

where to print

GHANA



MAGAZINE

VOL. 3 | NO.3 | JAN-APR 2023 | NMC| C.I 39| 20|4045



PRINT MEDIA CENTRA HOW TO ATTRACT THE BEST PRINT CUSTOMERS

by Tod Cordill

"Nobody ever asked me what customers I wanted before." This was told to me by the VP of Sales at a \$25 million revenue commercial print business a few years back. Throughout his career, new print customers came in seemingly randomly by referrals, leads from the website and the phone, and hunting sales reps. In this COVER STORY article written by Tod Cordill, you'll discover how to consistently attract the best print customers to your business. Let's go!

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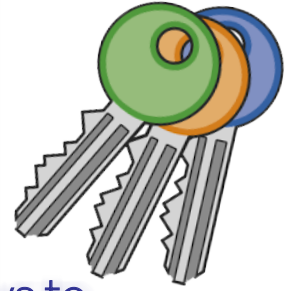
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3

keys to
**THE SUCCESS OF
ANY PRINT
ORGANISATION**

COLOUR MANAGEMENT,

MACHINE MAINTENANCE

**& PRINT HEAD REPAIR
TRAINING**

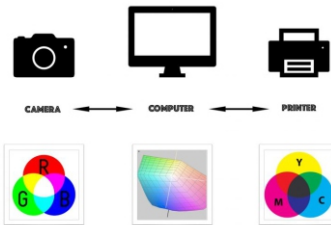
As the business landscape in our industry keeps changing rapidly, we are focusing on **THREE KEY AREAS** we consider crucial to **THE SUCCESS, PROFITABILITY & SUSTAINABILITY OF ANY PRINT ORGANISATION.**

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

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



MACHINE OPERATION & MAINTENANCE

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

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



PRINTHEAD REPAIR

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

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





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directly to purchasing
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your brand visibility
and showcase
products



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new customers and
collect quality
sales leads



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and build customer
relationships



PLACE

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hands of more decision
makers



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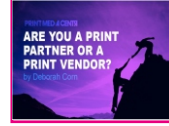
WE'RE BACK AND BETTER!
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- WHERE To Print is specially established to offer print investors quality researched-based information that aids print purchase decisions. This is the more reason our mantra is "Influence print purchase decision" while our tag 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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To Readers

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

WE'RE BACK AND BETTER!

...LEARN SOMETHING NEW, SPEND TIME WITH LOVED ONES OR JUST GIVE YOURSELF THE OPPORTUNITY TO FIND YOURSELF!

It's quite exhilarating to be back in Ghana after the hiatus - at long last - we're back and better! So, welcome to yet another bumper edition of **WHERE To Print Ghana edition**. As the year is rolling by, you may be amazed and exclaim; "it's five months already in this new year! How time flies...long story short; aside numerous reasons why time passes by so fast, it shows we have so much to do and not enough time to do everything. So, consider yourself lucky to be alive in the first place...and as we're limited by time, this edition is loaded with answers to most **HOW** of business questions. Now, let's get started as we assure you of invaluable insights, practical and economically viable ideas to help drive your business growth, sustainably.

First up; flip over to pages 14 and 15 to find out **HOW TO TELL IF YOU ARE CONSIDERED A PRINT VENDOR OR A PRINT PARTNER**. Written by **Deborah Corn** - the Intergalactic Ambassador to The **Printerve™** at **Print Media Centr**, founder of **International Print Day**, Print Buyerologist™, and industry speaker and blogger with over 25 years' experience as a Print Producer; this timely **SPECIAL FEATURE ARTICLE** is focused on helping you stay at the top of the mind (even for recommendations or referrals) of your customers. And if you are ready to build your print business from the inside so it works better on the outside, check out the next **SPECIAL FEATURE ARTICLE** captioned: **HOW TO BUILD YOUR PRINT BUSINESS FROM THE INSIDE** (on pages 16 and 17), written by Deborah Corn's associate **Sandy Hubbard** - a Marketing Strategist and Business Advisor in the printing industry.

We conclude the **HOW** articles with the **COVER STORY** (on pages 18 and 19) on **HOW TO ATTRACT THE BEST PRINT CUSTOMERS** by **Tod Cordill** who has worked in a variety of industries including software, manufacturing, printing, and eCommerce. He currently

helps B2B companies integrate digital marketing channels into existing sales and marketing efforts by combining his P&L perspective with an engineering problem-solving structure.

Does your print business have a social media strategy? Maybe you publish a post once in a while or perhaps you read, like, and comment on the Facebook posts of others - you're not alone as the perceived fierce competition from the electronic media does not allow Printers take advantage of the numerous opportunities within the virtual world. That is why the next **SPECIAL FEATURE ARTICLE** (on pages 32 and 33) shows you **6 STEPS TO REBOOTING YOUR PRINT BUSINESS SOCIAL MEDIA STRATEGY**. Created by marketing guru - **David Murphy** who's the founder and CEO of Nvent Marketing, a marketing agency specializing in digital marketing for the print industry. As you gain insights from the instructive article, you'll discover the impact of David's over 30+ years of experience in the graphics and document print production industry.

Other **SPECIAL FEATURE ARTICLES** worth reading and acting on to help drive your business successes include: **HAVE FOLDING CARTON MANUFACTURERS BEEN MISSING OUT BY NOT CONSIDERING SHEETING IN-HOUSE?** (on pages 20 and 21); and **NESTING AS PACKAGING DESIGN** (on page 22) aside our regulars - **PRINT IMPACT AROUND GHANA** (on page 8) and **PRINT IMPACT AROUND THE WORLD** (from page 10) as both are embellished with major news, stories and exclusives - both within and outside Ghana to keep you informed to make the right purchase decisions.

More importantly, we have series of exclusives interviews with major stakeholders to help guide your business management and investment decisions. Check out these **SPECIAL FEATURE INTERVIEWS** with apt titles from

page 9: **"WE ARE HERE TO SUPPORT EACH OTHER ACROSS GHANA"** by **Mr. Joseph Onimole Babatunde - Chairman, YOPAG**; on pages 24 and 25: **"PROPAG GHANA AIMS TO SUPPORT THE GOVERNMENT'S AMBITIONS TO DRIVE THE ECONOMY THROUGH ENHANCED INDUSTRIALIZATION"** by **Mr. George Pearson**, Regional Director - **Afroctet Montgomery**; on pages 26 and 27: **"IT IS INCUMBENT ON US AS AN INDUSTRY TO BEGIN TO LOOK AT DISRUPTIVE INNOVATIONS AND TO BE REALLY ENTREPRENEURIAL"** by **Mr. James Appiah Berko**, President - Ghana Printers & Paper Converters Association (GPPCA); on pages 28 and 29: **"WE THRIVE ON SATISFYING OUR CUSTOMERS"** by **Mr. Ishmael Tetteh, MD/ CEO - FlexoHub Ghana LTD**; and lastly on pages 30 and 31: **"WE BELIEVE IN SUPPORTING OUR CLIENTS TO MAKE MONEY EVEN WHEN THEY ARE SLEEPING"** by **Mr. Joe Alhassan Fuseini - GM, Docutech Ghana**.

LAST WORD: Note that as we get older, we have fewer new experiences and the world around us becomes more and more familiar. Sometimes, the amazing imagination and vivid memory that comes from youth are lost. And instead of remembering all the tiny details of our day, we compartmentalize and place them into memory blocks. This makes time feel like it's going so much faster, as we have fewer memories building



up. This is the best time you should take a pause every now and then to soak up the moments and really appreciate what you have going. It's the perfect way to live in the moment, strategically take on smaller, manageable but impactful projects or delegate them to trusted allies and wade off impending stress. Focus on mindfulness - use meditation as a tool to help slow time down. Take on new experiences by creating new and memorable life-long memories that are going to stay prominent in our mind to make you always happy and joyful. You can also learn something new, spend time with loved ones or just give yourself the opportunity to find yourself: you need it!

Please continue to do good!

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PROPAK GHANA TO OFFER LOCAL MANUFACTURERS UNRIVALLED OPPORTUNITIES

To act as a catalyst in the transformation of the manufacturing sector across Africa, the international exhibition company, Afrocet Montgomery - a division of Montgomery Group UK, will be bringing together professionals from across the entire packaging supply chain as its set to hold the largest packaging, printing, plastics, and food processing portfolio exhibition in Accra.

Having organized similar shows in Nigeria, Kenya and South Africa, PROPAK Ghana 2023, scheduled to take place from 6th to 8th June at the Grand Arena within the Accra International Conference Centre, is expected to attract over 2,500 visitors and more than 100 brands, both local and international.

Speaking at a press briefing in Accra, Mr. George Pearson, Regional Director – West Africa, at Afrocet Montgomery said “PROPAK Ghana has been designed to support companies and individuals involved across the manufacturing spectrum, by creating an environment where business partnerships can develop and trade exchanges can take place. Visitors to the event will be able to explore the latest innovations and products from leading suppliers from the local region as well as international companies from all corners of the globe who will be showcasing the

newest advances in industry innovation and products that are collectively supporting the local manufacturing industry”, he said.

Corroborating Mr. Pearson at the media parley, the General Manager, Sales & Marketing, Manufacturing Business at Polytank Ghana LTD (subsidiary of Mohinani Group), Mr. Joseph Thevar commended PROPAK Ghana for the timely entrance into the Ghanaian packaging ecosystem. “This collaboration allows Polytank Ghana and Sonnex, Nigeria a platform to exhibit over 50 years of expertise, technical and industrial know-how in addressing the most complex packaging needs and requirements in Ghana and Africa” noted Mr. Thevar while explaining further that: “Our reason for being is to ensure that global quality is delivered in a local context; through the Packaging & Storage industry. Locals have a right to receive global quality and standard and we make sure that happens”.

On his part, Deputy Chief Executive Officer (CEO) of Ghana Export Promotion Authority (GEP), Mr. Albert Kassim Diwura, implored Ghanaian companies to utilize PROPAK Ghana as a vital marketplace for finding cutting-edge packaging options. “Packaging is important for product display, preservation, and marketability. Packaging today represents a brand’s identity, values, and dedication to quality; it is much more



than just a simple protective covering. Exposure to prospective partnerships and collaborations is another important benefit of taking part in PROPAK Ghana. I implore Ghanaian companies to utilize PROPAK Ghana as a vital marketplace for finding cutting-edge packaging options. Through this partnership, we can increase Ghana’s export capacity, strengthen competitiveness, and take advantage of the enormous prospects the larger African market has to offer. Let’s collaborate to build a world in which Ghanaian goods are lauded for their excellence, sustainability, and exquisite packaging on shelves in both Africa and outside”, he urged.

And to Afua Ntiriwa Tekyi-Mills, Head of Corporate Affairs at Ghana Investment Promotion Centre (GIPC) said “PROPAK Ghana will

serve as a vital platform for local manufacturers, international companies, investors and industry stakeholders to connect, collaborate and explore opportunities for growth and partnerships”.

Alongside the 3-day exhibition booths and product showcases, there will be an industry leading conference program that will provide insight, explanations and thoughts on the trends and relevant topics faced by the industry today. These include sessions on circular economy, sustainability and financing options for SME and Multinationals among others. In total, more than 40 speakers are expected over the three-day program. The full program is available on the event website www.propakghana.com where visitors can also pre-register free of charge.

