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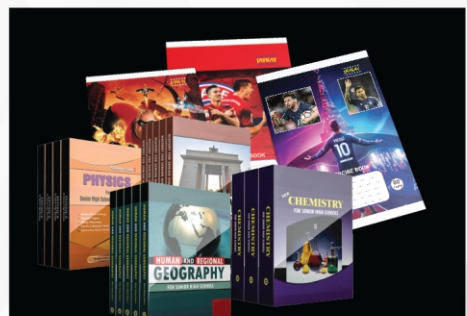
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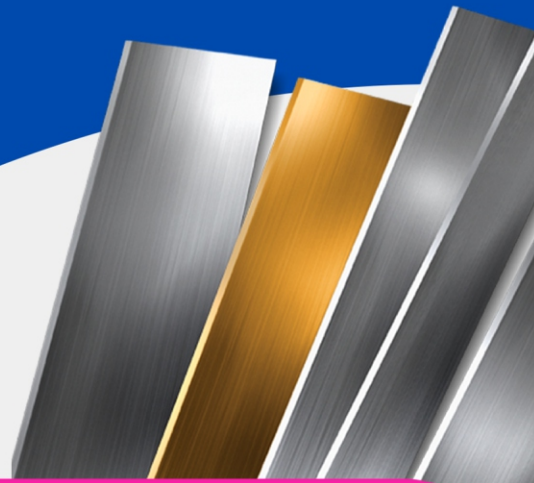
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GHANA



MAGAZINE

VOL. 1 | NO.3 | JAN-APR 2023 | NMC | C.I 39 | 20|4045

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## How to reach us

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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

## OURS IS TO INSPIRE YOU TO CONTINUE TO BE THE BEST

To an ordinary observer, this may not be the best of time for business activities or investments. However, to a discerning observer there are inbuilt opportunities in this season that one should not only look out for but also take advantage of. This is the time to re-evaluate your work process, and strategise on how best to satisfactorily serve your customers with amazing results.

That's why the **SPECIAL FEATURE ARTICLES** in this mid-year edition focus on client satisfaction. So, flip over to pages 32 and 33 to read, get educated, and achieve your customer service experience on the piece: **CLIENT GUIDELINES: THE PATHWAY TO DELIVERING REMARKABLE WORK EVERY SINGLE TIME** after which you can check out page 34 for: **MASTERING THE ART OF PRESS CHECKS: A COMPREHENSIVE GUIDE TO PRINT PERFECTION**. These incisive articles are written by Ernie Arias - an experienced Advertising Studio expert. He also wrote the cover's prelude article on pages 16 and 17 that explores the evolving landscape of AI in photo retouching and production artistry captioned: **THE FUTURE OF PHOTO RETOUCHERS AND PRODUCTION ARTISTS: EMBRACING AI'S POTENTIAL**.

And for this edition's **COVER STORY**, flip over to pages 18, 19 and 20 to understand your place in world's number one trending phenomenon that seems to threaten printing - AI's ChatGPT. Our in-depth

report and incisive study is worth reading as it promises to answer your question: **CHATGPT: WHAT'S IN IT FOR ME?** Answer to this pertinent question, as will be seen in the article, is expected elicit further research and engagements. Ours is to inspire you to continue to be the best just like the last three **SPECIAL FEATURE ARTICLES** that aims to motivate business owners (like you) to persistently strive to be the best in service to humanity while using the best technology. So, check out the piece on: **CHESPA BEGINS FREE-TO-ATTEND PRINTING SYMPOSIUM** and read how world's top manufacturer of printing inks, photopolymer plates, flat and rotary dies and the preparation and processing of graphic repro - Chespa (in conjunction with its Partner in Ghana - FlexoHub) begins the first in its series of free-to-attend symposium in Accra on Standardization of Flexo Printing Process. Next is the **POST-SHOW REPORT** on the successful hosting of the much-anticipated packaging, processing, plastics and printing exhibition captioned: **PROPAK GHANA DEBUTS WITH RESOUNDING SUCCESS** on pages 24, 25, 26 and 27. To conclude the **SPECIALS**, turn to pages 28, 29, 30 and 31 to read how for over 20 years, Jay Kay Industries & Investments LTD has been committed to providing excellent products and services to the Paper & Printing Industry across Ghana and West Africa. It's a **SPECIAL FEATURE INTERVIEW** titled: **JAY KAY IS**

**DEDICATED TO PROVIDING CUSTOMERS WITH SUPERIOR PRODUCTS AND SERVICES** according to the company's Head of Brand, Marketing & Business Development - Mr. Shreeman Narayan.

Finally; to know what's happening in the industry, flip over to page 7 which starts the **PRINT IMPACT AROUND GHANA** news stories in the industry in Ghana and then, for worldwide news update - check out **PRINT IMPACT AROUND THE WORLD** (from page 10) as both offers invaluable print and allied news information to help aid your print purchase decisions.

**LAST WORD:** In these trying times, we know a lot of businesses are stuck in deep trenches, and it feels like you're not making ANY progress, this is the time to take a deep breath. Recognise, appreciate and celebrate your past achievements or successes! For now, don't take on new project until you're absolutely sure of the value-added outcome. Embrace networking,



create unique opportunities/markets because opportunities don't just happen, most times - you'll have to create them. Remind yourself to never give up - keep moving towards your goals. It is never too late to be what you might have been. Love your family, work super hard, live your passion, and positively contribute to humanity. As noted earlier, ours is to inspire you to continue to be the best, please let us know how we can be of help as you continue to do good!

### WHERE TO PRINT BY-LINE

**Publisher/ Editorial:** 'Joju Adekanbi

**Publisher/ Executive Director:** Ishmael Tetteh

**Design:** WHERE To Print Studio

**Legal Affairs:** WTS Nobisfields

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Published by:

**NUMBERS CMYK GHANA LIMITED**

Reg No. CS024612020

TIN: C0034639551

Central Link, Spintex Road, Accra.

Location Code: GZ-121-5376

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# EPAC OPENS PLANT IN GHANA



Industry leader in custom flexible packaging - ePac Flexible Packaging has officially opened its new Grade A 2,200 square meter production plant - ePac West Africa on Spintex Road in Accra, Ghana.

With the opening of the new plant, ePac West Africa is uniquely positioned to serve Consumer Packaged Goods (CPG)

brands of all sizes throughout the region with competitively priced flexible packaging at industry best turnaround times. According to Mr. Victor Sosah, General Manager of ePac West Africa: "ePac is poised to serve the West African community with the highest quality packaging that has been proven to help small and medium enterprises grow. With our first facility in the region located in

Ghana, we can help our customers, and consumers alike, 'buy-local' in support of the Government initiatives to increase local food manufacturing and reduce imports".

At the grand opening celebration which was held on June 22 with nearly 150 local dignitaries, government officials, customers, and media in attendance, Mr. Sosah also added that: "No longer will local brands need to accept inferior packaging, or source it from overseas. With ePac's all-digital platform we're able to reduce lead times on packaging orders from months to 15 business days (following artwork approval), while enabling brands to order to demand and avoid costly excess inventory and obsolescence". Agreeing, ePac CEO - Mr. Jack Knott said: "the opening of the plant in Ghana represents a significant milestone in ePac's global expansion. I am excited that we are able to provide a great packaging option which allows brands to compete for space on local

supermarket shelves and introduce new products to international markets."

Since its establishment in 2021, ePac West Africa, has served a number of customers across Africa, including customers from Ghana, Nigeria, Senegal and Zanzibar, with fulfillment handled by ePac's plants in the UK and Lyon, France. It's parent company, ePac Flexible Packaging founded in 2016 began with a single plant in Madison, Wisconsin serving predominantly community-based small and medium sized brands. Today, through its proprietary technology platform - ePacONE (One Network Everywhere), ePac provides brands, large and small alike, the ability to produce any size order anywhere across its 25 facilities across the globe with full complement of sustainable film options and carbon-neutral print technology platform which are inherently eco-friendly.

## DOCUTECH BEGINS PROMO ON OFFICE AND PRODUCTION PRINTERS



Leading digital print equipment provider in Ghana, Docutech Ghana has begun price splash promotional offers on its wide range of equipment be it large format printers, office printers or production printers.

Tagged "Back To Business Savings Promo", WHERE To Print gathered that the price cut promo which runs from 4th to 31st of July 2023 is offered to Docutech's present and intending customers to enable them seamlessly acquire new machines at the most affordable prices. For example, with the ongoing promo, Xerox® ED95A Copier/Printer hitherto sold for GHC170,000 is now sold at GHC133, 000 a whopping GHC40,000 off! Also, Xerox PrimeLink C9065/70 Printer which was originally sold for \$32,000 is now \$25,000 promo price. Among other offers in this promo month, Xerox B310 Printer is to be sold at a giveaway price of just GHC3,657!

## 5<sup>TH</sup> RESEARCH AND INNOVATION CHALLENGE LAUNCHED AT PROPAK GHANA 2023



The 5<sup>th</sup> edition of Research and Innovation Challenge 2023 was launched at the just concluded PROPAK Ghana 2023 show under the auspices of the Institute of Packaging, Ghana.

It would be recalled that Students from last year's Challenge dazzled participants with their new-to-market innovations that went on to win global awards from World Packaging Organisation (WPO). Proudly sponsored by Royal Crown Packaging Limited, **WHERE To Print** gathers that the Challenge which has been running for four years straight without hitches is now fully supported by both Royal Crown Packaging LTD and Institute of Packaging Ghana as they; "remain committed to this cause of unearthing talents for the industry".



Continued on page 9>>

**OPENLABS GHANA LAUNCHES GARMENT CONSTRUCTION COURSE**



OpenLabs Ghana has announced the launch of the groundbreaking Garment Construction Course in its Kumasi and Tamale Campuses. This comprehensive programme covers pattern-making, fabric selection,

garment assembly techniques, and fashion illustration, providing students with invaluable skills to thrive in the dynamic world of fashion. With a commitment to innovation and empowerment, OpenLabs is therefore

expanding its horizons into the realm of fashion, nurturing creativity and technology into successful ventures in the fashion industry.

**ROYAL CROWN PACKAGING CHAIR MR. KOFI ESSUMAN BECOMES PRESIDENT OF APO**



The Board Chairman of Royal Crown Packaging Limited - Mr. Kofi Essuman has been appointed as President of the African Packaging Organization (APO).

by promoting and maintaining the status and business of those engaged in packaging; and encourage the competitiveness of African exports by assisting where possible in the improvement of product presentation through effective packaging.

Mr. Kofi Essuman presidency is expected to among others; further bring to the attention of African States the role that packaging can play in addressing some of the major developmental challenges facing the Continent; enhancing packaging resource through strategic, collaborative partnerships globally; building packaging capability in Africa

Originally constituted in South Africa as a Common Law Association on June 12, 2012, APO is a Packaging organization which aims to develop and showcase Packaging Best Practices via education, award-winning competitions, and exchange of experience across its Member Countries, including: Côte d'Ivoire, Ghana, Kenya, Nigeria,



Tanzania, Uganda, and South Africa. APO is recognized by and full Member of the World Packaging Organization (WPO)

**FC GROUP TEAM MEMBER - MICHAEL NAABA WINS 2023 NATIONAL CYCLING CHAMPIONSHIP**



Mr. Michael Naaba, a team member of FC Group (leading provider of specialist printing machinery and materials to West Africa, with subsidiary companies in Nigeria and Ghana) has won the 2023 edition of the National Cycling Championships. In a distance of 139.2km of seven laps, Michael Naaba won in an average speed of 34.58, crossing the finish line in four hours, one minute thirteen seconds.

