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MAGAZINE

VOL.1 | NO.2 | APRIL - JUNE 2020 | NMC | C.I 39|20|4045



IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND

As practitioners of printing, we represent one of the oldest manufacturing industries that exists in the 21st Century, yet we exist in an industry ingrained in the anachronism of artisanal tradition. Tradition is best left where it should be - in the past.

COVER STORY continues on page - 22



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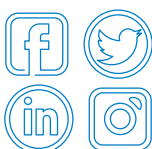


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Index



WE ARE INDEED GRATEFUL TO YOU ALL! Page 9 >>



PIG - GRA TO GRANT TAX HOLIDAYS TO COMPANIES THAT DONATED TO COVID-19 FUND Page 10 >>



AGFA SUPPORTS PRINT COMPANIES TO PLAN FOR THE FUTURE WITH .. Page 12 >>



COVID-19: HOW TO STAY AFLOAT AND AVOID STAFF LAY OFF page 14 >>



"THE PRINTING INDUSTRY HAS LOTS OF PROSPECTS" Page 16 >>



EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL ...Page 17 >>



IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND Page 22 >>



"TOGETHER WITH XEROX, WE ARE WORKING ON PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS ..Page 24 >>



"I REALLY HAVE A DESIRE TO SEE THE INDUSTRY TRANSFORM, CREATING WEALTH FOR OUR ... Page 30 >>

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- WHERE To Print is specially established to offer print investors quality researched-based information that aids print purchase decisions. This is the more reason our mantra is "Influence print purchase decision" while our tag line is "Print Intelligence".
- We are modeled to be principled, factual, balanced and fair in our editorials, reports and commentaries.
- We believe and accept that these principles and code of ethics form the basis of public trust and confidence.
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WHY DRUPA POSTPONED TO APRIL 2021

“We take every possible measure to meet the expectations of our global customers in April 2021 – let’s embrace the future in 2021 together!”

Mid-March, the postponement of the world’s leading trade fair for printing technologies, drupa, to April 20 - 30, 2021 was announced due to the exponential spread of the coronavirus. Director drupa and Global Head Print Technologies of Messe Düsseldorf, Sabine Geldermann, is now answering questions that concern the Print Industry.

SABINE GELDERMANN, WHAT WAS THE DECISIVE FACTOR FOR MESSE DÜSSELDORF TO POSTPONE DRUPA?

Messe Düsseldorf is following the recommendation of the Crisis Management Team of the German Federal Government to take into account the principles of the Robert Koch Institute when assessing the risk of major events. Based on this recommendation and the recent significant increase in the number of people infected with the new corona virus (SARS-CoV-2), including in Europe, Messe Düsseldorf has reassessed the situation. In addition, there was the general ruling issued by the city of Düsseldorf on 11 March 2020, in which major events with more than 1,000 participants present at the same time are generally prohibited. Against this background, there was unfortunately no other option than to postpone drupa.

ON WHICH CRITERIA DID YOU DETERMINE THE NEW DATE?

“Under normal circumstances” the year

2020 would have been a “trade fair rally” for Messe Düsseldorf, because from August last year until this June almost all of Düsseldorf’s major world-leading trade fairs should have taken place – with drupa as the finale. Due to the influence of the coronavirus and the associated official decrees or restrictions, seven trade fairs planned for this spring have already been postponed to the second half of 2020 and to spring 2021. Since we need a time frame of around two months for drupa (due to its set-up, duration and dismantling), there were only limited options available. Having weighed up all the parameters and in view of the international trade fair calendar, the date chosen, 20 - 30 April 2021, is the earliest and best possible date, which we have agreed together with our President and the VDMA as the supporting association. Under the current circumstances, this date now allows the greatest possible planning security for all parties involved. Fortunately, we are now once again in a similar timeframe to the original, traditional May date of drupa,

which has become widely established in the industry.

HOW HAS THE GLOBAL PRINTING COMMUNITY RESPONDED TO YOUR ANNOUNCEMENT?

The current situation is affecting all industries worldwide in an unprecedented way and the effects of the coronavirus are already having a drastic impact on public and economic life. As in other industries, the Printing Industry is feeling the effects of this in the form of short-time work, production downtime and supply bottlenecks – on a national and global level. In this situation, however, the health and protection of employees and partners take precedence. The reaction of our international customers and partners to the postponement was therefore consistently positive and met with



Continued on page 43 >>

To Readers

By Joju Adekanbi | jojuadekanbi@yahoo.com | +234 (0)803 862 9114

WE WILL COME OUT STRONGER!

I have always been an optimist that, even the ravaging coronavirus (COVID-19) cannot deter; for I know for sure that we will come out stronger! We humans are incredible creatures especially when hit, the hardest. We always look out for the shining light at the darkest hour. I'm not saying the impact of this scourge will not be significant – yes, it will but alas, as we are who we are: determined, rugged and never-giving up. We will overcome!

Very soon, the negative impact of COVID-19 will begin to fizzle out, then the opportunities will start to unfold. Governments and businesses will pump money into the system to make up for lost time or services affected. Factory will open up to huge demands while supply chains that were broken will bounce back to life, and so forth. The question now is: how prepared are you to take advantage of the opportunity coming? This period of lockdown (which I invariably rephrase as 'lock-in') should be your best moment to rethink and re-strategise.

While this edition has some elements of COVID-19 to help us to successfully navigate the impact of the epidemic both individually and as business concern, I implore you to generally observe strict instructions from official Government (or governmental parastatal) whose duty is summarily to safeguard our lives and properties. For invaluable ways to rethink your life and business amidst COVID-19 and beyond, turn to the **SPECIAL FEATURE** article on pages 15 and 16 aptly titled: **COVID-19: HOW TO STAY AFLOAT AND AVOID STAFF LAY OFF**. The **POST-SHOW SPECIAL FEATURE REPORT** of Euroshop 2020 from page 17 captioned: **EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL** also presents opportunity in

Retail Business that you can explore. However, right from page 10, we characteristically recorded news within the last three months in the industry both in and outside Ghana in our **PRINT IMPACT AROUND GHANA** (pages from page 10) and **PRINT IMPACT AROUND THE WORLD** (from page 12) respectively.

It is no news that world No. 1 printing fair – **drupa** has been postponed till next year April due to COVID-19. What then should the industry expect from Messe Dusseldorf as they gear up for **drupa 2021**? Check this out in **WHY WE POSTPONED DRUPA TO APRIL 2021** on pages 8 and 43 where **Sabine Geldermann, Director drupa and Global Head Print Technologies of Messe Dusseldorf**, answers pertinent questions that concern the Print Industry as she declares: **"WE TAKE EVERY POSSIBLE MEASURE TO MEET THE EXPECTATIONS OF OUR GLOBAL CUSTOMERS IN APRIL 2021 – LET'S EMBRACE THE FUTURE IN 2021 TOGETHER!"**

We start this issue's **SPECIAL FEATURE INTERVIEW** with the full text of the interview (which we started from last edition) of President of **Ghana Printers & Paper Converters Association (GPPCA) – Mr. James Appiah Berko** captioned: **"THE PRINTING INDUSTRY HAS LOTS OF PROSPECTS"** on pages 16, 38 and 39. There's also an Exclusive Interview with the newly elected President of **New Town Printers Association (NTPA), Mrs. Abigail Pardie**. As a leading woman in the Printing Industry, Mrs. Pardie shares her desire to continually break the barrier of gender inequality, increase human capacity and create wealth for all stakeholders. The interview which was held in the presence of her Executive Members in her office is titled: **"I REALLY**

HAVE A DESIRE TO SEE THE INDUSTRY TRANSFORM, CREATING WEALTH FOR OUR MEMBERS". Read all from page 30. Our last **SPECIAL FEATURE INTERVIEW** is with **Monsieur Jean Louis Feghali - Managing Director of Docutech Ghana Limited (Xerox Authorised Reseller in Ghana)**. His passion for the growth and the development of the industry through the deployment of world-class brands like **Xerox, Coro** and Sedus to bridge the digital gap in the country led to his company - Docutech – being the first company to provide and deliver a national Managed Print Services contract in Ghana in 2011. Not done, he has been instrumental to human capacity development in the industry which is why he declared: **"TOGETHER WITH XEROX, WE ARE WORKING ON PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS TO BE ABLE TO SHARE OUR KNOWLEDGE WITH UPCOMING GENERATIONS"**.

Turn to pages 24, 25, 28, 29 and 31 for the Exclusive Interview that also features **Docutech Award of Xerox Partner Award for Middle East and Africa 2019**.

Finally, our **COVER STORY** this edition is from WHERE To Print new Columnist – **Mr. Andrew Malson**. Mr. Malson is a highly experienced, committed and passionate Operations Executive/Director/Manager with a demonstrable reputation for creating the change



required to deliver significant improvements in business performance through quality, service and productivity. His articles on **IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND** and **LEAN MANUFACTURING** are featured from pages 22 to 42. So, from the piece - get an invaluable insight that will help you create the right and enduring cultural change to grow and sustain your business POST-COVID.

Until next edition, please stay safe and be prepared for a better and stronger you!

WHERE TO PRINT BY-LINE

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GRA TO GRANT TAX HOLIDAYS TO COMPANIES THAT DONATED TO COVID-19 FUND

The Chairman of COVID-19 National Trust Fund, former



Chief Justice Sophia Akuffo has said that any company that made donation to the COVID-19 National Trust Fund will enjoy some tax holidays from the Government through Ghana Revenue Authority (GRA).

“We’re also happy to announce that the Ghana Revenue Authority has confirmed that tax reliefs will be available to donors who make donations to the COVID-19 National Trust Fund when filing their tax returns”, she declared but noted that the tax relief reward would only be made manifest when the benefactor compiles with guidelines on filing tax returns: “This is subject to fulfilling requirements that the GRA has set out in its recently published guidelines for their implementation of the tax incentives in support of taxpayers against the pandemic,” she noted.

Ghana President Nana Addo Dankwa Akufo-Addo had inaugurated the Board of Trustees of the Fund to ensure transparency, accountability, and judicial use of COVID-19 donations which has so far generated over GHe50 million. “I felt that the best way was to establish a public trust, so that the monies that come do not get intermingled with



Government money and all of those problems. A public trust that is to be managed by an independent body of trustees, so that people will see that these monies are being properly accounted for and properly deployed,” explained President Akufo-Addo while noting that the work of the Board will complement the efforts being made by the State in catering for the poor and vulnerable affected by this pandemic.

He therefore pledged his administration’s full support to the Board by declaring: “I have full confidence in the integrity of all the people around this table, and of your dedication to the public welfare of our country. That is why I have chosen you to say on this committee.”

Other members of the Board which has since swung into action comprises of reputable individuals noted for their integrity such as Archbishop Justice Ofei Akrofi, Mr. Jude Kofi Bucknor, Gifty Afenyi-Dadzie, Mrs. Elsie Addo-Awadzie, Dr. Ernest Ofori-Sarpong, Dr. Tanko, and Mr. Collins Asare who will serve as Secretary to the Board.

(© with support from Ghanaweb)

FC GROUP SPONSORS LIBRARY PROJECT IN GHANA

...inspired by a twin’s zeal to build library project in fond memory of her sister, as part of ongoing community projects managed by the Twin’s Foundation



As part of its continuing corporate social responsibility to connect with the local Ningo-Prampram community in Ghanaian Capital City - Accra, FC Group in conjunction with its UK Partners, donates a

brand-new library structure tagged: The Maya Abou-Jaoude Memorial Library Project, to improve the reading and writing skills of children in both basic and upper secondary levels.

Through the construction of



Fenton on site roofed Library Project with Zeena (c) FC Group.

the new library, children of Ningo-Prampram community who currently has no library facility will get access to a functional 100-seating capacity edifice equipped with furniture, bookshelves, a librarian’s office and washroom.

This fantastic library project has been endorsed by the local chiefs who have committed to providing a piece of land, free of charge, and FC Group is excited to be supporting the project as one of the founding sponsors. Through his extensive affiliation in the Printing Industry, as well his many cycling and skiing pursuits, Fenton Curley, MD of FC Group is working tirelessly to bring onboard other partners to support this worthwhile project.

OBJECTIVES OF MAYA ABOU-JAOUDE MEMORIAL LIBRARY PROJECT

- The objective is to promote early literacy and a reading culture amongst children living in poor and disadvantaged communities.
- Targets poor children who lack access to qualitative educational opportunities and

relevant exposure which comes from access to books. Such children include those from families with low income, who attend poor community public schools or who do not attend any formal school programmes.

- Improve the general knowledge capacity and competitiveness of poor and disadvantaged children, as well as to foster healthy use of community recreational spaces.
- Provide online access and training via an Internet Café for all the locals.