SIDEL EQUIPS NICHE COCOA WITH GHANA'S FIRST-EVER ASEPTIC LINE FOR MILK-BASED PRODUCTS

Packaging manufacturing company - Sidel has helped Niche Cocoa Industry LTD, install the country's first-ever aseptic line, which enables the company to venture into milk-based products in PET.

The 16,000 bottles per hour aseptic PET line integrates Tetra Pak processing systems technologies and the Sidel Aseptic Combi Predis with dry preform and cap sterilization systems, a sleeve labeler, a shrink-wrapping system and a stretch wrapper.

Sidel also supplied its efficiency improvement tool data acquisition and plant intelligence system. This

aims to help its beverage company customers by decreasing unplanned downtime, reducing waste and costs and increasing factory output. Sidel Vice President of Sales for Middle East and Africa Bassam Oussaifi said: “We are delighted that this project is helping our customer move a further step towards its vision of becoming Africa’s leading producer of cocoa products.”

Commenting on the new line, Edmund A. Poku, Niche Cocoa Industry LTD’s Chief Executive Officer said: “We selected Sidel because of its leadership in aseptic beverage production and packaging design. Our expectations were fully satisfied. Aseptic Liquid Dairy Products (LDPs) are complex to produce, and this was a new area for us.”

Known for its ease of operation, Predis also reduces water usage and chemical consumption. Since its launch, it has successfully decontaminated more than 120 billion bottles globally.

Sidel, one of three industry groups of Tetra Laval, said its Aseptic Combi Predis has now been installed in over 200 solutions worldwide, making it a global leader in aseptic



production, a position that was confirmed by its validation by the US FDA in 2017. With the installation, Sidel aims to continue its expansion of operations in Africa, with the opening of a new regional office in Nairobi, Kenya, to serve customers across East Africa in 2022.

"WE ARE HERE TO SUPPORT EACH OTHER ACROSS GHANA"

- MR. JOSEPH ONIMOLE BABATUNDE - CHAIRMAN, YOPAG



Created as a platform to support Nigerian Printers of the Yoruba extraction in Ghana, the **Yoruba Printers Association of Ghana (YOPAG)** has been in existence for more than three years. In this **SPECIAL FEATURE INTERVIEW** with its Chairman - **Mr. Joseph Onimole Babatunde**, **WHERE To Print** evaluates **YOPAG** quest in Ghana print and allied market, collaboration with its Ghanaian counterparts, and future plans. Read excerpt below:



TELL US ABOUT YOPAG?

YOPAG was formed by the Yoruba Printers in Ghana. It literally means Yoruba Printers Association of Ghana (YOPAG). We come together by tribe primarily for welfare, business growth and development of our members. With our motto: 'Together we achieve' we are here to support each other across Ghana.

ARE THERE SUPPORT YOU DERIVE FROM THE GOVERNMENT OF GHANA OR OTHER ASSOCIATIONS?

Yes; I must mention here that the new law that makes it mandatory to print all Government textbooks here in Ghana is a good one. It has multiplier effects on other businesses like ours. When the Government gives more jobs out to citizens and residents of Ghana, it will trickle down to everyone in the value-chain making everybody, from pre-press to post-press even die-cutting, to benefit. We are always working with our hosts - the Government of Ghana and indigenous Ghanaian Printers on how best we can mutually work together and help each other. We are happy with our relationship so far.

WHAT ARE THE BENEFITS THAT YOUR MEMBERS DERIVE FROM YOUR ASSOCIATION?

Apart from assisting our members on welfare, business conflict mediation/ resolution matters among others, one of the major benefits that our members derive from us is job sharing. When a member gets job, he/she shares it with other members to maintain quality output, quick turnaround time, and keep ourselves engaged. Again, if the need arises, we assist members financially to execute their jobs.

HOW ARE YOU DEALING WITH HIGH COST OF PRINT CONSUMABLES AND PAPERS?

Though there's nothing we can really do with the high cost of print consumables because it's a global phenomenon but we're dealing with the high cost by engaging the suppliers to give discounts, credit, or deferred payments to our members.

DO YOU HAVE ANY ARRANGEMENT WITH PRINT CONSUMABLES SUPPLIERS TO CUSHION THE EFFECT OF HIGH PRICES FOR YOUR MEMBERS?

At the moment, we don't have any official arrangement with print consumables suppliers but as I've said, we are talking to them to give our members some form of discount on large or repeat orders; offer credit or deferred payment to us and so on. But more importantly, we are always engaging the suppliers on the need to supply genuine consumables in the market.

PROPAK IS COMING TO GHANA; IS THERE A COLLABORATION WITH THE ORGANISERS AND WHAT BENEFIT DO YOU THINK YOUR MEMBERS WILL DERIVE FROM ATTENDING?

As Nigerians, we already know about PROPAK West Africa in Lagos, Nigeria through you (WHERE To Print) and the one coming next month here in Accra, Ghana is a welcome development because our members will benefit from networking activities, exposure to latest trends in our industry and free training during the conference. Yes, we will like to collaborate with the organisers so that we can get needed exposure of our association to the international market, learn from others and help mobilise our members to the exhibition for networking purposes among others. Now that we know about PROPAK Ghana, we will come to the show and with your assistance, we will engage the organisers for future collaboration.

WHAT ARE YOUR EXPECTATIONS FROM PROPAK GHANA 2023?

Our major expectation from PROPAK Ghana is to positively transform print businesses in Ghana through new ideas, technology development, exposure and quality engagement of all participants. PROPAK Ghana must bring about better print & allied business practices in Ghana.

WHAT ARE YOPAG PLANS FOR THE FUTURE?

We plan to be fully recognised by the Ghana Government as a business association that contributes to Ghana economy through gainful employment of its citizens, payment of statutory taxes, and so on. We also plan to hold periodic trainings for our members to improve our members' capacities for business growth. And we will continue to assist our members emotionally, morally, and financially in their quest to create employment opportunities and contribute meaningful to economy growth and development of Ghana.

THANK YOU FOR YOUR TIME.

Thanks for your cooperation.

THINK
BIG
IDEAS



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



flip
to the
Next Page

ENERGY SAVING GLUING PROCESS

The energy-efficient adhesive application systems developed by Robatech allow to save resources, thanks to the integrated Adhesive Measuring System (AMS).



The Vision melter, the Performa heated hose and the Volta electric head make adhesive application energy efficient.

Users of adhesive application systems have three levers for saving resources at their disposal: optimizing the gluing processes, using newly developed, energy-efficient application systems, and using modern hot melt adhesives. In many production plants, the adhesive quantity applied is up to 30 % higher than the quantity actually required. Often, one reason is that the pump pressure on the melter is manually increased when the amount of adhesive on the substrate decreases. However, this does not eliminate the cause: this can be, for example, a clogged nozzle on the application head, a clogged adhesive filter, an improper temperature reduction or a drop in compressed air. After a maintenance, the process parameters are no longer correct. Too much adhesive is applied.

An Adhesive Measuring System (AMS) can quickly detect when too much adhesive is being applied. The AMS is already integrated in the latest generation of melters - Vision. In addition, manual adjustment of the pump pressure by the operating personnel is also made more difficult with Vision, as a tool is required for this. The pressure applied to the melter can also be monitored with an optional system component. If the pressure drops below a minimum value, the melter switches off. The reason for a reduction in the amount of adhesive applied to the substrate becomes clearly visible. Manual intervention in existing application parameters is not necessary.

Saving resources with modern components

The fewer components that are operated with compressed air, the lower the consumption of compressed air and the risk of leakage. With pneumatically operated application heads, the solenoid valves can block if the compressed air is contaminated. Electric application heads offer an alternative. They increase system availability while requiring less maintenance, and they also reduce noise levels. With the new Vision melter and the Performa heated hose, energy savings of up to 48 % are possible through energy-efficient design. In an independent field test, tobacco company JTI Switzerland tested Robatech's new adhesive application system on a packaging line for two weeks and confirmed this figure.

Alternatives to EVA hot melts

Robatech's adhesive application systems also melt, convey, and apply modern hot melts such as low-temperature or metallocene-based adhesives. They are an alternative to EVA hot melts, which are applied at 160 °C to 175 °C. Low-temperature adhesives are applied at temperatures as low as approx. 100 °C to 140 °C. This saves energy. In addition, modern hot melt adhesives are less likely to overheat. Switching to a metallocene variant can save 10 % to 20 % adhesive for the same application parameters. This is due to the stronger adhesive forces of the metallocene adhesive.

CADBURY LAUNCHES 'WORLDWIDE HIDE' EASTER EGG CAMPAIGN



Cadbury has launched its 'Worldwide Hide' campaign for the third year running. The campaign invites people to hide digital purple eggs anywhere in the world via Google Street View. The hider can even choose to send a real egg straight to their loved one's home once the egg has been found.

More than a million eggs were hidden over the course of the last two years' campaigns. For this year's campaign, London based ad agency - VCCP is creating localised DOOH (Digital Out of Home) creative using anonymised hiding spot data from the Worldwide Hide platform. The bespoke digital ads will appear in nine key cities up and down the country, including Bristol, London, Birmingham, Liverpool, Leeds, Cardiff Manchester, Nottingham and Glasgow. They will feature real hiding spots used on the platform, each from the city where the ads are displayed.

For digital and social creative, Cadbury will use the anonymised hiding location data from the Worldwide Hide platform to create interest-based creative that will showcase eggs hidden in a range of spots relevant to interests. For instance, Birmingham Botanical Gardens for gardeners and garden lovers. This new mechanic will reinforce the hiding ritual and aims to inspire more Brits to participate in the annual Easter Egg hide by showing that everybody's getting in on the action. A 20-second film has also been created, showing a giant purple egg placed in locations around the world including on the beach, in the forest and in a small village, and will run on TV across the country.

PERSIL ROLLS OUT ACCESSIBLE QR CODES ON ITS PACKAGING FOR VISUALLY IMPAIRED



Detergent brand, Persil, has launched enhanced QR codes,

designed to help blind and partially sighted people, on its packaging. The codes are included on the packaging for Persil's new plastic-free capsules and Ultimate Liquids ranges and will be added to other Unilever products in the UK and around the world later this

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Print Impact Around the World

Year.

The codes were created by AR firm Zappar, working in partnership with Unilever and the Royal National Institute of Blind People. They work in conjunction with Zappar's accessibility app, Zapvision. When scanned, they provide the consumer with usage instructions, safety warnings and recycling information via the app, using large-format text or audio.

"Ensuring our Unilever products are accessible to everyone in society is not just an important element of our equity, diversity and inclusion commitments – it makes good commercial sense too," said Peter Kulve, President of Home Care at Unilever. "With nearly 2m people in the UK living with sight loss, we've now made one of our most loved UK Home Care brands, Persil, fully accessible to them for the first time – courtesy of the Accessible QR code."

SIGN AND DIGITAL UK BRINGS FACE-TO-FACE BUSINESS BACK TO THE INDUSTRY



Sign & Digital UK, which ran from 21 to 23 March, brought thousands back together to share information, network and, most importantly, do business. The positive experience for exhibitors has led to a record number rebooking already for next year's event.