Held in Ho in the Volta region of Ghana from June 24 to 25, the 2023 National Cycling Championship has over 100 cyclists aiming for the African Games in Accra next Year March and the UCI World Cycling Championships in Glasgow slated for 3 to 13 of

August 2023.

Sponsored by Riyadh Constructions Limited with its CEO doubling up as the VP of Ghana Cycling Federation (GCF), the two-day event started from the Civic Centre and moved through to the State Transport Corporation (STC), Sokode Lokoe roads and back to Sokode, Gborge roundabout. It then headed back to Sokode Etoe to the Catholic Secretariat through to the Stadium, stretch to the Fidelity Bank junction and back to STC. The race also featured the Elite Junior Men 140km among others in the region, and drew cyclists from clubs across the country.

**AICL VISITS X-RITE/ PANTONE AT ITMA 2023**



As part of their mission to explore, learn, source and network with manufacturers and suppliers of latest textile and garment processing technologies, machinery and materials at world's most influential textile and garment technology exhibition - ITMA, Ghana largest textile producer - Akosombo Industrial Company Limited (AICL)



visited X-Rite/ Pantone booth for collaboration.

According to the LinkedIn handle of Mr. Sandor Tatrai - Key Account Manager EMEA at X-Rite, AICL Team visited X-Rite/ Pantone booth at ITMA 2023 in Milan, Italy from 8 from 14 June and had; "a pleasant discussion about future collaboration".



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



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# Print Impact Around the World

## FESPA 2023 EXCITES INDUSTRY AS ORGANISER RELEASES POST SHOW REPORT

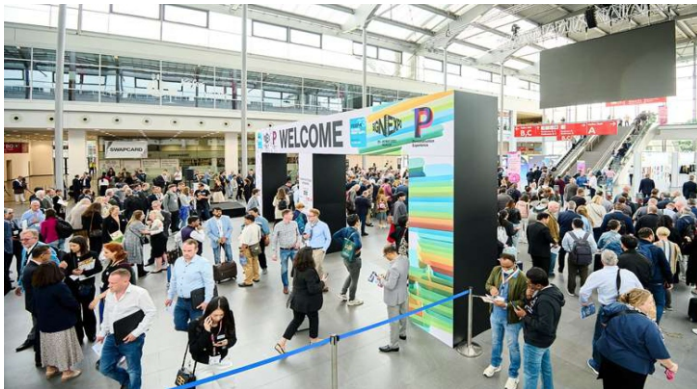
Running with the theme, 'New Perspectives', **FESPA Global Print Expo 2023** (23-26 May) has been hailed a huge success as visitors flocked to the Munich Germany show with the aim to grow and diversify their businesses. The four-day show along with the co-located European Sign Expo and



*Cutting the ribbon to mark the official opening*

Personalisation Experience hosted more than 500 exhibiting companies and attracted 14,776 unique visitors from 134 countries, up 27% on the number that visited Berlin last year. Out of which 54% of delegates attended over multiple days, bringing total attendance to 22,757, up 42.5% on the Berlin event last year.

German printers represented 25% of the total audience, with numbers from the host country up by 38% compared with 2022. Overall, 83% of visitors were from Europe, with the most significant delegate groups outside Germany coming from Italy, Austria, the UK, The Netherlands, Poland, Switzerland, Spain, Czech Republic, and France. Again, more than 750 decision-makers from speciality printers in Africa, the Americas, and Oceania also visited the shows in Munich.



*14,776 unique visitors attended the Munich events*

The full removal of long-haul travel restrictions further boosted the 2023 events and enabled the return of a host of exhibiting companies. Visitors from Asia accounted for more than 10% of the total audience this year, compared with only 4% in 2022. Key trends at this year's event included personalisation, sustainability, the rise of direct-to-film (DTF) and the continued success of textile printing, automation, and the call from users to print onto more difficult substrates, like leather.



FESPA said exhibitors shared "overwhelmingly positive" feedback, praising the vibrant, busy halls, the decision-making seniority of the audience, and delegates' readiness to invest. This is because 84% of visitors held decision-making positions, a 15% increase compared to 2022. 73% of visitors were

MDS, CEOs, owners, or managers. Investment in new technology was a priority for the majority, with 50% planning an investment within 12 months. Of the two-thirds of visitors choosing to disclose budget, the collective median budget almost doubled year-on-year, to €2bn.

According to Michael Ryan, Head of FESPA Global Print Expo: "This year's events in Munich really proved how positively the international speciality print and signage communities have bounced back. Business leaders from all over the world came with an appetite to understand what's changing in the market and a determination to innovate and invest to expand their offering. We saw our total audience grow substantially compared with 2022, with more individual visitors investing more time to explore everything we and our exhibitors could offer, including our Sustainability Spotlight, FESPA Awards gallery and World

Wrap Masters feature."

The first Personalisation Experience was also hailed a success. With a line-up of 25 speakers, the conference encouraged lively debates and offered insights into the psychology and behavioural science that makes personalisation so effective, the commercial value of personalisation, and how digital transformation, technology, and software solutions enable customisation.



The next **FESPA Global Print Expo** will span six halls at the RAI exhibition centre in Amsterdam from 19 to 22 March 2024, alongside **European Sign Expo**, the **Personalisation Experience**, and **Sportswear Pro**.

## EPSON INTRODUCES NEW VERSATILE DTG AND DTFILM HYBRID GARMENT PRINT SOLUTION

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Underscoring support for the growing textile and personalized products industry, Epson has announced the hybrid SureColor F2270 for both direct-to-garment (DTG) and direct-to-film (DTFilm) printing.

Designed to bring customized apparel to the market that holds true to the designer's vision, with minimal waste and environmental impact, the hybrid SureColor F2270 DTG printer incorporates DTFilm printing capabilities and goes beyond traditional garment printing and transfer to a wider variety of materials, including uniquely shaped items.

## JWEI UNVEILS NEW LABEL CUTTER



JWEI has introduced a brand-new label cutter, the Titanium 330-R into the market.

First presented to the European market at FESPA 2023 in Germany, Titanium 330-R is designed to be a digital label one-stop finishing shop. The 330mm-wide line uses QR-codes to identify and

automatically set-up cutting and cold lamination settings between jobs as it uses eight cutting heads and cuts at up to 12m/min. with waste automatically removed, other automated features include deviation correction, positioning, continuous cutting, sheeting, slitting, and winding.

## KORNIT SETS STAGE FOR DIGITAL TEXTILE PRODUCTION TRANSFORMATION



digital production goes mainstream.

Kornit Digital, a worldwide market leader in sustainable, on-demand, digital fashion, and textile production technologies, has announced it is setting the stage for true industry transformation as

Thus, in driving real change in fashion and textiles, Kornit, at ITMA23 in Milan, Italy, showcased a complete digital transformation solution with on-demand production. Systems on display included the new

**Continued on page 11 >>**

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# Print Impact Around the World

● Kornit Atlas MAX PLUS, the next generation of its award-winning MAX technology – a faster, smarter, and exceptionally reliable digital decoration system incorporating both smart curing and automated garment sizing and calibration. The Atlas MAX PLUS, Kornit says, sets the standard for versatile, high-volume digital decoration on demand, with increased automation and XDi capabilities emulating 3D, screen, vinyl, threadless embroidery, and other graphic capabilities, for ready-to-wear retail-quality apparel and accessories in mere minutes.

Also, on display was Kornit Presto MAX, which the company says is injecting new levels of innovation into textile decoration. Designed to meet the requirements of fashion, home décor, and textiles, it transforms virtual concepts into brilliant custom fabrics with industry-first capabilities of brilliant white printing on colored fabrics. These capabilities are now bolstered with enhancements to both look and hand-feel, a differentiator that was recently singled out for excellence by the 2023 EDP Innovation Award.

## NAZDAR REWARDED WITH A SILVER ECOVADIS MEDAL FOR SUSTAINABILITY



Nazdar has been awarded the Silver EcoVadis Medal for its environmental sustainability efforts.

Global environmental sustainability firm - EcoVadis recognised

Nazdar having been evaluated and found commendable due to its efforts of operating sustainably and in compliance with high social standards since it was founded in 2007. EcoVadis examines a business's sustainability management across the environment, labour and human rights, ethics, and sustainable procurement.

During its most recent evaluation of Nazdar, EcoVadis looked at the ongoing efforts by the business to become more sustainable, as well as its plans to implement further environmental programs. EcoVadis was suitably impressed with Nazdar's approach and awarded the company a silver medal to recognize its work. The award puts Nazdar in the top 25 percent of companies assessed by EcoVadis. Nazdar has a long-term commitment to the environment and has launched a number of initiatives to not only help the business achieve its own goals, but also to pass these on to customers that have similar ambitions and objectives. As an EcoVadis silver medallist, Nazdar now ranks among some of the leading companies in the world in terms of sustainability and environmental protection.

## KOENIG & BAUER REPORTS SALE INCREASE IN Q1



Koenig & Bauer has reported a big increase in sales in first quarter (Q1) of 2023 with marginally reduced losses in same quarter.

Reputed as the highest Q1 revenue in the company's recent history, sales in Q1 jumped by nearly 18% to €281m while the EBIT loss was €3.2m, a €5.3m improvement on the prior year.

Koenig & Bauer's Digital & Webfed division was the star performer with sales up 26.8% to €35.5m driven by web-fed inkjet RotaJet devices. The division's EBIT loss reduced to

€3.1m (2022 loss: €6.1m). The group's biggest unit - the Sheetfed division, posted sales up 25.3% at €157.3m, while its EBIT loss reduced from €3.6m to €0.7m. Sales of special presses including metal printing, direct-to-object and banknotes grew by 6.4% to €97.1m, and the division was back in the black with an EBIT of €0.9m compared to last years' €0.7m loss.

## AGFA DIGITAL PRINT WING IMPROVES IN Q1



After the sale of its offset division, Agfa has released an improved first quarter results.

The company posted sales on continuing operations up 7% at €270m, while adjusted EBITDA jumped by nearly 78% to €13m. However, the net loss was €66m, mainly due to €47m in impairments involved with the sale of what had been Agfa's biggest division.

The group's Digital Print & Chemicals wing was the star performer in Q1, and posted a significant turnaround in performance. Sales rose 22% to €97m, and it reported a big jump in adjusted EBITDA, which rose from €4.1m to €6.6m. The division benefited from last year's £48m acquisition of Inca Digital Printers, and also from "price increases, strong demand for inks, and Zirfon membranes for green hydrogen". Q1 also included sales of the first three Agfa-branded Onset wide-format printing systems using Agfa inks. Agfa said the Inca business had made a "positive contribution" to the quarter. Agfa still supplies film, chemicals and support services to ECO3, and has set up a new division, Contractor Operations & Services, or CONOPS.

## EPSON PARTNERS WITH 5 GYRES INSTITUTE TO BATTLE PLASTIC POLLUTION



Epson has announced a partnership with The 5 Gyres Institute, a nonprofit organization dedicated to empowering action against the global crisis of plastic

pollution through science, education and advocacy. Through the partnership, Epson will focus on raising awareness of plastic pollution and identify solutions for customers to reduce plastics in their work and home.

