embraced the technology all around the world."

It would be recalled that the first Esko CDI – which stands for Cyrel® Digital Imager – was installed at Warburger Klischee-Anstalt GmbH in the German town of Warburg in 1996. Two decades later, in 2016, Esko then introduced its Crystal XPS LED plate exposure device, with the first machine that rolled off the production line installed at Glatz Klischee GmbH in Austria.

The CDI Crystal drives plate room efficiency, with its enhanced ergonomics leading to an incredible 73% reduction in operator time, while a more streamlined workflow reduces complexity and means manual steps and errors are reduced by 50%. Advanced laser imaging technology and high-resolution optics offer enhanced precision and clarity, while the utilization of HD Flexo and Crystal technologies deliver the highest quality plates, which subsequently ensure optimum print results.



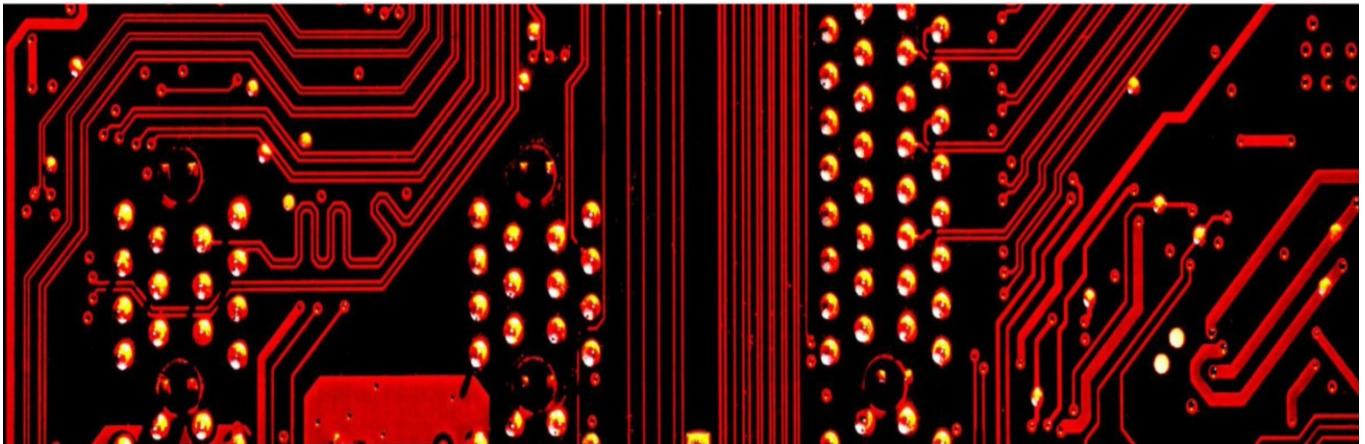
The new CDI Crystal Quartz Edition was launched at drupa

In 2023, the XPS Crystal achieved both Certified Energy Savings (41% for tradeshops, 59% for converters) and Dematerialization (a staggering 92% reduction in waste) certifications from GreenCircle – an internationally recognized third-party certification entity that independently verifies the validity of sustainability claims.

"The XPS Crystal uses a UV LED array instead of mercury tubes used in a traditional main exposure bank light table," said Jan. "This not only significantly improves the quality and consistency of flexo plates, but the UV power required for perfect exposure of a flexo plate is provided absolutely uniformly through the preset parameters by a single click per plate type and plate thickness." He also stated that while it was exciting to reach the CDI and XPS sales milestone, Esko was already focusing on further innovation with its flexo solutions; "We have just unveiled the new CDI Crystal XPS 'Quartz Edition' at drupa, adding a top-of-the-line edition to the range and further building on the success of both the CDI and XPS," he said. "With this latest innovation, we're elevating quality to new heights, empowering flexo printers to deliver the absolute highest quality results for their customers."

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AI IN THE MEDIA AND PRINTING INDUSTRY



Since the end of November 2022, not a day goes by without a new report on the topic of "**Artificial Intelligence**" (AI) being published. Due to developments in the field of generative AI and the underlying language models, the application of AI is now open to everyone. With "Chat GPT," one can quickly write a text, or with "Midjourney," generate realistic images. What impact will AI have on the media and printing industry? Text of this **SPECIAL FEATURE ARTICLE** is by **Knud Wassermann**.

Quality and process optimization have been a topic in the printing industry for many years, and very often, **Artificial Intelligence (AI)**, or better said "**Machine Learning (ML)**," is used specifically for individual tasks. Usually, such approaches are classified as weak AI solutions. Through image data acquisition and recognition, for example, quality is controlled across all process steps, and in case of deviation from reference data, software automatically compensates for it. This happens on-the-fly without any manual intervention. This applies equally to analogue and digital printing machines.

A lot has happened in recent years regarding process optimization, and **Overall Equipment Effectiveness (OEE)** is continually being raised. The acronym OEE represents a business metric that measures the percentage of actual productive manufacturing time. The average value for offset printing machines is currently slightly over 30% according to current numbers from Heidelberg. Individual printers that rely heavily on automation and optimization are already achieving peak values of more than 60% depending on the order mix. By integrating the machines into cloud-based solutions, order sequences, setup times, spoilage rates, process stability, and much more can be improved. But preventive maintenance concepts also help keep machine availability high. This requires big data applications that are continually supplied with new data via the cloud.

AI, a data-driven algorithm

Generative AI is based on a data-driven algorithm. The internet provides an abundance of data, and this happens de facto on-the-fly via e-commerce or social media platforms. Databases operating in the



(c) Freepik

background feed the algorithms very specifically until they have grown into powerful tools over time. Amazon, for example, created an algorithm years ago that predicts what customers will buy next. With the Chatbot "Chat GPT" from OpenAI and image generators such as "**Stable Diffusion**" or "**Midjourney**," the world of AI is accessible to everyone without having to program a single line themselves.

Sustainability largely ignored

It is astonishing how quickly the development and market penetration of individual AI solutions has taken place. **OpenAI** created Chat GPT in 2.5 years, it was launched on 30 November 2022, and within 5 days, 1 million users had registered. Two months later, there were already 100 million. In comparison, Facebook took ten months. A problem with all generative AI solutions is the "data basis" on which AI is built: where does the data come from? With which data are the algorithms fed? How is diversity represented in AI solutions, for example? These are certainly not the only questions that remain unanswered. Where do the copyrights lie - with the company that developed the AI solution or with the user of the AI solution? Data protection issues must also be re-examined as AI applications are largely cloud-based, and the issue of sustainability has largely been ignored to date.

Continued on page 15 >>



Who takes responsibility?

ChatGPT can certainly be used in professional environments, such as supporting online shop consultation, where chatbots are already in use today. But it can also be used in customer service and marketing, especially in creating product pages and formulating product

description texts. By using AI, time-consuming manual tasks in these areas can be optimized. However, the responsibility for verifying and validating the generated information clearly lies with the user - in other words, blind trust in AI should not be placed.



(c) Visailabs

Content from AI

Adobe recently demonstrated with generative AI models what will be possible in graphic design. "Generative AI is the next evolution of AI-driven creativity and productivity that makes the conversation between creators and computers more natural, intuitive, and powerful," emphasizes **David Wadhvani**, President of **Adobe's Digital Media Business**. The company promises that with "Firefly," everyone can transform their own words into creative ideas, regardless of their personal knowledge. The first applications that will benefit from Firefly integration are Express, Experience Manager, Photoshop, and Illustrator.

Adobe wants to address another issue that has not yet been clearly regulated by founding the **Content Authenticity Initiative (CAI)** to create a global standard for trusted attribution of digital content. Adobe assures that it is committed to open industry standards and wants to use the CAI's free open-source tools. The goal is to embed a universal "tag" in the file information. This would enable image creators to exclude their content from being used to train AI image generators. The tag should be linked to the content wherever it is used, published, or saved. In addition, AI-generated content will be appropriately marked and rewarded.

My Take

In addition to the weak AI solutions described at the beginning, which optimize targeted tasks in the entire production chain within the printing industry, generative AI solutions will significantly change the creative and design industry. New visual worlds, logos, or fonts

can be created with just a few "prompts." The market will ultimately decide which requirements can be met. For print service providers, the tools of the Firefly platform could open up possibilities for providing increased graphic design support to customers. More will probably be debated during drupa and this is why you should be there where you will touch the future.

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*This SPECIAL FEATURE ARTICLE is culled from **drupa blog** (www.drupa.com) to inspire and help you improve your print purchase decisions on latest technologies, innovations and trends in the print and packaging industry.*

About the Author



Knud Wassermann has been Editor in Chief of **Graphische Revue** since 1998, during which time he has transformed the journal into a leading title for media design and production. A graduate of the Vienna College of Graphic Design (HGBLVA), he has

been a close observer of the industry from a variety of perspectives for more than 35 years. After completing his degree course, Mr. Wassermann spent three years as a member of the **Druckspiegel** editorial team and subsequently worked as a freelance editor for numerous other journals, including **Polygraph**, **Deutscher Drucker** and **Viscom**. He additionally supports several manufacturers with the design and editing of their customer magazines.



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BLOCKCHAIN IN THE PRINTING INDUSTRY: PRECISE VERIFICATION, AUTHENTICITY, AND SUPPLY CHAIN TRACKING



Blockchain Technology has garnered significant attention in recent years, promising to revolutionize how various industries conduct business. One industry that can benefit from the integration of blockchain is the printing industry. Get to know how in this **SPECIAL FEATURE ARTICLE**:

By using blockchain, printing processes can be verified, product authenticity ensured, and supply chains more effectively tracked. In this blog article, we will delve into the implementation of this fascinating technology in the printing industry, providing detailed insights.

1. Verification of Printing Processes

Blockchain enables precise verification of every step in the printing process. Each significant milestone, from creating the print job to delivering the final product, can be recorded in a decentralized and immutable blockchain database, ensuring that the printing process adheres to agreed-upon specifications and quality standards. Here are the steps for implementation:

- **Digital Recording of Steps:** Each step in the printing process is digitally recorded, including design, printing, quality control, and shipping.
- **Transaction Creation:** Each of these steps is entered into the blockchain in the form of

transactions, which are transparent and traceable.

- **Security and Privacy:** Blockchain offers high security and privacy, with only authorized parties having access to specific information.

2. Authentication of Printing Products

Blockchain can be used to ensure the authenticity of printing products. Each printed product can be given a unique digital signature stored in the blockchain. Customers and retailers can then verify this signature through a smartphone app or website to ensure that they are receiving a genuine product. Here's how it works:

- **Digital Signatures:** Each printed product receives a digital signature verified by the blockchain.

Authenticity Verification: Customers can verify this signature through a smartphone app or website to ensure they receive an authentic product.

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3. Supply Chain Traceability

One of the primary applications of blockchain in the printing industry is improving supply chain traceability. This is particularly relevant when it comes to high-quality printing products, where the origin of materials used is crucial. Here's how blockchain aids in this:

- **Real-Time Tracking:** Manufacturers can track the origin of raw materials, inks, and other materials in real-time, ensuring transparency and quality assurance.
- **Linking Information:** Every step in the supply chain is linked in the blockchain, allowing you to trace the entire journey of a product from source to end customer.

