



PAPER CUPS & BAGS

FOOD PACKAGING



COSMETIC PACKAGING

CUSTOM LABELS & STICKERS



CORRUGATED BOXES

CORRUGATED CORES



EXERCISE BOOKS



4 & 33 PAPER



NATARAJ®

since 1958



COVER PRICE: FREE!

where to print

GHANA

WAN IFRA

MAGAZINE

VOL.5 | NO.9 | JAN-JUN 2026 | NMC| C.I 39| 20|4045



*Everything to Anything
Paper !*

**GHANA'S TRUSTED PRINTING &
PACKAGING LEADER**

OUR SERVICES

- TEXT BOOK PRINTING
- EXERCISE BOOKS
- PAPER BAGS
- PAPER CUPS
- DIGITAL PRESS
- PHARMACEUTICAL PACKAGING
- CORRUGATED BOXES
- CARDBOARD CORES
- A4 & A3 PAPER
- LABELS PRINTING
- INK AND CHEMICALS
- COSMETIC PACKAGING
- STATIONERY
- LIQUOR PACKAGING
- FOOD PACKAGING



+233 (0) 246 396 277
+233 (0) 593 998 679
+233 (0) 596 995 440



JAYKAY INDUSTRIES & INVESTMENTS LTD
JK Tower 2, No: 60, Otoblohum Road
North Industrial Area, Accra,
GA-133-9255
info@jaykayglobal.com



@jaykayghana



www.jaykayglobal.com



SEPT. 23-25, 2026

SAVE THE DATE

LAS VEGAS

JOIN
THE LIST



PRESENTED BY

PRINTINGUNITED
ALLIANCE

where to print

GHANA

WANAFRA

MAGAZINE

VOL. 5 | NO.9 | JAN-JUN 2026 | NMC| C.I 39| 20/4045

RATE CARD

REGULARS

	NIGERIAN	SOUTH AFRICAN ZAR	KENYAN KSH	GHANAC	USDS
Full-Page (ROP)	N825,000	R8,500	65,000KSh	C6,000	\$500
Half Page (Vertical/Horizontal)	N577,500	R5,950	45,500KSh	C4,200	\$350
Quarter Page	N330,000	R3,400	26,000KSh	C2,400	\$200
New Product Block	N165,000	R1,700	13,000KSh	C1,200	\$100

SPECIAL POSITIONS

Page 1 (Flap)	N742,500	R7,650	58,500KSh	C5,400	\$450
Page 2 (Inner Flap)	N742,500	R7,650	58,500KSh	C5,400	\$450
Page 4 or Page 5 or Page 6	N1,237,500	R12,750	97,500KSh	C9,000	\$750
Cover Page	N1,650,000	R17,100	130,000KSh	C12,000	\$1000
Spread (Centre Spread)	N2,970,000	R30,600	234,000KSh	C21,600	\$1,800
Wrap Round	N4,950,000	R51,000	390,000KSh	C36,000	\$3,000

SPECIAL EDITORIAL FEATURES

2 x Full-page Editorial Feature	N800,000	R13,000	130,000KSh	C12,000	\$1000
4 x Full-page Editorial Feature	N1,500,000	R24,500	227,500KSh	C21,000	\$1,750

ADVERT DESIGN/ MARKUP COST+SPECIFICATION

Full page/ Spread	N36,250				
Half page/ Quarter page	N31,000				

ONLINE ADVERTISEMENT

Header Banner (468x90 pixel)	N2,310,000	R23,800	182,000KSh	C16,800	\$1,400
Top Banner (290x100 pixel)	N1,320,000	R13,600	104,000KSh	C9,600	\$800
Deluxe Banner (290x100 pixel)	N1,320,000	R13,600	104,000KSh	C9,600	\$800
Wide Skyscraper (290x820 pixel)	N1,155,000	R11,900	91,000KSh	C8,400	\$700

Cost is per 2 months duration. Other novel options are welcome and are open to mutual agreement on type and cost.

WTP TV - ONLINE VIDEO SLOT/ PRODUCTION

Single Product/ Brand Showcase	N2,392,500	R24,650	188,000KSh	C17,400	\$1,450
Multiple P/B Showcase (6 max)	N11,550,000	R119,000	910,000KSh	C84,000	\$7,000
Single Client Interview	N3,547,500	R36,550	279,500KSh	C25,740	\$2,150
Multiple Client Interview (6 max)	N17,820,000	R183,600	1,404,000KSh	C129,600	\$10,800
Event Coverage	N34,650,000	R357,000	2,730,000KSh	C252,000	\$21,000

Above cost is for Lagos ONLY. For outside Lagos and overseas, rate (inclusive of minimum 3nights accommodation for Production Team) to be mutually agreed with client.

DEDICATED EMAIL BLAST COST+SPECIFICATION

Email Type					
1-2 x Email Blast	N330,000	R3,400	26,000KSh	C2,400	\$200
3-7 x Email Blast	N1,237,500	R12,500	97,500KSh	C9,000	\$750
8-15 x Email Blast	N1,600,000	R24,650	188,000KSh	C17,400	\$1,450

When specification is different from above, we are open to mutual agreement on type and cost. NOTE: All rates are pre-paid and inclusive of VAT. Cheques must be written in favour of NUMBERS CMYK LIMITED.

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)
Half Page Horizontal	216 x 154mm	210 x 148mm (A5)
Half Page Vertical	111 x 303mm	105 x 297mm
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

Index



THE GHANAIA REBOUND: CAPITALISING ON THE NEW ERA OF PRINT & PACKAGING

Page 7 >>



PRECISION TECHNOLOGIES: THE GAME-CHANGER

Page 8 >>



DURST GROUP INVESTS 20 MILLION IN DURST COMO, THE NEW ITALIAN HUB FOR DIGITAL TEXTILE PRINTING

Page 10 >>



TECHNOLOGIES SHAPING THE FUTURE OF PRINTING, PACKAGING, AND MANUFACTURING

Page 12 >>



CRAFTING A WINNING BUSINESS PLAN FOR PRINT EMBELLISHMENTS

Page 18 >>



"WE AIM FOR HIGHER EXPORT CONTRIBUTIONS, MORE JOB CREATION, AND FURTHER RECOGNITION AS A MANUFACTURING LEADER."

Page 22 >>



LOUPE AMERICAS: AN INSIDERS JOURNEY SPANNING 25 YEARS

Page 28 >>



THE GROWING FLEXIBLE PACKAGING MARKET

Page 30 >>

How to reach us

Our e-mail: address is: enquiry@wheretoprintmagazine.com

All submissions become the property of NUMBER CMYK GHANA LIMITED. Please do not hesitate to also call us on

Tel(Nigeria Mobile): +234(0)8038629114.

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

Rights reserved

All rights reserved. WHERE TO Print*make every efforts to ensure the accuracy of information it publishes, but cannot be held responsible for any consequences arising from errors or omission. Reproduction in whole or in part without written permission from the publisher is strictly prohibited. WHERE TO Print* logo and the Green Border Design are registered trade mark of NUMBER CMYK LIMITED. Published by NUMBER CMYK GHANA LIMITED.

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 commentaries.
- We believe and accept that these principles and code of ethics forms 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.

FOR SALE
NEW PRODUCT
BLOCK SPACE

CALL PRECIOUS: +234 816 087 6041

FOR SALE
NEW PRODUCT
BLOCK SPACE

CALL PRECIOUS ON
+234 816 087 6041

LATEST PANTONE COLOUR GUIDE
AVAILABLE



TO ORDER?

CALL FlexoHub on
+233 (0) 202 018181
+233 (0) 202 721030

FOR SALE
NEW PRODUCT
BLOCK SPACE

CALL PRECIOUS ON
+234 816 087 6041



PROPAK CAPE 2026

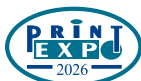
PACKAGING • PROCESSING • PRINTING • PLASTICS

27 - 29 October 2026

Cape Town International Convention Centre, Cape Town, South Africa

The Essential Packaging Innovation Exhibition of the Western Cape

Incorporating:



Bringing the

Future of *Packaging* to the *Western Cape*



#Propakcape2026
www.propakcape.co.za

MONTGOMERY GROUP
SPECIALISED EXHIBITIONS

To Readers

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

THE GHANAIAN REBOUND: CAPITALISING ON THE NEW ERA OF PRINT & PACKAGING

Ghana's economic rebound has unlocked a new era for local printing and packaging! Consumer demand is rising, and local brands are scaling up to export across West Africa. The question is: Is your business fully equipped to meet this rising local and regional demand?

Staying ahead of the curve is everything. Discover how leading stakeholders are upgrading, expanding, and targeting new markets to leverage this growth for their businesses in our two **EXCLUSIVE SPECIAL FEATURES** later in this Collector's edition.

WHAT'S IN THIS 9TH EDITION?

We start with **PRINT IMPACT AROUND THE WORLD** (from page 10), to inform you of some of the latest developments that happened within the last two months in the print and allied industries around the world. Afterwards, our Guest Writer - **Ankan Graphics Limited**, Business Development Manager **Bharat Kumar Kaleeswaran** shares expert insights on how cutting-edge machinery, raw materials, automation technologies, and sustainable circular-economy solutions are shaping the future of our industry during his recent visit to two of the industry's most prominent global trade events this year, **WEPACK** and **CHINAPLAS 2026**. Check this out on pages 12, 14, and 15 in a **SPECIAL FEATURE ARTICLE** aptly captioned: **TECHNOLOGIES SHAPING THE FUTURE OF PRINTING, PACKAGING, AND MANUFACTURING**.

Talking of the future, **LOUPE Americas** (formerly Labelexpo Americas) Director, **Tasha Ventimiglia**, reflects on her 25-year journey in the industry and her bold vision for the future as she shares an insider's look at how far the industry has come, especially now that the North America's largest dedicated label and package printing event, is making its highly anticipated return to the **Donald E. Stephens Convention Center** in Rosemont, Chicago, from **15–17 September**. Read the inspiring excerpt which forms the next **SPECIAL FEATURE ARTICLE** titled: **LOUPE AMERICAS: AN INSIDER'S JOURNEY SPANNING 25 YEARS**. Flip over to pages 28 and 29 to discover more.

Before the two **EXCLUSIVE FEATURE ARTICLES** that will guide you on making smart moves to leverage Ghana's economic growth in print & packaging, check out **Markets & Markets** analysis of consumer demand in the **Middle East and North Africa** (MENA) region fueling multi-figure economic growth—adapted as a **SPECIAL FEATURE ARTICLE**—where we explore key sectors poised to accelerate the continuous growth of the flexible packaging market, hence motivating players of a brighter future. Turn to pages 30 and 31 for the inspiring piece captioned: **THE GROWING FLEXIBLE PACKAGING MARKET**.

Now, let's dive into one of our signature **EXCLUSIVE FEATURE ARTICLES**. Titled: **PRECISION TECHNOLOGIES: THE GAME-CHANGER**, this flagship **SPECIAL FEATURE ARTICLE** highlights how **Ishmael Tetteh**, CEO of **Flexohub Limited**, is modernizing Ghana's packaging industry with the opening of **Precision Technologies** here in Accra. In this exposé, we reveal how the state-of-the-art, laser-powered facility ditches traditional metal molds to deliver faster, cheaper, and more flawless die-cutting for cartons

and other packaging materials. Read why offset printers, converters, and packaging manufacturers should take advantage of the novel, one-of-a-kind facility in West Africa on pages 8, 9, and 17.

Our second exclusive **SPECIAL FEATURE INTERVIEW** spotlights **Jay Kay Industries & Investments LTD** Chief Growth Officer **Shreeman Narayan** and VP of Sales **Rohit Kumar**, who shared their ambitious pan-African expansion plans. They are aiming to drive a manufacturing turnaround across the continent. In the **EXCLUSIVE FEATURE INTERVIEW**, the duo reveals the company's pan-African masterplan, aside from other topical industry issues expected to motivate fellow stakeholders, and it is aptly captioned: **"WE AIM FOR HIGHER EXPORT CONTRIBUTIONS, MORE JOB CREATION, AND FURTHER RECOGNITION AS A MANUFACTURING LEADER."** Turn to pages 22, 23, 24, 25, and 26 to discover how you can also take advantage of Ghana's economic rebound to impact the region.

Want to turn your print embellishments into a thriving profit center? In this edition's **COVER STORY** titled: **CRAFTING A WINNING BUSINESS PLAN FOR PRINT EMBELLISHMENTS**, Print Embellishments Expert and **Taktifful** boss **Kevin Abergel** breaks down why buying new equipment isn't enough. He shares exactly how to build a comprehensive, strategic plan to ensure a strong return on your investment. Find out how on pages 18 to 21.

On a final note, it is no longer news that Ghana is bouncing back, which is great news, and a new era for the Print & Packaging sectors! Today, economic stability is returning with consumer spending and local production on the rise. This means you must position your business to take advantage of the growth. The question is: how are you taking



advantage of this growth? Whether you are upgrading or launching a new product or deploying a marketing campaign, we are here to help you stand out. Let's build something great together. Send us a DM (email: publisher@wheretoprintmagazine.com or WhatsApp: +234901 239 9805 to start your next project today!

To wrap it all up, stay intentional about your choices and continue doing good—these principles separate success from mediocrity. Until the next edition, keep pushing forward, building meaningful relationships, and creating lasting impact. Most importantly, take care of yourself along the way!

WHERE TO PRINT BY-LINE

Publisher/ Editorial: Joju Adekanbi

Publisher/ Executive Director: Ishmael Tetteh

Freelance Proof Reader: Ayomikun Adekanbi

Design: WHERE To Print Studio

Legal Affairs: WTS Nobisfields

To submit new/editorial or place

advert/ supplement:

Call/ WhatsApp: +234 901 239 9805

Email: publisher@wheretoprintmagazine.com

Published by:

NUMBERS CMYK GHANA LIMITED

Reg No. CS024612020

TIN: C0034639551

Central Link, Spintex Road, Accra.

Location Code: GZ-121-5376

P.O. SR 324 Spintex Road, Tema

Email: enquiry@wheretoprintmagazine.com

Website: www.wheretoprintmagazine.com

WHERE To Print magazine. Print Publishing. Print Research/ Statistics. Feasibility Report. Print Survey. Print Directory. Print Management Training. Print Exchange Programme. Print Awards. WHERE To Print Mentorship.



PRECISION TECHNOLOGIES: THE GAME-CHANGER



Ishmael Tetteh, CEO of **Flexohub Limited**, is modernizing Ghana's packaging industry by opening **Precision Technologies** in Accra. This state-of-the-art, laser-powered facility ditches traditional metal molds as it offers faster, cheaper, and flawless die-cut manufacturing for cartons and other packaging materials. In this **SPECIAL FEATURE ARTICLE**, discover the benefits of a laser die-cut process to converters and packaging manufacturers and how **Precision Technologies**, with the tagline, ...**just flawless**, is changing the game in West Africa:

Dies are the hidden backbone of modern packaging manufacturing. They create the exact cuts, folds, and perforations on everyday items—from milk cartons and pizza boxes to greeting cards. Historically, factories relied on heavy, physical metal dies. This traditional process is slow, expensive, and limits creative design. Today, that method is giving way to a digital, laser-powered process.

