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VOL. 17 | NO.97 | JUL/AUG 2025 | ISSN: 2006-7402

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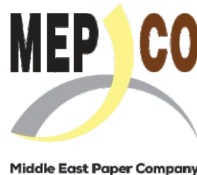
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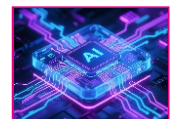
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Our Office is located at 46B, Adekunle Fajuyi Way, GRA Ikeja, Lagos Nigeria.

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To Readers

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

THE TIME TO ACT IS NOW!

It's the start of the 'ember' months, which literally signifies the period of harvest of rewards, but for the discerning heart, this is also the time to start preparing for next year with wisdom, clarity, and commitment to positive impact. As we thank God for seeing us through thus far, let us also remember the virtues of empathy, devotion, and patience as we enter into the 'ember' months. Now is the time to define what you are meant for with clarity of purpose. Discover your area of impact and take time to purposely plan ahead and realistically execute them with deep focus.

For us at **WHERE To Print magazine**, we are up for another impactful and value-driven experience as we daily publish **PROPAK West Africa**, the **Official Publication** of West Africa's leading international printing, packaging and allied exhibition and conference - **PROPAK West Africa 2025** in Lagos, Nigeria (everyday of 9 to 11 September) before jetting off to Europe and UK for the greatest show on earth; **Label Expo Europe 2025** in Barcelona, Spain (16 to 19 September) and UK's annual dedicated print expo co-locating with The Signshow; **The Print Show UK 2025** (23 to 25 September) in Birmingham, UK. The next edition will definitely be bumper as it will highlight the post-show reports and impacts of these leading events on our industry. Then what's in this edition?

Characteristically, we start the news coverage from our region with **PRINT IMPACT AROUND NIGERIA** (from page 10) and then, to other news around the globe with **PRINT IMPACT AROUND THE WORLD** (from page 12), highlighting the latest developments that took place within the last two

months in the print and allied industries both in Nigeria and around the world, respectively.

Topical issues are also accentuated in our **SPECIAL FEATURE ARTICLES** to educate and elicit further intellectual discussions on print and allied businesses that aid sustainable growth. First off, **Paul Bobnak** shows how an effective direct mail design not only affects the brain but enables a brand's profitability in his piece: **DIRECT MAIL ON THE BRAIN** (on pages 14 and 15). Next is **Ricoh's** Director of Business Innovation & Solutions, **Erwin Busselot**, who shows how Print Service Providers (PSPs) need to be proactive in leveraging Artificial Intelligence (AI) in driving clients' engagement in his piece titled: **HOW PSPS CAN DRIVE CLIENT ENGAGEMENT WITH AI** on pages 16 and 17.

To further our understanding on the newly approved European Union's **Packaging and Packaging Waste Regulation (PPWR)** as it affects the entire packaging lifecycle, Domino Ink Development Manager, **Natasha Jeremic**, in the **SPECIAL FEATURE ARTICLE** considers the impact of the PPWR on the development of printing inks for packaging and labels and outlines the importance of PPWR-compliant inks in evolving reuse and recycling processes. Check out the piece



(on pages 20 and 21), which is rightly captioned: **PACKAGING, PACKAGING WASTE, AND PRINTING INKS: THE IMPACT OF THE PPWR**. And for Print Service Providers (PSPs) to tap into the impactful and lucrative specialty printing (like premium packaging) genre, the last **SPECIAL FEATURE**

Continued on page 10 >>

FLEX

Frontlit Glossy/Matt
Backlit, Mesh, Reflective Flex

SAV

Self Adhesive Vinyl (sav)
Clear Sav, Vehicle Branding Sav,
Reflective Sav, Window Graphics
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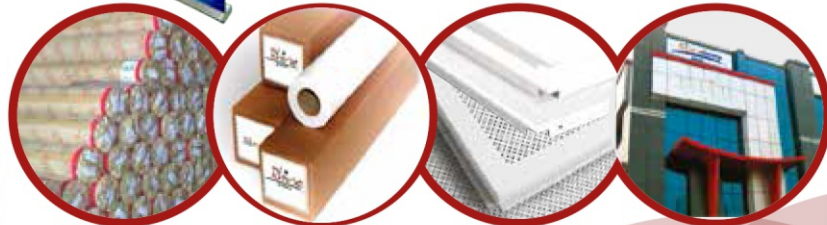
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ARTICLE in this edition by **Ofurum Augustine** educates PSPs on a step-by-step approach to build a profitable, future-proof business from specialty printing. Titled: **UNLOCKING THE PREMIUM PACKAGE: A BLUEPRINT FOR PROFITING FROM SHORT-RUN, HIGH-MARGIN SPECIALTY PACKAGING IN NIGERIA**, flip over to pages 24 and 25 to find out how.

The **SPECIAL FEATURE INTERVIEW** in this edition presents an unapologetically young-looking man who is not a new face in the industry - **Mr. Olakunle Ogunjobi**. The Technical Director at **Randomsoft Limited** shares his views on issues such as advancements in technology like AI, digital transformation, and suitability in flexography that are transforming our industry. If you want to reinvent your business models and adopt digital technologies that will help you compete successfully, then turn to pages 26, 27, and 28 to read the no-holds-barred interview titled: **"THE MARKET IS TOO DYNAMIC TO BE STATIC;**

ADAPTABILITY IS THE SURVIVAL SKILL".

And I couldn't agree more, especially now that many sectors and individual businesses face significant challenges leading to slow decline, failure, or outright end of the business. Factors like high borrowing costs, policy uncertainty, power outages, over-reliance on debt, lack of innovation, and failure to adapt to changing markets are contributing to these business struggles. However, many businesses are also adapting, innovating, and finding new ways to thrive in dynamic environments, suggesting the narrative is not one of universal death but of adaptation and transformation. This is the time to start with clarity of purpose; discover your area of focus, and take time to purposely plan and realistically execute the plan.

Please also note that while many printing and allied companies are struggling for survival, there are so many others that have carved a niche for themselves in the market. They are not just growing sustainably, but making giant strides with positive impacts in

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our industry. And they do not just come from the blues. So, endeavor to learn from them. You need to first engage your senses with the belief that it can be done. Discard irrelevancies and focus on increasing customer loyalty through excellent service and personalized offers. In adaptation and transformation, your goal is to expand your reach by leveraging social media and creating strategic partnerships, especially to scale up. In line with market demands, diversify your product or service offerings, analyze your

target market to uncover new opportunities, and develop a detailed growth plan with clear action plans to guide your efforts and measure progress. When do you start? The time to act is now!

Until next edition, do take care of yourself and continue to do good!

Print impact around Nigeria Stories by Precious Ajuonuma & Joju Adekanbi

BPPC CELEBRATES 1ST ANNIVERSARY

The revived Benue State Government Owned Printing Press - **Benue Printing and Publishing Corporation (BPPC)** has celebrated its first anniversary as a transformed and efficient Corporation, repositioned as the hub of printing excellence, innovation, and professionalism.

In a statement by the Media Officer of the Corporation, **Mr. Johnson Dzungwenen Uju**, the last one year of BPPC was characterised by successful revival and transformation of a once ailing establishment into a vibrant, modern, and result-driven commercial printing press; "Exactly one year ago, BPPC was entrusted with a renewed vision under a Public-Private Partnership (PPP) between the Benue State Government and Shimatex Nigeria Limited. This noble initiative, made possible under the visionary leadership of the **Executive Governor** of Benue State, **His Excellency Rev. Fr. Dr. Hyacinth Iormem Alia**, has breathed new life into the Corporation,



repositioning it as a hub of excellence, innovation, and professionalism in the printing and publishing industry," the statement reads in part.

To this end, BPPC over the last twelve months has recorded landmark achievements in the modernization of its operations, transitioning from obsolete machinery to state-of-the-art equipment. As a result, the Corporation now operates as a modern printing press, delivering world-class print solutions. BPPC has also successfully executed major printing contracts for government institutions, corporate organizations, and educational establishments – with on-time delivery and superior quality. Not only that, for the first time in many years, BPPC is generating sustainable revenue, contributing meaningfully to the state economy, hence setting the pace for profitability.

As a Public-Private Partnership (PPP) between the **Benue State Government** and **Shimatex Nigeria Limited**, led by **Mr. Joel Torhemem Mitsor** (popularly called **Shimatex**), the revival at BPPC has led to employment opportunities for Benue indigenes, with improved staff welfare, training, and other motivational initiatives to boost staff morale. No doubt, Shimatex leadership has positioned the Corporation on the path of sustainability and excellence.

WHERE To Print magazine congratulates Shimatex and BPPC on your first anniversary celebrations!

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Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

RANDOMSOFT INTRODUCES ADVANCED ANALOG FLEXO PLATE MAKING

FLEXO EDGE 2025

Randomsoft

VIP SYSTEM DANTEX GROUP



In line with its mission to bring world-class flexographic technology closer to home, the reliable and high-quality service provider in Nigeria's Printing Industry - **Randomsoft Limited** has introduced **Advanced Analog FLEXO Plate Making** into the Nigerian market.

Unveiled at the recent **Executive Seminar** on flexographic printing and packaging tagged: **FLEXO EDGE 2025**, the Advanced Analog FLEXO Plate Making is a complete, high-performance, and eco-conscious plate production solution designed specifically for the African packaging and label market. According to Randomsoft LTD Technical Director, **Mr. Olakunle Ogunjobi**, the Advanced Analog FLEXO Plate Making is built for label converters, flexible packaging printers, corrugated carton producers, and trade shops. "This system delivers not just plates, but a full European-grade imaging workflow optimized for quality, speed, and sustainability," he explained while noting further that because solvent-based systems are fast becoming obsolete, expensive, harmful to the environment, and slow, the Advanced Analog workflow has now replaced the outmoded system with water-washable flexo plate technology thereby offering users faster turnaround times, clean, solvent-free operations, higher image resolution, and greater cost-efficiency.

"At its core, the solution features the Graphic Republik Starplate Aquaflex Plate and the AQF Combination Processor, hence delivering exceptional clarity and consistency across all substrates, from film and foil to board and corrugated. Other key benefits include: High-Resolution Print Quality; Faster, More Reliable Plate Processing; Zero Solvent Use, Environmentally Safer; Lower Operating Costs; and Tailored for Africa's Packaging Market."

At the educational and networking flexo event with the theme: **Unlocking Profitability and Sustainability through Flexo**, Randomsoft technical partners from **VIP System** and **Dantex Group** were physically represented by **Guenther Franz** and

Emmanuel Mougenot, both Flexo Managers of VIP System and Dantex Group respectively, while **Florian Stroe** of **Mark Andy** joined the conversation online, upskilling practitioners on innovative, practical, cost-effective, and sustainable flexo technologies and practices. In the same vein, Special Adviser on Climate Change and Circular Economy to Lagos State Governor, **Mrs. Titilayo Oshodi**, underscored the role of innovation in addressing sustainability issues across businesses in the state, especially in a cosmopolitan city like Lagos, as she enumerated Lagos State Government efforts in addressing sustainability in the state, given its peculiar economic landscape.

In the following pictorial news, **WHERE To Print magazine** presents some of the highlights that made the event unforgettable:



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Print Impact Around the World

THE LABEL TRAIL TO SHOWCASE SUSTAINABLE INNOVATION AT LABELEXPO EUROPE 2025



16 - 19 September • Barcelona
**LABELEXPO
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Labelexpo Europe 2025, the largest label and package printing event welcoming over 650 exhibitors across the industry, is the chosen platform to host **The Label Trail**, a guided experience from concept to consumer. The initiative is developed by some of the industry's leading companies: Avery Dennison, CERM, CarbonQuota, Esko, Grafisk Maskinfabrik (GM), KURZ, SCRIBOS and Xeikon.



Aligning with the show's focus on sustainability and innovation, *The Label Trail* promises to provide attendees with an end-to-end exploration of the modern label production process, focusing on carbon measurement and sustainability, automation, and innovative smart packaging solutions.

From September 16 to 19, 2025, at Fira Gran Via in Barcelona, visitors will have the opportunity to follow the fictional brand "Dancing Fish" brand as it is expanding into the nutritional supplements market and needs new labels for its products to meet new market demands, whilst measuring and reducing its carbon footprint. To ensure product authenticity and consumer safety, brand protection features need to be integrated into the labels of its new nutritional supplements line. The Label Trail encompasses every stage of the label creation journey—from job specification, order handling, prepress and automated carbon footprinting to digital printing, embellishment, and finishing.



Participants will gain insights into how low-impact materials, carbon measurement and sustainable processes contribute to reducing environmental impact, aligning with the industry's commitment to sustainability. *The Label Trail* also delves into the integration of smart packaging technologies, illustrating how digital content and traceability features enhance consumer engagement and meet

compliance requirements. Furthermore, industry experts will provide valuable knowledge on topics such as carbon data management, regulatory compliance, and supply chain transparency.

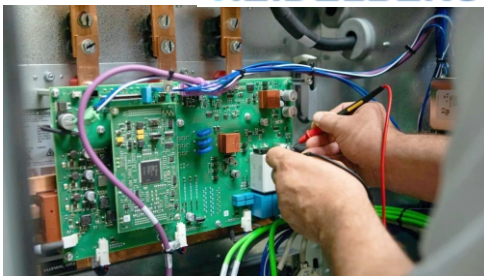
Each guided tour lasts approximately 60 minutes and is limited to 20 participants to ensure an engaging and informative experience. With 14 time slots available over the four-day event, early registration is recommended to secure a preferred time.

For registration and additional information, visit: www.labelexpo-europe.com

HEIDELBERG SHARES SOAR ON DEFENCE DEAL ...ACQUIRES POLAR MOHR



Heidelberg's share price has soared on the back of news that the group has expanded into the defence industry through a new partnership with German specialist - **Vincorion Advanced Systems**, while sales at its core business were also up in the first quarter of 2025.



Last year, Heidelberg flagged its ambitions to further expand the use of its manufacturing and Research and Development (R&D) expertise at Wiesloch beyond print, and subsequently named military systems as a potential market, as well as agriculture and green energy. Heidelberg's expertise includes control and power electronics, where it will develop, industrialise, and build power control and distribution systems for Vincorion. Heidelberg's agreement with Vincorion is a multi-year cooperation, which could also be expanded in the future.

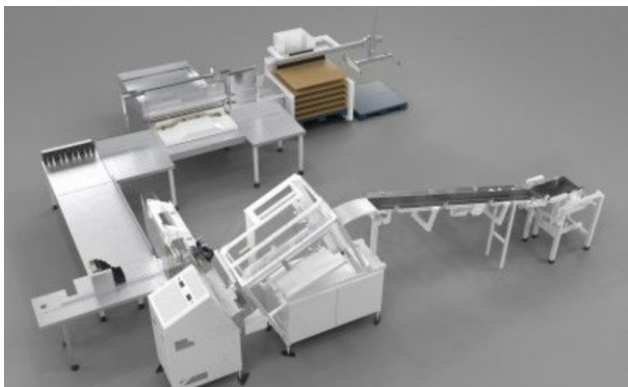
Consequently, Heidelberg's share price jumped on the news, rising from €1.59 to a new 52-week high of €2.81. It once settled at €2.38 (almost 50% increase), with market capitalisation also jumping to €738.36m as a result. This comes as Heidelberg continues to celebrate its 175 years in business this year.

