



PROPAK WEST AFRICA 2026

■ PACKAGING ■ PROCESSING ■ PRINTING ■ PLASTICS

DAILY
DAY 2 SEPT. 09, 2026

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DAILY NEWS, REPORT & INSIGHTS AT THE SHOW

THE NEXUS OF AFRICAN PRINT & PACKAGING REVOLUTION



The entrance doors to **Hall 1** at the Landmark Centre swung open on **Tuesday, 8 September**, revealing a high-tech industrial oasis that signals a massive leap forward for the West African economy. The atmosphere on **DAY 1** of **PROPAK West Africa 2026** was electric, filled with the hum of live multi-million-dollar machinery, the vibrant flash of high-speed digital displays, and the chatter of hundreds of industry professionals tracking the newest breakthroughs in packaging, plastics, processing, and print.

An Incredible Opening Day

The exhibition officially kicked off with an incredible turnout, gathering industry leaders, decision-makers, and innovators eager to explore the future of the sector. From the very first hour, it became clear that this year's exhibition is not just about browsing new tech. It is a tactical survival and growth summit for printers, converters, and brand

owners looking to insulate their businesses from erratic foreign exchange rates and rising input costs. Concurrently, the **PROPAK West Africa Summit** launched to a packed room. High-impact keynote addresses set a bold new tone for the industry, featuring groundbreaking sessions on AI, automation, smart manufacturing, food safety standards, and a dedicated spotlight on **Women in**

Print & Packaging.

Across the exhibition's four floors, targeted business-to-business matchmaking sessions and VIP buyer lounges served as catalysts for regional growth, translating interactions into multi-million-dollar deals and major procurement contracts signed directly on the show floor. These strategic networking interactions enabled corporate executives, local factory owners, and international suppliers to finalize high-capacity manufacturing lines and next-generation print

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QUOTE OF THE DAY...

“Rather than viewing regional challenges as roadblocks, we are leveraging these local hurdles to drive creative engineering. Africa is full of talent and opportunity, and we want our solutions to reflect the unique dynamics of this continent.”

Mr. Manuel Cortizo

General Manager and Sales & Marketing Director for Africa, the Middle East, Turkey, and the Caucasus
- **BOBST (Stand No: 2A09)**

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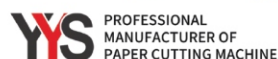


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infrastructure agreements.

DAY 1 successfully brought the industry together through:

- **Live machine demonstrations** showcasing cutting-edge technology in action.
- **Insightful knowledge tracks** focused on automation and smart packaging.
- **Global networking** connecting local businesses with over 200 international exhibitors.

Navigating the FX Storm: The Rise of Currency-Driven Efficiency

The overarching theme on the exhibition floor was resourcefulness. With unpredictable exchange rates testing the resilience of West African print shops and packaging plants, attendees are shifting away from oversized, under-utilized legacy systems. Instead, hundreds of regional procurement managers, commercial printers, and brand owners gravitated toward modular, agile machinery. Visitors are aggressively seeking setups that offer:

- **Lower startup waste:** Minimizing expenses on costly plates and substrate setups.
- **Multi-functional capabilities:** Emphasizing single-pass machines that print, die-cut, and finish to slash factory power costs.
- **Localized technical support:** Driving a massive surge in interest toward exhibitors with on-the-ground engineering teams in West Africa to eliminate costly downtime waiting for foreign parts.

Beyond the Buzzwords: Pragmatic Solutions and Sustainability

Sustainability at PROPAK West Africa 2026 has officially shed its reputation as just a

corporate marketing box to check. Driven by the high costs of importing virgin materials, local converters are actively adopting circular economy solutions. Pragmatic sustainability has firmly become an economic imperative.

Stands showcasing advanced plastic recycling machinery, water-based ink technologies, and lightweight corrugated solutions drew a steady stream of decision-makers. The goal for local manufacturers is clear: reduce dependence on imported polymers by mastering the art of processing local raw materials and recycled stocks without sacrificing product durability.

DAY 1 At A Glance

- **The Crowd:** Hundreds of targeted industry professionals, production managers, and trade delegates.
- **The Experts:** Over 200 elite global and local brands displaying live, running machinery.
- **The Focus:** High-efficiency flexography, digital short-run labeling, and local raw material conversion.