WHERE To Print gathered that the Maya Abou-Jaoude Memorial Library Project is just one of humanitarian projects supported by FC Group in West Africa (starting from Ghana though Nigeria - it’s biggest market, is also in offing) where it has an extensive office operations that support the entire graphic industries with prepress, press, and post press solutions. Over the years, FC Group also donates cycling clothing, equipment and accessories to amateur and aspiring cycling professionals in Ghana.



Fenton, Zeena and Peter all - of FC Group

Continued on page 20 >>



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Print Impact Around the World

AGFA SUPPORTS PRINT COMPANIES TO PLAN FOR
THE FUTURE WITH VIRTUAL EVENT



Agfa has announced a six-day virtual event tagged: Studio 4D48 featuring sessions to support printing companies worldwide through the current business challenges and help them plan for the future.

Coincidentally slated for 18 to 26 June, which is the original drupa 2020 time-frame, the targeted educational webinars will focus on market and technology trends as well as on the way printing companies can benefit from Agfa's latest made-to-measure printing innovations for the offset printing industry. These include printing plates, hardware and a range of workflow, colour management, print standardization and screening software. All of them underpin Agfa's ECO³ approach, aimed at making print operations more economical, ecological and extra convenient.

"4D48 would have been our booth number at drupa," says Guy Desmet, Head of Marketing for Agfa's business division Offset Solutions. "Drupa and other tradeshows may have been postponed or even cancelled due to the COVID-19

outbreak, but our commitment to the printing industry stands strong. We want to inspire and engage printing companies. In Studio 4D48, our experts will give them an update on our offering, and how it can move their businesses forward in a cost-effective way."

In total, the event will play host to two webinars per day across the six days, consisting of a mix of expert talks, user cases and Q&A sessions. Each webinar focuses on a specific market segment, including commercial heatset and sheet-fed printing, offset packaging, and newspaper print production. Various kinds of automation and efficiency increases, as well as cost reduction will be a common thread.

All webinars will be streamed from Agfa's headquarters in Belgium, in English. They will last between 30 and 45 minutes each.

To see the full list of scheduled Studio 4D48 sessions and to register, visit www.studio4d48.com Links to the recordings will be made available at the conclusion of the event.

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INKJET PRINT MARKET IS WORTH \$80.4 BILLION AND STILL SET TO RISE



The inkjet print market is currently worth \$80.4 billion, almost the equivalent to 923 billion A4 prints, and is expected to reach \$118.2 billion in 2025 according to latest Smithers' report 'The Future of

Inkjet Printing to 2025'

Growth will continue as high-performance technology comes to market with printers and converters spending \$3.9 billion on new inkjet

equipment, up from \$2.9 billion in 2015. Inkjet ink consumption in graphics and packaging applications is to be nearly 124,000 tonnes, more than twice the 2015 volume.

All inkjet sectors are growing – even applications where the overall print market is falling, which is the case for much publishing and graphics. Inkjet suits the changing demands of print buyers because it can meet the changing preferences of consumers better than the analogue alternatives. The continuing technological developments, together with the greater experience of print providers, combine to make inkjet competitive against litho, flexo, gravure, screen and digital toner printing.

As inkjet press performance improves, the economic crossover moves to longer runs, making it ever more interesting for print service providers and packaging converters. Hence the high levels of growth.

Inkjet printing growth moderates slightly to 2025, averaging 11.4% CAGR by volume and 8.0% in constant value terms as more applications become mainstream, reaching \$118.2 billion in 2025, nearly 1.6 trillion A4s.

Smithers' analysis for 'The Future of Inkjet Printing to 2025' identifies the following key trends and drivers leading to inkjet printing growth over the next five years:

- **Flexibility and agility** - Inkjet allows print companies to become more agile and responsive to customer requirements.
- **Benefit of digital capability** - The ability to print only what is needed on demand with no physical master promotes efficiency in the production and supply chain; total variability is possible.
- **New technology** - Higher-performance machines, offering very high quality and reliability are coming to market, heavily promoted by manufacturers. Integrated manufacturing methods, linking prepress with printing and finishing in a single-pass operation, changes the economics of product manufacture, rather than just printing.
- **Non-impact printing** - Inkjet can be used to print onto very delicate irregular materials.

- **Retail supply chain changes** - Growth in e-commerce (and now m-commerce) allows retailers to use the transit packaging as a vehicle to communicate with their consumers and widen the functions of packaging, and to engage with consumers in new ways while improving their experience of receiving a pack.
- **Sustainability** - Potential overall advantages against analogue alternatives with less waste and use of chemicals and materials. Only printing what is required at any time helps eliminate redundancy throughout the supply chain.

Smithers' latest report, 'The Future of Inkjet Printing to 2025' which is sold for **\$6,500 (€5,250 or £4,750)** provides current and forecast regulatory and industry sustainability developments, exclusive market sizes and 5-year forecasts for inkjet printing market globally, expert analysis of key market trends and drivers which will see the continued expansion of the inkjet market and over 100 data tables and figures giving an unparalleled level of strategic insight and technical detail into the inkjet printing market.

Purchasers of this report will also receive copy of our brand-new report 'The Impact of COVID-19 on the Printing Industry', which presents three scenarios, and models how the markets are likely to evolve in the immediate short-term and over the next five years, based on an in-depth assessment for each printed product, print process and geographic region.

As a critical tool to help navigate COVID-19 disruption, identify potential threats as well as opportunities, and aid strategic planning, Smithers predicts a future where there will be major industry re-structuring with weak print companies and suppliers failing as demand falls. The remaining companies will then have to innovate and diversify, (to producing PPE equipment for example) as companies collaborate and widen the range of products and services they offer. It also notes that the routes to market is changing towards on-line.

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XEROX AND BOBST CANCEL DRUPA BOOKINGS

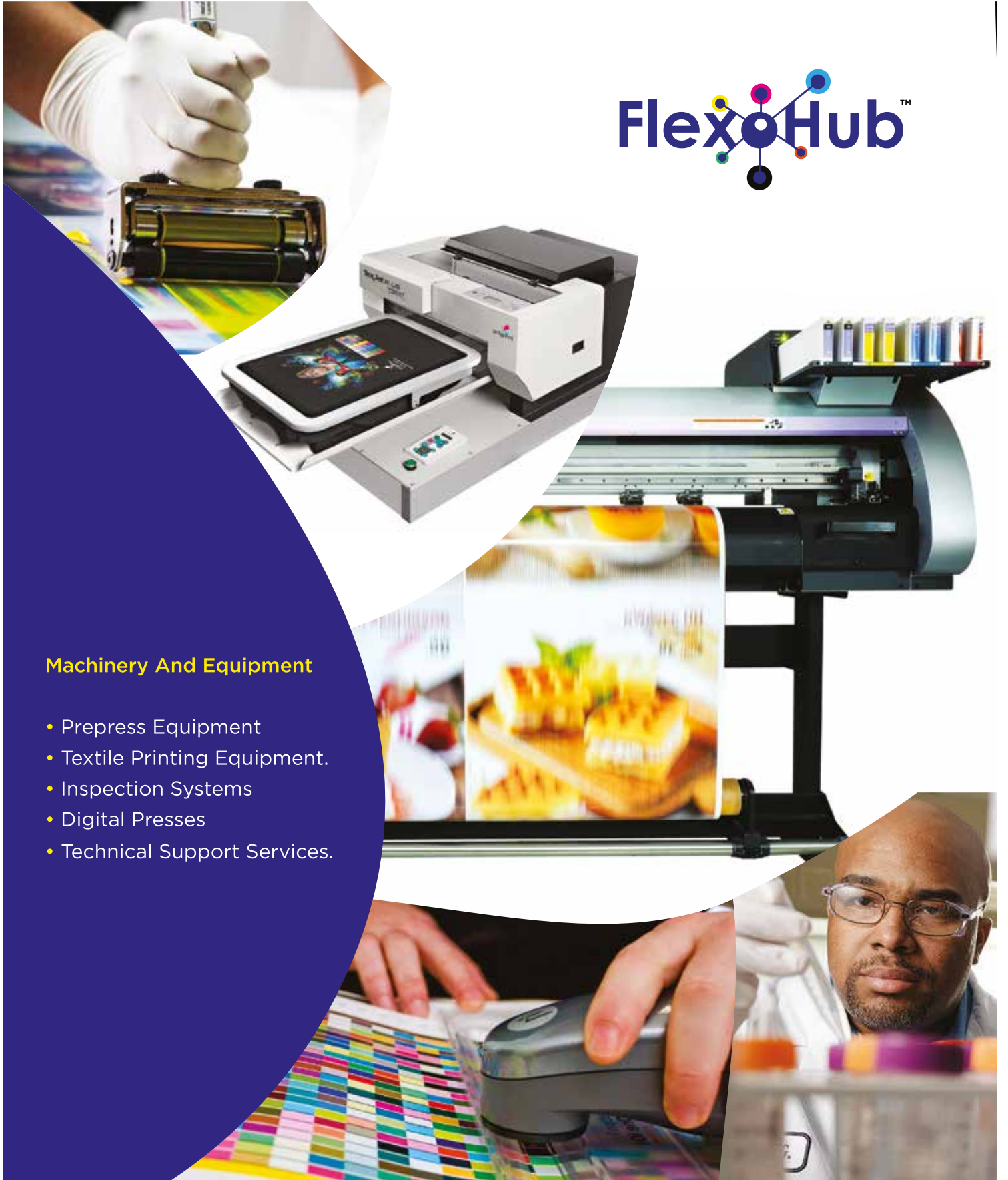


Two industry giants - Xerox and Bobst have canceled their participation at next year's industry's number one trade event – drupa.



Even with the assurance by drupa organiser - Messe Dusseldorf that it was working with all relevant

Continued on page 19 >>



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COVID-19: HOW TO STAY AFLOAT AND AVOID STAFF LAY OFF

With the coronavirus pandemic causing many businesses to slow down and invariably many workers to lose hours and money, it is now more important than ever to know what business and financial decision options you have to make at this critical time.

While it is well and good for advisors to tell you to check the health of your business or investment in a volatile period such as this, it is also advisable that you sit down to re-appraise and re-strategise in moving your business not only out of this quagmire, but to the next level while ensuring that your staff are not laid off. Here are few tips to adopt:

1. CONTACT CREDITORS RIGHT AWAY

For those with one form of support from banks or other financial institutions, if you are concerned it will be a struggle to pay your loan in the coming months, financial services providers are actually waiting for you to contact them for renegotiation, re-appraisal or to extend the tenure of your loan. Contact your creditors as soon as possible and ask for concessions. Aside options mentioned, you can also put your repayment into forbearance (which should be a last resort as interest still accumulates) or making interest-only payments. Central Banks are encouraging banks and other financial institutions to assist their customers who are facing economic hardship to contact them now for help. Printers' associations and allied bodies are also offering assistance in one form or the other to their members. This is the time to

benefit from your membership, so contact them for help. Many utility companies, including energy service providers and print equipment service providers in which you are on service contract with, may also offer assistance programmes which may be in form of deferred payment. Explore any available options they have.

2. CREATE AN "EMERGENCY" BUDGET

Creating a "leaner" version of your typical budget is both a smart and necessary idea regardless of if you are currently facing hardship or not. But it becomes doubly important if as a print operator, your hours are cut or shifts are canceled in the coming weeks. To do this, make a list of all your current obligations and circle the things that are wants so you can see how much you could realistically save if you



pause subscriptions, limit travel and make affordable meals at home.

3. CONSIDER A PERSONAL LOAN

Personal loans can help out in times of income insecurity. Banks, associations etc are waiting in line to see where they can be of assistance.

You will want to research what different lenders offer to compare interest rates and other loan terms. If you have a cordial relationship with a bank already, it may be able to offer you more competitive terms. You might also be able to access a home equity line of credit and borrow against the value of your property be it for business or personal use. But know that there are potential downsides to this strategy, including upfront costs and potentially high interest rates if you do not have a good credit score.

4. USE COMMUNITY AND GOVERNMENT ASSISTANCE PROGRAMS

Government are working to implement policies to help cash-strapped businesses and individuals during the crisis. But there are already plenty of other resources offered by communities, local and state governments across the country. Food banks are one resource (if you are not facing economic

Continued on page 15 >>

COVID-19: HOW TO STAY AFLOAT AND AVOID STAFF LAY OFF

hardship, consider donating to one), and there are organizations that can help with bills like utilities. Places of worship will also offer support in these times. Social media sites like WhatsApp, LinkedIn, FaceBook are a good place to start your search for community groups and your local governments should also be able to provide information on where to find these groups if you contact them.

5. DRAW ON RETIREMENT SAVINGS



You may also be able to tap your retirement savings, though financial advisors say this should be close to a last resort. You will avoid penalties this way, but you will have to repay it within stipulated time, with interest. There are lots of negatives to going this route: You will lose out on any potential investment growth for the duration of the loan and if you cannot repay the loan within stipulated time, you will owe taxes and other penalties. If you leave your job or are let go before it is repaid, you will have to repay the whole loan within stringent period to avoid penalties.