Heidelberg CEO - **Jürgen Otto** said the group aimed to become increasingly established as a reliable partner in security-relevant areas. "The partnership with Vincorion marks a milestone for Heidelberg and emphasises our technology company's ability to industrialise complex products efficiently," he said, noting further that; "Our

combination of technological expertise and reliable production in Germany is an important step toward greater technological independence and a stronger industrial base."



HEIDELBERG ACQUIRES POLAR MOHR BRAND RIGHTS AND TECHNOLOGY



© The **POLAR LabelSystem DC-12 RAPID** stands for the highly automated, unmanned inline production of bundled die-cut and cut labels.

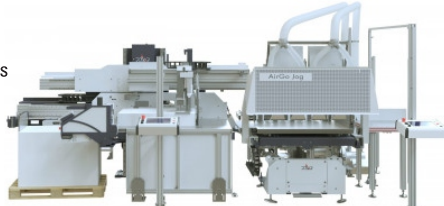
Strengthening its position in packaging, **Heidelberg** has come to an arrangement with the **Polar Group** companies to acquire the technology, intellectual property (IP), and brand rights of this long-standing partner.

Though Heidelberg has already been responsible for sales and service of Polar Mohr products in many major markets worldwide, once the transaction is concluded, Heidelberg will have exclusive worldwide sales, service, and marketing rights for Polar's post-press products, which Heidelberg said would give it direct access to packaging markets in the growth regions of Asia, South America and the Middle East.

Dating back to the 1950s, the partnership between Heidelberg and Polar Mohr has proved extremely successful for both businesses. Polar Mohr develops and manufactures the systems, while Heidelberg has been responsible for large parts of the sales and service activities. On completion of the transaction, this responsibility will become global and exclusive. Heidelberg offers postpress systems from Polar Mohr as an integral part of its solutions portfolio. The focus is on automation, digitalization, and workflow integration, with a view to boosting the productivity of customers' value chains in packaging and label production. The product range includes components and systems that link up and automate all processes – from loading, jogging, cutting, and die cutting through to unloading and banding.

Commenting on the deal, Jürgen Otto said: "This acquisition underscores our credentials as a full-range supplier for our customers in the packaging and label industry, including service, and gives us exclusivity in a growing market. As a systems integrator, we cover the entire value chain of a packaging print shop – on a fully integrated and networked basis – to ensure production is highly productive. Polar Mohr systems play a key role in this context."

Aside the well-known Polar cutting systems, Polar Mohr also makes pile turners, jogging systems, and post-press systems for the label industry. This includes the LabelSystem DC-12 Rapid, an automated



© With the **POLAR AirGo Jog**, the edge-precise alignment of individual sheets of paper or cardboard to form layers before cutting is fully automatic.

system for the unmanned production of bundled die-cut and cut labels. It also has a range of nearline solutions targeted at the digital market and cutting on demand.

Continued on page 18 >>



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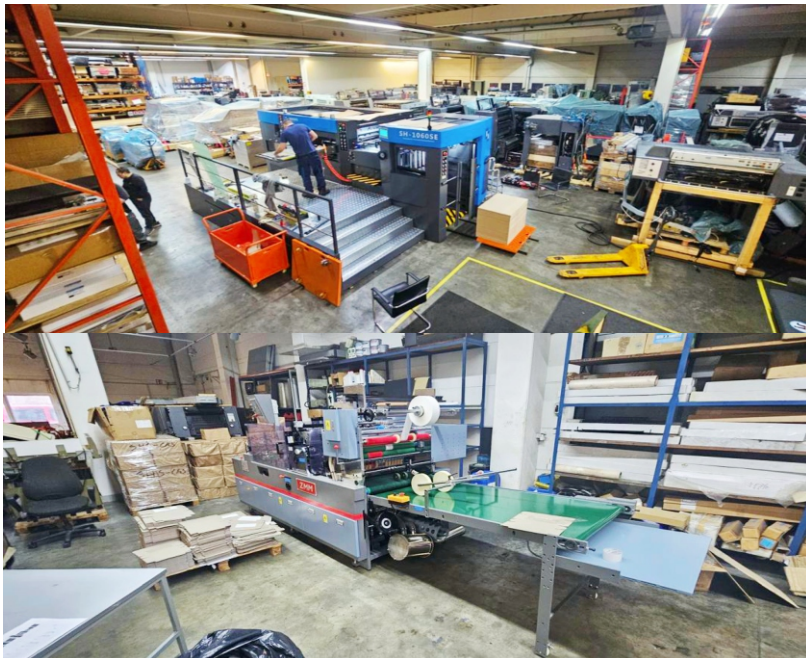
Graphische Maschinen GmbH



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

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

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



Other current offers:

Sheet-fed Press | 1-colour Offset | 2-colour Offset
 4-colour offset | 5-colour Offset | 6-colour Offset
 8-colour Offset | 10-colour Offset
 12-colour Offset | 1-colour Letterpress
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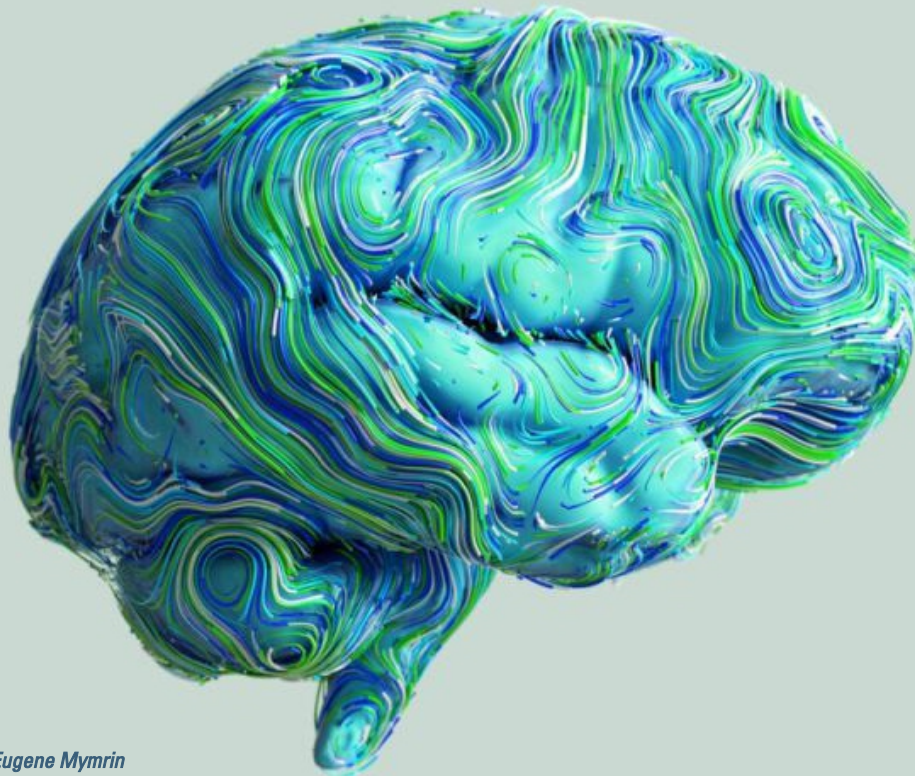
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DIRECT MAIL ON THE BRAIN



Credit: Getty Images by Eugene Mymrin

While Neuroscience studies may not provide clear evidence that smartphones have a long-term negative effect on the brain, there is enough proof to show that Direct Mail is a premier marketing channel, not just as an excellent tool for improving marketing performance by providing better visibility, higher response, and open rates, but also because of how the brain interacts with print. In this **SPECIAL FEATURE ARTICLE** by **Paul Bobnak**, find out how an effective direct mail design stands out in the mailbox and engages customers. Excerpt:

Well, it happened again.

I was sitting in a doctor's office the other day, reading a book while waiting for an appointment, and I overheard the person next to me on their phone quickly switching from some furious texting to a voice call, then to checking their email or texts, and then finally watching a movie. (Note: I wasn't nosy enough to see what it was, but I have observed folks watching Marvel movies).

I see this kind of thing a lot at the airport when I'm waiting for a flight or standing in line at the supermarket. We have only so many hours a day, but the time we spend multitasking all of the functions carried out by our devices continues to grow. Three and a half hours every day, according to one source.

Neuroscience studies may not provide clear evidence that smartphones have a long-term negative effect on the brain, at least for adults. But some research says that all that scrolling and staring each day is bad for cognition.

What this means is that we gather and process information by using our senses: listening, talking, reading, watching, and feeling. We also draw on our experiences to form an understanding of a brand, a service, or a product.

As I often point out when I speak at an event, an email, website, text, call, video, app, podcast, popup ad, or social media ad is all somewhat different experiences. But they each have to fit the same-sized screen on the device that we carry around with us.

Now, don't get me wrong. A lot of the time, I love that convenience. But that only goes so far. With the glut of digital messages we receive every day, hundreds of them across multiple channels, are many of them really memorable? Do you remember the last five commercial emails from your inbox?

The Value of Print

Print is a different story, isn't it?

It provides a lot of choices for how to connect with customers in a tangible way. When you or your client sends a direct mail piece to a customer or prospect, it automatically has the power to interrupt whatever they're doing or thinking when they go through that daily (or whenever) ritual of sorting their mail.

The "mail moment" — the experience that they have when they hold a mailer in their hands and look at it — can be a powerful way to engage with them.

In neuroscience studies conducted in **2013** and **2019**, researchers at Temple University's Fox School of Business found that print ads were more influential in affecting consumer response than digital ones. Through methods like surveys, biometric monitoring, eye tracking, and functional MRI (fMRI), the results showed:

- Print keeps readers engaged for longer periods of time.
- It activates the hippocampus, the part of the brain associated with recall and emotional response, even a week after first exposure to an ad.
- Print triggers activity in the ventral striatum, the area

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© istockphoto

responsible for rewards and desirability.

Print has an impact simply because it's ink on paper. You magnify its effect when you include verbal and visual cues in a good design that results in action. As I mentioned before, digital channels all have to conform to the size of that little screen. But direct mail gives you so many options. Consider formats: envelopes, self-mailers, brochures, and postcards come in many sizes and shapes. Take a good, long look at the amazing variety of paper grades, inks, embellishments, and finishes. Depending on your budget, goals, and timelines, you can test and roll out campaigns that will easily stand out in the mailbox. And all of those mail pieces will be larger than a smartphone.

With more real estate, your client's mail can engage a customer longer, maybe a few minutes, or even days, in your home or business. Or get passed along. There's no rush, because it won't get lost in the eternal scrolling of your inboxes. This physical presence also builds credibility in the minds of

consumers.

Now I want to be clear: direct mail shouldn't be a silo. You can use today's technologies on a mail piece to connect customers to online experiences. This creates additional touchpoints and message impressions, builds your brand recognition, and boosts response. An omnichannel campaign that integrates mail with other channels drives conversions more easily.

Here are two parting questions:

- Do you remember the last five commercial (or nonprofit) mail pieces you received?
- What was it about them that caught your attention — or didn't?

Being tactile in a digital-first world gives you an extra set of tools to cut through the clutter that your customers are probably tired of, but resigned to every day. Stand out from your competition with an extra dimension. Give them a way to engage their brains with your message through print!



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



About PAUL BOBNAK



For 20 years, Paul Bobnak ran Who's Mailing What!, the world's most comprehensive library of direct mail and email, founded by the

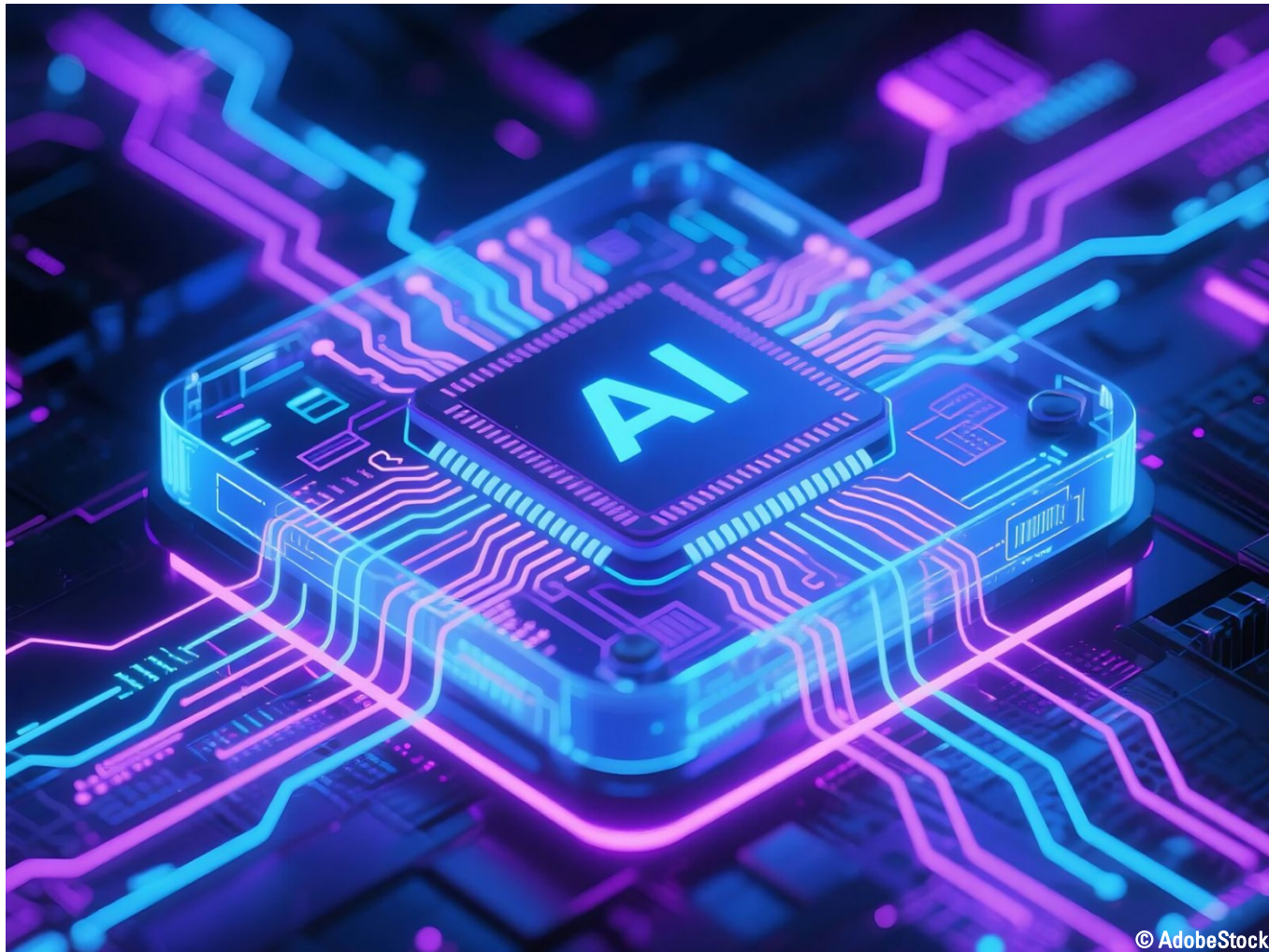
great Denny Hatch. By reading and analyzing thousands of letters, postcards, catalogs, and more in every industry, and then sharing his know-how with customers, Paul has helped them to learn all of the tactics, formats, and strategies that are successful, so that they could "steal smart". He also created a ton of content - like articles, blog posts, videos, presentations, reports - for subscribers of all of the properties in NAPCO Media's Target Marketing Group.