Exhibitors across the hall, large and small, met and exceeded their targets for the event, and many said they took several orders on the stand. Event director, Jenny Matthew, said, "It was really encouraging to hear that so many of our exhibitors took orders during the show. Sign and Digital UK has always been known as a 'selling' show, and this year it certainly earned that label."

The visitor experience continues to improve, with more features and services introduced to help educate, inform and guide sign-makers attending the event. The Explains Lounge, run in conjunction with the ISA UK trade association, saw more than 30 people presenting or being part of expert panels over the three days, with many interesting and informative sessions standing room only. Craig Brown, CEO of ISA UK, said, "We had some really interesting sessions this year and this was reflected in the numbers of people coming to see them and also in the questions they asked. I certainly learned a lot, and the feedback I received suggests many others did too."

Alongside the Explains Lounge was the Sign Surgery, which allowed visitors to spend time with individual members of the panels and the ISA directors to ask questions and receive advice. "As the trade association for the UK sign industry, it was so valuable to be able to spend time with sign-

makers from across the country at the show. We had lots of great discussions, and we also did our best to answer questions and explore new ideas and initiatives," adds Craig. Also, the Sign Studio with Paul Hughes ran eight sessions a day demonstrating vinyl application onto walls and vehicles. This was hugely popular, drawing big crowds and very positive comments.

Not only that, the Hexis Wrap Battle contest was hugely popular and ran throughout the show. The competition was incredibly stiff, with all the heats and finals drawing big crowds and encouraging their favourites. The final took place on the last day and was won by Chris Hooper of Wrap Worx. Congratulations also to Oli Goodman of Wrap Capital, who came second and Aleksejs Kosarevs of AKTints LTD, who came third.

Jenny Matthew concludes, "It felt like the industry was well and truly back and looking as healthy as ever. It is so encouraging for us to see how people respond to Sign and Digital UK. It is an important part of the industry's calendar and a great opportunity to get together, reconnect with old friends and do some great business. We spent a lot of time throughout the show talking to visitors and exhibitors about how to keep improving the experience, and we have lots of ideas for 2024. I would like to say a big thank you to all the exhibitors, visitors, partners and media supporters who came to the show, and we look forward to seeing you all again next year."

Sign & Digital UK returns to the NEC, Birmingham from 27 to 29 February 2024 and is free to attend for visitors. Visit www.signuk.com for more information.

MONADNOCK PAPER MILLS LAUNCHES NEW UN-PLASTIC AND SUSTAINABLE BOULEVARD™ AND PAVILION™ PC 100 WIDE FORMAT AND SIGNAGE MEDIA



Monadnock Paper Mills, Inc., the oldest continuously operating paper mill in the United States, demonstrates yet again that it's keeping up with the times by introducing the newest "Un-Plastic®" and sustainable wide format and signage materials.

"For Brands and retailers that are looking to fulfill their sustainability commitments without compromising durability, printability, and, of course, great style – the search ends here with Monadnock and our two newest product lines" said Lisa Taylor, Vice President Sales and Marketing. "We invested in developing



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



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Print Impact Around the World



The decal® alldecor 2d range has tempting new proposals for wall and furniture decoration. Five self-adhesive and textured films that will generate limitless emotions in any interior space with the realism of wood, stone, and metal.

TORRES NOVAS—decal® has launched five tempting proposals for interior decoration with the challenge “How many emotions fit in a space?”. The answer is simple. With the alldecor 2d range, all emotions fit, and the new textures promise to generate limitless emotions.

These novelties reinforce the existing options that recreate wood, stone, and metal in an aesthetic and harmonious way, in a portfolio that also includes cement and leather. A collection of self-adhesive and textured films that stimulate the senses through deep reliefs, natural colours, and realistic designs.

Efficiency - an important element to create and enjoy the perfect environment - is ensured by the advanced properties of the High Tack permanent adhesive, the ecological face film in polypropylene (PP), and the anti-humidity release liner with double-side polyethylene (PE) coating. The easy application allows companies to save time and costs, as it can be done by employees with less practice and even inexperienced customers. The materials, once applied, last up to 10 years, are easy to clean, waterproof, and highly resistant to scratches, abrasion, chemicals, mould, UV rays, and steam. In safety terms, it stands out the certification of fire resistance and exemption from harmful agents to human and environmental health, such as plasticizers, halogen, and formaldehyde.

Applications maintain dimensional stability, and removal leaves no residues. The possibility of customization through latex and UV printing makes the decoration (even) more distinctive. You just need to choose the design and give the “final touch”, for example, to children’s bedrooms, office corridors, store furniture, hotel lobbies, and event booths.

LOFTWARE AND EPSON ANNOUNCE PARTNERSHIP TO REVOLUTIONIZE LABELING WORKFLOWS

Loftware, the world’s largest cloud-based Enterprise Labeling and Artwork Management provider, and Seiko Epson Corporation, the global leader in colour label printers, has announced a strategic partnership that aims to revolutionize customers’ labeling workflows.

Both companies will collaborate to develop cloud-based 1-step colour printing solutions to improve print efficiency and ease-of-use. This will lower barriers for on-demand colour label

printing through seamless integration with SAP and other leading business systems. The partnership will also integrate the Epson ColorWorks series of colour label printers with Loftware’s NiceLabel Cloud platforms. Businesses will be able to print from NiceLabel Cloud directly to Epson ColorWorks cloud-connected printers. This will improve productivity, reduce customers’ reliance on IT, minimize print errors, and decrease the cost and inventory of pre-printed labels.



The partnership between Epson and Loftware comes following a sharp increase in demand for high-productivity colour labeling solutions as businesses invested in supply chain improvements, both during and after the COVID-19 pandemic. Demand has particularly grown among companies that employ SAP EH&S ERP systems and who plan to migrate to S/4 HANA and the cloud. These businesses manage production, warehouse, and distribution facilities and operate across multiple industry segments including chemicals, medical devices, pharmaceuticals, electronics, automotive, aerospace, and retail.



The Epson-Loftware collaboration meets a growing demand from businesses for the use of colour on products, cartons, and pallet labels for identification. Furthermore, companies in the chemical (GHS), medical device, and pharmaceutical segments are faced with the urgent need to comply with international labeling regulations requiring colour. Through the integration of Epson colour label printers with Loftware’s NiceLabel Cloud platforms, companies that use 2-step printing to print colour labels can now move to lower cost and error-reduced 1-step on-demand colour label printing.

EPSON FILES PATENT INFRINGEMENT LAWSUITS AGAINST RESELLERS OF REMANUFACTURED LARGE FORMAT PRINTER CARTRIDGES AND CONSUMER CARTRIDGES

Epson has announced that Epson America, Inc., Epson Portland Inc. and Seiko Epson Corp. filed two patent infringement complaints on April 10 and 11, 2023 against Creek Manufacturing LLC and Service Watch Systems, LLC, Planet Green Cartridges, Inc., and Image Armor, LLC, I-Group Technologies LLC. The complaints allege infringement of claims from U.S. Patent No. 8,454,116. These patent claims were adjudicated in well-publicized actions filed with the U.S. International Trade Commission (“ITC”), resulting in a General Exclusion Order barring the importation of all newly built and remanufactured cartridges that infringe the claims.

These two lawsuits underscore Epson’s

Boulevard™ and **Pavilion™** PC 100 without compromise, without plastic, and without a doubt that these times demand new signs.”

Boulevard is an uncompromising moisture-resistant durable poster paper that is suitable for both indoor and short-term outdoor applications. The base paper and scratch-resistant print-receptive coating are engineered for durability and unparalleled performance for demanding environments.

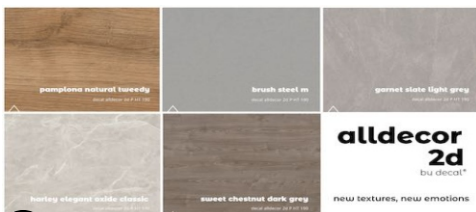
Pavilion PC 100 is made with 100 percent post-consumer recycled waste fiber, satisfying the demand for more sustainable paper choices. It’s the go-to paper stock for all indoor poster needs. It is bright white and has a matte coated surface that is engineered for superior image reproduction. Even better, Pavilion is recyclable in the curbside mix paper waste bin.

Boulevard and Pavilion PC 100, like all Monadnock printing, packaging, and display and wallgraphics, are FSC® (Forest Stewardship Council®) certified (FSC C018866), manufactured carbon neutral, and made with 100% renewable Green-e certified wind-powered electricity, all under a third-party certified ISO 14001 Environmental Management System.

Creatives, agencies, in-store marketers, and interior designers serving the retail, hospitality, marketing, financial, healthcare, education, corporate, and home décor industries are discovering that sustainability without compromise is possible with Monadnock.

For more information on these new products and Monadnock’s full line of wide format environmental graphic solutions go to www.mpm.com/WideFormatMedia.

DISCOVER THE NEW ALDECOR 2D DECORATIVE TEXTURES THAT GENERATE EMOTIONS



Print Impact Around the World

continuing enforcement efforts including against infringing sellers of remanufactured large format printer cartridges and consumer cartridges using third-party infringing circuit boards. Epson's concerted campaign is focused on protecting Epson's intellectual property and ensuring that legitimate resellers can compete fairly for sales of supplies for Epson printers.

Epson has a long history of vigorous legal action to protect the company, consumers, and legitimate resellers from unfair competition. These two recent lawsuits supplement Epson's earlier enforcement efforts, by seeking permanent injunctions against further infringements, as well as monetary damages, for extensive sales of patent infringing cartridges.

Epson's enforcement program includes a broad range of efforts to address patent and trademark infringement throughout the distribution and sales channels, from obtaining General Exclusion Orders through the ITC, to raids and seizures of counterfeit product and regular enforcement through online marketplaces such as Alibaba, Amazon, and eBay.

FESPA CONFIRMS FEATURE PROGRAMME FOR FESPA GLOBAL PRINT EXPO 2023



...LAUNCHES FESPA MIDDLE EAST

FESPA Global Print Expo 2023 (23 – 26 May 2023, Messe Munich), co-located with European Sign Expo and Personalisation Experience, will see the return of three popular FESPA visitor features – World Wrap Masters, FESPA Awards and Sustainability Spotlight.

World Wrap Masters

FESPA Global Print Expo 2023 will host the World Wrap Masters Europe and Series Final (stand B2-D85), kicking off on Tuesday 23 and Wednesday 24 May with the final regional qualifying event – Wrap Masters Europe. The successful competitors from days one and two will then go on to compete against winners of the regional heats in Belgium, Denmark, Finland, Japan, Mexico, The Netherlands, Norway and UK & Ireland. The final, which takes place across Thursday 25 May and Friday 26 May, will feature a series of timed events requiring competitors to wrap cars and surprise objects against the clock. Sponsored by HEXIS and HP, the competition will be judged by vehicle wrap experts including Kiss Lajos, Ole Solskin, Justin Pate and 2022 World Wrap Masters Champion Ivan Tenchev. Visitors interested in vehicle wrapping can also access free daily training workshops and demonstrations delivered in conjunction with The Wrap Institute (stand B2-C83).

