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GHANA



MAGAZINE

VOL. 4 | NO.5 | JAN-MAR 2024 | NMC | C.I 39 | 20|4045



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TECHNICAL SPECIFICATIONS		BLEED SIZE	TRIM SIZE
Full Page		216 x 303mm	210 x 297mm (A4)
Double Page Spread		426 x 303mm	420 x 297mm (A3)
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Quarter Page		111 x 154mm	105 x 148mm (A6)
New Product blocks		58 x 70mm	58 x 70mm
ARTWORK	Artwork can be supplied in the following formats: - EPS (please ensure fonts are converted to paths and all images are embedded CMYK) - TIFF (CMYK, 300dpi) - JPEG (CMYK, 300dpi) - PDF - Please ensure all fonts and all images are embedded CMYK - Advertisers must supply colour proof as guide during printing after PDF		TYPE
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BLEEDS	Artwork for all adverts must include a 3mm bleed on all sides (see sizes above), all text and images should be at least a further 5mm from the crop guides. To ensure correct printing an appropriate white border will be added to all artwork supplied without correct bleeds.		

All cheques must be written in favour of NUMBERS CMYK GHANA LIMITED.

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How to reach us

Our e-mail address is: wheretoprint@yahoo.com.

All submissions become the property of NUMBERS CMYK GHANA LIMITED. Please do not hesitate to also call us on Tel (Nigeria Mobile): +234(0)803 862 9114.

Our Ghana Office is located at Central Link, Spintex Road, Accra. Location Code: GZ-121-5376P.0 SR 324 Spintex Road, Tema, Ghana.

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Our code of ethics

- 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.
- We pursue our objective through self-regulated systems of professional code of conduct under an independent body that serves the interest of the journalism profession and the society.

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To Readers

By Joju Adekanbi | jojuadekanbi@yahoo.com | +234 803 862 9114, +233 50 916 6828

WELCOME TO A PROSPEROUS 2024!

You are welcome to a fantastic year of fortune! Without doubt, I know 2024 will be a great year - full of groundbreaking innovations, business breakthroughs and opportunities. In the last 3 years, issues related to hitherto pandemic have not only died down but have also presented new ideas for the world for capitalise on. Subsequently, the innovative outcomes have gone through practical tests for the world to strategically, sustainably and profitably work with. In view of this, the onus now lies on discerning entrepreneurs and professionals to continue to key in for guaranteed life-changing successes as this year goes by. Fortunately for Ghana, an added advantage is the fact that this is an election year with limitless business opportunities for professionals in the printing value chain. So, I say again; welcome to a prosperous 2024!

WHAT'S IN THIS FIRST EDITION FOR 2024?

As the much anticipated drupa year coupled with many renowned international print and allied exhibitions taking place in different locations around the world this year, this edition kicks off with **SPECIAL FEATURE INTERVIEW** of **Mr. George Pearson** - Regional Director, **Afrocent Montgomery** on Ghana's biggest packaging, processing, printing, and plastics exhibition - **PROPAK GHANA 2024** titled: **"WE ARE REALLY EXCITED TO BE HEADING BACK TO ACCRA FOR YEAR TWO"**. Turn to pages 14 and 15 to find out what informs his excitement. This enthusiasm also reverberates to Head of Brand, Marketing & Business Development - **Mr. Shreeman Narayan** at **Jay Kay Industries & Investments LTD** who believes adapting to changing consumer needs, integrating technology and focusing on sustainability are key success factors in our dynamic market. Flip over to pages 16, 17, 22 and 23 for the **SPECIAL FEATURE INTERVIEW** captioned: **"WE WILL CONTINUE TO LAUNCH MORE PRODUCTS THIS YEAR IN PAPER-BASED PACKAGING WITH NEW TECHNOLOGIES"**.

this edition's **SPECIAL FEATURE ARTICLE** starts off from the report on the impacts of China largest and most influential paper event: **19TH INTERNATIONAL PULP & PAPER INDUSTRY EXPO-CHINA HOLDS MAY 28 TO 30**. After finding this out on page 28, then proceed to **POSTSHOW REPORT** on the recently held **GULF PRINT & PACK 2024** whose positive outcome was declared: **SUCCESSFUL GULF PRINT & PACK 2024 COMES TO A CLOSE**. Check this out on pages 30 and 31. And if you are a packaging professional who desires to know the latest developments in your field, **SPECIAL FEATURE ARTICLE** on pages 32, 33 and 34 rightly captioned: **GREAT INTERACTIVE PACKAGING TRENDS FOR 2024** should interest you on your journey ahead for a successful year 2024 and beyond as you take a cue from great ideas from the exposé.

To everyone, find out how to get the most from your business and life in 2024 through mentorship from this edition's **COVER STORY** (on pages 18, 19 and 20) written by Dr. Colin Thompson captioned: **WORKING SMARTER IN 2024: HOW TO GET MORE FROM YOUR BUSINESS AND LIFE WITH MENTORSHIP**.

Without an iota of doubt, the expectation for the world's no. 1 event for print and crossmedia solutions - **drupa** is quite high. Understandably, this is anticipated after an eight-year hiatus. That is why we present **Ms. Sabine Geldermann** - Director drupa, Portfolio Print Technologies at **Messe Düsseldorf GmbH** to uncover Messe Düsseldorf competence to offer all participants the best platform for an invaluable experience throughout the eleven-day world showpiece. Turn to pages 24, 25, 26 and 27 to know what drupa has in stock for you as you prepare to attend world's leading trade fair on print technologies for inspiration, innovation, top-class knowledge transfer and intensive networking.

Other carefully selected international **PRINT AND ALLIED EXHIBITIONS (PEP) THROUGHOUT**

2024 can be found on page 21. For more information on how to attend any, do get in touch with me via WhatsApp on **+234803 862 9114, +234901 239 9805** or call **+23350 916 6828** to know what to do for a stress-free, professional and invaluable traveling experience that **WHERE To Print PEP Team** is known by. You can also send me an email via: **wheretoprint@yahoo.com** to get detailed priceless tips for your successful visa outcome.

As I look forward to your call/ correspondence, do not forget to also flip through this bumper edition to keep abreast of happenings recorded in the last two months across our industry in particular and the world of print in general in our **PRINT IMPACT AROUND GHANA** (from page 8) and **PRINT IMPACT AROUND THE WORLD** (from page 10) respectively.

EMBRACE WARMTH AND KINDNESS TO SHOW YOUR GRATITUDE!

As we thank you all - our committed readers, unalloyed clients and worthy partners - we also enjoin you all to please be grateful to others by showing warmth and kindness to the next person. Not everyone will have the same story to tell regarding business opportunities and breakthroughs. As we do not have similar length of fingers, so does our individual lives differ. We must therefore ensure that we share what we can in every possible way.

If you can only give a smile to brighten



someone's day, please do! Happiness is a virtue that we must not forfeit in this journey of life in order to maintain an equilibrium of health. We should also endeavour to show empathy to those around us, be it family, friends, or even total strangers. Spread love, joy, and peace wherever you go. Trust me, you will feel such satisfaction you have almost never experienced before! Furthermore, be kind. Kindness is like karma - you might never know when you might get it back - but you will definitely reap it back, one way or another. Besides, we should not be kind because we want to be shown kindness too, we should be kind because it is the right thing to do.

Once again, we're grateful to you all for your patronage. Enjoy the rest of this wonderful business year and do continue to do good!

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Publisher/ Executive Director: Ishmael Tetteh

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To submit news/ editorial or place advert/ supplement:

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THE FUTURE OF WORK POWERED BY XEROX AND DOCUTECH GHANA



Late last year, world's digital press manufacturer - **Xerox** in conjunction with its partner in Ghana, leading digital print equipment provider - **Docutech Ghana** invited organizations in the financial, educational, and health sectors to **The Future of Work** event

how to operate more efficiently and effectively in today's digital world.

While presenting her wide range of latest office and production printers strategically positioned to answer the theme of the programme, **WHERE To Print** captured memorable images in requesting for their collaboration on news formats below:



AFRA REBRANDS



Marking a bold step in her global expansion and unwavering commitment to cutting-edge printing and packaging solutions, leading and trusted supplier of

automated and value-added print finishing and packaging equipment supplier - **Afra International** has unveiled a new brand identity - **Afra Printtechnik**.

Established in 1996 in Dubai - UAE, Afra has been marketing, selling, installing, training, maintaining and offering solutions throughout the Middle East, East and West Africa, covering every aspect of automated print finishing, packaging, and now large format equipment. At the very outset Afra has been providing Affordable, Functional, Reliable, and Automated (AFRA) print solutions and with a huge installation base of over 10,000+ equipment in its area of operations.

THINK BIG IDEAS



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

BOBST LEADS BY VALUES BOBST



In a remarkable gathering, the entire **Bobst Africa & Middle East Team** from Tunisia, the United Arab Emirates,

Nigeria, and Saudi Arabia gathered in Tunis, the Tunisian capital to engage in meaningful discussions and reflections around Bobst's core

values: Trust, Respect, Passion, and Performance. The event served as a platform for insightful debate and set the stage for the challenges that lie ahead in the promising new year of 2024. These principles of trust, respect, passion, and performance not only define the Bobst brand, but also serve as the firm's compass to navigate the dynamic landscape of the industry worldwide.

FC GROUP OPENS MAYA ABOU-JAUDE MEMORIAL LIBRARY AT NINGO PRAMPRAM,



Jaoude of blessed memory and sister of Zeena. And FC Group is a proud sponsor. **WHERE To Print** gathers that the sponsorship is a testament of FC Group's commitment to making positive impact in communities where it finds immense potential and does business.

library is more of a place where people of all ages and backgrounds can come together to explore new ideas, discover new passions, and connect.