Since leaving Target Marketing and Who's Mailing What! in July 2017, his conviction has been strengthened by the evolution sweeping across this giant ecosystem. Today, he uses his marketing expertise to advocate for print, to help marketers understand its incredible potential, and to work inside the print world to communicate the amazing benefits of print to a marketing audience.

Continued on page 16 >>



HOW PSPS CAN DRIVE CLIENT ENGAGEMENT WITH AI



© AdobeStock

More than ever before, the use of Artificial Intelligence (AI) in driving clients' engagement from data gathered is constantly on the increase, which is why Print Service Providers (PSPs) need to be proactive in leveraging this once futuristic concept to drive growth in their businesses. This **SPECIAL FEATURE ARTICLE** by **Erwin Busselot**, Director Business Innovation & Solutions, **Ricoh Graphic Communications**, shows how:

What is Artificial Intelligence's role in the printing industry? For many, it is limited to powering chatbots on their websites, automating order intake, managing prepress tasks, optimising some press settings, or informing predictive maintenance. All very useful, of course.

47% of organisations use basic AI tools like ChatGPT and Google, according to Keypoint Intelligence. Just **13%** reported a deeper company-wide use of the technology.

Keypoint Intelligence's research went on to show operations can use AI to not only optimise existing processes, but to innovate and create new opportunities. For example, AI can help anticipate market trends, enhance supply chains, and deliver highly personalised products or services based on customer behaviour and preferences.

AI-driven decision-making can also enhance strategic planning by uncovering insights that may go unnoticed through human analysis alone.

Those operations that adopt advanced AI applications can revolutionise how they operate and engage with customers,

too. They can power predictive analytics, personalised customer experiences, and even dynamic decision-making systems that continuously learn and adapt.

Marketers across many industries are already capitalising on what the technology can deliver:

- **55%** that use AI rely on it for text-based content creation. Additionally, **38%** use AI for multimedia, including videos, images, and audio.
- **60%** believe AI helps them personalise the customer experience.
- **51%** apply AI to email marketing and newsletter platforms.

Print Service Providers (PSPs) can also incorporate AI possibilities into their services.

Those with in-house design departments can enhance creativity and streamline the design process with tools that provide automatic suggestions regarding layouts, colour schemes, and even typography, based on the main body of

Continued on page 17 >>



© Medium

work's content and context. They can quickly and automatically enhance images, correct colours, remove backgrounds, and upscale resolutions without losing quality.

With campaign data analysis, PSPs can help their clients produce highly customised designs that resonate well with the target audience. They can also review past orders and interactions to help predict future needs and better tailor marketing. This can help clients successfully manage their campaigns as well as develop and deliver more impactful customer engagement.

Artificial Intelligence provides a powerful toolkit to optimise current processes and push the boundaries of creativity, efficiency, and client engagement. Internally, it can help PSPs drive innovation and stand out in an increasingly competitive market by working smarter.

Externally, it can allow stronger relationships to be created with clients by using up-to-the-minute data to inform highly targeted, intelligent personalisation, which elevates their customer communications activities.



About ERWIN BUSSELOT

Passionate about the combination of high-tech and marketing and more specifically the effect of digitalisation of the graphic arts workflow on the printing and communication industry, Erwin Busselet has always had a track record of performance and achievement. From being the former PR Manager and Marketing Director Digital Printing EAMER at Agfa Graphics and Kodak, respectively, he is today Ricoh Europe's Director of Business Innovation & Solutions. With a personal motto: Work hard, Play hard, his specialties include: G2Market activities, marketing communications, sales productivity, direct marketing, training, strategy, and planning.



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



flip
to the
Next Page

Print Impact Around the World

AMAZON TO ADD 'PRINTED IN DUNSTABLE' CREDIT ON BOOKS



MP Alex Mayer excitedly points to the 'Printed in Dunstable, United Kingdom' imprint

Celebrating one of the UK's biggest printing hubs' contribution to the publishing industry, **Amazon** has introduced a new 'Printed in Dunstable, United Kingdom' imprint to its books, in recognition of the area's continued contribution to the UK Publishing Industry.

Therefore, all paperback books by Amazon that are produced in the company's print-on-demand facility in Dunstable will feature the credit.

The move followed a suggestion from the MP for Dunstable and Leighton Buzzard, **Alex Mayer**, who was excited that the area would now be celebrated for its contribution to the printing sector.

"There's a printing revolution happening in Bedfordshire, and I'm thrilled that Dunstable's vital role is now going to be recognised," said Mayer, continuing further that: "Earlier this year, I wrote a story about a book with an identity crisis. With no clues on his pages, he didn't know where he was printed, until the local MP stepped in. I challenged Amazon to make my story come true, and I'm really delighted they have done just that. Now every year millions of books will say that they're printed in Dunstable, a brilliant way to put the town and its people on the map."

Roughly 200 people are employed at Amazon's LTN5 on-demand Dunstable site, where the company has been printing books since 2018. The facility blends traditional bookmaking craftsmanship with cutting-edge technology, according to the multinational company, and can produce up to 120,000 books a day.

Zak Watts, Amazon Books UK Country Manager said Amazon had a "proud history" in Dunstable and that the imprint credit offered recognition for the area's important role in their operations.

Watts said: "This new addition reflects our commitment to the local community that has supported us. Thank you to Alex Mayer MP for the idea and to the skilled workforce of our Dunstable facility for their ongoing hard work."

SAPPI TARGETS BOOK MARKET WITH NEW RANGE



Sappi has expanded into the book market with a new **Galerie** range billed as a complete book paper solution spanning heatset, coldset, and digital printing.

Made at Sappi's Kirkniemi Mill in Finland, the first two products are Galerie Book Creamy, which comes in weights of 52, 55, and 60gsm. Bulk specifications are 1.8, 2.0, and 2.2. then, the high-bulk variant Galerie Book Creamy Bulk is 52gsm with 2.3 bulk for enhanced opacity and improved feel. Sappi plans to add Galerie Book White at a future date.

According to Head of Sales for Galerie Book - **Joonas Järvinen**, book publishers have been seeking greater supply chain resilience and demand for reliable, sustainable, and versatile book paper options in the book paper segment thus,

Sappi said the papers have been specifically engineered to perform consistently across multiple printing methods, including heatset, coldset, and digital printing. "With the development of Galerie Book as part of our Galerie brand family, we're providing publishers with a credible alternative that matches the technical specifications demanded by the market while delivering the sustainability performance they require" Järvinen noted.

Successful trials of Galerie Book involving multiple leading customers have already taken place, with the papers now commercially available and sold directly by Sappi.

According to report, Kirkniemi is the biggest coated paper mill in the world. It runs three paper machines and has an annual production capacity of 750,000 tonnes, making Sappi's Galerie and Magno ranges. The mill has benefited from significant investments, including an €80m multi-fuel boiler. Direct carbon emissions were reduced by 90% following the switch to bioenergy. Sappi said the use of renewable biomass energy and clean purchased electricity has contributed to a 70% reduction in product carbon footprint, aligning with the growing sustainability requirements of major publishers. Woodfibre is sourced from managed forests within a 300km radius, reducing transportation impacts, and the resource efficiency drive includes an advanced water management system that allows water to be reused up to 18 times before purification. Kirkniemi also produces 300,000tpa of bleached mechanical pulp for its own consumption.

TWO SIDES REVEALS GLOBAL CAMPAIGN MILESTONE

The print and paper advocacy group - **Two Sides** has revealed it challenged over 3,000 organisations worldwide found to be making misleading environmental



claims about paper since its inception and more than 1,320 have, so far, removed or amended unsubstantiated anti-paper statements.

The group said the rise in greenwashing is often driven by economic pressures, with many organisations shifting customers from paper-based communications to digital platforms to reduce their costs.

However, it said the transition is frequently accompanied by deceptive environmental messaging that misleads consumers into believing digital is a more sustainable option. This could include statements like 'Go Green – Go Paperless' or 'choose e-billing and help save a tree'. Yet consumer sentiment does not support these forced digital switches.

According to the 2025 Two Sides Trend Tracker report, **56%** of European consumers believe that the environmental reasons given for moving to digital are disingenuous and primarily motivated by cost reduction. Additionally, **76%** of consumers said they want the right to choose how they receive communications and oppose being forced into digital-only options.

Two Sides added sectors such as tissue and paper-based packaging are increasingly targeted by greenwashing, with companies making vague or unverified claims about new or alternative fibre sources being more sustainable, and/or saving trees, without credible evidence. **Jonathan Tame**, Managing Director of Two Sides Europe, said: "This type of greenwashing not only violates established environmental marketing standards but also damages the reputation of an industry with a strong and improving sustainability record. Contrary to popular claims, a thriving market for paper products supports forest growth through sustainable forestry. European forests, for example, are growing by the equivalent of 1,500 football pitches every day."

In Europe alone, Two Sides has persuaded more than 840 organisations, including the likes of HMRC, Santander, Volksbank, and Hess Natur, to withdraw misleading anti-paper messaging from their communications. "Challenging greenwashing is critical. Not only to protect consumer choice but also to uphold the reputation and economic health of the print, paper, packaging, and forestry sectors," said Tame, noting further that; "These industries support over 640,000 jobs and span more than 112,000 businesses across Europe."

Two Sides said its anti-greenwash campaign continues to be a priority for the organisation, and it will continue to urge companies to avoid using unsubstantiated environmental claims in favour of paperless operations. The company has asked for any instances of greenwash found to be sent to: greenwash@twosides.info

Print Impact Around the World

CLONE MEDIA ANNOUNCES TRANSITION TO EOT



Creative marketing services specialist - **Clone Media** established in 2010 by co-founders - **Joel Dalton** and **Simon Drury** in Basingstoke, UK has opted to transition to an Employee Ownership Trust (EOT).

The transition, which began earlier this month, will see Clone's employees receive annual tax-free bonuses when the business hits its performance targets, with additional profit-sharing opportunities opening up once the founders have been bought out.

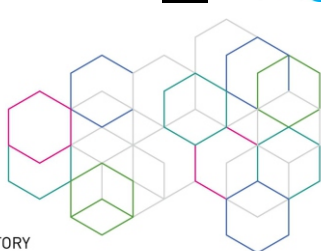
"We've built something special and wanted to ensure that it continues long after we step back," he explained, Dalton who also stated that the shareholders had explored various potential exit options but had concerns over the potential for job losses and the loss of the company's culture under an external buyer. Clone said the EOT structure would ensure decisions remain in the best interests of employees rather than external shareholders.

With turnover of nearly £7m this year, up from just over £6m last year, Clone currently employs 22 staff members and works with a range of clients, including retail, education, tech, and healthcare, and counts leading brands among its customer base. Its services include creative campaigns, merchandise, exhibition stands, packaging, print management services, and fulfilment and distribution. The firm is ISO 9001 and 27001 certified, Carbon Neutral Britain certified, and has a **Great Place to Work** accreditation.

As part of the process, Drury will become CEO and run the firm day-to-day alongside COO - Nicky Perkins and CFO - Simon Hersh. Dalton is moving into a non-executive director role. "Full transition is estimated to take six years, although we're aiming to complete in half that - we've been very conservative with the forecasts," he added. "Also, every employee who's been here for over six months will benefit from a £3,600 tax-free bonus from year one. Key staff are also being incentivised through an EMI share scheme." He described the EOT structure as a great exit vehicle and said more business owners needed to know and adopt it.

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DURST TO PRESENT "OPEN SOFTWARE INITIATIVE" AND NEW "SMART FACTORY PORTFOLIO" AT PRINTING UNITED EXPO 2025



The **Durst Group**, a leading manufacturer of digital printing and production technologies, will present its new **Open Software Initiative** for the first time at **PRINTINGUnited Expo 2025**, taking place

from October 22 to 25 in Orlando, Florida, USA.

The Open Software Initiative is a neutral, modular platform for software solutions designed to go far beyond Durst systems. It offers print service providers, resellers, system integrators, and OEMs access to powerful and flexible modules built on proven Durst software technologies, allowing seamless integration of third-party solutions - regardless of printer type or manufacturer. These modules are bundled under the umbrella of "Smart Factory".

"Our vision is to create an open, future-proof software ecosystem for the entire printing industry - developed by us, but available to everyone. This sets new standards for productivity, automation, and vendor independence," explains **Christoph Gamber**, CEO and Co-Owner of the Durst Group.



Smart Factory - An Open Software Initiative

Under the slogan "One Software Ecosystem. Any Brand. Any Printer.", Durst is launching a modular, cloud-enabled software platform that can be flexibly used and integrated by print service providers, integrators, resellers, and OEMs. The platform focuses on interoperability, open APIs, and integration readiness - clearly separated from Durst's existing proprietary solutions for Durst hardware customers.



Two Booths - One Clear Message

The presentation will take place across two dedicated but closely aligned booths:

- Durst Group - Booth 3156: Focus on proprietary software Durst Workflow and Durst Analytics for full integration with Durst printing systems
- Open Software Initiative - Booth 2266: Showcase of new Smart Factory modules, OEM offerings, and integration examples

Smart Factory Portfolio Overview

- Smart Shop - Print-specific eCommerce solution for B2B/B2C
- Lift ERP - Cloud-based ERP system designed specifically for the printing industry
- Prepare - Automated prepress solution for preflight and data preparation, including PDF editing
- Produce - High-performance RIP solution with advanced color management
- Production Intelligence - AI-powered, data-driven solutions for smart production environments
- OEM Model - The Smart Factory Portfolio also includes dedicated modules for OEM partners, resellers, and system integrators. Callas Software represents a successful example of OEM collaboration and will lead the neutral and independent OEM offering within the Durst Group. callas' PDF engine technologies are already deployed by many global brands - including Adobe. The integration of callas into the Prepare and Produce modules of the Open Software Framework demonstrates how OEM partners can bring callas PDF technology (pdfToolbox) to market-ready solutions under their own brand. In addition, callas will act as an OEM gateway for selected Durst workflow technologies, giving OEM partners access to a broader ecosystem.

With the Open Software Initiative and the Smart Factory portfolio, we're not just offering products - we're creating an open framework that allows partners to contribute their own solutions, services, or integrations," says Michael Deflorian, Director Business Unit Software & Solutions, Durst Group. "We are proud to have Callas Software as a strong OEM partner, and through them, we can now offer complete PDF workflow solutions - not just core technologies - to our OEM network. This is a true blueprint of how we envision future OEM partnerships within the Open Software Initiative."

A Tailored Offering for Every Audience

- Print Service Providers (PSPs) benefit from easy entry into professional software - with minimal investment risk
- Resellers can expand their portfolio with proven, modular solutions
- System integrators gain access to software that integrates easily into existing ERP or workflow environments
- OEMs leverage the platform as a robust technology foundation for their own branded products



"We explicitly invite resellers, integrators, and partners to meet us at Printing United," says Chris Schowalter, Global Sales Director, Durst Software & Solutions. "We'll showcase real-world use cases and offer immediate collaboration opportunities - from turnkey products to beta programs, all the way to OEM integration through callas."

What to Expect at the Show

Durst's Open Software Initiative will come to life at PRINTINGUnited with:

- Live demonstrations of all software modules
- Expert-led workshops for resellers, OEMs, and integration partners
- On-site Beta Programme Registration



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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/ statistics of industry to aid print business purchase decisions.