Though highly capital-intensive to set up, a laser-powered die-cut facility acts as a fast, digital finishing hub for local packaging makers. It cuts materials using a computer-controlled light beam instead of heavy metal molds. This saves manufacturers money, speeds up production, and allows for unique and extremely accurate packaging designs. With laser die cutting, you can make individually customized packages, as it also allows you to mass produce incredibly intricate and eye-catching designs at a very low cost, which might be impossible or very expensive with traditional dies. For well-defined, high-volume production runs, laser die cutting is still the fastest and cheapest way to produce.

According to industry veteran **Ishmael Tetteh**, CEO of **Flexohub LTD**, the leading printing and packaging industry pivot, the cutting-edge, laser-powered die-cut manufacturing facility with brand-named **Precision Technologies**, is right here in Accra to change the game. "This new facility makes the production process stress-free and cost-effective. Moving to digital die-cutting brings massive benefits to the local packaging industry," he emphasized.

PRECISION TECHNOLOGIES PROMISES & BENEFITS TO LOCAL PACKAGING MANUFACTURERS

1. Cuts Out High Setup Costs

No physical molds/ No Waiting: No need to buy expensive, custom metal cutting tools for every new shape. Lasers machines at Precision Technologies skip the time it takes to build physical metal tools. More importantly, die

boards are too heavy for express air freight, but sea cargo takes too long. Because Precision Technologies is right here at your doorstep, you get your orders much faster and save money.

Digital files/ Easy Changes: Experts at Precision Technologies use digital design files to guide the laser. Hence, they can change the shape instantly using a digital file for quick job turnaround. Small batches: It is cheap to produce small test orders or sample boxes.

2. Speeds Up Production Time

Fast changes: Designers can change a box shape on the computer and cut it instantly.

Rush orders:

Manufacturers can bypass the weeks of waiting it takes to build a traditional metal die.

No waiting: Turnaround times shrink from weeks to just days.

3. Delivers Perfect Customization Complex shapes/ High Precision: Lasers easily cut highly detailed

patterns, windows, and curves into thick corrugated or offset materials.

Personalization: Local brands can print unique names, logos, or serial numbers on every single box.

4. Saves Material and Reduces Waste

Contactless cuts: The laser does not smash or bend the cardboard edges.

Less damage/ Less Waste: Lasers are controlled by computers. This reduces scrap material or less torn material, which means less waste.

Smart design: Computer software lines up the cuts tightly to use less paper.

No Storage: You do not need large physical spaces to store heavy metal dies.

Cost-effective: Lowers total cost of operation (TCO) by reducing unplanned outages, drives long-term cost savings by minimizing downtime for manufacturers, and increases overall profitability.





© Dedicated Precision Technologies repro operators with samples of die boards made.



© Joyous Flexohub Colour Expert using X-Rite i1 SpectroEye in the Colour Lab to take care of the accurate colour reproduction needs of the market.

5. Handles Multiple Jobs in One Go

All-in-one: The laser can cut through the material, score lines for easy folding, and punch holes for tearing.

No machine swaps: Technicians do not need to move the cardboard to a different machine to add creases.

Committed to Quality and Packaging Development Across the West Africa Region

Why did Flexohub make this bold move? The company decided to build Precision Technologies facility to meet the rising demand for quality packaging in Ghana and the fast-growing neighbouring West African states. He promises to provide flawless, highly accurate, speedy, and budget-friendly die-cutting solutions that are always delivered on time.

Offset printers, converters, and packaging manufacturers can now say goodbye to the limits of old metal die-cutting. Precision Technologies delivers the top-tier, custom-tailored packaging that modern brands need to stand out.

Manned by highly skilled and factory-trained operators, Precision Technologies has the capacity for both rotary die and flat die needs of offset printers, converters, and other packaging manufacturers across West Africa. There is a perfect packaging operation with maximum flexibility, proximity, and flawless! Alongside strategic partners like **Chespa**, Flexohub/ Precision Technologies will be driving their regional breakthroughs at **PROPAK West Africa 2026** (8-10 Sept | Lagos, Nigeria).

For more information, visit: www.flexohub.com



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



Print Impact

Around the World

DURST GROUP INVESTS 20 MILLION IN DURST COMO, THE NEW ITALIAN HUB FOR DIGITAL TEXTILE PRINTING



Image courtesy of Durst: Durst Como Rendering

International leader in advanced digital production technologies, **Durst Group** has officially launched the **Durst Como Project**, a new industrial and technology hub dedicated to digital textile printing in the heart of the Como textile district.

Representing an investment of approximately €20 million in buildings and infrastructure, the project aims to create a highly specialized production centre in Lombardy, focused on the development of inkjet technologies, software, applied research, and advanced solutions for industrial digital textile printing.

"Como has been printing the world's textiles for generations. We are not here to pass through. We are here to stay," said Christoph Gamper, CEO and Co-Owner of the Brixen/Bressanone (Italy) headquartered family-owned company, Durst Group. "Durst Como is a long-term commitment: European technology, built here, for the world."

The investment in Durst Como is part of a growth path that Durst Group has pursued in the textile sector for more than a decade. Over the past 12 years, the Group has invested more than €50 million in its textile business, with initiatives focused on developing international markets, enhancing laboratory infrastructure, and strengthening its sites in Brixen/Bressanone and Kufstein (AT). With revenues of €430+ million, Durst Group is now aiming to double its revenue over the next five years, supported also by the further consolidation of its role in technologies for industrial textile printing.



Image courtesy of Durst: To mark the groundbreaking event, a special tree-planting ceremony was held to represent Durst's long-term commitment to sustainability.

Durst Como stems from the acquisition of Aleph, a company specialized in the design and development of advanced inkjet solutions for direct-to-fabric and paper printing. The acquisition was initiated in 2023 and completed in 2025; Aleph has since been fully merged into Durst Group S.p.A. Durst Group has been active in textiles for more than a decade, anchored by its hub in Kufstein, and the integration of Aleph now extends this presence into Como, the heartland of the global textile industry, strengthening the Group's position in digital textile printing and building on the expertise of the Como area, internationally recognized for its know-how across the textile supply chain, fashion and high value-added applications.

Durst Como will become the Group's third development and production site, with R&D capabilities, after Brixen/Bressanone and Lienz. The hub will play a strategic role in the development and production of inkjet technologies for digital textile printing, with a particular focus on fashion and home textiles. Over time, the site will also grow into a center for customer collaboration and for textile-related automation and software. Alongside Como, Kufstein (AT) remains the Group's textile hub for superwide and special developments, including drying solutions for superwide textile and graphics applications. Together, these complementary sites form the backbone of Durst's international footprint in digital textile printing.



"This project represents a key milestone in our growth journey," commented Alessandro Manes, Director Global Sales Industrial Textile, Durst Group. "Our objective is to create in Como a highly specialized technology and production hub, capable of attracting expertise, developing new professional skills, and generating new opportunities for the local area."

Durst Como's new HQ will be designed in line with Durst Group's industrial and technological standards, with a particular focus on innovation, efficiency, and integration with the local area. The project will be developed within an existing building, thereby avoiding new land consumption and further soil sealing, and will follow energy redevelopment criteria geared toward the use of 100% non-fossil energy. Planned measures include installing heat pumps to replace the current gas heating systems and, in the first phase of the project, creating an approximately 600 kWp photovoltaic system to generate 100% green electricity. In line with initiatives already implemented at the Group's other sites, Durst Como will also host a bee colony as an additional measure supporting biodiversity and the local ecosystem.

Durst Como forms part of a broader industrial vision aimed at strengthening Durst Group's production and innovation capabilities in Italy, while enhancing its connection with the Como textile district and the expertise of the textile supply chain. The project represents a clear commitment to the local area, translating into tangible employment opportunities, real value creation, and further industrial development.

X-RITE/ PANTONE LAUNCHES OFFSET360 TO MODERNIZE COLOUR CONTROL



Global authority in colour standards and colour science, **X-Rite/ Pantone** has announced the launch of **Offset360**, a comprehensive colour management solution designed to maximize the performance of existing production lines by modernizing offset pressroom colour control.

Offset360 brings together press-side scanning automation, QC and reporting software, and automated ink presetting into a closed-loop workflow. This unified approach helps offset sheetfed printers reduce make-ready time and deliver precise colour without the cost of investing in a new press. "Many printers look to new presses to solve colour or efficiency challenges, but the issue often lies in the scanning and control systems," said Shajith Ambalathody, Application Engineer & Technical Specialist, X-Rite/ Pantone. "Disconnected workflows and manual adjustments can slow production, increase waste, and make it difficult to maintain consistent colour across jobs and locations. Offset360 helps printers update existing offset presses with a connected, automated approach to colour control while lowering upfront investment by up to **60%** compared to piecing together multiple standalone solutions."

Complete Colour Management of the Offset Print Environment

Offset360 delivers a fully connected approach to offset workflow optimization, combining IntelliTrax2 press-side scanning, MeasureColor process control software, MeasureColor Reports, and X-Rite's ink preset and closed-loop technologies. At press, operators use IntelliTrax2 and MeasureColor Production to access real-time spectral data and visual scoring, enabling faster, more precise adjustments, even across alternative substrates and changing paper suppliers. Offset360 provides access to advanced scanning and automation capabilities with predictable costs while improving production quality and time-to-value.

Implementation of Offset360 is a guided, collaborative process led by X-Rite Colour Experts. It begins with an assessment of each printer's production goals, colour challenges, and existing environment to design a configuration tailored to the workflow. The solution is then deployed with defined, measurable performance targets, followed by system installation, operator training, and validation to help ensure results are achieved. Ongoing support includes annual audits to maintain performance and efficiency.

Built on an open, flexible architecture, Offset360 integrates across production systems, is compatible with most presses, and supports G7 and ISO-based process controls. Colour data is captured and applied across presses and sites to improve consistency, reduce variability, and support continuous production improvement.

Continued on page 11 >>

www.wheretoprintmagazine.com

From page 10 >>

Print Impact Around the World

MIMAKI EXPANDS WARRANTY SUPPORT FOR ECO-SOLVENT AND UV-LED GRAPHICS PRODUCTION



Top manufacturer of industrial inkjet printers, cutting plotters, and 3D printers, **Mimaki** has announced that its large-format inkjet printers for sign graphics, "JV200" and "CJV200" series, "JV330" and "CJV330" series, as well as the compatible eco-solvent inks, have been approved for the **3M™ MCSM™ Warranty Programme**.

With the addition of the entry-level JV200 and CJV200 series to the certified lineup, which previously included the production models JV330 and CJV330 series, more customers can now choose 3M™ MCSM™ Warranty Programme. Furthermore, the newly certified eco-solvent ink "SS22" delivers vibrant colour reproduction and high weather resistance while significantly reducing the characteristic odour of solvent inks, contributing to a more comfortable working environment. As a result, the Programme is now compatible with a wide range of printing environments, from entry-level to production applications, creating an environment in which a broader range of print service providers can more easily offer long-term durability.

The 3M™ MCSM™ Warranty Programme is the most comprehensive finished graphics warranty in the industry. The 3M™ MCSM™ Warranty provides a non-prorated warranty coverage for the graphic's intended lifespan, including protection against fading, cracking, peeling, blistering, discoloration, and other aspects of graphic performance, thereby providing print service companies and their customers with the peace of mind and confidence that their graphics will perform as expected for the intended lifetime of the printed graphic.

The addition of its product line to the 3M™ MCSM™ Warranty Programme further strengthens the cooperation between both companies (i.e., Mimaki and 3M™). Customers can expect greater confidence in the quality of graphics production using the products and solutions offered by both companies.

GIRLS WHO PRINT ANNOUNCES GLOBAL SUMMER SUMMIT AND CALL FOR SPEAKERS

girls
who PRINT
empowering print professionals



The largest global professional network for women in the print and graphic communications industry, with more than 12,000 members, **Girls Who Print** has announced its **Summer Summit 2026**, a free two-day online conference taking place **July 29 & 30**, exploring the forces that shape careers, leadership, and influence across the print and graphic communications industry.

The conference theme, The Elements of Impact, is structured around four elemental tracks: Earth, Wind, Fire, and Water, each representing a different force shaping careers, business, leadership, and influence across the industry. The Summer Summit also includes an open worldwide call for speakers to apply to participate in discussions aligned with their expertise and experience. Professionals from every segment of print and graphic communications, and all levels of experience, are encouraged to apply. "Women in print build careers the same way the elements shape the world around us, through strong foundations, expansion, and the ability to adapt and keep moving forward," said Deborah

Corn, Executive Director of Girls Who Print. "The Summer Summit moves from Earth, the foundation of impact; to Wind, the reach of impact; Fire, the energy of impact; and Water, the flow of impact, to provide attendees with a strategic roadmap for expanding their visibility, influence, opportunities, and long-term success."

The Summit will also feature a Lunch with Girls Who Print session from **12:00-12:45 PM ET each day**, providing attendees with opportunities to learn more about the organization's mission, followed by an open discussion about the morning sessions and a preview of what is still to come. "Lunch with Girls Who Print invites attendees to be part of the conversation," said Kelly Mallozzi, Vice President of Girls Who Print and host of these open discussions. "The opportunity to exchange ideas, gain valuable insights, and network with women around the world can have a powerful impact on your career journey, no matter where you are on it."

The event is free to attend thanks to the support of Girls Who Print members and sponsors. Registration and speaker applications: <https://girlswhoprint.org/summer-summit-2026>

Learn more about the Girls Who Print mission, membership, and sponsorship opportunities at <https://girlswhoprint.org>

KYOCERA LAUNCHES NEW MONOCHROME INKJET PRINTER

KYOCERA

Market-leading
technology, now in
monochrome.

TASKalfa Pro 15000b



Building on its production inkjet leadership, Kyocera Document Solutions America (**Kyocera**) has expanded its portfolio with the **TASKalfa Pro 15000b**, an innovative monochrome commercial printer.

The TASKalfa Pro 15000b is built on the same proven inkjet platform as the TASKalfa Pro 15000c, the device that has held the #1 position in U.S. cut-sheet production inkjet for five straight years. It delivers up to 3 million images a month, runs up to 172 images per minute, and pairs that throughput with a total cost of ownership that makes high-volume monochrome production genuinely affordable.

"The TASKalfa Pro 15000c showed what Kyocera inkjet can do in colour. Now we're bringing that same inkjet platform, that same reliability, and that same quality to monochrome, and we're doing it at a price point that opens production inkjet to a whole new set of customers," said Dustin Graupman, Senior Director of Kyocera's Inkjet Division. "We believe the TASKalfa Pro 15000b will revolutionize the industry, and we're excited to bring it to market."