4. Quality Control and Sustainability

By capturing data about the printing process in the blockchain, manufacturers can quickly detect and rectify quality issues. This leads to higher product quality and minimizes waste. Likewise, blockchain can promote eco-friendly printing practices by storing sustainability data and monitoring environmental impacts.

5. Utilizing Smart Contracts

Smart contracts, integral to blockchain implementation in the printing industry, are self-executing agreements that can automatically trigger payments, set delivery dates, and fulfil contracts. This increases efficiency and reduces administrative overhead.

However, implementing blockchain in the printing industry requires careful

planning and collaboration among supply chain stakeholders. Privacy, security, and scalability are also crucial considerations. Despite these challenges, blockchain technology offers the potential to make the printing industry more efficient, transparent, and trustworthy. It will be exciting to watch how this technology continues to evolve and influence the future of the printing industry.

Summary:

Blockchain technology holds the promise of revolutionizing the printing industry by bringing precision, authenticity, and transparency to the printing process. Through the verification of printing processes, ensuring the authenticity of printing products, and enhancing supply chain traceability, blockchain offers numerous benefits. It enables precise tracking of printing process steps, product authentication, improved quality control, sustainability promotion, and efficiency enhancement through smart contracts. While implementation requires careful planning and privacy considerations, blockchain technology holds tremendous potential to make the printing industry more transparent and trustworthy, reshaping how we perceive printed products

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



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Next Page

Print Impact Around the World

TAKTIFUL AND SHARP ANNOUNCE STRATEGIC PARTNERSHIP ON EMBELLISHMENTS

A Winning Combination for Embellishments



Taktiful Software Solutions, a leader in AI-powered digital print embellishment software, has announced a strategic partnership with **Sharp Imaging** and Information Company of America (Sharp), a division of Sharp Electronics Corporation to bring together Taktiful's new software solutions with Sharp's printing and embellishment solutions, creating a powerful synergy that promises to supercharge the digital print embellishment industry.

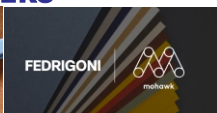
As part of this partnership, Sharp will now be a certified reseller of Taktiful's technology, offering customers a comprehensive suite of tools and trainings to enhance their print embellishment offerings. The partnership will be showcased at the upcoming **PRINTING United Show** in Las Vegas from September 10 to 12, 2024. Attendees can visit both companies on **Sharp Booth No C2490** to witness this groundbreaking collaboration in action.

A Winning Combination for Embellishments

Taktiful's AI-powered software solutions, which include tools for estimating, pricing, virtual embellishment previsualization, and AI-powered design, will now complement the pairing of Sharp's BP-1200S digital press and the DDC-810 Duplo Inkjet digital embellishment press that will be showcased in the Sharp booth. Additionally, Taktiful offers end user training programs to ensure customers achieve success with selling, marketing, estimating and producing digital print embellishments.

Kevin Abergel, Founder and CEO of Taktiful, expressed his enthusiasm for the partnership, stating, "We are thrilled to partner with Sharp Imaging and Information Company of America, a company that shares our passion for innovation and excellence. Our software solutions are designed to transform the way print providers approach embellishments, making sophisticated design accessible and profitable. Together with Sharp, we are setting a new standard in the digital print industry." Dino Pagliarello, VP of Product Management and Production Print at Sharp Business USA, added, "Our partnership with Taktiful is a game-changer for the digital print industry. By integrating Taktiful's innovative software with our state-of-the-art printing technology, we are providing our customers with the tools they need to create stunning, high-value print products. This collaboration underscores our commitment to delivering exceptional solutions that drive productivity and profitability."

MOHAWK LAUNCHES MOSAIC SPECIALTY PRINT AND PACKAGING PAPERS



colors, finishes and patterns.

With highlights including Cashmere, Mint and Rosewood, the nature-inspired collection borrows cues from earthy elements and consists of twenty-three unique shades, as well as four distinct textures

Mohawk, founded in 1931 as part of the Fedrigoni Group to produce some of the finest specialty papers for designers, brands, and printers has announced its latest development - **Mosaic**, its latest collection of specialty papers in a fresh palette of brand-new

— all representative of current consumer trends.

Modern and innovative, Mosaic appeals to a wide range of brands and applications. The collection is particularly well-suited for creative comms and is the first grade of Mohawk specialty papers specifically catered to the packaging space. This has seen all papers carefully engineered to allow for easy folding, while text weights are designed with box wraps in mind. Another key aspect of Mosaic is its simplicity — a combination of text, cover and folding board. This will allow merchants to manage stock more efficiently and also ensures ease of use for the creative community.

The collection is Mohawk's first rigid box sample with four different box wrap designs and textures. Melissa Stevens, Chief Marketing Officer at Mohawk said: "The Mosaic range offers a rich palette of colors, textures and possibilities for brands to create their unique story. And its release, along with the expansion to the Mohawk Superfine range earlier this year, marks a pivotal moment for Mohawk and Fedrigoni Group. We're expanding our product range to serve a diverse range of industries, while providing new avenues for creative expression and unparalleled quality for our existing customers."

Mosaic specialty collection colours:

- Arctic
- Aspen
- Blueberry
- Blush
- Buttercup
- Cardinal
- Cashmere
- Celestial
- Clementine
- Cornflower
- Evergreen
- Latte
- Midnight Blue
- Mint
- Mocha
- Olive
- Onyx
- Plum
- Rosewood
- Slate
- Wafer
- Silver Leaf
- Stone

Textures:

- Burlap
- Coral
- Tapestry
- Vellum



EFI UNVEILS NEW WIDE-FORMAT PRO+ PRINTERS AND PROGRAPHICS+ INKS



EFI Pro 16h+ hybrid LED printer

EFI has announced the availability of two more next-generation printers in its Wide-Format Pro Series portfolio.

Designed to help sign and display graphics producers be more competitive and grow their business, the **EFI Pro 16h+ hybrid LED printer** and the **EFI Pro 30f+ flatbed LED printer** deliver high-quality imaging at production speeds and even more printing capabilities — all with a low total cost of ownership (TCO).

The 65-inch EFI Pro 16h+ hybrid flatbed/roll-fed LED printer offers outstanding image quality with resolutions up to 1200 dpi and true variable drop grayscale printing with a 5pL drop size, and production-level printing up to 50% faster than the Pro 16h printer. Production quality printing, new front and back media pressure rollers for handling a wider range of media, semi-continuous board feeding, an advanced, four chamber media-platen vacuum system with independent power controls for efficient media hold down and easy transition between jobs, and an embedded Fiery proServer Core digital front end with FAST RIP acceleration technology make it ideal for higher-demand, faster job turn environments.

The Pro 16h+ printer features LED curing technology and comes with CMYK plus two white ink channels and up to five-layer printing in any colour in a single pass, expanding the range of applications that can be produced at a low cost to manufacture. The new EFI Pro 30f+ flatbed LED printer also offers outstanding image quality with resolutions up to 1200 dpi and true variable drop grayscale printing with a 5pL drop size and achieves speeds up to 25% faster than the original Pro 30f printer, significantly accelerating operations. Its large bed size with a printable area of 120 x 80 inches and bleed printing,

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"OUR COMMITMENT TO AFRICA EXTENDS BEYOND BUSINESS"

Desirous of knowing what leading technology company, Canon has in store for the growing African market, **WHERE To Print magazine** in this *tête-à-tête* with **Mr. Somesh Adukia**, Managing Director of **Canon Central and North Africa (acronym CCNA)** discovers there's more to Canon than just selling machines. Find out in excerpt below:



Mr. Somesh Adukia

WHICH REGION DO YOU COVER IN AFRICA?

Canon Central and North Africa was established in the year 2016 with the sole purpose of enhancing Canon's presence and visibility across the African continent, excluding the southern region of Africa which is being managed by Canon South Africa.

BRIEFLY LET US KNOW YOUR FOCUS IN THE REGION?

We entered the African markets with an open mindset to first understand and observe the needs of African consumers, along with the activities done by our competitors who entered the marketplace earlier than Canon. Once we had our inputs based on the feedback from the consumers through our channel partners as well as our business partners, we devised our strategy and action plan for developing Canon in African markets.

HOW DO YOU COME ABOUT THE SELECTED AREAS IN AFRICA?

As our geography is quite extensive, with 40 countries across the continent - our first line of focus was targeting some key countries like Nigeria, Egypt, Algeria, Morocco, Kenya, and Ivory Coast. These markets were selected as our high priority because of various key demographic and economic factors such as population, GDP growth, and purchasing power.

We established local offices in all these 6 countries and employed local African people as representatives of Canon across all these countries. As of today, we have 60 colleagues working in all these 6 local offices which represents 48% of the total CCNA population.

BRIEFLY TELL US YOUR COMMITMENT TO OUR REGION?

Our commitment to Africa extends beyond business. Through initiatives like the **Miraisha Programme**, Canon's

Student Development Programme, and **Women Who Empower**, we are actively contributing to the development of the local community.

We first started to strengthen our distribution network by appointing various distributors across the African region. Through our locally appointed channel account managers, we then started channel penetration and enhancing the visibility of Canon products across the channel. Moreover, we organized various events and trainings to both channel partners as well as system integrators with the sole purpose of spreading awareness and knowledge about Canon's products and key features.

HOW HAVE YOU BEEN ABLE TO SERVE OUR REGION - SPECIFICALLY NIGERIA AND WHAT IS YOUR AIM WITHIN THE NEXT 2-3 YEARS?

In countries like Nigeria, we conducted some above the line campaigns, like My Naija; My Canon which was a very famous campaign in the year 2018. This campaign helped us immensely in further raising our brand equity and brand awareness amongst Nigerian consumers. Since service is a very important element for African consumers, we also recruited 7 service providers in Nigeria and opened up 17 Service Centers across the country.

As a result of all these efforts, we are delighted that on a year-to-year basis we have been able to grow in the Nigerian Market by 15% as an average every year. This has also reflected in our market share growth where in categories like DSLR cameras, Laser Colour, Office B&W, Professional Print, and Large Format Printers we have achieved No. 1 Market Share position.

Our midterm plan for the next 3 years from the year 2024 to 2026 is to now focus our energies to enhance our market share position for other prominent categories like Mirrorless Camera, Pro Video, Laser Mono, Inkjet Printers and Office Colour, where presently - we are on No. 2 Market Share position.

We strongly believe that we have the right direction, strategies, and tools in place to achieve No. 1 Market Share position in the above-mentioned categories in the next 3 years.

THANK YOU FOR YOUR TIME

It's my pleasure.



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MENTORSHIP PARTICIPANTS' BENEFITS

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

MENTORS'/ INVESTORS' BENEFITS

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



IMPLEMENTATION OF AI-SUPPORTED WORKFLOW OPTIMISATION IN THE PRINTING INDUSTRY



The printing industry, a sector traditionally characterised by manual processes, is undergoing a revolution through the use of Artificial Intelligence (AI) and machine learning. These technologies promise not only to automate tasks, but also to optimise workflows, leading to a significant increase in efficiency and productivity. In this **SPECIAL FEATURE ARTICLE**, we will look in detail at the various approaches and examples of AI implementation in the printing industry and analyse their impact on the sector.