According to Mr. Curley: "I am proud to say that this library is the result of a truly collective effort. In 2018, the dream and vision of having a library in this locality seemed like a huge challenge. Thankfully, with diligence,

In the presence of distinguished Heads of Ningo Traditional Council, Executives of State Institutions, Head of Teachers and Staff of Schools, friends and colleagues of Twins Foundation and Kodak, Miraclon and Glunz & Jensen's long-established partner in Africa - **FC Group**, the Managing Director - **Mr. Fenton Curley** was honoured to commission the opening of **Maya Abou-Jaoude Memorial Library**, sponsored by FC Group and Associates, on Friday 12th of January 2024.



The library facility is stocked with books to help improve reading and an IT hub to enable young ones to have hands on experience in IT to broaden their knowledge in the fast-evolving global village. Thus, Maya Abou-Jaoude



determination, and by pulling strings from donors across board in aid of the project, this vision five years down the line has become a reality". He thereafter expressed FC Group gratitude to the Chief and elders of



Continued on page 34 >>

PANTONE ANNOUNCES 2024 COLOUR OF THE YEAR: PEACH FUZZ



For its bright and warm shade, **Peach Fuzz (Pantone 13-1023)** has been announced as **Colour of the Year 2024**.

Pantone 13-1023

Peach Fuzz is a velvety gentle peach whose all-embracing spirit enriches mind, body, and heart. According to Leatrice Eiseman, Executive Director of the Pantone Colour Institute, Pantone 13-1023; "captures our desire to nurture ourselves and others. In seeking a hue that echoes our innate yearning for closeness and connection, we chose a colour radiant with warmth and modern excellence," she explained while noting further that Peach Fuzz is; "a shade that resonates with compassion, offers a tactile embrace, and effortlessly bridges the youthful with the timeless."

The Pantone Colour of the Year is a way for Pantone to boil the modern zeitgeist and state of the world into a single shade, drawing influence from pop culture and current events to depict the way we all sort of feel through colour, as well as using fashion influences to predict what will be trendy in graphic and product design.

Log on to www.pantone.com for more information.

NEW UPDATES ON FESPA 2024



FESPA has confirmed that more than 425 exhibiting companies have so far confirmed to participate at the co-located **FESPA Global Print Expo 2024, European Sign Expo, Personalisation Experience, and Sportswear Pro** events in Amsterdam, The Netherlands.

Taking place at the RAI Exhibition Centre from 19 to 22 March, FESPA said visitors will see exhibitors from 36 countries showing hardware including wide-format flatbed and roll-to-roll printers, screen printing carousels, and a range of finishing kit. Some of the confirmed suppliers showcasing products for digital wide-format, screen, and textile printing include Agfa, Brother, Colorjet India, EFI, HanGlory, Liyu International, MHM, Mimaki, Roland, Epson, Mutoh, and SwissQprint.

Also confirmed are software suppliers that include Caldera, Fiery, and Roq, demonstrating end-to-end workflows, automated job onboarding and colour management, as well as a range of consultative services to support businesses on their automation journey. 3A Composites, Antalis, Epson, Hexis SAS, InkTec Europe, and Orafol Europe will be among the companies showing media and consumables, with a focus on recycled or recyclable and sustainable alternative materials and environmentally conscious inks.

To Michael Ryan, Head of FESPA Global Print Expo: "One of the biggest differentiators of the FESPA events is the truly diverse range of products on show. With our clear focus on solutions for speciality print businesses, including graphics producers, textile and industrial printers and visual communications specialists, we deliver a concentrated experience where visitors can find everything they need in one space. With the inclusion of signage, personalisation solutions and technologies for sportswear production, visitors can immerse themselves in an abundance of creative and commercial opportunities that are directly relevant to their business."

On the **European Sign Expo 2024**, exhibitor commitment has already outstripped the 2023 event with 85 confirmed suppliers including Cosign, Domino Sign, EFKA, Harmuth CNC-Frästechnik, Jinan AOL CNC Equipment, Lintel Display, Navori Labs, and NSELED to show signmaking and visual communications technologies. These will include products for channel lettering, digital and dimensional signage, engraving and etching, illuminated displays, out-of-home media, LED, outdoor systems, laser cutters, and sign tools.

International suppliers demonstrating software for customisation design and variable data marketing at **Personalisation Experience** will include Antigro, Kit

Builder, Mediaclip, and XMPie, while Tajima Europe, PunchCloud OU, and ZSK Stickmaschinen will highlight the latest hardware and art services for embroidery.

Finally, at the inaugural **Sportswear Pro**, delegates will see direct-to-garment (DTG), direct-to-film (DTF), sublimation, and heat transfer printing as well as embroidery and laser cutting from companies including Ara, GD Han's Yueming Laser Technologies Co., MTC Textile Co., Ricoma and more. You can register to attend all four co-located events at Fespa.com

MÜLLER MARTINI GROUP ACQUIRES THE HUNKELER GROUP



Company handover between owner families, from left: Stefan Hunkeler, President of the Board of Hunkeler AG; Michel Hunkeler, delegate of the Board of Hunkeler AG; Bruno Müller, CEO of Müller Martini AG; Rudolf Müller, owner and member of the Board, Müller-Martini AG; Daniel Erni, CEO of Hunkeler AG; Franz Hunkeler, patron of Hunkeler AG.

After careful consideration, Müller Martini Holding AG has acquired all of the shares of the Hunkeler Group thus merging the Hunkeler Group with the Müller Martini Group.

Hunkeler AG and Müller Martini AG are both global market leaders with innovative solutions for post-print paper processing. Both companies focus a significant part of their innovative strength on the economical production of individualized print products within an automated smart factory. By joining forces, both companies see great opportunities to bundle their innovation activities and to serve their global customer base even better in the future through joint sales and service activities.

Hunkeler and Müller Martini have been very close for many years. The long and successful history began during the 2nd World War, when Hans Müller worked for Hunkeler as a mechanical engineer before setting up his own business in 1946 and founding the company Hans Müller / Grapha. These good relations have been maintained for decades. The local proximity in Switzerland's Zofingen region and the already existing and successful partnership in the machine and component business form an ideal starting point for even closer cooperation in the future.

ROLAND DGA LAUNCHES VERSAOBJECT MO-240 UV PRINTER



Roland DG's newest UV-LED benchtop flatbed printer

personalization, the MO-240 incorporates a combination of updated technologies that allow users to print vibrant, detailed graphics and text directly on a wide variety of three-dimensional objects faster than ever before.

The MO-240 boasts two newly developed large printheads in a staggered formation, a new, more powerful UV-LED lamp, and dot control technology optimized for high-speed output – a combination that allows this device to achieve productivity of 22.28 square feet per hour in standard mode. Productivity for simultaneous white ink printing has also been improved to approximately double that of previous models. In addition, the MO-240's specially formulated ECO-UV 5 (EUV5) inks take even less time to cure, ensuring that small characters, fine text, and subtle gradations can be reproduced in high definition to the smallest detail.

The MO-240 features a 24" x 18" print area, enabling direct printing on three-dimensional objects up to eight inches thick. This expansive print space allows for printing on items that vary in size and shape. An optional Rotary Rack 2 unit is also available, making it simple to print on bottles, flasks, and other cylindrical objects with diameters ranging from 0.39 inches (10 mm) to 4.76 inches (121 mm).

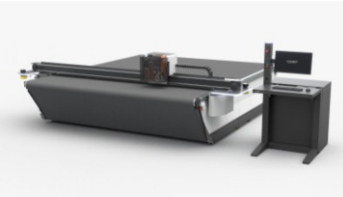
Roland DG's EUV5 inks include Orange and Red in addition to CMYK, White and Gloss.

Continued on page 11 >>

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Print Impact Around the World

KONGSBERG PCS UNVEILS NEW DIGITAL CUTTING PLATFORM



•The new Kongsberg Ultimate

Kongsberg Precision Cutting Systems (Kongsberg PCS) has unveiled its new digital cutting platform, the Kongsberg Ultimate - poised to

transform the corrugated production industry by delivering unprecedented levels of productivity, precision and safety.

With its new, innovative drive technology, an impressive acceleration rate of up to 2.74G and a remarkable cutting speed of 168 meters per minute, the Kongsberg Ultimate is a testament to Kongsberg PCS's commitment to developing the latest technology. "Engineered with our deep understanding of corrugated and display converters' needs for precision, the Kongsberg Ultimate promises to redefine standards and usher in a new era of productivity and innovation, delivering a fast return on investment for converters of corrugated board," said Kongsberg PCS President and CEO, Stuart Fox. "Enhancing operations and providing a significant competitive advantage, the platform sets a new industry benchmark and is set to drive the future of corrugated production for years to come."

Incorporating six core values in the design, the Kongsberg Ultimate represents a quantum leap forward in technology, directly addressing the unique challenges faced by corrugated converters involved in continuous high-volume multi-batch production. "With corrugated converters around the world under increasing pressure to produce better, faster, safer, and more efficiently to meet the demands of the global market, we have underlined our commitment to deliver a solution that has been engineered for precision and built for productivity," added Stuart.

FEDRIGONI COMPLETES ARJOWIGGINS CHINA ACQUISITION

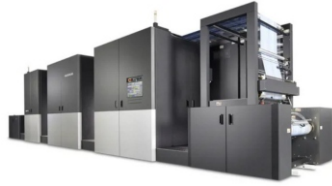


Fedrigoni has finalised its acquisition of the entire share capital of Arjowiggins HKK3 LTD, owner of the **Arjowiggins China Group**.

Arjowiggins HKK3 is Quzhou-based paper mill, located in Zhejiang province and specialises in the production of translucent papers, sold under the Gateway and Sylvicta brands, for applications ranging from industrial design and graphics to food, consumer electronics, and luxury packaging.

According to Marco Nespolo, CEO of the Fedrigoni Group; "With its first paper mill in China, Fedrigoni can now strengthen its geographic presence in the Asian market, where it already has an extensive distribution network in China, Hong Kong, the Philippines, Indonesia, and Bangladesh, including 11 warehouses, a self-adhesive materials manufacturing plant in Hefei, and an RFID inlays and tags manufacturing plant in Guangzhou. The deal will also enable the group to further expand its product portfolio in the translucent paper segment, which has the potential to increasingly replace plastic in packaging as a fully recyclable monomaterial."