The TASKalfa Pro 15000c didn't become the market leader by accident. It's built on Kyocera's own ceramic inkjet printheads, which have been a staple in the industry since the early 00s. The TASKalfa Pro 15000b runs on that same foundation.

- High speeds up to 172 ipm (B&W).
- Ink Calculator for monitoring and estimating costs.
- Unmatched TCO for your production environment.
- Incredible reliability and low maintenance.

Attendees of **PRINTING United 2026** in Las Vegas will see the TASKalfa Pro 15000b in person.

XEROX UNVEILS NEW BRAND IDENTITY

Xerox introduced a new logo and brand identity, describing the move as the



next phase of the company following its recent acquisition of Lexmark and a foundation for what comes next.

The refreshed brand reflects the combined strengths of Xerox and Lexmark, and reinforces the new brand's commitment to delivering greater value, expanded capabilities, and stronger outcomes for our clients and partners.

According to Xerox Chief Marketing Officer **Darren Cassidy**, the new logo is a clear step into the next chapter (of Xerox), thereby positioning the rebrand around greater capability, scale, intelligence, and a continued focus on simplifying complex operations and delivering stronger outcomes for Xerox's clients and partners. "More capability. More scale. More intelligence behind everything we deliver. Our heritage got us here. But what drives us forward is the work, simplifying complex operations, expanding what's possible for our clients, and delivering outcomes that are real and repeatable", Darren Cassidy emphasized.



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



flip
to the
Next Page

Continued on page 13 >>



WEPACK

Chinaplas® 2026

TECHNOLOGIES SHAPING THE FUTURE OF PRINTING, PACKAGING, AND MANUFACTURING



April 2026 was a landmark month for the packaging and manufacturing sectors, marked by two of the industry's most prominent global trade events. First, **WEPACK**—the world-renowned trade event dedicated to the entire packaging and printing value chain—was held from **April 15–17, 2026**, at the **Shenzhen World Exhibition & Convention Centre** in Shenzhen, Guangdong, China. Barely a week later, industry leaders convened at the **National Exhibition and Convention Centre (NECC)** in Hongqiao, Shanghai, for **CHINAPLAS 2026**, the world's leading trade fair for the plastics and rubber industries, which ran from April 21–24, 2026. In this exclusive **FEATURE ARTICLE** by **Ankan Graphics Limited**, Business Development Manager **Bharat Kumar Kaleeswaran** shares expert insights on how cutting-edge machinery, raw materials, automation technologies, and sustainable circular-economy solutions are shaping the future of our industry. Read the excerpt below:

During our recent visit to **WEPACK 2026** and **CHINAPLAS 2026** in China, **Ankan Graphics Limited** had the opportunity to witness some of the most advanced technologies currently transforming the global packaging, printing, and manufacturing industries. Both exhibitions served as important platforms for machinery manufacturers, technology developers, and packaging professionals to showcase innovations aimed at improving productivity, sustainability, automation, and product quality.

The **38th edition** of the world's leading trade fair for the plastics and rubber industries, **CHINAPLAS 2026**, highlighted the latest developments in plastics and rubber manufacturing technologies. The exhibition featured advanced extrusion systems, injection moulding machines, blow moulding equipment, thermoforming solutions, recycling technologies, biodegradable material processing systems, and smart manufacturing solutions.

A major focus of the exhibition was sustainability, with manufacturers presenting machinery capable of processing recycled materials, reducing energy consumption, and supporting environmentally friendly production practices. The increasing global emphasis on sustainable packaging was evident throughout the exhibition, with many companies introducing innovative materials and production methods to reduce environmental impact. The exhibition also showcased Industry 5.0 technologies, including artificial intelligence-driven process controls, machine monitoring systems, predictive maintenance solutions, and fully integrated smart factory platforms. These technologies enable manufacturers to improve efficiency, reduce downtime, and optimise production processes through real-time data analysis and automation.



On the other hand, **WEPACK 2026** provided a comprehensive view of the latest innovations across the entire packaging industry chain, particularly within the corrugated packaging, folding carton, paper converting, and printing sectors. As demand for corrugated packaging continues to grow worldwide, the exhibition featured high-speed corrugators capable of producing board at significantly higher speeds while maintaining superior quality and reducing waste.

One of the most impressive developments showcased at WEPACK 2026 was the growing adoption of automation throughout corrugated box manufacturing. Visitors were able to observe fully automated production lines incorporating robotic material handling systems, automatic board feeding units, intelligent stackers, and automated logistics solutions.

These technologies help manufacturers reduce labor dependency, improve operational consistency, and increase production capacity. Advanced flexographic printing presses were another major highlight of the exhibition. Manufacturers introduced machines equipped with

Continued on page 14 >>

Print Impact Around the World

FESPA 2026 DEMONSTRATES THE VALUE OF A DIVERSE MULTI-EVENT FORMAT FOR VISITORS AND EXHIBITORS



From 19 – 22 May, **FESPA 2026**, comprising **FESPA Global Print Expo, European Sign Expo, Personalisation Experience, WrapFest, Corrugated and Textile**, welcomed visitors from the speciality print, signage, packaging, personalisation, wrapping, and textile sectors to the Fira de Barcelona, Spain.

FESPA 2026 welcomed visitors from **126 countries**, with the largest audiences coming from Spain, Italy, the UK, Germany, France, Portugal, the Netherlands, Poland, Belgium, and Switzerland (in descending order). This reinforces the value of FESPA's peripatetic pattern, making the 2026 event easily accessible to southern European printers and supporting exhibitors to make connections with new prospective buyers.



FESPA 2026 achieved a total visitor attendance of **24,798**, making it one of the most successful editions of the global event to date. **15,495** unique visitors attended the show, a **10%** year-on-year increase on the 2025 event. **85%** of visitors were senior decision makers, with **77%** directors, CEOs, owners, or managers. The collective median visitor budget was **€3.5 billion**, a **20.68%** increase on 2025, signalling a strong propensity to invest.

As the first flagship exhibition in Southern Europe since 2012 with six co-located events and three conference programmes under one roof, the 2026 event was its most varied and multi-faceted to date. The expansion into new print-related vertical markets reinforced the organisation's FESPA Future strategy to Connect, Inspire and Support increasingly diverse global business communities. The co-located event portfolio also broadened FESPA's reach and audience, strengthening its position as a leading platform for innovation, knowledge exchange, and business growth across the speciality print industry and beyond.



Michael Ryan, Head of FESPA Global Print Expo, comments: "By bringing together six clearly defined events, our aim was to give FESPA visitors a richer mix of opportunities to learn, be inspired, and explore adjacent market sectors and applications. The patterns we've seen in event registration, usage of the FESPA app, and conference attendance made it clear that most visitors have several overlapping areas of interest, so this approach serves their needs perfectly. For example, they might come to the show primarily for FESPA Global

Print Expo and also engage with European Sign Expo, Textile, and our FESPA Conference programme. This highlights the exceptional value of a comprehensive global event with multiple exhibition and content strands; it gives decision-makers access to a vast spectrum of specialist expertise to validate their current direction while also investigating new growth opportunities – all in one place."

FESPA Global Print Expo, along with six co-located events, will return to **Messe Munich, Germany**, from **6 – 9 April 2027**.

FUJIFILM LAUNCHES FLAGSHIP REVORIA PRESS™ PC2120 FUJIFILM



FUJIFILM Business Innovation has announced the launch of **Revoria Press™ PC2120**, the new flagship model in its Revoria Press™ series for high-end professional printing.

Building on the success of the Revoria Press™ PC1120, the all-new Revoria Press™ PC2120 introduces advanced AI-driven automation, an expanded colour gamut, featuring a newly developed green toner, and ultra-reliable one-pass six-colour printing using CMYK plus two speciality toners. Fujifilm's expanded speciality toner lineup now comprises seven toners, including existing options like gold, silver, pink, and white – helping to cater to diverse customer needs and foster greater creative expression. This enables vivid colour reproduction, getting much closer to the RGB colour palette designers see on screen.

Key Features & Enhancements

- **Expanded Colour Gamut:** By combining the newly developed Green specialty toner with the existing Pink toner, the press achieves coverage for 93% of the **PANTONE Formula Guide Solid Coated** library. This allows the printer to closely match vivid RGB colours typically seen on screens.

- **Automatic Colour Separation:** The press simplifies complex prepress workflows by automatically converting RGB data into CMYK, plus the Green and Pink specialty layers, minimizing setup time.

AI-Driven Automation:

- **Substrate Profiler:** Automatically analyzes loaded paper, detects its weight and type, and calculates the optimal output settings.

- **Revoria Flow Print Server:** Uses AI to scan documents and recommend image enhancements, such as sharpening text or making scene-specific corrections for people and landscapes

HUNKELER OUTLINES VISION FOR 2027 INNOVATION DAYS IN LUCERNE



Hunkeler has unveiled the theme for its **2027 Innovationdays** event, as well as revealing that the show will welcome the manufacturer's competitors as exhibitors for the first time.

The biennial **Hunkeler Innovationdays** will return to Messe Lucerne, Switzerland, from **22–25 February 2027**. The 2027 event will run under the theme: **'Impressed – Inspired by Ideas, Powered by Collaboration, Driven by People'**, highlighting the individuals, partnerships, and forward-thinking ideas shaping the future of the printing industry.

By inviting its own competitors as exhibitors for the first time, Hunkeler said it was further reinforcing its position as the industry's leading platform for innovation, knowledge sharing, and networking across the entire digital printing value chain.

"Collaboration and competition both play an important role in



where to print
MAGAZINE

MENTORSHIP PARTICIPANTS' BENEFITS

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

MENTORS'/ INVESTORS' BENEFITS

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



Continued on page 16 >>


WEPACK
 WORLD EXHIBITION OF PACKAGING
 世界包装工业博览会

Chinaplas 2026
 中国塑料工业博览会


servo-driven technology, automatic registration systems, digital control interfaces, and rapid job changeover capabilities. These innovations allow converters to achieve high-quality print results while reducing setup times and material wastage.

The exhibition also featured next-generation folder-gluers, die-cutting machines, laminators, flute laminators, paper sheeters, and digital finishing equipment. Many of these machines incorporated smart automation features that simplify operation, enhance productivity, and improve product quality. Digital inspection systems capable of identifying defects in real time attracted significant interest from packaging producers seeking to maintain strict quality standards.

Another important trend observed during WEPACK 2026 was the increasing integration of digital technologies into conventional packaging production. Machine manufacturers demonstrated cloud-based monitoring systems, remote diagnostics, production analytics platforms, and predictive maintenance solutions. These technologies enable factory managers to monitor equipment performance remotely and make data-driven decisions that improve efficiency and profitability.

For the Nigerian and wider West African markets, these innovations present significant opportunities. As packaging demand continues to increase across food and beverage, pharmaceutical, agriculture, personal care, and e-commerce sectors, manufacturers require equipment capable of delivering higher productivity, better quality, and greater operational efficiency.

The technologies showcased at both CHINAPLAS 2026 and WEPACK 2026 provide practical solutions to these challenges and represent the future direction of the global packaging industry. Our visit reinforced Ankan Graphics LTD's commitment to identifying and introducing world-class technologies that support the growth and modernization of the West African packaging sector. By working closely with leading global manufacturers, we aim to ensure that businesses in the region have access to innovative machinery and production solutions that enhance competitiveness, improve quality standards, and support sustainable long-term growth.

Concurrently, I led key customers on a tour of our Original Equipment Manufacturers (OEMs) factories. They saw firsthand our world-class manufacturing, assembly, and configuration processes. They were thoroughly impressed by the strict quality and manufacturing processes, all of which are backed by global standards like the International Organization for



Continued on page 15>>

From page 16>>

SPECIAL FEATURE ARTICLE - ANKAN INSIGHTS

Standardization (ISO). We invite you to contact us for all your flexo, printing, and packaging needs through our dedicated 24/7 line +234 904 999 5678 or visit www.ankangroup.com for more.

Though 2027 WEPACK's specific dates are yet to be finalized as of the time of this report, the 2027 editions of both shows are confirmed to take place also in April, anchored by CHINAPLAS from April 13-16, 2027. So, save the dates and see you next year at the Shenzhen World Exhibition & Convention Center (Bao'an) in Shenzhen, China!



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.

JOIN

@

enquiry@wheretoprintmagazine.com

Print Impact Around the World

driving progress. Together, they spark creativity, encourage new thinking, and accelerate the development of technologies, applications, and business models. By working together, industry leaders can develop solutions, advance standards, and strengthen the market as a whole," Hunkeler stated.

Building on a record-breaking 2025, the show welcomed 120 exhibitors (up 20 from 2023) and 6,800 visitors (up 100), who spent an average of 2.3 days at the event. Registration for 2027 opens on **1 October 2026**. For further details, visit: www.innovationdays.com

INKCUPS LAUNCHES HELIX HIGH-THROW UV CYLINDRICAL PRINTER

Global leader in direct-to-object printing technology, **Inkcups** has launched **Helix High-Throw UV Cylindrical Printer**, bringing Inkcups' pioneering High-Throw technology into the Helix family of cylindrical direct-to-object inkjet printers.

Designed to accommodate height variations while decorating cylindrical and conical products, the Helix High-Throw is ideal for cylindrically printing challenging and irregular shapes such as stepped and tapered vessels, those with posts for attaching handles, and items as varied as footballs and rugby balls, pet bowls, and planters. The Helix High Throw expands what is possible with helical printing far beyond drinkware and bottles.

Capable of printing products with a diameter range from 2.55 inches (65 mm) to 7.1 inches (180 mm) and handling height variations up to 15 mm, this advanced direct-to-object inkjet printer delivers eye-catching, seamless, full-color, 360° graphics, all from a single workstation.

The key features of the Helix High Throw include:

- engineered to handle height variations up to 15mm, making it ideal for decorating stepped drinkware, drinkware with posts for attaching handles, wine bottles and tumblers, large diameter jugs, mini kegs, plant pots, pet bowls, and more
 - advanced product scanning capabilities for precise placement on contours
 - automatic programmable tilt and height adjustment system for operations requiring conical printing, delivering accurate and dependable results on every item
- Two different ink configurations are possible with the Helix® High Throw, enabling businesses to adapt their setup as their production needs evolve. The six-colour configuration (WW+CK+MY+LcLm+VV) delivers even smoother gradients, accurate skin tones, and photo-realistic images by adding light cyan and light magenta to the standard four-colour process. Spot varnish also makes it possible to enhance the look and feel of designs, as well as to deliver a range of special effects.



SUN CHEMICAL LAUNCHES SUNGAME™ FOR HIGH-SPEED TRADING CARD MANUFACTURING

Sun Chemical has launched **SunGame™**, a product line specifically for the fast-growing trading card and gaming industry, consisting of high-quality inks, durable coatings, advanced brand protection solutions, and innovative smart packaging concepts. The range supports high-speed, vibrant colour, and high-quality output while meeting stringent toy safety requirements.