FESPA Awards

This year also sees the return of the FESPA Awards, which opened for entries in May 2022 for the first time

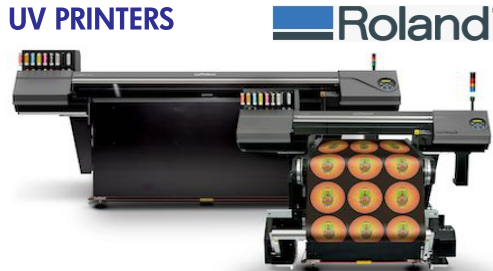
since 2019. Over 210 submissions from 34 countries have been received and judged by a panel of independent experts. The shortlisted entries will be displayed in the West Entrance of Messe Munich for visitors' enjoyment throughout FESPA Global Print Expo 2023 and the category winners will be announced in a VIP ceremony on 24 May.

Sustainability Spotlight

This year, Sustainability Spotlight (stand B2-B61) offers visitors the opportunity to see and touch a wide range of environmentally responsible graphics and textile material samples, including leather and leather alternatives, natural fibres, cellulose and synthetics supplied by participating companies. Each substrate will feature an information card so participants can learn more about its sustainable attributes and how to produce innovative, environmentally-conscious products. The headline partner is ReBoard Technology, who will supply the recyclable and reusable material used to build the entire showcase area.



ROLAND DGA ANNOUNCES LAUNCH OF NEW VERSAOBJECT CO SERIES UV FLATBED AND BELT-DRIVEN HYBRID UV PRINTERS



...INTRODUCES NEW ROTARY RACK XL AND ROTARY RACK XXL ACCESSORIES FOR ITS VERSAOBJECT CO SERIES AND VERSAUV LEC2 S-SERIES UV PRINTERS

Wide-format imaging leader Roland DGA has announced the launch of its new VersaOBJECT® CO Series inkjets – advanced flatbed and belt-driven UV printers that combine unsurpassed image quality, outstanding productivity, and unmatched versatility, with legendary Roland DG reliability and ease of use. The newest additions to Roland DG's innovative line of UV-LED devices, and the first to be introduced under the new "VersaOBJECT" brand line, these next-generation inkjets print directly on a vast array of substrates and three-dimensional items, enabling print providers to significantly expand their applications and product offerings.

Replacing the VersaUV® LEC2 S-Series within Roland DGA's product lineup, the new VersaOBJECT CO Series offers customers a range of configurations and sizes to suit varying production environments and requirements. Customers can choose from two available flatbed printer widths (30" and 64") as well as three available bed lengths (F200, F300, or F400). The



MENTORSHIP PARTICIPANTS' BENEFITS

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

MENTORS' / INVESTORS' BENEFITS

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



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HOW TO TELL IF YOU ARE CONSIDERED A PRINT VENDOR OR A PRINT PARTNER

PRINT MEDIA CENTRA

ARE YOU A PRINT PARTNER OR A PRINT VENDOR?

by Deborah Corn

If print customers are thinking of you as a print vendor and not as a print partner, you are in serious trouble. You are interchangeable. You are competing on price. You are a number on a spreadsheet. You aren't top of mind for recommendations or referrals. You are on the way out and you probably don't even know it. So, how can you determine the position you occupy with print customers?

More than likely if you are asking yourself that question now, you are a print vendor. But just in case, here are 2 ways to tell for sure:



1. QUESTIONS

Back in my agency days, I called upon my print partners to help me create specs, find resources, and explain how something worked or needed to be created to work. I asked for ballpark guesstimates and recommendations for paper. I asked for printed samples to show internally and externally. And more.

I asked for some or all that assistance as needed. My partners helped me without any expectation they would receive the job in return. I can feel you rolling your eyes, and that is fair. My asks took time and resources. However, in so many cases if I couldn't get initial information upfront, I couldn't make the best recommendations to the creative team. That would have consequences and never happy ones.

If you are a resource under any condition, you are a print partner. If your help is transaction based, you are a print vendor.



2. ISSUES

There are 100+ ways a printing job can go wrong, but only one way a print partner responds to it – “Don't panic, we will get it done.” That doesn't mean for free, it means

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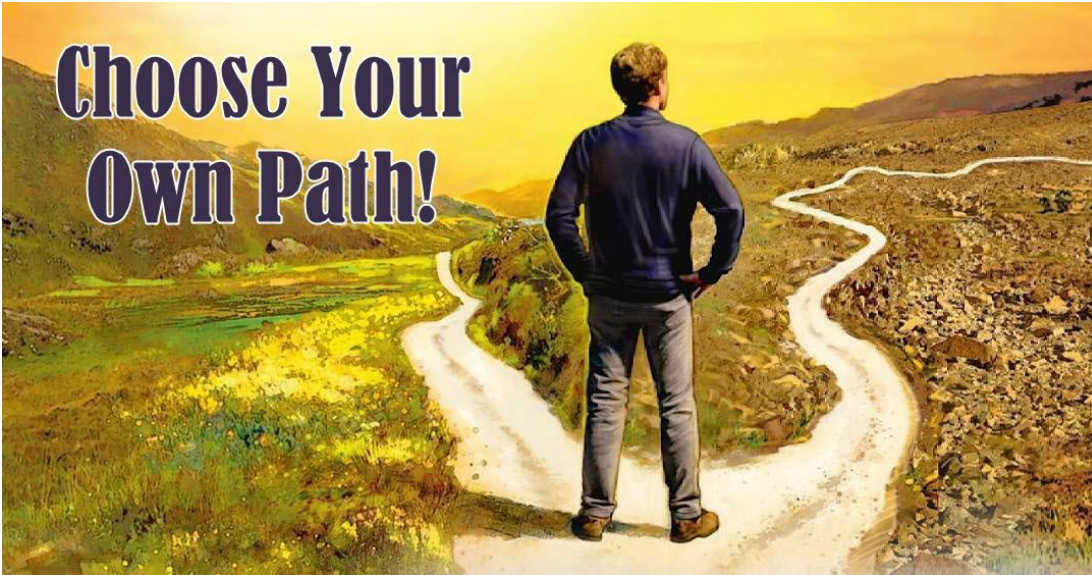


exactly what it means... **WE GOT YOU.**
We hear you. We will get it done.

A print vendor on the other hand typically leads with all the reasons it can't be done or shouldn't be done. They tend to focus on blame versus proactive solutions. They tend to focus on the money to fix the problem and not lowering the temperature the problem caused. This

position often leads to a worse customer relationship, not a better one.

It's like an insurance representative explaining how your rates will go up after a car accident and not asking if you are okay, first. Just leaves a bad taste in a highly emotional situation. And trust me, any issue with printed materials for a giant global brand or a local solopreneur is an emotional situation.



CHOOSE YOUR PATH

Despite wishful thinking, I don't think all printers can be or should be partners with all customers. There are customers who deserve your partnership, and some who don't.

When you can be a partner and it is reciprocated in a way that benefits a print business in terms you have defined, go all in, and never look back. For everyone else, I strongly suggest you assess whether

they are right for your business before you continue wasting time and resources on print customers and relationships that will never change.

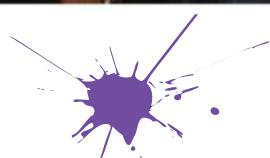
If they are salvageable, look to use your website information and educational content to address the most frequently asked questions. Put an e-commerce system up to provide quick quotes and for job ordering from transactional customers so you aren't offsetting profit with time.

PARTNER LONG AND PROSPER!

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Deborah Corn is the Intergalactic Ambassador to *The Printerverse™* at Print Media Centr, a *Print Buyerologist™*, industry speaker and blogger, host of Podcasts from The Printerverse, the cultivator of Print Production Professionals - the #1 print group on LinkedIn, Girl #1 at *GirlsWhoPrint*, host of *#PrintChat* every Wednesday, the founder of *International Print Day* and the founder of *#ProjectPeacock*. Deborah has 25+ years of experience working in advertising as a Print Producer. She currently provides printspiration and resources to print and marketing professionals through PMC and works behind the scenes with printers, suppliers, and industry organizations helping them create meaningful relationships with customers, and achieve success with their sales, social media, and content marketing endeavors.



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HOW TO BUILD YOUR PRINT BUSINESS FROM THE INSIDE

PRINT MEDIA CENTRA

HOW TO BUILD YOUR PRINT BUSINESS FROM THE INSIDE

BY SANDY HUBBARD



Are you ready to build your print business from the inside so it works better on the outside? Working on the inside of the business sounds lofty and philosophical, but what does it look like in action?

Let's start with what your print business COULD be.

There's always a gap between where a print business is and where they want to be. If you are a person who (for example) writes up goals and resolutions for the new year, addressing the gap may seem like a wishful exercise. We glance around at competitors and businesses in other sectors doing extraordinary things. We probably have old tapes playing in our heads about what we should have accomplished by this point in our lives. We might think to ourselves, "If only I had more money, self-discipline, time, or support from the right people."

This isn't defeatist thinking. It's just unstructured thinking.

To make progress, you need to

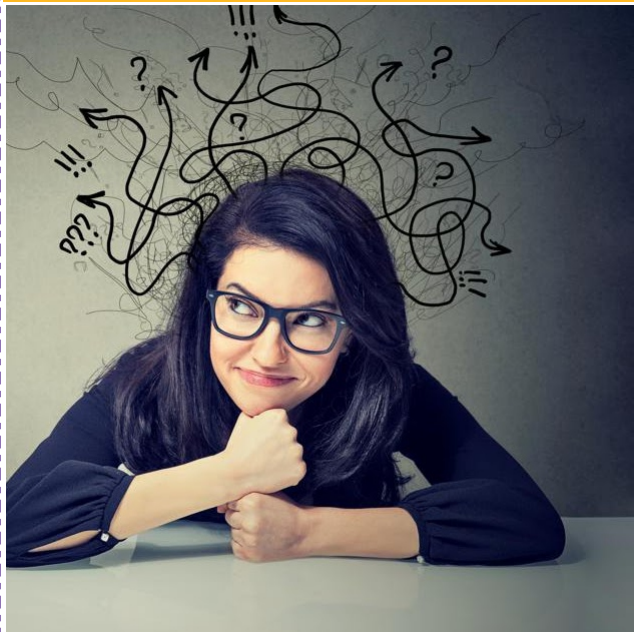
add more structure to your business growth process, especially at the beginning of the year. No matter how you celebrate the New Year, you can't deny the collective energy of hope, expectation, and belief that encircles the globe as we enter the new year together as one world.

Tap into that energy source to propel yourself ahead!

That may seem a little woo-woo, so let's think about this logically.

What are the areas that genuinely strengthen a print business? For me, this is what I believe, and you will create your own list:

- Aiming high.
- Identifying shared values.
- Finding people who want to do good things in their communities and the world with their money.
- Creating an environment where people want to do their best.
- Choosing ethical providers and vendors.
- Surrounding myself with people who want me to



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succeed and appreciate that I want them to succeed as well.

- Creating the kind of business that can span the generations and help print thrive.

You can see this is a deeply personal list. Especially in family businesses, not everyone will agree. It's a process that may take time. If you are a solopreneur, you need someone to have these discussions with who can hear you without being prescriptive. The discussions and revelations from the process will help you build from the inside. I tell clients, "Feel the discomfort and do it anyway!"

How important is this process?

It's important. This is how the strong get stronger.