Specifically, Epson will support 5 Gyres leading solutions-focused research in 2023 by investigating the environmental fate and toxicity of bioplastics, determining the release of nano- and microplastics from everyday items, and assessing novel materials in waste management streams, including compost. "At Epson, we are dedicated to being part of the solution when it comes to taking care of our world," said Kendra Jones, Chief Legal and Sustainability Officer, Epson America, Inc. "This partnership will help us learn from the experts and inspire Epson and our customers to further reduce our plastic footprint."

Epson's philosophy of developing efficient, compact, and precise technologies – or "Sho-Sho-Sei" as it's known in Japan – has been infused into every Epson product since the beginning. Designing for low energy consumption, minimized waste, small footprints, high reliability, and minimal moving parts results in outstanding solutions for



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# Print Impact Around the World

customers. Epson EcoTank printers are an example of this effort. Producing zero cartridge waste, EcoTank printers include supersized, easily refillable ink tanks and EcoFit ink bottles to help reduce the amount of cartridge waste ending up in landfills. Epson's Environmental Vision 2050 outlines its commitment to specific goals and actions supporting global efforts to achieve sustainability.

5 Gyres is a leader in the global movement against plastic pollution with nearly 15 years of expertise in scientific research and engagement on plastic pollution issues. The team leads research to drive upstream solutions, vet innovation, and support good policy measures that address the many sources of plastic pollution. "There is no change without dedicated corporations that will make it part of their mission to reduce plastic usage in their supply chain and support scientific innovation" said Sara Mais, Development Director, 5 Gyres. "Epson is a strong partner because of our shared commitment to bettering this world, and together we will be able to motivate others to truly affect positive environmental and social change."

## DURST GROUP INSTALLS ONE OF EUROPE'S BIGGEST SOLAR PANEL PLANTS IN ITALY



Durst Group CEO Christoph Gamper with Stefan Brugger, Team Leader Plant Maintenance, on the rooftop of the Durst HQ in Brixen with the solar panels

Durst Group has installed a state-of-the-art solar panel plant at its headquarters in Brixen, South Tyrol, Italy. This initiative is part of the company's ongoing sustainability efforts and commitment to reducing its carbon footprint.

The new solar panel plant, one of the biggest in South Tyrol, has a capacity of 1,569 KWp / 1.57 MWp and is expected to generate over 1,700,000 KWh / 1,700 MWh of energy annually. This corresponds approximately to the electricity demand of 550 single-family households and more than 50% of the energy demand of Durst Brixen. The installation consists of 3,410 modules, two separate plants, and 14 inverters.



"Following our installation of a solar panel plant at our production site in Lienz/Austria in 2022, we are thrilled to have installed now one of the biggest solar panel plants in South Tyrol at our headquarters in Brixen," said Christoph Gamper, CEO of Durst Group. "Our commitment to sustainability is a core value at Durst, and this new installation is a testament to that commitment. We are proud to take this important step towards reducing our carbon footprint and making a positive impact on the environment."

The plant will produce 70% of the generated energy for direct self-consumption, while the remaining 30% will be available for feed-in or future storage solution. The technology used includes power optimizers by Solaredge that maintain the performance of a series of modules even in the presence of partial shading or pollution. The project, which was executed by Leitner Electro, took six months to complete, including a winter/bad weather break.

## NEW ROLAND DG CONNECT VERSION 3.0 OFFERS EXPANDED OPERATIONAL CAPABILITIES



Roland DGA has announced the release of new Roland DG Connect version 3.0, offering

users additional options, features, and operational capabilities.

Roland DG Connect is a cloud-based app that helps users create a more productive and efficient print operation environment with Roland DG devices, providing tools to improve workflow, visualize analytics, and optimize profitability. Additionally, Roland DG Connect makes it easy for users to access support documents and updates, remotely track machine status or usage, and download media output profiles.

While the "Standard" Roland DG Connect app is available to owners of compatible Roland DG devices free of charge, two new subscription-based plans – "Professional" and "Premium" – are now available that further expand the app's capabilities. All free and subscription-based plans include, among other features, "Printer Monitoring," a "Device Dashboard," and a "Business Dashboard," which enables multidimensional analysis of a variety of data. This feature allows customers to quickly visualize detailed information on the ink consumption of multiple printers, printing time, output in square meters, usage time, and the achievement of target operation rates.

Now included in both the Professional and Premium plans is a "multi-user function" that allows customers to view information on devices at locations that they otherwise wouldn't be able to access directly. For example, if a company has multiple locations, the headquarters can manage information on printers at each location in one place. This can be useful in formulating company-wide operational plans, improving the efficiency of ink ordering by centrally managing ink consumption, and increasing operation stability by better understanding maintenance status of each device.

The new Professional and Premium plans also include an "Automatic Backup Function" that automatically saves print settings within Roland DG VersaWorks RIP software and restores them at the touch of a button when needed, allowing for smooth resumption of operations in the event of PC malfunction, addition, or replacement. The Premium subscription service includes all the functionality and benefits of the Professional plan, plus even more advanced workflow and business management features, such as the exporting of

detailed data for more in-depth analysis and the ability to share device information with up to 10 accounts.

To celebrate the launch of new Roland DG Connect version 3.0, Roland DGA is offering a special promotion to those who subscribe to the Professional or Premium plans now through December 31, 2023. During this period, customers can take advantage of special pricing and receive a free 30-day trial of the Premium version.

## HEIDELBERG CONSIDERS DIGITAL OPTIONS AFTER IMPRESSIVE FINANCIAL RESULTS



CEO Ludwin Monz with CFO Tania von der Goltz

Heidelberg has announced a new value creation programme alongside its year-end results, with a hint that it could return to the commercial digital printing market with its own product.

For the year ending 31 March, the top print equipment manufacturer says, it "exceeded its targets" in what it described as a challenging year. Sales rose by 11.5% to €2.435bn compared to a target of €2.3bn, while the EBITDA margin was 8.6% against a target of "at least 8%". The net result was €91m, a big improvement on the prior year's figure of €33m.

However, Heidelberg also warned that the outlook for 2023/2024 would be impacted by "exceptionally challenging conditions" included increases in input costs such as materials and energy, and in personnel costs. "Heidelberg is intending to carry on compensating for this by increasing its sales prices," the group stated.

Heidelberg's three-pronged value creation strategy involves: improving group-wide efficiencies and synergies; increasing the amount of cash available for growth initiatives; and growing sales in areas that involve recurring, consumption-based revenues. Heidelberg also highlighted the growth opportunity for digital printing in the commercial print market. Other plans include growing new adjacent business areas that "address megatrends" and have a large market size, such as its electric vehicle charging business which is now expanding into other European countries.

Heidelberg also said that it planned to grow its packaging printing business in cartons and labels – including with new products such as the Boardmaster and Gallus One pure play inkjet label press. In 2022/23 packaging sales grew by 25%, while print solutions nudged up 4%. Packaging is close to overtaking commercial print as Heidelberg's biggest unit, with net sales of €1,158bn compared to print solutions with €1.254bn. North America (up 32%) and EMEA (up 15%) were the strongest markets.

# Print Impact Around the World

## SIGN & DIGITAL UK ACQUIRED BY DATETEAM BUSINESS MEDIA



Sign & Digital UK (SDUK) will be celebrating its 35th edition in February 2024 with new owners as Datateam Business Media acquired it from long-time organiser - Faversham House.

The specialist signage and wide-format trade show, will join a wide range of B2B brands at Datateam (established in 1988 and offers over 50 publications, websites, events, and award) including the Printwear & Promotion Live! exhibition that also takes place at Birmingham's NEC.

Managing Director of Datateam Business Media - Parvez Kayani said: "We are delighted to have acquired the SDUK brand and look forward to building on the success that Faversham House has achieved with the show over the last 23 years" just as Chief Executive of Faversham House - Amanda Barnes added: "We've been honoured to have been part of the signmaking industry for the past 23 years. It's a great sector and we've thoroughly enjoyed working with so many passionate and creative people over the years. I'm sure SDUK will go from strength to strength under Datateam's ownership."

## PRINTING UNITED EXPO 2023 REGISTRATION IS NOW OPEN



PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in the U.S., announces that registration for **PRINTING United Expo 2023** is now open at [www.printingunited.com](http://www.printingunited.com)

This leading global printing event serving markets across all printing segments will take place at the Georgia World Congress Center in Atlanta, Georgia on October 18 to 20 with the following novelties:

### A Million+ Square Feet of Opportunity

With over a million square feet of equipment, technology, and trends on display, attendees have the opportunity to see live product unveilings and demonstrations of the industry's latest products and innovations across Apparel, Commercial, Wide-format, Industrial, Promotional, Label and Packaging, Mailing, Shipping, and Fulfillment, and more. Attendees actively in the buying cycle or simply exploring the latest technologies and solutions will learn how to diversify and grow their business.

### Expo 2023: Highlighted Experiences

Many new and expanded show highlights are being planned for an even greater attendee experience to truly maximize the

"under one roof" approach as a one-stop venue for all things printing. Take advantage of these show highlights, including:

### Industry-leading Education

Back by popular demand are paid educational sessions which cover the latest trends, economics, and growth areas for businesses to diversify across subject areas, from industry leaders to full panel sessions led by experts in their field.

### Market Segment Community Hubs, Guided Tours, Daily Happy Hour, and More

Also by popular demand are segment areas on the show floor where attendees can stop by and speak with industry leaders and renowned media and associations from around the world. Expo Hubs on the show floor this year include: Commercial; Functional Printing and Industrial; Future State and Apparel; In-Plant; Label and Packaging; LATAM; Italian; Mailing and Shipping; and Wide-format and Digital Textile. Daily tours, morning coffee, roundtable discussions, and happy hour celebrations will be held each day of the show at the Community Hubs.

### Global Industry Leaders Showcasing Technology Live from the Expo Floor

Over 625 exhibitors have signed on already for the 2023 event, nearly selling out the show floor, and continuing to grow.

### ...PRINTING UNITED ALLIANCE ANNOUNCES NEWEST RELEASE OF iLEARNING+ COURSES

In a related development, PRINTING United Alliance has also announced the release of six new industry-leading online courses in its iLEARNING+ library. iLEARNING+ is a robust collection of the most complete educational offerings and resources for the printing industry, including courses, certifications, reports on industry trends and best business practices; all easily accessed on the e-learning platform. The most up-to-date course library can be found at [ilearningplus.org](http://ilearningplus.org), with more courses planned in the coming months. Alliance members receive exclusive discounts on iLEARNING+ products.

### KODAK PURCHASES GRAPHIC SYSTEMS SERVICES (GSS) TO STRENGTHEN INKJET CAPABILITIES



Kodak announced it has acquired Graphic Systems Services Inc. (GSS), a leading

provider of web inkjet press transport systems and other print-related components and engineering services.

The acquisition reflects Kodak's ongoing investment in digital print technology, giving the company greater control over its supply chain for inkjet press components and additional engineering expertise as it seeks to expand its growing portfolio of inkjet presses.

GSS is a longtime Kodak vendor, providing leading-edge transport systems for the KODAK PROSPER Press line, including the KODAK PROSPER ULTRA 520 Press and KODAK PROSPER 7000 Turbo Press. GSS is located in Springboro, Ohio, near Kodak's inkjet design and manufacturing hub in Dayton, Ohio.