The range enables exceptional visual appeal, smooth application, and consistent color reproduction in high-speed production environments. It also offers fast setting with minimal misting to reduce ink overspray and deliver sharper images. Its low-VOC formulations reduce adverse environmental impact, while its full compliance with strict industry toy safety standards ensures suitability for products intended for children and collectors alike.

Kim Barham, Business Development Executive, Sun Chemical, comments: "The trading card and board game market continues to grow, which is driven by collector culture and rising consumer popularity. This ink was purpose-built for the industry, where speed, vibrancy, and durability are non-negotiable. Thanks to its rapid colour development, quick setting, and minimal misting, the range is optimized for high-speed print runs that demand precision. Whether running perfecting or straight presses, the ink adapts to existing workflows and delivers results that collectors and gamers will love."

HUBERGROUP INTRODUCES ADVANCED RESIN TECHNOLOGY FOR OFFSET INKS

After intensive development work, the international printing ink specialist, **hubergroup Print Solutions (hubergroup)**, has launched the next generation of its conventional offset inks, featuring a completely new resin technology.

As a major innovation designed to better meet today's market requirements, the advanced formulation delivers measurable improvements in printing performance while maintaining

consistently high print quality. Printing companies thus benefit from significantly fewer make-ready sheets, more consistent colour reproduction, and a substantial reduction in misting – even on high-speed presses. The relaunch covers well-established commercial and packaging ink series, including RESISTA, RAPIDA ECO, ECO-PERFECT-DRY, PACKAGING PLUS, MGA NATURA, and MGA CORONA.



Why resin technology matters

Resins form the backbone of offset ink systems, defining fundamental characteristics – from physical properties such as viscosity or tack to print performance factors like misting resistance, setting speed, or adhesion. Recognising their central role, hubergroup invested in research and development to engineer a resin technology that enhances these properties across the board. "An improved resin means an improved ink," explains Richard Gill, Product Manager Sheetfed at hubergroup. "As we at hubergroup manufacture our own resins, we can tailor the formulation to precisely meet the performance characteristics we want. This capability enabled us to develop a perfectly aligned resin technology for our conventional offset inks."

During extensive long-term production testing, the advanced resin technology has demonstrated clear, quantifiable benefits in everyday production, such as:

- Measurable reduction in misting
- Wider water window for more stable printing
- Significantly lower dampening levels
- Fewer sheets required for on-press adjustments
- Stable print density and consistent colour results

XAAR LAUNCHES LATEST VERSION OF VERSATEX PRINTBAR

Xaar has launched the latest version of its **Versatex printbar**, bringing high-definition black 1D and 2D variable data printing to existing analogue label presses and finishing lines.

The Versatex Black is designed for traceability-driven markets, giving label converters the reliability, clarity, and high-speed needed to add production-ready codes and variable data to existing analogue presses without disrupting established workflows.

Xaar Versatex Printbar

The Versatex Black Printbar delivers precise 1D and 2D barcode and human-readable code printing, supporting applications such as serialisation, personalisation, authentication codes, and supply chain tracking. Alongside the forthcoming coding changes driven by **GS1 Sunrise 2027**, there is also increasing importance of traceability across industries, including food, pharmaceuticals, and consumer goods, and the ability to apply consistent, scannable codes at production speed is becoming essential. GS1 Sunrise 2027 is a global initiative led by GS1 to transition retail and supply chain systems from traditional 1D barcodes (like UPC/EAN) to universally scannable 2D barcodes, such as QR codes and DataMatrix, by the end of 2027.

By enabling real-time, on-the-fly data printing, Versatex ensures that every label or package can carry unique, supply chain-ready information, supporting stronger compliance and enhanced brand protection. Xaar's advanced inkjet technologies play a key role in delivering this performance. Combining High Laydown capability with TF Technology, Versatex Black ensures stable and consistent jetting of black inks, even at high speeds. This results in clear, high-contrast codes that remain robust across a range of substrates and production conditions, supporting reliable scanning and long-term durability.

In parallel with the product launch, Xaar has become a GS1 UK Approved Partner, reinforcing its ability to support converters and brands as they prepare for the transition to GS1 Sunrise 2027. This recognition confirms that the Versatex Black can deliver high-quality, GS1-compliant barcodes at production speeds, giving customers confidence that their coding solutions are aligned with future regulatory requirements.



CANON INTRODUCES NEW IMAGEPROGRAF GP-2600S

Canon has announced the launch of the **imagePROGRAF GP-2600S** large-format inkjet printer, expanding its GP S Series portfolio with a space-saving model engineered for fast production of vibrant posters, graphics, and in-store displays.

The new 24" imagePROGRAF GP-2600S

Designed for in-house print operations and print-for-pay environments, the imagePROGRAF GP-2600S incorporates a seven-colour ink system that includes orange ink to help deliver an expanded color gamut and striking visual output. The printer is powered by LUCIA PRO II pigment ink



technology, formulated to enhance image permanence while also helping to improve the durability of printed materials used in retail, hospitality, corporate, and event settings.

The imagePROGRAF GP-2600S is capable of reproducing up to **96% of Pantone Formula Guide Solid Coated**, enabling accurate brand colour matching and bold poster reproduction. To further support production environments, the ink formulation includes crystalline wax to help improve resistance to abrasion on glossy and semi-glossy media and reduce the risk of surface scratches during finishing and handling.

To help maintain consistent image quality, the imagePROGRAF GP-2600S features an integrated color calibration system designed to help ensure stable and accurate color reproduction over time. In addition, an advanced ink monitoring system can detect changes in ink ejection performance and help maintain reliable print output. An intelligent media handling system identifies paper width and type and estimates remaining media levels to help streamline setup and support stable operation across varying skill levels.

The printer is also designed with efficiency in mind. High-capacity 700ml ink tanks and reduced ink consumption compared to earlier models are designed to help lower overall running costs. LED interior lighting allows users to check print progress during operation, while semi-translucent ink tank covers make it easy to visually confirm ink levels. As part of the company's ongoing environmental initiatives, the imagePROGRAF GP-2600S packaging eliminates expanded polystyrene (EPS) foam materials. The device has also achieved EPEAT Gold designation, recognizing products that meet rigorous sustainability criteria established by the Green Electronics Council.



OUR PRODUCTS AND SERVICES

Inks and Varnish, Doctor Blade, Mounting and Specialty Tapes, Aniloxe and Sleeves, Print Cylinders and Rollers, Pantone Guide, Cleaning Chemicals, Dupont flexo plates.

SERVICES INCLUDE

- ✓ COLOUR MANAGEMENT
- ✓ TRAINING AND SEMINARS
- ✓ INK PRODUCTION
- ✓ TECH. SUPPORT

Contact@flexohub.com

CALL US +233) 303935242 / (+233) 302721030

Flexohub Central Link Road, Ledzokuku Krowor, Accra Ghana, GZ-121-5972

CRAFTING A WINNING BUSINESS PLAN FOR PRINT EMBELLISHMENTS



In today's competitive print market, simply buying a new embellishment press and hoping customers line up is a risky bet. Print embellishments, like digital foils and spot UV coatings to raised textures and metallic effects, have evolved from gimmicky add-ons into strategic tools for business growth. However, success with these specialty enhancements doesn't happen by magic. It requires a well-crafted business plan that goes beyond the shiny equipment and spells out how you'll create demand, differentiate your services, and drive profit. As someone who works with print providers on this challenge regularly, Print Embellishments Expert - **Kevin Abergel**, in this **COVER STORY** culled from the **Taktiful** blog, shares how to build a comprehensive plan to turn embellishments into a thriving profit centre.

The Embellishment Opportunity: Why It's Worth It

Before diving into planning, it's crucial to understand why offering print embellishments is such a compelling opportunity in 2026. In short, embellished print sells. Research shows print buyers are willing to pay hefty premiums, anywhere from **24% up to 89%** more, for printed pieces that include special effects beyond CMYK. When a direct mail postcard was enhanced with foil and coatings in a study, it achieved a **16.8%** response rate, a **31%** higher response than the same postcard without embellishments. In fact, marketers have found that adding tactile effects can double the response rate of direct mail campaigns by making mailers more engaging and memorable.

Embellishments also profoundly impact consumer perception. Shiny, textured, and foil-enhanced prints aren't just eye-catching; they influence how people value a product or message. According to the **Foil & Specialty Effects Association (FSEA)**, embellished pieces are **2.5 times** more attractive to consumers, and packaging with enhancements is seen as **46%** higher quality than standard print. It's human psychology: a touch of gloss, raised lettering, or metallic sheen triggers our senses, creating a perception of luxury and importance. One study even found consumers are willing to pay **89%** more for a product when its print packaging has embellishments, a testament to how these enhancements elevate the perceived value of what you're selling.

The market trends reinforce that now is the time to jump in. Digital embellishment is one of the fastest-growing segments in print, with global demand for specialty print finishing growing at **6-8%** annually, on track to reach **\$45 billion** by 2028. Nearly **69%** of print service providers (PSPs) already offer or plan to offer print embellishment to their customers. In other words, if you're not in the game yet, many of your competitors either are or soon will be. Printers themselves are optimistic: **90%** of print providers who invested in digital embellishment technology are optimistic about their business's future, citing higher margins and stronger differentiation as key reasons. No longer a niche, digital embellishment has become a global movement to break free from commodity print and embrace higher-value, higher-margin work.

In short, the upside is big: higher prices, higher response rates, better

customer appeal, and a growing market. But capturing that opportunity requires more than enthusiasm; it demands strategy.

Beyond "Buy and Hope": The Need for a Plan

The worst mistake a printing company can make is assuming "if you buy it, customers will come." Time and again, I've seen companies invest hundreds of thousands in a foil/UV device or specialty toner press that mostly sits idle. Why? Because they didn't have a plan to integrate and market the new capabilities. In fact, a recent industry study found that only about half of providers created a specific business plan to bring their digital embellishment services to market; the rest did not have a fully devised go-to-market strategy. Those who lack a plan often end up relying on existing clients to somehow notice and request the new effects, a passive approach that leads to low sales.

Don't fall into the "build it and they will come" trap. A proactive strategy is essential. The same study revealed that after a company installs an embellishment device and actively markets it, customer familiarity with these special effects jumps from roughly **46% to 90%**. In other words, once you start educating and showing customers what's possible, nearly all of them "get it" and take an interest. This dramatic rise in awareness "suggests that sales and marketing efforts around these capabilities are what make them a profit centre," not the equipment alone. It's a classic case of evangelizing a new offering; if you don't spread the word, clients won't know to ask for it.

Even with growing general demand, you can't assume your market understands embellishments out of the gate. In fact, in 2025, only one-third of print providers felt the market had become more educated about embellishments in the past year. Many print buyers still aren't aware of the affordable new digital methods for foil, spot varnish, textures, etc., or they have outdated perceptions that these are costly, only-for-big-runs luxuries. It's on you to change that perception. A business plan forces you to think through how you will create awareness and demand.

Critically, the biggest barrier to success reported by current embellishment providers isn't the technology or quality. It's sales. Nearly two-thirds of users are happy with the profit margins from embellished jobs (they are

Continued on page 19 >>

CRAFTING A WINNING BUSINESS PLAN FOR PRINT EMBELLISHMENTS

indeed lucrative), but only 37% are satisfied with their sales volumes for these services. In fact, the top obstacles to growth in embellishments are a lack of sales team engagement, followed by pricing challenges and file/design issues. This tells us that even when the capability exists, the bottleneck is usually selling the service and pricing it correctly, rather than producing it. A solid plan directly addresses these pain points by outlining how you will train and motivate your sales team, how you'll price the offerings, and how you'll help clients design for embellishments.

Bottom line: Success with embellishments is 20% equipment and 80% execution. Let's look at what that execution entails in a well-rounded business plan.

KEY COMPONENTS OF AN EMBELLISHMENT BUSINESS PLAN



Creating a business plan for offering embellishments doesn't have to be daunting. Think of it as covering a few fundamental pillars: market analysis, unique value proposition, sales and marketing strategy, operations/training, and financial projections. Here's what to include in each:

1. Market Analysis and Target Customers

Start by identifying who is most likely to buy your new embellished products. Which current clients or industries would value enhancements like foil, embossing, or spot gloss? Common high-potential segments include luxury goods and cosmetics (for premium packaging), fashion and retail (for striking tags and labels), high-end corporate marketing (business cards, brochures), event stationery (invitations), and any brand that positions itself as premium or creative. For example, many printers report that business cards, direct mail, brochures, and even book covers are popular applications for digital embellishment. On the packaging side, labels and folding cartons lead the way. So, assess your local market: are there gourmet food producers, wineries, boutique agencies, universities, or retail brands that could use a touch of "wow" in their print?

Research the competitive landscape too. Are other printers in your area already offering digital embellishments? In the 2025 Taktiful/WhatTheyThink Study, respondents were split: about 44% said many of their competitors offer embellishments, while 44% said many do not. This is a great litmus test: if a lot of competitors have it, you must differentiate your approach (better service, design help, etc.). If few have it, you have a chance to be first to market and capture pent-up demand, but you'll also need to educate customers from scratch. Either scenario should be explicitly addressed in your plan.

Your plan's market analysis should quantify the opportunity: e.g., "Local luxury packaging is a \$X million market growing Y% annually; we aim to capture Z% of it via embellished print offerings." Include any supporting data, for instance, note that enhanced packaging can lift perceived product quality by nearly 50%, which can justify higher prices for your clients (a selling point to mention). If you have existing clients who've asked about specialty finishes or you've lost jobs because you didn't offer them, cite that as evidence of demand. The goal is to convince not just investors or lenders but your own team that a real revenue opportunity exists and you know where it is.

2. Unique Value Proposition and Service Positioning

Next, clarify what makes your embellishment offering special and how you'll position it in the market. It's not enough to say "we can do foil." How will you differentiate your services from competitors or from the status quo

of plain print? This often comes down to branding and storytelling. In fact, 62% of print providers market their new embellishment capabilities by creating a branded offering, essentially giving the service a distinct name and identity. You might brand your suite of embellishments as, say, Team Concept's "LuxeFX" or "Tektured" Finishes by Alexander's. A branded approach helps signal to customers that these aren't run-of-the-mill extras, but a signature specialty that you've invested in.

When defining your value proposition, think from the customer's perspective: what pain point or desire do embellishments address? Perhaps it's the need to stand out in a crowded market, your value prop could be "We help your printed materials rise above the noise with tactile, eye-catching finishes that increase engagement and response." Or maybe for a packaging client, "We add instant luxury and perceived value to your packaging, helping you command a premium price." One printer summed it up perfectly after seeing a raised-UV effect: "This is how you stop your clients from comparing you to a budget printer." In other words, embellishments elevate print from commodity to high-impact communication. Make that promise clear in your messaging.