Automation of workflows

A fundamental step towards increasing efficiency is the automation of workflows. AI technologies such as machine learning and computer vision are being used to automate repetitive tasks such as image optimisation, colour matching and the prediction of print quality issues. By integrating these technologies into the production process, print shops can not only reduce the workload of their employees, but also significantly shorten throughput times, which ultimately leads to an increase in competitiveness.

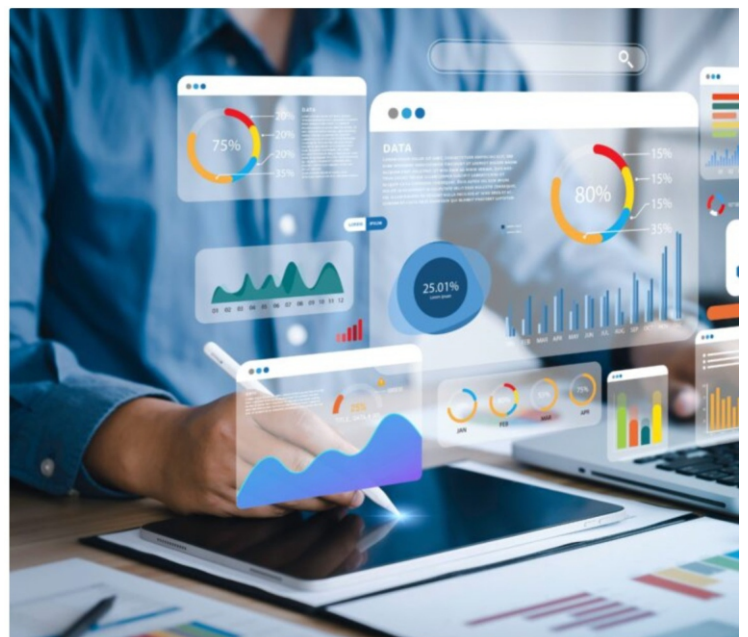
A concrete example of the automation of workflows is automatic colour correction. Traditionally, this was a time-consuming and error-prone task that required human intervention. By using AI, printing presses can now automatically detect and correct colour deviations, resulting in consistent print quality and reducing the need for manual intervention.

Predictive maintenance

Another key area where AI is having a significant impact is the predictive maintenance of printing presses. By continuously monitoring and analysing operating data, potential failures can be predicted even before they occur. This enables operators to carry out preventive maintenance measures in good time to minimise unplanned downtime and maximise productivity.

To illustrate this concept, we look at the monitoring of printing presses by IoT sensors that continuously collect

data such as operating hours, temperatures and vibrations. This data is then analysed by AI algorithms to identify potential failures and recommend maintenance actions. In this way, print shops can minimise downtime and extend the service life of their machines.



Personalised print products

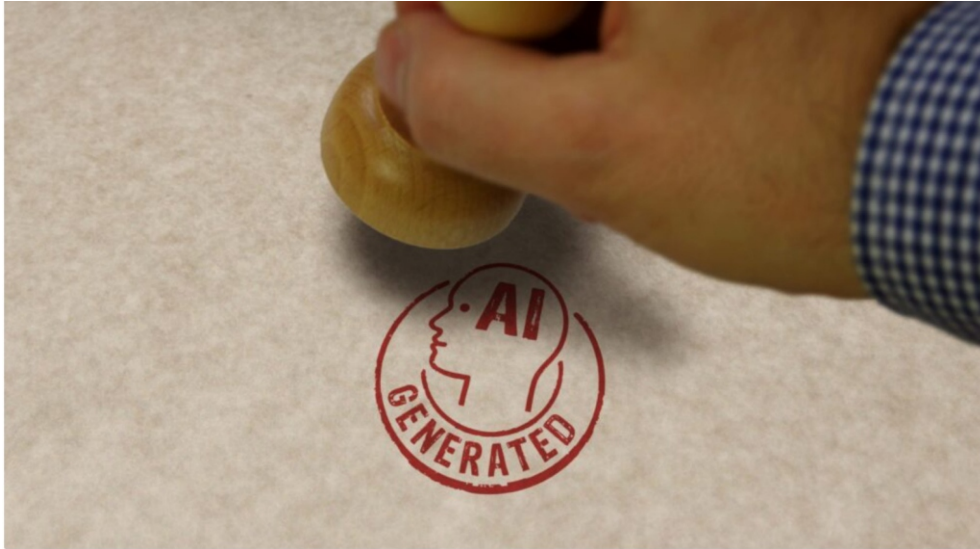
In today's era of personalised content and tailored experiences, the ability to efficiently produce personalised print products is critical. AI algorithms analyse customer data and behavioural patterns to automatically create bespoke designs and integrate them into the printing process. This enables print shops to better adapt their products to the needs of their customers and increase their market relevance.

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One example of personalised print production is the individualisation of advertising materials based on customer behaviour. By analysing data such as demographic information, purchase history and interactions, AI algorithms can automatically create

personalised advertising materials that are tailored to customers' individual preferences and interests. These personalised products have a higher chance of attracting customers' attention and eliciting a positive response.



Quality control and error detection

Another important application of AI in the printing industry is automated quality control and error detection. AI algorithms can be used to detect and correct errors such as colour deviations, pixel faults or blurring before the products reach the customer. This not only ensures quality, but also minimises waste, resulting in significant cost savings.

This is illustrated by the use of AI algorithms to detect colour deviations. By using high-resolution cameras and image processing techniques, presses can detect colour deviations in real time and automatically adjust to ensure consistent colour quality. This not only reduces the need for manual monitoring, but also improves the efficiency of the entire printing process.

Sustainability in the printing process

The implementation of AI-powered workflow optimisation in the printing industry also offers significant opportunities to reduce the industry's environmental footprint and promote greener practices.

One area in which AI can have a direct impact on sustainability is the optimisation of resource consumption. By analysing production data and parameters, AI algorithms can help to minimise material consumption, for example by creating optimised print layouts or reducing waste. In addition, these algorithms can also help to optimise energy consumption by making the operation of machines and devices more efficient and identifying energy-saving potential.

Another important aspect is the promotion of recycling and the circular economy. AI can help to optimise recycling processes, for example by helping to identify and sort materials or maximise recycling opportunities. In addition, AI systems can also help to extend the life cycle of products, for example by helping to identify reusable materials or optimise production processes to improve the shelf life of products.

Overall, the integration of AI into the printing process can not only increase efficiency and productivity, but also help to reduce the industry's environmental impact and shape a more sustainable future.

Conclusion

The implementation of AI-powered workflow optimisation marks a turning point in the printing industry. By using AI technologies such as machine learning and computer vision, printers can not only automate and optimise their workflows, but also improve the quality of their products, increase productivity and promote more environmentally friendly practices.

From workflow automation and predictive machine maintenance to personalised print production and automated quality control, AI offers a multitude of opportunities to transform the printing industry and make it fit for the challenges of the future.

However, it is important to emphasise that the successful use of AI in the printing industry requires not only technological innovation, but also comprehensive training and education of employees as well as a clear strategy and governance structure. Only through a holistic approach can printers realise the full potential of AI and fully realise the benefits of this disruptive technology.

Altogether, the implementation of AI-powered workflow optimisation in the print industry shows that AI can not only improve efficiency and productivity, but also create a more sustainable and future-oriented industry.

It's time to capitalise on the opportunities of AI and lead the print industry into an era of progress and innovation.

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5 STEPS TO IMPROVE YOUR CUSTOMER RELATIONSHIPS AND INCREASE YOUR PROFITABILITY



This **COVER STORY** examines how print service providers can use **software** to bridge the communication gap with their customers and create new business opportunities.

Effective customer communication has never been more important. Customers have never had so many choices. This applies to all product sectors, including the printing industry. Companies that market their services and products directly to end users have been feeling the effects of this change for some time. But B2B companies are also affected and need to rethink their customer communications.

After all, building a strong customer relationship leads to greater loyalty, higher repurchase rates and, ultimately, increased sales. The following proven strategies, presented by **William Crabtree**, President of **Tampa Media**, at **drupa 2024**, will help you close the communication gap and strengthen your customer relationships.

1. Use targeted marketing

It's old hat, but it's still the key to success: a well-designed marketing campaign can work wonders. Using a combination of **online and offline marketing techniques** such as targeted keywords, geo-fencing, social media,



William Crabtree, President of **Tampa Media**

demographic targeting, direct mail and out-of-home advertising, businesses can target potential customers. This increases the visibility of their brand and may even put them on the radar of their future customers as a potential supplier.

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5 STEPS TO IMPROVE YOUR CUSTOMER RELATIONSHIPS AND INCREASE YOUR PROFITABILITY



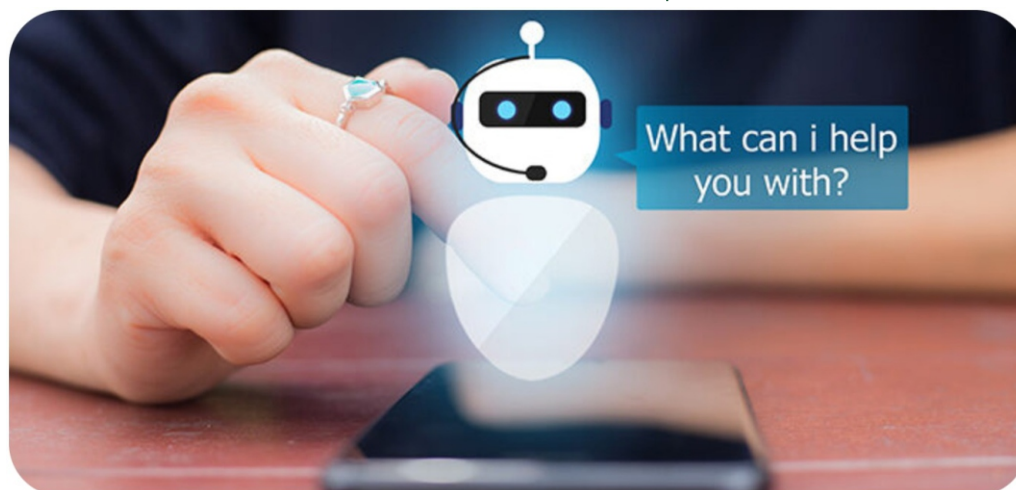
2. Use clickfunnels

Visibility and traffic alone do not guarantee new business. Another important tool can be the use of clickfunnels. Instead of directing potential customers to an e-commerce site where they can only see prices, they are guided through a series of questions. These questions help to engage

3. Interactive customer service through AI

By using Artificial Intelligence (AI), companies can further improve communication with their customers. An interactive chat bot can answer customer queries and help them find the right

products. Simply trained bots are often all that is needed: Just by crawling the company's website, a bot can gather enough information to answer most customer questions without further training. This not only reduces the workload for customer service agents, but also ensures that customers get exactly the information and products they need. However, it is also clear that the better the AI is trained, the more benefits it will bring to customers – and to you. For example, by not just answering questions, but actively advising customers to find the ideal product or service for them - including appropriate add-on services.



4. Customisable software solutions

For printing and graphic design companies, it is also crucial to use flexible and customisable software solutions. The software should adapt to the company's workflows, not the other way

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5 STEPS TO IMPROVE YOUR CUSTOMER RELATIONSHIPS AND INCREASE YOUR PROFITABILITY



round. This avoids errors and optimises efficiency. All too often, software developers define workflows and processes that may make sense for the specific use case for which the software was originally developed. But when the software is used in a different context, it forces adherence to those very processes – or requires cumbersome and potentially error-prone workarounds.