FUJIFILM TO SHOW OFF JET PRESS FP790 AT PACKAGING OPEN HOUSE



•The Jet Press FP790

The invitational event, spread over four days, will feature a workshop on the FP790 described as the new era for digital mainstream flexible packaging production. The press is Fujifilm's first digital press for flexible packaging using water-based inks and has a maximum web width of 790mm. Top speed is 50m/min, and it prints in five colours – CMYK plus white – at 1200 x 1200dpi onto PET and BOPP substrates. The white has two ink channels for high white opacity, while the wide colour gamut means the press can match more than 90% of Pantone colours without the need for additional spot or special colours.

The open house, targeted at mainstream flexo volumes, is an opportunity to demonstrate how the FP790 will fit into an existing production workflow with no additional specific capital cost. The Japanese manufacturer will also showcase its flexo product range at the event, including live demonstrations of its Flenex water-wash plates, plus first-hand feedback from the plate production team. Those attending will also benefit from the opportunity to visit a local UV-LED label printer, who will demonstrate Fujifilm's LuXtreme LED curing system and CuremaX inks. The event has around 35 customers confirmed in attendance so far. While invitational, it is also open to select members of the public on application, available online at Fujifilm.com

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RICOH ENHANCES FINISHING CAPABILITIES WITH ALBYCO ACQUISITION



In a strategic move to expand its production print finishing capabilities across Europe, **Ricoh** has acquired Netherlands-based finishing specialist - **Albyco**.

Founded in 1994, Albyco offers its own brand of machines and supplies as well as kit from GMP, Neolt, and Bomco, among others. It also specialises in finishing kit for a wide variety of print related products for digital label, signage, and packaging applications.

Ricoh stated the integration of Albyco's expertise into its portfolio "enhances the company's end-to-end print solutions offering, benefiting Ricoh's production print customers with an extended range of finishing capabilities". Meanwhile, Albyco customers will now have access to Ricoh's comprehensive technology portfolio.



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



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Print Impact Around the World

PRINTING UNITED ALLIANCE ANNOUNCES GROUNDBREAKING NEW G7+ CALIBRATION SPECIFICATION



PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in North America, has announced the release of G7+, the next evolution in colour calibration.

G7+ is a new and improved calibration specification that replaces legacy G7 with new logic and algorithms, but similar overall appearance. G7+ training and certification will be available in-person during the COLOUR Conference portion of the PRINTING United Technical Event Series scheduled to hold March 12 to 14 in Dallas, Texas USA.

After an incredible 19-year run and over three years of Research & Development (R&D) by PRINTING United Alliance, G7+ is designed to work equally well with all printing technologies and offers increased value and effectiveness for a wider range of markets and applications, while preserving the value of existing G7 workflows. G7+ maintains the features, benefits, and general appearance of G7, but with more accurate gray balance, improved tonality, and better performance in unusual printing conditions.

"PRINTING United Alliance is excited to announce G7+ to continue our mission in supporting leading printers and print buyers around the world," says Jordan Gorski, Executive Director, Idealliance. "G7 has raised the bar in the world of print and colour output as colorimetry and visual output became the norm rather than simply relying on density for matching colour. G7+ now integrates all modern print technology to be a standard that is applicable to all print, on all media, paper, board, film, signage, or textile, for any output condition that will truly provide print buyers and printers the ability to match colour on packaging, publications, signage and wide format graphics, while maintaining alignment to the standards in place among existing workflows.

G7+ is improved and optimized to:

- Improve gray balance and tonality across a wider range of print systems, including textile, web-offset, newsprint, and inkjet, while maintaining GRACoL® visual similarity.
- Achieve smooth, highly saturated colour in high-density inkjet printing.
- Use Substrate Colorimetric Colour Aims (SCCA) for more precise neutral gray on colour substrates.
- Attain accurate ICC profiles and lifelike images on calibrated systems without colour management.

Current G7-certified experts and professionals can become the first group trained and certified to G7+ during a special a pre-conference session at the PRINTING United Technical Event Series. Register for the session at: <https://technicalseries.printing.org/> And for more information about G7+ visit: www.printing.org/g7plus or email: g7plus@printing.org

LANDA PLANS EXPANSION WITH NEW INK PLANT IN NORTH AMERICA



Landa Nanolnk tanks

Manufacturer of nanographic printing presses, **Landa Digital Printing** has announced that it will be opening an ink plant to supply its growing North American customer base.

To be located in the Midwestern USA, the new plant will manufacture the company's water-based Landa Nanolnk, which is required for the transformative Nanographic Printing process. The plant will join existing Landa ink plants across the globe, thereby increasing worldwide Nanolnk manufacturing capacity as well as ensuring supply to North American customers. Additional major benefits will include shorter lead times and reduced environmental impacts caused by shipping materials.

"Landa places strategic importance in our North American customer base," says Gil Oron, Landa's CEO. "We are growing in the region rapidly and the new plant will help match the demand we are seeing. The plant will supply our customers with Nanolnk, the key to producing Landa's stunning images with digital flexibility and the quickest turnaround times."

The U.S. based ink plant is due to become operational by second half of 2024, and will mark a significant expansion in the company's capabilities.

Fully operated by Landa, it is strategically positioned to produce for the entire North American market, encompassing the United States, Mexico, and Canada. This development is not just a reflection of Landa's growth but also a strong statement of its commitment to its customers and to the North American market. The establishment of the ink plant underlines Landa's dedication to long-term relationships with its clients and enhancing its service offerings across North America. Landa sees this as a strategic step in supporting the company's growth trajectory and in fortifying its position as a leader in the digital printing industry.

ONE ROCK CAPITAL PARTNERS COMPLETES ACQUISITION OF CONSTANTIA FLEXIBLES FROM WENDEL



Constantia Flexibles headquarters in Vienna

One Rock Capital Partners LLC announced that one of its affiliates has successfully completed the acquisition of Constantia Flexibles, a packaging manufacturer, from Wendel, a European investment

firm, Maxburg Capital Partners and other shareholders.

Constantia is a producer of flexible packaging and the partner of choice to more than 4,000 pharmaceutical, food and consumer goods customers worldwide. Headquartered in Vienna, Austria, the Company employs over 7,150 employees globally at 28 sites in 15 countries.

"We are thrilled that Constantia is officially a part of the One Rock portfolio," said Telmo Valido, Partner at One Rock. Agreeing with Valido is his partner colleague at One Rock, Kurt Beyer who noted that: "This is a business already distinguished by a dedicated focus on its customers, and we look forward to contributing One Rock's industry and operational expertise to further support the Company's ongoing growth initiatives. Constantia's commitment to product innovation, sustainability and quality underscores its position as a market leader in the flexible packaging industry. We look forward to working alongside Constantia's management team to enhance its operational capabilities and suite of packaging solutions to maximize its potential".

"Demand for flexible packaging is increasing, and at Constantia we continue to strive to provide leading products and service for our customers' growing needs," said Pim Vervaat, CEO at Constantia Flexibles. "As we enter this next chapter of growth, we look forward to collaborating with One Rock to continue to build on our success."

FUJIFILM LAUNCHES THE 46KUV INKJET PRINTBAR SYSTEM



FUJIFILM 46KUV Inkjet Printbar System

FUJIFILM

Integrated Inkjet Solutions, a leading global inkjet solution provider, announced the launch of its **FUJIFILM 46KUV**

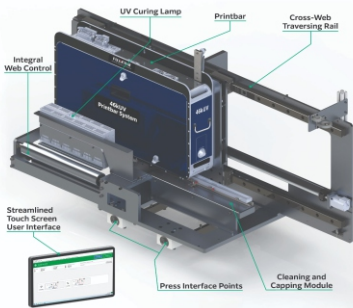
Inkjet Printbar System, a new integrated print solution for industrial production operations for printing on a wide range of labels and packaging material.

The FUJIFILM 46KUV Inkjet Printbar System features a drop-on-demand design to streamline workflow with fast, industry-leading printing speeds of up to 500 feet per minute. It uses Fujifilm's proprietary SAMBA printhead technology, which leverages the precision of silicon MEMS processing and sputtered PZT in an ingenious parallelogram shape. Additionally, the printer system has a native resolution of 1200 dots per inch (DPI) to cover a broad range of today's label quality needs, and can print individually unique QR codes, as well as produce high-quality small fonts.

"We've seen the use of inkjet continue to grow in the label and packaging markets given its ability to produce high-quality output with variable data," said Greg Balch, Vice President and General Manager of the FUJIFILM Integrated Inkjet Solutions Group. "Our vision behind the 46KUV Inkjet Printbar System is to help fill an important gap in the market for imprinting at high DPI and with high reliability."

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Print Impact Around the World



Fujifilm's 46kUV Inkjet Printbar System is available in four print widths, including 10", 13", 17" and 20" to integrate seamlessly into traditional printing processes,

minimizing the need for extensive training and process changes. Fujifilm's 3IC document creation software can be used with the 46kUV Inkjet Printbar System to efficiently create variable data content. The printbar's cleaning and capping module is designed to help maintain image quality. The use of the 46kUV Inkjet Printbar System utilizes Fujifilm's proprietary REDIJET patented ink recirculation to optimize image quality across the print width to minimize the need for printhead refurbishment.

AGFA UNVEILS SPEEDSET 1060 WATER-BASED INKJET SHEET-FED PRESS FOR PACKAGING MARKET



At an exclusive event for packaging converters and print services providers,

SpeedSet 1060 water-based inkjet press

Agfa has unveiled its pioneering SpeedSet 1060 inkjet press for the packaging market.

The event took place at Agfa's Cambridge manufacturing facility, where the company's packaging and inkjet technology specialists highlighted the capability of the SpeedSet 1060 sheet-fed digital press to meet short-run packaging needs while setting new benchmarks in printing performance and efficiency. Industry experts discussed trends in packaging and retail-ready solutions, providing valuable insights into staying ahead in the dynamic packaging industry. A live demo provided an up-close look at the technology and showcased the press's revolutionary speed and unmatched print quality.