Continued on page 34 >>

PACKAGING, PACKAGING WASTE, AND PRINTING INKS: THE IMPACT OF THE PPWR



© Food-packaging-labels

Last November, the European Parliament approved the European Union **Packaging and Packaging Waste Regulation** (PPWR), which affects the entire packaging lifecycle, with compliance impacting packaging weight and volume, as well as reusability and recyclability. This regulation also highlights the importance of sustainability in labels and packaging, as well as the inks used in their production. The inks used in packaging and label printing form only a small part of packaging, but they are essential to creating shelf appeal and providing product and traceability information to consumers and brands.

Natasha Jeremic, Ink Development Manager, **Domino Printing Sciences** (Domino), in this **SPECIAL FEATURE ARTICLE**, considers the impact of the PPWR on the development of printing inks for packaging and labels and outlines the importance of PPWR-compliant inks in evolving reuse and recycling processes.

New EU **Packaging Regulation:** **PPWR**

Reducing Ink Use

Reducing the overall weight and volume of product packaging is one of the Packaging and Packaging Waste Regulation's (PPWR's) key objectives, with packaging designers expected to develop more compact and lightweight packaging that fulfils its protective, informational, and promotional functions.

While less ink will be needed to print smaller packaging labels, **'Designing for a Circular Economy'** (D4ACE) guidelines recommend minimising ink use to less than **5%** of the total packaging weight to reduce contamination during the recycling process – a figure threshold likely to be lowered in the future. With both volume and weight at a premium, some brands, packaging developers, and suppliers may consider replacing printed labels with direct-to-shape printing for their labelling needs.

Direct-to-shape printing, utilising inkjet technology, such as the application of Quick Response (QR) codes on bottle caps, is expected to become increasingly popular. Use of QR codes powered by Global Standards 1 (GS1) can link to information stored across different online data systems. This helps to reduce the amount of ink needed for packaging and labels, whilst enabling

brands to make better use of limited printable space. Consumers can simply scan the code with their mobile phone to access information that would have been traditionally included on the pack – and much more.

Supporting Packaging Reuse

In addition to packaging reduction, the PPWR also imposes reuse targets on different packaging categories. Details of reuse schemes with standardised containers are yet to be agreed, and while it is certain that durable identification of containers for tracking purposes will be needed, how the product will be identified, and how durable the identification will have to be, leaves space for innovation.

Packaging inks will need to be adapted to support

packaging reuse, with different formulations necessary to meet the varying durability and deinkability demands. In a dedicated brand reuse scheme, branding, product, and usage information would need to be printed using inks that can withstand the high temperatures used in washing and preparing packaging for reuse. Enhanced durability would also be required for any on-pack information and QR codes that support traceability and product returns.

Conversely, variable data – including that relating to product batches, batch codes, production, and expiry dates – would need to be printed using inks that can be easily removed by de-inking – so that the packaging can be printed with new unit-specific data before reuse. Labels could also be an effective option for applying variable information to packaging, enabling convenient removal and new application of data.

Optimising for Packaging Recycling

The PPWR broadens current on-pack recycling information requirements to include traceability for every single part of the

Continued on page 21 >>



packaging. Materials used, the origin and percentage of recycle, how to reuse or recycle them, and any substances of concern must now be declared on product packaging.

In addition, new packaging material requirements under PPWR demand a greater proportion of recycled content or alternative fibre-based, compostable materials. With ink performance being heavily substrate-dependent – and therefore variable – these new materials may cause challenges to converters and packaging ink developers. The permeability and ink adhesion properties will differ depending on the material, thereby affecting print quality, durability, and colour intensity in ways that will need thorough testing before use.

Ink and packaging developers will need to ensure they protect the functionality and promotional value of packaging while maintaining consumer safety and product freshness, particularly in food packaging applications. Ink developers will need to consider new functional coatings, ink formulations, and primers to guarantee the performance and safety of packaging inks when printing on new PPWR-compliant materials. In terms of recyclability, labels, adhesives, and print will need to be removable – without leaving a trace – and de-inking will be of particular significance, as colourant pigments and large areas of UV varnish are known to render recycling processes less effective.

Work to develop processes, materials, and adhesives that will facilitate de-inking and label removal at temperatures lower than the current 65–85 °C range has already begun, and efforts are likely to intensify. This will include a strong focus on eliminating hazardous substances on EuPIA's (European Printing Ink Association) Exclusion List from packaging inks to ensure they don't enter the recycling stream, contaminating the recycle and affecting consumer safety.

Conclusion

The implementation of PPWR necessitates a new level of collaboration between brands and suppliers of ink, packaging, and label and packaging substrates to ensure that recyclability demands can be met while satisfying brand owner requirements for eye-catching, high-quality packaging and labels.

Over the coming decades, packaging materials and recycling techniques are expected to evolve and change – and printing inks will need to adapt to these developments. The stage is now firmly set for a new age of innovation in ink development and application.

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About Dr. Natasha Jeremic & Domino

Dr. Natasha Jeremic studied for a degree in organic chemical technology and polymer engineering, followed by a PhD in chemical engineering. She is presently the Ink Development Manager, Domino Printing Sciences (Domino). Digital Printing Solutions is a division within Domino Printing Sciences. The company, founded in 1978, has established a global reputation for the development and manufacture of digital inkjet printing technologies, as well as its worldwide aftermarket products and customer services. Its services for the commercial print sector include digital inkjet printers and control systems designed to deliver solutions for a complete range of labelling, corrugated, and variable printing applications.

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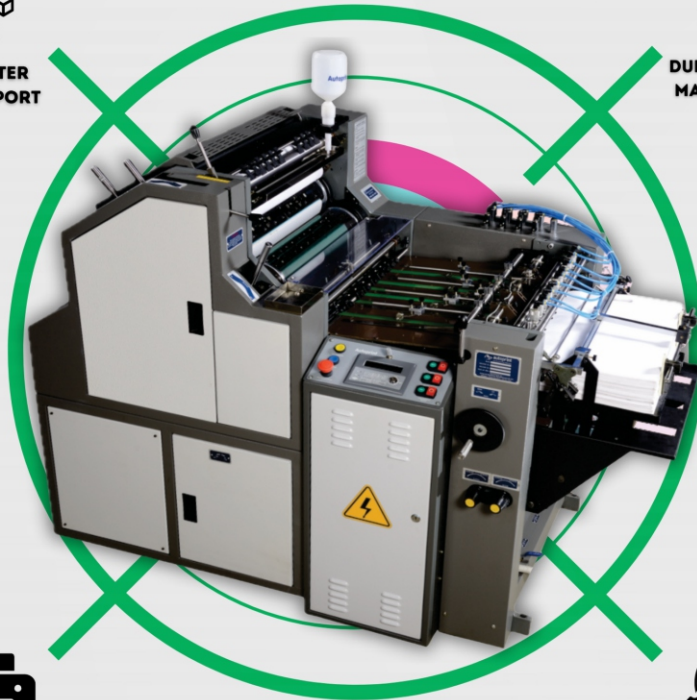
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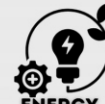
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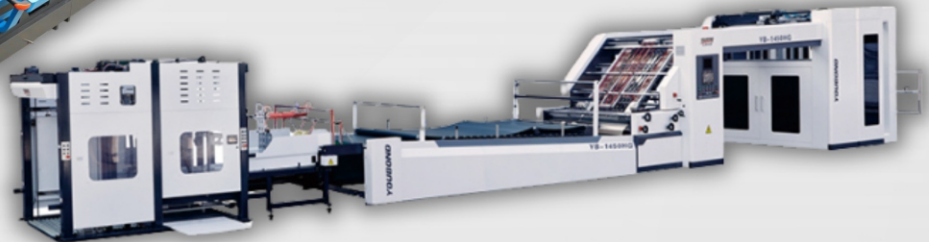
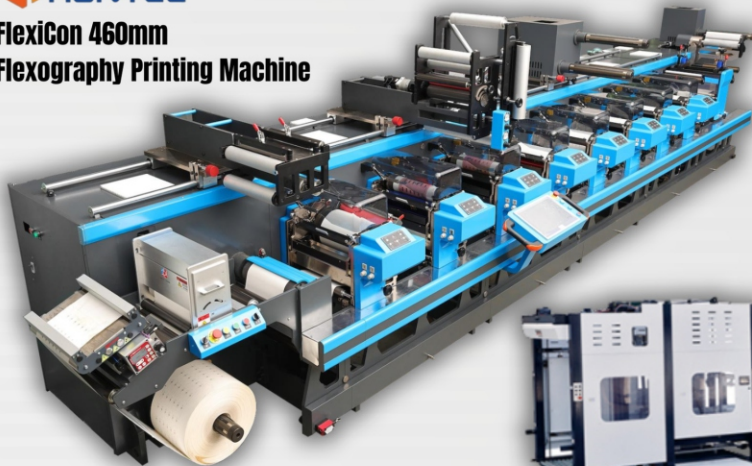
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UNLOCKING THE PREMIUM PACKAGE: A BLUEPRINT FOR PROFITING FROM SHORT-RUN, HIGH-MARGIN SPECIALTY PACKAGING IN NIGERIA



(c) Pixartprinting

With high functionality of enhancing a product's perceived value and appeal to a target audience, **Specialty Printing** (like premium packaging) focuses on using premium materials, techniques, and finishes like UV coating, foiling, embossing, or metallic elements (for a luxury feel), and glitter and gloss (to create a gift-worthy, memorable experience). Invariably, specialty printing and packaging enhance perceived value, improve customer experience, and are perfect for creating limited-edition products that generate excitement and exclusivity, among other functions. For Print Service Providers (PSPs) to tap into this lucrative aspect of print, **Ofurum Augustine**, in this **SPECIAL FEATURE ARTICLE** educates PSPs on step-by-step approach to build a profitable, future-proof business from specialty printing.

If you're like most Nigerian print shop owners, then your days are predictably dominated by bids for A4 letterheads, flyers, and standard brochures. With fierce competition, razor-thin margins, and client's primary question of always asking: "Can you make it cheaper?" Then, you are trapped in the commodity printing cycle, where volume is king but profit is a pauper.

Nigeria's growing middle class and a surge in entrepreneurial spirit have birthed a new generation of premium brands. From Lagos to Abuja, innovative founders are creating boutique cosmetics, craft spirits, artisanal foods, and high-end electronics. These brands don't want generic, imported boxes. They need unique, tactile, and breathtaking packaging that tell their story and justify their premium price point. They need short runs like **500 to 5,000** units that global suppliers ignore. This is your golden opportunity to escape the commodity race and build a profitable, future-proof business. What to do?

THE FOUNDATION: Equipment for a Premium Finish

You cannot win this business with a standard CMYK press alone. The product demands impact, which comes from specialty inks and finishes.

- **The Digital Workhorse:** The core investment is a capable flatbed or hybrid UV-LED printer that goes beyond standard CMYK. Look for a machine with **White ink and at least one spot colour (e.g., Orange, Green, Violet - OGV)**. White ink is non-negotiable for printing on kraft boards or dark substrates, which are hugely popular for an "organic" or "premium" feel. A spot colour channel allows for brand-specific Pantone matching and vibrant metallic or fluorescent effects that CMYK cannot replicate (Frazier, 2022).
- **The Finishing Touch:** This is where the real magic happens and where you justify your premium pricing. You must invest in:
 - **A precision digital cutter (plotter):** For kiss-cutting stickers, creating



(c) Smart Gift Co

intricate dielines, and producing unique package shapes without the cost of a die.

- **Specialty Finishing Equipment:** This includes **foil stamping machines** (digital or manual), **embossers/debossers**, and **spot UV coaters**. These tools add the luxurious, tactile differentiation that premium clients crave (Agwu & Eze, 2021).

Start by outsourcing the most complex finishes and bring them in-house as volume justifies it. The key is to have control over the process to ensure quality and turnaround time.

Continued on page 25 >>



THE SKILLSET: From Press Operator to Packaging Artisan

Your staff's mindset must evolve from operator to craftsman. This requires training in:

1. **Advanced Substrate Knowledge:** Understanding how inks behave on various boards, corrugated mediums, and specialty papers.
2. **Structural Design:** Collaborating with clients or designers on the functionality and structural integrity of a box, not just its graphics. Familiarity with software like Esko ArtiosCAD is a major advantage.
3. **Quality Control (QC):** Implementing a ruthless QC process where every unit is touched and inspected for colour consistency, finish application, and structural perfection.

COSTING FOR PROFIT, NOT JUST SURVIVAL

Commodity printing is costed on a per-sheet basis. Premium packaging is priced based on **value**. Your quote must encompass:

- **Design & Deline Consultation:** Charge for your structural design expertise.
- **Substrate Cost:** The unique board or paper.
- **Printing:** Factor in the machine time and the cost of specialty inks (white, metallic etc).
- **Finishing:** Itemize each process - foiling, spot UV, die-cutting - separately. This shows the client the value they are getting.
- **Labour:** Account for the meticulous hand-finishing and QC that these jobs require.

Your goal is a **40-60% gross margin**, not the **10-15%** you scrape from commodity work.

THE MARKETING STRATEGY: Finding and Pitching the Right Clients

Forget cold-calling every business. Your targets are specific:

- **Boutique Cosmetics:** Look for local brands of shea butter, organic soaps, and makeup on Instagram and in high-end beauty stores.
- **Craft Spirits:** Target distilleries creating premium gin, bitters, and palm wine derivatives.
- **Gourmet Foods:** Artisanal chocolate makers, small-batch coffee roasters, and producers of premium spices and condiments.
- **Technology Start-ups:** Brands launching high-end gadgets that require protective, branded packaging.

YOUR PITCH STRATEGY:

1. **Create a "Wow" Sample Kit:** Produce a stunning sample box showcasing your full capabilities: foiling on a kraft box, spot UV on a luxury white card, and a unique structural design. Let them feel the quality.
2. **Lead with Value, Not Price:** Your opening line is not "We print boxes." It's "We help premium brands like yours command a higher price and stand out on the shelf through exceptional packaging."
3. **Solve Their Pain Point:** Understand that their current pain is likely importing small runs with long lead times, high shipping costs, and no flexibility for changes. Your pitch is: "Local production, faster turnaround, and the ability to order what you need, when you need it."

Sample 30-Second Pitch:

"Hi [Client Name], I was admiring your [product name]—it's fantastic. My name is [Your Name] from [Your Print Shop]. We specialize in helping innovative Nigerian brands like yours amplify their premium identity with packaging that feels as exceptional as the product inside. We produce short runs locally with luxury finishes like foil stamping and embossing that are usually only available for massive orders. I have a sample kit I'd love to drop off to show you what's possible right here in Nigeria."

CASE STUDY: FROM COMMODITY TO PREMIUM – THE LAGOS PRINT HUB STORY.

Lagos Print Hub was a typical commercial printer, struggling with low-margin contracts. The owner, Tunde Adebayo, identified the trend in craft gin. He invested in a used flatbed UV printer with white ink and a second-hand foil stamper.

The Client: A new Lagos-based craft distillery, "Eko Gin" needed a launch run of **1,000 gift boxes**.

The Project: Lagos Print Hub designed a rigid two-piece box from



imported kraft board. They printed the logo in a deep black with a crisp, gold foil stamp. Inside, a spot UV-coated tray held the bottle securely.

The Result: The packaging was a sensation, featured in lifestyle magazines. Eko Gin's perceived value skyrocketed. For Lagos Print Hub, the job had a **55% margin** - the equivalent of printing over **500,000 flyers**. Eko Gin is now a permanent client, and Lagos Print Hub has pivoted **70%** of its business to high-margin packaging, becoming the go-to for Lagos's premium brands.