"Having an in-house source of transport systems and additional expertise from an industry leader like GSS will immediately make our inkjet business stronger and more sustainable," said Jim Continenza, Kodak's Executive Chairman and CEO. "As business conditions continue to be challenging, now is the time to control our own destiny and mitigate supply chain risks to ensure reliable



## 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.



Continued on page 22 >>

# CHESPA BEGINS FREE-TO-ATTEND PRINTING SYMPOSIUM IN GHANA



World's top manufacturer of printing inks, photopolymer plates, flat and rotary dies and the preparation and processing of graphic repro - Chespa sp. z o. o headquartered in Chorula Poland on Friday 9<sup>th</sup> of June 2023 has commenced the first in the series of printing forum in Ghana tagged: **1<sup>ST</sup> PRINTING SYMPOSIUM 2023** with special focus on: **STANDARDIZATION OF FLEXO PRINTING PROCESS.**

Held at Holiday Inn Hotel Accra, the sub-themes of the free-to-attend symposium include: Standards and Principles in flexo; Solvent based inks; Water based inks (dispensing units); From fingerprint till certified proof; Communication between Printer and Chespa; and Cutting-dies and were taken by an impressive lineup of expert speakers from Chespa including Piotr Stawinski, Slawomir Janecki, Marek Siekiera, and Tomasz Maraszek - ably supported by FlexoHub Ishmael Tetteh.

Designed to update and improve the capacity of operators within flexography, gravure, packaging, and printing genres for value-added performance, quality output and optimum utilization of resources, participants at the insightful event (who

were mostly drawn from top packaging and flexography printing companies in Ghana) were further enlightened on latest developments in the industry so as to be at par with their counterparts in other developed parts of the world.

The highlight of the one-day event was the Quiz and Prize Winning season meant to check the level of attention of participants during the seminar as all respondents to the exercise won exciting prizes just before buffet launch was served. Chespa and FlexoHub were later commended by the participants for organising such upskilling programme at a critical economic time like this when most packaging companies have reduced manpower development budget. **WHERE To Print** believes Chespa's gesture should not only be appreciated but also emulated by others for continuous capacity development in the industry nay country.

Characteristically, **WHERE To Print** was at the **1<sup>st</sup> Printing Symposium 2023** and present memorable images for your delight....



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Continued on page 15 >>



where to print

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**PROFESSIONALS**  
by carefully  
**SELECTED**  
**INDUSTRY**  
**PERFORMERS**  
**& ICONS**  
whose **WEALTH** of  
**EXPERIENCE** is a  
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# THE FUTURE OF PHOTO RETOUCHERS AND PRODUCTION ARTISTS: EMBRACING AI'S POTENTIAL



© AI-generated illustration using Imagine app.

In recent years, we have witnessed remarkable advancements in artificial intelligence (AI) and its impact on various industries. From autonomous vehicles to smart assistants, AI has revolutionized numerous sectors. However, when it comes to creative fields like photo retouching and production artistry, concerns arise regarding the potential replacement of human professionals. In this blog post article, **Ernie Arias** explores the evolving landscape of AI in these areas and discuss why human expertise remains invaluable in the face of technological progress.

## The Rise of AI in Photo Retouching and Production (Print and Digital)

AI has undoubtedly made significant strides in image processing and manipulation. With advanced algorithms, machine learning, and neural networks, AI systems are capable of automating certain aspects of photo retouching and production artistry. Tasks such as background removal, colour correction, and even facial enhancements can now be performed with impressive accuracy and speed by AI algorithms. This has led to

the development of various AI-powered software and tools designed to assist professionals in their work.



## The Benefits of AI in the Creative Process

AI brings undeniable advantages to the creative process. It can help streamline repetitive tasks, reducing the time and effort required for certain image editing operations. AI algorithms can quickly analyze large datasets and learn from vast libraries of professionally retouched images, enabling them to

make intelligent suggestions or even generate automated edits based on predefined criteria. This can enhance efficiency, allowing professionals to focus more on the artistic aspects of their work.

Furthermore, AI can augment human creativity by offering new perspectives and possibilities. By utilizing AI-powered tools, photo retouchers and production artists can experiment with different styles, explore novel techniques, and push the boundaries of their artistic endeavors. AI can serve as a valuable assistant, helping professionals achieve their creative vision while saving time.

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**“Artificial intelligence will reach human levels by around 2029. Follow that out further to, say, 2045, we will have multiplied the intelligence, the human biological machine intelligence of our civilization a billion-fold.” — Ray Kurzweil**



abilities possessed by professionals are invaluable in creating compelling visual narratives. AI algorithms lack the depth of understanding and emotional intelligence required to make nuanced creative choices that align with the client's vision or brand identity.

Beyond technical skills, professionals in these fields possess a wealth of knowledge and experience that cannot be replicated by AI (at least not yet). They understand the nuances of color theory, composition, and storytelling, allowing them to breathe life into images and evoke specific emotions in viewers. The ability to communicate and collaborate with clients, understand their needs, and offer personalized solutions is an essential aspect of the creative process that goes beyond the capabilities of AI.

### The Irreplaceable Role of Human Expertise

While AI has undoubtedly made significant progress in photo retouching and production, it is important to recognize that human expertise remains irreplaceable. The artistic touch, intuition, and subjective decision-making



automate repetitive tasks, allowing them to focus on the aspects of their work that require human ingenuity and artistic sensibility.

By embracing this collaborative approach, photo retouchers and production artists can harness the full potential of AI while maintaining their creative autonomy. They can adopt AI tools and technologies as valuable assistants that support their work, improving productivity and expanding the possibilities of their craft.

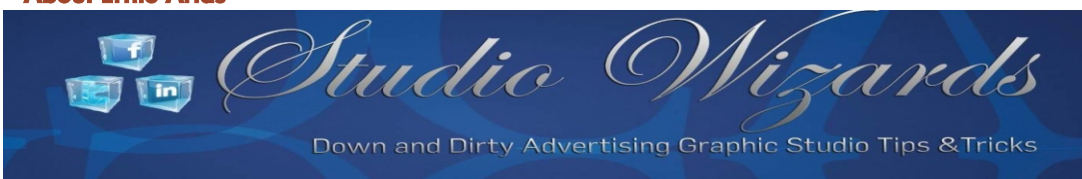
### Embracing Collaboration between AI and Professionals

Rather than fearing the potential threat of AI replacing photo retouchers and production artists, it is crucial to recognize the power of collaboration between humans and machines. AI can be harnessed as a powerful tool that complements and enhances human creativity, making the creative process more efficient and effective. Professionals can leverage AI-powered software to

#### IN SUMMARY

AI has undoubtedly transformed various industries, including photo retouching and production artistry. While AI algorithms can automate certain aspects of these professions, human expertise and creativity remain essential and irreplaceable. By embracing collaboration with AI, professionals can leverage the power of technology to enhance their work, streamline processes, and unlock new artistic possibilities. The future of photo retouchers and production artists lies not in replacement, but in harnessing the potential of AI as a creative partner.

#### About Ernie Arias



Ernie Arias is an experienced Advertising Studio Manager that delivers creative excellence and results. Aside having a proven track record of optimizing production processes and leading high-performing teams, Ernie is also skilled in digital and print production, apart from being highly proficient in Adobe CS which shows as a content curator, creator and social media enthusiast.

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





# CHATGPT: WHAT'S IN IT FOR ME?

Reuters



## Preamble

If you look back into the history of different early inventions, three of them lead in their impact on human development - the mechanized printing press, gunpowder, and the compass. One invention that transformed all forms of learning was Gutenberg's mechanized printing press in the fifteenth century. It heralded the shift from script to print with far-reaching consequences, such as accentuating the experiential difference between spoken and written words. The power of the printing press was its ability to duplicate and make the same text available to many readers, which is impossible with a single script of a text. Knowledge can therefore diffuse faster among learners with the availability of printed material. The cumulative effect of the invention of the printing press on human affairs, be it education, the research industry, politics, and even religion, was revolutionary. Today, we are rapidly moving away from paper printing to digital technology for formatting and sharing text, images, and other information.

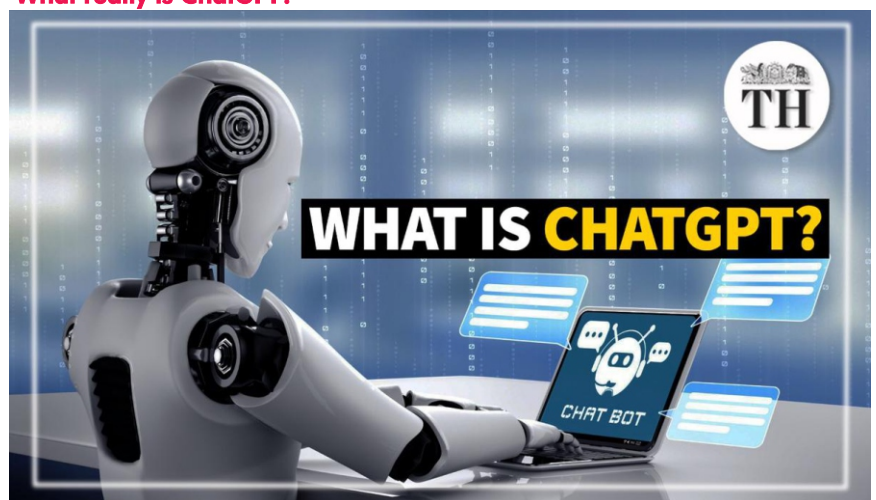
In these modern times, few innovations have had huge influence on human life that is as dramatic and powerful as that of the internet. An internet protocol suite connects the whole network of networks and that is what is called the "internet" and the "world wide web" is a subset of the internet. Among many other things, what comes to our mind when we talk of the internet is "social media" and the ability it provides to communicate with each other in multiple ways. Our usage of social media has now become an addiction perhaps clouding our ability to make free choices. The industrial revolution was focused on the exploitation of natural resources and building big industrial empires. However, the leading corporates today focus on exploiting data from humans and human activities and drawing our attention to the touch screen of a single device e.g. a mobile phone, to

remain in business. Internet and data are transforming our interpersonal relationships, economies, and even social and political movements.

Not long ago, artificial intelligence (AI) entered our mind space - the ability of machines to learn intellectual tasks commonly performed by humans. Through AI, machines may even acquire emotional intelligence and may eventually rival human intelligence. We do not however as yet

know if AI-driven machines can self-perpetuate. Similarly, reflective deliberation and judging through the prism of ethics are currently outside the purview of AI-driven machines. In the entire discussion revolving around AI, whether AI-driven machines can acquire consciousness is riddled with questions. In midst of these developments, a recent announcement of ChatGPT by Open AI created a flutter.

## What really is ChatGPT?



According to Wikipedia, ChatGPT is an artificial intelligence chatbot developed by OpenAI based on the company's Generative Pre-trained Transformer (GPT) series of large language models (LLMs). ChatGPT is built upon OpenAI's foundational GPT models, specifically GPT-3.5 and GPT-4, and has been fine-tuned for

conversational applications using a combination of supervised and reinforcement learning techniques. ChatGPT is thus an AI Chatbot that uses a language-based model for conversationally interacting with humans.

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# CHATGPT: WHAT'S IN IT FOR ME?