6. AVOID PAYDAY LOANS



If possible, avoid payday loans, otherwise known as cash advances. These loans are easy to get and can be helpful in times of extreme financial duress, but they are incredibly expensive. These are also highly predatory and can keep lenders in a debt trap. They are structured to be paid off in one lump sum, typically within two to four weeks after they are originated. You are then hit with penalties and fees if you cannot repay it.

AVOIDING STAFF LAYOFFS

According to billionaire entrepreneur - Mark Cuban - business owners can do the following to avert crises and staff layoff during this coronavirus crises:



EXPERIMENT WITH NEW IDEAS

"If you can find other services to offer, do it," advised Cuban in response to a question specifically about avoiding layoffs in these trying times since most events or projects are either postponed or out rightly cancelled. "Since you have holes in your schedule, it's a great time to experiment with new lines of business and see what sticks." WHERE To Print believes ideas in the Internet of Things (IoT) sector, consulting, and writing can be looked into as possibilities. Cuban also recommended brainstorming not only with your peers, but also with your competitors: "They are all in the same boat. Try to figure out the best way to reignite the industry. "Cities will want to recapture the business as well. I'm guessing that the cities who are not hit hard may be more aggressive and have more funds to try to attract shows and events. And of course, work with the promoters for print and allied service providers that will pop up and stay in touch with them."

REALLY GET TO KNOW YOUR EMPLOYEES

As a highly tedious profession with little or no time for close interaction, Cuban recommends CEOs and managers take the time to understand the individual circumstances of their employees, especially if they will be cutting hours or initiating layoffs. Ask and get responses on best options to adopt; you will be surprise of useful advice that will come out from even the most vulnerable. That way, "if you do have to change circumstances you can make decisions based on the circumstances of each employee," he advised.

CLEAN UP PARTS OF THE BUSINESS YOU'VE BEEN NEGLECTING OR HAVEN'T HAD TIME FOR

Control what you can control. "Rather than focusing on how bad the time is now, focus on how you can use this time to connect with your future customers," noted Cuban, and as you know that a lot of printing establishments cannot pride themselves as being clean, check out unused parts, stocks or consumables that are lying down or just occupying useful space. Throw out junks and free up useful spaces for a cleaner and healthier you. "This is also a good time to clean up all the little messes every small business has. Everyone has things they wish they could re-do. Now is the time to make those changes."

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





“THE PRINTING INDUSTRY HAS LOTS OF PROSPECTS”

Unassuming but imbued with leadership skills that span human, government, business, education, and the arts Mr. James Appiah Berko, President – Ghana Printers & Paper Converters Association (GPPCA) is with deep and abiding commitment to improve the value of print practice in Ghana. With clarity of mission and steadfast commitment to excellence, Mr. Berko’s GPPCA strategic plan is to advance print businesses in Ghana focusing more on quality, human capacity development and improved capacity utilization of print facilities across the country backed with industry recognition. In this excerpt SPECIAL FEATURE INTERVIEW, WHERE To Print inquire to know how GPPCA will achieve these objectives.

HOW DO YOU SEE THE PROSPECT OF GHANA PRINTING INDUSTRY?

The Printing Industry is going through a certain form of transition because the routine lithographic printing is transiting into digital and extremely technical and sophisticated printing operation with advance equipment. Unfortunately, Africa seems to always be the last to catch up with state-of-the-art equipment.

Now, Ghana as a country is going through industrialization and our economy is moving from a monocultural economy to a multi-production economy. Packaging and printing in all forms, especially in the area of plastic and poly-plastics will definitely experience a boom thereby contributing to the economy of Ghana because there’ll be lots of demand



Continued on page 38 >>



EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL

- Retailers to invest in emotionalisation, sustainability and digitalisation
- Linking online with offline shopping

As world's No.1 Retail Trade Fair drew to a close on Thursday 20 February 2020 after five successful days in Düsseldorf emphasizing future-oriented retail innovations, EuroShop 2020 played host to over 2,300 exhibitors from 57 nations that reported great leads with conclusive business deals with over 94,000 visitors that came from around the world to gather incisive information on innovative product line-ups, trends and concepts from retailers in 16 exhibition halls of the Messe.

Voicing his great satisfaction with EuroShop 2020 results, Erhard Wienkamp - Managing Director at Messe Düsseldorf said: "We are delighted that EuroShop once again successfully proved to be the most relevant platform for the global retail community when it comes to trends, inspirations and networking. Our exhibitors deserve the highest praise for their loyalty. With their innovative power, they again proved the major attraction for an entire industry". Exhibitors especially applauded the high international attendance at EuroShop. 70% of the EuroShop audience travelled to Düsseldorf from abroad. Large delegations came from Brazil, Australia and New Zealand. Trade visitors from a total of 142 countries (including a sizeable number from Africa) attended EuroShop 2020.

EYES ON AFRICA: BUSINESS IDEAS WORTH EXPLORING IN RETAIL

With Africa's growing young population coupled with rapid urbanisation and fast-growing consumer markets, observers believe Retail is the next big thing in business ideas worth exploring. Retailing contributions to GDP across the region continue to increase, indicating that the region is consumption-driven. According to Euromonitor International, retail sales in the region amounted to over USD500 billion in 2018. Key retailing markets include Algeria, Egypt, Morocco, and Nigeria with opportunities that stem from being an emerging market characterized by growing young, population, rapid urbanisation,

Continued on page 18 >>

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

flip to the Next Page

EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL



diverse economies, and consumption patterns. These countries also play host to population of different income groups, religions, races, customs and languages.

THE TRENDS SHAPING THE RETAIL AND CONSUMER SECTOR

Currently, Africa is home to more than one billion people which is expected to increase to more than two billion by 2050. It also has the youngest population, with 226 million people aged between 15 and 25 years in 2016, according to World Bank estimates. Africa's working age population is forecast to grow at a faster rate than its overall population.

When the labour force grows more rapidly than the population dependent on it, resources become available for investment in economic development and personal consumption. This offers an opportunity for rapid economic growth and investment opportunities.

The growing middle class is one of the key factors driving international retail expansion across Africa. Consumption choices typical of this class, such as internet usage, private health care, formal retail, as well as car and property ownership are all on the rise. Also, significant global megatrends will help drive the retail and consumer goods industries and create future opportunities. Africa's demographic dividend, its growing middle class and rising income

levels, and rapid urbanisation will all have a part to play in the continued growth of the retail sector across the continent. Others are:

More informed and healthier consumers

Changes in consumer lifestyles and ambitions are influencing purchasing behaviour and patterns, according to leading retailers. Overall, consumers are becoming more aspirational and brand-conscious. For example, consumers are increasingly attracted to products that are well packaged and well documented. This increasing level of discernment is also

seen in the quality of goods that consumers expect and their willingness to pay for it. Those that can afford it are also becoming more health-conscious, favouring nutritious and healthy foods. In response, retailers are formulating new products that meet these needs and consequently boosting retail and allied businesses.

Home-grown champions make their mark

African organisations are becoming dominant players in local markets and expanding their presence across the rest of the continent. South African retailers are a prime example of being among the most aggressive in expanding



Continued on page 26 >>

Print Impact Around the World



Drupa 2020 trade fair was postponed due to the COVID-19 pandemic, with a new event scheduled for next April. Given continued uncertainty around holding large events during a pandemic and our own schedule for product introductions, Xerox has decided not to participate in the Drupa 2021 trade fair”, however Bobst informed that its canceling all trade shows participation in 2021. Bobst statement reads; “Bobst reducing its presence at industry tradeshows and thereby dramatically reducing the environmental impact. As a result, we have decided not to attend drupa and other industry tradeshows in 2021, while maintaining a limited

participation in Asia.” In place of industry trade show participation, the company said that; “We have started to virtualise the customer experience with live streaming demonstrations – across all equipment in our existing Competence Centers providing an engaging customer experience with less traveling constraints. There will be further information on these new ways of engagement soon”.

It would be recalled that prior to these cancelations, Xerox accounted for about a quarter of the space in Hall 8b where it was due to exhibit alongside erstwhile partner – Fujifilm; and Bobst had one of the largest stands in Hall 10.

DE LA RUE SHINES AMIDST COVID-19



De La Rue: product authentication tech could help citizens prove COVID-19 status

Security documentation and printing giant - De La Rue is gaining ground with high hopes for the future as it innovates to use existing authentication technology to provide a way of certifying people that have COVID-19 immunity.



world,” while noting further that; “With our track and trace products we are creating an association between existing datasets. With COVID-19 a test result or vaccination can be uniquely identified, and we can link that together with a code on a government grade holographic label that would be attached to a person’s passport or other identification document.”

The company is engaging with three different governments about the potential use of its De La Rue Certify know-how to provide a “light touch” way of certifying an individual citizen’s COVID-19 immunity. According to explained Julian Payne, De La Rue Product Director Julian Payne; “We are looking at how existing De La Rue products can be repurposed to help governments in a post-COVID

De La Rue also said that the certification and verification of COVID immunity status, whether from inherent antibodies or from vaccination, would have “significant societal and economic benefits”, such as a person’s ability to return to employment, domestic and international travel, access to public services, whether further tests or boosters had been taken, and a known status in the case

of any future national or regional lockdown. Without correct control and protection, certification would become “an attractive counterfeit opportunity”, the group stated.

This could then be verified by, for example, passport control officials using a simple mobile app (see images below). “De La Rue would not be holding any citizen ID information, so it doesn’t cross any boundaries – we don’t know the person, we just know the test has a number – it’s a nice light touch way of doing it,” he added.

Payne said the technology could be deployed “quite quickly” and in a matter of months, depending on the government and healthcare systems in place at a country level, and predicated upon the availability of “a decent vaccine or test”. Again, the company it was making progress with changes to its Currency portfolio, “and the realignment of its cost base to enable it to become more competitive”.

In all these, De La Rue shares have rocketed after the group posted an upbeat trading update, along with news that it could use its existing authentication technology to provide a way of certifying people that have COVID-19 immunity.

GULF PRINT & PACK GETS NEW DATES IN 2021



The organiser of Gulf Print & Pack 2021 (GPP 2021), Tarsus Group, has confirmed new dates of 14th to 16th December 2021 for Middle East & Africa region’s leading trade show

Continued on page 32 >>



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 - Research/ feasibility studies/ statistics of industry to aid print business purchase decisions.





FC Group Lagos, Nigeria multipurpose office and showroom (c) FC Group.

ABOUT THE GHANA TWIN FOUNDATION

The Ghana Twins Foundation (GTF) was formed in the year 2000 by the late twin Maya, who was associated to FC Exports and Zeena Abou-Jaoude who were then genuinely concerned for the welfare of underprivileged twins, exploited in the act of street begging. It is a non-governmental organisation promoting the social and economic well-being of deprived and needy twins and multiple birth children in

the Ghanaian society, giving support parents faced with challenges in raising twins and multiple births. Its objective is to increase awareness of the special needs of twins and advocate for their rights.

The passion and energy of the Abou-Jaoude twin sisters shares the values of hard work, strong moral values and social compassion. For more information on GTF's numerous worthy programmes please visit >>> www.ghanatwinsfoundation.org

STAKEHOLDERS WELCOME WHERE TO PRINT GHANA

The first issue of WHERE To Print Ghana has been warmly received by stakeholders in Ghana Graphic Industry.

While commending WHERE To Print Team who visited some major stakeholders on a familiarization visits, they expressed their satisfaction in the editorial quality,

printing, and responsible journalism WHERE To Print Ghana display as they offered support to ideas and projects of NUMBERS CMYK GHANA LIMITED (publisher of WHERE To Print Ghana) that aimed at influencing quality purchase decisions in Ghana. Below are some of the pictures of the visitation:



President, NTPA receives maiden edition of WHERE To Print Ghana from Publisher – Joju Adekanbi.



President of Ghana Printers & Paper Converters Association (GPPCA), Mr. James Appiah receives maiden issue of WHERE To Print Ghana from Publisher - Mr. Adekanbi.



Mr. Jamal Haddad, Production Coordinator at Romarong Ghana LTD receives WHERE To Print Ghana from Mr. Adekanbi.



President, NTPA receives maiden edition of WHERE To Print Ghana from Publisher – Joju Adekanbi.



From (L-R) General Manager, Pastor Kingsley Osei and Production Manager, Mr. Ishmael Fiifi Quainoo both of Advent Press flanked by Publishers of WHERE To Print Ghana – Messrs Ishmael Tetteh and Joju Adekanbi.

Print impact around Ghana

Stories by Precious AJuonuma & Joju Adekanbi



HOW DO YOU MANAGE STRESS ON THE JOB ESPECIALLY WITH DAILY ACTIVITIES AT YOUR PRESS?

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you stay focused, energetic, avoid danger or meet a challenge or deadline which is prevalent in the Printing Industry.