Also, articulate how your approach is unique. Maybe you have in-house design expertise to guide clients on using embellishments artfully (addressing a common barrier of design file prep). Or you guarantee quick turnarounds on short-run embellished jobs, whereas traditionally special finishes had long lead times. Perhaps you'll specialize in eco-friendly digital foils and coatings, appealing to sustainability-minded brands by using recyclable materials (since sustainability is increasingly important, 73% of marketers say sustainability initiatives are critical to their brand). Whatever your angle, spell it out.

In your plan, include a section on competitive analysis and how your offering will stand out. Will you be the first in your region with a certain technology? Are you partnering with a known designer or an embellishment expert? Is there a particular niche (like braille and accessibility features, or AR-integrated print) that you'll champion? This is your chance to define your "secret sauce" beyond just owning the machine.

3. Sales and Marketing Strategy: Educate, Inspire, and Create Demand

This is arguably the heart of your plan, because as noted, sales and marketing effort is the make-or-break factor in embellishment success. How will you market and sell your new capabilities? Let's break this down into proven tactics:

Show, Don't Tell, Use Samples and "Print Petting": Nothing sells embellishments like experiencing them. Plan to produce high-quality sample kits and swatch books that showcase foil, gloss, textures, etc., on various applications. Put these samples in the hands of your sales team and clients. When prospects can see and feel a metallic foil business card or a velvety soft-touch postcard, the lightbulb goes off. Encourage what we call "print petting", that instinct to touch the shiny or raised elements, because it creates a memorable impression that boosts the likelihood of purchase. One effective technique is to show a before-and-after: the same piece side-by-side with and without embellishment, so the difference in impact is undeniable. Your plan should allocate budget and resources to producing these sample sets (don't skimp here, consider it an investment in your "demo product").

Branded Launch and Promotion: As mentioned, create a brand name or campaign for your embellishment services and treat the launch like a big event. This could involve a dedicated section on your website with dazzling photos and videos of your embellished prints, an email/social media campaign announcing the new capabilities, and even a press release in industry media. Consider hosting an open house or VIP event for your top clients and prospects, bring them in for cocktails and a hands-on tour of the new technology. Let them see the machine in action and handle the output. Many printers have found open house events to be excellent for generating buzz, because embellishments are visual and tactile, seeing that shiny foil or 3D varnish live is often what converts skepticism into excitement. Include in your plan a timeline for such events and who will be invited.

Education and Thought Leadership: Given that many print buyers/designers are unfamiliar with what's now possible, position your company as a teacher and innovator. This might mean hosting webinars or lunch-and-learns for designers and marketers on "Designing for Digital Embellishment", perhaps even featuring a guest speaker like a design

Continued on page 20 >>



CRAFTING A WINNING BUSINESS PLAN FOR PRINT EMBELLISHMENTS

expert. (A great example is industry guru Sabine Lenz, who often speaks on designing with embellishments.) You can also publish blog articles or tip sheets about how using foil or textured coatings can increase ROI, backed by data. By freely sharing knowledge, you build credibility and help clients imagine uses for the technology. Nearly all (88%) of print businesses say their clients are at least somewhat interested in digital embellishments when they learn about them, so educating them tends to create intrigue. In your plan, list content topics or seminar ideas and assign responsibility for who will create these materials.

Leverage Online Presence and Visual Media: Don't limit your marketing to physical channels. Ensure your website and social profiles show off a digital portfolio of embellished work. High-resolution images (and even short videos) of light catching a foil or the feel of a raised texture can be very persuasive. Some companies create short "before/after" video clips or animations to dramatize the effect (e.g., a postcard turning from plain to embellished with a swipe). Also include client testimonials or case studies: e.g., "XYZ Cosmetics saw a 20% sales lift after upgrading their packaging with our new metallic effects." If you don't have a real case yet, you can run a pilot or mock campaign to generate a success story. Plan for frequent social media posts showcasing "the embellishment of the week" or behind-the-scenes looks at your team crafting something cool. The goal is to inspire your audience's imagination. When they see what you can do, they'll start dreaming up projects.

Bundle and Integrate: Another strategy is to bundle embellishments with other services to position yourself as a one-stop solution. For instance, offer a package where your design team helps create the artwork, you print and embellish it, and even handle fulfillment. By bundling design/print/finishing together, you make it easier for clients to say yes (and you move from being just a commodity supplier to a value-added partner). Your plan might outline specific packages or promotions, such as "Holiday Marketing Boost: Get your direct mail printed with spot UV highlights + mailing included." Also, train your sales reps to offer embellishment options on every appropriate quote, rather than waiting for the client to inquire. Upsell: "For just 10 cents more per piece, this business card can have a raised logo that really makes it pop. Would you like to see a sample?" This proactive offering is key to increasing uptake.

Addressing Objections Head-On: Expect some clients to worry that fancy finishes mean high cost or longer turnaround. Arm your team with responses. Emphasize that modern digital embellishment is efficient and scalable, short runs are affordable and quick, unlike the old days of lengthy setups. If a client balks at cost, share data: for example, explain how embellishments often increase response or sales enough to produce a higher ROI, offsetting the upfront expense. Cite that FSEA case where the embellished postcard's response was 31% better, or that tactile enhancements can boost engagement by up to 30% in direct mail campaigns (per Keypoint Intelligence research). Show that not using embellishments could be a missed opportunity to connect with customers. By weaving these points into your marketing, you'll preempt the common hesitations about cost and complexity.

All these tactics, samples, events, content, online showcase, bundling, and objection handling should be clearly laid out in your business plan's marketing section with a timeline and who's responsible. Essentially, you're creating a mini marketing plan for how to launch and grow the embellishment service in the first 12-24 months.

4. Training and Operations: Set Yourself Up to Deliver. Even the best marketing will backfire if you can't deliver quality reliably when orders come in. So your plan should cover operational readiness and team training:

- **Sales Team Training:** As noted, the sales force can be the weak link if they don't believe in or understand the new offering. Plan regular training sessions to get your sales reps comfortable with embellishments. This includes educating them on the features and benefits (so they can sell value, not just price), showing them how to use the sample kit effectively, and perhaps creating a cheat-sheet of use cases by industry. Encourage your salespeople to share success stories amongst each other ("war stories" of how they sold client X on a foil job that then succeeded). You may even consider adjusting incentives or commissions to encourage selling higher-margin embellished work, for example, a bonus for each embellishment job sold or a higher commission rate on those jobs to signal management's priority. Since the industry data flagged "sales team" as the No.1 obstacle, make sure your plan attacks this directly. In my experience, once a

salesperson closes their first few embellished projects and sees both the client's delight and the healthy profit, they become enthusiastic evangelists. It's just about getting them over the initial knowledge gap and fear of the unfamiliar.

- **Design & Prepress Training:** Your designers and prepress technicians will also need to adapt. File preparation for embellishments (setting up spot UV masks, foil layers, white ink underlays on metallic paper, etc.) requires specific know-how. Identify if you need to invest in software tools or training, for instance, Adobe has introduced Project Goldsmith to help simplify preparing files for embellishments. You might send staff to a vendor training session or engage a consultant to coach your prepress team on best practices. The Taktiful/WhatTheyThink Study indicated "file design" was a notable obstacle for some, so proactively plan to support clients in this area. Perhaps your plan includes offering a "design support package" where, for a small fee, your experts will set up the client's files correctly for embellishment, thus removing that friction for the customer (and ensuring the finished job looks perfect).

- **Production Workflow and QC:** Integrating the new embellishment equipment into your production flow may require adjustments. Detail how you'll schedule jobs to optimize the use of the machine (e.g., ganging jobs, or running it on a particular shift). Ensure you have quality control steps in place, for instance, checking that the foil aligns correctly, the thickness of raised coatings is consistent, etc. The plan might outline any additional hires or role changes needed (do you need a dedicated embellishment operator, or can existing press operators handle it after training?). Also, plan for maintenance and uptime, include the service contract in your costs, and note who will be responsible for keeping the device running smoothly.

- **Capacity and Scalability:** If your plan succeeds, you'll want to scale up. It's worth noting that about 65% of current digital embellishment users said they're likely to purchase another embellishment press in the future, a sign that volume can grow. While you don't need to plan a second machine from day one, have a sense of the machine's capacity and what you'll do if you hit it (e.g., outsource overflow to a partner, run overtime, or lease a second unit). This shows foresight to handle growth.

- **Supply Chain and Materials:** Don't forget to plan for the consumables and materials your embellishment offerings will require, foils, clear varnish fluids, special laminate films, etc. Identify reliable suppliers and consider keeping an inventory of popular foil colours or coating types so you can respond quickly to orders. If you intend to promote sustainable embellishments, research and stock the eco-friendlier options (like recyclable foil or biodegradable laminate) to back up that promise. All these operational details might not make it into the executive summary, but they should be in the full plan to demonstrate you've thought through execution.

By covering training, workflow, and capacity, your business plan assures stakeholders that once the sales come in, your shop can deliver the "wow" at high quality consistently, protecting your reputation and profitability.

5. Financial Projections and Pricing Strategy: Of course, no business plan is complete without the numbers. For an embellishment offering, a few financial elements are key:

- **Upfront Investment:** Clearly outline the costs of the equipment (purchase or lease), installation, training, and any facility modifications. Embellishment devices can range widely in cost; be sure to include any ancillary equipment (laminators, additional finishing if needed) and software. Also, budget for the marketing initiatives we discussed (samples, events, promotions), these are part of your investment in making the capability profitable.

- **Pricing Strategy:** This might be the most important financial piece. How will you price your embellishment jobs to ensure healthy margins while remaining attractive to customers? Here, I strongly advocate a value-based pricing approach rather than a simplistic cost-plus model. Traditional cost-plus pricing (adding a fixed margin on top of production cost) "fails miserably in contexts like digital embellishment where the intrinsic value... is not adequately reflected by the sum of its parts". In other words, the value of a stunning foil invitation isn't just the cost of foil and machine time; it's the impact it makes for the customer. Savvy providers are shifting to market-bearable pricing, meaning you price based on the market's willingness to pay for the added value. For instance, if a client stands to gain a higher response rate or a more premium brand image, it's

Continued on page 21 >>

CRAFTING A WINNING BUSINESS PLAN FOR PRINT EMBELLISHMENTS

reasonable to price the embellishment such that both you and the client share in that added value.

In your plan, consider citing competitive benchmarks and customer perception. Research what others charge for similar effects (keeping in mind differences in quality). Also note that in premium markets like luxury packaging or high-end invitations, clients often expect to pay more for these touches; it's part of the prestige. The key is to avoid underpricing and giving away the value. If you simply charge a small mark-up over cost, you risk undervaluing the service and leaving money on the table (or worse, starting a price war that commoditizes the very thing that should set you apart). Instead, justify your pricing through the enhanced outcomes you deliver. Your sales training should equip reps to have that value conversation: for example, "This embellished brochure might cost 30% more than a plain one, but if it increases your engagement or conversion by **50%**, it more than pays for itself." When done right, clients will pay for results, not just materials.

- **Revenue Projections:** Estimate how much business you'll generate from embellishments over the next 3-5 years. Be realistic but optimistic, using the market analysis and marketing plan to inform your ramp-up. Perhaps you project that in Year 1, you'll convert **10%** of existing suitable print jobs to include embellishments and win some new clients for specialty work, resulting in \$X in embellishment revenue. As awareness grows, Year 2 might double that, and so on. Remember, many providers report initial slow sales until the market education kicks in, but then accelerate growth. (The earlier study finding that only **37%** were satisfied with sales but **65%** with profit suggests that even small volumes were profitable, so you can afford some patience as sales build.) However, your plan should have specific tactics to hit those targets, e.g., "conduct 5 lunch-and-learns and 3 email campaigns in the first 6 months to drive \$X in new orders."

- **Profitability:** Highlight the strong margins of embellishment work. Because these are value-added, many printers report significantly higher gross profit margins on embellished jobs versus standard CMYK print. Use an example: a basic business card might have, say, **20%** margin, but an embellished version could command **50-70%** margin due to the premium price and relatively low variable cost of adding foil or varnish. If you have access to any industry ROI calculators or studies, leverage them. (For instance, Taktiful's own research shows the vast majority of embellishment users find the capabilities valuable to their business, with **84%** rating them valuable and a full **19%** calling them extremely valuable to their sales/marketing efforts.) Emphasize that while the equipment investment is significant, the payback can be rapid if the press is utilized well. Many printers target an ROI where the device pays for itself in 2-3 years via new net revenue. Outline your goal and back it up with your revenue forecasts.

- **Contingency Plans:** It's wise to mention how you'll cover costs if

ramp-up is slower than expected. This could include having the machine available for trade services (doing jobs for other printers) as a backup revenue stream, or the ability to handle certain jobs (like spot UV coating) from existing work to keep it busy. Showing that you've thought of a Plan B instills confidence that the venture won't sink the business if challenges arise.

By crunching the numbers and setting pricing thoughtfully, you turn embellishments from a hype idea into a concrete business proposition. The plan essentially says: "Here's what we'll invest, here's what we expect to get back, and here's how we'll price and sell to ensure this venture is profitable and sustainable."

Plan for the "Wow", and for the Wins

Offering print embellishments can transform your business, but only if you approach it with the same creativity and rigor that the output itself embodies. A digital foil press or UV coater is a tool; it's your strategy and planning that turn that tool into a steady revenue stream. By analyzing your market, defining how you'll stand out, aggressively marketing and educating, training your team, and pricing for value, you create a roadmap to move embellishments from a cost centre to a profit centre.

Remember, the goal isn't to sell foil or varnish, it's to sell what those embellishments do for your customers: grabbing attention, boosting response, elevating brand image, and ultimately driving their business results. If you center your plan around that premise, your embellishment offerings will be solving real problems, not just adding sparkle for sparkle's sake. And when you help customers succeed with these enhancements, you build loyalty and premium positioning that competitors will find hard to match.



The printing companies that flourish with embellishments in 2026 and beyond will be those that marry the "wow factor" with a rock-solid business strategy. It takes effort to change how you sell and operate, but the reward is substantial, as evidenced by the high margins, enthusiastic customer responses, and industry optimism we're seeing in this space. In my experience, there's nothing more satisfying than watching a skeptical print buyer become a believer after running their fingers over a beautifully textured print. With a clear plan in hand, you can

create those moments every day and profit from them.

So, don't just buy the latest shiny machine and cross your fingers. Build a plan that ensures your new capabilities shine in the market. If you execute with passion and purpose, you'll find that print embellishments are not just an investment in equipment, but an investment in a more vibrant, differentiated future for your business. Here's to turning ordinary prints into extraordinary experiences, and doing so in a way that makes great business sense.



Kevin Abergel brings two decades of successfully selling and marketing luxury print with digital embellishments and universal design to companies all over the world. He dedicates his time to solving his customers' business problems through innovative printing technologies, all with a keen eye on increasing brand engagement, increasing brand recognition, and increasing brand awareness for their products.