5. Continuous improvement and innovation

Whatever measures companies decide to take; they should not expect to implement them once and then sit back. Continuous improvement and innovation are critical to long-term success. Businesses should constantly be looking for new ways to optimise their processes and provide better services to their customers. By embracing new technologies and adapting to changing market demands, companies can ensure their long-term competitiveness.

Non-stop innovation

The printing industry is not an island. Not only is the technology used to produce print products changing rapidly, the way companies communicate with their customers and market their products and services has also changed and will continue to do so. Many companies

have already embraced the new opportunities and are actively expanding their businesses by selling directly to their end customers. Others have invented new products that would not have been possible without digitalisation, thus opening up new areas of business. But one thing remains the same: potential customers must first be made aware that they exist.

Effective customer communication is therefore the key to successful business relationships. With targeted marketing strategies, the use of click funnels, interactive AI solutions and customisable software, companies can close the communication gap and increase customer satisfaction. So, the best overall advice is: Stay innovative and open to new technologies to continually improve your customer relationships and take your business to the next level

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PRINT & ALLIED EXHIBITIONS FOR 2024

S/N	EXHIBITION	LOCATION	DATE	
1	PSI 2024	Messe Düsseldorf, Düsseldorf Germany	9 - 11 January 2024	
2	GULF PRINT & PACK 2024	Dubai World Trade Centre, Dubai United Arab Emirates	9 - 11 January 2024	
3	FESPA MIDDLE EAST 2024	Dubai Exhibition Centre (Expo City), Dubai United Arab Emirates	29 - 31 January 2024	
4	PAMEX INDIA 2024	Bombay Exhibition Centre, Goregaon Mumbai, India	6 - 9 February 2024	
5	SIGN & DIGITAL UK 2024	NEC Birmingham, United Kingdom	27 - 29 February 2024	
6	PRINTING SOUTH CHINA 2024	Area A, China Import and Export Fair Complex, Guangzhou, P.R. China	3 - 6 March, 2024	
7	PROPAK EAST AFRICA 2024	The Sarit Exhibition Center, Nairobi, Kenya	12 - 14 March, 2024	
8	SIGN AFRICA DURBAN 2024	Durban International Convention Center, Durban South Africa	13 - 14 March, 2024	
9	FESPA GLOBAL PRINT EXPO 2024	RAI Amsterdam, Amsterdam Netherlands	19 - 22 March 2024	
10	ISA - INTERNATIONAL SIGN EXPO 2024	Las Vegas Convention Center, Las Vegas Nevada United States of America	12 - 14 April, 2024	
11	PAPER ONE SHOW 2024	Expo Center, Sharjah United Arab Emirates	16 - 18 April, 2024	
12	PROPAK GHANA 2024	The Grand Arena, Accra International Convention Center, Accra Ghana	23 - 25 April, 2024	
13	SIGN AFRICA CAPE TOWN 2024	Cape Town International Convention Center, Cape Town South Africa	15 - 16 May 2024	
14	PULP & PAPER EXPO CHINA 2024	Poly World Trade Expo Center, Guangzhou, China	28 - 30 May 2024	
15	DRUPA 2024	Messe Düsseldorf, Düsseldorf Germany	May 28 to June 7, 2024	
16	GRAPHICS PRO EXPO (GPX) 2024	Long Beach Convention & Entertainment Center with WRAPSCON, Long Beach, California United States of America	13 - 15 June, 2024 Education Classes start: June 12	
17	GRAPHICS PRO EXPO (GPX) 2024	Greater Philadelphia Expo Center, Greater Philadelphia (Oaks), Philadelphia United States of America	10 - 12 July, 2024 Education Classes start: July 9	
16	SIGN AFRICA/ FESPA AFRICA 2024	Gallagher Convention Center, Midrand Johannesburg South Africa	11 - 13 September 2024	
18	PROPAK WEST AFRICA 2024	Landmark Center, Lagos Nigeria	10 - 12 September 2024	
19	PRINTING UNITED EXPO 2024	Las Vegas Convention Center, Las Vegas Nevada, United States of America	10 - 12 September 2024	
20	LABEL EXPO AMERICAS 2024	Donald E. Stephens Convention Center, Chicago Illinois, United States of America	10 - 12 September 2024	
21	SIGN AFRICA/ FESPA AFRICA 2024	Gallagher Convention Center, Midrand Johannesburg South Africa	11 - 13 September 2024	
22	PRINT SHOW UK 2024	NEC, Birmingham, United Kingdom	17 - 19 September 2024	
23	GRAPHICS PRO EXPO (GPX) 2024	Indiana Convention Center, Indianapolis, United States of America	3 - 5 October, 2024 Education Classes start: October 2	
24	PACK EXPO INTERNATIONAL 2024	McCormick Place, Chicago Illinois, United States of America	3 - 6 November 2024	
25	GRAPHICS PRO EXPO (GPX) 2024	Charlotte Convention Center, Charlotte North Carolina, United States of America	7 - 9 November, 2024 Education Classes start: November 6	
26	PAPEREX 2024	Chennai Trade Centre, Nandambakkam, Chennai India	5-7 December, 2024	

NOTE:

- Contact **NUMBERS CMYK LTD** (publishers of **WHERE To Print magazine** - Ghana & Nigeria editions, **PROPAK West Africa DAILY, PROPAK East Africa DAILY and PROPAK Ghana DAILY**) for advert placement in any of the publication and for a professionally packaged, value-driven experience to the aforementioned shows. Visit www.wheretoprintmagazine.com
- Exhibition date and venue may change at Organiser's discretion.



Print Impact Around the World

the ability to print on media up to four inches thick, CMYK plus white ink, and up to five-layer printing in a single pass allows users to print more applications at a lower cost per print. It also ships with an embedded Fiery proServer Core.

New EFI ProGraphics+ Inks for Higher Performance

EFI has also rolled out new high-performance ProGraphics™+ Series LED inks for the EFI Pro+ Series printers. Custom-formulated, tested and optimized for the new printers' Ricoh Gen6 printheads, the inks offer enhanced adhesion, elongation, and water resistance while maintaining the same surface cure as the ProGraphics POP UV inks. EFI ProGraphics+ inks eliminate the need to purge or wipe printheads between jobs due to their remarkable open time and increase uptime and reliability through improved jetting performance.

The Pro 16h+ and Pro 30f+ printers with ProGraphics+ LED inks are sure to appeal to businesses looking to further their sustainability goals. The ProGraphics+ inks are environmentally friendly, as they do not contain heavy metals, have virtually no VOC emissions, are TPO- and THFA-free, and are formulated to meet future EU regulations. This builds on the sustainability message of EFI's green LED curing technology, which lowers power consumption, and reduces media and ink waste and consumables for a smaller overall footprint.

ENFOCUS LAUNCHES FREE ROI CALCULATOR TOOL

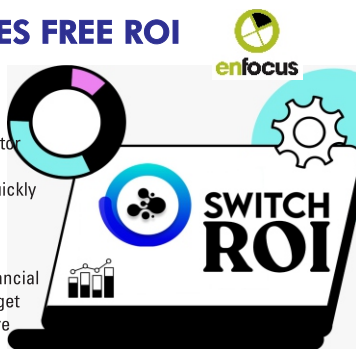
Flexible, affordable automation expert **Enfocus** has launched a free ROI calculator that enables businesses to calculate the value of its Switch solution – and how quickly it will earn back any initial investment.

The tool empowers businesses with a comprehensive understanding of the financial rewards and huge efficiency gains they get when they implement Switch – a software tool that enables printers to automate

repetitive tasks. Switch's ability to integrate with almost any print workflow, including web-to-print and MIS setups, means it can streamline the entire prepress process, potentially saving hundreds of hours throughout the year.

The tool empowers businesses with a comprehensive understanding of the financial rewards and huge efficiency gains they get when they implement Switch – a software tool that enables printers to automate repetitive tasks. Switch's ability to integrate with almost any print workflow, including web-to-print and MIS setups, means it can streamline the entire prepress process, potentially saving hundreds of hours throughout the year. Now, using the ROI calculator, businesses will be able to calculate how much time they will save before they make any investment.

The calculator consists of a few short questions focused on a business's existing process, from which it calculates how much time and money can be saved by automating several common prepress tasks like receiving jobs, sending notification emails to customers, and preflighting PDF files.



CANON LAUNCHES PRISMASUBMIT GO SOLUTION



Canon U.S.A., a leader in digital imaging solutions, is excited to announce the launch of **PRISMAsubmit Go V1**, expanding the PRISMA cloud-based solution portfolio.

Subscribers will be able to access it through PRISMA Home, a centralized hub for cloud-based PRISMA workflow applications and printer tools. PRISMAsubmit Go V1 can be used to help users virtually seamlessly incorporate job submission capabilities to streamline the file submission process with their customers.

When activated within PRISMA Home, the PRISMAsubmit Go solution provides a streamlined method for the print shops registered customers to upload print files and track the order status. The optional Unlimited Intake and Generic URL premium

subscription provides the print shops the ability to also create a general URL so non-registered customers can submit print files. This generic URL for print file submission can be published or promoted by the print shop to help expand their customer base.

This release enhances and builds upon the job submission functions of the PRISMA Go Suite, which includes PRISMAprepare Go V1.2 for job processing and file preparation.

Canon continues to enhance the PRISMA Home cloud-based platform with the availability of expanded applications and production and large format printer support. Printer tools such as the PRISMAlytics Dashboard V2, compatible with varioPRINT and imagePRESS V of family of digital presses with PRISMAsync, imagePRESS Server powered by Fiery, and Canon PDL, are designed to deliver added value for Canon production digital press users.

ASI AND PRINTING UNITED ALLIANCE LAUNCH DUAL MEMBERSHIP



Timothy M. Andrews, president and chief executive officer of ASI (left); and Dave Leskusky, president, PRINTING United Alliance.

The **Advertising Specialty Institute (ASI)** has announced a dual membership offering with **PRINTING United Alliance**, providing promo, print, and graphic arts professionals unified access to benefits that can help position them as comprehensive one-stop shops.

ASI is the largest technology, marketing, events and information provider in the \$26.1 billion promo products industry, while the nonprofit Alliance dominates the \$100 billion print and decorator market, a category already embraced by many promo distributors. This collaboration builds on the previously announced partnership agreement between ASI and the Alliance, providing a complete solution for growth and success.

"A dual membership unites the formidable strengths of ASI and the Alliance, forging unparalleled opportunities for our members to elevate and expand their businesses," said Timothy M. Andrews, president and chief executive officer of ASI. "By delivering technology, education, networking and other resources, dual members can diversify their services in print, promo and decoration."

Alliance President Dave Leskusky added, "Convergence among print distributors, promo distributors and printers is accelerating. It's imperative that PRINTING United Alliance and ASI embrace this trend and offer dual membership to new members seeking comprehensive, best-in-class support and connections to help businesses thrive in this rapidly evolving market."