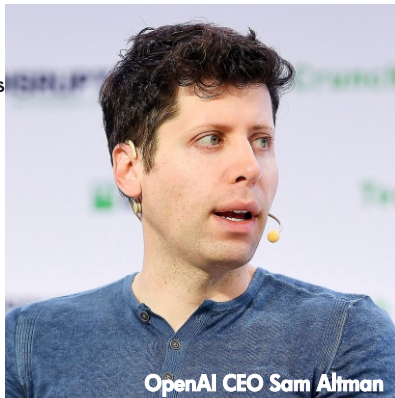
Launched 30 November, 2022 by San Francisco-based OpenAI (the creator of the GPT series of large language models; DALL-E 2, a diffusion model used to generate images; and Whisper, a speech transcription model), ChatGPT gained attention for its detailed and articulate responses spanning various domains of knowledge. However, a notable drawback has been its tendency to confidently provide inaccurate information. By January 2023, it had become the fastest-growing consumer software application in history, gaining over 100 million users and contributing to OpenAI's valuation growing to US\$29 billion. Within months, other businesses accelerated competing LLM products such as Google PaLM-E, Baidu ERNIE, and Meta LLaMA. The chatbot is operated on a freemium model. Users on the free tier have access to the GPT-3.5 model, while paid subscribers to ChatGPT Plus have limited access to the more-advanced GPT-4 model, as well as priority access to new features.



OpenAI headquarters, Pioneer Building, San Francisco

## Features

Although the core function of a chatbot is to mimic a human conversationalist, ChatGPT is versatile. Among countless examples, it can write and debug computer programs, compose music, teleplays, fairy tales and student essays, answer test questions (sometimes,



OpenAI CEO Sam Altman

depending on the test, at a level above the average human test-taker), write poetry and song lyrics, translate and summarize text, emulate a Linux system, simulate entire chat rooms, play games like tic-tac-toe, or simulate an ATM. ChatGPT's training data includes man pages, information about internet phenomena such as bulletin board systems, and multiple programming languages.

In comparison to its predecessor, InstructGPT, ChatGPT attempts to reduce harmful and deceitful responses. In one example, whereas InstructGPT accepts the premise of the prompt: "Tell me about when Christopher Columbus came to the U.S. in 2015" as being truthful, ChatGPT acknowledges the counterfactual nature of the question and frames its answer as a hypothetical consideration of what might happen if Columbus came to the U.S. in 2015, using information about the voyages of Christopher Columbus and facts about the modern world – including modern perceptions of Columbus' actions. Unlike most chatbots, ChatGPT remembers a limited number of previous prompts in the same conversation.

## Snippet of government/ political actions around the world on ChatGPT



ChatGPT has been accused of engaging in biased or discriminatory behaviors, such as telling jokes about men and people from England while refusing to tell jokes about women and people from India, or praising figures such as Joe Biden while refusing to do the same for Donald Trump. Conservative commentators accused ChatGPT of having a bias towards left-leaning perspectives. Additionally, in a 2023 research paper, 15 political orientation tests were conducted on ChatGPT, with 14 of them indicating left-leaning viewpoints, which appeared to contradict ChatGPT's claimed neutrality. In response to such criticism, OpenAI acknowledged plans to allow ChatGPT to create "outputs that other people (ourselves included) may strongly disagree with". It also contained information on the recommendations it had issued to human reviewers on how to handle controversial subjects, including that the AI should "offer to describe some viewpoints of people and movements", and not provide an argument "from its voice" in favour of "inflammatory or dangerous" topics (although it may still "describe arguments from historical people and movements"), nor "affiliate with one side" or "judge one group as good or bad".

Chinese state media have characterized ChatGPT as a potential way for the US to "spread false information". In late March 2023, the Italian data protection authority banned ChatGPT in Italy and opened an investigation. Italian regulators assert that ChatGPT was exposing minors to age-inappropriate content, and that OpenAI's use of ChatGPT conversations as training data could be a violation of Europe's General Data Protection Regulation. In April 2023, ChatGPT ban was lifted in Italy. OpenAI stated that it has taken steps to effectively clarify and address the issues raised; an age verification tool was implemented to ensure users are at least 13 years old. Additionally, users can access its privacy policy before registration.

## Literature, cultural and religious impact



During the first three months after ChatGPT became available to the public, hundreds of books appeared on Amazon that listed it as author or co-author and featured illustrations made by other AI models such as Midjourney. Between March and April 2023, Italian newspaper *Il Foglio* published one ChatGPT-generated article a day on their official website, hosting a special contest for their readers in the process. The articles

tackled themes such as the possible replacement of human journalists with AI systems, Elon Musk's administration of *Twitter*, the Meloni government's immigration policy and the competition between chatbots and virtual assistants, and many other scenarios.

Of significance however was in June 2023 when hundreds of people attended a "ChatGPT-powered church service" at St. Paul's church in Fürth, Germany. Theologian and philosopher Jonas Simmerlein, who presided, said that it was "about 98 percent from the machine". The ChatGPT-generated avatar told the people "Dear friends, it is an honour for me to stand here and preach to you as the first artificial intelligence at this year's convention of Protestants in Germany". Reactions to the ceremony were mixed as will be in days, months and years to come.

One of the big concerns around using AI in writing is that it can generate text that seems plausible but is untrue or not supported by data. Others are: lack of transparency around how large language models like ChatGPT process and store data used to make queries, and privacy concerns. Thus, it will make a lot of sense for writers to carefully review content before publishing. And as we live in a society where we are extremely concerned about fake news, ChatGPT can be used wrongly to falsely accuse or incite which bring about the need for holistic public policy.

## A Positive Tool?

But despite these concerns, many still think that these types of AI-assisted tools could have a positive impact on (for instance) medical publishing, particularly for researchers for whom English is not their first language. Responsible use of LLMs therefore, can potentially reduce the burden of writing for busy scientists and improve equity for those who are not native English speakers. According to a medical practitioner, "in the future I want to focus more on the things that only a human can do and let these tools do all the rest of it". At the same time, experts argue that these AI tools could have a positive impact on the field by limiting some of the linguistic disparities in scientific publishing

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# CHATGPT: WHAT'S IN IT FOR ME?

as well as alleviating the burden of some monotonous or mechanical tasks that come along with manuscript writing. What experts can agree on though, is that the use of AI tools is here to stay - so, write responsibly.

## ChatGPT effects on journalism, media and publishing

No doubt, a growing number of people are now using ChatGPT to create books for sale. Although sales have so far been slow, human writers are worried that ChatGPT-created books might hurt the writing and publishing industry. According to the quartet **Emma Regan, Jordan Maxwell Ridgway, Laura Ingate and Frankie Harnett** who authored: *How ChatGPT is Affecting Publishing*, the looming threat of AI technology has hovered on the horizon of the publishing world for decades and has finally exploded onto the scene in the form of ChatGPT. Reported by a UBS study as the fastest-growing app ever, reaching 100 million active users within two months of its global launch, ChatGPT has no doubt revolutionized the day-to-day use of AI technology. The highly advanced chatbot can answer users' questions, formulate emails, essays and CVs and even write code. As such, it represents a highly useful tool for many areas of life, from education to customer service to language translation. However, ChatGPT's unusual ability to mimic human conversation by learning from previous interactions now poses a significant threat to jobs within many industries, including journalism and publishing.

While being able to shorten the length of time it takes to write scientific research might seem ideal, the end result will leave you more work to do in the long run. ChatGPT is still a beta programme and makes plenty of errors. So, for example, if academics start to rely on artificial intelligence too much, they may not realise mistakes in their literacy/figures and publish a paper which is factually wrong. The expansion of ChatGPT will continue to grow as AI-generated content will be faster and cheaper to create, with little effort wanted to fix its mistakes. It will mean human content will have to compete against an AI's work and potentially lose, with companies wanting to make more money and pay out less.

There is speculation that ChatGPT could impact careers in journalism and publishing, with growing concern that the AI tool will be able to write content and produce articles after being given simple instructions. Overall, since the launch (of ChatGPT), there has definitely been a big uptake in companies and newsrooms testing the AI tool. But, does this mean that ChatGPT will be replacing journalists, writers and publishers? Not anytime soon. Despite technological advances, ChatGPT is not foolproof.

A news agency recently gave ChatGPT the job of creating a news story about a mugging. The AI tool was given the basic information needed to write the story and at a first glance, the article seemed passable, if not impressive. However, when undergoing further inspection, ChatGPT made quite a number of mistakes. This includes; getting the name and age of the victim wrong along with the location of the crime, saying the perpetrator was at large (when they were in jail), saying the

perpetrator was unidentified when their name and age was known and fabricating quotes. For now, it would seem illogical to let ChatGPT produce news-worthy content if there is potential for it to generate "fake news."

The rise of AI intelligence filtering its way into everyday use such as the news content we all read is a topic of a vital discussion. Being able to rely on accurately cited sources in journalism and publishing has always been important to its integrity, but this rings true now more than ever with a trending erosion of trust for news sources from the public. So, news watchdog bodies, writers' or editors' guilds should act now. For instance, UK publishers are hopeful that the Digital Markets Unit will be forming regulations for AI written news. Established in recent years, the Digital Markets Unit began as an online watchdog seeking to form a code of conduct for developing digital innovations.

There were over 200 e-books in Amazon's Kindle store as of mid-February that say ChatGPT is a writer or co-writer. And the number is rising daily. But due to the nature of ChatGPT and many writers' failure to admit that they have used it, it is nearly impossible to get a full count of how many e-books may be written by AI. Some professional writers are becoming worried about the effects that ChatGPT could have on the book publishing industry. Mary Rasenberger is the executive director of the Authors Guild, a writer's group. She said, "This is something we really need to be worried about, these books will flood the market and a lot of authors are going to be out of work." Rasenberger noted that the industry has a long tradition of ghostwriting - an accepted practice of paying someone to write books or speeches under another author's name. But she is worried that the ability to create with AI could turn book writing from an art into a commodity - a kind of simple raw material that is bought and sold. "There needs to be transparency from the authors and the **platforms** about how these books are created or you're going to end up with a lot of low-quality books," she said. When asked for comment by **Reuters**, Amazon did not say whether it has plans to change or look at policies around authors' use of AI or other automated writing tools. Amazon spokeswoman Lindsay Hamilton said via email that books in the store must meet its guidelines regarding "**intellectual property** rights" and other laws.

From the printing press through to computers and the internet, each age of publishing sees greater access to information to a growing number of readers and the need for laws and protections as a result. The introduction of AI technology poses the urgent need for an update in laws so that copyrights, intellectual property and facts can be protected and reliability can be secured.

## Fast publication

Amazon is by far the largest seller of both physical and e-books. It has well over half of the sales in the United States and, by some estimates, over 80 percent of the e-book market. In 2007, Amazon created Kindle Direct Publishing to enable anyone to sell and market a book without the expense of seeking out book agents or publishing houses. Generally, Amazon lets authors publish without any **oversight**. The company then

splits whatever money is made with the writer. This service has drawn new AI-assisted writers like Kamil Banc to Amazon. He told his wife that he could make a book in less than one day. Using ChatGPT, an AI image creator and instructions like "write a bedtime story about a pink dolphin that teaches children how to be honest," Banc published an illustrated 27-page book in December. Banc has since published two more AI-generated books, including an adult coloring book, with more in the works. "It actually is really simple," he said. "I was surprised at how fast it went from concept to publishing."

Not everyone is impressed by this software. Mark Dawson, who has reportedly sold millions of copies of books he wrote himself through Kindle Direct Publishing, was quick to call ChatGPT-assisted novels "dull" in an email to **Reuters**. Dull means not interesting. Dawson said that merit - a good quality that deserves to be praised - is important in the book business. "Merit plays a part in how books are **recommended** to other readers. If a book gets bad **reviews** because the writing is dull then it's quickly going to sink to the bottom."