As your official daily publication driving your exhibition experience, the PROPAK West Africa DAILY Team walked the aisles on **DAY 1** to capture the core trends shaping the stands, the deals, and your bottom line. Turn the page to see our exclusive visual digest of yesterday's opening highlights.



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SPECIAL FEATURE INTERVIEW – NILPETER (STAND NO: 3A17)

NILPETER: SHOWCASING CORE VALUES AND CUTTING-EDGE INNOVATIONS AT PROPAK WEST AFRICA 2026



Area Manager **Thomas Andersen** and Regional Business Manager **Manu Muraleekrishnan**

Printing industry giant **Nilpeter** is making a major impression at **PROPAK West Africa 2026**, showcasing its latest printing technology designed to meet the evolving demands of the African market. Speaking directly with the **PROPAK West Africa DAILY Team** at the show, Area Manager **Thomas Andersen** and Regional Business Manager **Manu Muraleekrishnan** highlighted the company's core values of quality, adaptability, and robust customer support.

Two Paths to Excellence: FA-Line vs. FB-Line Pro

At the forefront of their exhibition, the Nilpeter team outlined how their two distinct equipment lines serve different segments of the market while maintaining the brand's signature reliability.

• **The FA-Line (Premium Flagship):** Built for top-tier performance, the Nilpeter FA-Line is a masterclass in automation, precision, and flexibility. It features advanced register control systems and lightweight, sleeve-based tooling to significantly minimize setup times and material waste. This highly modular press allows converters to easily scale up with value-adding inline solutions—such as UV-lamination, die-cutting, screen printing, and hot/cold foiling—making it the ultimate versatile option for both high-end short and long-run flexible packaging and labels.

• **The FB-Line Pro (High-Efficiency Workhorse):** Positioned as an accessible, mid-level entry machine, the newly revamped FB-Line Pro is engineered to be a pocket-friendly option tailored to the local market's budget requirements. Despite its



© Nilpeter's FB-Line embodies The Future of Flexo, packed with automation and several features that address your business's daily challenges and optimize operations.

affordability, it brings powerful features directly from the flagship series, utilizing the **Nilpeter PowerLink** platform to deliver increased automation, dual-servo print heads, and intuitive pre-register functionality. It is a versatile workhorse capable of efficiently handling substrates ranging from self-adhesive labels and flexible packaging to laminates and cigarette cartons.

Unlocking Local Operational Security

Understanding that maximizing uptime is critical for West African converters, the Nilpeter team has a comprehensive local support network whenever and wherever required. Specifically to guarantee minimal downtime, the company leverages a robust, interconnected system of local engineers and spare parts logistics across Africa and the Middle East.

When regional open-market support or technical servicing is required, Nilpeter dispatches highly skilled engineers from its hubs in Dubai, South Africa, and North Africa. This regional network is fully backed by direct

service support and spare parts pipelines from Nilpeter's global headquarters in Denmark, ensuring that West African print operations run smoothly and efficiently.



FSC GLOBAL DEVELOPMENT GMBH (STAND NO: 4C01)

SECURING THE FUTURE: HOW FSC DRIVES THE CIRCULAR BIOECONOMY IN WEST AFRICA



Aruna Kainyande

The regional packaging and plastics industries are facing unprecedented pressure to balance industrial growth with environmental stewardship. As businesses across West Africa actively seek sustainable solutions, the **Forest Stewardship Council (FSC)** is stepping forward to guide enterprises through this critical transition. According to **Aruna Kainyande**, Value Chain Development Officer at FSC, the solution lies in a mix of verified legality and circular innovation.

The Ultimate Trust Mark for Sustainable Sourcing

In today's market, greenwashing is a major concern for both consumers and regulators. The **FSC label** serves as the world's most trusted sustainable forest management solution. When a

product or package carries this mark, it provides absolute assurance to customers that the materials used originate from strictly sustainable and legal sources. For West African exporters and local brands alike, this label is a powerful tool to unlock premium markets and build long-term consumer trust.