THE TIME IS NOW

The Nigerian premium market is expanding, but it won't be a secret for long. The Printers who act now and who invest strategically, train passionately, and sell on value will become the industry leaders for the next decade. Stop competing on price. Start competing on prestige. Unlock your premium package.

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Agwu, C. C., & Eze, T. I. (2021). The impact of value-added services on customer retention in the Nigerian printing industry. *Journal of Applied Business and Economics*, 23(4), 112-125.

Frazier, M. (2022). *Specialty inks and coatings: A guide for commercial printers*. Printing Industries Press.



About OFURUM AUGUSTINE

innovation. Specializing in high-impact branding for retail and corporate clients, Austine has led 50+ print campaigns - from sustainable packaging to large-format installations - ensuring seamless execution from concept to final press check. He thrives at the intersection of aesthetics and functionality, delivering designs that resonate visually and strategically. He currently serves as a Lecturer at the School of Arts, Design and Printing Technology, Department of Book Publishing, Yaba College of Technology, Yaba - Lagos, Nigeria.

Austine is a Creative Visual Developer with over 15 years of experience in print production management, brand identity design, visual communication, and photography. He merges technical precision with creative

"THE MARKET IS TOO DYNAMIC TO BE STATIC; ADAPTABILITY IS THE SURVIVAL SKILL"



When young brains talk in the print & allied industry, the talk, more often than not, centres on increased automation, smarter colour management systems, and deeper integration of Artificial Intelligence (AI) into prepress and production, among others, hence influencing players to reinvent their business models and operations to adopt digital technologies to compete successfully. That is why **WHERE To Print magazine** caught up with **Mr. Olakunle Ogunjobi**, Technical Director at Randomsoft Limited, to share his views on advancements in technology like AI, digital transformation, suitability in flexography, et al all which are transforming our industry.

Unapologetically young-looking but not a new face in the industry, Mr. Ogunjobi, who has been in the technical space of the print & allied industry in Nigeria for over 2 decades, is instrumental to the successful installation and routine maintenance of various equipment, particularly the prepress range of Kodak CTP systems. Leveraging global partnerships across Europe, the United Kingdom, and Asia, his Team at Randomsoft combines local insight, technical know-how, and integrity to deliver unmatched efficiency and lasting value to revered clients across Nigeria and beyond. Randomsoft boss in this **SPECIAL FEATURE INTERVIEW** exposes how players can stay competitive in this fast-changing market. Excerpt:

CONGRATULATIONS ON SUCCESSFULLY HOSTING THE 2025 EDITION OF FLEXO EDGE! HOW DO YOU FEEL?

Thank you! Hosting **FLEXO EDGE 2025** was both an honour and a responsibility. I feel deeply grateful – grateful to our partners, to the industry stakeholders who believed in the vision, and to our Team at **Randomsoft** for their commitment. The energy in the room was incredible; it reaffirmed why we created this platform in the first place.

“From Fast-Moving-Consumer-Goods (FMCG) to pharmaceuticals, flexo delivers efficiency, speed, and high-quality output at competitive costs.”

WHAT INSPIRED THE CONCEPT?

FLEXO EDGE was born from a gap we saw in Nigeria and West Africa's print packaging sector. Flexographic printing is a global growth driver, but local players needed a platform that connected them with cutting-edge technology, best practices, and international partners. We wanted to create not just an event, but a movement – a point for knowledge, networking, and new business opportunities.

WHY FOCUS ON FLEXOGRAPHIC PRINTING?

Flexography is where packaging meets innovation. From Fast-Moving-Consumer-Goods (FMCG) to pharmaceuticals, flexo delivers efficiency, speed, and high-quality output at competitive

costs. For a region like ours, where packaging demand is rising, flexo offers the perfect balance between cost-effectiveness and scalability. It's also a more sustainable printing method, which aligns with our commitment to environmental responsibility.

HAS FLEXO EDGE BECOME A PERMANENT FIXTURE ON THE INDUSTRY CALENDAR? WILL THERE BE AN EXPANSION IN SCOPE?

Absolutely. The reception from 2025 proved that FLEXO EDGE isn't just a one-off – it's here to stay. We're already exploring expanding the scope to include more live demonstrations, hands-on training, and deeper sessions on sustainability, automation, and digital integration in flexo.

TENTATIVE DATES FOR THE 2026 EDITION?

While we're finalizing details, the target is Q3 2026. We want to build on the momentum and give partners enough time to plan for even bigger showcases.

WHAT DOES 2025 REPRESENT FOR RANDOMSOFT?

For us, 2025 is the year of consolidation and expansion. We've solidified our role as a bridge between global technology providers and African print businesses, and we're investing in both training and infrastructure to scale our impact. We also leverage our relationship with our foreign partners, **VIP Systems** and **DANTEX**.

HAVE YOUR 2025 EXPERIENCES PROMPTED YOU TO

REDEFINE WHAT SUCCESS MEANS FOR YOUR BUSINESS?

Definitely. Success isn't just revenue growth – it's relevance. In a fast-changing industry, staying relevant to customers' needs is the ultimate win.

WHAT ARE THE MAJOR HIGHLIGHTS OF 2025 FOR RANDOMSOFT?

We secured major dealership and partnerships, expanded our service team, and installed some machines. We have now introduced some finishing machines into the market that are very suitable for digital presses. Most importantly, we have seen customer satisfaction scores rise, which tells us we are on the right track. And in line with our mission to bring world-class flexographic technology closer to home, Randomsoft Limited proudly introduces **Advanced Analog FLEXO Plate Making** - a complete, high-performance, and eco-conscious plate production solution designed specifically for the African packaging and label market. Built for label converters, flexible packaging printers, corrugated carton producers, and trade shops, this system delivers not just plates, but a full European-grade imaging workflow optimized for quality, speed, and sustainability.

WHY CHOOSE ADVANCED ANALOG?

Because solvent-based systems are fast becoming obsolete. They are not only expensive, but they are also harmful to the environment and slow. The Advanced Analog workflow replaces these with water-washable flexo plate technology, offering:

- Faster turnaround times
- Clean, solvent-free operations
- Higher image resolution
- Greater cost-efficiency.

At its core, the solution features the Graphic Republik Starplate AquaFlex Plate and the AQF Combination Processor, hence delivering exceptional clarity and consistency across all substrates, from film and foil to board and corrugated.

Other key benefits include:

- High-Resolution Print Quality,
- Faster, More Reliable Plate Processing,
- Zero Solvent Use, Environmentally Safer,
- Lower Operating Costs,
- And, Tailored for Africa's Packaging Market.

By adopting Advanced Analog, African converters can now match global print quality standards, reduce operational risk, and build toward a more sustainable and profitable future. So, make the shift today by joining the Flexo Evolution with Randomsoft. Get in touch to schedule a live demo or consultation.

“Technology moves quickly, and failing to upgrade can make a business obsolete almost overnight.”



WITH SO MANY PRINT AND ALLIED SERVICE PROVIDERS, WHAT MAKES RANDOMSOFT UNIQUE?

Our strength lies in being both technical and relational. We don't just sell machines – we provide end-to-end support, training, and a network that gives our clients a competitive edge. We bring our clients closer to the global market through our relationship with Original Equipment Manufacturers (OEMs).

WHICH AREA WILL YOU PRIORITIZE FOR IMPROVEMENT NEXT YEAR?

Technical training. The machines are only as good as the operators, so we will be investing heavily in skill development across our client base.

WHAT TRENDS ARE SHAPING CUSTOMER BEHAVIOUR RIGHT NOW?

Speed, sustainability, and cost-efficiency. Customers want faster turnarounds without compromising quality, and they are increasingly asking for eco-friendly packaging solutions.

BIGGEST CONTROLLABLE RISKS IN 2025 FOR PRINT PROVIDERS?

Over-reliance on outdated equipment. Technology moves quickly, and failing to upgrade can make a business obsolete almost overnight.

WHAT HAPPENS IF PROVIDERS APPROACH 2026 EXACTLY LIKE 2025?

They'll get left behind. The market is too dynamic to be static; adaptability is the survival skill.

“Listen more than you talk, deliver on promises, and keep showing customers how you are adding value to their business.”

HOW CAN BUSINESSES MITIGATE RISKS IN A

VOLATILE, UNCERTAIN, COMPLEX, AND AMBIGUOUS (VUCA) ENVIRONMENT?

By embracing incremental innovation – small, consistent upgrades in technology, processes, and people development.

WHAT SHIFTS SHOULD WE WATCH OUT FOR IN 2026?

Increased automation, smarter colour management systems, and deeper integration of AI into prepress and production. We see

Continued on page 28 >>

more people embracing suitability, with the use of water-washable flexo plates.

HOW DO YOU ENSURE PRODUCTS AND SERVICES MEET EXPECTATIONS?

We operate on a feedback-first model. Every installation, every project is followed by a client review session to identify improvements.

“

We'll be introducing modular flexo systems and remote diagnostic support to minimize downtime for our clients.

”

WHAT EXCITES YOU MOST ABOUT THE NEW YEAR?

The possibilities. Technology is evolving, the market is expanding, and our partners are more committed than ever to growing with us.

TOP TIPS FOR BUILDING LONG-TERM CUSTOMER RELATIONSHIPS?

Listen more than you talk, deliver on promises, and keep showing customers how you are adding value to their business.

ANY NEW PRODUCTS OR SERVICES PLANNED?

Yes, we'll be introducing modular flexo systems and remote diagnostic support to minimize downtime for our clients.



WHAT INITIATIVES ARE YOU PUTTING IN PLACE TO SUPPORT THE COMMUNITY?

We are working in collaboration with our foreign partners, and we have plans to further bridge the knowledge gap.

YOUR LEADERSHIP STYLE?

Collaborative and empowering. I believe in giving people the tools and trust to deliver excellence.



HOW DO YOU KEEP YOUR TEAM MOTIVATED?

By connecting their daily work to a bigger purpose — knowing they are building an industry, not just doing a job.

HOW DO YOU ASSIGN RESPONSIBILITIES EFFECTIVELY?

Through clear communication and aligning tasks with individual strengths.

HOW DO YOU STAY UP TO DATE WITH TRENDS?

Continuous learning — trade shows, industry reports, and direct dialogue with our global technology partners.

FINAL THOUGHTS?

FLEXO EDGE is more than an event; it is a commitment to raising the bar for the African print industry. We are just getting started.

HOW WILL YOU BRIEFLY INTRODUCE YOURSELF?

I'm Olakunle Ogunjobi, Technical Director of Randomsoft Limited. At Randomsoft, we connect African printing businesses with the world's best technology, training, and support. Our mission is to help clients stay competitive in a fast-changing market.

THANK YOU FOR YOUR TIME

You're welcome.



Advance Analog FLEXO Plate making

As part of our drive to localize world-class flexographic solutions, Randomsoft Limited is proud to introduce Advanced Analogue Flexo Plate Making a complete, eco-conscious and high-performance workflow designed for packaging printers across Nigeria and West Africa.

This system delivers exceptional print clarity, faster turnaround, and sustainability through water-washable technology and precision imaging tools.

Ideal For:

- Label Converters
- Flexible Packaging Printers
- Corrugated and Carton Producers
- Trade Shops and Prepress Providers



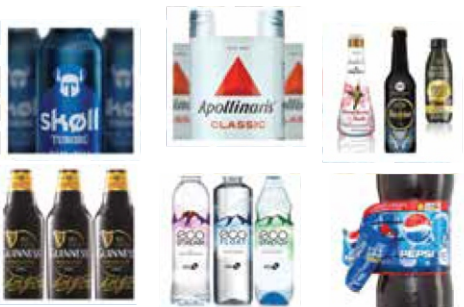
AQF Combination Processor



Graphic Republik Starplate



Aquaflex Plate



Join the Transition

With this offering, Randomsoft empowers African converters to access European-grade analogue plate quality, reduce environmental impact, and increase profitability without relying on outdated solvent systems.



FLEXOGRAPHIC PRINTING - AN OVERVIEW



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Flexographic printing is widely considered a fast-growing form of printing, particularly within the packaging sector. Driven by its ability to print high-quality images on a variety of substrates at high speeds, this **COVER STORY**, adapted from **MarketsandMarkets** research, highlights the importance of this unique genre of printing to manufacturing.

Flexographic printing, often called **flexo**, is a relief printing method that uses flexible printing plates to transfer ink onto various materials, primarily for packaging and labels. It's a modern version of letterpress (offset printing) that uses fast-drying UV or water-based inks. Flexo printing is also known for its high-speed rotary printing process, which makes it suitable for printing on a wide variety of substrates such as paper, plastic, foil, BOPP film, MPET, PET, PVC, and tag material, amongst others, for packaging, labels, cartons, and other products.

It takes its name from its use of flexible materials such as plastics, rubbers, and UV-sensitive polymers for printing. As highlighted, this technology is widely used for package printing due to various benefits, such as high-quality printed images and high production speed. Hence, it can print on corrugated containers, folding cartons, labels and tags, paper sacks, and plastic bags.

The packaging industry, driven by increasing consumer demand for packaged goods, has contributed significantly to the demand for flexographic printing. The packaging industry is continually evolving with the booming e-commerce industry and rising trends of online shopping. Not only that, technological advancements and flexo print suitability for high-volume, cost-effective production of flexible packaging, labels, and cartons contribute to its strong growth. This has led to an increase in demand for packaging materials to protect and deliver products. The choice of packaging materials can vary depending on the intended use, such as

for transport, distribution, or consumer packaging. Industry has also seen a rise in demand for eco-friendly packaging solutions as companies become more aware of the need for sustainable environmental practices.

According to MarketsandMarkets, the Global **Flexographic Printing Market** in terms of revenue was estimated to be worth **\$8.7 billion** in **2023** and is poised to reach **\$10.6 billion** by **2028**. The packaging industry is greatly influenced by the economic growth of sectors such as food processing, personal care, and pharmaceuticals, which create opportunities for market expansion and drive growth.

REVENUE SHIFTS AND NEW REVENUE POCKETS FOR FLEXOGRAPHIC PRINTING MARKET PLAYERS

Flexographic printing is known for its ability to provide efficient and economical solutions for various printing needs, where cost-efficient printing is one of the significant drivers for the flexographic printing market. It can achieve high production speeds, making it suitable for large volume runs. This speed allows for quick completion of print jobs, reducing labour and time costs per unit printed.

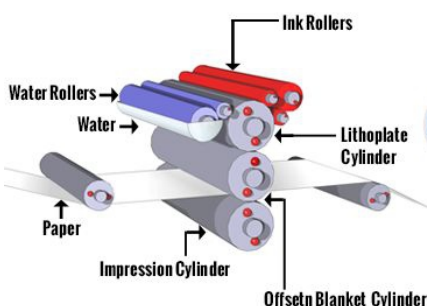
The setup costs for flexographic printing are relatively low compared to some other printing methods, especially for

longer print runs. Once the press is set up and the plates are prepared, the process can be highly automated, minimizing manual intervention and associated labour costs.