He believes the key to selling more product is by bringing its value proposition directly to the packaging. He devotes a considerable amount of time thinking strategically about how this can be done using embellishments and other finishes. He continues to study the effects of how luxury print leaves a deeper footprint in the brain, and why brands are remembered long after the box has been opened. He embodies the idea that consumers buy packaging first and products second and empowers his team to innovate and disrupt the status quo.

Before founding **Taktiful**, Kevin worked his way up the ranks at MGI Digital Technology, where he worked with his father and his uncles and played an instrumental role in driving the sales and marketing of digital embellishments and luxury print. His roles at MGI include Senior Vice President Sales and Marketing, Americas and APAC, North American Marketing Manager, EMEA Sales & Marketing Manager, and Director of EMEA Marketing, among others.

© Taktiful blog - <https://www.taktiful.com>

"WE AIM FOR HIGHER EXPORT CONTRIBUTIONS, MORE JOB CREATION, AND FURTHER RECOGNITION AS A MANUFACTURING LEADER."



As Ghana solidifies its position as West Africa's second-largest economy, top-tier print and packaging companies are expanding regionally. Based in Accra, **Jay Kay Industries & Investments LTD** is leading this charge. For over two decades, the company [part of **Jay Kay Group**] has supplied paper products, school stationery, and custom packaging across West Africa. In this **EXCLUSIVE FEATURE INTERVIEW**, Chief Growth Officer **Shreeman Narayan** and VP of Sales **Rohit Kumar** reveal the company's pan-African masterplan. They discuss topical industry issues and their ambitious vision to transform manufacturing across the continent. Read on:

GIVEN THE CURRENT ADMINISTRATION'S FOCUS ON EXPORT-DRIVEN GROWTH AND THE 24-HOUR ECONOMY INITIATIVE, WHAT ARE THE PRIMARY REGULATORY OR FISCAL RISKS INVESTORS FACE IN THE CURRENT LANDSCAPE?

The 24-Hour Economy and export push under President Mahama offer tremendous potential for productivity and job creation, but investors must navigate several risks. Key regulatory risks include evolving compliance frameworks for extended operations (like the new Employment Act and shift-work regulations), potential delays in licensing/permitting for night operations, and infrastructure reliability

supply chains across West Africa, and agile operational planning.

HOW HAS THE NEW POLITICAL TRANSITION AFFECTED THE COST OF DOING BUSINESS, CREDIT AVAILABILITY, AND SUPPLY CHAINS IN GHANA, AND WHAT ON-GROUND OPPORTUNITIES ARE YOU CAPITALIZING ON?

The smooth transition has restored some investor confidence and fiscal discipline, with inflation trending down and renewed focus on private sector partnerships. However, legacy challenges persist: high lending rates, moderate credit availability (especially for SMEs/manufacturing), and supply chain disruptions from global



(power, security, logistics). Fiscal risks centre on currency volatility (though stabilizing), high borrowing costs, and layered taxes along value chains that can erode margins. Uncertainty around incentive implementation (for example, Time-of-Use tariffs and tax breaks for 24-hour participants) also requires close monitoring. At Jay Kay, we mitigate these through strong government engagement, diversified

factors and local logistics. Costs remain elevated in energy and transport, though the 24-Hour Economy promises relief via incentives and infrastructure. We are capitalizing on opportunities in local manufacturing for import substitution (for instance, our Made-in-Ghana A4 paper, exercise books, and corrugated packaging), vertical integration in paper products, and export markets in West

Continued on page 23 >>

Africa (Liberia, Benin, etc.). Recent textbook printing contracts and Fast-Moving Consumer Goods (FMCG) packaging exemplify how we turn policy alignment into growth.

WHICH EMERGING CONSUMER TRENDS ARE WE CURRENTLY SEEING THAT REQUIRE INDUSTRY PLAYERS TO ADAPT THEIR PRODUCT ROADMAP FOR FUTURE PROFITABILITY AND SUSTAINABILITY?

In Ghana and West Africa, key trends include demand for affordable, smaller Stock Keeping Units (SKUs) due to urbanization and cost-of-living pressures; sustainability driven by regulatory shifts and consumer awareness; convenience packaging; and personalization/digital integration. A major development is the government's announcement of a comprehensive ban on polystyrene (Styrofoam) foam products – effective 1st January 2027 – covering food packaging, takeaway packs, disposable cups/plates, and other single-use foam items. This policy strongly accelerates the shift toward eco-friendly alternatives. Jay Kay is well-positioned to support this transition by expanding our sustainable paper-based solutions, including paper cups, plates, food packaging, and other alternatives. Our plans for coated and uncoated duplex board production further strengthen our ability to deliver high-quality, locally manufactured, biodegradable options that help businesses and consumers comply with the new regulations while meeting sustainability goals.

LOOKING AHEAD, WHICH SPECIFIC GEOGRAPHIC OR PRODUCT MARKET(S) IS JAY KAY PRIORITIZING FOR GROWTH, AND WHAT IS THE STRATEGIC RATIONALE BEHIND THESE MOVES?

We are prioritizing deeper penetration across West Africa, building on our established branch in Sierra Leone and recent expansions into Togo, Benin, Cameroon, and Liberia this year, while targeting further growth in key markets such as Senegal, Guinea, Côte d'Ivoire, Mali, Burkina Faso, and Nigeria. In Ghana, we continue deepening national coverage across all 16 regions. Product-wise, we emphasize corrugated packaging, flexography, mono cartons, flexible packaging,

exercise books, and specialized paper products.

The rationale is Ghana's 24-Hour Economy and the upcoming Styrofoam ban that creates strong demand for robust, sustainable packaging and paper solutions in education, food service, and manufacturing sectors. Regional trade under the African Continental Free Trade Area (AfCFTA) and our 20+ years of local expertise enable efficient cross-border supply. These sectors offer high margins, import substitution potential, and alignment with export-driven and environmental policies. Our recent awards, such as The Packaging Company of the Year and The Paper Product Manufacturing Company of the Year, validate this focus.

LET'S LOOK AT JAY KAY'S ROADMAP FOR THE FUTURE—WHAT SPECIFIC PROJECT OR GOAL GETS YOU AND THE TEAM MOST ENERGIZED, AND WHY?

Our planned entry into coated and uncoated duplex board production gets the team most energized. This vertical integration will strengthen our raw material self-sufficiency, support expanded output in A4 paper, exercise books, tissue products, and sustainable alternatives to single-use plastics. It directly addresses the upcoming government ban on polystyrene foam while enhancing sustainability, reducing import dependency, creating additional jobs, and positioning Jay Kay for long-term resilience and growth in the paper value chain across Ghana and West Africa.

JAY KAY IS ACTIVELY EXPANDING ITS MARKET FOOTPRINT BY SECURING KEY SPORTS PARTNERSHIPS, AS SEEN IN ITS RECENT COLLABORATION WITH THE GHANA FOOTBALL ASSOCIATION (GFA). WHAT INFORMS THIS STRATEGY?

Our GFA partnership (supporting Black Stars and youth development via Nataraj stationery and exercise books) is driven by brand visibility, community engagement, and national pride. Sports unite Ghanaians and amplify reach to youth and families—core consumers for our stationery, exercise books, packaging, and FMCG products. It reinforces our "Made in Ghana" identity, drives Business-to-Business (B2B) and Business-to-Consumer (B2C) loyalty, and positions Jay Kay as a committed corporate citizen contributing to national development.

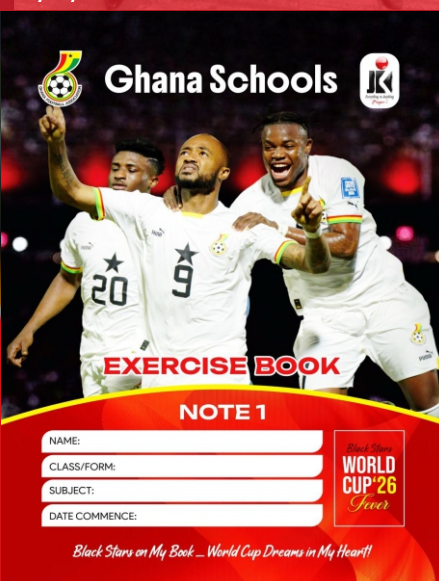
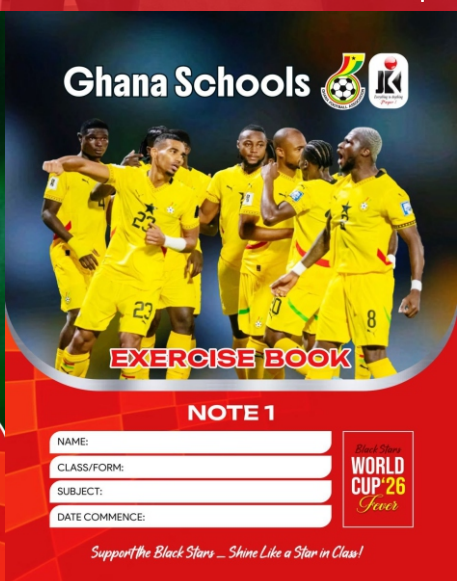
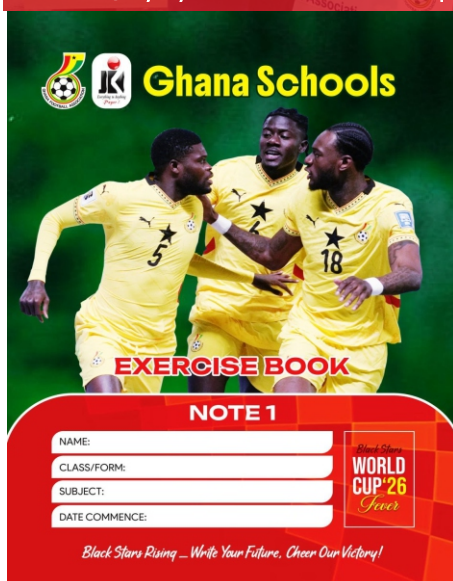
ELEVATING GHANAIAN SPORTS

Committed to elevating Ghanaian sports that foster growth, inspiration, and national pride, **Jay Kay Industries & Investments LTD** went into a strategic partnership with **Ghana Football Association (GFA)**, believing that sports unite Ghanaians and amplify its reach to youth and families—Jay Kay's core

consumers of its stationery, exercise books, packaging, and FMCG products. Through the innovative support for the beautiful game, it reinforces Jay Kay's "Made in Ghana" identity, drives Business-to-Business (B2B) and Business-to-Consumer (B2C) loyalty, and positions the award-winning company as a committed corporate citizen contributing to national development.



© Jay Kay Industries & Investments LTD top officials with GFA President Kurt E. S. Okraku with samples of Jay Kay Exercise Books for Ghana Schools.



WHAT ARE THE TOP 2-3 CONTROLLABLE OPERATIONAL OR FINANCIAL RISKS PRINT SERVICE PROVIDERS FACE THIS YEAR, AND WHAT SPECIFIC MITIGATION STRATEGIES DO YOU RECOMMEND?

These are:

1. **Supply chain volatility/raw material costs** — we mitigate these via local

sourcing (of our A4 paper production), long-term supplier contracts, and inventory optimization.

2. **Energy and operational costs** (especially for 24-hour shifts) — we invest in efficient equipment and negotiate Time-of-Use (TOU) tariffs/incentives.

Continued on page 24 >>

3. Talent retention and skills gaps – we address these through continuous training, competitive incentives, and a nurturing culture. At Jay Kay, proactive diversification and technology upgrades keep these risks manageable.

GIVEN JAY KAY'S SELECTION TO PRINT NATIONAL BASIC SCHOOL TEXTBOOKS, WHAT SPECIFIC PRODUCTION CAPACITY, EQUIPMENT CAPABILITIES, AND QUALITY ASSURANCE STANDARDS WERE FACTORED INTO THIS CHOICE?

Jay Kay was selected for our proven large-scale capacity (high-volume textbook and exercise book printing), modern equipment (digital and offset presses supporting flexography and efficient short-to-long runs), and rigorous Quality Assurance standards (such as ISO-aligned processes, consistent colour fidelity, durable materials, and timely nationwide delivery). Other differentiators include 20+ years of local expertise, vertical integration (of paper production to finishing), customization capabilities, and a strong track record of reliability in delivering educational materials that meet Ministry of Education (MoE)

standards while supporting Made-in-Ghana goals.

JAY KAY INDUSTRIES HAS ONCE AGAIN BEEN NOMINATED FOR PAPER PRODUCT MANUFACTURING COMPANY OF THE YEAR AT THE GHANA MANUFACTURING AWARDS. HOW DOES IT FEEL TO BE RECOGNIZED AGAIN, AND WHAT MAKES YOU HOPEFUL ABOUT CLINCHING THE TOP SPOT THIS YEAR?

It is deeply humbling and motivating—validati

on of our team's dedication over two decades. Winning the Packaging Company of the Year and the Paper Product Manufacturing Company of the Year awards recently (plus CEO accolades) reflects our innovation and resilience. We are hopeful for the top spot due to our sustained excellence, upcoming vertical integration in coated and uncoated duplex board, sports partnerships, and contributions to national priorities like education, the 24-Hour Economy, and sustainable packaging solutions in light of the upcoming Styrofoam ban.

HOW DO YOU MEASURE AND MAINTAIN QUALITY ACROSS YOUR PRODUCTS, SERVICES, AND DELIVERY TO CONSISTENTLY MEET CUSTOMER EXPECTATIONS?

We use end-to-end Key Performance Index (KPIs) (defect rates, on-time delivery >98%, customer Net Promoter Score, NPS), regular audits, and customer feedback loops. Maintenance involves skilled teams, preventive equipment care, material testing, and continuous training. Technology (like digital proofing, automated checks) and a culture of accountability ensure consistency from production to delivery.

FROM EXPERIENCE, WHAT ARE THE 3-5 MOST EFFECTIVE CUSTOMER RELATIONSHIP STRATEGIES THAT DIRECTLY DRIVE REVENUE AND LONG-TERM RETENTION, AND HOW CAN A GROWING BUSINESS IMPLEMENT THEM TODAY?

These are:

1. **Personalized communication and proactive solutions** – Regular check-ins and tailored offerings.
2. **Reliability and transparency** – On-time delivery with clear tracking.
3. **Value-added partnerships** – Joint innovation (for example, in custom packaging).
4. **Feedback-driven improvement** – Acting on input quickly.
5. **Loyalty incentives** – Volume discounts and priority service.

These are implemented via Customer Relationship Management (CRM) tools, dedicated account managers, and a customer-first culture—it all starts with effective listening.

WHAT IS YOUR PREFERRED METHOD FOR SUPPORTING AND

DEVELOPING YOUR TEAM, AND WHY IS IT EFFECTIVE?

I prioritize hands-on mentorship, targeted training (technical and leadership), and creating a nurturing environment where people feel valued and empowered. Regular feedback, recognition (like awards), and growth opportunities build ownership. It works because motivated teams deliver innovation, quality, and loyalty—core to Jay Kay's success.