It should also be noted that while a stressful work environment contributes to problems such as; headache, stomachache, depression, heart disease, difficulty in concentration; chronic stress can result in anxiety, insomnia, high blood pressure and weakened immune system. On this note, WHERE To Print VOX POP Crew went to town to speak with print operators mostly those who physically work with the printing machines on; how they manage the stress they face daily at their various presses? Read their responses in excerpt below:



Printing can be very stressful, for example, we have been on a job from last week which is very exhausting. In order to manage that, we have learned to increase the price rate so as to pay for overtime and more workers to get the job done on time. Typically, what I have come to realise about stress in printing is that; when you are working on a job under stress; you encounter major or minor mistakes including typographical errors. But in managing such stress, we only hope our clients bring in their job much earlier. Also I experience stress emotionally in terms of personal relationship with family members and friends because often times, we do not communicate effectively and spend less

time with them due to the demanding job, but I have also learnt to make myself available on weekends and also switch off my phone as well to focus fully on them because in as much as we work for the money; we cannot rule out the place of family bond and building relationship.

• **DOMINIC AMEYIBOR – PAPERS AND COLOURS**



We go through stress every day. For instance, a customer will bring in a job and wants it done in less than 24 hours, then along the line, we might experience power failure which is one of the stress we face all the time because we have to take the job elsewhere to get it done. Also, another form of stress we go through is when there is no purchasing power to purchase the materials needed to get the job done but we tend to apply our initiatives most times on easy way out and also seek possible assistance from paper sellers and maintain good relationship with other printers around us.

• **CRENTSIL RICHARD – MIDLAND PRESS LIMITED**



Whenever I become overwhelmed with stress at work, I tend to take some hours off to go back home and relax. I also utilize my weekends to rest more, and sometimes take vacation out of town to relax and strategise.

• **ERIC AWUAH – HONESTY GENERAL**

OUR VERDICT

WHERE To Print believes that whatever your work demands, there are steps you can take to protect yourself from the damaging effects of stress and improve your job satisfaction through the following steps: Exercising; to lift your mood, increase energy and sharpen focus. Reappraising negative thoughts; because chronic stress and worry can lead people to develop a mental filter in which they automatically interpret situations through a negative lens. Eating healthy and nutritious foods; to not only reduce sugar consumption but to also avoid energy crashes. Prioritizing; plan regular breaks throughout your day by prioritizing your most important tasks and projects earlier in the day. Mindfulness; the ability to pay attention to the present moment with curiosity, openness and acceptance. Getting enough sleep; aim for 8 hours sleep each night and turn off screens one hour before going to bed. Summarily, OUR VERDICT is that whenever you feel stressed, change to positive attitude, keep moving, eat healthy diet, engage your senses, and take time to relax or rest!



MENTORSHIP

is industry's only

DEDICATED

PLATFORM

geared towards

reviving the

GRAPHIC

COMMUNITY

by

BOOSTING

the morale of

YOUNG

PROFFESSIOALS

by carefully

SELECTED

INDUSTRY

PERFORMERS

& ICONS

whose WEALTH of

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IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND

As practitioners of printing, we represent one of the oldest manufacturing industries that exists in the 21st Century, yet we exist in an industry ingrained in the anachronism of artisanal tradition. Tradition is best left where it should be - in the past.

Today's print and packaging business can have performance in quality, service and agility comparative to the automotive, engineering and electronic sectors but these qualities cannot be achieved without embracing **sustainable** manufacturing philosophies and techniques. Yes, the most expensive, latest edition of press, diecutter, stitchline or gluer, will give you instantly better output but that relies on capital being spent and a great deal of hard work in paying it back. It is much simpler (and cheaper) to change the mindset of how you work, to make your business more efficient, more productive and more profitable.

MINDSET CHANGE: LEAN MANUFACTURING

It is unfortunate that I hear an audible groan when mentioning the term "**Lean Manufacturing**", or any of the other terms associated with continual

improvement, in a print/packaging business. Whenever change, **real change**, is suggested in businesses within our industry, that spectre of "**tradition**" becomes the intransigent force against progress; calls of, "we've always done it like that" and "that's the way we've been doing it" ring out throughout the meeting rooms of print companies worldwide but world class cannot be achieved without a change in

mindset. Whatever we call it and however we communicate it; lean, continual improvement, performance excellence, six sigma and all other variations of the same theme; this is the only way for our industry to be uttered in the same breath as the sectors mentioned above, and it is possible.

HOW DOES IT WORK?

To begin with, everyone needs to clearly



Continued on page 23 >>

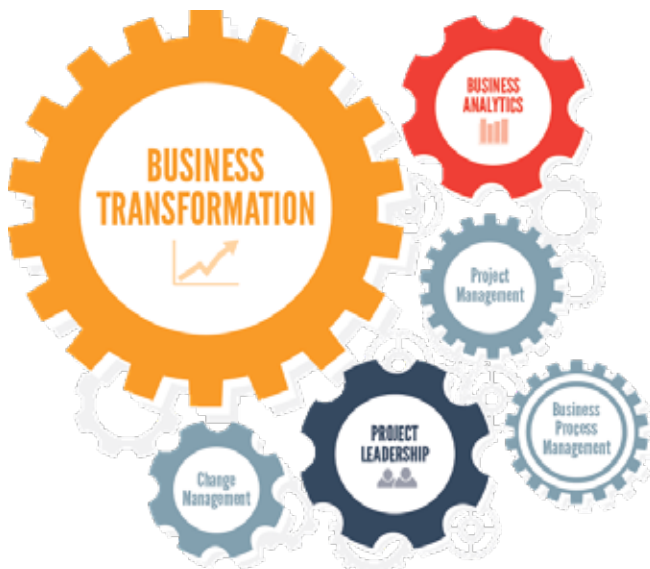
IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND



understand what Lean is, because everyone will be affected. This isn't an initiative where only production or a particular department is affected, this needs to become the culture of the business and only when everyone understands and believes in it, will it work.

Using a **"Lean Scorecard"** to assesses where your business is in the process is excellent as a benchmarking exercise; it can also be used as the communication template for progress updates to your teams. Use that scorecard as your goal setter on your path toward performance excellence.

IMPLEMENTATION



I have witnessed many attempted "implementations" where experts have pitched the concept but have missed one, very important point (the one thing that I said we should leave behind but, in this case, it is vital); our **tradition**. Talking to print industry operators about continual improvement and various techniques with Japanese names often meets with apathy at best and derision at worst; I know, I've seen it and heard it. Being able to convey the idea and how it applies to the presses, diecutters, stitchers and folder/glue is essential to start the process but this is just the start; the work can only begin once everyone is on board and understands what should be done.

When **Lean** was first mentioned to me, I didn't quite "get it"; I couldn't join the dots to create a picture of how lean could benefit my business. It was only after a visit to a packaging company in Canada that the dots started to form a recognisable picture. There, I saw how the methodology was put into place and what the benefits were, this company lived and breathed **Lean**, it was part of their culture. Output was above industry standard, their cost of quality was within world-class guidelines, their OTIF (On Time In Full) delivery was 99.9% and their safety record was the best in their group of international companies. Walking the production floor was enlightening, operators were fully engaged and engaging, they were proud to show the visitors the improvements that they had created and implemented, all with the help of lean tools; simple, yet effective tools that any business can implement to create improvements.

And that is the key point - Lean implementation shouldn't add punitive costs to the business. Once people have been trained in the various methods; selecting short, sharp projects within the lean framework can give you a quick return on your training investment. By supporting staff development to utilise their inherent expertise and knowledge, the process can quickly become self-sustainable.

Continued on page 33 >>

“TOGETHER WITH XEROX, WE ARE WORKING ON PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS TO BE ABLE TO SHARE OUR KNOWLEDGE WITH UPCOMING GENERATIONS”

– MR. JEAN LOUIS FEGHALI - MANAGING DIRECTOR, DOCUTECH GHANA LIMITED.



Docutech Ghana Limited is a value-driven company that partners with world-class brands like Xerox, Coro and Sedus as a one-stop place for office supplies. With expertise in printing and innovation, Docutech continues to bridge the gap between digital printing products and services by providing innovative solutions to businesses which made Docutech - the first company to provide and deliver a national Managed Print Services contract in Ghana in 2011. Since then, the managed print service portfolio of the company has grown exponentially both with new clients onboard with 100% renewal rate of clients. Docutech clients consistently express their satisfaction in the quality and price of her products and services. It is therefore not surprising that Mr. Jean Louis Feghali led Docutech Ghana Limited aptly deserves the Xerox Partner Award for Middle East and Africa 2019 that capped off 2019 Business Year with a bang.

As a successful business owner and manager across a diverse investment portfolio with over 10 years experience in Africa, WHERE To Print sat down with the indegifatible Docutech boss to find out how his focus on digitalisation across West Africa and building a resourceful team of skilled individuals with the ability to address different verticals challenges in relation to

enterprise printing, commercial printing, capturing, enterprise document management and digitization are faring. Read excerpt below:

CONGRATULATIONS ON YOUR LANDMARK ACHIEVEMENT AS XEROX TOP RESELLER IN AFRICA – SPECIFICALLY GHANA, TELL US HOW YOU FEEL?

We won the Partner Award for Middle East and Africa combined which is a great achievement for our Team. Without the relentless effort, determination and excellence of Docutech Team, it would have been impossible to win this award. It is therefore for me also personally a proud moment to have gained such an international award and recognition and the result of a lot of hard work with my Team.

WHAT HAVE YOU DONE DIFFERENTLY TO ACHIEVE THIS



ENVIABLE FEAT?

I believe that there is no limit to the result of what a group of professional individuals can achieve when they act as a real Team. Last year, we prioritized staff training and made team-work a key focus, which in turn led to great results.

BRIEFLY TELL US HOW YOU STARTED BUSINESS?

I am an Engineer Graduate holding a Master in Automotive engineering. I started business in the R&D department of firms like Renault, Volvo & Saab. Soon

enough at 24 years old, being a member of a family of entrepreneurs, I was given the opportunity to start business and manage a company. I was lucky to have had the chance to start learning 14 years ago first-hand on how to manage my own company and build my own Team. It is not always an easy road but all my learnings have led to where I am today and I am grateful for that.

LOOKING BACK, WHAT WILL YOU HAVE DONE DIFFERENTLY?

I would have listened more and asked

Continued on page 25 >>

“TOGETHER WITH XEROX, WE ARE WORKING ON PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS TO BE ABLE TO SHARE OUR KNOWLEDGE WITH UPCOMING GENERATIONS”



Mr. Jean-Louis Feghali, MD of Docutech Ghana Limited flanked by some top officials of Xerox during the Award presentation.

more questions.

CAN YOU LET US KNOW XEROX RANGE OF DIGITAL PRINTING MACHINES AVAILABLE IN GHANA?

All the range of Xerox products and software are available in Ghana: Printers and multifunction devices (A4/ A3, Colour/Black and White) for office or individual uses, Digital printing press for commercial printers, Inkjet digital presses for very high-volume applications and finally, software related to graphic art applications and also document management.

WHAT ARE THE KINDS OF SUPPORT ESPECIALLY IN TERMS OF AFTER-SALES SERVICES, CONSUMABLE AND SPARE PARTS BACK-UP ETC DO YOU HAVE FOR YOUR CUSTOMERS?

We offer all our customers a service level agreement that matches the need of their businesses. To be more specific, we can also find solutions to the worst service scenario as when a machine is down by replacing it by another machine, which we call “courtesy” equipment in our contracts.

IS THERE CREDIT FACILITY TO YOUR CUSTOMERS, IF YES – HOW HAVE YOU BEEN ABLE TO ENSURE COMPLIANCE AND NO DEFAULT

IN PAYMENT?

We propose credit facilities. We are a Brand Distributor and Service Provider, financing is the scope of banks so we try as much as we can, not to get involve in financing as it is not our business.

WHAT ARE THE BUSINESS CHALLENGES IN AN ENVIRONMENT AS GHANA, AND HOW HAVE YOU OVERCOME THEM?

The main challenge is that incorrect and unclear information about technology is rife in this market, which leads customers making uninformed or wrong choices in technology. We believe in assessment

before proposal and we provide only state-of-the-art technology to our customers. With Xerox being a leader worldwide, our product offering stays state-of-the-art.

WHAT DO YOU THINK ARE THE RED FLAGS IN PRINTING ESPECIALLY IN ACQUIRING NEW PRINT EQUIPMENT?

As per above, the red flag is not to procure without having done a proper assessment of your needs.

AS ONE OF THE TOP STAKEHOLDERS IN THIS INDUSTRY, WHERE DO YOU



Continued on page 28 >>

EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL



across the continent. But there are also examples from other countries, such as Zambia and Kenya expanding into the greater East African Community (EAC) region, and Nigeria into the West.

Informal trade continues to lead

For the foreseeable future informal retail will continue to dominate sales. It is estimated that upwards of 90% of sales in the focus countries is through informal channels such as markets, kiosks, table-top sellers and street hawkers because building shopping malls is a challenging and expensive business due to the difficulties in securing land, resources, and the costs associated with building.