The companies that lead the way in profits, new ideas, market dominance, and strategic business decisions go through this exercise regularly. They are aligned and strong on the inside. Their strength and commitment compel them to do the hard work because they see results. You don't have to be a big company, but you have to believe in yourself and your potential.

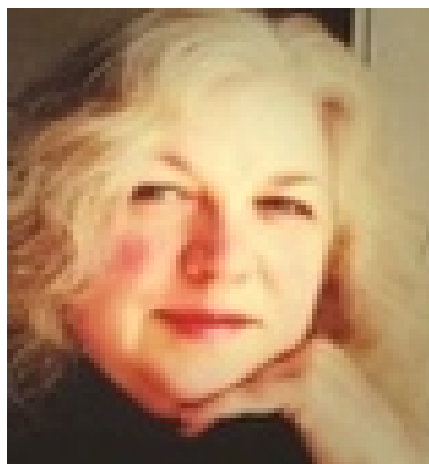
Why now?

NOW IS THE TIME



We're entering a time of great opportunity, with more upheaval for our industry to come from unexpected places (more on that later). Laying the groundwork is vital.

A more powerful and strategic print business is waiting to emerge from the inside. Let's do this!



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



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

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

Roland DGA has also introduced two new Rotary Rack

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

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

incorporate stunning dimensional and textural effects into prints, while the onboard Primer allows for improved adhesion and media compatibility.

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





HOW TO ATTRACT THE BEST PRINT CUSTOMERS

PRINT MEDIA CENTRA

HOW TO ATTRACT THE BEST PRINT CUSTOMERS

by Tod Cordill

“Nobody ever asked me what customers I wanted before.” This was told to me by the VP of Sales at a \$25 million revenue commercial print business a few years back. Throughout his career, new print customers came in seemingly randomly by referrals, leads from the website and the phone, and hunting sales reps. In this COVER STORY article written by Tod Cordill, you’ll discover how to consistently attract the best print customers to your business. Let’s go!

Print Marketing efforts can be categorized as inbound or outbound marketing.



Inbound Marketing

Inbound marketing is a phrase coined by Hubspot about a dozen years ago. Inbound leads are people that fill out a form on your website, send an email they’ve seen on your website, or call a business phone number. This is like content marketing.

Content marketing enables inbound marketing. A good content program helps your website

rank well in Google searches; some people doing these searches will become inbound leads. They actively came to you, hoping that you could solve their needs. They have a high propensity to buy from you. Inbound leads that are similar to your better print customers are ideal.

Therefore, creating content is a marketing investment that can pay off handsomely over time. An effective inbound marketing program can be the most cost-efficient way to generate leads, but it does require persistence over a period of time.

One problem is that you have no control over who these leads are. Some are (hopefully) great, some might be okay but not necessarily print customers you would go after, and some aren’t a good fit for your company.

Another problem with inbound marketing is that it is a passive “build it and they will come” strategy. So, choose and follow-up wisely.

OUTBOUND MARKETING



Outbound Marketing

Outbound marketing actively targets customers you believe are a good fit for your services. You get to choose which print

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HOW TO ATTRACT THE BEST PRINT CUSTOMERS



customers you go after. You can use a variety of outbound channels to reach these print customers, including:

- Phone calls
- Cold emails
- Direct mail
- Targeted advertising

While these potential customers might be a fit for your needs, they are likely not actively looking for your services when you reach out. Serendipity does happen, and you stumble upon a current need, but your outbound program shouldn't rely on this.

The best outbound marketing programs have multiple marketing touches done over time on various marketing channels. It can take seven or more phone calls or emails to get a response, and when you do get a response, it may not be what you yearn for.

A problem with outbound marketing is that you're reaching out to people that likely don't need your services now. They aren't in buy mode. But the best outbound marketing programs continue to nurture prospective customers long-term. The goal is to be top-of-mind when a need does arise.

Inbound and outbound marketing programs are a long game, although outbound marketing is proactive and can have short-term success. An effective outbound program requires you to stay in contact with most leads over time. They need to think of you when they are ready to buy.

Effective outbound marketing programs select companies that are a good fit for your services. You can target hundreds or thousands of companies by industry, size, geography, or other criteria. And this Account Based Marketing.

Account Based Marketing

Outbound marketing programs typically reach many companies that have some things in common. You can customize your messaging based on the market segments you identify and the job titles of people you're reaching out to, but the messaging is generalized.

But you can identify a few companies that share characteristics with your very best customers and focus many of your sales and marketing resources on them. Account-based marketing consists of:

1. *Finding companies* that could become one of your top customers
2. *Research the company and learn its major initiatives* and its biggest challenges. You can learn these from press releases, executive interviews in trade magazines and podcasts, gleaning all you can from their website, and reading social media posts and job listings. Public company quarterly earnings calls can be the best source of information for public companies.

3. *Match the initiative* and challenges with your capabilities. Determine how to communicate your abilities in a way that makes you appear unique.

4. *Identify key decision-makers* and influencers. Identify actual people, not job titles, and gather their contact information.

5. *Select and edit existing* content and create new content that addresses the company initiatives

and challenges. Tailor the content for each decision-maker.

6. *Use multiple marketing channels to get your content* in front of decision-makers and influencers. Use some combination of advertising, social media following and connecting, and direct mail. Once you have established brand recognition, you can start with direct emails and phone calls.

While strategic sales teams have always targeted accounts and created customized slide decks, account-based marketing is a process you plan on spending months or years to land your new best customers.

While you still can't directly choose your customers, account-based marketing increases your chance of



Tod has worked in a variety of industries including software, manufacturing, printing, and eCommerce. He currently helps B2B companies integrate digital marketing channels into existing sales and marketing efforts by combining his P&L perspective with an engineering problem-solving structure. Get in touch and learn how **Moderno Strategies** can help you efficiently drive business growth. Connect with Tod: [@todcordill](#) on Twitter and on [LinkedIn](#)

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HAVE FOLDING CARTON MANUFACTURERS BEEN MISSING OUT BY NOT CONSIDERING SHEETING IN-HOUSE?



A sheeter will stack sheets centralized onto the plastic pallet, without the need for pile turning or ventilation – for maximum press and die-cutter performance. Is it time for folding carton manufacturers to reconsider in-house sheeting? By sourcing reels instead of sheets, manufacturers can optimize their purchasing price, reduce waste, and save space.

The world of folding carton manufacturing has changed drastically over the last five years. Ask any General Manager of a folding carton plant and they will tell you that supply chain management for board has become more challenging, margins have tightened, and run lengths have become shorter.

In response, press manufacturers have developed machines with higher speeds and faster job changes, while automation has helped to improve efficiency and address labor shortages.

In this era of continuous improvement, it may be time for folding carton manufacturers to reconsider in-house sheeting. While some converters are content with their relationships with sheet suppliers, it is interesting to note that almost none of those who invest in a sheeter end up going back to buying sheets.

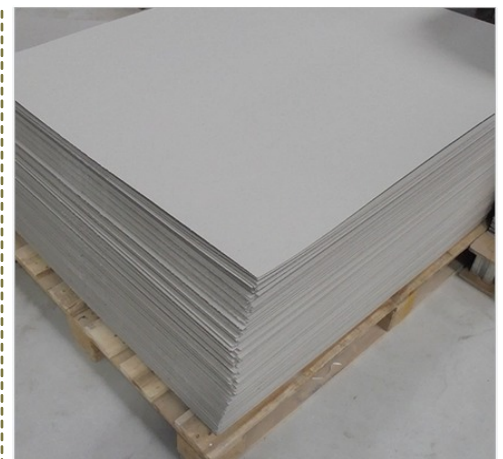
Deceptive comfort of buying sheets

Board suppliers are happy to provide sheets because it ties the converter to them, and with a certain stock and a logistics system that has grown over years, sheets are indeed available when needed.

However, this comfort may be limiting.

By sourcing reels instead of sheets, manufacturers can optimize their purchasing price, reduce waste to a minimum, cut back on inventory, save space, and optimize press efficiency.

Many board suppliers prefer to supply sheets, and discounts for reel supply are hard to come by. Only when suppliers understand that there are far more global sourcing options for reels will they offer an appropriate discount.



No worries about sheet size mix and maximum press performance

Converters who buy reels do not need to worry about sheet size mixes, as many sizes can be cut from a common reel size. Cutting the web to the exact sheet size required allows the printing press and die cutter to perform at their maximum capacity. This means that inventory can be reduced, waste

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Side Load Boxes



Long Corrugated Boxes



Flat-Panel TV Boxes



Flat Corrugated Boxes



Brown Corrugated Boxes



Heavy-Duty Multi-Depth Boxes



Double Wall Boxes with Hand Holes



White Corrugated Boxes



Wardrobe Boxes



Inside Telescopic Boxes



Tall Corrugated Boxes



Multi-Depth Boxes



Outside Telescopic Boxes



minimized, and storage space optimally utilized, with reels easily stacked on top of each other without damage.

Although some converters may be hesitant to invest in a sheeter due to the perceived need for additional personnel and space, this is not necessarily true. The space required for pile turning sheets from wooden pallets onto plastic process pallets is similar to that needed for a sheeter, and the operator can be switched from the pile turner to the sheeter. Additionally, a sheeter will stack sheets centralized onto the plastic pallet, without the need for ventilation to prevent blocking. This not only saves space but also eliminates the need to dispose of thousands of wooden pallets each year, making it a greener solution.

In-house sheeting is worth a second look

While in-house sheeting may not be suitable for every converter, the potential to source from a wider range of producers at a lower price, save space and inventory, reduce waste, increase flexibility, and be kinder to the environment, may be worth a second look.





NESTING AS PACKAGING DESIGN



Birds can teach us a lot about e-commerce packaging !



Nesting is a design principle inspired by the way birds arrange their feathers to provide insulation and cushioning for their eggs and chicks.

In packaging design, the principle of nesting is applied by creating boxes or containers that fit together like puzzle pieces, allowing for efficient use of space, protection of the product, and reduced waste.

Here are a few examples of how nesting can be applied in packaging design:

E-commerce boxes: By designing e-commerce boxes to fit together like puzzle pieces, companies can reduce the amount of empty space in a shipment. This not only reduces the need for additional filler material but also decreases the overall weight and size of the shipment, which can lead to cost savings and a reduced carbon footprint.



Egg cartons: Egg cartons are a classic example of nesting in packaging design. The individual pockets in egg cartons are arranged to maximize the number of eggs that can fit in a single carton while minimizing the amount of space between the eggs. This reduces the risk of the eggs breaking during transportation and reduces the amount of packaging material needed to protect them.



Corrugated boxes: Corrugated boxes are designed with fluted paperboard between two flat sheets of paperboard, which creates a strong and durable structure. By optimizing the size and shape of the box to maximize nesting, the amount of material used in the manufacturing process can be reduced, which can lead to cost savings and more sustainable packaging.

Overall, the principle of nesting is a powerful tool in packaging design that can help to reduce waste, protect products during shipping, and optimize the use of materials. By taking inspiration from natural systems, designers can create packaging solutions that are both efficient and sustainable.