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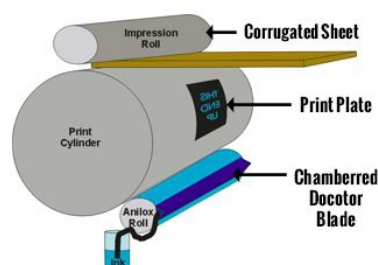
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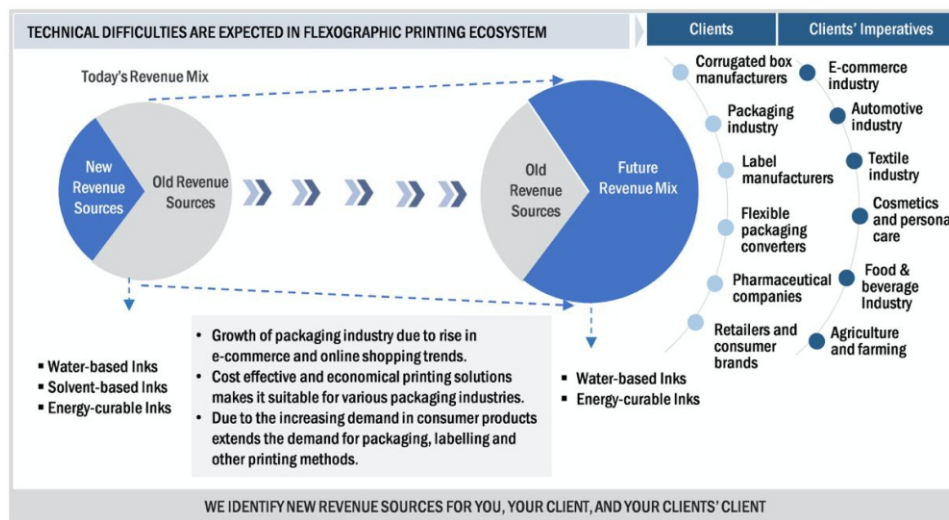


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FLEXOGRAPHIC PRINTING - AN OVERVIEW

FIGURE 24 . REVENUE SHIFTS AND NEW REVENUE POCKETS FOR FLEXOGRAPHIC PRINTING MARKET PLAYERS



Source: MarketsandMarkets Analysis

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2

Modern flexographic printing processes are becoming more efficient in terms of ink usage and reduced material waste. This contributes to cost savings by minimizing the amount of ink and substrate waste during the printing process. Advances in flexographic printing technology are leading to improved print quality, which is essential for maintaining a professional appearance while keeping costs down. The cost advantages of flexographic printing allow printing companies to offer competitive pricing to their clients, attracting more business and helping them maintain a strong market position.

Flexographic printing is a highly flexible and cost-effective method, well-suited to meet the demands of emerging markets. For example, Asia Pacific and African regions are experiencing rapid economic growth, resulting in increased consumer spending power and demand for various consumer products, including packaging, labels, and other printed materials. This has created many opportunities for

populations and increasing urbanization, the demand for printing labels, packaging materials, and other promotional materials also rises.

FLEXOGRAPHIC PRINTING MARKET: ECOSYSTEM MAPPING

Flexographic printing is widely used in the food and beverage industry for various packaging and labeling applications. Given the rapid expansion of regions such as the Asia Pacific food and beverages industry to meet the demands of the growing population, flexographic printing is commonly used in this sector, driving the demand for the flexographic printing market in the region.

Many emerging markets are establishing or expanding local manufacturing and production facilities. Flexographic printing allows these facilities to create packaging and promotional materials locally, reducing shipping costs and lead times. Moreover, as people in emerging markets move to urban areas, the demand for packaged and convenience goods rises, resulting in increased demand for the packaging of goods that can effectively serve the needs of urban consumers by providing visually appealing packaging and labels.



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flexographic printing to cater to these needs.

One of the major industrial growths supporting the printing and packaging industries is the growth of the consumer goods industry. As the demand for consumer goods such as packaged foods, beverages, cosmetics, and household products increases due to rising middle-class

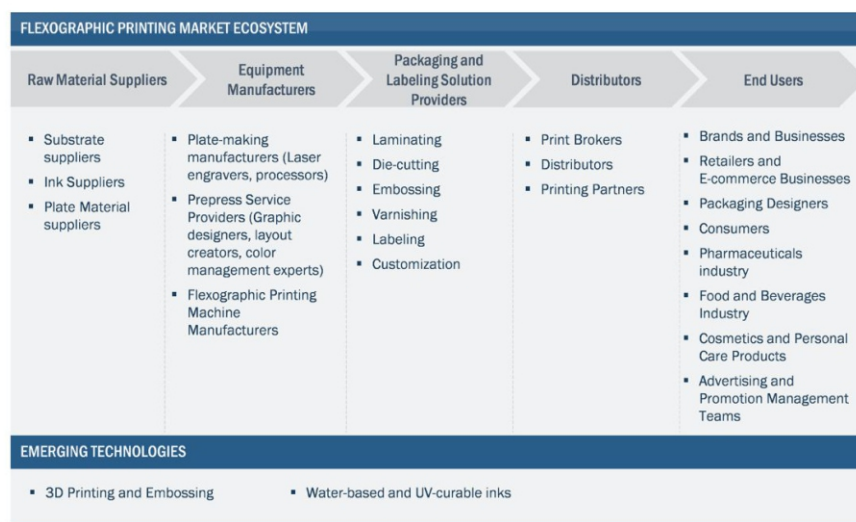
Businesses seeking to stand out on crowded shelves demand unique packaging and branding. Innovations in flexographic printing technology enable complex designs, textures, and patterns with improved print quality, finer details, and better colour accuracy. This enhances the visual appeal of printed materials, with three-dimensional printing helping to reproduce realistic illustrations. Compared to traditional printing processes, three-dimensional printing is faster, reduces waste by utilizing most of the materials, and helps achieve sustainability in printing processes. The image quality

produced by three-dimensional printing processes is better than that of traditional methods. Innovative flexographic printing methods have contributed to more sustainable practices in the industry. The use of water-based inks, biodegradable materials, and energy-efficient



FLEXOGRAPHIC PRINTING - AN OVERVIEW

FIGURE 25 . FLEXOGRAPHIC PRINTING MARKET: ECOSYSTEM MAPPING



Source: Press Releases, Annual Reports, Interviews with Experts, and MarketsandMarkets Analysis

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2

processes aligns with the growing demand for environmentally friendly printing solutions.

3D PRINTING AND EMBOSING

3D printing and embossing are innovative technologies integrated into the flexographic printing process to enhance printed materials' visual and tactile aspects. These technologies add depth, texture, and unique effects to packaging, labels, and other printed products. 3D printing and embossing create visual depth and intricate textures that elevate the overall appearance of printed materials. This effect enhances the visual appeal of packaging and labels, making them more attention-grabbing on the shelf. Embossed textures generated through these technologies provide a tactile experience for consumers.

Flexographic printing can integrate 3D printing and embossing to create customized packaging solutions in which brands can tailor packaging designs to specific events, promotions, or individual customer preferences. 3D printing and embossing enable the creation of limited-edition packaging and labels that appeal to collectors and consumers looking for exclusive products. It is also used to create realistic prototypes and mockups of packaging designs.

WATER-BASED AND UV-CURABLE INKS

Water-based and UV-curable inks are considered more environmentally friendly alternatives to solvent-based inks. Water-based inks have lower volatile organic compounds (VOCs) levels, reducing air emissions and potential health risks. UV-curable inks contain little to no solvents and release fewer harmful environmental emissions. Using water-based and UV-curable inks helps flexographic printers decrease their carbon footprint and contributes to a cleaner and healthier printing process. UV-curable inks dry almost instantly when exposed to UV light, allowing for faster production speeds and reduced drying-related delays. Similarly, water-based inks also dry relatively quickly, contributing to improved efficiency. Water-based and UV-curable inks bond quickly to various substrates, ensuring good adhesion and durability on various materials.

The printing industry is constantly evolving, driven by the increasing demand for innovative printing. Among the various segments of the industry, flexographic printing is particularly influenced by this trend. As consumer preferences evolve rapidly, businesses strive to differentiate themselves in the competitive market. Technological advancements cater to this need by providing innovative printing methods.

About MarketsandMarkets™



MARKETSANDMARKETS™

MarketsandMarkets™ was founded in 2009 with a simple, yet powerful, idea - every disruption is inherently the source of game-changing business opportunities. At that time, everybody was talking about disruptive trends such as AI, IoT, 3D printing, nanotech, robotics, etc., but nobody was certain about the business opportunities associated with them. Upon sensing this significant white space, MarketsandMarkets started exploring these emerging and fast-growing opportunities and soon realized that it was part of a much bigger game. It figured out that the B2B economy was just beginning to undergo a dramatic transformation, wherein roughly \$25 trillion of new revenue sources would emerge by the end of 2030. So, the firm embarked on a journey to help B2B companies monetize their play in this phenomenon.

During the past 16 years, MarketsandMarkets™ has worked with more than 10,000 companies and created \$140+ billion of revenue impact for them. Consequently, it has evolved from being a market research publisher to a growth-enabling firm. Hence, it moulded its entire corporate culture around "GIVE growth" to promote a growth mindset among its 1500+ people workforce. Earlier this year, it made a formal transformation into one of America's best management consulting firms as per a survey conducted by Forbes, evidently as the only India origin startup in the list of 200 firms. Even among these 200 peers, MarketsandMarkets™ stands apart as a blue-ocean alternative because of its unique intellectual property called Knowledge Store - A primary research-driven AI-enabled market intelligence platform meant for growth-minded executives.

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Print Impact Around the World

HUBERGROUP LAUNCHES WATER-BASED INKS AND VARNISHES FOR DIRECT FOOD CONTACT

Hubergroup has launched **Hydro-X Contact system**, a new generation of water-based inks and overprint varnishes that are food safe and can be used even on the inside of food packaging.

With this product category, hubergroup



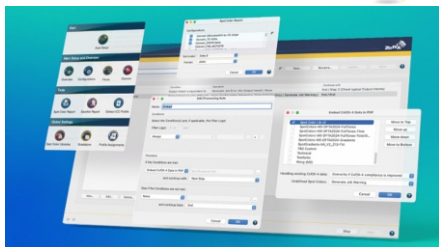
adds a new dimension to its Hydro-X system. Optimized for flexographic printing on central impression and stack presses, Hydro-X Contact integrates easily into existing press workflows.

Whether it is elegant touches for premium chocolates, playful elements for children's snacks, or bold branding on takeaway boxes, Hydro-X Contact offers maximum design flexibility and brilliant print quality across every surface. At the same time, it supports recyclability and contributes to more sustainable packaging options. Hydro-X Contact also plays a pivotal role in the transition from film-based to paper-based packaging, both in terms of functionality and design. By eliminating the need for additional plastic barriers in specific applications, it simplifies packaging structures and frees up more printable space for bold visuals, branding, and creative storytelling.

Together with hubergroup's wider range of sustainable technologies – including barriers against grease, water, vapor, and oxygen, as well as heat-sealable overprint varnishes – Hydro-X Contact helps unlock packaging concepts that are both highly functional and recyclable. Water-based printing inks and varnishes, such as Hydro-X, can reduce VOC emissions, promote recyclability, and thus support the transition to a circular economy for packaging. With the new range of products, hubergroup claims to be a leading enabler of sustainable packaging, combining regulatory foresight, maximum design freedom, and operational reliability in one powerful system.

COLORLOGIC RELEASES ZEPRA 13 SMART COLOR SERVER

ColorLogic, a Hybrid Software colour management brand, has released **ZePrA 13 Smart Color Server** with new automation tools, enhanced image processing controls, and expanded support for multicolour and ink-saving workflows designed for modern pre-press operations.



A standout feature of ZePrA 13

is the new Flows module, which enables users to combine multiple colour configurations and automate tasks through rule-based routing. This reduces the number of hot folders and manual steps, making production cleaner and more efficient. Users can set up flows for common tasks, such as applying a colour conversion followed by ink reduction, all within one streamlined queue.

ZePrA 13 also introduces a dedicated Image Quality tab in the configuration interface. This tab consolidates all image processing settings, such as sharpening, resolution changes, and format options, into a single, intuitive layout. Users can define thresholds for upscaling and downscaling, adjust dimensions proportionally or by fixed units, and choose whether to resample files.

These enhancements make it easier to prepare print-ready files with consistent visual quality. For operations utilizing extended gamut printing, ZePrA 13 provides new tools that enhance both quality and efficiency. The software now supports on-the-fly Savelink profile creation for multicolour workflows, with selectable savings levels. Additionally, the new SmartLink method 'Multicolour Preserve CMYK' ensures that CMYK elements remain unchanged while spot colours are expanded into the full multicolour gamut - a critical feature for brand integrity in packaging production.

HENKEL LAUNCHES SOLVENT-FREE ADHESIVE SYSTEM

Henkel Adhesive Technologies has launched **Loctite Liofol LA 7837/LA 6265**, a solvent-free, aliphatic adhesive system tailored for applications involving high thermal stresses – in particular retort packaging for pet food, for example.

The system combines the high level of food safety with reliable processing and also helps to reduce CO2 emissions by lowering material consumption and eliminating the need for an energy-intensive drying step, which is required for products containing



solvents. The new technology has been specifically developed to offer high-end performance for demanding applications such as retort packaging in a solvent-free format. Loctite Liofol LA 7837/LA 6265 is suitable for PET/Alu/CPP packaging as well as modern polyolefin structures.

With a low monomer content (< 0.1 percent), the complete absence of epoxy silane, and a high temperature resistance of up to 134 degrees Celsius, Loctite Liofol LA 7837/LA 6265 fulfills the strict requirements of global brands. Its low application weight enables higher production efficiency. In addition, the energy-intensive drying step is rendered obsolete due to the system being solvent-free. It can also be cured at room temperature, which helps to actively reduce material and energy consumption.

The system is focused on safe processing at high machine speeds and under varying conditions, which is a crucial advantage for internationally standardized packaging processes. Transitioning to a solvent-free system is hassle-free with its high processing stability and compatibility with conventional laminating machines. Loctite Liofol LA 6265 is also suitable for ready meals, microwave products, and pharmaceutical packaging.

LINX LAUNCHES NEW STRONG ADHESION INK

Linx Printing Technologies has developed **Linx Black Ultra Strong Plastic-Adherent Ink 1061** that addresses the challenges of delivering long-term, high-quality code adherence for rigid plastics and plastic films.

The new ink ensures excellent and consistent adhesion, particularly on PET and low-surface-energy substrates, including OPP, BOPP, HDPE, and LDPE. It eliminates the need for plasma treatment on the packaging, a process sometimes used to modify the



material's surface and enhance adhesion. Such flexibility makes the ink particularly suitable for businesses handling a variety of plastic packaging for different products on their lines. The ink also performs well on other challenging substrates, such as those with a thin layer of grease or oil coating, and on frozen food packs before freezing. The codes can withstand rigorous handling or rubbing during production, packing, and onward transit, maintaining their quality and ensuring full readability and traceability throughout the distribution process. The ink is compatible with Linx 8000 series CIJ printers, and its formulation allows for longer service intervals compared to many other specialist inks, thereby maximizing uptime and reducing service costs.

The product is free from PFAS (per- and polyfluoroalkyl substances), CMR substances (carcinogenic, mutagenic, reprotoxic), and contains no mineral oils. It fully complies with industry standards such as the EuPIA (European Printing Ink Association) Exclusion Policy. This helps to ensure enhanced health and safety compliance.