Thus, retailers with multiplier effects on supplementary businesses like printing see huge opportunities in point of sales creatives and deployments.

Online retail

Although online retail is relatively still in its infancy stage in Africa when compared to developed Western countries, the industry is showing promising potential especially in South Africa and Nigeria with numerous e-commerce players. Thus, support of retailing is needed for even penetration.

Local production on the rise

Increasingly there is a growing movement towards local production. This trend is driven by a number of factors. These include, amongst others, political stability and government incentives to boost local manufacturing. To circumvent import duties, port delays and high transport costs, companies are also considering local production options. All these are expected to grow retail which supports consumer behaviour.

Distribution

The dominance of informal trade and Africa's large rural population makes distribution a complex exercise. However, as 90% of sales are made through informal channels, those that ignore this segment are missing out on a significant share of potential revenue.

THE ABOVE FURTHER INCREASE BUSINESS POTENTIALS FOR PRINT AND ALLIED BUSINESSES BECAUSE:

- Brands need to differentiate themselves from competition with graphics communications.
- Distribution and coding systems need labelling/coding/ marking to improve channel of distribution.
- E-commerce integration with flexible and innovative trading hours help boost demand thereby increasing purchase decisions.
- Improved shopping experience: need for value-driven in-store visibility.
- Increased number of Start-up businesses need print services to grow.

Continued on page 34 >>





Quality and
Colour consistency
is paramount.



Introducing the latest from Konica Minolta

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COLOR DIGITAL PRODUCTION PRESS

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From page 25 >>

“TOGETHER WITH XEROX, WE ARE WORKING ON PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS TO BE ABLE TO SHARE OUR KNOWLEDGE WITH UPCOMING GENERATIONS”



Unveiling The Brand New Xerox Iridesse Production Press

THINK THE INDUSTRY IS MOVING TOWARDS?

We believe in the growth of the Digital market in the graphic industry.

ARE YOU DIVERSIFYING INTO THE LINE OF BUSINESS YOU JUST MENTIONED OR ANY OTHER LINES OF BUSINESS – WHY?

Our company is a document management company. We deal with document capture, document management, business process

automation, record management, and printing. We have products and software offerings for each of this domain and we offer only worldwide leading brands to our customers.

AS A LEADING FIGURE IN THE INDUSTRY, WHAT ARE YOU DOING TO HELP SUPPORT THE ASPIRATIONS AND GROWTH OF UPCOMING GENERATION (OF PRINTERS) IN GHANA?

Together with Xerox, we are working on partnerships with educational institutions

to be able to share our knowledge with upcoming generations. We also hire fresh graduates.

IN WHICH AREA DO YOU THINK THE GOVERNMENT CAN ASSIST IN HELPING PRINT BUSINESSES GROW IN GHANA?

I personally believe that Government should enforce the compliance to ethical procurement channels by avoiding procurement through unauthorized channels.



Continued on page 29 >>

“TOGETHER WITH XEROX, WE ARE WORKING ON PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS TO BE ABLE TO SHARE OUR KNOWLEDGE WITH UPCOMING GENERATIONS”



BRIEFLY LET US KNOW THE PLANS YOU HAVE FOR YOUR CUSTOMERS THIS 2020 BUSINESS YEAR?

Many events and release of new products and partnerships.

COMING BACK TO THE INDUSTRY, WHAT ADVICE CAN YOU GIVE TO STAKEHOLDERS – MAJORLY INVESTORS – IN ENSURING PROFITABILITY AND SUSTAINABILITY OF THEIR BUSINESSES?

Invest in Digital printing technology, you will save time, do more and make more profit.

WITH YOUR EXPERIENCE; WHAT ARE THE THINGS AN INVESTOR MUST NOTE



Continued on page 31 >>



“I REALLY HAVE A DESIRE TO SEE THE INDUSTRY TRANSFORM, CREATING WEALTH FOR OUR MEMBERS”

Managing Director of Realma Digital Press, Mrs. Abigail Pardie is the newly elected President of New Town Printers Association, Accra Ghana. As one of the leading women in the Printing Industry who has not only successfully broken the glass ceiling of gender disparity in the industry but has also demonstrated her passion, enthusiasm and capacity to transform print businesses to an enviable height, WHERE To Print caught up with her recently in her office (in company of the Association Executives) where she shares her thoughts, plans and goals to transform the industry in excerpt below:

CONGRATULATIONS ON YOUR LANDMARK ACHIEVEMENT AS PRESIDENT OF NEW TOWN PRINTERS ASSOCIATION – EVEN AS A WOMAN, TELL US HOW YOU FEEL?

I am humbled and feel privileged to be the first President and also first female President of the Association. It's an honour to be serving our people.

WHAT HAVE YOU DONE DIFFERENTLY TO HAVE THIS ENVIABLE MANDATE?

I believe it is the trust and confidence the people have in me. And not really what I have done. I was privileged to be part of the Team that started the Association.

WHAT WAS THE REASON (OR YOUR DESIRE) TO VIE FOR THE POST IN THE FIRST INSTANCE?

I really have a desire to see the industry transform, creating wealth for our members and becoming a beacon of hope to the

youth in our country.

WHICH OF THESE HAVE BEEN ACCOMPLISHED SINCE YOUR ASSUMPTION OF OFFICE?

By coming together, we are now able to officially send our grievances to the political authority for redress. This we do for the economic benefits of our members. We also now have Banks, Savings and Loans Companies come to us wanting to provide loans and financial services to our members. This is because our association is a duly recognisable entity. We also have lots of youth coming to us with the desire to be in the printing business. I must say we are not there yet; so, we will keep working hard.

CAN YOU TELL US HOW YOUR PLANS/ PROJECTS (AS PRESIDENT) HAVE IMPACTED PRINT BUSINESSES IN NEW TOWN?

I will mention a few. One of the challenges of the sector has been access to capital. Today we have spoken with Banks, Savings

sellers; so far, they can afford to supply us papers on credit.

WHAT ARE THE BUSINESS CHALLENGES IN AN ENVIRONMENT AS GHANA, AND HOW HAVE YOU OVERCOME THEM?

First of all, access to capital to be able to invest in the right machinery and execute large printing orders. Secondly, competition with imported printing jobs. Many people get big printing contract but instead of executing the jobs in Ghana, they choose to do them abroad mostly in China. Government does not give us the necessary support. Government is the largest contractor in our industry but a lot of time, they choose to give the jobs to people who print outside the country. This do not only affect us but deprive the country of the needed employment, taxes and other economic benefits.

Continued on page 37 >>

“THE ONLY THING NOW IS TO FOCUS ON GETTING THINGS BETTER IN THE FUTURE PUTTING INTO CONSIDERATION OUR EXPERIENCES, CHALLENGES AND RESULTS”

ESPECIALLY IN TERMS OF STRUCTURE IN SETTING UP A DIGITAL PRINTING PRESS IN GHANA?

The differentiator will always be quality between two different products. Investing in the right digital equipment, investing in Xerox Presses for example will always give you a qualitative advantage. The quality and resolution of the images are the highest available in the market for equivalent type of products.

FINALLY, WE KNOW PRINTING CAN BE HIGHLY DEMANDING AND STRESSFUL BUSINESS, HOW DO YOU RELAX?

Good time management is key as well as work-life-balance; for me that means making time for physical exercise within my work schedule and even prioritising that.

THANK YOU FOR YOUR TIME

You're welcome.



Elated customer...



Xerox Partner Awardees for Middle East and Africa 2019.

Print impact around GHANA Stories by Precious Ajuonuma & Joju Adekanbi



Mrs. Abigail Pardie, President of New Town Printers Association (NTPA) in a group photograph with Executive Members of the Association.



In Frankfurt, Germany after a warm reception dinner, Flexofit Managing Director – Karla Grey and General Manager – Hans Peter Hormann posed for a quick 'Thank You' photograph with WHERE To Print Ghana Publisher - Joju Adekanbi.

Print Impact Around the World

for the commercial and package printing sector.

GPP 2021 was originally scheduled for April 6th to 8th 2021 but now postponed till the December 2021 dates as a result of the ongoing coronavirus (COVID-19) situation. Managing Director of Gulf Print & Pack, Lisa Milburn, gave the reason for the postponement thus: "We have taken the difficult decision to postpone Gulf Print & Pack 2021 due to the impact of coronavirus (COVID-19) pandemic. Given the vast amount of preparation that goes into our shows, this is not a decision we have taken lightly. However, the health and safety of our exhibitors, visitors and staff remains our top priority. We have been continuously monitoring developments in the MEA region over the last few months and, working on the advice of our local partners, Dubai World Trade Centre, and listening to feedback from exhibitors, we feel the best course of action is to postpone the show to later in the year, when the outbreak has subsided.

"The show is an important catalyst for triggering local business in

the MEA region's commercial and package printing sector, and moving the domestic market forward. Postponing the show to December 2021 allows us to not only meet our commitment to the region's industry but also the opportunity to deliver an even more ambitious event. Most importantly, the show will play a vital role in driving the economic recovery of the MEA region's Printing Industry, along with its supply chain, as we move through the post coronavirus (COVID-19) recovery phase. I urge everyone involved to embrace the opportunity to help our community plan for the future by joining us at the show in December 2021."

Organised by F&E - part of Tarsus Group as one of the most influential, long-standing names in the Middle East's events sector, Gulf Print & Pack is thus MEA region's leading trade show for the commercial and package printing sector. Its 2019 edition attracted a total of 8,737 visitors from 90 countries – 63% of which came from the UAE. Over 250 exhibitors took part. For more information, visit www.gulfprintpack.com

ALL IN PRINT CHINA 2020 OPENS VISITORS REGISTRATION



With gradually opening of economies around the world amidst COVID-19, Messe Düsseldorf Shanghai - organiser of China's biggest printing and packaging show - **All in Print China** has equally opened the registration portal: <https://www.allinprint.com/links?id=549> to allow intending visitors to register.

The international show which retains its schedule date of 12th to 16th October 2020 will take place in China's biggest and largest City – Shanghai, at Shanghai New International Expo Center with theme: **New Manufacturing, New Boundary, New Power.**

show which is in its 8th edition is the only satellite show to world number one print trade fair - drupa in China, and it's expected to display new technologies and latest trends from over 900 exhibitors for the global printing and packaging industries. Halls N1 to N5, and Halls E4 to E7 covering 120,000 sqm of the brand-new Shanghai International Expo Center, China will host global players from all over the world.

As a professional exhibition covering the entire industry value chain, the 8th All in Print China 2020 (AIP 2020) will not only showcase the latest products and technologies in all aspects of printing, but also focus on industry trending topics,

share insight of industry trends, and provide more personalized solutions for printing companies. In fact, AIP 2020 will offer **Seven Thematic Pavilions, Two Innovation Display Zones, Three Display Centers, Three Platforms of InnoLab and One Multi-Scenario Application Display Area** ensuring that, the 8th All in Print China 2020 is the best platform

to expand to the Chinese and Asian printing markets.

To meet global top printing and packaging manufacturers, you can follow this link <https://www.allinprint.com/links?id=549> to pre-register and start preparing for the show.

For more information, visit www.allinprint.com

HUNKELER INNOVATIONDAYS POSTPONED TO 2022



Earlier scheduled to hold from 22nd to 25th February 2021, the highly profoundly specialised interdisciplinary event: **The Hunkeler Innovationdays** has been postponed by one year i.e. from 21st to 24th February, 2022.

Major reason for this is the postponement of world number one print event – drupa in Düsseldorf, Germany to April 2021 due to COVID-19, necessitating the adjustment of Hunkeler Innovationdays to give cooperating partners ample time for preparation. Over the years, the Hunkeler Innovation Days have always been

distinguished by an interdisciplinary concept held in a comparatively small space where almost all renowned manufacturers in the industry meet owners, managing directors, management and experts. This makes this international industry meeting

unique worldwide.

To be held at the Lucerne Exhibition Centre in Switzerland, the international event in its fourteenth edition, is focused on innovations and further developments in high-performance digital printing and finishing providing invaluable platform also for world's digital paper processing elites to share ideas, see live demonstrations of unique launches, and gain insight into versatile but highly practical innovations. For more information, log on to www.innovationdays.com

INKJET SUMMIT 2020 RESCHEDULED TO AUGUST 17-19 IN AUSTIN, TEXAS; 2021 DATES ANNOUNCED



Participants at last edition's Inkjet Summit (c) Printing Impression.

inkjet Summit, The eighth annual Inkjet Summit,

produced by Printing Impressions, In-plant Impressions and NAPCO Media, has been rescheduled from April 20-22 to August 17-19, 2020 at the same Hyatt Lost Pines venue in Austin, Texas USA.

The Inkjet Summit is an invitation-only event specifically designed for senior-level managers and business executives at printing companies and corporate enterprises who are looking to develop strategies, understand their options and make major investment decisions around

Continued on page 36 >>

WHERE To Print gathered that the



IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND

WHAT PROCESS?