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"PROPAK GHANA AIMS TO SUPPORT THE GOVERNMENT'S AMBITIONS TO DRIVE THE ECONOMY THROUGH ENHANCED INDUSTRIALIZATION"

- GEORGE PEARSON, REGIONAL DIRECTOR - AFROCET MONTGOMERY



Afrocet Montgomery is a subsidiary of **The Montgomery Group** - one of the leading global exhibition organisers that has been running exhibitions since 1895. Specialising in running high-end exhibitions and events in West Africa, Afrocet Montgomery has been driving innovation and development across the packaging, printing, processing and plastics industries through **PROPAK West Africa** for over a decade. With an inaugural edition in Accra Ghana slated for June, **WHERE To Print Ghana** examines Afrocet Montgomery's plans for the Ghanaian market as it organises the first PROPAK Ghana 2023. Check this out in this **SPECIAL FEATURE INTERVIEW** with **Mr. George Pearson**, Regional Director - **Afrocet Montgomery**.

CONGRATULATIONS, PROPAK IS FINALLY COMING TO GHANA; HOW DO YOU FEEL?

It is great that PROPAK will be launching its inaugural edition in June this year. It's something we have been planning for a while and glad that it has been met with such open arms by the industry. It certainly feels like Ghana has been waiting for an event to come along for these industries that will really help galvanize the industry and bring the community together.

AS THE FIRST PROPAK IN GHANA; WHAT WILL YOU BE DOING DIFFERENTLY AT THIS YEAR'S SHOW?

As the first event, it's all about setting a benchmark that the rest will follow. We have a strong pedigree from the work we have been doing in Nigeria which will see this year's edition be its tenth and that is something we want to replicate overtime in Ghana. We have worked hard to meet with and engage as many industry stakeholders as we can to really understand what the market is in need of and we hope and believe that PROPAK Ghana will provide that. Onsite, there will be a wide range of international and regional companies displaying their products and solutions as well as a conference program put together in partnership with KPMG Ghana to ensure we focus the program on important topics.

YOU ALREADY HAVE A SUCCESSFUL PROPAK WEST AFRICA IN LAGOS, NIGERIA, WHY PROPAK GHANA?

As I said before, it's been a country we've been excited to launch into for a number of years and feel that now is the perfect time as the industry and economy continues to build after the pandemic and the new lay of the land is becoming clearer. Ghana has huge opportunity in its own right, but it's also seen as a destination by many in West Africa and therefore we are hoping to attract buyers and stakeholders from the wide West African region as well as those looking to

do business from areas within Ghana.

WITH MAJOR INTERNATIONAL BRANDS AND PAVILIONS ALREADY SIGNED UP; WHICH GHANIAN BRANDS OR COMPANIES HAVE CONFIRMED THEIR PARTICIPATION AND DO YOU STILL HAVE SPACE FOR MORE?

We have more than 100 brands that will be represented at the event and this is made up of a strong mix of Ghanaian and international companies. Our Headline Sponsor for the event is the Mohinani Group who are also showcasing their Polytank and Sonnex brands. We also have TetraPak West Africa and Jaykay Global sponsoring the event, alongside Neofyton and Engel from Serbia and Austria respectively. Staying with the local market - Sintex Ghana LTD, Kane-Em Industries LTD, Docutech LTD, FlexoHub, Kumesh Ghana and Finepack Industries to name just a handful of those confirmed are all on board, showcasing the excitement that is found in the local market place for this event and confirming our hope that the industry is ready for such.

And not to take away from the international companies in attendance, the first year will see a pavilion from Austria hosted Starlinger, Erema and SML Maschinengesellschaft among others, a strong delegation from Italy including Piovan and Galdi Srl, Nigeria with Afra Technical Concept, Fas Agro and PET Associates and from South Africa, we'll welcome Filmatic Packaging and Safrique International among others from various other countries.

As ever, there is always a few last remaining stands available for any company looking to book their slot and be a part of what promises to be the number one event of the year for the printing, packaging and plastics industries here in Ghana.

TALKING ABOUT BRINGING MORE GHANAIAN BRANDS OR COMPANIES TO PROPAK GHANA, WHAT INCENTIVES ARE AVAILABLE FOR THEM THIS YEAR?

By way of incentives, and as discussed



before, we are working with many of the key local industry partners including our headline partner - AGI, as well as GIPC, GEPA, IOPG, GCCI and GPPCA to name a few who will all be represented at the exhibition and are keen to meet those working in the industry to find ways to build capacity and grow the industries in size. We also offer a rate exclusively for companies registered in Ghana, which is a reduction on the cost for international companies as a way to show our commitment to building the event in the country.

WHAT IS PROPAK GHANA 2023 THEME AND WHY DO YOU CHOOSE IT?

PROPAK Ghana's central theme will focus on opportunities in Ghana's Manufacturing Sector with a focus on the packaging, plastics, food processing and print industries. PROPAK Ghana aims to support the Government's ambitions to drive the economy through enhanced industrialisation.

PROPAK TRADITIONALLY HOLD SEMINARS SIMULTANEOUSLY DURING ITS SHOWS FOR

Continued on page 25 >>



STAKEHOLDERS TO KEEP ABREAST OF LATEST DEVELOPMENTS; WHAT TOPICAL ISSUES WILL YOU BE LOOKING AT DURING PROPAGHANA AND WHO ARE THE CONFIRMED SPEAKERS?

Topics covered in the conference will include - The impact of packaging on the competitiveness of Ghana's Export Products; Sustainable Packaging Solutions; Elevating quality and safety in the packaging and food processing industries; Innovative Financing Solutions to support Ghanaian Exporters under AfCFTA, and many more.

WHAT ARE YOUR EXPECTATIONS FROM PROPAGHANA THIS YEAR 2023 AND THE NEXT FIVE YEARS?

As discussed, we're excited for Ghana to be launching and expecting a really positive reaction from the local market and the surrounding countries. We want it to become the number one destination for the packaging, printing, plastics and processing companies to head to in West Africa, outside of our event in Nigeria. We truly believe that it can grow to a similar size over the next five years and ensure the market is well served with new products and equipment as well as bringing together thought-leaders to discuss pertinent topics and build on the knowledge base that will take the industry to the next level.

We look forward to welcoming you from the 6th - 8th June 2023 at the Grand Arena, ICC, Accra, Ghana. Find out more at www.propakghana.com

THANK YOU FOR YOUR TIME.



"IT IS INCUMBENT ON US AS AN INDUSTRY TO BEGIN TO LOOK AT DISRUPTIVE INNOVATIONS AND TO BE REALLY ENTREPRENEURIAL"

- MR. JAMES APPIAH BERKO, PRESIDENT – GHANA PRINTERS & PAPER CONVERTERS ASSOCIATION (GPPCA)



PRINTERS THE WORLD OVER IN THE LAST FEW YEARS EXPERIENCED SERIES OF CHALLENGES IN THEIR BUSINESSES MAJORLY BROUGHT ABOUT BY COVID, STIFF COMPETITION FROM ONLINE CHANNELS, AND REDUCED BUDGET SPENDING ON PRINT SERVICES BY PRINT BUYERS; HOW HAS GHANA PRINTERS FAIRED AND WHAT DID YOUR ASSOCIATION DO TO CUSHION THE EFFECTS ON YOUR MEMBERS?

Indeed, the Ghanaian Printers have suffered in all the three activities or conditions you are asking about; stiff competition, internet challenges or effects, and reduced budget. For us to be able to really understand and face these issues we need to try and understand what and how they came about to be able to properly plan against them. These have been very challenging period for Printers the world over and Ghana in particular. However, it is interesting to note that anytime there are challenges, there would also be opportunities that could ameliorate them. It is up to us to define the problems, look at alternative ways that would take us out of these challenges.

Since the advent of the movement to digital age, printing has faced series of challenges - making a number of things that were being printed on papers to reduced tremendously. We have moved from known traditional printing system into digital and storage retrieval medium. Printing products have been diminishing gradually, however, it also offers the Printers the opportunity to look objectively at how to position ourselves to benefit from this transition.

The whole world is going through transitions and it is incumbent on us as an industry to begin to look at disruptive innovations and to be really entrepreneurial, in order to be able

These have been very challenging period for Printers the world over and Ghana in particular. And with the vision to be an Association whose positive sensitivity to both the human and marketing needs of the industry will be second to none, **WHERE To Print Ghana** sought to know how Ghana Printers & Paper Converters Association (GPPCA) has impacted its members over the years aside other sundry issues that bother on the survival of the industry. Read excerpt of the **SPECIAL FEATURE INTERVIEW** with **Mr. James Appiah Berko**, President GPPCA below:

to face this new drift. This is because - one; Government is cutting down on so many expenses - therefore we must not depend only on the 'Give me, Give me Policy'. You will hardly survive on that. At times like this, we should be able to give to the State our contribution that will help the country's growth.

On the other hand, there is also the need for us to collaborate with policymakers to look objectively at what the industry can do so that Government doesn't lose revenue and we also are not squeezed out of business. We Printers and Converters need to be entrepreneurial; we need to be open-minded about practical and result-oriented collaboration between the industry and Government.

It is not business as usual. A number of press houses are shutting down; a few had already called it quit. However, we still see those who position themselves properly or look at the challenges objectively and plan to be able to reduce the stress and burden and look forward with some form of hope because of the ability to adapt to change to meet the demands of the time.

We have to examine our options and plan towards what is best for the Printers. In the area of policy, we will continue to dialogue with policymakers to see eye-to-eye with understanding of the needs of our sector for policy direction that will benefit the Printers and the nation as a whole.

ARE THERE SUPPORT FROM GOVERNMENT IN TERMS OF TAX RELIEFS, SUBVENTIONS ETC?

Act 1087 of the Value Added Tax (Amended) No.2 Act, 2022 has been as a result of several years of negotiation and presentations to Government. Government has now deemed it fit to make the local industry a bit more competitive by enacting the policy. Beside the tax issues, the Government of Ghana is implementing a policy that is extremely helpful to the local industry where print purchases are sourced locally. That is a quick way forward for our industry. Now, all Government textbooks are printed in this country - this policy has been tremendously helpful to our industry and has made the industry to at least survive.

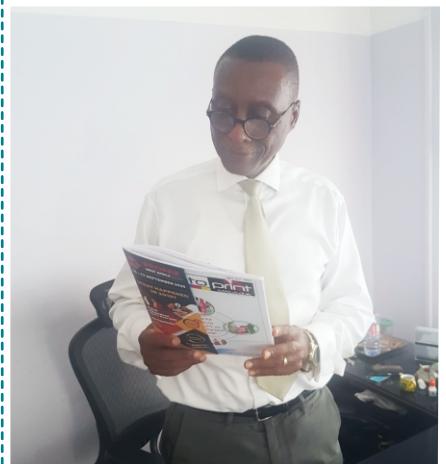
ASIDE THE MENTIONED, WHAT OTHER SUPPORTS/ BENEFITS DO YOUR MEMBERS GET FROM YOUR ASSOCIATION?

Professional articles and videos during exposures

are made available to members both online and through teaching. We periodically organise seminars, trainings and workshops for those who wish to learn and benefit from current trends. We also share ideas and solutions to problems in our businesses by asking critical questions. Finally, through advocacies and interactions with Government and policy makers, a lot of local Printers are now benefitting from Act 1087 of the Value Added Tax (Amended) No.2 Act, 2022 that provides amongst others the removal of tax exemption for imported newspapers and other printed matter. This means that all Government textbooks are printed in this country.