## New Rules



Manuscript authors must be solely responsible for content in articles that used AI-assisted technology. Therefore, they (author) should carefully review and edit the result because AI can generate authoritative-sounding output that can be incorrect, incomplete, or biased. Again, authors should be able to assert that there is no plagiarism in their papers, including in text and images produced by the AI. This includes appropriate attribution of all cited materials even authors should write in both the cover letter and submitted work how AI was used in the manuscript writing process. All prompts used to generate new text or analytical work should be provided in submitted work. And if authors used an AI tool to revise their work, they can include a version of the manuscript untouched by LLMs - this is similar to a preprint.

## Conclusion

ChatGPT makes use of information available in books, websites, and other digital resources and responds to human queries using natural language processing (NLP). As we plunge headlong into AI use, without carefully considering its long-term impact, this is one of the severe challenges we will face. Just as human stories shape human cultures, artificially generated stories, drawn from a limited data set with values that do not necessarily align with ours, will produce a new self-referential culture. Existing biases compounded at lightning speed, strengthening the values of a handful of corporations whose primary purpose is our dependency on their products.



from page 9  
**Print impact around GHANA** Stories by Precious Ajuonuma & Joju Adekanbi

Established in 1967, Akosombo Textiles Limited (now Akosombo Industrial Company Limited - AICL) has transitioned over the years, partnering with renowned international wax producers to expand and produce quality wax prints. Its wax prints are meaningfully Ghanaian, blending in favourite Adinkra symbols; and trendily cosmopolitan, giving fashionistas the option to explore, cut and colour, for whatever the occasion.

**KNUST STUDENTS VISIT ROYAL CROWN PACKAGING** 



Design and Packaging Faculty Students of Kwame Nkrumah University of Science and Technology (KNUST), Kumasi were recently on an excursion visit to Royal Crown Packaging Limited. The visit which gave the Students first-hand information on packaging processes also enabled them to familiarise themselves with practical demonstration of what they learnt in class thereby improving their talent and skill development across different packaging value-chain. Below are some of the pictures from the visit courtesy Royal Crown Packaging LTD....

# Print Impact Around the World

● delivery of presses to our customers. Looking forward, our ability to leverage GSS's skills and resources will be extremely valuable as we continue to focus on expanding our inkjet portfolio and providing completely integrated inkjet solutions." "Over our 20 years of working together, we have developed a very close working relationship with Kodak," said Dan Green, President and CEO of GSS. "Our employees are enthusiastic about Kodak's decision to acquire GSS. Our portfolio of inkjet transport systems and other components, along with our manufacturing expertise and engineering consulting services, will help Kodak further strengthen their position as a leader in inkjet technology."

## AGFA ANNOUNCES NEW INKJET INK DEVELOPMENTS



### Onset ink set

Over the past decades, Agfa has established itself as a leading provider of high-quality and sustainable inkjet inks. The company develops and manufactures its own inks at its facility in Mortsel, Belgium, which was recently expanded with an additional ink production plant to keep up with growing demands. One of the latest developments from Agfa is the Onset 560 ink, which was developed in just six months for the Onset.

This high-speed inkjet printing press with a full-width printhead system features advanced automation including robots and tackles sign, display and packaging applications at up to 1450 m<sup>2</sup>/h. The Onset 560 ink set offers excellent print quality and a wide color gamut combined with low ink consumption, resulting in proven double-digit savings compared to other inks, with typically at least a 20% ink saving. This is made possible through Agfa's patented Thin Ink Layer technology, which uses a unique dispersion method of pigments with exceptional color strength. The Onset 560 ink not only offers impressive performance but has also obtained the prestigious GREENGUARD Gold certification, which assures its compliance with strict chemical emission limits and makes it suitable for use in sensitive indoor environments like schools and healthcare facilities.

Another notable new ink product from Agfa is the new Avinci 110 ink for the Avinci CX3200 dye-sub textile printer. This ink set obtained the OEKO-TEX ECO passport, an independent certification system for chemicals, colorants, and auxiliaries used in the textile and leather industry. The passport states that the ink is free from any harmful substance and therefore can be used to decorate fabrics that will be safe for both humans and the environment.

Whereas the introduction of the Onset 560 ink set extends Agfa's range of UV ink family, the Avinci 110 ink set is an addition to Agfa's water-based ink family. Both inks have been specifically tailored to a particular printing system and a particular range of printing applications, resulting in consistent and superior printing performance.

Ink experts across different realms Agfa positions itself as a broad expert regarding inkjet inks. The company does not only develop and produce UV (LED) inkjet inks and consumables for its proprietary large-format

inkjet printer range, but also water-based and UV-curable inkjet fluids in partnership with leading players in multiple industries, e.g. for decorative applications such as laminate flooring and furniture.

## AGFA BOOSTS JETI TAURO H3300 INKJET VERSATILITY WITH NEW FLEX RTR MODULE



Agfa has enhanced the legendary Jeti Tauro H3300 inkjet versatility with a brand-new FLEX RTR module. This means Print service providers can benefit from increased flexibility with the Flex RTR module, which doesn't need undocking when transitioning from rolls to boards or sheets. This improves printer uptime and maximizes print production efficiency.

The module marks the next step in the Tauro's automation story, focusing on the optimal utilization of this hybrid printing solution's versatility. "Automation is at the core of our inkjet printing solutions development track," says Dieter Jancart, Segment Manager for high-end inkjet systems at Agfa. "Depending on a company's specific job types and printing requirements, we will offer a tailored solution that will ensure the most efficient handling of their workload, regardless of whether it involves rigid or flexible substrates, or a combination of both."

The Flex RTR was developed to match the one-pass printing mode on the Tauro H3300 UHS LED, up to a printing speed of 905 m<sup>2</sup>/h. It has a compact footprint and is ergonomic and user-friendly. With the simple press of a button, the dancer rolls controlling media tension move upward, enabling quick and effortless loading of the media by a single operator. With the ability to handle both single- and dual-roll printing, the Flex RTR module can accommodate widths of up to 3.3 m and 1.6 m, respectively, with a maximum roll diameter of 400 mm and a weight of 450 kg for each roll. Switching from single- to dual-roll printing and back is a quick and straightforward process that can be accomplished by a single operator. The dancer rolls do not need to be removed or reinstalled but can remain in place during the changeover. To ensure accurate double-sided printing, the integrated camera system reads QR codes generated by the printer's user interface to pinpoint the exact image location and adjust the print position at the start of each job. If printing on the back side is unexpectedly halted, the camera system will identify which image needs to be printed, so that production can resume rapidly and flawlessly. The new Flex RTR module is available as of this moment for all Tauro H3300 LED printers.

## XANTE LAUNCHES NEW X-55 AND X-98 UV FLATBED PRINTERS



Xante has released its new 48" roll-fed attachment and multi-use cutter for X-55 and X-98 UV flatbed printers readily available to all new and installed base of customers.

The roll-fed attachment can accommodate rolls up to 48 inches in width, making it an ideal solution for UV printing of large-format graphics and signage. The multi-use cutter takes advantage of the convenient flatbed design to cut a variety of media, including vinyl, acrylic, paper, and more, providing users with increased versatility and flexibility in their Xante UV printing systems.

This development is in response to increasing customer request to give greater capability and flexibility to their UV flatbed investment. Although not an automated system, this capability allows Xante customers without UV roll systems to gain that flexibility without the need for increased capital investment. "Xante is continually trying to improve its designs. It's truly our passion" said Robert C. Ross Jr., President and CEO of Xante. "By utilizing our existing designs and offering new and creative additions to them, Xante customers can only increase their ROI, become more efficient and serve creative new market trends."

The roll-fed attachment is easy to install and operate with a user-friendly interface that allows for simple adjustments to the media and cutter settings. Its compact design makes it a convenient and affordable addition to any workspace, and its durable construction ensures reliable and long-lasting performance. "We are confident that this new capability will be a great value to our customers," added Ross. "It represents another example of our commitment to delivering innovative solutions that address the evolving needs of the printing industry."

## HP CELEBRATES THE PRINT INDUSTRY'S DIGITAL TRANSFORMATION AT DSCOOP EDGE



HP has showcased new products at dscoop Edge St. Louis, 2023, alongside 1,100 print industry leaders who comprise this unique community. The event presents an opportunity to interact and communicate with a large community of HP customers, and to create competitive advantages for the digital print industry.

"dscoop is about harnessing the power of community to network, communicate, and innovate," said Haim Levit, SVP & General Manager, HP Industrial Print. "dscoop is HP's commitment to building an ecosystem that includes our solution partners and allows them to be agile in today's economy. Also, this event is the opportunity for the entire dscoop global community to meet HP personnel, to listen to each other and discuss current



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# PROPAK GHANA DEBUTS WITH RESOUNDING SUCCESS

Last month, **PROPAK Ghana** made its much-anticipated debut in Accra hosting **2,679** packaging, processing, plastics and printing exhibitors and industry stakeholders at its 3-day exhibition and conference, instantly providing an unrivalled trade and business platform for the Ghanaian manufacturing sector.

PROPAK Ghana inaugural success was held at the Grand Arena, International Conference Centre, Accra from 6th to 8th June 2023 and served as a platform for suppliers and service providers to display cutting-edge products and service offerings, showcasing the latest technology, bring new companies to Ghana for the first time, act as a unique platform for those more established, and ultimately help drive the manufacturing industry forward.

Exhibitors from Ghana included Poly Tanks (Ghana) Limited, Docutech LTD, Everpack Ghana LTD, Finepack Industries LTD, FlexoHub LTD, I.C.C. Plastics Limited, Jay Kay Global, and Sintex Ghana to name just a few. Organisers were also thrilled to see so many international companies travelling to Accra to take part in the inaugural event including Galdi, CYPET Technologies LTD, Emirates Printing Press, Fas Agro Industries, Filmatic Packaging Systems (Pty), Galaxy Sivtek, Neofyton, Safrique International LTD and many others.

To address the continent's fast-developing manufacturing sector, the event hosted around 50 speakers delivering sessions on circular economy, sustainability, financing options for SMEs, latest trends in print and packaging technology, and many other insightful and informative sessions. Organisers were also thrilled to host an insightful ESG breakfast meeting alongside KPMG Ghana which brought together some of the industries experts to discuss new opportunities and trends in the ESG landscape.

Speaking at the opening ceremony of the exhibition, **Mr. George Pearson**, Regional Director – West Africa, at Afroset Montgomery said "Our objective is to establish PROPAK as a key support platform for Ghana's aspirations to increase output of 'the Made in Ghana brand' and boost its exports in the region and beyond. Currently, Ghana is exporting a high percentage of its naturally-produced products in the raw state, and there is no doubt that value addition can help the country maximize revenue from its exports".

"This approach can ensure Ghana's plan at transforming its economy from one heavily reliant on natural resources, to a true value-added exports-led economy. This strategy cannot be a reality without investment in manufacturing, increasing the use of state-of-the-art equipment and machinery, as well as human capital, since these are key



ingredients in ensuring greater efficiency and effectiveness in manufacturing", he added.

Agreeing with Mr. Pearson is the Deputy Chief Executive Officer of Ghana Investment Promotion Centre (GIPC) - **Mr. Yaw Amoateng Afriyie** who noted that the exhibition is timely for Ghana's export and import ecosystem. "This exhibition is timely, especially as we collectively summon the courage to do things differently and challenge antiquated dogmas that we must rely predominantly on imported brands and packaging - and that our homegrown brands are inferior or costly".