The dual membership offering is available to any qualified new distributor member of ASI and the Alliance. Dual membership benefits include:

- **Info and Education** to source best imprinting technologies, products and services
- **Technology and Tools**, including two ESP+ licenses from ASI to streamline business operations and source and sell innovative products
- **Alliance's Legislative Advocacy** in Washington, D.C.
- **State-of-the-Art ASI News and Research** highlighting industry trends, new markets and business strategies
- **Significant Discounts** through ASI's Business Savings Program and the Alliance's Affinity Program, covering essential services like shipping with FedEx and UPS
- **Special Access** to the Alliance's subject matter experts in OSHA, EHS, sustainability and human resources
- **Access** to online print and decoration technique instruction and education
- **Advanced Networking** and free entry to major industry events like September's PRINTING United Expo, the world's most comprehensive printing show, large ASI promo products trade shows in Orlando, Fort Worth and Chicago, and numerous hosted-buyer events

Visit ASI at PRINTING United Expo at Booth SL281, in the Knowledge Center (Booth C4318), and in the PRINTING United Alliance Booth (C4200).

KODAK LAUNCHES NEW GREEN LEAF PROGRAM FOR SONORA PLATE USERS

Leader in process-free technology, **Kodak** has launched a new **Green Leaf program** to help SONORA Plate users educate their existing and potential customers about the sustainability benefits enabled by SONORA Process Free Plates.



KODAK SONORA
PROCESS FREE PLATES

**NO WATER.
NO CHEMISTRY.
NO ELECTRICITY.**

This is part of its commitment to its customers and the environment; thus, Kodak offers the printing industry numerous solutions to help them improve their sustainability. A key

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CYBERSECURITY IN THE AGE OF DIGITAL PRINTING: PROTECTING YOUR PRINTS AND DATA



Cybersecurity in digital printing is an extremely important topic as the printing industry becomes more digitised and therefore more vulnerable to various cyber threats. To curb these trends, this **SPECIAL FEATURE ARTICLE** highlights some innovative developments worth adopting in your production process:

Without doubt, you may be wondering which system to adopt - you are not alone. With myriad of innovations constantly churn out, it may interest you to know that you have started the adoption process but the question is: how functional and effective are these techs to your process? To answer this salient question, here are some of the innovations and developments in cyber security in digital printing for better understanding and adoption:

Security certificates and encryption:

One of the most basic security measures in digital printing is the use of security certificates and encryption technologies. This ensures that communications between print devices and servers are protected and cannot be intercepted or manipulated by attackers.

Authentication and access control:

Advances in authentication technology allow organisations to better control access to print devices and systems. This protects against unauthorised access and manipulation.

Intrusion Detection Systems (IDS) and Intrusion Prevention Systems (IPS):

IDS and IPS are security solutions deployed on networks and devices to detect and block suspicious behaviour. These systems can be integrated into print environments to detect and block attacks at an early stage.

Security awareness and training:

An important innovation in cyber security in digital printing is increased training and awareness of security best practices. Employees should be trained to recognise phishing attacks, use strong passwords and be security conscious.

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Automated security solutions:

The advancing automation in the printing industry allows companies to automate security processes. This includes automated network monitoring, threat detection and immediate response to security incidents.

Anomaly detection and AI:

Artificial Intelligence and Machine Learning are increasingly being used to detect anomalies in the printing process. These technologies can identify unusual behaviour at an early stage and indicate possible threats.

Security updates and patch management:

Regularly updating software and firmware is crucial to close known security gaps. Companies should implement effective patch management strategies to keep their printing devices and systems up to date.

Zero trust security models:

The zero-trust model assumes that potential

threats can reside anywhere on the network. Therefore, all access and communications are strictly monitored and verified, whether they come from the internal network or from outside.

Blockchain technology:

Blockchain can be used in the printing industry to ensure the integrity and authenticity of documents. This can help prevent forged documents and improve security.

Overall, cyber security in digital printing is constantly evolving as the threat landscape changes and new technologies emerge. Companies should ensure they stay on top of the latest security innovations to protect their printing processes and secure sensitive information.

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PROPAC WEST AFRICA 2024 CONFERENCE PROGRAM ANNOUNCED



Afroset Montgomery UK - organisers of West Africa's leading exhibition and conference for the packaging, plastics, printing and food processing industries in the region - **PROPAC West Africa** have announced new features to enhance the learning opportunities available at the upcoming show even with additional hall created to meet growing demands. **WHERE To Print** reports:



Taking place on **Tuesday 10th September** is the return of the **Smart Packaging Conference**, hosted by Advanced Institute of Packaging Professionals Nigeria (AIOPPN), World Packaging Organisation (WPO), and African Packaging Organisation (APO). This year's theme is: "Unlocking Nigeria Food Security: Implementation of Smart Sustainable Packaging to Reduce Food Waste". The full day program will cover this hugely important subject with sequential sessions looking at innovative approaches to sustainable packaging, cold chain technologies to reduce post-harvest loss, e-commerce platforms for food distribution and how to implement sustainable packaging in food supply chain.

Returning for its **11th edition** in September, **PROPAC West Africa** has announced its 2024 conference line up, with new value-added features and over **Fifty Speakers** included as the event kicks off from **Tuesday 10 to Thursday 12** at **Landmark Centre, Lagos** Nigeria.

Along with the new features is an additional hall created (making a total of four halls) to not only accommodate the growing number of exhibitors but to also improve overall exhibition experience for all participants. Which is why PROPAC West Africa is undoubtedly the largest exhibition and conference for the packaging, plastics, printing and food processing industries in West Africa which annually brings together **over 5,500 stakeholders** from across the manufacturing industry.

Launching for the first time this year is the **Product Innovation Stage**. This new feature will provide an intimate setting for leading brands including Tetrapak West Africa, SACMI, Bobst, Kronos West Africa and Epson to talk through a case study of their latest equipment, leading innovations in their respective sector, and other latest industry trends and developments. This expertly put-together maiden Product Innovation Stage will run across all the three days of the exhibition so there is lots of opportunities for visitors to learn something new.

However, with only 50 seats available for each session the organiser urges eager participants to sign up to be registered now at www.propacwestafrica.com and be sure to arrive at the sessions early to claim their seats.



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SPECIAL FEATURE ARTICLE: - PRE-SHOW REPORT - PROPAC WEST AFRICA 2024

With more than **Twenty Speakers** providing presentations and joining panel discussions throughout the day, the Smart Packaging Conference is a must-attend event for those in the industry. The keynote will be provided by none other than H.E. Mrs. Folashade Ambrose-Medebem, Honourable Commissioner for Commerce, Cooperatives, Trade and Investment (CCT&I), Lagos State with other leading minds carefully selected from top industry conglomerates such as Flour Mills of Nigeria, Lagos Waste Management Authority (LAWMA), Crown Flour Mill LTD, Helen Keller International and Value Ingredients LTD amongst numerous others on the line up

Not only that, **Wednesday 11th September** will see Strategic Partners - KPMG deliver an **Exclusive Conference** looking at the subject: **“Plastics for a Sustainable Future: Exploring Cross-sectoral Responsibilities, Innovation and Sustainable Finance”**. Leading partners at KPMG will be joined by **Mrs Titilayo Oshodi** - Special Adviser on Climate Change and Circular Economy to the Governor of Lagos State, **Victor Boyle-Komolafe**, Founder/CEO - GIVO Africa and **Chigozie Ejimogu** - Head of Sustainability - Verod Capital among others.

The conference at PROPAC West Africa complements the growth and importance of the manufacturing sectors, ensuring sustainability is at the forefront of their efforts and that can be seen with the increase in representation of products and services offered by the 250 brands across the four halls of PROPAC West Africa this year.

Be sure to register to attend the largest exhibition and conference for the packaging, plastics, printing and food processing industries in West Africa and keep up to date with all new speakers and exhibitors' line up.

For more information on how to take part in the industry event of the year, please visit – www.propacwestafrica.com





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Print Impact Around the World

Kodak offering that enables printers to reduce their environmental impact is the market-leading KODAK SONORA Process Free Plates which eliminate processing equipment, chemistry and the consumption of water and energy from platemaking.

It would be recalled that more than ten years after Kodak first introduced the SONORA Green Leaf Award, the refreshed Green Leaf program provides a host of new tools and marketing items. These materials, which include a new Green Leaf marketing handbook, updated collateral, animations and a Green Leaf certificate, are exclusively available to SONORA Plate customers. After registering on a dedicated web portal, they have access to these materials.

“Our new Green Leaf program supports SONORA Plate users in clearly demonstrating to print buyers and the market as a whole that their commitment to the environment and sustainability begins with KODAK SONORA Process Free Plates,” commented Laura Cole, VP Product Management, Kodak. “By using the Green Leaf program to communicate that they are doing their part to help the environment, printers using SONORA Plates also improve their chances of gaining more business.”

The Green Leaf program is now available in the USA and Canada. In the Asia-Pacific region, it will be rolled out from the last week of August and in EAMER from the last week of September 2024.

ANUGA 2025: OPTIMISED TRADE FAIR EXPERIENCE THROUGH NEWLY DESIGNED HALL STRUCTURE



The leading global trade fair for Food & Beverage Business, **Anuga** is presenting itself in **Cologne, Germany** from **4 to 8 October 2025** with a newly designed hall structure.

The introduction of the trade show Anuga Alternatives is one reason for the new design of the hall. This innovation constitutes a strategic further development of Anuga and thematically bundles protein alternatives gained from insects, plants, fungi, algae and cell-cultivated meat in one trade show. With this move, Anuga is reacting to the consumers' and trade's worldwide growing demand for alternative protein sources.

Thanks to targeted strategic adjustments, the individual trade shows are more clearly segmented and offer an improved orientation across the product sections. Thematically-related topics – such as **Anuga Alternatives** and **Anuga Organic** for example - are moving closer together on the fair grounds, which will create synergies. Dealers benefit from shorter routes.

With its ten trade shows, the largest international trade fair for the global food industry provides a complete market overview of the offer of food and beverages available worldwide. The individual trade shows offer products and services in the segments protein alternatives, bread and bakery products, frozen and convenience foods, dairy products, delicatessen and gourmet items, meat and organic products as well as hot and cold beverages.

An overview of the most important changes

- **Hall 1:** From 2025, Anuga Fine Food will share Hall 1 with Anuga Alternatives, which is celebrating its premiere in 2025 as the new trade show for plant, insect, algae and fungal proteins as well as cell-cultivated meat.
- **Hall 5.2:** The former hall for Anuga Meat will become the new centre for Anuga Fine Food, which will be directly connected to Anuga Fine Food in Halls 1 and 10.2 and bundles the "Fine Food" section in the South of the fair grounds.
- **Hall 7:** The "Processed Meat" section is moving from Hall 5.2 to Hall 7. Anuga Drinks is also located in Hall 7.
- **Hall 8:** Anuga Hot Beverages will also be located in Hall 8 from 2025 onwards, in the immediate vicinity of Hall 7, where Anuga Drinks is found.
- The former Anuga Out of Home that was located in Hall 7 in 2023, will no longer be a separate trade show in 2025. The products and services will be integrated into the offer of the corresponding segments to promote even better matchmaking.
- In addition to the Anuga taste Innovation Show and the Trend Zone all of the start-ups will be integrated into the "Boulevard of Innovation" (Boulevard North) to ensure better visibility and an improved overview for the trade.