HOW ARE YOU DEALING WITH HIGH COST OF PRINT CONSUMABLES AND PAPERS?

Indeed, high cost of print consumables and paper has been a pain in the neck for the industry. However, during the period - we managed to get various interventions from Government. First, we benchmark values that cushioned the effects on the industry via more tax reduction and also making it a little more competitive in getting better prices for manufacturers. The policy has been changed because of the change in economic environment but more options are being looked at and consultations will continue to be held for more sustainable and beneficial arrangements for our industry.



Continued on page 27 >>



DO YOU HAVE ANY ARRANGEMENT WITH PRINT CONSUMABLES SUPPLIERS TO CUSHION THE EFFECT OF HIGH PRICES FOR YOUR MEMBERS?

Yes, we are in contact with all the mainstream suppliers to give a number of days credit to their clients and they are quite liberal in dealing with them within the economic constraint which we operate. This is an ongoing process and we believe the most desirable outcome will be achieved for all stakeholders.

PROPAK IS COMING TO GHANA; IS THERE A COLLABORATION WITH THE ORGANISERS AND WHAT BENEFIT DO YOU THINK YOUR MEMBERS WILL DERIVE FROM ATTENDING?

PROPAK coming to Ghana is a big boost to the industry and huge avenue of exposure on the products of the Ghanaian Printers and packaging manufacturers. Government policy on industrialisation and local manufacturing have positioned the Printers to look at carving a niche for themselves working with their counterparts in the packaging industry. Indeed, in the area of printing - as far as we know - the areas that are growing fastest in the country are packaging, labelling, and box

making - so, if there is an avenue - a fair that has international dimension - it is most welcome opportunity and endeavour and the Ghana Printers and Paper Converters Association is collaborating with PROPAK Ghana on this to make it a success and (we) have circulated documents and leaflets widely. The awareness is telling them that it's a big opportunity so we expect the industry to take advantage of PROPAK and also expect that print consumers will also find it as a good platform to shop and acquaint themselves with what the industry has to offer both in terms of enterprising, improve quality and wide range of production capacity and expertise. So, we believe it is going to be a huge thing in the country and we welcome PROPAK so seriously. It couldn't have come at a better time than this even though this is a period that some people who would have wish to participate could not because of the economic crunch. However, I will enjoy that if they are truly looking at options on how to surmount some of the challenges that they face, they should participate at PROPAK Ghana to showcase what they have.

Finally, there have been a number of activities held to promote PROPAK Ghana. Accra has been selected as the UNESCO

World Book Capital for this Year 2023 - so, this whole year is going to be with activities on Book and Print Production. Therefore, we should be most expectant of the outcome of PROPAK. The zeal and interest of all the stakeholders, and indeed the entire print fraternity is fever high and we believe it will live up to expectation.

WHAT ARE YOUR EXPECTATIONS FROM PROPAK GHANA 2023?

I am expecting this year's PROPAK Ghana to sort of bring exposure to the industry - real marketing tsunami and exposure to both the print producers and the print buyers. With all the people and the organisations that are coming, the program and seminar and other activities that are going to be held on the sidelines - I expect this first edition of PROPAK Ghana to be a huge success. I also expect PROPAK Ghana to be beneficial to everyone; first to the economy of Printers and the economy of Ghana as a whole. We really expect PROPAK Ghana to make a positive impact on our industry and the people who happen to be in the print ecosystem. It is one of the most welcomed activities that we have dreamt off and seem to seeing it come to fruition.

THANK YOU FOR YOUR TIME.



ACTIVITIES OF GPPCA



"WE THRIVE ON SATISFYING OUR CUSTOMERS"

- MR. ISHMAEL TETTEH, MD/ CEO - FLEXOHUB GHANA LTD

With special interest in flexography, **FlexoHub** was incorporated over a decade ago as a limited liability company and as a leading pivot of the printing and packaging industry in Ghana and surrounding markets. Today, with strong alliance with global brands and multinational companies in the world of printing and packaging, the company has become the central source for many consumables in the printing and packaging industry. **WHERE To Print Ghana** caught up with **FlexoHub** MD/ CEO - **Mr. Ishmael Tetteh** to know how his company intends to continually make key flexography essentials and everyday consumables easily accessible to end-users aside other pertinent industry issues. Read his response from excerpt of this **SPECIAL FEATURE INTERVIEW** below:



AS A FOREMOST SUPPLIER OF INKS IN THE SPECIALIST PRINT AND PACKAGING MARKET; WHAT MAKES YOUR BRAND UNIQUE AND BETTER THAN COMPETITION?

Our brands are special because they have been tested and tried under different circumstances and have proven to be the best. This is how they have become known as global brands. We are simply the best.

CUSTOMISATION IS ONE OF THE CRITICAL SELLING POINTS IN PURCHASE DECISION IN YOUR SECTOR; HOW PREPARED ARE YOU TO MEET THE EXTREME DEMANDS (FROM YOUR CUSTOMERS) FOR SPECIALIST INKS AND OTHER CONSUMABLES?

This is one core characteristic of our business; we thrive on satisfying our customers. Satisfaction goes beyond delivery of products. It means meeting the need of the customer in question. We do this better by engaging the customer in the process so then, customer is involved in every stage of the process.

THE LAST FEW YEARS HAVE SEEN

PLAYERS IN EXPERIENCED SERIES OF CHALLENGES IN THEIR BUSINESSES MAJORLY BROUGHT ABOUT BY COVID, SCARCITY, LOGISTICS ETC; HOW HAVE YOU COPED AND HELPED GHANA MANUFACTURERS CUSHION THESE EFFECTS ON THEIR BUSINESSES?

These are not times to make profit, though one of our objectives as business is to make profit for shareholders.

However, we understand that it's just a stage and things would soon stabilised. We advise businesses to be moderate in their exposure until there's some form of stability.

CONSIDERING THE STATE OF THE NATION IN GHANA; WHAT ADVICE CAN YOU GIVE PRINTERS AND

CONVERTERS (IN GHANA) IN MOVING THEIR PRINT & ALLIED BUSINESSES TO THE NEXT LEVEL?

I think competition demands innovation and visibility. They will need strong positioning of their products as the brand of choice. Secondly, physical presence at exhibitions, social media presence and media publicity will also help them. Thirdly, competitive pricing




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that offers value to clients and end users should be prioritized.

AFTER-SALE SERVICE SUPPORT IS CRUCIAL TO SMOOTH RUNNING AND SUSTAINABLE PROFIT OF PRINT BUSINESS, WHAT DO YOU OFFER YOUR CUSTOMERS THAT ARE DIFFERENT FROM YOUR COMPETITION?

We educate them on the use and proper application of our products for optimum results. We also follow up on our customers to get feedbacks on the performance of our products. Furthermore, we offer complimentary products on FOC (Free of Charge) basis that help our customers to make full utilisation of resources for quality product output as well as profit maximisation.

AS A CRITICAL ARM OF THE MANUFACTURING SECTOR, ARE THERE SUPPORT FROM GOVERNMENT IN TERMS OF TAX RELIEFS OR OTHER FAVOURABLE POLICIES?

The Government machinery is a very slow one. There are some initiatives under consideration but are yet to be confirmed. Taxes are among the main killer factors in industry and manufacturing in recent times.

PROPAK IS COMING TO GHANA; WHAT UNIQUE OFFERINGS AND PROMOS ARE YOU GOING TO PRESENT TO YOUR CUSTOMERS AT THE SHOW?

To showcase our abilities to transform the printing and packaging experience in Ghana and beyond as well as within the sub region. It would be a grand opportunity to exhibit some of the most advanced technology, share information and educate participants.

WHAT ARE YOUR EXPECTATIONS FROM PROPAK GHANA 2023?

To attract the players in the industry who require services and products we have right within the region yet most of our potential customers do not know. Create awareness of the presence of most of the brands availability in Ghana.

UV lamps solidify printing inks and coatings by using high intensity ultraviolet light, rather than drying, to initiate the necessary chemical reaction - this reaction almost instantly solidifies inks and coatings, effectively curing them onto whatever substrate they were applied to. Ultralight Technology UV Lamps are available from FlexoHub Limited.

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TELL US ABOUT YOUR COMPANY AND WHAT YOU HOPE TO ACHIEVE WITHIN THE NEXT 2 YEARS?

FLEXOHUB Limited is a leading company in the printing and packaging industry in Ghana. FLEXOHUB has a range of products and services tailored to the specific industrial needs of its clients that are designed to not only create value but also to distinguish them in their market space. With customer satisfaction as our outmost priority, the company ensures clients are involved from conception to post production in all projects. In the next two years, we want to build and maintain a reputation as the most authentic source for consumables in the industry and consolidate our grip on

the market both within Ghana and West Africa.

FINALLY, WE KNOW THAT YOUR JOB CAN BE HIGHLY DEMANDING, HOW DO YOU RELAX TO MAINTAIN A WORK-LIFE BALANCE?

One is planning my schedule and creating the right balance between work and managing your personal life and home. Secondly, having a proper time management and commitment to the demand of both sides of work and personal life.

THANK YOU FOR YOUR TIME.

"WE BELIEVE IN SUPPORTING OUR CLIENTS TO MAKE MONEY EVEN WHEN THEY ARE SLEEPING"

-MR. JOE ALHASSAN FUSEINI - GM, DOCUTECH GHANA

In an environment where the digital industry was only providing products, **Docutech Ghana** bridges the gap between digital printing products and services by providing innovative solutions to businesses in Ghana. In 2010, a partnership with world's document-related technology and services leader - Xerox was made and Docutech became the sole distributor of Xerox in Ghana. It became the first company to provide and deliver a national Managed Print Services contract in Ghana in 2011. Since then the managed print service portfolio has grown exponentially both with new clients onboard and the 100% renewal rate of clients. That is why its mantra: "At Docutech we take care of our customers so they can focus on their business" resonates across its clientele base who consistently express their satisfaction in the quality and price of Docutech products and services. In this **SPECIAL FEATURE INTERVIEW** with **Docutech** General Manager - **Mr. Joe Alhassan Fuseini**, **WHERE To Print Ghana** assesses how the company intends to continue its success story. Find out how in excerpt below:



Duplo
xerox

WITH THE NUMBER OF DIFFERENT BRANDS OF DIGITAL PRINTERS IN THE MARKET; WHAT MAKES YOUR BRANDS UNIQUE?

Xerography as we know it, was pioneered by The Xerox Corporation. Apart from being a trail blazer, Xerox continues to push forward the frontiers of innovation, creativity and digitalization. Today, Xerox provides the most established technologically superior digital printers, copiers, document management services, 3D printing amongst others.

ONE OF THE SELLING POINTS IN PURCHASE DECISION FOR ANY PRINTER IS PRICE OF CONSUMABLES ESPECIALLY INK/ TONER; HOW COST-EFFECTIVE ARE YOUR INKS/ TONERS AND CAN YOUR PRINTER USE ANY INK/TONER FROM ANY MANUFACTURER?

As a company, we believe in supporting our clients to make money even when they are sleeping by making sure the right device is chosen for the right job. We assure our clients of a practical, fixed cost concerning our consumables. Our clients get the best deal and unbeatable prices. Our devices accept only original OEM consumables from Xerox.