"The SpeedSet is set to be a game-changer in the packaging printing market," said Head of Packaging at Agfa, Matt Brooks. "This fully digital packaging printing press merges the robustness and print excellence of an offset press with the compelling attributes of inkjet printing. It offers offset-like print quality yet boasts shorter setup times, reduced material waste, and efficient variable data printing. On top of that, with its killer speed of 11,000 B1 sheets per hour, it is simply the fastest digital packaging press around. It will enable packaging converters to make their current operations more efficient. Print runs up to 5000 will be cheaper on the SpeedSet."

The SpeedSet accommodates a wide range of substrates, from folding carton and micro-flute to various paper types, making it suitable for applications like retail- or shelf-ready food and beverage packaging. Its water-based inks, primer and varnish are environmentally friendly and comply with food-safety regulations. The event not only served as a platform for industry professionals to explore the transformative potential of the SpeedSet 1060, but also offered insights into the engineering excellence behind the printing press, provided the opportunity to engage with specialists, inspect print samples, and facilitated meaningful discussions with fellow professionals about the possibilities and future of digital packaging printing.

MECCANOTECNICA GROUP INTRODUCES THE NEW SIRIO PERFECT BINDER



Sirio Perfect Binder

One of the leading companies in the manufacturing of industrial book-finishing machines - **Meccanotecnica Group** has introduced the highly

anticipated Sirio Perfect Binder, a groundbreaking advancement in bookbinding technology. This cutting-edge solution provides unmatched efficiency, precision, and versatility while producing high-quality, perfect-bound books in short or ultra-short runs.

The highest performance in its category

The Sirio Perfect Binder is the most productive in its category for ultra-short runs and book-of-one production. The unique and patented drive system disengages the three independent clamps at the loading and unloading stations without stopping production. At the same time, book size adjustments are automatic, eliminating the need for manual operation. This level of automation and performance leads to a whole new level of productivity and guarantees the utmost production efficiency. The binder runs at a maximum speed of 1350 cycles per hour with an effective production of ultra-short runs of 1090 books/hour.

Heavy-duty binder for 24/7 production environments

SIRIO is a 3-ton binder built on a stable, rigid, heavy frame. This design guarantees higher precision processes and a longer machine lifespan.

Versatility

The binder processes the broadest range of book sizes, up to 430 mm (17") of spine length and a thickness of 60 mm (2 3/8"). This format range allows the binder to process most book sizes, representing another unique industry feature. Premium production quality

The Sirio Perfect binder offers several distinct features to ensure the highest book quality. Each station has been designed to set a new standard in the category: the jogging table, the clamps, the milling tool, the glue application systems, the creasing shafts, the finishing press, and the unloading station have unique features that positively affect the final product quality.

Gluing systems

SIRIO uses EVA and PUR gluing systems. Side glue is applied through nozzles.

Ease-of-use

The Sirio binder has advanced computer hardware and software, significantly extending its lifespan. An industrial PC controls its functions, while a 17-inch touchscreen monitor presents all data graphically for a user-friendly experience. This interface enables straightforward operations, quick setup, and minimal training requirements.

ROLAND DGA PRESENTS TWO NEW VERSASTUDIO DESKTOP DEVICES – THE BD-8 UV FLATBED PRINTER AND THE BY-20 DIRECT-TO-FILM PRINTER



Compact UV and Direct-To-Film Printers are Uniquely Designed to Expand Creative Options and Maximize Profitability for Users

Wide-format digital imaging leader - Roland DGA Corporation has announced the addition of two new, innovative products to its

VersaSTUDIO family of desktop devices – the BD-8 UV flatbed printer and the BY-20 direct-to-film printer. The BD-8 – the first flatbed UV printer to be offered in Roland DG's VersaSTUDIO series – makes product personalization easier and more affordable than ever, while the BY-20 and its direct-to-film (DTF transfer) ink technology usher in a new era of desktop garment decoration for those in the apparel goods market.



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MENTORSHIP PARTICIPANTS' BENEFITS

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

MENTORS' / INVESTORS' BENEFITS

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



"WE'RE REALLY EXCITED TO BE HEADING BACK TO ACCRA FOR YEAR TWO"



Driving innovation and development across the packaging, printing, processing and plastics industries in Ghana, **PROPAK Ghana** will return to Accra, Ghana this year (April 23 to 25) for its second edition. **WHERE To Print** speaks with **Mr. George Pearson** - Regional Director, **Afrocret Montgomery** on what participants should look forward to as his firm hosts industry professionals to another three exciting days of invaluable exhibition and top-level conference experience. Excerpt:

TELL US ABOUT YOURSELF?

I have been working on events in Africa for over 10 years now and have really enjoyed the opportunities to travel extensively across the continent. With the events we have been running in Nigeria, it always amazes me how much changes I see every time I go back; from new developments to restaurants to beach clubs! No doubt, Lagos is a very busy city, so also is Accra where I frequent more now. I have regular trips to Accra and other parts of Ghana over the last couple of years in setting up and launching PROPAK Ghana as a welcome alternative.

TELL US ABOUT PROPAK GHANA?

PROPAK Ghana is the leading exhibition for the packaging, processing, print and plastics industries in Ghana which was launched in June last year. It provides a platform for people from across the value chain to come together, learn about the latest products and services on the global market and hear from industry leaders on what to look out for in the year ahead. With over 2,500 visitors expected from not just Ghana, but its neighbouring countries including Benin, Togo and Cote d'Ivoire; we are excited to be back in Accra this year from 23 to 25 April 2024.



Continued on page 15 >>



WHO IS IT FOR?

The exhibition is targeted at people from across the packaging, printing and processing industries; whether you are a manufacturer, distributor, retailer or technician, there will certainly be something for you at PROPAK Ghana. We have over 120 companies showcasing their products including A.M.R.P Handels, Dalgakiran Kompressors, Emirates Printing

Press, Everpack, Jay Kay Global, Kaak Food Processing, Piovan Group and Snetor West Africa to name just a handful; all of whom are looking to build and expand their footprint in the region and meet with key stakeholders.

WHAT ELSE TO LOOK FORWARD TO?

Alongside the exhibition, there will be three full days

of seminars and workshops focusing on packaging, sustainability, and printing. These will include KPMG Ghana and other industry leaders sharing their experience as well as practical sessions on how to build competitiveness in the export market.

FINAL THOUGHT:

As I said before, we are really excited to be heading back to Accra for year two.



We learnt a lot from the launch event and we have been able to channel those learnings into plans for this year's event. As the industry continues to support the exhibition, we are able to give back by providing the platform that best serves it. I look forward to seeing you all there! Find out more - www.propakghana.com

THANK YOU FOR YOUR TIME



where to print MAGAZINE

MENTORSHIP is industry's only **DEDICATED PLATFORM** geared towards reviving the **GRAPHIC COMMUNITY** by **BOOSTING** the morale of **YOUNG PROFESSIONALS** by carefully **SELECTED INDUSTRY PERFORMERS & ICONS** whose **WEALTH OF EXPERIENCE** is a **REFERENCE POINT.**

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"WE WILL CONTINUE TO LAUNCH MORE PRODUCTS THIS YEAR IN PAPER-BASED PACKAGING WITH NEW TECHNOLOGIES"



Mr. Shreeman Narayan receiving Award from former President of Ghana- Mr. John Dramani Mahama on behalf of Jay Kay Industries & Investments at Ghana 100 Most Influential People Award in December 2023.

In an era of economic uncertainties, geopolitical tensions and business challenges, few companies see opportunities that lie ahead. One of such is **Jay Kay Industries & Investments LTD** whose Head of Brand, Marketing & Business Development - **Mr. Shreeman Narayan** believes adapting to changing consumer needs, integrating technology and focusing on sustainability are key success factors amidst this dynamic global market. In this exclusive SPECIAL FEATURE INTERVIEW with **WHERE To Print**, check out other business ideals that make the company committed to providing excellent products and services to the Paper & Printing Industry across Ghana and other West African countries:

WHAT WERE THE LOWS AND HIGHS OF 2023 BUSINESS YEAR?

From what I have seen, 2023 was no different but built from the challenge of achieving true impact in organizational strategy and change – and the power of authentic engagement, and by integrating communication, engagement and collaboration every step of the way; we were able to make Jay Kay Industries and Investment - the leader in this business space across West Africa.

WHAT GOT YOU THROUGH THE LOWS AND MOTIVATED YOU TO REACH THE HIGHS?

I believe you do not have to wait for motivation to get

started. If you want to work in a consistent way every day then sometimes you just have to get going anyway.

WHAT SURPRISED YOU ABOUT LAST YEAR?

It was all normal and business was good and looks positive for this new year.

AS BUSINESS, WHAT ARE THE ACCOMPLISHMENTS IN 2023 THAT YOU ARE MOST PROUD OF?

We were able to launch new products last year in paper and paper board packaging that are focused on food packaging like pizza boxes, custom paper bags, corrugated boxes and E-flute boxes.



...highly committed, passionate and forward-looking staff of Jay Kay Industries & Investment LTD at Ghana 100 Most Influential People Award last December 2023

WHAT CHALLENGES DID YOU OVERCOME AS BUSINESS?

We were no different from other businesses. We too faced certain challenges due to currency fluctuations in the economy and God willing, we were able to meet the set expectations as desired.

WHAT LESSONS DID YOU LEARN THAT OTHERS CAN ADOPT?

To stay focused on new technologies and trends so that we can implement the same in our systems to achieve the set goals and objectives of our organization.

WHAT IS THE OVERALL END OF YEAR REFLECTION FOR BUSINESS SUSTAINABILITY IN THIS ECONOMY?

We believe that business sustainability depends on various factors based on the economy and hoping to see some changes in the future as we are going for elections this year, which looks promising and positive.

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

I strongly believe in process automation and using all the latest technologies currently available in the market to ensure the products are delivered in shortest possible times.

WHAT EXCITES YOU ABOUT THIS NEW YEAR AND WILL MOTIVATE YOU AND YOUR BUSINESS TO SUCCEED?