'The low surface energy of plastics has always made printing onto them a challenge, and while there are specialist inks for individual materials, until now there has not been one that has the flexibility to work effectively across many substrates,' said **Simon Millett**, Product Manager for inks at Linx Printing Technologies. Millett continued: 'Our new Linx Black Ultra Strong Plastic-Adherent Ink 1061 fills this gap by excelling in rigorous QA adhesion tests, ensuring long-lasting and consistently high-quality codes on the latest generation of mono flexible films and rigid plastics. It combines excellent performance with health and safety benefits, as well as cost of ownership advantages.'

The new ink has performed to the highest standards in several QA tests for adhesion, including tape tests, where a special tape is used to test ink resistance to exposure throughout the production and distribution process.

SIEGWERK AND RAVENWOOD PARTNER TO ADVANCE SUSTAINABLE LINERLESS LABELING SOLUTIONS

Siegwerk Druckfarben AG & Co. KGaA, one of the leading global providers of printing inks and coatings for packaging applications and labels, and **Ravenwood Packaging**, a pioneer in linerless labeling technology, are proud to announce a strategic partnership aimed

at accelerating the adoption of sustainable linerless label solutions across the packaging industry.



Linerless labels are an innovative alternative to traditional pressure-sensitive labels. Unlike conventional labels, they do not require a silicone-coated release liner, which significantly reduces material waste and environmental impact. This technology offers benefits such as increased label yield per roll, reduced storage and transportation costs, and improved sustainability by minimizing landfill waste. As part of this collaboration, Siegwark has developed and submitted two BPA-free release varnishes now approved for use on Ravenwood's linerless label systems.

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Print Impact Around the World

These varnishes meet the stringent requirements of the Nestlé Guidance, as well as the Swiss and German Ink Ordinances, making them fully compliant for Nutrition, Pharma, and Hygiene (NPH) applications.

As mentioned before, the varnishes comply with the German Ink Ordinances (GIO), a harmonized set of regulations developed to ensure the safety and regulatory compliance of printing inks used in food packaging. The GIO framework facilitates international market access by aligning ink formulations with strict migration limits and toxicological standards, thereby supporting food safety and consumer protection.

Both companies are working closely to align marketing efforts and explore further opportunities for joint innovation; hence, a joint appearance and announcement are planned for the upcoming LabelExpo, where both companies will showcase the benefits of their integrated solution.

MARK ANDY LAUNCHES PRO SERIES QUICK SHIP PROGRAM TO HELP CUSTOMERS LEVERAGE 2025 TAX INCENTIVES

Mark Andy, the leading global printing and converting solutions provider, has announced the launch of its **Pro Series Quick Ship Programme**. The programme is a new initiative designed to help converters capitalize on the recently passed U.S. tax legislation by ensuring eligible digital press orders are installed before the end-of-year deadline.

Under the programme, qualified orders for Pro Series Flexo, Digital Pro PLUS, and Digital Pro MAX presses will ship in approximately eight weeks, cutting the

standard 16-week lead time by 50%, with a firm commitment to delivery and installation by December 31, 2025.

This accelerated timeline enables converters to take full advantage of the 2025 tax law, which allows businesses to deduct 100% of the cost of eligible capital equipment in the year it's placed into service. That deduction can significantly reduce taxable income, improve cash flow, and increase ROI on pressroom investments.

"We know our customers are trying to grow amidst this economic uncertainty," said Duane Pekar, CEO of Mark Andy. "This Quick Ship Programme helps them invest with confidence, capture valuable tax benefits, and set up for long-term success. At Mark Andy, our customers' growth is our growth, and this program reflects our commitment to doing just that."

The Pro Series platform is available in flexo, roll-to-roll, or hybrid formats with the cost-efficient and durable Konica Minolta dry toner engines. The Digital Pro PLUS offers a modular, scalable entry into digital hybrid printing, while the Digital Pro MAX delivers enhanced print speed, expanded substrate support, and configuration flexibility.

These presses are also an ideal fit for converters entering the digital label market or looking to expand their capabilities without overextending their budgets. As lead times get shorter and label buyer expectations grow, the Pro Series offers a strategic, cost-effective solution for small to mid-sized jobs that demand both speed and quality.

Converters interested in participating are encouraged to contact their Mark Andy representative as soon as possible to reserve production slots.

SUN CHEMICAL RECEIVES SILVER RATING FROM ECOVADIS

Sun Chemical has earned a silver rating for its sustainability performance from **EcoVadis**, the world's largest provider of business sustainability ratings. This recognition places Sun Chemical in the top 15 percent of rated companies within its business sector.

The EcoVadis rating reflects Sun Chemical's performance across four key areas:

environment, sustainable procurement, ethics, and labor and human rights. Sun Chemical's strong performance in these categories underscores the effectiveness of its sustainability strategy and measurable progress toward its ESG



(Environmental, Social, Governance) goals.

The silver rating supports Sun Chemical's broader sustainability roadmap, which includes ambitious targets for carbon reduction, circular economy initiatives, and transparent stakeholder engagement. Organized into three pillars of sustainable operations, collaborative sustainability initiatives, and sustainable products and services, Sun Chemical's sustainability achievements position the company as a trusted partner for customers seeking sustainable chemical solutions.

Guided by its proprietary '5R framework' - Reuse, Reduce, Renew, Recycle, and Redesign - Sun Chemical addresses both upstream and downstream environmental impacts. Operational and technological initiatives under this framework have reduced the company's carbon footprint, conserved virgin resources, and minimized waste. This comprehensive approach positions Sun Chemical as a leader in sustainable practices across the inks, pigments, coatings, and adhesives industries.

Recognized globally as a leading provider of business sustainability ratings, EcoVadis has evaluated more than 150,000 companies using a methodology built on international sustainability standards, including the Global Reporting Initiative, the United Nations Global Compact, and the ISO 26000 Social Responsibility Standard. Its ratings span over 250 spend categories and 185 countries.

To learn more about Sun Chemical's approach to sustainability and to download its latest Sustainability Report, visit: www.sunchemical.com/sustainability

PRINTBOX PARTNERS WITH HP TO DELIVER PHOTO PERSONALIZATION

Printbox, a provider of best-performing e-commerce solutions for selling personalized products, has joined forces with **HP**, a global leader in printing and digital

technologies. This collaboration aims to equip print service providers (PSPs) with a comprehensive solution that combines Printbox's robust and AI-driven ecommerce and online tools with the global reach and scalability of HP software & solutions and the high quality, scalability, and productivity of HP Indigo presses, unlocking new possibilities for personalized products.

The collaboration is designed for print service providers and retailers who want to deliver personalized photo books, canvases, gifts, and keepsakes—products that help people save, share, and relive memories. Printbox's all-in-one platform, featuring advanced editors and AI tools like Smart Creation and Masterpiece AI, lets customers design beautiful photo products effortlessly, while HP Indigo and HP Site Flow ensure orders are seamlessly transferred for Print-on-demand and Fulfillment direct to customers.

What Makes This Unique?

Full Integration: From online store to print production, the combined solution streamlines ordering, editing, and fulfillment for photo products.

AI-Powered Creation: Automated photo book generation and smart design tools speed up creation and increase conversion.

Best-in-Class Print Quality: Every order is produced with HP's trusted digital presses—bringing memories to life with outstanding color and detail.

Scalable for Growth: Printbox and HP empower PSPs to quickly expand their product range, launch new stores, and serve both B2C and B2B customers worldwide.

Blending the Best in Software and Print

At the heart of this Collaboration is a shared mission: helping people everywhere capture, celebrate, and share their stories through beautiful, personalized photo products. Now, print service providers and brands can deliver these experiences with speed, quality, and scale—thanks to a truly end-to-end solution.

How It Works: Seamless From Idea to Delivery

Printbox brings powerful e-commerce, intuitive editors, and AI-driven creation tools—like Smart Creation and Masterpiece AI—to the table. These tools make it simple and inspiring for customers to create photobooks, gifts, and keepsakes, while giving businesses the flexibility to launch and grow new product lines.

HP's contribution is twofold:

• **HP Indigo presses** deliver non-stop digital productivity and stunning, true-to-life print quality on any media type (including coated and uncoated) that brings every memory to life.

Continued on page 38 >>

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Industry

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Annual Growth in
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Print Impact Around the World

• **HP Site Flow** automates production and order management, ensuring every product moves smoothly from order creation to shipment—no matter how many orders, or how complex the workflow. Together, Printbox and HP offer a solution that is more than just technology - it's about enabling businesses to help people hold on to what matters most.

A Collaboration Built on Real Results

HP's global sales teams will actively recommend Printbox as a trusted platform for clients entering or expanding in the personalized photo space. Meanwhile, Printbox will guide its enterprise customers toward HP Indigo presses and HP Site Flow when they need industry-leading print quality and scalable, automated production. This mutual strategy builds on the proven success seen with clients like Photobook Worldwide and Colorland, who have already unlocked new growth by combining e-commerce, personalization, and production excellence.

COLOR-LOGIC CERTIFIES KONICA MINOLTA ACCURIOLABEL 400 DIGITAL PRESS



Color-Logic, the worldwide leader in metallic and special effect design technology, is pleased to announce certification of the **Konica Minolta AccurioLabel 400 Digital Press**. This certification affirms the compatibility of the press and the innovative Color-Logic process, enabling printers to produce high-impact, metallic, and visually striking labels with ease.

Empowering Printers with New Capabilities: Integrating Color-Logic software with the AccurioLabel 400 enables printers to expand their service offerings, delivering eye-catching labels that elevate product branding. By leveraging the advanced metallic effects and vibrant colour enhancements made possible with Color-Logic design software, printers can create premium labels that stand out on crowded shelves and attract consumer attention.

Benefits for Printers and Their Brand Clients: Enhanced Visual Appeal is produced by stunning metallic labels and effects that elevate the perceived value of products. Increased Revenue Opportunities come from offering premium, eye-catching labels that open new markets and increase margins. Brand Differentiation occurs when clients can differentiate their products with unique, customized labels that reflect their brand identity and stand out against competitors. Streamlined Workflow results from seamless integration with the AccurioLabel 400, ensuring efficient production without compromising quality.

The Konica Minolta AccurioLabel 400 Digital Press - the latest addition to the Konica Minolta digital label press lineup—provides more productivity with print speeds as great as 39.9 meters per minute, provides the benefits



of automated colour and density control, and widens the range of level applications through the 5th color station with white toner. The AccurioLabel 400 features white overprint, clear label printing, and IQ520 technology for colour consistency and calibration.

DUPLO ANNOUNCES ACQUISITION OF BAR GRAPHIC MACHINERY



© From left: Judy Thomson, director of HR, Duplo International; Peter Jolly, CIO, Duplo International; Annemarie Rhodes, managing director, Bar Graphic Machinery; Bill Rhodes, chairman, Bar Graphic Machinery; standing outside the Bar Graphic Machinery headquarters in Bradford, U.K.

Duplo is pleased to announce the acquisition of **Bar Graphic Machinery (BGM)**, a leading UK-based manufacturer of high-performance finishing equipment for the labels and packaging industry. This strategic move marks Duplo's entry into the fast-growing labels sector, further expanding its global capabilities across adjacent print markets.

Importantly, Duplo and BGM will continue to operate as separate, independent businesses. Duplo remains fully committed to its core focus: delivering world-class digital print finishing solutions for the office and graphic arts sectors. BGM will continue to serve the labels market under its established brand, leadership, and operational structure – now with the added strength and backing of the Duplo Group.

The BGM brand will remain unchanged and will operate as an autonomous division within the Duplo Group. A new Managing Director for BGM will be appointed in due course. In the near term, Duplo's focus will be on working closely with the BGM team to listen, learn, and understand the business from within – setting the stage for a collaborative long-term strategy.

This acquisition reflects Duplo's broader ambition to invest in complementary sectors and partner with businesses that share its commitment to quality, innovation, and long-term customer value.



PRINT & ALLIED EXHIBITIONS FOR 2025

S/N	EXHIBITION	LOCATION	DATE	SHOW LOGO
1	PSI 2025	Messe Düsseldorf, Düsseldorf - Germany	7 – 9 January 2025	
2	GULF PRINT & PACK 2025	Riyadh Front Exhibition Conference Centre (RFECC), Riyadh Kingdom of Saudi Arabia	14 – 16 January 2025	
3	FESPA MIDDLE EAST 2025	Dubai Exhibition Centre (Expo City), Dubai - United Arab Emirates	20 – 22 January 2025	
4	LED CHINA SHENZHEN 2025	Shenzhen Convention Centre, Shenzhen, P.R. China	17 – 19 February 2025	
5	PRINT PACK ALGER 2025	Palais des Expositions d'Alger – SAFEX, Algiers – Algeria	24 – 26 February 2025	
6	SIGN & DIGITAL UK 2025	NEC, Birmingham - United Kingdom	23 – 25 February 2025	
7	PRINTING SOUTH CHINA/ SINO LABEL 2025	China Import and Export Fair Complex, Guangzhou, P.R. China	4 – 6 March 2025	
8	PACK EXPO SOUTH EAST 2025	Georgia World Congress Centre, Atlanta - Georgia, United States of America	10 – 12 March 2025	
9	PROPAK AFRICA 2025	Expo Centre, NASREC Johannesburg - South Africa	11 – 14 March 2025	
10	NIGERIA PLASTPRINTPACK 2025	Landmark Centre, Lagos – Nigeria	25 – 27 March 2025	
11	GRAPHICS CANADA EXPO 2025	International Centre, Toronto - Canada	9 – 11 April 2025	
12	ISA SIGN EXPO 2025	Las Vegas Convention Centre, Las Vegas – Nevada, United States of America	23 – 25 April 2025	
13	FESPA 2025	Messe Berlin, Berlin - Germany	6 – 9 May 2025	
14	PROPAK EAST AFRICA 2025	Sarit Expo Centre, Nairobi – Kenya	20 – 22 May 2025	
15	IPACK-IMA EXPO 2025	Fiera Milano, Italy	27 – 30 May 2025	
16	PROPAK GHANA 2025	The Grand Arena, Accra International Convention Centre, Accra - Ghana	17 – 19 June 2025	
17	SPE – SURABAYA PRINTING EXPO 2025	Grand City, Surabaya - Indonesia	9 – 12 July 2025	
18	FESPA/ AFRICA PRINT 2025	Gallagher Convention Centre, Johannesburg - South Africa	9 – 11 September 2025	
19	PROPAK WEST AFRICA 2025	Landmark Centre, Lagos - Nigeria	9 – 11 September 2025	
20	LABEL EXPO EUROPE 2025	Fira Barcelona Gran Via, Barcelona - Spain	16 – 19 September 2025	
21	LED CHINA SHANGHAI 2025	Shanghai New International Expo Centre, Shanghai, P.R. China	17 – 19 September 2025	
22	PACK PRINT INTERNATIONAL 2025	BITEC, Bangkok - Thailand	17 – 20 September 2025	
23	THE PRINT/ SIGN SHOW UK 2025	NEC, Birmingham - United Kingdom	23 – 25 September 2025	
24	PACK EXPO LAS VEGAS 2025	Las Vegas Convention Centre, Las Vegas, Nevada - United States of America	September 29 – October 1 2025	
25	ALLPRINT EXPO 2025	JIEXPO, Kemayoran, Jakarta – Indonesia	8 – 11 October 2025	
26	K WORLD 2025	Messe Düsseldorf, Düsseldorf – Germany	8 – 15 October 2025	
27	PROPAPER DUBAI 2025	Festival Arena, Dubai Festival City, Dubai - United Arab Emirates	13 – 15 October 2025	
28	PRINTINGUNITED 2025	Orange County Convention Centre, Orlando, Florida - United States of America	22 – 24 October 2025	
29	PAPEREX 2025	Yashobhoomi, Dwarka India International Convention & Expo Centre (IICC), New Delhi - India	3 – 6 December 2025	

NOTE:

- Contact **NUMBERS CMYK LTD**, publishers of **WHERE To Print magazines** (Ghana & Nigeria editions) including **PROPAK East Africa DAILY**, **PROPAK Ghana DAILY**, and **PROPAK West Africa DAILY** for advert/ editorial slots in any of the publication responsibly packaged and distributed free-of-charge to visitors at each of the highlighted shows to improve overall exhibition experience. Visit www.wheretoprintmagazine.com for details on how to get in touch. Also contact **FLOURISH COLOUR VENTURES** (www.flourishcolour.com) to join the professionally packaged and value-driven **PEP Delegation** to any of the international shows.
- Exhibition date and venue may change at Organiser's discretion.