"Again, exports remain vital to the manufacturing sector, allowing businesses to expand their reach at home and abroad, which improves our balance of payments, skilled labour, and foreign exchange. GIPC is committed to working with companies like the Montgomery Group and others here to attract a blend of financing options, e.g., equity, debt, and mezzanine, that will leapfrog Ghana to

operate at the higher ends of the packaging value chain to be able to compete at home and into the global market", he stated.

On his part, Deputy Chief Executive Officer of Ghana Export Promotion Authority (GEPA), **Mr. Albert Kassim Diwura**, was confident that the conference is a catalyst for transformative change and opens new doors of opportunity for Ghana's packaging, processing, and printing sectors, and aims for a future where Ghana stands tall as a hub of excellence in packaging.

To round off, Mr. Pearson shared his thanks to PROPAK Ghana 2023 headline sponsor - The Mohinani Group, and headline partners - AGI as well as other sponsors - Jay Kay Global, Neofyton, Engel, Fujairah

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Plastics and TetraPak and welcome all to join Afrocet Montgomery next year at the end of April for the second instalment of the only exhibition in Ghana for the packaging, plastics, processing industries. Thus after receiving such a positive reception from the industries in the event's maiden year, the organiser excitedly announced to bring PROPAC Ghana back to Accra next year from **23rd to 25th April 2024** and look forward to welcoming back thousands of attendees for an even bigger and better event.

For further information on next year's event and where your company could fit in, do visit the website [www.propakghana.com](http://www.propakghana.com) and get in touch today. # **Continued on page 26 >>**



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# "JAY KAY IS DEDICATED TO PROVIDING CUSTOMERS WITH SUPERIOR PRODUCTS AND SERVICES"

- Mr. Shreeman Narayan, Head - Brand, Marketing & Business Development  
- Jay Kay Industries & Investments LTD

For over 20 years, **Jay Kay Industries & Investments LTD** has been committed to providing excellent products and services to the Paper & Printing Industry across Ghana and West Africa. In this **SPECIAL FEATURE INTERVIEW** with **Mr. Shreeman Narayan**, the company's Head of Brand, Marketing & Business Development, **WHERE To Print** reveals that the major reason for this is because the business is built on customer trust. Find out more about Jay Kay Industries & Investments LTD in excerpt below:



## AS A FOREMOST SUPPLIER TO THE PRINT AND PACKAGING MARKET IN GHANA; WHAT MAKES JAY KAY BRANDS UNIQUE AND BETTER THAN COMPETITION?

Over 20 years, Jay Kay Industries & Investments LTD has been committed to providing excellent products and services to the Paper & Printing Industry across Ghana and West Africa. Our team achieves this by sustaining appropriate balance between demand supply, even in the highest pressure and time sensitive situations. Offering the cheapest and world class Flexible & Paper Board Packaging, Printing Solutions, Digital Printing Services, Paper Bags, Stationery, Printing Chemical & Inks, Exercise Books & Text Books Printing and many more.

## THE LAST FEW YEARS HAVE SEEN PLAYERS IN EXPERIENCED SERIES OF CHALLENGES IN THEIR BUSINESSES MAJORLY BROUGHT ABOUT BY COVID,

## SCARCITY OF MEDIA & CONSUMABLES, LOGISTICS ETC; HOW HAVE YOU COPED AND HELPED GHANA MANUFACTURERS CUSHION THESE EFFECTS ON THEIR BUSINESSES?

COVID-19's impact is being felt across the industry. However, we had sensed it early and planned accordingly to ensure there isn't any gap between demand supply. In general, our forecasting is always based on yearly basis and thus it helped us to some extent.

## SPECIFICALLY, PAPER IS A CRITICAL INPUT IN PRINT PRODUCTION; HOW PREPARED ARE YOU TO MEET THE EXTREME DEMANDS IN THE MARKET AND BEYOND?

Jay Kay being the leading supplier of paper and boards across West Africa region and has always been able to foresee the market demands well in advance to strategically plan imports and also the consistent touch with the global market leaders to understand the ups and downs in the paper industry has helped us to stay as leading supplier.

## 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?

We need to look forward to new developments and focus on sustainable packaging.

## AS A SUCCESSFUL GENERATIONAL BUSINESS, WHAT ADVICE WILL YOU GIVE TO OTHER BUSINESSES LOOKING UP TO YOU?

Building and managing a business is a balancing act, but by being thoughtful and deliberate in your planning, you can make your organization a trusted community resource that supports for generations.

## JAY KAY IS A KNOWN NAME IN GHANA MANUFACTURING SECTOR - NOT JUST AS A MAJOR SUPPLIER BUT AS A MAJOR EMPLOYER OF LABOUR AMONG OTHERS; ARE THERE SUPPORT FROM GOVERNMENT IN TERMS OF TAX RELIEFS OR OTHER FAVOURABLE POLICIES TO YOU? WHAT ARE YOUR EXPECTATIONS FROM GOVERNMENT?



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Factors such as inflation, economic instability, and geopolitical disturbances have made it difficult to conduct business today. Additionally, manufacturing industry problems, such as lack of skilled personnel, supply chain issues, and digitization and automation challenges, can slow down the sector's growth and competition from imported goods. Two; excessive taxes, levies, and fees are areas where the Government should look into to support the manufacturing sector immediately.



**TELL US ABOUT WHAT YOU HOPE TO ACHIEVE WITHIN THE NEXT 3 YEARS IN THE INDUSTRY?**

Jay Kay is dedicated to providing customers with superior products and services. As a cornerstone of our business reputation, we operate within a framework of high ethical standards promoting long term and lasting partnerships with our customers, suppliers and employees. We keep our company values at the forefront of all that we do. We are dedicated to high standards of safety, social and environmental

responsibility recognizing our duty of care to our customers, suppliers, employees and the community in which we operate. Pursuit of our common goal will deliver success for our company - that is a source of growth and pride for all.

**WHERE YOUR EXPECTATIONS MET AT PROPAK GHANA 2023?**

Our main and focused agenda to participate in PROPAK Ghana 2023 was to showcase our brand and products, manufacturing capabilities using the latest technologies available in the area of paper and paper board packaging which in turn would provide advantages to customer to buy locally.

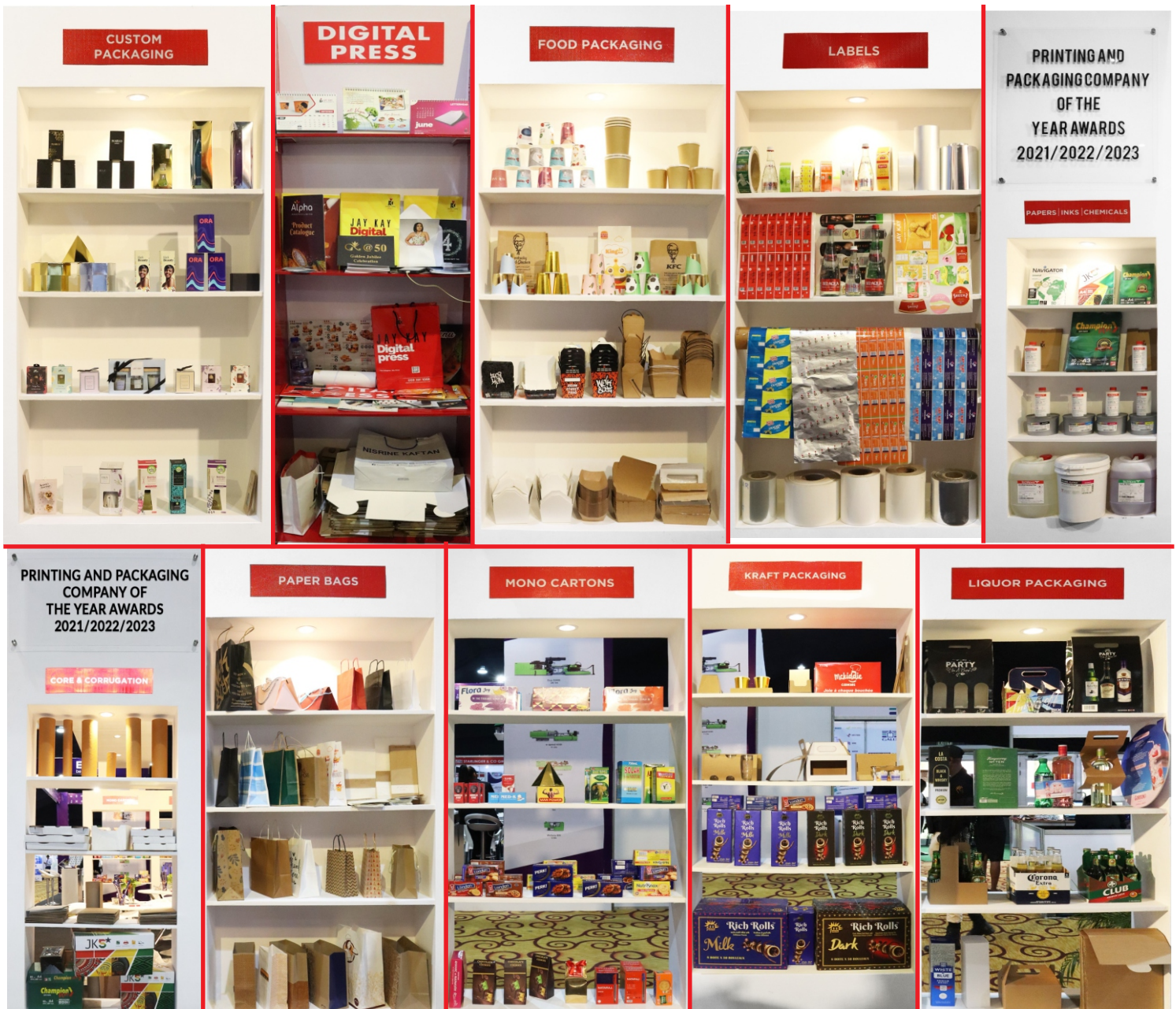
**FINALLY, WE KNOW THAT YOUR JOB CAN BE HIGHLY DEMANDING, HOW DO YOU RELAX TO MAINTAIN A WORK-LIFE BALANCE?**

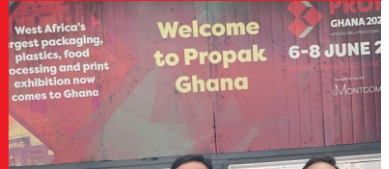
It's a very tricky question though, for us work is worship and we enjoy it rather than taking it as an assignment, it's part of our daily life. Dreams without goals are just dreams, being consistently disciplined is the mantra of healthy and successful life!

**THANK YOU FOR YOUR TIME.**

# JAY KAY SHOWCASES EXCELLENT PRODUCTS AND SERVICES

At the recent **PROPAK Ghana 2023** held from 6 to 8 June at Grand Arena, AICC Accra, industry leader - **Jay Kay Industries & Investments LTD** showcases world class Flexible & Paper Board Packaging, Printing Solutions, Digital Printing Services, Paper Bags, Stationery, Printing Chemical & Inks, Exercise Books & Text Books Printing and many more...







# CLIENT GUIDELINES: THE PATHWAY TO DELIVERING REMARKABLE WORK EVERY SINGLE TIME



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Understanding the importance of client satisfaction and building long-lasting relationships is critical in running a successful production operation. One of the key factors in ensuring client success is adhering to their guidelines. In this article, Ernie Arias explores why it is crucial for your organization to follow client guidelines, highlighting the benefits it brings and providing best practices to help any business excel in this area.