Its business as usual and we will continue to launch more products this year in paper-based packaging with new technologies.

ON A PERSONAL LEVEL, WHAT NEW HABITS DID YOU START AND ARE WORKING WELL FOR YOU THAT OTHERS CAN LEARN FROM?

Seeing the stress levels which people are going through in current times, I would like people to better manage their time for a healthy work-life balance.

WHAT ARE YOU GRATEFUL FOR?

I am thankful for my family – the ones far away, the one nearby, my work family, my loving customers, and all well-wishers for my health and happiness (both myself and those I love) and for having everything I need when I need it.

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WORKING SMARTER IN 2024: HOW TO GET MORE FROM YOUR BUSINESS AND LIFE WITH MENTORSHIP



Throughout history, most of the great achievements and incredible comebacks have been the result of an individual whose motivation to persevere was influenced by a coach or mentor. In science, art, politics, sports, and business, there is a common thread of having been coached among those who achieve greatness. A coach does not need to be a professional consultant or counsellor. He or she could be someone within your organisation or industry, or it could be someone from your personal life whom you respect or admire. In this **COVER STORY** written by **Dr. Colin Thompson**, find out how to get the most from your business and life in 2024 through mentorship:



A study was undertaken on the Hawaiian island of Kauai by two researchers, Emily Werner and Ruth Smith. This study, which followed more than 450 people from childhood through their adult lives, was an attempt to learn why some people are motivated to overcome severe disadvantages, while others from the same background seem to have been overwhelmed by their problems. This research continued for an incredible length of time: 40 years, to be exact.

qualities of these motivated individuals is their ability to recognise potential sources of support in other people, to look beyond the walls of their homes to find relatives, friends, teachers, or other role models who can provide help. This very important finding illustrates the benefits of forming mentor relationships to encourage achievement.

Choosing a coach or mentor is like having an additional correctional device to keep you on target. An analogy of this premise comes from aerospace technology. Years ago, the military used inertial guidance systems on missiles. Unfortunately, once the course of an inertially guided missile is set, it proceeds along that path with no capability for adjustments. It's like a bullet fired from a rifle. Even when the aim is good at the outset, if the target moves unexpectedly once the projectile is in flight, the shot is going to miss. And if there's one thing you can count on in life, it's that the target is going to be moving! In the Gulf War of 1992, the Patriot missile that defended Israel and Saudi Arabia was introduced. Unlike previous defences, this system had an advanced self-adjusting navigation system that continuously monitored the missile's trajectory as well as the path of its swiftly moving target. The Patriot was able



WORKING SMARTER IN 2024: HOW TO GET MORE FROM YOUR BUSINESS AND LIFE WITH MENTORSHIP

to make whatever corrections were necessary, regardless of changes in the position or speed of its objective.

A highly motivated person uses a coach or mentor in the same way when he or she has targeted a worthwhile goal. A coach or mentor can assist you in making adjustments and navigating through difficult times.

SELECTING THE RIGHT MENTOR



Finding coaches and mentors is an important mission, and you will no doubt have several over the course of your life. It is critical that you choose them wisely. Your mentor is someone to whom you will be committing a great deal of time and attention, and who ideally will take a very focused interest in you as well. The process of selecting a mentor begins, first of all, with a clear-sighted view of what your life's goals are, both for your career and your personal life.

If you are just starting out as an associate in a large law firm, you might choose one of the senior partners as your mentor, or perhaps a partner in another firm you're familiar with. If you are just starting a family, and you are facing the lifestyle adjustments that kids require, your mentor could very likely be someone who is reaching the other end of this very exciting, but demanding process. In any case, your mentors should be people whose experience can serve as a model for reaching your most significant goals in the most important areas of your life. Selecting a mentor is not just a matter of finding someone you like or feel comfortable identifying with.

MAKE SURE THAT THE MENTORS YOU CHOOSE HAVE A GENUINE HISTORY OF SUCCESS



I am continually amazed by the number of people who look to only superficially successful people as role models for achievement. Even experts can make conspicuous mistakes of judgment in this area. The next time you're in a bookstore or library, take a look at the bestselling books on business and management from four or five years ago. There is an excellent chance that some of the companies cited as models of efficiency are now out of business. I do not bring this up to disparage anyone's business expertise, but simply to point out the need for great care in selecting a coach whose success will stand the test of time.

In addition to selecting your coaches based on their ability to achieve goals similar to your own, choose mentors who in the process have overcome some of the same obstacles you are facing. Ideally, a mentor really represents both what you want to become in a particular area of life and what you want to do. Seeing your mentors today is like seeing what you intend to be. The coach has arrived at or been to places similar to where you want to go.

Choosing a celebrity or public figure as a mentor is a very questionable decision. If at all possible, select a mentor with whom you can actually spend time and with whom you enjoy having conversations and exploring ideas. Of course, you can have admired historical personages, authors, educators, or artists as role models. If you discover someone with whom you feel a special affinity, make an effort to obtain everything that person has written or said. Really become a student of the person's work and life. Do not just admire him or her; genuinely learn from him or her, as I have learned from the life and wisdom of Benjamin Franklin. One of the most interesting aspects of selecting a mentor is the fact that one can rarely separate people's tangible achievements from the qualities of their character. More than their bank accounts or their real estate holdings, role models prove by the conduct of their lives that they are worth emulating.

AVOID FAIR-WEATHER SUPPORTERS



When you seek support and feedback, be sure it is from

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WORKING SMARTER IN 2024: HOW TO GET MORE FROM YOUR BUSINESS AND LIFE WITH MENTORSHIP

people who are truly interested in seeing you succeed. Do not seek feedback from fair-weather friends, competitive peers, or any person who does not have your best interests at heart. Neutral does not count. Get feedback from someone who is on your side but will still be objective and brutally honest with you.

Misery truly does love company, and jealousy creates some of the most miserable people. Surpass the achievements of your particular social crowd or your business colleagues, and look out for the slings and arrows of those who wish you were back where they are.

You have to dodge the snide remarks and catty comments. Let them roll right off you. Do not internalise them. Pay attention only to feedback from those who have similar goals or who are working actively alongside you to achieve goals of their own. Motives and fears run deep. Study them in others. The manager who supports you and comforts you when you are down may like you best when you are in just that state: down and dependent. When you start succeeding beyond his expectations and comfort level, he may be among the first to get you to back off, limit your horizons, and lower your goals. Recognise this feedback for the insecurity it is. It will rarely be objective or well-intentioned.

Even parents and significant family members are not immune to emotional conflicts that can pollute their feedback. Many relatives and siblings have difficulty accepting the success of others in the family or encouraging further success.

Ultimately, nobody else is responsible for your life but you. Nobody else is accountable for your actions but you. Therefore, nobody's expectations for you and opinions about you are as important as your own. So, make sure your opinions take precedence in your mind over all others, and when you do need to consult with someone else, think very carefully before you choose exactly who.

THE TIME TO START IS NOW



When I was researching the history of the building of the Brooklyn Bridge as a major illustration for the ideas of

success and motivation, I became engrossed with the story of how the first bridge was built over Niagara Falls. You see, to build a bridge over a giant gorge, first you have to get a line over the canyon, from one side to the other. Easier said than done at Niagara Falls.

The engineers could not cross the falls in a boat to take the line from one side to the other because the boat would go over the falls. And the airplane had not been invented yet. The distance was also way beyond the bow-and-arrow range, which had been a common method at the time of getting the first line across to build a bridge.

The designing engineer, Charles Ellet, pondered the question until he came up with a revolutionary idea. He decided that, while solving the problem, he would also have some fun and generate some publicity for the project. Ellet sponsored a kite-flying contest and offered five dollars to the first person who could fly a kite across the gorge and let it go low enough to the ground for someone to be able to grab the string. In 1849, five dollars was a prize similar to a small lottery today. The boy who won the price relished his accomplishment until his death, nearly 80 years later.

It all began with an idea and one thin kite string. The kite string was used to pull a cord across, then a line, then a rope. Next came an iron-wire cable and then steel cables, until a structure strong enough to build a suspension bridge was in place.

I am struck by how that string is like a single thought. The more vivid and clear the thought, and the more you come back to it, the stronger it becomes – like the string to the rope to the cable. Each time you rethink it, dwell on it, or layer it with other thoughts, you are strengthening the structure on which to build your idea, like building a bridge over Niagara Falls.

But unlike a kite, there is no string attached to how high and how far your goals may take you. They are limited only by the power of your imagination and the strength of your desire. Take the step of faith and start now!

About Dr. COLIN THOMPSON



Dr. Thompson has over 40 years experience as a Managing Director. His successful career to date has given him a complete exposure to business and people management while helping companies (both private and public) through turnaround and re-engineering processes with successful mergers/take-overs. He has also developed many business models to raise company's bottom-line, increase cash flow and profit. Author of over 4000 articles/reports including several publications, research reports, guides, and 35 published books, Dr. Thompson is an International Speaker/Visiting University Professor. Get in touch: www.colinthompson.org.uk



where to print MAGAZINE

PRINT & ALLIED EXHIBITIONS FOR 2024

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

NOTE:

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





WHAT WERE YOUR MOST MEANINGFUL MOMENTS IN 2023?

Receiving the Awards - *Best CEO & Best Company of*

the Year - a lot more accomplishments have been done on organizational growth.



...this is dedicated to our customers

WHAT WERE THE KEY RELATIONSHIP TIPS YOU DISCOVERED THAT YOU KNOW WILL BE VITAL TO BUSINESS GROWTH AND SUSTAINABILITY?

Our top management goal to have strong Customer Relationship Management has helped us to achieve desired results.

WHAT WILL YOU DO NEXT YEAR IN TERMS OF PRODUCT OR SERVICE OFFERINGS TO DISTINGUISH YOU FROM COMPETITION?

We will continue to study the market and launch new products during the year as market demands.

ARE THERE SPECIALS, PROMOS OR DISCOUNTS THAT YOU'RE OFFERING TO YOUR CLIENTS THIS NEW YEAR?