WHAT RECENT CHANGE(S) TO YOUR ROUTINE HAVE MADE THE BIGGEST DIFFERENCE IN YOUR DAILY EFFICIENCY?

Prioritizing focused morning planning and leveraging digital tools for communication and travel coordination has streamlined my days significantly, allowing a better balance between strategic growth initiatives and family time.

ON A LIGHTER NOTE, HOW DO YOU RELAX?

Spending quality time with my family—especially creating memories



with my young son—traveling, reading, and enjoying cultural moments like festivals. A good walk or motivational reflection also helps recharge.

WHAT ARE YOU GRATEFUL FOR?

My family, the dedicated Jay Kay team, Ghana's opportunities as our home for 20+ years, and the chance to contribute to national development while building a sustainable business.

WHICH INDUSTRY EVENTS/EXHIBITIONS ARE YOU ATTENDING THIS

YEAR, AND WHAT ARE YOUR EXPECTATIONS?

We are looking forward to **LOUPE Americas** (September 15–17, Chicago) and **PRINTING United Expo** (September 23–25, Las Vegas). These premier events will provide insights into the latest advancements in label and package printing, flexography, digital technologies, and sustainable solutions. We expect to explore new equipment and partnerships that will support our vertical integration plans in coated and uncoated duplex board production, as well as enhancements in corrugated and flexible packaging capabilities to meet growing demand for eco-friendly alternatives. We'll also be participating in the upcoming West Africa's number one exhibition and conference, **PROPAK West Africa 2026** (8–10 Sept | Lagos, Nigeria) in order to continue to grow our influence in shaping the future of manufacturing in Africa's fastest-growing region.

FINALLY, WHAT ARE YOUR EXPECTATIONS FOR THIS 2026 BUSINESS YEAR?

Strong growth through 24-Hour Economy alignment, successful advancement of our coated and uncoated duplex board initiatives, deepened West African footprint (building on Sierra Leone and new entries in Togo, Benin, Cameroon, and Liberia while targeting Nigeria, Burkina Faso, and Mali), and continued excellence in packaging and printing. We aim for higher export contributions, more job creation, and further recognition as a manufacturing leader – especially as businesses prepare for the 2027 Styrofoam ban through locally produced paper-based solutions.

ANY OTHER NEWSWORTHY INFORMATION YOU WOULD LIKE TO SHARE?

We remain committed to Made-in-Ghana excellence and welcome partnerships that drive inclusive growth and environmental sustainability. Our recent triple win at the **Ghana Manufacturing Awards** underscores our trajectory.

Continued on page 25 >>>

www.wheretoprintmagazine.com

TRIUMPH IN MANUFACTURING: JAY KAY INDUSTRIES & INVESTMENTS LTD SECURES TRIPLE ACCOLADES

It was an unforgettable evening at the **Ghana Manufacturing Awards**, an event that honours the brands and leaders shaping the future of Ghana's industrial sector. **Jay Kay Industries & Investments LTD** proudly took center stage, taking home top honours as the **Paper Product Manufacturing Company of the Year** and **Packaging**

Company of the Year.

These prestigious awards recognize the company's continuous drive for innovation, quality, and industrial excellence. Dedicated to their loyal customers and partners, the Team celebrates this milestone further with a presentation to the CEO, **Mr. Pawan Aldasani**, as **CEO of The Year**. Discover the highlights from the celebration in the images below...





About SHREE MAN NARAYAN and ROHIT KUMAR



Shree Man Narayan serves as Chief Growth Officer at **Jay Kay Industries & Investments LTD**, where he drives business development, marketing, international coordination, packaging innovation, and

strategic expansions across Ghana and West Africa. Embracing the belief that "Change is the Only Constant," he views learning as a continuous journey rather than a destination. His leadership is focused on targeting the establishment of Jay Kay's presence in all West African countries by the end of 2026, building on the company's strong base in Ghana and Sierra Leone, plus recent expansions into Togo, Benin, Cameroon, and Liberia.

A family-oriented leader, he balances professional pursuits with nurturing his young family and community initiatives. His philosophy emphasizes living fully, setting boundaries, and creating lasting impact—"My Life, My Rules." Under his growth leadership, Jay Kay continues to excel as a trusted partner for quality printing, packaging, stationery, and paper products, supporting national priorities like education and sustainability.



As Vice President of Sales, **Rohit Kumar** is a dynamic leader with nearly 20 years of global commercial experience. He builds and scales markets for **Jay Kay Industries & Investments LTD**. Since joining the company nearly a decade ago, he has driven sustained revenue growth, market expansion, and new distribution

ecosystems across B2B and B2C environments. With deep expertise in Fast Moving Consumer Goods (FMCG), paper, stationery, and financial services markets, he directs end-to-end sales and marketing strategies to maximize market reach across Ghana and neighbouring regions.



Everything to Anything
Paper!

We Provide High Quality At Low Prices



PROPAK AFRICA 2028

PACKAGING • PROCESSING • PRINTING • PLASTICS

7 - 10 March 2028

Expo Centre Nasrec • Jhb • South Africa

9am - 5pm daily

Shaping Evolving Industries

*Creating opportunities, advancing
innovation & connecting communities*

Your 5-in-1 Trade Expo



**PRO-LABEL
EXPO 2028**

FOODPRO
FOOD PROCESSING



**BOOK YOUR
STAND TODAY!**



www.propakafrika.co.za

Organised by:

1895 **MONTGOMERY GROUP**
SPECIALISED EXHIBITIONS

LOUPE AMERICAS: AN INSIDER'S JOURNEY SPANNING 25 YEARS



© LOUPE Americas - The 2024 Label Expo show floor showcased groundbreaking technologies

North America's largest dedicated label and package printing event, **LOUPE Americas** (formerly Labelexpo Americas), is making its highly anticipated return to the **Donald E. Stephens Convention Center** in Rosemont, Chicago, from **15-17 September**. To mark this year's landmark biennial event, Group Director for the Americas **Tasha Ventimiglia** reflects on her 25-year journey in the industry. From her early days at her very first trade show to her bold vision for the future, she shares an insider's look at how far the industry has come. Read the inspiring excerpt below:

Late 80s, the early days

The origins of **LOUPE Americas** trace back to 1989, when the first Labelexpo Americas—then called Labelexpo USA—was launched in Rosemont. With around 60 exhibitors occupying a section of Hall A, the event was born out of the label sector's need for a dedicated platform, as it felt overshadowed by general printing shows of the time. This marked the beginning of the "Labelexpo" family, a specialized event that has since grown into a cornerstone of the label and packaging industry.

My journey began in June 2001. Even though I had been working behind the scenes on our event for over a year, to be completely honest, I had no idea what the event really was until I walked onto our show floor for the first time in 2002. I vividly remember being completely blown away by the scale and innovation shown at the event, and thinking "OK, now I get it - this industry is huge!" It was eye-opening to see the complexity behind printing a label. The 2002 event buzzed with discussions about the beginnings of e-commerce, in-mold technology, advancements in digital printing, and the ability to print on multiple substrates. It was a stunning introduction to an industry that thrives on innovation.

The Team making it big today

Fast forward to today, and the event has evolved significantly. The equipment is faster, more efficient, and of higher quality. Sustainability has



© LOUPE Americas - Market differentiation is growing as brands adopt innovative embellishment technologies.

become a priority, and automation and smart technologies are now integral to suppliers' offerings. The industry's rapid changes are driven by brand-level demands, such as the need for sustainability, SKU (Stock Keeping Unit) proliferation, and the importance of brands differentiating from each other through advancements in embellishment technology. The event has also expanded its global reach over the years, bolstered by initiatives such as the launch of our Label Summits, which debuted in Mexico City in 2004 and have since extended across South America.

Continued on page 29 >>



What makes LOUPE Americas extraordinary is the dedicated team behind the scenes. With many team members having over 15 years of experience and newer additions bringing fresh energy and valuable contributions, we've cultivated a close-knit, family-like environment.

Our operations team works tirelessly behind the scenes to make certain that our events run smoothly. They are the first to arrive and the last to leave at our events, ensuring every detail is perfect. Our sales team plays a crucial role in understanding clients' needs and helping them grow their businesses. The marketing team ensures our messaging connects effectively with all attendee personas, while actively managing our websites, social media campaigns, and partnerships. Meanwhile, the education team curates cutting-edge content and trends, transforming the event into a premier hub for learning and industry growth. The Labels & Labeling team is our voice in the industry. Our editors are constantly traveling to industry events and meeting with our converters and suppliers to understand what's trending and where the future is heading.

This year, LOUPE Americas is not just about showcasing the latest in labels, flexible packaging (specifically shrink and pouches), and short-run, in-line folding cartons; it's about fostering community and connection. We're introducing initiatives like a fun run/walk, relevant educational sessions, and networking opportunities to bring like-minded industry professionals together. Our goal is to make LOUPE a place where the industry gathers to learn, connect, and grow every two years.

Looking to the future

Reflecting on my 25-year journey, I feel incredibly fortunate to have found this industry and job. The welcoming nature of the community has allowed me to build lifelong friendships, learn invaluable lessons about business and relationships, and grow both personally and professionally.

I'm particularly inspired by the future of the industry. The passionate and intelligent leaders joining the field, the bright college students eager to make their mark, and the increasing presence of women in leadership roles are all signs of a promising future. I'm excited to see what's next for LOUPE Americas and the industry.

As LOUPE Americas continues to grow, I can't wait to witness the innovations, connections, and transformations that lie ahead. This event is more than a trade show—it's a celebration of an industry that thrives on creativity, collaboration, and progress. Here's to the future of LOUPE Americas and the label and packaging industry!

Discover **LOUPE Americas** here: <https://www.loupe-americas.com>



© LOUPE Americas - the major "crowd-pullers" at the 2024 edition were focused on high-speed automation, robotics, and integrated hybrid flexo-digital presses.



September 15-17, 2026

Donald E. Stephens Convention Center, Chicago, Illinois

About TASHA VENTIMIGLIA & LOUPE AMERICAS

For more than 20 years, **Tasha Ventimiglia** has been a driving force in the label and packaging events industry. As a strategic planning and sales development expert, she specializes in creating stellar customer experiences and uniting the printing community. Tasha oversees **LOUPE Americas**—the American edition of the global **LOUPE** events portfolio (formerly Labelexpo)—and contributes to Labels & Labeling publications. Armed with a Business Administration degree from Marquette University, she is a marketing powerhouse, published author, and world-class expert in high-tech printing.

LOUPE Americas, formerly Labelexpo Americas, is the hub for package printing and converting. The biennial show is the largest dedicated label and package printing event in the Americas. Its previous edition in 2024 attracted over 450 exhibitors and 12,000 visitors from 73 countries.

THE GROWING FLEXIBLE PACKAGING MARKET



Credit: Poly Products - flexible packaging products.

Consumer demand in the **Middle East and North Africa** (MENA) region is fueling multi-figure economic growth, especially in the food, beverage, and personal care sectors, according to the **World Bank**. In this **Markets & Markets** analysis—adapted as a **SPECIAL FEATURE ARTICLE**—we explore the other key sectors poised to accelerate the continuous growth of the flexible packaging market:

The Middle East and North Africa (MENA) regions are demonstrating steady economic growth, with expansion averaging a modest **1.9%** in 2024 and projected to moderately accelerate to **2.6%** in 2025 and **3.7%** in 2026, according to the World Bank. This gradual improvement in economic performance is supporting consumer demand across key sectors, particularly in food, beverages, and personal care.

The **Beauty and Personal Care Sector** in MENA is experiencing robust growth, with the market projected to reach **USD 60 billion** by 2025, up from USD 46 billion currently. Rising disposable incomes, a young and trend-conscious population, and increasing awareness of wellness and grooming are driving demand for premium and specialized products, including skincare, fragrances, and emerging beauty technologies.

In **Africa**, the **Pharmaceutical Industry** is expanding to meet the needs of approximately **1.3 billion people**, with around **600 local manufacturers** supporting domestic supply. Global exports of African pharmaceutical products have risen significantly from **USD 492 million** in 2012 to **USD 1.5 billion** in 2022, reflecting a strong compound annual growth rate of 12%. This growth indicates increasing production capabilities, technological advancement, and export potential.



Credit: iStockphoto – Unlock untapped potential and high returns in the flexible packaging sector.

Across MENA and Africa, the convergence of rising consumer demand, growing healthcare infrastructure, and expanding beauty and personal care markets is creating significant opportunities for investment and innovation. These trends highlight the region's potential to strengthen economic resilience, improve healthcare access, and capitalize on evolving consumer lifestyles.

The Gulf Cooperation Council (GCC) is poised for accelerated economic and industrial growth, with the World Bank projecting regional GDP growth of **3.2%** in 2025 and **4.5%** in 2026, improving from **1.7%** in 2024 as reported in the latest Gulf Economic Update. Rising urbanization, with **84.3%** of the population expected to reside in cities by 2030, is fueling demand for residential and commercial infrastructure, driven by government-backed initiatives, increasing foreign investment, and shifting expatriate trends.

Simultaneously, the GCC's **Healthcare Sector** is undergoing a significant transformation. With a pharmaceutical and biotechnology market valued at approximately **17 billion USD** in 2023 and an anticipated growth rate of **7-8%**, the region is becoming a hub for innovation, local production, and advanced healthcare solutions. Expanding urban populations, rising disposable incomes, and policy support for healthcare modernization are collectively driving growth

Continued on page 33 >>



in medical services, pharmaceuticals, and wellness-oriented industries. These economic and demographic dynamics, coupled with strategic investments, position the GCC as a key market for high-growth sectors, including consumer goods, healthcare, and industrial services, creating robust opportunities for domestic and international stakeholders alike



Credit: Vecteezy – flexible packaging is big business.

Saudi Arabia's **Flexible Packaging Market** is witnessing rapid growth, underpinned by robust economic expansion and ambitious national initiatives. According to the State of Fashion Report, Saudi Arabia's GDP has surged from **USD 647 billion** in 2016 to surpass **USD 1 trillion** in 2023, growing at a **7% CAGR** since the introduction of **Vision 2030**. Over the past five years, nearly two-thirds of this growth has been driven by non-oil sectors, with non-oil GDP growing at five percent and accounting for **50%** of the total GDP in 2023. This diversification has stimulated industrial activity and consumer spending, directly benefiting sectors that rely on flexible packaging.

The **Packaged Food Market** in Saudi Arabia reached **USD 24.6 billion** in 2024, expanding **6.0%** annually since 2019, with projections to grow at **7.9%** annually to **USD 35.9 billion** by 2029. The largest retail categories include baked goods (**USD 6.7 billion**), dairy (**USD 4.6 billion**), and rice, pasta, and noodles (**USD 3.3 billion**), while plant-based dairy recorded the highest CAGR of **11.8%** during the period. Flexible packaging formats such as pouches and multilayer films are increasingly employed to meet demand for convenience, product protection, and extended shelf life.