Read on:

In today's competitive business landscape, companies rely heavily on advertising and marketing to connect with their target audience. As a production/marketing firm, your role is to create impactful campaigns that drive results for your clients. However, without following their guidelines, your efforts may fall short of expectations.

## UNDERSTANDING CLIENT GUIDELINES

Before diving into the importance of adhering to client guidelines, let's first understand what these guidelines entail. Client guidelines can include specific instructions, preferences, restrictions, or branding guidelines that clients provide to your agency/ firm. These guidelines serve as a roadmap for your team, ensuring they align their efforts with the client's vision and objectives.

## IMPORTANCE OF ADHERING TO CLIENT GUIDELINES

**1. Building Trust and Professionalism:** By following client guidelines, you demonstrate professionalism and a commitment to delivering what your clients expect. When



clients see that you take their guidelines seriously, it builds trust in your agency's capabilities and expertise. Trust is a vital component in any successful business relationship.

**2. Ensuring Client Satisfaction:** Adhering to client guidelines is essential for achieving client satisfaction. Clients have a clear vision

of their brand and target audience, and their guidelines reflect that. By following these guidelines, you create campaigns that resonate with the client's brand identity and speak directly to their target audience. This results in increased client satisfaction and a higher likelihood of repeat business or referrals.

**3. Consistency and Brand Identity:** Consistency is key in branding. When you adhere to client guidelines, you ensure consistency across various marketing channels and platforms. Consistent branding helps establish brand identity and reinforces the client's message in the minds of consumers. This consistent approach strengthens brand recognition and enhances the client's reputation in the market.

**4. Avoiding Legal and Reputational Risks:** Client guidelines often include legal and ethical considerations. By following these guidelines, you mitigate the risk of non-compliance with advertising regulations or infringing upon copyright and intellectual property rights.

Continued on page 33 >>

Adhering to these guidelines protects both your agency and the client from legal and reputational challenges.

**5. Effective Communication and Collaboration:**

Adhering to client guidelines requires effective communication and collaboration between your organization and the client. By maintaining open lines of communication and seeking clarity when needed, you ensure that everyone is on the same page. This collaborative approach fosters a strong working relationship, leading to better campaign outcomes.

**6. Enhancing Client Relationships:**

When you consistently adhere to client guidelines, you demonstrate respect for their brand and their vision. This commitment strengthens your relationship with the client, making them feel valued and understood. Strong client relationships often result in long-term partnerships and increased client loyalty.

**7. Achieving Marketing Objectives:** Client guidelines are designed to help achieve specific marketing objectives. Whether it's increasing brand awareness, driving sales, or expanding into new markets amongst others, these guidelines provide valuable insights into what the client wants to accomplish. By following these guidelines, you align your efforts with their goals and increase the chances of success.

**8. Increasing Efficiency and Productivity:** Client guidelines provide a clear roadmap for your team, streamlining the creative process. With defined parameters and expectations, your team can work more efficiently, saving time and resources. By eliminating guesswork, you reduce the chances of revisions or rework, leading to increased productivity and profitability.

**9. Adapting to Client Preferences:** Every client is unique, and their guidelines reflect their preferences and priorities. Adhering to these guidelines allows your agency to adapt to their specific requirements and tailor your approach accordingly. By customizing your strategies to align with their preferences, you demonstrate flexibility and a commitment to meeting their individual needs.

**10. Overcoming Challenges:** Adhering to client guidelines can present challenges at times. However, these challenges can be overcome with effective problem-solving and open communication. By addressing concerns and finding solutions together, you strengthen your relationship with the client and enhance your agency's reputation as a reliable partner.

"Building trust takes time and effort, but it is worth every moment invested. Trust breeds loyalty and opens the door to long-term business relationships." - John C. Maxwell

**BEST PRACTICES FOR ADHERING TO CLIENT GUIDELINES:**

To excel in adhering to client guidelines, consider the following best practices:

- Thoroughly review and understand the guidelines provided by the client.
- Seek clarification when needed to avoid any misunderstandings.
- Keep open lines of communication with the client



- throughout the process.
- Assign dedicated team members responsible for ensuring guideline adherence.
  - Document and track changes to ensure compliance and transparency.
  - Regularly measure and evaluate campaign performance against the client's objectives.
  - Continuously learn and adapt based on feedback from the client.

By following these guidelines, you build trust, ensure client satisfaction, maintain consistency, mitigate risks, enhance relationships, and achieve marketing objectives. Embracing client guidelines as an integral part of your workflow sets you on a path to become a trusted and reliable partner for your clients. See below Frequently Asked Questions (FAQs) section as an added bonus.

**FREQUENTLY ASKED QUESTIONS + ANSWERS**

**Q1: What should I do if the client guidelines seem unrealistic or impractical?**

**A1:** If you find the client guidelines to be unrealistic or impractical, it's essential to have an open and honest conversation with the client. Discuss the challenges and propose alternative solutions that align with their objectives while taking into account feasibility and best practices.

**Q2: Can I suggest changes to the client guidelines if I believe they can be improved?**

**A2:** Absolutely. Client guidelines are meant to guide the collaboration between your agency and the client. If you have suggestions or improvements that can benefit the campaign's success, it's worth discussing them with the client. Remember to approach this conversation respectfully and provide clear rationale for your suggestions.

**Q3: What if the client's guidelines conflict with ethical standards or legal requirements?**

**A3:** If you encounter conflicts between the client's guidelines and ethical standards or legal requirements, it's crucial to prioritize compliance with ethical and legal obligations. Communicate the concerns to the client and work together to find a solution that respects

both their objectives and legal boundaries.

**Q4: How can I ensure that all team members adhere to the client guidelines?**

**A4:** Assign dedicated team members responsible for ensuring guideline adherence. Provide comprehensive training on the client's guidelines, emphasizing their importance and impact on the overall campaign. Regularly communicate and reinforce the guidelines to the entire team to maintain consistency and accountability.

**Q5: Can adhering to client guidelines lead to creative limitations?**

**A5:** Adhering to client guidelines doesn't necessarily mean creative limitations. In fact, guidelines can serve as a framework that inspires creative solutions within defined parameters. By understanding the client's objectives and incorporating their preferences, you can find innovative ways to meet their expectations while staying true to their brand identity.

In conclusion, adhering to client guidelines is crucial for your business success. By following these guidelines, you build trust, ensure client satisfaction, maintain consistency, mitigate risks, enhance relationships, and achieve marketing objectives. Embrace client guidelines as a valuable tool to deliver exceptional results and establish your firm as a trusted partner in the industry.

**About Ernie Arias**



Ernie Arias is an experienced Advertising Studio Manager that delivers creative excellence and results. Aside having a proven track record of optimizing production processes and leading high-performing teams, Ernie is also skilled in digital and print production, apart from being highly proficient in Adobe CS which shows as a content curator, creator and social media enthusiast.



# MASTERING THE ART OF PRESS CHECKS: A COMPREHENSIVE GUIDE TO PRINT PERFECTION



*As industry leaders in the realm of printing and design, we understand the significance of press checks in ensuring flawless print production. In this article, Ernie Arias delves into the art of press checks, providing you with an in-depth understanding of the process and offering valuable tips to achieve print perfection. Whether you're a designer, a print buyer, or simply someone interested in the intricacies of print production, this guide will equip you with the knowledge needed to optimize your press checks and achieve outstanding results.*

## UNDERSTANDING PRESS CHECKS: THE ESSENCE OF PRINT PERFECTION

Press checks are a crucial step in the printing process, allowing you to inspect the printed materials before full production commences. This quality control measure enables you to identify any potential issues and make necessary adjustments, ensuring that the final print output meets your expectations. By conducting press checks, you have the opportunity to assess colour accuracy, print alignment, and overall print quality.

## STEP-BY-STEP GUIDE TO MASTERING PRESS CHECKS

- 1. Preparation is Key:** Before attending a press check, ensure you have the necessary materials, including approved print-ready files, colour swatches, and any specific instructions. Communicate your expectations clearly to the printer and establish a timeline for the press check.
- 2. Arrive Early:** Being punctual is essential for a productive press check. Arriving early allows you to familiarize yourself with the printing facility, meet the key personnel involved, and prepare for the inspection process.
- 3. Inspect the Calibration:** Begin by checking the calibration of the printing press. Verify that the equipment is properly calibrated to ensure accurate colour reproduction and consistency throughout the print run.
- 4. Colour Matching:** Evaluate the colour accuracy by comparing the printed samples to the designated colour swatches. Pay close attention to colour saturation, vibrancy, and consistency across different elements of the design.
- 5. Image and Text Clarity:** Scrutinize the printed materials for any issues with image resolution, text legibility, or fine details. Ensure that the images are sharp, and the text is clear,

without any pixelation or blurriness.

**6. Print Alignment:** Check the registration and alignment of various design elements. This includes verifying that text, images, and other graphic elements are correctly positioned and aligned with precision.

**7. Quality Control:** Inspect the overall print quality, examining for any imperfections such as smudges, streaks, or colour bleeding. Assess the paper quality, texture, and any special finishes or coatings applied.

**8. Documentation and Sign-Off:** Take detailed notes throughout the press check process, documenting any adjustments made or issues identified. Once you are satisfied with the final results, provide your approval by signing off on the press sheet.

**"Caution is the eldest child of wisdom" - Victor Hugo**

## ADVANCED TIPS FOR ENHANCED PRESS CHECKS

To further elevate your press check experience and ensure the highest level of print perfection, consider implementing the following advanced tips:

### 1. Establish a Strong Relationship with Your Printer

Building a solid relationship with your printing partner is invaluable. Regular communication, mutual trust, and a shared understanding of expectations will contribute to a smoother press check process and superior print outcomes.

### 2. Utilize Professional Colour Management Tools

Investing in professional colour management tools, such as spectrophotometers and colourimeters, can significantly enhance the accuracy and consistency of colour reproduction. These devices allow for

precise colour measurement and adjustment, resulting in exceptional print quality.

### 3. Leverage Digital Proofs and Mock-Ups

Before proceeding with the press check, request digital proofs or mock-ups of your design. These previews provide a preview of the final output, allowing you to identify any potential issues and make necessary adjustments before the printing stage.

### 4. Stay Updated with Printing Technologies and Techniques

Continuously educate yourself on the latest printing technologies and techniques. This knowledge will empower you to make informed decisions during the press check process and leverage cutting-edge solutions for optimal print results.

### 5. Collaborate with Industry Experts

Consider collaborating with experienced professionals in the printing industry. Their expertise and insights can prove invaluable in achieving outstanding print quality, while also expanding your own knowledge and understanding of the print production process.

## CONCLUSION

Mastering the art of press checks is an essential skill for anyone involved in print production. By following the steps outlined in this comprehensive guide, and implementing the advanced tips provided, you can ensure print perfection and bring satisfaction to your clients in delivering exceptional print materials. Remember, press checks are not only an opportunity to catch potential errors but also a chance to elevate your designs and achieve remarkable results.

## About Ernie Arias



Ernie Arias is an experienced Advertising Studio Manager that delivers creative excellence and results. Aside having a proven track record of optimizing production processes and leading high-performing teams, Ernie is also skilled in digital and print production, apart from being highly proficient in Adobe CS which shows as a content curator, creator and social media enthusiast.

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