We shall do some marketing campaigns. From the outset, we generally do not believe in giving discounts but we would like to give our customers a range of services and options which can be affordable and sustainable.

WHAT ASSURANCE ARE YOU GIVING YOUR CUSTOMERS IN 2024 TO GUARANTEE YOUR COMMITMENT TO THEIR NEEDS ANYTIME, ANYDAY?

We are always available for our esteemed customers and continue to service them as usual. And we believe that without them, we are nothing.

FINALLY, WHAT ARE YOUR EXPECTATIONS FOR 2024 BUSINESS YEAR?

We look forward to a wonderful year ahead and
Continued on page 23 >>



...highly committed, passionate and forward-looking staff of Jay Kay Industries & Investment LTD at Ghana 100 Most Influential People Award last December 2023

hope to meet all the planned activities and business achievements as per our vision and mission statement.

THANK YOU FOR YOUR TIME.



"THE FOCUS AT DRUPA 2024 WILL BE ON THE AUTOMATION OF TRADITIONAL PROCESSES, DIGITAL PRINTING - ESPECIALLY INKJET TECHNOLOGY - AND CARDBOARD PACKAGING, IN LINE WITH THE PRINCIPLES OF INDUSTRY 4.0"



After an eight-year hiatus, the world's leading trade fair on print technologies for inspiration, innovation, top-class knowledge transfer and intensive networking - **drupa** will finally hold this year from **28 May to 7 June** at the prestigious **Düsseldorf Exhibition Centre, Düsseldorf Germany**. In this exclusive **SPECIAL FEATURE INTERVIEW** with **Ms. Sabine Geldermann** - Director drupa, Portfolio Print Technologies, Messe Düsseldorf GmbH **WHERE TO Print** discovers the undisputed competence of Messe Düsseldorf to offer all participants the best platform for an invaluable experience throughout the eleven days of world's no. 1 event for print and crossmedia solutions. Find out how in excerpt below:



WHAT WERE YOUR MOST MEANINGFUL MOMENTS IN 2023?

I was particularly touched by the many great and exciting encounters I had during the drupa World Tour, which started in the autumn. The anticipation of drupa was palpable in all the people I met. Whether in Brazil, India, China or Vietnam - the passion and enthusiasm of the people for the printing and packaging industry touched me deeply and gives a lot of momentum for drupa 2024.

QUITE UNFORTUNATE THAT NO AFRICAN NATION WAS PART OF DRUPA WORLD TOUR; WHY IS AFRICA EXCLUDED?

Africa is an exciting and growing market for the printing and packaging industry and of course, with Algeria, Tunisia and Egypt, African destinations are also represented in our drupa World Tour. In addition, printpack alger will take place from 4 to 6 March this year. Together with plast alger, printpack alger is the industry meeting point for plastics, printing and packaging technologies in Algeria and the Maghreb region.

WHAT ARE YOUR TAKE-AWAYS FROM THE TOUR; THE LESSONS LEARNT AND NEW DEVELOPMENTS YOU WILL INCORPORATE IN

THE FORTHCOMING DRUPA?

Our presentations and especially our drupa PrintPromotion Industry Summits were a complete success. Together with decision-makers involved in local industries, we discussed the issues that will shape the future with regard to sustainability, circular economy, digitalisation, AI, automation and much more. During panels and discussion rounds, our drupa exhibitors provided important insights into the European and global markets. One of the dominant issues at the drupa Print Promotion Industry Summits was that of sustainability. With marked enthusiasm, participants discussed the industry's best practices for circular economy and efficient energy use. In addition, they considered the future and debated which





technologies will be needed to make the industry fit for the future, resilient and above all sustainable. This also included a preview of the special forum "Touchpoint Sustainability" at drupa 2024 in Hall 14. Further points under intense discussion were global megatrends like increasing digitalisation, automation, AI and robotics, which will influence both individual processes and the entire added value chain in future.

AFTER NEARLY EIGHT YEARS, DRUPA IS SET TO TAKE PLACE THIS YEAR. WHAT SHOULD THE INDUSTRY EXPECT AT THE SHOW RIGHT FROM THE ONSET ON MAY 28 TO JUNE 7?

The show's return after an eight-year hiatus adds to the global community's anticipation and excitement for drupa 2024. The industry is looking forward to groundbreaking technologies and product launches, making drupa the most important event of the year for the global printing and packaging industry. Over the course of eleven days, it will shape the industry by showcasing emerging trends and innovations, including those that will be released in the coming years. Global megatrends such as sustainability, the circular economy, ongoing digitalisation, automation, AI, robotics and more will play a key role in our conferences and on our exhibitors' stages. Digital printing technologies, digital packaging and finishing solutions, and new materials will be prominently featured.

WHAT LESSONS DID YOU LEARN FROM THE GLOBAL PANDEMIC IN ORDER TO MAKE THIS YEAR'S DRUPA SAFE FOR ALL PARTICIPANTS?

We create a good and safe atmosphere: constant

corresponds to the outdoor air. Furthermore, our HEPA filters help to ensure that we can offer all guests the greatest possible protection during our trade fairs. It is the most effective air cleaning technology currently available: HEPA filters remove 99.9% of viruses, bacteria and other particulates from the air and release the cleaned air into the room again. In combination with our high-performance ventilation system, our spacious premises and halls, we can minimize the risk of infection. Participants can feel safe when networking, initiating business deals and experiencing innovations in person.

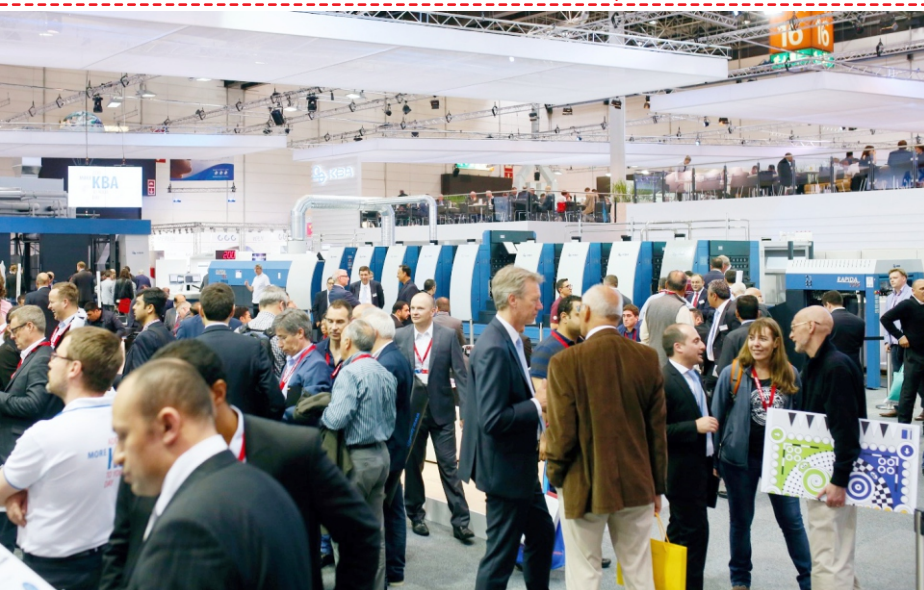
WHAT EXCITES YOU ABOUT THIS YEAR'S DRUPA?

This drupa will be a very special one for us, as eight long years have passed since the last edition. The world has turned in the meantime, the industry has developed enormously and we are really excited and eager to see what innovations the exhibitors will be presenting in Düsseldorf. And the industry needs a platform like drupa more than ever! Because the challenges and requirements of the industry have also increased enormously.



DRUPA HAS BEEN AT THE FOREFRONT OF INNOVATION IN THE INDUSTRY, WHAT SHOULD WE EXPECT?

The focus at drupa 2024 will be on the automation of traditional processes, digital printing - especially inkjet technology - and cardboard packaging, in line with the principles of Industry 4.0. The overarching theme will be 'sustainable printing'. Inkjet applications have significant potential and promise a significant shift in packaging production, including corrugated, folding carton, labels and flexible packaging. Despite a decline in print volumes, there's a noticeable increase in value-added printing and decorative enhancements. The digitisation of paperboard packaging processes not only improves efficiency but also meets the quality standards demanded by brand owners.



EUROPEAN, AMERICAN AND CHINESE COMPANIES HAVE ALWAYS DOMINATED AS EXHIBITORS AT DRUPA, WHICH AFRICAN COMPANIES SHOULD WE EXPECT?

Egypt will represent the African continent with 10 exhibitors. A detailed overview of all our exhibitors can be found in the exhibitor

and sufficient ventilation is ensured by our air-handling systems: the volume of fresh air constantly supplied to the halls exceeds the actual need many times over and the fresh air quality

Continued on page 26 >>



database on the drupa website (https://www.drupa.com/en/Exhibitors_Products/All_Exhibitors_Products) We would be delighted to have more African exhibitors and there is certainly a great deal of potential. We are always happy to discuss participation opportunities with interested companies!

UNDERSTANDABLY THERE ARE SOME AFRICAN ATTENDEES THAT MAY BE DENIED ENTRY VISAS TO ATTEND THIS YEAR'S DRUPA; WHAT WILL MESSE DÜSSELDORF DO DIFFERENTLY THIS TIME TO ENSURE GENUINE AFRICAN PRINT & RELATED ENTREPRENEURS AND PRACTITIONERS ATTENDING TO SCALE UP THEIR BUSINESSES, MAKE INVESTMENT DECISIONS AND THE LIKES, ARE ISSUED VISAS BY THE RESPECTIVE GERMAN CONSULAR IN THEIR RESPECTIVE AFRICAN COUNTRIES TO ATTEND THIS YEAR'S DRUPA?

Through our foreign representations in Africa, which cover almost the entire continent, we do our best to support visitors and exhibitors with their visa applications, e.g. with visa invitation letters. An overview of our foreign representations with the relevant contact persons can be found on our drupa website:

https://www.drupa.com/en/Visit/Preparation/International_Representatives/Overview

Of course, we regret very much if a visa ultimately fails due to a lack of capacity or the co-operation of consulates and embassies.