Healthcare remains a government priority, with Saudi Arabia accounting for **60%** of GCC healthcare expenditure. Vision 2030 emphasizes local production, technology transfer, clinical trials, and workforce training. Initiatives like the Pharmaceutical Investment Company (Lifera) aim to expand domestic biopharmaceutical manufacturing, enhancing resilience and global competitiveness.

The **Cosmetics and Skincare Sector** is projected to grow by nine percent over the next five years, reaching over **USD 2 billion** by 2028, while fashion and luxury are set to expand from **USD 30 billion** in 2023 to **USD 42 billion** by 2028. Flexible packaging adoption across these sectors is driven by the need for innovative, sustainable, and premium packaging solutions, catering to changing consumer preferences and supporting export and domestic market growth.

FLEXIBLE PACKAGING MARKET: ECOSYSTEM ANALYSIS



Source: Secondary Research, Interviews with Experts, and MarketsandMarkets Analysis

2026 | MARKETSandMARKETS | WWW.MARKETSandMARKETS.COM

The United Arab Emirates (UAE), the second-largest economy in the Arab world after Saudi Arabia, with a GDP of **USD 548.6 billion** and a projected growth rate of **3.7%** in 2025, has become a pivotal market for food, healthcare, and personal

care sectors, driving demand for innovative and flexible packaging solutions. In 2024, the UAE imported **USD 16.2 billion** in consumer-oriented products, reflecting its reliance on international supply chains for essential ingredients and commodities. The country's food and grocery retail market generated **USD 38.84 billion** in revenue in 2023, while food e-commerce retail sales reached **USD 1.08 billion**, highlighting growing consumer preference for convenience and digital purchasing platforms. Over **570 food and beverage processors** operate across the UAE, collectively producing **5.96 million** metric tons annually, supported by a diverse mix of small, medium, and large enterprises.

Tourism-driven consumer food services also contributed significantly to demand, with projections indicating revenues of **USD 1.17 billion** by 2029. According to the Abu Dhabi Chamber of Commerce and Industry (ADCCI), food and beverage exports increased by **19%** in the first half of 2024, with overall sector revenue expected to reach **USD 38.3 billion**, bolstered by **2,540 new companies** joining the chamber in 2023, representing **8.2%** of total membership.

The **UAE Healthcare Market**, valued at **USD 1.83 billion** in 2022, is forecast to grow to **USD 3.59 billion** by 2030 at a compound annual growth rate of **8.93%**, reflecting continued expansion and investment in infrastructure and services. Similarly, the UAE's cosmetics and personal care market, estimated at **USD 1.16 billion**, is witnessing substantial growth across fragrances, cosmetics, skincare, personal care, and the emerging beauty tech segment. Together, these developments underscore the UAE as a regional hub for flexible packaging innovation, addressing robust demand across multiple sectors.

The Rest of the GCC countries include Qatar, Kuwait, Oman, and Bahrain. The remaining GCC countries are witnessing dynamic growth driven by diversification strategies and investment in non-oil sectors. Expanding food processing and beverage industries are responding to evolving consumer tastes, with a growing focus on ready-to-eat products, functional foods, and innovative packaging solutions that enhance convenience and shelf life.

Healthcare Sectors are increasingly prioritizing modernization, technology adoption, and private-public partnerships, creating opportunities for specialized services, medical devices, and pharmaceutical production. Meanwhile, beauty, personal care, and wellness markets are experiencing heightened demand as consumers embrace lifestyle-oriented products, supported by rising disposable incomes and urban lifestyle trends. Strategic infrastructure projects, logistics enhancements, and trade-friendly policies are enabling these countries to strengthen regional supply chains and enhance export potential. Together, these developments indicate a sustained trajectory of economic expansion, where diversified sectors, evolving consumer demands, and targeted investments are reshaping markets and creating competitive, resilient growth across the remaining GCC economies.

About MarketsandMarkets™



MarketsandMarkets™ was founded in 2009 with a simple, yet powerful, idea - every disruption is inherently the source of game-changing business opportunities. At that time, everybody was talking about disruptive trends such as AI, IoT, 3D printing, nanotech, robotics, etc., but nobody was certain about the business opportunities associated with them. Upon sensing this significant white space, MarketsandMarkets™ started exploring these emerging and fast-growing opportunities and soon realized that it was part of a much bigger game. Recognizing an impending shift in the B2B economy—expected to unlock **\$25 trillion** in new revenue by 2030—the company positioned itself to help businesses capture and monetize this emerging value.

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



PRINT & ALLIED EXHIBITIONS FOR 2026

S/N	EXHIBITION	LOCATION	DATE	SHOW LOGO
1	PSI 2026 https://www.psi-messe.com	Messe Düsseldorf, Düsseldorf - Germany	7 – 9 January 2026	
2	FESPA MIDDLE EAST 2026 https://www.fespamiddleeast.com	Dubai Exhibition Centre (Expo City), Dubai - United Arab Emirates	13 – 15 January 2026	
3	PACK EXPO EAST 2026 https://www.packexpoeast.com	Pennsylvania Convention Centre, Philadelphia - Pennsylvania, United States of America	17 – 19 February 2026	
4	SIGN & DIGITAL UK 2026 https://signuk.com	NEC, Birmingham - United Kingdom	22 – 24 February 2026	
5	SIGN & LED CHINA SHENZHEN 2026 https://www.ledchina.com	Shenzhen Convention Centre, Shenzhen, P.R. China	1 – 3 March 2026	
6	PROPAK EAST AFRICA 2026 https://www.propakeastafrica.com	Sarit Expo Centre, Nairobi – Kenya	3 – 5 March 2026	
7	GULF PRINT & PACK 2026 https://www.gulfprintpack.com	Dubai World Trade Centre, Dubai - United Arab Emirates	31 March – 2 April 2026	
8	NIGERIA PLASTPRINTPACK 2026 https://www.agrofood-nigeria.com	Landmark Centre, Lagos – Nigeria	24 – 26 March 2026	
9	ISA SIGN EXPO 2026 https://signexpo.org	Orange County Convention Centre, Orlando – Florida, United States of America	8 – 10 April 2026	
10	PROPAK GHANA 2026 https://www.propakghana.com	The Grand Arena, Accra International Conference Centre, Accra – Ghana	21 – 23 April 2026	
11	GLOBAL PRINTING & PACKAGING EXPO AND LABEL & CARTON BOX EXPO 2026 https://globalprintpackexpo.com	Nusantara International Convention Centre (NICE), PIK2, Indonesia	6 – 9 May 2026	
12	INTERPACK 2026 https://www.interpack.com	Düsseldorf Messe, Düsseldorf - Germany	7 – 13 May 2026	
13	FESPA 2026 https://europe.fespa.com/global-print-expo	Fira Barcelona Gran Via, Barcelona - Spain	19 – 22 May 2026	
14	PROPAPEL NIGERIA 2026 https://propapernigeria.com	Landmark Centre, Lagos – Nigeria	23 – 25 June 2026	
15	SPE – SURABAYA PRINTING EXPO 2026 https://surabayaprintingexpo.com	Grand City, Surabaya - Indonesia	8 – 11 July 2026	
16	PROPAK WEST AFRICA 2026 https://www.propakwestafrica.com	Landmark Centre, Lagos – Nigeria	8 – 10 September 2026	
17	FESPA/ AFRICA PRINT 2026 https://www.fespafrica.com	Gallagher Convention Centre, Johannesburg - South Africa	8 – 10 September 2026	
18	LOUPE AMERICAS 2026 https://www.labelexpo-americas.com	Donald E. Stephens Convention Centre, Chicago - United States of America	15 – 17 September 2026	
19	LED CHINA SHANGHAI 2026 https://www.ledchina.com	Shanghai New International Expo Centre, Shanghai, P.R. China	15 – 17 September 2026	
20	PRINTINGUNITED 2026 https://www.printingunitied.com	Las Vegas International Centre, Vegas, Nevada - United States of America	23 – 25 September 2026	
21	THE PRINT/ SIGN SHOW UK 2026 https://www.theprintshow.co.uk	NEC, Birmingham - United Kingdom	September 29 – October 1 2026	
22	ALLPRINT EXPO 2026 https://allprint.co.id	JIEXPO, Kemayoran, Jakarta – Indonesia	7 – 10 October 2026	
23	PACK EXPO INTERNATIONAL 2026 https://www.packexpointernational.com	McCormick Place, Chicago, Illinois - United States of America	18 – 21 October 2026	
24	PROPAPEL DUBAI 2026 https://www.propaperdubai.com	Festival Arena, Dubai Festival City, Dubai - United Arab Emirates	20 – 22 October 2026	
25	PROPAK CAPE 2026 https://www.propakcape.co.za	Cape Town International Convention Centre, Cape Town – South Africa	27 – 29 October 2026	
26	PAPEREX SOUTH INDIA 2026 https://southindia.paperex.in	Chennai Trade Centre, Nandambakkam Chennai, India	3 – 5 December 2026	

NOTE:

- The above enumerated **EVENTS** are carefully and strategically selected, hence meet ALL these stringent criteria: regional acknowledgement/ recognition, exhibitors' numbers (not less than 100 exhibitors), visitors' numbers (not less than 2,500 attendees), and total numbers of country participation (not less than 10 nations).
- Contact **NUMBERS CMYK LTD**, publishers of **WHERE To Print** magazines (Ghana & Nigeria editions), including **PROPAK East Africa DAILY**, **PROPAK Ghana DAILY**, **PROPAK West Africa DAILY**, and **PROPAK Cape DAILY**, for advert/ editorial slots in any of the publications responsibly published and distributed free-of-charge to visitors (including free online download from WHERE To Print magazine website - www.wheretoprintmagazine.com) at each of the highlighted shows to improve overall exhibition experience. Visit www.wheretoprintmagazine.com for details on how to get in touch. Also, contact **FLOURISH COLOUR VENTURES** (www.flourishcolour.com) to join the professionally packaged and value-driven **PEP Delegation** to any of the international shows.
- Exhibition date and venue may change at the Organiser's discretion.



**No Matter
Your Role in Print—**



**There's a
Membership
for You!**

JOIN THE LARGEST PRINT COMMUNITY TODAY!

By joining the Alliance, you can access the tools and resources needed to grow your business, advance your knowledge base, and move this industry forward.

- ✓ **Networking opportunities through community-focused events.**
- ✓ **Unbiased support and guidance from experts with decades of experience.**
- ✓ **Advocacy alerts and influencing power on legislative issues.**
- ✓ **Professional development offerings with iLEARNING+ courses and certifications.**
- ✓ **Business strategy solutions**
- ✓ **And tons more like free subscriptions, and affinity partner discount programs!**

The Alliance caters to all major printing segments and organization sizes both big and small with options to join as an individual or a corporate member.



JOIN TODAY!
printing.org/membership

LEVEL UP *with* iLEARNING⁺

The Leader in Print Industry Training & Education

iLEARNING⁺ brings you the industrys best eLearning courses and certifications, designed to boost your print knowledge and career. Whether youre new to the industry or looking to master advanced skills, iLEARNING⁺ has the courses you need to succeed.



FIND A COURSE!

ilearningplus.org

BROUGHT TO YOU BY

PRINTING UNITED
ALLIANCE

MASTER THE SCIENCE OF

COLOR

G7⁺

Exclusive Training & Certification from PRINTING United Alliance:

Learn from the most respected trainers in the industry.

Master G7+ for Print, Packaging & Creative Production:

Understand profiling, calibration, quality control, and compliance.

Flexible Options:

Live Training or On-Demand eLearning.



**ENROLL
TODAY!**

Be part of

c-ihl



City Institute of Higher Learning

Hope-Passion-Integrity | Espoir-Passion-Intégrité

GLOBAL EXECUTIVE LEADERSHIP

(Print & Allied Industry – Summer & Fall 2025/ 2026)

TWO WEEKS IN-DEPTH, IN-PERSON PROGRAMME WITH REAL-LIFE BUSINESS CASE STUDIES & VISITS

- Escape the busy city life to a serene cosmopolitan Moncton city in New Brunswick, Canada
- Global cross-cultural learning by world-recognised City Institute of Higher Learning faculties from Brazil, Mexico etc
- In-depth analysis of business case studies by top print & allied industry leaders and experts
- Exclusive Meetings with Chamber of Commerce and Canadian print & allied businesses for networking and business opportunities
- Obtain globally recognised City Institute of Higher Learning Leadership certification

Eligibility Owners and Top Managers of Print & Allied Establishments



October 2025 | April – June 2026 | September – November 2026

Faculty City Institute of Higher Learning, Canada (www.city-ihl.ca)



**Crown Plaza, 1005 Main Street Moncton, New Brunswick,
E1C 1G9 Canada**

REGISTER NOW



To participate, **WhatsApp** or **email**:

+2349012399805

enquiry@flourishcolour.com

www.flourishcolour.com



COMMUNICATION
LIMITED

+1 506 962 1545

info@360communicationltd.com

www.360communicationltd.com

ONLINE OPTION AVAILABLE

...developing Leaders to successfully and impactfully operate in a global context!





PROPAK

WEST AFRICA 2026

■ PACKAGING ■ PROCESSING ■ PRINTING ■ PLASTICS

8 - 10 SEPTEMBER

LANDMARK CENTRE | LAGOS | NIGERIA

9:30am - 5pm daily

Packed *with* Possibility

Propak West Africa is the leading trade exhibition for the packaging, plastics, printing, and processing industries in West Africa.

Join the region's premier trade exhibition and **connect** with buyers, decision-makers, and industry leaders shaping the future of packaging.

Propak West Africa is your gateway to new customers, new markets and new growth.



5,500+
Visitors



50+
Hosted Buyers



35+
Visiting Countries



4x
Exhibition Halls

By exhibiting you will:

- **Access** a targeted audience
- **Generate** high-value leads
- **Strengthen** your brand presence
- **Launch** new products
- **Build** meaningful partnerships

Position Your Brand at the Heart of West Africa's Packaging & Processing Industry



**BOOK YOUR
STAND TODAY!**



Scan QR Code to book your stand!

YOUR 5-IN-1 TRADE EXPO:



RESERVE YOUR STAND NOW! For additional information or any questions about exhibiting, contact:

Molebogeng Masote, Event Manager (International)

Email: Molebogeng.Masote@montgomerygroup.com

Tel: +27 (0) 11 835 1565 | Cell: +27 (0) 76 747 0183

Brian Mooki – Sales Executive (International)

Email: brian.mooki@montgomerygroup.com

Tel: +27 (0) 11 835 1565 | Cell: +27 (0) 82 214 6326

Mercy Moka, Sales Manager (West Africa)

Email: Mercy.moka@montgomerygroup.com

Tel: +234 (0) 812 172 2353 | 0809 222 2179

f in #propakwestafrica2026

www.propakwestafrica.com

Organised by:

MONTGOMERY GROUP
AFRICA