The next events:

Anuga Select India - India's international exhibition on food & beverage trade and retail market, Mumbai 28.08. - 30.08.2024

ISM Middle East - The Heart of Sweets and Snacks in the Middle East, Dubai 24.09. - 26.09.2024

ISM - The world's largest trade fair for sweets and snacks, Cologne 02.02. - 05.02.2025

Further information, visit: www.anuga.com

KONICA MINOLTA ANNOUNCES OFFERINGS AT PRINTING UNITED 2024



Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta), has announced its presentations at the upcoming PRINTING United Expo in Las Vegas, Nevada, September 10 to 12. The company will showcase a number of devices to demonstrate how it is strengthening and expanding the business of commercial and industrial printing.

“The potential to push boundaries, enter new markets and seize opportunities to create unique customer experiences has never been more exciting, or more achievable for our clients and their customers,” said Frank Mallozzi, President, IPP, Konica Minolta. “Our industrial and production print portfolio is in peak condition, positioned for growth and meeting customer demands with devices based on our clients’ real-world needs, allowing them to be more efficient and profitable in an ever-increasingly competitive marketplace.”

Konica Minolta's expertise and leadership in industrial and production print will be on full display at its sizeable booth **No C3491**, featuring the following technologies.

AccurioPress C14010s

In the spirit of constant improvement and advancement, the development teams at Konica Minolta have made some exciting enhancements to



further build upon the company's "flagship" high-volume, toner-based production press, the AccurioPress C14000. The updated press features a fifth station for white toner. Other upgrades include new hardware and firmware, and the addition of new accessories and features. This includes the new IQ-601 for the latest in one-touch colour management, as well as the IM-104/IM-105 to hone in on variable media attributes, ensuring the engine can quickly and easily adjust for the media being fed into the system. These features and more will all be available with the new C14010s model.

AccurioWide 250

The AccurioWide 250 is a versatile printer with superior image quality and high productivity for both outdoor and indoor job



applications, increasing opportunities for customers to grow their business. This printer is equipped with UV LED lamps that allow users to print on a wider range of media, while simultaneously saving energy, time and cost. Its superior image quality and high productivity for outdoor and indoor job applications will impress the most challenging, quality-minded customers. The 4-color plus white ink configuration creates even more possibilities for printing on transparent material for backlit applications or for printing white as a spot colour. The 6-colour ink configuration offers a larger colour gamut, enabling the capability to print those hard-to-hit colours.

AccurioLabel 230

The easy-to-operate AccurioLabel 230 digital toner press meets the growing market needs for shorter runs and more customization, and provides substantial operational benefits for those looking to bring label production



in-house. Printing speeds of 77 ft/min assure that short-run label production is done quickly and on-time. The simple user interface and integrated software packages allow any user to quickly learn and operate the press, unlike the skilled labor set required for traditional flexographic presses.

PKG-1300

Konica Minolta's PKG-1300 digital full colour packaging printer is designed for corrugated manufacturers, converters, printers and brand owners looking for an automatic industrial digital print solution. The press is available in three configurations, from basic manual feeding to fully automated feeding and stacking, all inline.



Media types for the printer include paper-based materials of uncoated corrugated and uncoated folding carton stock with a maximum width up to 51.18". Maximum imaging width is up to 42.52". The media thickness ranges from 0.039" (0.9906mm) to 1.96" (49.987mm). There are five HP Thermo printheads running across the imaging area with adjustable stitching.

AccurioShine 3600

Konica Minolta's AccurioShine 3600 with iFoil One option is the company's newest inkjet spot UV printer, powered by MGI's innovative varnish technology with Konica Minolta's reliability. The AccurioShine 3600 allows printers to meet the



demanding needs of today's printing requirements. The device enables in-house spot UV varnishing, from prototyping to full production, without the need for screens, plates or dies. The AccurioShine 3600 utilizes ground-breaking technology for adding 2D and 3D multiple coating and dimensional texture effects in a single pass.

9/11 Tribute

Visitors to Konica Minolta's Booth will have the opportunity to write the name of a first

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BEE Printing Mechanical Company



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BINDING MACHINE



HEIDELBERG MOZ



HEIDELBERG SHAHL K78



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“WE ARE FULLY COMMITTED TO PROVIDING A VALUE-DRIVEN EXPERIENCE FOR EVERY PARTICIPANT AT PRINTING UNITED EXPO 2024”



With the stage set for **PRINTING United Expo 2024** next month, **WHERE To Print** magazine caught up with the man at the fulcrum of Events and Exhibitions at **PRINTING United Alliance** (organiser of **PRINTING United Expo**) - **Mr. Mark J. Subers** to know how his team aims to deliver value and opportunity to all within printing industry segments at the upcoming North America's biggest print & allied event scheduled to take place from **10 to 12 September 2024** at **Las Vegas Convention Centre, Las Vegas Nevada USA**. Find out in excerpt below:



HIGHLIGHTS?

As we've moved from the 98th largest show in the U.S. to the top 30; we've gained significant momentum across all segments of the industry. So, the theme for this year is: "Where the Industry Gathers." The idea being that we can cross-pollinate between segments of the industry to gain an understanding of new solutions and applications, learn from networking with peers, and dive into all of the educational session have to offer.

CAN YOU EXPLAIN THE ONE-ROOF CONCEPT OF PRINTING UNITED EXPO AND HOW IT BRINGS OPTIMAL RETURN ON INVESTMENT (ROI) TO PARTICIPANTS?

Our one-roof strategy was conceptualized with a stronger ROI in mind. Printers have a limited amount of time and funds to travel to these types of events. Also, the OEM/exhibitors have staffing and marketing budget limitations. **PRINTING United Expo** one-roof concept provides the platform where the full industry can gather and solve these issues. Most importantly, it provides a unique opportunity for the printers to ideate about new applications based on exposure to multiple new technologies.

“Our goal is to create an environment where every attendee leaves with actionable knowledge and new connections that will drive their business forward.”

WHAT EXCITES YOU ABOUT THIS YEAR'S PRINTING UNITED?

First, we're back in Vegas which is a highly sought-after destination for the industry. It always makes for an exciting show. Additionally, we are coming off a "drupa year" where many of the new product launches shown in Dusseldorf, will make their way "across the Pond" and land on the show floor in Vegas. Since **drupa** does not attract a large number of attendees from North America, **PRINTING United Expo** will be the place to come to see the latest innovations. Finally, we've added all-new educational, experiential, and entertaining activations to the floor and show. I believe they will be well received.

FROM LAST YEAR'S PRINTING UNITED IN ATLANTA GEORGIA TO

THIS YEAR'S SHOW; WHAT ARE THE KEY TRENDS?

Automation remains a major theme in the industry and we will see that demonstrated in many of the new solutions on the floor. AI is also coming on strong as a topic of interest and our own research team will be launching a new study around adoption. Plus, we will offer educational session discussing this topic as well. From an experiential perspective, we've added many new concepts, such as our **Knowledge Center**, to the floor where attendees will have the chance to meet with media and association partners, pick up samples, take in a **TED-Talk** type session, peruse the **Resource Library**, and more. We look forward to seeing how they are accepted by the full audience at the show.

WE UNDERSTAND THAT PRINTING UNITED HAS DIFFERENT THEME FOR EACH YEAR; WHAT IS PRINTING UNITED 2024 THEME AND SHOULD VISITORS EXPECT AS SHOW

TELL US MORE ABOUT THE PAID EDUCATION SESSIONS AND WHAT PARTICIPANTS STAND TO GAIN?

We are offering a very robust educational program this year with 50+ sessions. This includes a paid program for direct educational sessions, plus educational experiences on the floor that will be open to everyone. Our convergent/diversification model is based on education and exposing the attendees to new opportunities. Education is foundational to our model. From sessions on AI to how to diversify your business, automation, sustainability, workforce development, pricing and sales strategies, and so much more; there is truly something for everyone. The complete session listing can be found at:

https://www.printingunited.com/attend/show-features/paid-education/.

WHAT SHOULD THE INDUSTRY EXPECT AT THE SHOW RIGHT FROM THE ONSET ON SEPTEMBER 10 TO THE END - SEPTEMBER 12?

Attendees can expect an exciting and dynamic experience from the very start of PRINTING United Expo 2024, and even prior, starting with a special Sustainable Green Printing Partnership (SGP) Summit event on September 9. From September 10th through 12th, the show floor will be bustling with the latest innovations in printing and packaging technology. There will be live demonstrations, interactive exhibits, and opportunities to engage directly with industry experts. Our carefully curated educational sessions will offer invaluable insights into current trends and future developments, covering a wide range of topics from digital transformation to sustainability. Networking events, including our new PRINTING United AFTER DARK program, will provide ample opportunities to connect with peers, share ideas, and form new partnerships. Our goal is to create an environment where every attendee leaves with actionable knowledge and new connections that will drive their business forward.

WHAT DO YOU THINK WILL BE THE KEY ISSUES PRINTING UNITED 2024 EXHIBITORS WILL BE HIGHLIGHTING AT THEIR RESPECTIVE STANDS?

Exhibitors at PRINTING United Expo 2024 will be highlighting several key issues that are critical to the future of the printing industry. Sustainability will be a major focus, with many companies showcasing eco-friendly materials, processes, and technologies aimed at reducing environmental impact. Digital transformation and automation will also be prominent, as exhibitors demonstrate how these innovations can enhance efficiency, customization, and cost-effectiveness in printing operations. Additionally, there will be a strong emphasis on the convergence of printing and packaging, reflecting the growing trend towards integrated solutions that offer both visual appeal and functionality. Other key topics will include advancements in inkjet technology, the impact of artificial intelligence, and strategies for navigating supply chain challenges.

AS LAS VEGAS IS ONE OF THE MOST POPULOUS CITIES IN THE UNITED STATES, VISITORS' NUMBERS ARE EXPECTED TO BE UP AT THIS YEAR'S EDITION: HOW PREPARED ARE YOU AS ORGANISER TO ENSURE AN INVALUABLE EXPERIENCE TO ALL CONCERNED?

We are fully prepared to handle the always impressive and anticipated number of global visitors and ensure that everyone has an invaluable experience. Our team has worked diligently to enhance all aspects of the Expo; from registration and check-in processes to onsite navigation and services, including our show app and MapYourShow sessions and exhibitor listings. We've nearly sold out our exhibit space to accommodate more exhibitors and attendees comfortably. Additionally, we've partnered with local hotels, transportation providers, and other service vendors to offer special rates and ensure smooth logistics. Our aim is to make PRINTING United



Expo 2024 a seamless, engaging, and rewarding experience for everyone involved. Finally, we've partnered with JamPack, an event organizer, to create our "After Dark" program which will provide the exhibitors and attendees with a series of networking events. We expect these events to be very engaging and a place for everyone to gather.

SPECIFICALLY, WHAT SPECIAL ARRANGEMENT OR RELATIONSHIP DO YOU HAVE WITH HOTELS, ACCOMMODATIONS, TRANSPORTS AND

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OTHER SERVICE PROVIDERS IN ORDER TO GIVE SPECIAL DISCOUNTS AND TREATMENT TO VISITORS?