WHAT DO YOU THINK WILL BE THE KEY ISSUES DRUPA EXHIBITORS WILL BE HIGHLIGHTING AT THEIR STANDS?

Quite clearly: digitalisation and sustainability. Digitalisation is an enabler for processes and applications in the print and packaging industries. AI, platform economy, and the openness to new product solutions in the field of industrial applications play a key role. Furthermore, sustainability will characterise drupa's agenda. With such topics as Circular Economy, Energy Efficiency and Resource Conservation it has become a pivotal factor for the industry as a whole. In this dynamic context, the exhibitors pitch their new products and innovations to an international audience comprising the print and packaging industries, agencies, trade, media and research.

CLEARLY, VISITORS' NUMBERS WILL BE UP AT THIS YEAR'S EDITION: HOW PREPARED IS MESSE DÜSSELDORF TO ENSURE AN INVALUABLE EXPERIENCE TO ALL CONCERNED?

drupa currently occupies 18 halls, the entire Düsseldorf

fairground. Currently, we are getting close to 1,400 exhibitors from 50 nations. drupa is and remains the no. 1 event for printing technologies. What makes drupa so unique is not only the high-calibre international exhibitors, but also the extensive supporting programme. Thus, drupa is not only a place for business and networking, but also for knowledge transfer. Five Special Forums will turn the fair into a hot spot for new technologies, applications and ideas. The drupa cube, drupa next age (dna) as well as touchpoint packaging, textile and sustainability all pick up on global mega trends, future technologies with growth potential and best practices covering a comprehensive spectrum of themes.



WHAT KIND OF SPECIAL ARRANGEMENT OR RELATIONSHIP DO YOU HAVE WITH HOTELS, ACCOMMODATIONS, TRANSPORTS AND OTHER SERVICE PROVIDERS IN ORDER TO GIVE SPECIAL DISCOUNTS AND TREATMENT TO VISITORS?

We are working with the travel agency BCD Travel, who will help our guests with everything from travel to accommodation. In addition, many Düsseldorf hotels, restaurants, retailers and more will be taking part in the 'drupa city' campaign, offering special deals to our visitors and exhibitors. For those who would like to explore the city of Düsseldorf after the fair, we recommend the 'DüsseldorfCard' with discounts of up to 100% on around 70 offers such as guided city tours, museums and souvenirs. More information here: https://www.drupa.com/en/Visit/Preparation/Hotel_CityInfos



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

The old saying "adapt or die" sums it up - as already emphasised in the 9th Global Trends Report: Printers have to seek new ways to grow and thrive. They must embrace change and see it as an opportunity for their businesses. We all have to innovate to succeed in the long term. I am confident that drupa 2024 will be the ideal opportunity to explore how best to achieve this objective.

FINALLY, WHAT ARE YOUR EXPECTATIONS FOR 2024 BUSINESS YEAR?

Overall, the industry is growing. We expect labels and packaging to take a growing market share at the expense of publishing, commercial print and graphics applications. Recent market research forecasts a CAGR (compound annual growth rate) of more than 5% for these areas, which is roughly in line with the development of the last 5 years. Asia and Africa are expected to be the markets with the highest growth, averaging over 6% per year by 2028. After meeting with so many print industry professionals on our drupa World Tour, we are very optimistic about the future. The findings from the 9th drupa Global Trends Report also confirm this positive outlook. COVID brought with it a drop in investment but according to the report, that decline is now in reverse and both Printers and Suppliers plan to increase investment in 2024. And if the excitement in the run-up to drupa is any indication, we are looking forward to a successful year from the industry.



About SABINE GELDERMANN



Sabine has been responsible for drupa and its global portfolio as Director for over 10 years. Prior to that, she worked in the international exhibition industry, spending 17 years with exhibition organiser - Reed Exhibitions. She is a passionate and an enthusiastic communicator and initiator, helping industry professionals to network and actively share their ideas and knowledge.

THANK YOU FOR YOUR TIME.





19TH INTERNATIONAL PULP & PAPER INDUSTRY EXPO-CHINA HOLDS MAY 28 TO 30



The 19th International Pulp Paper Industry Expo-China

May 28 - 30, 2024

Poly World Trade Expo Center
Guangzhou, China



As the **19th International Pulp & Paper Industry Expo-China 2024** is slated to hold from **May 28 to 30, 2024** at the **Poly World Trade Center, No.1000, Haizhu District, Guangzhou, China, WHERE To Print** in this SPECIAL FEATURE ARTICLE reports the impacts of China largest and most influential paper event to the industry. Find this out in excerpt below:



With 20 years of innovation and development experience, **Guangzhou AUCH Exhibition Services Co., LTD.**, is set to host the **19th International Pulp & Paper Industry Expo-China** (also known as **Paper Expo China**) expansively covering the entire paper value chain including; pulp machinery, paper making chemicals, culture paper, packing paper, printing paper, industrial paper, and special paper amongst others.

Generally, the international event is projected to gather distributors, paper users, paper packaging enterprises, paper enterprises as well as designers from within China and abroad thereby providing a "One-Stop" procurement platform recognised as the best International Paper & Pulp Trade platform when compared with similar events in the territory.

Paper Expo China is expected to host **1600 exhibitors** and **160,000 professional buyers** from China and around the world of which 15% accounts for high-end buyers from Southeast Asia, Russia, India, Middle East & Africa (MENA) region, Europe and the United States.



THE IMPACTS OF PAPER EXPO CHINA 2024:

1. Helps enterprises to open up to the world's largest paper and printing production and consumption market - The Chinese market;

2. Zero import tariffs - In 2023, offset paper, coated paper, white cardboard, recycled container paper, and corrugated base paper have zero import tariffs;
3. To be held at the same time with: '2024 Paper-making equipment and purchase Meeting' - a unique opportunity for participants to access their orders directly at source;
4. To be held at the same time with: 'The 6th Paper Industry Seminar of China Ten Provinces (Areas)' - this is an avenue to exchange and cooperate with key Chinese paper enterprises;
5. One-to-one VIP buyer invitation service to establish contact with important customers, and improve products and services exposure.

EXHIBITS THAT WILL BE FEATURED:

Industries such as pulp and paper industry (pulp and paper machinery, accessories, auxiliary equipment, etc), paper chemicals (papermaking enzymes and biotechnology; various water treatment agents for papermaking, etc), paper industry (printing and packaging paper, cultural paper, industrial paper and special paper, etc.), paper instead of plastic (paper and paper-based materials, fully degraded paper-plastic composites) and other paper industry value-chain (upstream and downstream) are all expected to be present at the 19th International Pulp & Paper Industry Expo-China 2024.

Register to visit here: <https://m-v2.huicanzhan.cn/a/450707151377221>



For more information, visit the official website: www.paperexpo.com.cn

www.wheretoprintmagazine.com



The 19th International Pulp Paper Industry Expo-China

May 28 - 30, 2024

Poly World Trade Expo Center Guangzhou, China

Help paper companies develop markets in China, Southeast Asia, Russia, India, the Middle East and Africa

Same time important meetings and activities:

2024 Paper - making equipment and paper purchasing meeting.

2024 The 7th Paper Industry Seminar of China Ten Provinces (Areas)

Why You Can't Miss ?

1. Paper Expo China is a show to bring together products and technologies from papermaking, specialty paper, packaging, and new fiber materials & All Allied Industries
2. Support from all Major Trade Associations and media of Paper and Allied Industries.
3. Build partnerships with leading paper suppliers from across the globe
4. Opening B2B procurement meetings, exchange meetings, dinner parties and other activities during the exhibition;
5. Collect market information, analyze market demand, and establish new cooperative relationships;

Website: www.paperexpo.com.cn

E-mail: expoart@vip.163.com

Mobile: 86-18818457540

86-15011709095

Please feel free to contact us

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Organized and Managed by:   Guangzhou AUCH Exhibition Services Co.,Ltd.



Scan the QR code for visit registration

SUCCESSFUL GULF PRINT & PACK 2024 COMES TO A CLOSE



Leading print technology sourcing show for Printers and Print Service Providers (PSPs) across Middle East & North Africa (MENA) and Indian regions - **Gulf Print & Pack 2024** took place across a busy three days featuring over 250 exhibitors that showcased their latest machinery, materials and software to regional buyers. Read on; for the positive outcome of the show in **WHERE To Print** POST-SHOW REPORT:



Graciously declared open on **Tuesday 9 January 2024** by **H. Sheikh Hasher bin Maktoum al-Maktoum**, Director General of Dubai Information, the 14th edition of **Gulf Print & Pack** showcased innovative products and solutions for the print and package industries with many successful stories to tell backed by live demonstrations of great product debuts.



Among other expose', **Epson Middle East** launched its **SurePress L-4733AW** together with the **ColorWorks C6500** and **C4000** featuring cloud-enabled, on-demand colour label printing, just as **GCG KYOCERA Global** unveiled the game-changer - **Taskalfa Pro 15000c** that sets new standards in professional printing. Then Gulf Print & Pack 2024 Associate Sponsor - **Afra International DMCC** blew away the minds of visitors to its **Stand C4** who experienced the future of printing firsthand with the presentation of **Etirama SPS3!** This cutting-edge servo-driven press boasts a 350mm web

Continued on page 31 >>





width, accommodates up to 10 colours, and offers a range of optional features like cold foil, lamination, and reverse printing.

Without doubt, the international show which brought together PSP's, commercial and packaging printers, designers and print buyers from across the MENA region and beyond saw visibly elated **Mr. Nayyar Ansari**, Business Development Manager, **Konica Minolta** who revealed: "Gulf Print & Pack 2024 has been very productive for Konica Minolta. We invited potential customers from our partners across the GCC, to witness the power of digital

print, embellishment, and labeling. As a result, we sold 5 production machines and two AccurioShine 3600 units during the show."

In the same vein, **Mr. Ramesh Bajaj**, Director, **Vinsak** excitedly expressed: "The quality of visitors to our stand was high at Gulf Print & Pack 2024, reflected in the fact that we sold 11 machines, including label presses, finishing and embellishing equipment, during the show. The second day was particularly positive, with orders from new territories".