Print Impact Around the World

XEROX ENTERS INTO AGREEMENT WITH KYOCERA TO OFFER HIGH-SPEED PRODUCTION INKJET PRESSES



Xerox Holdings Corporation has announced it has agreed with **Kyocera Document Solutions Inc.** to source Kyocera's high-speed cut-sheet inkjet production presses. This collaboration marks the company's re-entry into the fast-growing cut-sheet inkjet (CSIJ) market and significantly broadens its production print portfolio.

Through this partnership, Xerox will offer clients high-performance, cost-effective colour inkjet presses integrated with the Xerox Production Ecosystem - including Xerox FreeFlow.

Workflow Automation Software, finishing, and remote service. The new platform will deliver an end-to-end solution tailored to the evolving needs of modern print providers.

Building upon its Reinvention, Xerox is realigning its production print business toward higher-value, growth segments. According to IT Strategies Cut Sheet Production Inkjet Forecast 2025, Global Product Installs (Units) are expected to increase by more than 13% CAGR between 2025-2030. The addition of CSIJ products complements flagship offerings like the Xerox® Iridesse® Production Press, Xerox Versant Presses, and Xerox® PrimeLink® printers and presses, while enabling Xerox to address new growth areas with innovation and scale.

This agreement underscores the company's strategy to deliver differentiated, ecosystem-enabled offerings that help clients scale profitably, streamline operations, and reduce total cost of ownership. The new presses, sold and serviced by Xerox, will be branded under the Xerox name and enhanced with Xerox-developed software, integration, and service capabilities. Availability and model-specific details will be announced later this year.

INKCUPS UPDATES THE HELIX ONE® BENCHTOP CYLINDRICAL DIRECT-TO-OBJECT PRINTER



Inkcups, a global leader in direct-to-object printing technology, has introduced a number of updates to the **Helix ONE®** entry-level benchtop cylindrical UV direct-to-object printer that will boost efficiency and expand application possibilities.

The updates include:

Auto File & barcode scanning: Demonstrated at FESPA 2025, **Auto File** is a powerful automation tool designed to streamline file management with automated job setup for seamless production flow. Created for the Helix ONE®, this technology ensures accurate printing with smart part detection, while sequential file printing makes it the ideal solution for print-on-demand and high-mix production environments. Additionally, barcode scanning enables quick artwork recall, boosting efficiency, while also automatically pausing printing if the part scanned does not match the file to be printed.

New jettable primer: Used to promote adhesion on powder-coated products, Inkcups has launched **SureBond Primer**, a new jettable primer developed specifically for the Helix ONE®.

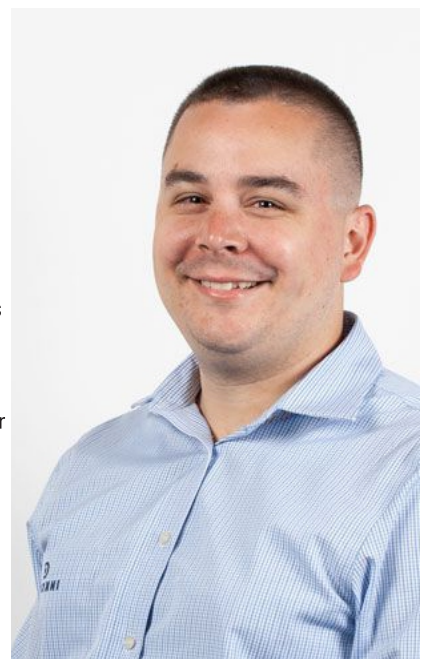
The Helix ONE® already features an optional seventh channel to which primer can be added via a dedicated printhead, enabling SureBond Primer to be applied in-line, streamlining decoration of powder-coated drinkware.

Smaller diameter capability: The diameter range of the Helix ONE® has been expanded to enable decoration of smaller cylindrical items right down to 33mm in diameter. This expanded diameter range of 33mm-116mm enables even greater application versatility, with the Helix ONE® now compatible with products such as shot glasses, spice jars, and cosmetic bottles in addition to the drinkware, candle holders, and plastic bottles it is already known for.

Building on the success of Inkcups' patented **Helix®** range of direct-to-object printers, the Helix ONE® was launched in 2023, bringing the power and productivity of Inkcups' Helix® technology to a compact, space-efficient benchtop design. This smaller footprint has been instrumental in breaking down barriers to entry for print-service-providers entering the direct-to-object market, enabling them to diversify and expand their offering. A dedicated cylinder printer, the Helix ONE® prints full CMYKW and varnish onto straight-walled and tapered cylindrical objects such as glass and plastic bottles, candle holders, and stainless steel drinkware.

Gregory Harwood, Director of Digital Product Management & Global Service, Inkcups, says: "The Helix ONE®'s affordable price, compact design, and scalability make it an ideal solution for businesses looking to expand into printing directly onto cylindrical objects. These upgrades

enhance the pre-press file preparation stage with auto file and barcode scanning, as well as allow for an even greater range of applications with our upgraded jettable primer and the addition of a smaller diameter capability. We are always impressed by the creativity and innovation of our customers, and we can't wait to see what our Helix ONE® users produce utilizing these new additions."



Continued on page 41 >>



Heidelberg Celebrates 175 years of Innovation

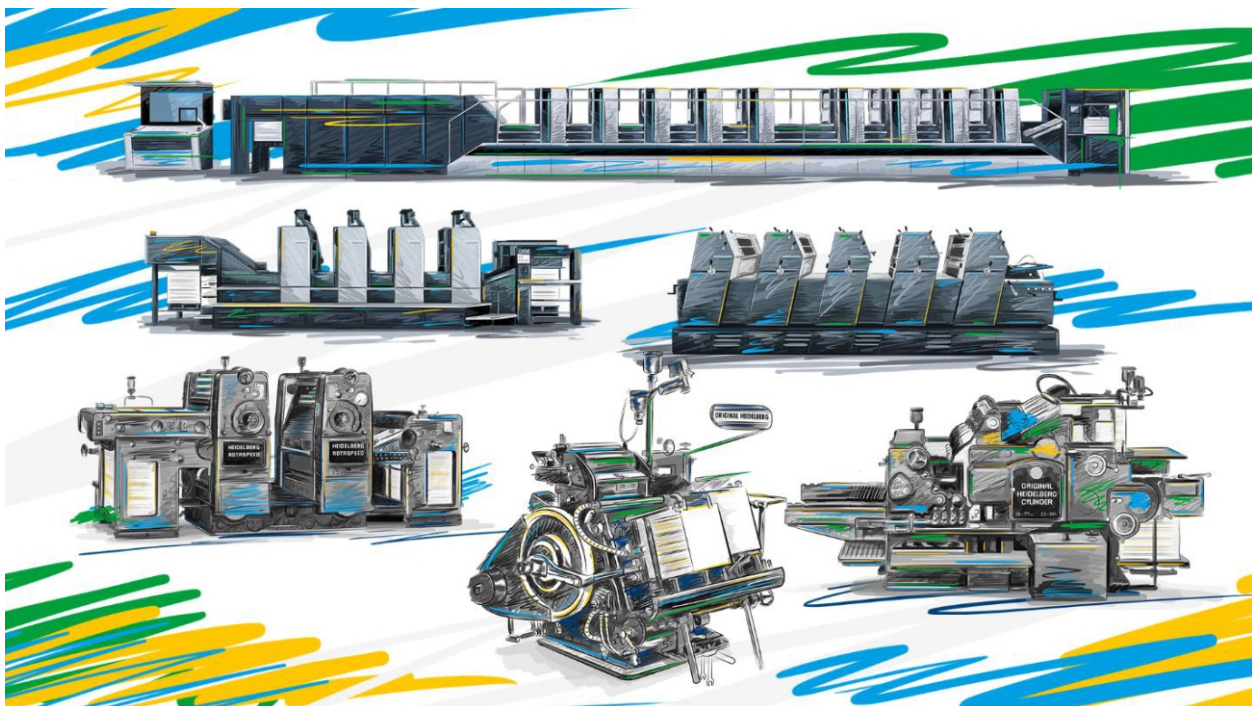
On June 2, we celebrated 175 years of HEIDELBERG with a very special event at our Wiesloch-Walldorf site. It was a joyful occasion, and above all, a chance to reconnect with customers, partners, and friends from across the industry.

The day marked more than a milestone. With over 1,500 invited guests from around the world, it was a vibrant celebration of our legacy and a confident statement about where we're heading next.

We officially unveiled our new Print Media Center, now known as the Home of Print, a place where the full power of our technology and expertise comes to life.

We also introduced the latest addition to our packaging portfolio: the new Cartonmaster CX 145, a very large format press that establishes us as a full-range supplier in folding carton production.

And on stage, our CEO shared a clear vision of the future — positioning HEIDELBERG not just as a manufacturer, but as a systems integrator offering complete, connected solutions for the print industry.



Call for a discussion

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Print Impact Around the World

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Print Media Centr proudly announces the launch of **PrintFM**, the first and only 24/7 global internet radio station dedicated exclusively to print and graphic communications. Broadcasting now at printfmradio.com, PrintFM delivers nonstop interviews, discussions, live broadcasts, educational programming, and event coverage featuring both established leaders and fresh voices from around the world.

Programming includes curated episodes from the extensive Podcasts from The Printiverse library, other leading industry podcasters, and original content created for PrintFM listeners. The station delivers breaking news, real-time event coverage, and serves as a central hub for timely information and "printsapiration" for print professionals, marketers, manufacturers, print buyers, and creatives everywhere.

"PrintFM is more than just a radio station, it's the soundtrack of print," said Deborah Corn, Intergalactic Ambassador to The Printiverse at Print Media Centr. "We have built a platform that delivers the insight of prominent and new industry voices, the stories of print innovators, and the energy of events directly to anyone, anywhere in the world. Tune in anytime, whether you are at home, at work, or on the go."

Sponsored by Domtar and XMPie, PrintFM fosters community, connectivity, and collaboration across the industry.

"Domtar is proud to sponsor PrintFM," said Meredith Collins, Channel Marketing Manager at Domtar. "Partnering with Print Media Centr was a natural decision given our shared commitment to promoting the value of print and paper through education and information. Print Media Centr continues to lead the way in redefining how our industry accesses and engages with content, and we are excited about the opportunities this new platform brings."

"XMPie is excited to support PrintFM, the first 24/7 internet radio station dedicated to print," said Ayelet Szabo-Melamed, VP Marketing at XMPie. "This bold new initiative has huge potential, and we are proud to be part of its growth from day one. We believe in sharing knowledge, elevating voices, and connecting people across the industry. This sponsorship, like our support for Girls Who Print, graphic arts higher education, and grassroots programs, reflects our commitment to education, innovation, and inspiring the next generation of print professionals." From **September 23 to 25**, PrintFM will broadcast live from **The Print Show** at the NEC in Birmingham, England.

"We are delighted to support the launch of PrintFM, an incredibly exciting initiative for the print industry," said Chris Davies, Event & Sales Director for The Print Show. "The Print Show and our new sister event, The Sign Show, are very much about supporting innovation in print. PrintFM is one of the stand-out developments of the year, and we look forward to participating in the station's first live broadcast from an industry event." Listen to PrintFM at printfmradio.com for 24/7 programming dedicated to the global print community.

For sponsorship opportunities or programming inquiries, contact Deborah Corn at deborah@printmediacentr.com. Partner with PrintFM to connect your brand with industry leaders, innovators, and print professionals worldwide.

DOMINO LAUNCHES NEW AI-ENABLED SUNRISE DFE AT LABELEXPO



DOMINO



Domino Printing Sciences (Domino), a global provider of advanced variable data printing solutions and digital printing technology, is pleased to announce the launch of the latest version of **Sunrise**, the digital front-end and workflow solution for Domino digital label presses, at **Labelexpo Europe**.

Designed for Domino **N-Series** digital label presses, Domino **Sunrise Digital Front End (DFE)** combines comprehensive pre-press and production tools into a powerful, easy-to-use workflow solution. Using the power of AI and the world-leading **Harlequin RIP®**, **Sunrise** enables converters to process jobs faster and more accurately than ever before.

The latest update to **Sunrise** combines a set of advanced, AI-enabled tools in an easy-to-use interface. Modules include **Label Studio**, which streamlines job setup by automating repetitive pre-press tasks; powerful variable data processing with inline RIP capabilities; and Domino Viewer, enabling the monitoring of press performance and the capture of running data to inform decision-making.

Accelerating pre-press tasks with Label Studio

Label Studio makes the preparation of press-ready PDFs easy, eliminating the need for graphics editing software and helping ensure consistent and accurate results.

Real-time, inline processing of variable data

Requests from brands seeking to incorporate variable data, including 2D codes, into their label designs are on the rise, and **Sunrise** is well-positioned to meet this demand. The software handles jobs with complex personalisation with ease and raises the bar with real-time, inline ripping onboard the **N730i** digital label press. Harnessing AI and machine learning, **Sunrise's** powerful inline label processing capabilities can instantly deconstruct PDF print jobs, finetune printing RIP settings, and accurately predict the achievable printing speed. This empowers press operators to make data-driven decisions, optimise scheduling, and significantly reduce the risk of downtime.

Staying on track with Domino Viewer

Domino Viewer monitors the status of one or multiple Domino presses in real-time, displaying errors, job information, and cost estimates for the current job queue. The data captured can be accessed across a converter's local network or remotely via a VPN connection. It is also possible to seamlessly integrate **Sunrise** with a converter's MIS and ERP systems. **Sunrise** is the new standard DFE for Domino label presses and will also be available for existing users as a free-of-charge upgrade, taking operational efficiency to a whole new level.

Label converters are invited to see **Sunrise** in operation at Labelexpo Europe in Barcelona, **booth 3E91**, where it will be featured on all Domino label presses on display, including the new **N410**, the proven **N610i**, and the **N730i** models.

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Returning to Lagos for the 12th edition, Propak West Africa will bring together over 5,500 attendees for three action packed days in Lagos. With 250 global brands exhibiting, this year's edition will be the largest yet and professionals from across the supply chain from industries working in the packaging, plastics, printing and processing industries will be in attendance.

With multiple opportunities to witness machines live in action from injection mold machine to the latest 3D printers, get hands on with the latest supplies for the packaging and print industries and speak with the manufacturers of the items that make your business move. As well as this they'll be various opportunities to hear from industry thought leaders on the latest trends and gain insights on what makes their business successful.

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