We have established partnerships with a variety of hotels, transportation providers, and other local service vendors to offer special discounts and enhanced services to our visitors through our partnership with **OnPeak Hotels**, as well as after hours and entertainment discounts through our PRINTING United AFTER DARK networking program. These partnerships ensure that our attendees have access to preferential rates on accommodations, making their stay in Las Vegas more affordable and comfortable. We have also arranged for convenient transportation options, including shuttle services, to make traveling to and from the Expo as seamless as possible. Additionally, we've collaborated with local restaurants and entertainment venues to provide our attendees with exclusive deals, enhancing their overall experience in the city. Our goal is to make sure that every aspect of their visit to PRINTING United Expo 2024 is enjoyable and valuable.



help mitigate supply chain issues and ensure a steady flow of materials and services. Additionally, expanding into new markets and diversifying product offerings can open up new revenue streams. Finally, fostering a culture of continuous learning and innovation within the organization will keep the business adaptable and competitive in a rapidly changing industry.

mission is to ensure the long-term success of our members and the industry at large. The Expo is one of the ways in which we deliver on that promise.

ANY NEWS/ ADDITION(S)?

Our engaging **Knowledge Center** experience is one not to be missed, as mentioned above. As well as our new **PRINTING United AFTER Dark Networking programming**, where collaboration, meet ups and entertainment all go hand-in-hand for an enjoyable experience for all.

“Additionally, there will be a strong emphasis on the convergence of printing and packaging, reflecting the growing trend towards integrated solutions that offer both visual appeal and functionality.”

“Networking events, including our new PRINTING United AFTER DARK program, will provide ample opportunities to connect with peers, share ideas, and form new partnerships.”

CAN YOU EXPLAIN WHAT THE INDUSTRY STAND TO BENEFIT FROM YOUR RECENT PARTNERSHIP AGREEMENT WITH DRUPA?

Although our partnership with drupa is yet to be fully defined, the upside of the largest Printing and Packaging shows in Europe and the Americas working together is evident. The ability to leverage our communities and share the value proposition that each show has to offer is certainly among the top advantages. There's plenty of intellectual property between the two organizations that can be shared and adopted to advance each other's events which will ultimately provide the attendees with an enriched experience. PRINTING United Alliance, the organizer of the Expo, is a U.S. based, non-profit whose mission is to support the long-term prosperity of the industry. Our relationship with drupa will serve to advance that goal.

WHAT BUSINESS STRATEGY(IES) DO YOU THINK PRINT & ALLIED PRACTITIONERS SHOULD DO DIFFERENTLY TO TAKE THEIR BUSINESSES TO NEXT LEVEL?

To take their businesses to the next level, printers should focus on several key strategies. Embracing digital transformation is crucial; adopting the latest technologies and blending them into your full array of solutions can streamline operations, reduce costs, and offer new capabilities such as mass customization and on-demand printing. Investing in sustainable practices is also vital, as consumers and clients increasingly prioritize environmental responsibility. Building strong, collaborative relationships with suppliers and partners can

FINALLY, WHAT ASSURANCE ARE YOU GIVING TO EVERY PRINTING UNITED 2024 PARTICIPANT TO GUARANTEE YOUR COMMITMENT TO A VALUE-DRIVEN EXPERIENCE?

We are fully committed to providing a value-driven experience for every participant at PRINTING United Expo 2024. Our comprehensive planning and execution ensure that attendees have access to the latest innovations, high-quality educational sessions, and unparalleled networking opportunities. We have curated an extensive lineup of exhibitors and speakers who are leaders in their respective fields, offering attendees a chance to learn from the best and discover cutting-edge solutions. Our dedicated team is focused on creating a safe, engaging, and productive environment where participants can achieve their goals and leave with actionable insights and valuable connections. We are confident that PRINTING United Expo 2024 will exceed expectations and deliver a truly enriching experience for all. We are the largest association for printing and packaging in North America and our

About MARK J. SUBERS



As member of the printing community working to advance the industry and ensure the success of all, Mr. Mark J. Subers is the President of Events and Exhibitions at PRINTING United Alliance (organiser of North America's biggest print-incline exhibition - PRINTING United Expo) with oversight function of ensuring all events (including summits and conferences) produced by the joint entity of the "Impressions" brands – Printing Impressions, In-plant Impressions, Packaging Impressions, and Wide-format Impressions hold successfully.

in line with one of his favourite quotes by the great American football coach - Vince Lombardi; "Individual commitment to a group effort – that is what makes a team work, a company work, and society work, and civilization work", Mr. Subers along with his team successfully launched PRINTING United in October 2019 and which has over the years grown in leaps and bounds representing a sea change in the way trade expositions are run in the industry. One of his passions is to deliver value and opportunity to all printing industry segments. This will be seen LIVE at the forthcoming PRINTING United Expo 2024 next month from 10 to 12 September 2024 at Las Vegas Convention Centre, Las Vegas Nevada.

Print Impact Around the World

responder, active military personnel or veteran on a label as part of the company's 9/11 tribute. Konica Minolta will donate \$5 for every name collected to support two of its corporate social responsibility partners, the Tunnel to Towers Foundation and Wounded Warrior Project. Look for the flag to participate.

EURO FORGER ARRESTED IN ITALY

A counterfeiter who printed and sold €8m worth of fake banknotes across Europe, with another €3m worth ready to go at his Naples-based printing premises has been arrested in his underground printing shop located in the Italian city of Naples.



The notorious money forger (names withheld) is believed to be responsible for over 27% of all faked euro banknotes discovered and taken out of circulation in 2023 alone.

On an action day conducted on 14 August 2024, the Italian Carabinieri (National Police) arrested the imitator, dismantled his sophisticated counterfeiting print shop and seized nearly EUR 3 million in high-quality counterfeit banknotes. Collaborating closely with the French National Police, experts from the respective anti-currency counterfeiting units tracked down the criminal believed to be responsible for selling millions of euros worth of forged banknotes. Europol supported this investigation, which started in 2022 and has since seen the intelligence contributions from at least 10 countries reporting seizures of the same type of faked euro bills.

Leading up to the action day, authorities across Europe had seized counterfeit banknotes of various denominations (mostly 20, 50 and 100 euros) worth around EUR 950 000 before they entered circulation, all traceable to the same producer.

Bunker-like printing laboratory in a private residence



When officers raided the location, they came across an almost industrial-like production line containing 31 digital printing machines and extensive quantities of raw materials used for the production of fake banknotes. The criminal had set up shop in his own home, hiding the production facility behind his garage. Concealed behind a cabinet, the forger had constructed a movable wall part on rails, which allowed him to access the printing lab when actuating a homemade electronic system.

Authorities believe that the forger relied on several national and transnational distribution channels, the latter predominantly in France, to sell his counterfeit banknotes in denominations of 20, 50 and 100 euros. Expert analysis, including an assessment by the European Central Bank, confirmed that the counterfeit security features on the banknotes (such as holograms) were of high quality.

Europol's support to Italy and France

Europol facilitated the information exchange and financed and coordinated several operational activities. Europol also provided analytical support to identify the countries in which the banknotes were distributed. During the action day, Europol sent an expert to Italy to provide technical support and cross-check the operational information against Europol's databases and the European Central Bank's systems.

Participating authorities:

- France: National Police (Police Nationale - Office central pour la répression du faux-monnayage (OCRFM))
- Italy: Carabinieri (Arma dei Carabinieri - Comando Carabinieri Antifalsificazione Monetaria (CCAFM))

FUJIFILM AND KONICA MINOLTA TO FORM JOINT VENTURE

Fujifilm Business Innovation and Konica Minolta are expected to come together to form new joint venture company to be formally established by the end of September.

According to a press release by both companies, the initial focus of this partnership will be on the



procurement of raw materials and parts; an alliance covering toner development and production; and other business alliances covering strategic collaborations. "Through the newly established joint venture, Fujifilm Business Innovation and Konica Minolta will leverage their extensive supplier networks to strengthen their business



Konica Minolta executives at the Tatsuno toner factory

foundations by establishing a robust supply system for their products and streamlining their business processes," the statement stated.

FESPA AWARDS 2025 OPEN FOR ENTRIES

FESPA's long standing Awards programme returns in preparation to recognise industry leaders at the co-located FESPA Global Print Expo, European Sign Expo and Personalisation Experience in Berlin, taking place in May 2025.



The competition is now open for submissions from speciality print providers and sign-makers to showcase their most outstanding projects. This global awards programme encourages innovation and excellence, providing a platform for print and sign-makers to highlight their latest and most significant achievements, forging a path to set new standards for the industry.

FESPA's Head of Association and Technical Lead and one of the 2025 Awards judges, Graeme Richardson-Locke, comments: "Speaking on behalf of the judges, we all hope to be surprised by new levels of technical excellence and clear evidence that the entry has been created with the greatest care, reflecting the professional standards that we've seen over many years. For entries this year, we're interested in seeing the use of appropriate and sustainable materials, reflecting the wider industry's goal of reducing its environmental impact."

The FESPA Awards will welcome entries to the following categories:

- Display and POP on Paper and Board
- Packaging on Paper and Board
- Display and POP on Plastic
- Packaging on Plastics
- Posters
- Serigraphies and Fine Art
- Decals and Printed Labels
- Wrapping
- Creative Special Effects – Paper Board and Plastics
- Special Effects on T-shirts, Garments and Other Textiles
- Printed Garments
- Roll-to-Roll Printed Textiles
- Glass, Ceramic, Metal and Wood Products
- Direct Printing on Three Dimensional Products
- Non-Printed Signage
- Functional Printing – Fascias, Dials, Name plates
- Printers

The final category, the **Young Star Award**, is open to individuals aged 16-25 who are vocational trainees or students in digital or screen printing and design. To enter, applicants can submit their work in any print related category.

Regarding the Young Star Award, Richardson-Locke states: "We are always thrilled to review the entries for the Young Star category and impressed by the standard of work submitted. We see creative thinking and technical delivery to a standard which demonstrates that we have new talent coming up within the industry, a topic which is really important to FESPA and its associations. It's hard having to choose but for the winner, the accolade marks a significant achievement. We hold them to a high standard and don't make it easy to win!"

The **People's Choice Award** will be open to voting from 6 January 2025, with the FESPA online community casting their votes across all categories. In contrast, the Best in Show Award and the Judges' Award for Innovation are chosen by the panel of judges from FESPA, setting them apart as unique recognitions of excellence in the industry.

Printers and sign-makers have until **Wednesday 12 December 2024** to submit their entries for the 2025 FESPA Awards. The shortlisted entries will be announced on 23 February 2025 and showcased from 6-9 May 2025 at Messe Berlin, Germany at **FESPA Global Print Expo 2025**.

Entry fees are €100 for members and €150 for non-members, with early bird discounts available until 29 August 2024.

PRINTING SA PARTNERS WITH DWYPD TO EMPOWER MORE WOMEN IN PRINT



FESPA's Association in Africa, **Printing SA** have partnered with the **Department of Women, Youth and Persons with Disabilities (DWYPD)** to empower and support women in print. This partnership emphasizes both organisations' commitment to support gender equality. A series of "Printspired" Women Changing the Future of Print events will take place in Johannesburg, Cape Town, and Durban in August.

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AI IN THE PRINTING INDUSTRY: 8 REASONS TO INTEGRATE AI INTO THE PRINTING PROCESS



Print and Digital Solutions: At first this sounds like a contradiction in terms. However, the printing industry has known for a long time that it can only go hand in hand. Anyone who processes data needs a digital infrastructure to offer solutions quickly and efficiently. Check out these eight reasons why you should integrate AI into your printing process in this **SPECIAL FEATURE ARTICLE:**

The printing industry has undergone a remarkable transformation in recent years.