Speaking on the overall feeling of the exhibition, **Mr. Martin Teilberg**, Global Marketing Manager at **Nilpeter**

commented: "This is the first time Nilpeter has exhibited at Gulf Print & Pack; there is a good buzz, a good vibe at the show. Sustainable solutions, digitalisation and automation are the key trends at the moment, with customers looking to save money and optimise efficiency, and these are the features we have been highlighting." And to **ElifServinc**, Marketing Assistant at **Frimpeks**: "Gulf Print & Pack 2024 was a good opportunity for Frimpek to exhibit its products and solutions to the MENA region, and the UAE market in particular".



From organiser's perspective, **WHERE To Print** gathered from Gulf Print & Pack Event Director, **Mr. Barry Killengrey**: "Gulf Print & Pack 2024 has delivered beyond our expectations. It's been fantastic to connect with so many visitors and exhibitors from across the MENA region and beyond. There were a lot of business deals signed on the show floor and lots of new innovations

came to life from across commercial and digital printing." Agreeing, Managing Director, Gulf Print & Pack - **Jade Grace** also added while expressing gratitude to all: "We are pleased with such positive feedback from both exhibitors and visitors who came to Gulf Print & Pack 2024. The MENA region is a key market for the commercial and

package printing sector and the array of new technologies and innovations across areas such as digital embellishment, hybrid printing and sustainable packaging demonstrated on the show floor reflected the dynamism of this industry. Thank you to all who visited and exhibited, and to our media partners and sponsors for all their support in making this year's show a huge success."



Labels and Labeling magazine was the **Principal Sponsor** for the 2024 edition of **Gulf Print & Pack**, with **Konica Minolta**, **Mood Group** and **Afra** supporting as **Associate Sponsors**.

Gulf Print & Pack will be back in **2026**, taking place from **31 March to 2 April 2026** at the same **Dubai World Trade Centre**, Dubai United Arab Emirate. Check out more details at: www.gulfprintpack.com





GREAT INTERACTIVE PACKAGING TRENDS FOR 2024



Packaging (and interactive packaging as a part of it) is an integral part of our everyday life, it is often taken for granted, but its meaning should not be neglected and underestimated. It plays a key role in product protection, facilitating transport and improving brand identity. Let's delve a little deeper into one of the latest cardboard packaging trends that promises to shape the way we perceive and use packaging materials in the coming year. That's the theme for Interactive Packaging, or **Interactive Cardboard Packaging**.



Packaging is more than just a simple box – it is a bridge between the producer and the consumer. Its value is multi-layered:

Protection: The packaging protects the products from damage, contamination and manipulation, ensuring their quality and safety.

Storage: It extends the shelf life of perishable products and reduces food

waste.

Information: The packaging conveys essential information, such as ingredients, instructions for use and branding, helping consumers to make an informed choice.

Marketing: Packaging is a powerful tool for brand recognition and product differentiation. It can convey the values and aesthetics of the brand.

Convenience: Easy to use and portable packaging

improves consumer comfort, which leads to increased sales.

The importance of packaging cannot be ignored. It is the last tool that can influence the purchase decision in the decision-making process. Well-designed packaging can create and increase the competitive advantage of the brand with the so-called added value.



Continued on page 33 >>

Here we think on improvement of the product itself (for example, improvement of freshness or ease of handling of the packaging itself, in which the product is placed). This leads to developing a strong presence at the stands, positioning the brand in a certain way and creating or strengthening the relationship between the brand and the buyer. The packaging (whether it is made of cardboard packaging or other material) should be a 'visual magnet' that entices the client to buy that product and, in the end, to become loyal to that particular brand.

INTERACTIVE PACKAGING

In an era where consumer engagement is the most important, interactive packaging emerges as a major force, creating impressive and unforgettable experiences for clients.

UNDERSTANDING INTERACTIVE PACKAGING

Interactive packaging surpasses the conventional role of packaging, which is keeping the product inside the packaging itself. Interactive packaging transforms product packaging into a dynamic interface that engages consumers outside of the point of purchase. This can include technologies such as augmented reality (AR), quick response (QR) codes, near-field communication (NFC), and even embedded sensor technology.



WHY WE SHOULD USE INTERACTIVE PACKAGING?

Interactive packaging has a lot to offer to brands that are trying to connect with their customer base on a more engaged level. It offers many different possibilities for attracting the consumer and his more dynamic relationship with the product and the company that sells that product. Regardless of whether the packaging itself is enhanced with digital or analog interactive capabilities, the use of interactive packaging will help your products reach the hands of clients in a way that is unique compared to traditional packaging materials.

On the other hand, it should be known that this demand for interactive packaging stems from the evolving expectations of today's consumers. They want something more than the product itself, they are looking for experience.



So, it can be said that interactive packaging bridges the physical and digital areas, turning a simple transaction into an unforgettable journey.

INTEGRATION WITH AR (AUGMENTED REALITY)



Packaging with augmented reality is one of the ways to break the monotony that people already experience when buying different products. It has the ability to change the usual packaging of products into screen for socializing with clients and telling stories. In 2024, the integration of augmented reality in packaging is expected to reach new heights. Brands are increasingly using this AR on their packaging to offer extraordinary experiences, allowing clients to interact with the products in ways that they have never been seen before.

For example, a cosmetics brand can allow customers to virtually try different shades of makeup only by scanning the product's packaging with a smartphone. For a better understanding of this technology, it should be said that augmented reality is the overlapping of digital visual images with the real world shown through the camera of the mobile phone, so that it seems as if they are in one reality.



There are two approaches to its implementation, a marker-based approach or, as it is sometimes called, a recognition-based approach and a location-based approach.

The type based on the marker evokes or activates the augmented reality, when the camera of the smartphone captures the exact marker, which is related to the program in the phone itself. The marker can be any type of object shown on the packaging itself. One of the well-known 2D markers is a QR-code; when it is scanned, it will open a view on something. However, an augmented reality marker can go far and can be a colourful 3D object or an animated representation of something.

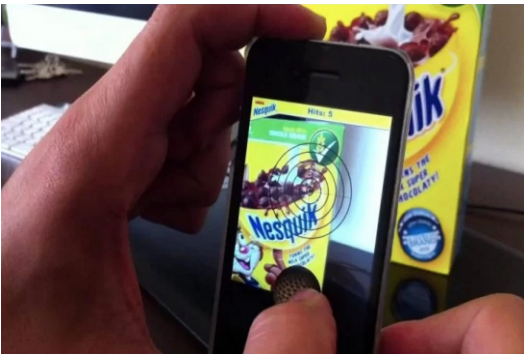


The location-based approach requires in-built GPS software that recognizes the recorded location and evokes, or activates augmented reality at the point where it is needed.

For a better understanding of how packaging with augmented reality really works and increases attractiveness, here are some examples of well-known companies that have been implementing this interactive technology on their packaging for some time.

Nesquik

Nesquik, the well-known brand for chocolate milk, has accepted the possibility of AR (augmented reality) packaging and implies that on one of its boxes of Nesquik cereals with an accent on children to be the target audience for this product. The main goal of this campaign was to increase engagement with the brand and as a result to achieve repeat purchase of the product. This was done through the creation of entertaining content that will best appeal to children and educational content that will be supported by parents. Consumers who scanned the packaging of Nesquik using the appropriate application were greeted with a beautiful animated world that appeared on their mobile phones.



The cartoon characters shown on the packaging jumped from the packaging, danced and celebrated, creating an unforgettable and attractive experience for children. Nesquik's augmented reality packaging project

achieved outstanding results, increasing brand loyalty and encouraging repeat purchases. Parents appreciated the innovative approach to breakfast, and children eagerly expected to enjoy their daily glass of Nesquik milk, which increased sales and market share of the brand by 20%.

Kellogg's

Kellogg's, the global leader in breakfast cereals, has also adopted and implemented AR technology for labeling their boxes with augmented reality. They started a campaign that turns cereal boxes into interactive games and educational experiences.



By scanning the packaging, consumers can access mini-games and nutritional information, and even watch videos related to the product. This campaign not only engaged consumers

but also educated them about the nutritional value of Kellogg's cereals. Analogous to this, there was an increase in engagement with consumers and an improvement in the perception of the brand itself.

Coca-Cola

Coca-Cola has also accepted the use of augmented reality in some of their products in order to improve and add added value to their packaging.



By scanning can labels with a smartphone, consumers unlock interactive content, such as games, music playlists, and even the chance to virtually share a Coke with friends around the world. This not only

improves the brand experience, but also creates a social relationship through the product. At the end it can be said that the packaging with augmented reality is the trigger that makes the product stand out either with extended, additional information, which is needed when making decisions, or with other benefits that the client is looking for.

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Print impact around GHANA

Stories by Precious A uonuma & Joju Adekanbi



Ningo-Prampram, Zeena of the Twins Foundation and her team, donors, volunteers and the community at large. "Together, we have created a space that is welcoming, inclusive, and accessible to all. But our work is not done. We must continue to come together to support the children and the

community at Ningo Prampram to ensure the Library remains resourceful in the coming years. If you are interested in supporting our worthwhile charity projects please contact us" he enjoined.



FC GROUP TEAM MEMBERS FINISH 1ST AND 2ND PLACES AT END-OF-YEAR RACE



It was a grueling day on Sunday the 31st of December with six of FC Group Cycling Squad termed **FC Group Team** taking part at the Sunday Starts of **End-of-Year Race** organised by the Greater Accra Regionals that saw Naaba Michael breaking away early, with 8 guys in tow, just at the beginning of the race.

laps to go out of the 25 laps race by Solomon from Gutty Cycling Club and Maxwell Doku also from FC Group Team plus two other guys who were dropped earlier.

It became a tactical battle with Maxwell starting his sprint early. He eventually crossed the line first and Michael also sprinting for Second place with both ending the year on a high note with 1st and 2nd positions respectively for FC Group Team.

He eventually dropped everyone and was caught up just 2

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