THE LAST FEW YEARS HAVE SEEN PRINTERS EXPERIENCED SERIES OF CHALLENGES IN THEIR BUSINESSES MAJORLY BROUGHT ABOUT BY COVID, STIFF COMPETITION FROM ONLINE CHANNELS, AND REDUCED BUDGET SPENDING ON PRINT SERVICES BY PRINT BUYERS; HOW HAVE YOU COPED AND HELPED GHANA PRINTERS CUSHION THE EFFECTS ON THEIR PRINT BUSINESSES?

The impact of COVID has been far reaching and all businesses including ours have been adversely affected. To help our clients

survive, we have offered them technical support and business advisory services, practical discount amongst others.

CONSIDERING THE STATE OF THE NATION IN GHANA; WHAT ADVICE CAN YOU GIVE PRINTERS (IN GHANA) IN MOVING THEIR PRINT & ALLIED BUSINESSES TO THE NEXT LEVEL?

I will advise that:

1. Print businesses should plan their input requirement, spanning a minimum of six (6) months and procure same.
2. Print businesses should properly keep track of the profitability of various strategic business unit.
3. Print companies should regularly engage with their suppliers for pricing and logistical support.

SPECIAL FEATURE INTERVIEW

AFTER-SALE SERVICE SUPPORT IS CRUCIAL TO SMOOTH RUNNING AND SUSTAINABLE PROFIT OF PRINT BUSINESS, WHAT DO YOU OFFER YOUR CUSTOMERS THAT ARE DIFFERENT FROM YOUR COMPETITION?

Docutech has the most qualified technical team in Ghana. We provide prompt service delivery and focus more on proactive service than reacting. This is why we are the leading provider of managed print services in Ghana.

HOW DO YOU HELP YOUR CUSTOMERS IN KEEPING ABREAST OF LATEST DEVELOPMENTS ON THE USE OF YOUR PRINTERS?

Through social media, we post on the latest trends and improvement on our devices. We also organise refresher training for our clients to keep them abreast with current technological improvement.

AS A CRITICAL ARM OF THE MANUFACTURING SECTOR, ARE THERE SUPPORT FROM GOVERNMENT IN TERMS OF TAX RELIEFS OR OTHER FAVOURABLE POLICIES ETC?

There are significant tax reliefs for our sector, however, various strategic projects may get Government tax waivers.

PROPAK IS COMING TO GHANA; WHAT UNIQUE OFFERINGS AND PROMOS ARE YOU GOING TO PRESENT TO YOUR CUSTOMERS AT THE SHOW?

We will be offering Xerox digital printing solutions and Duplo near-line finishing solutions to the market. We will also be offering special pricing at the event and there will be special giveaways.

WHAT ARE YOUR EXPECTATIONS FROM PROPAK GHANA 2023?

We expect to interact with several attendees, showcase our products and sell several of our machines.

TELL US ABOUT YOUR COMPANY AND WHAT YOU HOPE TO ACHIEVE WITHIN THE NEXT 2 YEARS?

We hope to continue to be the leading digital print equipment provider in Ghana. Over the next two (2) years we plan to establish ourselves as the most notable finishing equipment provider in Ghana and beyond.

THANK YOU FOR YOUR TIME.



to share educational tips and tricks, news on substrates and embellishments, or just sales promotions? Be consistent with your brand voice and style. Is it fun and quirky, technical, or more serious in tone?

Content roadmap and calendar scheduling – Determine what you want to post, how often, and when. Create a content calendar and plan out your posts well in advance. By focusing, you will probably find that you can get your entire month’s content created and scheduled in less time than by starting and stopping multiple times per week.

3. OPTIMIZATION OF YOUR PROFILE

Brand consistency across all platforms – Make sure your



logo, photo, bio, contact information, and banner imagery are all consistent from Facebook to LinkedIn and beyond. When viewed side by side, they should all look like they came from the same brand at the same time. Refresh your imagery for relevance and consistency. Properly size your banners to each platform size. Write your bio/profile in multiple lengths to make sure your key messages are delivered. Twitter allows for a bio of 160 characters. YouTube allows for 1500 characters. LinkedIn allows for 2600 characters or about 370 words. Set up your profiles (if necessary) – If you don’t have accounts (or handles) for each platform, reserve them anyway. This will hold it for you if you want to start later and it prevents someone else from encroaching on your brand.

4. CONTENT CREATION

Know your goals. Know what your audience cares about - To



design and write content that gets read and produces results, you must know what you want to achieve. Do you want new visitors to your website? Or do you want new leads, orders, and customers? Next, who is your target audience and what do they want to achieve? Understanding these points will help you produce content that is relevant and potentially informational, persuasive, or entertaining to them. Knowing your audience will help you prioritize your social platforms.



Are they more likely to be on LinkedIn, Instagram, or YouTube? Video, photos, infographics, and text articles deliver information in different ways? What’s the best way to showcase your unique offering to engage the people who care about it? Creating a content calendar will help you lay out a coherent plan for your topics, formats, and channels over multiple weeks and months.

5. POSTING & ENGAGEMENT

Determine the frequency and timing. Engage with others first - Following your



content calendar, you can determine the frequency and timing of your posts. How often and when to post depends on your customers. For some content and target audience, posting once per week is enough. For others, it may be multiple times per time. As for timing, test and compare your engagement levels for your posts in the mornings, mid-days, evenings, and even weekends. Post when your target customers are most likely to be online. To build engagement with your followers, a great strategy is to like, comment, link to, and share others’ posts, not just your own.

6. MONITORING & OPTIMIZATION

Monitor each campaign’s progress. Make adjustments as you go - Monitor each campaign’s progress and make adjustments as you learn from the insights

- 1 measure
- 2 optimize
- 3 monitor



you capture. No one formula works all the time so you need to continually tweak the details of your prioritized social platforms, content topics, post frequency, post timing, and engagement style.

In general, as important as social media is to a marketing strategy, it cannot stand on its own. Don’t expect miracles. In fact, expect slow growth of followers and engagement if you are only doing organic social posts. Print marketing, direct mail, events, and paid advertising



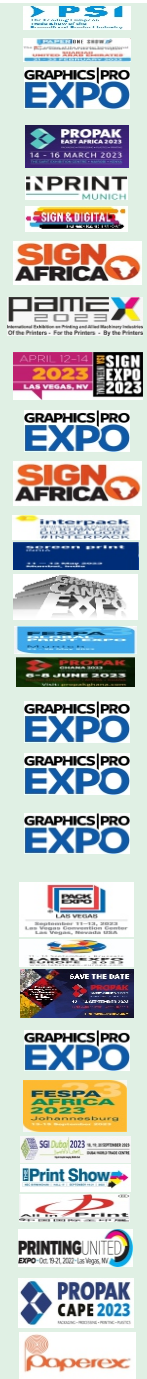
David Murphy is the founder and CEO of *Nvent Marketing*, a marketing agency specializing in digital marketing for the print industry. David has 30+ years of experience in the graphics and document print production industry. He has served as a board member and advisor to print organizations and associations including Sustainable Green Printing Partnership (SGP), Print Industries of America (PIA), Association for Print Technologies (APTECH), and Electronic Document Scholarship Foundation (EDSF). David was also awarded the *Idealliance Soderstrom Society Award for Print Industry Leadership*. David can be reached at dm@nventmarketing.com

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PRINT & ALLIED EXHIBITIONS FOR 2023

S/N	EXHIBITION	LOCATION	DATE
1	PSI	Messe Düsseldorf, Düsseldorf Germany	10 - 12 January 2023
2	PAPER ONE SHOW	Expo Centre Sharjah, UAE	21 - 23 February 2023
3	GRAPHICS PRO EXPO	Irving Convention Centre, Irving Texas, USA	09 - 10 March 2023 Education Day: March 08
4	PROPAK EAST AFRICA	The Sarit Exhibition Centre Nairobi, Kenya	14 - 16 March 2023
5	INPRINT Munich	Messe Munich, Munich Germany	14 - 16 March 2023
6	SIGN & DIGITAL UK	NEC Birmingham, UK	21 - 23 March 2023
7	SIGN AFRICA Durban	Durban International Convention Centre, Durban South Africa	22 - 23 March 2023
8	PAMEX 2023 INDIA	Bombay Exhibition Centre, Goregaon, Mumbai, India	27 - 30 March 2023
9	ISA INTERNATIONAL SIGN EXPO	Mandalay Bay Convention Centre, Las Vegas Nevada, USA	12 - 14 April 2023 Pre-Conference: April 11
10	GRAPHICS PRO EXPO	Hall C2, Charlotte Convention Centre, North Carolina, USA	27 - 28 April 2023 Education Day: April 26
11	SIGN AFRICA Cape Town	Cape Town International Convention Centre, Cape Town South Africa	03 - 04 May 2023
12	INTERPACK	Messe Düsseldorf, Düsseldorf Germany	04 - 10 May 2023
13	SCREEN PRINT INDIA	Mumbai, India	11 - 13 May 2023
14	GRAPHICS Canada	Toronto International Centre, Toronto, Canada	11 - 13 May 2023
15	FESPA GLOBAL PRINT EXPO	Messe Munich, Munich Germany	23 - 26 May 2023
16	PROPAK Ghana	Grand Arena, AICC, Accra Ghana	06 - 08 June 2023
17	GRAPHICS PRO EXPO	Halls A&B, Indiana Convention Centre, Indianapolis, Indiana, USA	15 - 16 June 2023 Education Day: June 14
18	GRAPHICS PRO EXPO	Hall E, Oregon Convention Centre, Portland, Oregon USA	19 - 20 July 2023 Education Day: July 18
19	GRAPHICS PRO EXPO	Hall A, Long Beach Convention & Entertainment Centre, Long Beach California USA	18 - 19 August 2023 Education Day: August 17
20	PACK EXPO Las Vegas	Las Vegas Convention Centre, Las Vegas, Nevada USA	11 - 13 September 2023
21	LABEL EXPO EUROPE	Brussels Expo Centre, Brussels, Belgium	11 - 14 September 2023
22	PROPAK WEST AFRICA	Landmark Convention Centre Lagos, Nigeria	12 - 14 September 2023
23	GRAPHICS PRO EXPO	Halls C&D, Baltimore Convention Centre, Baltimore Maryland, USA	13 - 14 September 2023 Education Day: September 12
24	SIGN AFRICA/ FESPA AFRICA	Gallagher Convention Centre, Midrand Johannesburg, South Africa	13 - 15 September 2023
25	SGI DUBAI	Dubai World Trade Centre, Dubai UAE	18 - 20 September 2023
26	PRINT SHOW	NEC Birmingham, UK	19 - 21 September 2023
27	ALL IN PRINT CHINA	SNIIEC Shanghai, China	11 - 14 October 2023
28	PRINTING UNITED EXPO	Halls B & C of the Georgia World Congress Centre, Atlanta Georgia, USA	18 - 20 October 2023
29	PROPAK CAPE	Cape Town International Convention Centre, Cape Town, South Africa	24 - 26 October 2023
30	PAPEREX India	India Expo Centre, Greater Noida, Delhi, NCR, India	06 - 09 December 2023



NOTE:

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





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