The process needs to be **organic**, it needs to be planted and nurtured from within. Yes, the knowledge will most probably need to come from outside your organisation but that knowledge needs to be embedded into everyone's mindset in your business, Lean needs to be a "behaviour" for everyone.

Lean becomes expensive and ineffective if it isn't approached as a change for the whole business and that's why it is so often shunned in our industry. The following two examples show why Lean can often fail:

1. I was recently assigned to a large packaging business that had gone through many attempts at Lean/Six Sigma but were still considered one of the worst performing businesses within their global corporation. Why? The senior management failed in two things; firstly, they didn't understand Lean themselves and secondly, they naively thought that parachuting in individuals (often experts in their own right), with no direct authority or influence, on short term secondment, would work – it didn't and couldn't (After I took control of the business, we created a continual improvement culture. To this day that site is probably one of the most advanced in performance excellence across the global organisation).

2. On another assignment; I advised the business owner against committing a common error in the Lean Process; training the mid to upper level management in isolation.

One of the tools of Lean is something



called "**Red Tag**", where items around a site are identified as being useful (or used) or not, usually with the date or length of time that the item has been in a particular location.

The mid and upper management had spent a week in training, preparing themselves for a weekend of red tagging, by Friday afternoon they were raring to put a red tag on everything that didn't move. Come Monday morning, the site looked like a ticker tape party had taken place, with red tags on numerous pieces of machinery and other items around the plant. The key thing about the red tape method (and it works, if done properly) is that the people who are working in

become ready to change the mindset and culture of your business, whether you are the owner, a senior manager or a team member; understand the basic principles of safety and order and from there create the platform to implement improvement methods.

Your whole business will become more efficient, your staff more productive and you will reap the benefits through greater profitability.

LEAN TOOLS AND METHODOLOGIES

Lean augments all other Management Systems, it is not a separate entity. Lean, if implemented properly, is a cohesive enhancement of Business Systems. Every aspect of a business is improved when approached with a Lean mindset but there is no Lean "certificate" to hang in reception. Once Lean has reached a level of maturity; when it is embedded into the culture of a business, that business, by definition, has become a highly functioning organisation.



the department should be responsible for identifying what should, or should not, be there. By the end of the month, most of the red tag items were still where they were; either the items were actually needed or the manager who had red tagged the items were nowhere to be seen! Still, the management were now "trained", I suppose.

Your approach doesn't need to use the terms **Lean**, or **Six Sigma** or any other term that is used by association;

THE LEAN SCORECARD

In essence, this takes the elements that are key to the successful implementation of Lean. The scorecard is not only a valuable scoring tool but is also an indispensable method of sustaining communication throughout the process. I cannot stress enough how vital it is that everyone is kept involved and up to date with the progress of implementation; the tools, the techniques employed and the results. On numerous occasions, I have witnessed vacuums of motivation caused through a lack of sustained and consistent communication.

A partial example of a Lean scorecard



Continued on page 40 >>

EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL



expanding across the continent. But there are also examples from other countries, such as Zambia and Kenya expanding into the greater East African Community (EAC) region, and Nigeria into the West.

Informal trade continues to lead
For the foreseeable future informal retail will continue to dominate sales. It is estimated that upwards of 90% of sales in the focus countries is through informal channels such as markets, kiosks, table-top sellers and street hawkers because building shopping malls is a challenging and expensive business due to the difficulties in securing land, resources, and the costs associated with building. Thus, retailers with multiplier effects on supplementary businesses like printing see huge opportunities in point of sales creatives and deployments.

Online retail

Although online retail is relatively still in its infancy stage in Africa when compared to developed Western countries, the industry is showing promising potential especially in South Africa and Nigeria with numerous e-commerce players. Thus, support of retailing is needed for even penetration.

Local production on the rise

Increasingly there is a growing movement towards local production. This trend is driven by a number of factors. These include, amongst others, political stability

and government incentives to boost local manufacturing. To circumvent import duties, port delays and high transport costs, companies are also considering local production options. All these are expected to grow retail which supports consumer behaviour.

Distribution

The dominance of informal trade and Africa's large rural population makes distribution a complex exercise. However, as 90% of sales are made through informal channels, those that ignore this segment are missing out on a significant share of potential revenue.

THE ABOVE FURTHER INCREASE BUSINESS POTENTIALS FOR PRINT AND ALLIED BUSINESSES BECAUSE:

- Brands need to differentiate themselves from competition with graphics communications.
- Distribution and coding systems need labelling/coding/ marking to improve channel of distribution.
- E-commerce integration with flexible and innovative trading hours help boost demand thereby increasing purchase decisions.
- Improved shopping experience: need for value-driven in-store visibility.
- Increased number of Start-up businesses need print services to grow.

WHICH AREA(S) SHOULD INTEREST YOU BEFORE MAKING PRINT EQUIPMENT INVESTMENT DECISIONS?

Before deciding on the next line of print equipment to buy, check out the areas with tremendous business opportunities such as:

- Textiles, Garments and Shoes – use of textiles in almost all deployment takes the lead at Euroshop 2020.
- Do It Yourself (DIY) and Home



Continued on page 35 >>

EUROSHOP 2020 CONFIRMS LEADERSHIP POSITION AS GLOBAL EVENT FOR RETAIL



Improvement.

- Accessible and creative product personalisation.
 - Technical Consumer Goods i.e. office equipment and consumables.
 - Furniture.
 - 'Green' Goods.
- Green & sustainability takes centre-stage at Euroshop 2020.

- Use of textile even for outdoor dominates Euroshop 2020 innovations.

CONCLUSION

Numbers speak for themselves @ EuroShop 2020: 96% of visitors were satisfied with their visit to the trade fair. Just as many confirmed the outstanding position of EuroShop as a trend barometer, networking platform and largest event for the retail

sectors, gear up for the next EuroShop to be held @ same venue - Düsseldorf Messe from 26 February to 2 March 2023.

© With support from Euroshop, PWC, Euromonitor



From page 32 >>

Print Impact Around the World

production inkjet digital printing technology while also providing valuable peer-to-peer interaction and experiences. Not only that, the Inkjet Summit also allows participants access to key suppliers in the sector in the make-up of a successful inkjet solution.

“Moving our 2020 dates was the right move as we all work together doing what we can to slow the spread of the COVID-19 virus. The support we have received from our executive attendees, sponsors, and partners

has been excellent,” commented Inkjet Summit Event Director David Pesko. “We also want to be proactive in announcing our 2021 dates so that our fellow event organizers and clients can map out their 2021 plans effectively.”

Inkjet Summit 2021 is March 29-31, which will also be held at the Hyatt Lost Pines in Austin, Texas. For information on sponsoring or becoming an attendee, visit ijs Summit.com or contact **David Pesko** at ijinfo@napco.com

SAVING LIFE #COVID-19: XEROX PARTNERS VORTRAN TO MANUFACTURE VENTILATORS



No life-saving tool in the fight against COVID-19 is more sought after than the ventilator, the machine that breathes for those whose virus-stricken lungs can't aspirate on their own.

With appeals for more ventilators which have surpassed demand, Vortran Medical Technology in Sacramento, California, USA partnered with digital print equipment manufacturing giant – Xerox in Webster, New York to manufacture precision a supplier called Vortran Medical Technology has an answer in its GO2Vent ventilator: not an ICU-level breathing device, but a modified, single-use version that lets hospitals reserve their high-end equipment for the crisis situations where they're needed most. Vortran enlisted the help of Xerox scale up production of GO2Vent as rapidly as possible thereby turning out as many as one million GO2Vent ventilators in months ahead. According to Mary Gale Fromm, Vice President of Manufacturing at the Xerox plant where the GO2Vent units will be made, the compatibility with Vortran enables “cloning their operations, but hyper-scaling them in our location.”

“Hyper-scaling” means turning out as many as one million GO2Vent ventilators in the months ahead, with Xerox delivering up to two-thirds of the total. Fromm says the plant expects to commence production of devices early this month and then progress to “a very mature level of output” by June.

The ventilators are made at iGen factory

GO2Vent ventilators will be made in the same factory that assembles Xerox's iGen production presses, its Baltoro inkjet systems, and other printing hardware. Fromm points out that in this high-volume setting, producing and selling one machine like an iGen drives the manufacture and sale of millions of toner units and spare parts – a scale on which Xerox is used to operating, and one to which it should be able to ramp up quickly for making the GO2Vent. In the Webster plant, Xerox is setting up manufacturing cells that Fromm says are “super-aligned” to Vortran's requirements for building and testing the device. She notes that as a maker of parts for digital presses, Xerox has all the expertise in the manufacture of precision components that the partnership calls for.

The project breaks new ground for Xerox in that ventilators are regulated by the Food and Drug Administration, a federal agency whose rules don't apply to anything in the company's regular product line. But Fromm says that after transposing Vortran's protocols for validating the GO2Vent units to the Webster plant, her team found that “none of the tests are super-unfamiliar to us.”

There's also the fact that Vortran's and Xerox's respective ISO certifications for quality management in manufacturing are similar – so much so, according to Fromm, that they're essentially “variations on a theme.” Overall, she says, “there's a tremendous amount of commonality” in the way each partner will approach the task.

What they aim to produce in batches of up to 200,000 units per month is a hospital-grade, FDA-approved ventilator that has been in use for 20 years by hospitals, local, state, and national governments, and other emergency health providers. Gas-operated from a compressor or an oxygen/air supply, the disposable GO2Vent is designed to support patients who do not need or can be taken off ICU-level breathing devices.

In this way, GO2Vent helps medical

professionals alleviate shortages of critically needed ICU ventilators. Accompanying it, and also to be manufactured by Xerox, is the APM-Plus, a battery-operated device that, when connected to a GO2Vent unit, monitors respiration rates and other patient ventilation parameters.

The joint venture will be as open-ended as the emergency situation it is dealing with. “As long as there is a demand for the devices, we will continue to produce them” as Vortran's exclusive co-manufacturer of the GO2Vent, Fromm says.

Ventilators haven't been Xerox's only contribution to the arsenal of anti-COVID-19 systems and supplies. The company has also committed to producing 140,000 gallons of hand sanitizer at facilities in Rochester and Toronto. In partnership with men's fashion brand Hickey Freeman, Xerox has turned material for digital press filters into 10,000 medical-grade masks for health care workers at Rochester Regional Hospital.

Fromm observes that these efforts are in keeping with Xerox's long history of helping to solve some of society's most vexing problems. If it “makes life inefficient” – to say nothing of threatening life itself – it is a challenge that Xerox will want to rise to, she declares.

SGIA AND PIA MERGE TO BECOME US LARGEST, MOST COMPREHENSIVE PRINTING AND GRAPHIC ARTS ASSOCIATION



The Specialty Graphic Imaging Association (SGIA) and Printing Industries of America (PIA) have announced that, as of May 1, 2020, the two organizations have become one.

While hitherto SGIA serves the graphics, industrial and apparel decorator segments; the old PIA primarily serves the commercial printing segment. With their merger, both of their members will have access to services across many channels. Thus, both SGIA and PIA are now together committed to serving the graphic arts community with preeminent research, education, training, events, legislative support, government affairs, health and safety, and other key industry services. Both merged May 1st 2020 and the combined company name is **PRINTING United Alliance**. While Ford Bowers is elevated to President and CEO of the combined

organization, Michael Makin, current President and CEO of Printing Industries of America, will become an Executive Vice President of the unified organization.

PRINTING United Alliance Board of Directors



The new PRINTING United Alliance Board of Directors reflects combined leadership from the previous SGIA and PIA Board of Directors, which is comprised of the following industry executives: Chairman of the Board Scott Crosby, Transcontinental Holland & Crosby; First Vice Chair Paul Cousineau, Dow Jones and Company, Inc.; Second Vice Chair Christopher Bernat, Vapor Apparel/Source Substrates LLC; Third Vice Chair Michael Marcian, Corporate Communications Group; Treasurer Dean DeMarco, IDL Worldwide; Secretary Brooke Hamilton, NPI; Immediate Past Chair Thomas Cooper III, WestRock; Chair

Continued on page 39 >>



"I REALLY HAVE A DESIRE TO SEE THE INDUSTRY TRANSFORM, CREATING WEALTH FOR OUR MEMBERS"



(L_R) AK - PRO, Crensil Richard - Patron, Mrs. Abigail Pardie, President of New Town Printers Association (NTPA), Mr. Awuah Eric - Vice Chairman, Evans - Deputy PRO, Mr. Oware - Secretary

and Loans companies who have started providing loans to our members. Secondly, we have submitted, through the association, our needs to political authorities who are working on addressing them for the economic benefits of our members and the nation as a whole.

HOW HAS YOUR MEMBERS ESPECIALLY THE EXECUTIVES OF THE ASSOCIATION SUPPORTED YOUR VISION FOR THE ASSOCIATION?