Artificial Intelligence (AI) is producing more and more innovations, and this is having an impact on the industry's processes.

In this context, AI does not stop at graphic design, but after the design processes, it also primarily influences the processes in production and warehousing. AI improves efficiency, creativity, and individualization.

Automated design and layout

AI-powered design tools make it easier than ever to create stunning graphics and layouts. These tools can analyze design trends, identify user preferences, and even suggest design elements.

Standardized tasks, such as arranging text and images or creating templates for print materials, are now handled by AI. This frees up important creative processes for the designer.

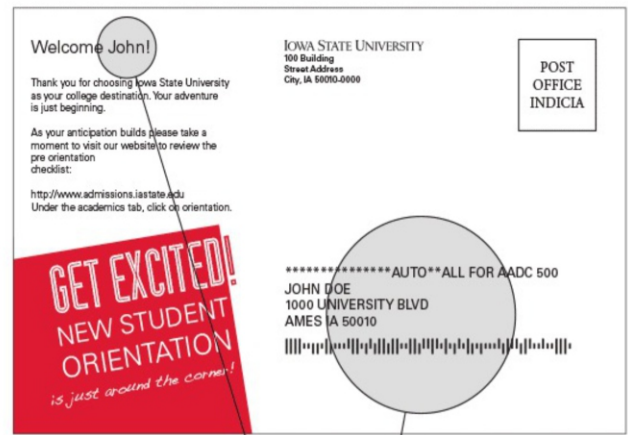
The most commonly used AI-Tools in this context are **Midjourney** and **Dall E**. However, our time is bringing more and more design AIs to light. If you google "AI design", you will quickly find a selection of 15 and even more tools that are compared with each other. Each AI has its own strengths and weaknesses.

Anyone who is now afraid that the profession of graphic designer will slowly disappear as a result is far wrong. Because operating AI also requires some practice. Artificial intelligence makes our work easier and yet creates new processes that need to be learned.

Personalization on a large scale

Well thought-out personalization has always been a guarantee for successful print marketing campaigns. Artificial intelligence makes it much easier for us to implement these measures. AI algorithms can analyze vast amounts of customer data to create highly personalized print materials, from direct mail to brochures and even

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Variable Data

customized catalogs. By tailoring content and design to individual preferences and behaviors, companies increase engagement and conversion rates

Variable Data Printing

Variable data printing (VDP) is indispensable today. Personalization of advertising media is not the biggest business here. With the online business, the demand for this printing method is also growing. The market for label printing, product variants and also personalized products is now huge. Without AI, the process is difficult and lengthy. AI algorithms enable seamless integration of personalized data such as names, addresses, images and other graphic elements in printed products.

Analytics of print jobs

AI-powered analytics tools help printers plan customer requests more accurately. By analyzing historical sales data, market trends, and other relevant factors, these tools provide insight into what types of print materials are likely to be in demand in the future. In this way, it is possible to

optimize production schedules and reduce waste.

The result is savings in time and costs. The nicest side effect: we reduce our carbon footprint.

Quality control and inspection

AI-powered cameras and sensors are already doing quality control and machine maintenance for us today. Imperfections, color deviations and printing errors are detected and corrected in real time. This not only reduces waste, but also ensures that every printed product meets the set quality standards.

Augmented Reality (AR) Integration

Sharp-witted brand owners are bringing their printed materials to life through augmented reality. Using AR apps, users can scan printed materials such as brochures or product packaging to access interactive content, videos, or 3D models. AI plays an important role in enhancing the user experience by recognizing the printed material and overlaying digital content.





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Workflow optimization

AI-driven workflow management tools simplify the entire print production process. Integrated into software, artificial intelligences accompany the entire printing process from customer inquiry to finished product. At drupa 2024, software tools will again be presented that automatically check and calculate inquiries, monitor the printing process, make inventory management efficient and lead to less machine downtime. AI-supported production leads to cost savings and increased efficiency in all processes.

Environmentally friendly printing

Artificial intelligence also helps to reduce the company's own environmental footprint. The optimization of printing processes often results in a reduction in waste and scrap, inevitably leading to more responsible behaviour in production. This is in line with the growing demand for environmentally friendly solutions in

the printing industry.

Conclusion

The integration of AI in the printing industry and design has opened up new opportunities for creativity, personalization and efficiency. As AI technology continues to advance, we can expect even more innovative applications that will further transform the printing industry. Printing companies that integrate artificial intelligence into their processes and business units will remain competitive in the long run and offer their customers fast, efficient solutions that follow the trend towards customization and sustainability.

© drupa blog

This SPECIAL FEATURE ARTICLE is culled from **drupa blog (www.drupa.com)** to inspire and help you improve your print purchase decisions on latest technologies, innovations and trends in the print and packaging industry

Print Impact Around the World



Established to support the print industry, Printing SA has been a crucial part of advocating for advancements and education within the sector. The industry has shown resilience and growth, continuously adapting to new technologies and market demands. "The printing industry is not only surviving but flourishing," said Jermaine Naicker, Managing Director of Printing SA. "We are excited to showcase the innovations and contributions of women in print." This showcases the strength and potential of the industry in the modern economy.

To further empower and support women in the print industry, Printing SA has partnered with the Department of Women, Youth and Persons with Disabilities (DWYPD). This collaboration is formalized through a Memorandum of Understanding (MOU), emphasizing both organizations' commitment to gender equality and innovation. The partnership aims to support women and demonstrate their significant contributions to the industry. This partnership aims to create more opportunities for women to lead and innovate in the print sector.

WOMEN IN PRINT ALLIANCE ANNOUNCES NEW MEMBERSHIP PROGRAM

Women in Print Alliance, a key advocate for women in the printing industry and part of PRINTING United Alliance, is excited to announce the launch of a new membership program designed to provide enhanced benefits and greater accessibility for women at all stages of their careers. The new program aims to foster a supportive community, offer professional



development opportunities, and advocate for the advancement of women in printing and graphic arts. More information about the new program can be found at: www.womeninprintalliance.org

"We are incredibly proud to introduce the new Women in Print Alliance membership program, which reflects our, and PRINTING United Alliance's, commitment to supporting women at every stage of their careers," says Lisbeth Lyons Black, director, Women in Print Alliance. "While we will always provide a complimentary newsletter and broadly support inclusive industry initiatives, we recognize the need for women to access elevated personal and professional development programming that enhances their career journeys in print. By offering tailored benefits and resources, we aim to empower our members to achieve their full potential and drive meaningful change within the printing industry."

Enabling Women with Elevated Membership Options

Recognizing the diverse needs and goals of women in the printing industry, Women in Print Alliance has developed a comprehensive membership structure that caters to students, emerging professionals, and industry veterans alike. Each membership option offers unique benefits designed to support members' professional growth and career progression and will include a mix of virtual and in-person benefits, with programming focused on topics like career development, executive leadership, and work-life balance.

The following types of annual memberships are available:

- **Individual Membership** - for women working in all roles and segments of the printing industry. Individual memberships will be offered at a special inaugural price of \$59.
- **Corporate Membership** - for companies who wish to provide membership seats directly to select women employees who will receive an array of membership benefits.
- **Student Membership** - is FREE as part of the Women in Print Alliance's commitment to

attracting the next generation of women to the printing industry workforce.

An Array of Membership Benefits

Membership in the Women in Print Alliance offers numerous advantages. Key benefits include, but are not limited to: exclusive invitations to Women in Print Alliance virtual and in-person events; special event invitations and access to gatherings in conjunction with PRINTING United Expo; exclusive and elevated members-only content; participation in Book Chats featuring best-selling, non-fiction relevant to women in the workplace; access to an exclusive professional network through a comprehensive member directory; and so much more.

Women in Print Unite at PRINTING United Expo

At PRINTING United Expo 2024 in Las Vegas, being held September 10 to 12, Women in Print Alliance will offer even more ways for women in the industry to connect, including at the annual Women in Print Alliance Luncheon, informal meet-ups, and more. For the complete agenda of all events and networking opportunities at the Expo, visit: <https://womeninprintalliance.org/expo-events/>.

Join Today

The Women in Print Alliance invites all women in the printing and graphic arts industry to join the community and take advantage of the new membership program. Learn more about the new offerings now available through Women in Print Alliance at: www.womeninprintalliance.org

AS KINGDOM OF SAUDI ARABIA INVESTMENT BOOMS, GULF PRINT & PACK LAUNCHES IN RIYADH

Labelexpo Global Series organiser of **Gulf Print & Pack Show** and other expos has announced the launch of Gulf Print & Pack in the Kingdom of Saudi Arabia, taking place from 21 to 23 January 2025 at the Riyadh Front Exhibition Conference Center (RFECC). The new show builds on the success of the established Dubai-based exhibition Gulf Print & Pack and showcases the latest in commercial and package printing technology alongside packaging equipment and materials in the country.



With this, Gulf Print & Pack will cement its position annually in the Middle East region comprising of two events, Gulf Print & Pack 2025 in Riyadh to service the burgeoning Kingdom of Saudi Arabia market and Gulf Print & Pack 2026 in Dubai for the GCC market.

The announcement of the event in Riyadh coincides with an investment boom across the Kingdom of Saudi Arabia, in line with the country's Vision 2030 initiative, which emphasizes sustainable growth across a wide range of industry sectors. This is expected to create major business opportunities for commercial printers and packaging converters as well as drive demand for automated packaging systems and sustainable packaging materials. The Saudi plastics packaging market, for example, is expected to grow at a compound annual growth rate of 6.6% and reach USD \$20.52 billion by 2030, while the value of the paper and paperboard packaging market is expected to reach USD \$5.87 billion by 2028.

Jade Grace, Managing Director, Labelexpo Global Series, commented: "We are launching Gulf Print & Pack in the Kingdom of Saudi Arabia just as the Kingdom scales up its plans to boost industrialisation by adopting advanced and sustainable technologies all of which will be showcased at the show. This will require major investment by PSPs, commercial and packaging printers and specifiers of automated packaging machinery and eco-friendly materials."



Barry Killengrey, Event Director, Gulf Print & Pack said: "We are excited to extend the Gulf Print & Pack series to Riyadh, where a vibrant consumer market is driving adoption of new digital technologies and packaging formats across the FMCG market. We see a huge potential for growth for all sectors of the print and packaging business supporting the Kingdom of Saudi Arabia's development goals."

Osamu Miyauchi, Managing Director of Konica Minolta Business Solutions Middle East said: "We are eager to participate in Gulf Print & Pack 2025 in Riyadh because it is a premier event for the industry in the Kingdom of Saudi Arabia, offering insights into cutting-edge technologies, and a chance to showcase our innovations. Engaging with industry leaders in the Kingdom and potential clients will significantly boost our business's growth and visibility."

Ayman Ali, Marketing Director of Canon Saudi Arabia said: "The printing industry in Saudi Arabia is experiencing rapid growth, highlighting the critical need for a professional exhibition like Gulf Print & Pack 2025. This platform provides Canon Saudi Arabia with the ideal opportunity to engage with our customers and showcase the latest innovations in Canon's professional printing solutions."



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