Wow; our members and executives have been amazing. I am forever grateful for all their support. This is the first time the industry is forming such an association and as you may know this always comes with teething problems. If not for their support, we would not have come this far.

BRIEFLY TELL US HOW YOU STARTED BUSINESS?

I started as a Graphic Designer working for a Printing Press in Achimota, a suburb of Accra. I resigned to start my own press in my house at Bubiashie from my living room, after which a small office was built in front of the house for our operations. As the business grew, we realised that for us to get to the next level, we needed

to relocate the business to New Town - the hub of printing in the whole country. I had to debate this decision with my husband for like a whole year before we both agreed to relocate the business to New Town. By the way I own the business with my husband. We moved to New Town finally and started off with one printing machine and a cutting machine. Today, we have two presses. We do Offset Printing, Digital Printing and Souvenirs. We have good corporate clients and no longer depend on New Town alone for business.

LOOKING BACK, WHAT WILL YOU HAVE DONE DIFFERENTLY?

We should have relocated the business to New Town earlier. Secondly, we should have invested in acquiring a property in New Town. Today property prices are very high.

WHICH PRINT SERVICE PROVIDER HAVE YOU BEEN ABLE TO COLLABORATE WITH IN THE INDUSTRY, AND WHAT HAS BEEN THE IMPACT OF THIS COLLABORATION ON YOUR MEMBERS' BUSINESSES?

Yes, we have developed good and mutual relationship with some paper



Mrs. Abigail Pardie in front of her press @ New Town Accra.

Continued on page 42>>



"THE PRINTING INDUSTRY HAS LOTS OF PROSPECTS"

for packaging in both paper and other substrates.

The industry has a lot of prospects even though paper printing and books seem to face serious challenge in the near future, I think that the transition would evolve an industry which is versatile enough to cope with changes just like any natural selection. Industries will get selected, the industry itself will evolve in a direction that would make it able to cope with changes that are coming to challenge it, so I think the Printing Industry has lots of prospects.

AND IN GROWING THE ECONOMY...

Young people who come from the universities are trained to think outside the box. As they acquire technical knowledge, they also need to think outside the box and become indigenous in their thinking and output in order to meet the demands of the time. I believe strongly that Ghana is looking at becoming a highly industrialize country producing agricultural, medical and pharmaceutical products; our textile industry is getting a lot of beef up in production that will suit African taste and demand (for African textiles); even alcoholic products in Ghana have seen huge boost; all these will feed into the labour market at various forms which will in turn create the need for packaging thereby growing the economy. The industrial direction of government with private sector participation is going to become a source of stimulation for print to grow and take high place in economic activities of the country.

THIS MEANS THAT THE PACKAGING SECTOR IS GROWING MORE....

Not only is packaging sector growing due to some of the reasons earlier mentioned, we also have digital (short run) and textile printing growing. And these are areas of opportunities to invest in – in terms of both local and foreign direct investment. There are also opportunities in after-sales services, education and training especially on specialist processes like gravure printing, plastic and poly-plastics printings, colour management and the likes. The

industry definitely has a lot of prospects for would-be investors.

WHAT KIND OF SUPPORT, POLICY

FORMULATION AND/ OR REVIEW ETC DO YOU EXPECT FROM GOVERNMENT?

As I noted earlier, the Printing Industry has the potential of contributing significantly to Ghana's economy. We expect Government to engage Printers in Policy Formulation especially the ones that affect printing business. These are in the areas of machines and raw materials sourcing. In printing, we import most of the input for production that is why Government should give waivers or single digit tariffs on machineries, raw

materials and consumables like inks, papers, chemicals etc that are imported for print production. Low tariffs and duties will enhance the capacity of printing firms to increase production thereby employing more Ghanaians. In the long run, it will have a multiplier effects on the economy through reduction in social vices and increased tax revenues to Government to provide basic amenities for the populace.

Also, Government should develop a Printing Policy in collaboration with us to ensure Printing businesses survive. Government printing contracts such as textbooks printing must be done in Ghana. Printing is highly capital intensive and there should be lower interest rates by banks and other financial institutions on loans to Printers so that Printers can grow capacity and improve their businesses.

WHAT SHOULD PRINTERS DO DIFFERENTLY FROM NOW ON?

Printers should think as if there is no box. They should expand their scope due to the numerous opportunities in the industry. The popular

saying that people should think outside the box is getting outdated. Printing has evolved over the years and it's becoming very technical. Printers should know that the industry is going through transition so they must constantly update themselves and be open to new ideas because the market or the consumers are very different from what they used to be in terms of taste, trends and purchasing power. Printers should be open to new ideas; they should be united; and they should collaborate.



Continued on page 39 >>



"THE PRINTING INDUSTRY HAS LOTS OF PROSPECTS"



we are there for their welfare and advocate positively on their behalf with Government and other stakeholders. This year, we plan to have more seminars, workshops and training programmes that will help them to be better in their businesses. These trainings will be on costing and estimation, new trends in printing, colour management, and others. We will work with organisations like WHERE To Print to ensure Ghanaian Printers always meet and exceed their customers' needs and expectations.

LAST WORD....

I will like the Ghanaian Government to collaborate with all stakeholders like us in the Printing Industry to strategically look into the African Continental Free Trade Area (CFTA) Agreement with a view to examine the opportunities and the threats to Ghanaian economy. There must be required preparation to make sure that Ghanaians take advantage of the Act to promote Ghanaian economy.

HOW DO YOU THINK A PRINT BUSINESS SHOULD BE RUN SUCCESSFULLY SO THAT THE OWNER CAN LEAVE A LEGACY BEHIND?

By having a vision of where you want the business to be. The owner must plan for the future and develop the right team that can go along with culture, core values, objectives and plans of the organisation. He/she must look beyond the present circumstances and build a

solid structure that can withstand the test of time. He/ she must think ahead by carrying the team along.

FINALLY, WHAT WILL THE ASSOCIATION BE DOING TO SUPPORT MEMBERS?

To all members of Ghana Printers and Paper Converters Association, we will pursue our vision to be sensitive to both human and marketing needs of the industry, that is; to our members and the industry at large. We will ensure

ON A LIGHT MOOD, HOW DO YOU RELAX?

I read, meditate, and enjoy music – both country and classical music.

THANK YOU FOR YOUR TIME SIR

You're welcome.

From page 36 >>

Print Impact Around the World



of Chairmen's Advisory Council Edward Cook, Jr., ECI Screen Print Inc.; and Associate Vice Chair Scott Schinlever, Gerber Technology.

Directors at large include: Brian Adam, Olympus Group; Nick Buettner, American Cut and Sew; Roger Chamberlain, The Cincinnati Insurance Company; Kristen Danson, MitoGraphics Inc.; Chris Feryn, Premier Press; Kevin Gazdag, KG Graphics Décor; Bryan Hall, Graphic Visual Solutions; Lane Hickey-Wiggins, Douglass Screen Printers Inc. dba DPRINT; Brian Hite, Image Options; Michael Magerl, Trabon Group; Brent Moncrief, FUJIFILM; Joseph Olivo,

Perfect Communications; Edward Pidcock, Chillybears; Heather Poulin, Ricoh USA; Timothy Saur, Durst Imaging Technology US LLC; Elaine Scrima, GSP Companies; Michael Wagner, Butler Technologies Inc.; and Joseph Lyman, President, Great Lakes Graphics Association, serving as Affiliate manager.

"PRINTING United Alliance is a reflection of the invaluable partnerships and industry convergence that has evolved over time," says Ford Bowers, President and CEO, PRINTING United Alliance. "The organization name seemed an obvious choice to many as our North Star points to the industry continuing to come together and strengthening

to ensure future growth and longevity." PRINTING United Alliance brings together two long-standing printing organizations to better serve all communities within the printing industry. "In this time of consolidation, printer members and the supplier community at large are looking for a unified solution to the challenges they face in this era of rapid change," says Scott Crosby, Chairman of the Board and Transcontinental Holland & Crosby Vice President of Sales and Marketing. "The new Association will become the place to find answers for everything related to printing. It is a great honor and privilege for me to serve the industry as we look forward to a new beginning."

"The industry is going through great change right now, so the timing for

these two like-minded organizations to come together dovetails nicely," says Paul Cousineau, First Vice Chair, PRINTING United Alliance and Dow Jones and Company Inc. Vice President of Prepress Operations, Continuous Improvement and IT Ops Support. "I am honored to be a part of something so significant and impactful. I've enjoyed the process working with the board in getting to this point and look forward to the future."

It should be noted that the new association will be collaborating with industry stakeholders to produce shows such as PRINTING United scheduled for **21st to 23rd October 2020**, SGIA and NAPCO Media Conference to mention just a few.

For more information about becoming a member of PRINTING United Alliance, [visit www.sgia.org](http://www.sgia.org) or www.printing.org

IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND



Lean at 8 sites across 6 countries, with over 1000 employees. Each site had the same, top-line objective of implementing Lean but their approach to creating their vision was quite different from their Vision Statements, whilst a variation on a theme, were also different.

One of the UK sites used it as a Team Building "lottery" and put the task out companywide (the successful contribution came from a Printer), others kept the creation of the statement within the Lead Team, on the basis that they knew their teams and felt that they could deliver the message successfully. The lesson I learned in each case was that, in the rare opportunities that we have to bring the collective team together, creating the Vision Statement was a worthy and beneficial one.

The section above shows the first 5 questions/requirements of a Scorecard (the full scorecard consists of 20 questions); as you can see, the scoring system provides a sliding scale, which is dependent on the level of achievement against the requirement.

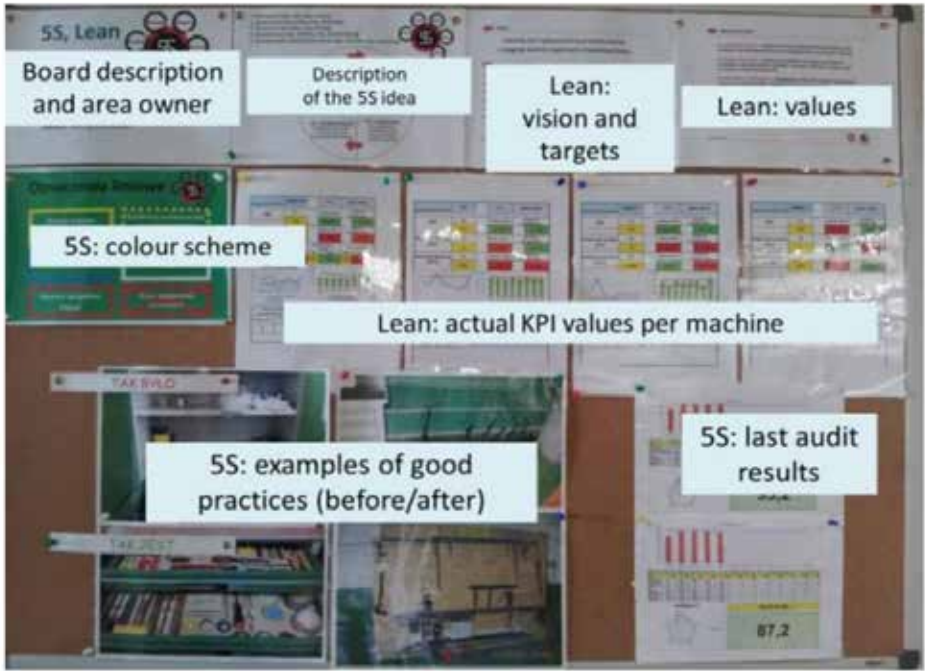
INTERPRETING THE RESULTS QUESTION 1

The score of 3 indicates that, that this business is at the very beginning of implementation (the score after this first audit was 34/100). A plan has been written, a Person/Team has been assigned and they have communicated the intention of committing to a Lean Programme. 1 (d) also makes the point about training. At this stage of implementation, consider everything associated with Lean to be training, or certainly education. There may be people within the team who have "done" Lean in a previous employment but no implementation is the same. Treating every facet of the process as an original idea creates a level playing field; a common objective from which everyone begins the transformation to a Lean Business. Learning together generates collective empathy and support; additionally, it should suppress the noise from "experts" and "know-all" along the way.

QUESTION 2

A vision is a statement of intent of where you want to be as a business (or "future state", to use a common CI term). Some

An example of a Lean Notice Board taken from a business I ran in Europe, about 3 months after the start of Implementation. Photo courtesy of Tomasz Silewicz



may find this to be a little petty and I can both agree and disagree. Lean has, over the last few years, taken a bit of a credibility bashing and the Vision Statement is one of the reasons why. It all seems to be a bit pretentious to sit around and "brainstorm" our ideas as to what we want; isn't it obvious, we ask? Well, yes, it can seem like that, and I am definitely not an advocate of wasting valuable time when there is no value but....I've also seen the good work that has come out of the creation of vision statements.

In one assignment in Europe, I had the responsibility for the implementation of

QUESTION 3

Visualisation is a word used often in Lean implementation and follows the old adage of, "a picture tells a thousand words". This axiom applies in Lean but people need to be able to see and understand Lean information **from a distance**, Lean Notice Boards are an excellent way to begin standardising communication tools throughout the site.

Thus, the next step is to create Lean Notice Boards to visualise information

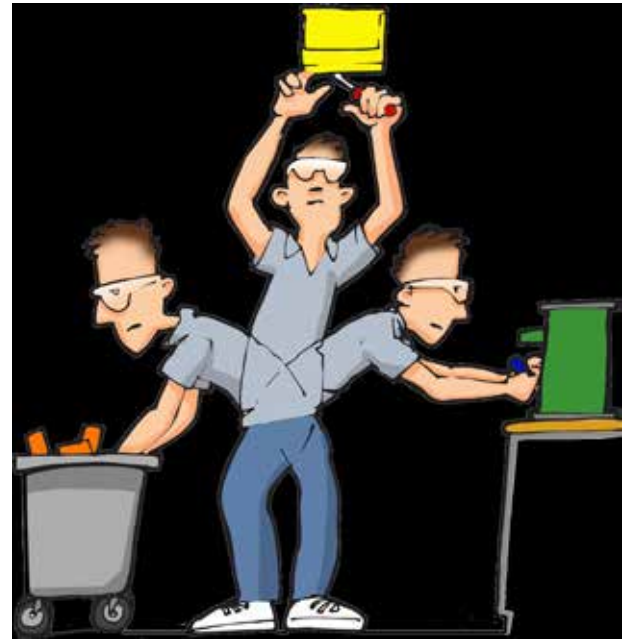
Continued on page 41 >>

IMPROVING YOUR PRINT BUSINESS WITHOUT CAPITAL SPEND



and progress. In the beginning, this might contain just the Vision Statement but, as the implementation grows, so will the information on the board and so will the progress.

audits should fit within your Management System review cycle. Obviously, the objective is to achieve 100/100.



An example of a Lean Notice Board taken from a business I ran in Europe, about 3 months after the start of implementation. Photo courtesy of Tomasz Silewicz

QUESTIONS 4 & 5

It is also evident that this business has mature quality systems; they manage through Quality Assurance and Quality Control and have SOP's in place, all requirements for ISO qualification.

HOMWORK	
1	Establish Goals & Objectives for the total Organization, 4 or 5 Key drivers
2	Develop Key Values for your Organization
3	5S is well established in this facility with an audit procedure in place, overall very effective program need to do some labelling as clean up
4	Need to put the lean team in place
5	Need a small problem with data collection for next visit; this will be used for Kaisen training.

A selection of objectives from a Lean Audit.

Capturing Progress

The score in the righthand column of the scorecard shows the results from an audit that would have been completed a period of time after beginning implementation; I would suggest that one month should be the maximum duration between the first audit and a follow up, as momentum is critical in the first phase. From the audit comes objectives that the Team need to complete to continue their progress.

ACTION

Use the scorecard to provide feedback to the Lead Team and then in companywide communication meetings, it is a great motivator to have numbers attached to relatively simple objectives, and this will ensure that everyone is focused on getting to "5".

Regular audits should continue up to the point of an 85+ point achievement, after which the

Andrew Malson is a highly experienced, committed and passionate Operations Executive/Director/Manager with a demonstrable reputation for creating the change required to deliver significant improvements in business performance through quality, service and productivity. He has invaluable strength in establishing and ensuring sustainable success of single, multi, and regional manufacturing sites by creating right and enduring cultural change through involvement and development of people. In the 30 years since beginning in the industry, Andrew has been responsible for the design and implementation of systems covering quality, people development, environmental standards and operational excellence. He brought his wealth of experience and invaluable knowledge to bear at WHERE To Print magazine in West Africa in its quest to positively influence and improve print purchase decisions with special focus



on Lean Manufacturing Implementation; Organisational Effectiveness; and Sustainable Business Growth. Andrew welcomes your connection via wheretoprint@yahoo.com or directly via andrewcmalson@gmail.com

"I REALLY HAVE A DESIRE TO SEE THE INDUSTRY TRANSFORM, CREATING WEALTH FOR OUR MEMBERS"

WHAT DO YOU THINK ARE THE RED FLAGS IN PRINTING ESPECIALLY IN ACCOUNTING/ FINANCE AND MANAGING PEOPLE?

Unfaithful staff. I call it, 'the enemy within'. You will have to be in charge of the account yourself or put in place - stringent system to manage finances. There's also, under-cutting which is very rampant in our sector. For example, you may not have all machines needed to carry out a particular job. So, you go to another Printer to help you print samples for a potential job, but before you realised it, the said Printer has gone to the company with a copy of the sample, reduce the price and get the job. This can be frustrating because you would have been chasing the job for months.

AS ONE OF THE TOP STAKEHOLDERS IN THIS INDUSTRY, WHERE DO YOU THINK THE INDUSTRY IS MOVING TOWARDS?

Our industry is facing a lot of international competition and this over time will drive investments in machinery and quality to international levels. The profits margins are also good so we expect more investments in the industry. Already, we see people with political connections setting up printing presses and bid for big jobs from the Government. I also foresee more challenging times for the Small & Medium Scale Enterprises (SME) Printers, if government and others continue to print outside this country. This is because, these level of Printers (SMEs) normally survive on sub-contracts which do not come in when jobs are printed overseas.

ARE YOU DIVERSIFYING INTO ANOTHER LINE OF BUSINESS?

I have already started diversifying but all within the Printing Industry. My Dad has been in the printing business for over 40 years and that's all I saw him do and he was successful. I have diversified from general printing to digital printing. And also into souvenirs printing now. So, I can say I am into 3 sub-sectors of the printing business.

AS A LEADING FIGURE IN THE INDUSTRY, WHAT ARE YOU DOING TO HELP SUPPORT THE ASPIRATIONS AND GROWTH OF UPCOMING GENERATION (OF PRINTERS)?

We shall through the association provide training to the young people and those

just entering the industry. We shall also continue to negotiate with Government at the national level for our fair share of the national printing business. This when done will create a lot of jobs in the industry locally thereby creating wealth for all.

IN WHICH AREA DO YOU THINK THE GOVERNMENT CAN ASSIST IN HELPING PRINT BUSINESSES GROW?

They should let all printing jobs be executed in Ghana. It should be a requirement when printers are bidding for national printing jobs. This is very important. The Government is the automatic beneficiary, should this be done. This is through employment creation, taxes and economic empowerment of Ghanaians. Government should also support local production of basic inputs like paper. This will drastically reduce our cost of production. Some jobs should be reserved for only local SME Printers. This will develop their capacity and create economic empowerment for majority of our people.

BRIEFLY LET US KNOW THE PLANS YOU HAVE FOR NEW TOWN PRINTERS ASSOCIATION MEMBERS FOR 2020?

We all have experience disruptions due to the effects of Coronavirus pandemic on our businesses. We will organise seminars for our members on how to bounce back after difficult times like this and motivate them, so that they can rebuild their businesses again. This is very necessary otherwise some of them may go out of business. We are

planning to submit a proposal to Government on various ways they can support us in these trying times. This is very important. We have not finalised these yet so I don't want to mention details here.

WHAT ABOUT YOUR PLANS FOR YOUR CUSTOMERS THIS YEAR?

To provide quality, good, affordable, and efficient jobs. We also implore them to always do their printing (jobs) in Ghana.

COMING BACK TO THE INDUSTRY, WHAT ADVICE CAN YOU GIVE TO STAKEHOLDERS – MAJORLY INVESTORS – IN ENSURING PROFITABILITY AND SUSTAINABILITY OF THEIR BUSINESSES?

Maintenance, punctuality, and efficiency.

WITH YOUR EXPERIENCE; WHAT ARE THE THINGS AN INVESTOR MUST NOTE ESPECIALLY IN TERMS OF STRUCTURE IN SETTING UP A PRESS?

Good location, good machines, and experienced personnel.

FINALLY, WE KNOW PRINTING CAN BE HIGHLY DEMANDING AND STRESSFUL BUSINESS, HOW DO YOU RELAX?

Travelling outside Accra for holidays to relax and also to have fun. Mostly on Sundays after church, I go to the beach with my family and some friend.

THANKS FOR CHATTING WITH US

You're always welcome.



...inside Realma Digital Press.



WHY DRUPA POSTPONED TO APRIL 2021



great understanding and acceptance. Three months before the regularly scheduled start of drupa, we were thus able to give many exhibitors the opportunity at this point in time to reschedule their upcoming logistical and very cost-intensive measures, such as the shipment of machines.

We were very pleased with the numerous emotional feedbacks on our social networks and platforms. One thing is certain: the industry wants to have a drupa again, one that retains its image, its radiance and its global standing – this would not have been feasible under the current conditions. That's why we will now take every possible measure to meet the expectations of our global customers in April 2021 – let's embrace the future in 2021 together!

Exhibitors traditionally work towards the drupa date with their new products: Much is already completed for June; exhibitors do not want to wait to present the new products to their customers. Does drupa now see itself confronted with alternative, virtual presentation formats?

Our exhibitors will certainly present some of their innovations this year already, using different formats such as customer events or digital platforms. However, these can only bridge the current demand – in our opinion, they do not offer a complete replacement for a trade fair with worldwide appeal. drupa is and will remain the top platform for the Printing Industry to present innovations, come together and, above all, network. That is why drupa will remain the target the Print Industry is working towards even after the postponement. drupa represents an indispensable platform for industry participants, providing orientation, impetus and, above all, satisfying the demand for face-to-face meetings and worlds of experience to a high degree. It is all about human needs, haptic experiences and running machines that fascinate participants and which definitely cannot be fulfilled at this point by digital media. What distinguishes

leading world trade fairs such as drupa is the concentrated energy that arises from the selective gathering of many people; the personal and emotional exchange; the joint presence of decision-makers, multipliers and idea providers; lively discussions; presentations that set the pace; chance encounters; opportunities to acquire new customers; recruiting options...

Especially in the current situation, where numerous European countries are subject to unexpected restrictions, the need for personal encounters and an extraordinary customer experience after such an experience will certainly be even more pronounced in the future. We are people, not avatars - and the desire for personal exchange, knowledge transfer and networking in a fascinating ambience is unbroken despite all digital formats. That's why it's great to see that numerous key accounts are already shaping the motto "let's embrace the future in 2021 together."

HOW DO YOU BELIEVE PRINT BUSINESSES CAN WEATHER THE STORM CAUSED BY THE PANDEMIC?

There is no doubt that there will be declines and lasting economic setbacks. The government's measures and aids are on the way. However, it is important that the industry does not suffer a complete standstill in production as a result of the current measures. Our industry must continue to invest in the future in order to seize market opportunities, because print, with its so many different and extensive applications and forms of use, will continue to be indispensable in many markets in the future. The exchange of ideas between industry players and the necessary inspiration are key means to this end, and are lived out and introduced in a future-oriented manner at leading world trade fairs such as drupa.

WHAT CHANGES WILL THE POSTPONEMENT MEAN FOR

DRUPA 2021?

The postponement represents a new, unprecedented scenario for all concerned and requires a certain degree of flexibility. As in the past, we will continue to take every possible measure to carry over the successful status of drupa to the new date in 2021. It is our ambition and desire to organise another unique and successful drupa for our global customers in 2021.

WILL THE FRAMEWORK PROGRAMME REMAIN IN PLACE?

Our supporting programme at the five special forums has already impressed with a fascinating range of formats, renowned speakers and exciting topics. Our top priority is to offer our visitors highly relevant, inspiring and lastingly valuable content. The lecture programme is rounded off by Guided Tours and was already available for bookings via our portal. Our aim is now, of course, to adapt and transfer the programme as far as possible to the April date.

Significant issues concerning the ongoing digital transformation, topics related to circular economy and sustainability or new business models, which will be presented as keynotes, panel discussions and best cases, will continue to inspire and successfully advise companies – and this will be more relevant than ever after the impact of the coronavirus.

WHAT ARE THE EFFECTS OF THE POSTPONEMENT ON THE SATELLITES?

We do not currently see any effects of the shift on our "Printing Technologies" portfolio and thus on Messe Düsseldorf's foreign trade fairs. As a result of drupa's postponement, the most important trade show in our international portfolio, All in Print China in Shanghai in October, will become the largest and most important print trade show in 2020, giving our international exhibitors another highly relevant trade show in Asia this year. Furthermore, PPP Manila in October will provide an additional platform in an emerging Southeast Asian market. And indoprint in Jakarta, planned for September 2020, will also take place on schedule – according to current information. Of course, we are also closely monitoring the situation together with our subsidiaries Messe Düsseldorf China and Messe Düsseldorf Asia as well as participating partners and will act in good time if necessary. For this purpose, we keep in touch with our customers via our various platforms and our foreign representatives and my team in Düsseldorf are available for all questions.

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