Driving the Transition to a Circular Bioeconomy

FSC's impact goes far beyond traditional forestry. The organization is actively helping businesses transition to a circular bioeconomy model by promoting and increasing the use of recycled content. This dual-action innovation delivers two massive benefits for the West African supply chain:

• **Mitigating pressure** on primary forest resources by keeping existing materials in the loop.
• **Directly addressing the regional waste crisis** by turning potential waste back into valuable packaging resources. By integrating FSC-certified and recycled materials into their portfolios, West African manufacturers are not just protecting forests—they are future-proofing their businesses in a rapidly evolving global economy.

SPECIAL FEATURE ARTICLE – PRINTBOX NIGERIA LTD (STAND NO: 1A10)

LOCAL PRECISION TAKES CENTRE STAGE AS PRINTBOX REDEFINES REGIONAL PACKAGING STANDARDS



Printbox Nigeria LTD General Manager, Mr. Prasada Shetty

As manufacturers across West Africa face mounting pressure to optimize operational costs and enhance productivity, local supply chain strength has become a key focus at this year's exhibition. Standing out in **Hall 1 at Stand 1A10**, **Printbox Nigeria Limited** is drawing significant crowds by demonstrating that world-class industrial packaging is fully operational right here in Lagos, the commercial nerve centre of Nigeria.

The ISO-certified company is showcasing its advanced 360-degree solutions, including high-precision mono cartons, custom labels, and premium shrink sleeves. Equipped with cutting-edge European machinery from German and Italian manufacturers, the company—backed by the thirty-year manufacturing legacy of the **Vista**

Group—is proving its ability to meet the strict quality and colour-accuracy requirements of major fast-moving consumer goods (FMCG), pharmaceutical, and beverage brands across the region.

Speaking from the energetic floor of the Landmark Centre, **Mr. Prasada Shetty**, the General Manager for **Printbox Nigeria LTD**, emphasized the shifting paradigm in West African manufacturing. "Regional manufacturers no longer need to look across oceans for world-class precision," Mr. Shetty stated. "Our local infrastructure is built to provide secure, sustainable, and highly efficient packaging options. By eliminating long import lead times, we empower domestic brands to scale rapidly and maintain absolute consistency in their presentation."

For attendees at **PROPAK West Africa 2026**, the presence of high-output local factories like Printbox underscores a broader trend: West Africa is quickly transforming into a self-sustaining hub for packaging innovation. By blending technical craftsmanship with state-of-the-art automation, the company offers a blueprint for how regional businesses can insulate themselves from global supply chain disruptions while elevating their on-shelf presence.



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SPECIAL FEATURE ARTICLE - FOTEDAR WEST AFRICA (STAND NO: 2G06)

FOTEDAR WEST AFRICA PIONEERS HIGH-EFFICIENCY SOLUTIONS FOR THE REGIONAL PACKAGING BOOM AT PROPAK 2026

FOTEDAR
WEST AFRICA

Fotedar Engineering Services CEO, Mr. Vikram Fotedar

The bustling exhibition floor at the Landmark Centre this week highlights a West African manufacturing sector on the cusp of a major technological evolution. Driven by rapid urbanisation and a surge in local consumer demand, regional brands are searching for packaging solutions that offer world-class quality without compromising operational efficiency. **PROPAK West Africa DAILY** reports:

Stepping into this pivotal moment is **Fotedar West Africa** (exhibiting at **Stand 2G06**), a company that has built its reputation on bridging the gap between global machinery innovation and local market realities. Under the leadership of

CEO **Vikram Fotedar**, the company is utilizing **PROPAK West Africa 2026** to showcase advanced machinery designed to redefine flexible packaging and converting standards across the region. "The West African market, with Nigeria at its economic core, is experiencing an immense drive toward greater productivity, local production, and efficiency," says **Mr. Fotedar**. "Our objective has always been to close the gap between global technology leadership and local operational realities. We want to show regional printers and converters that they don't have to compromise on speed or quality to remain sustainable."

Revolutionising the Pressroom

At the heart of Fotedar's showcase is the **Uteco OnyxGO**, a Central Impression (CI) flexo press specifically engineered to solve a long-standing pain point for regional printers: managing short print runs profitably. In an era where brands demand quick product turnarounds and frequent design iterations, traditional press setups can lead to excessive downtime and material loss. The OnyxGO tackles this head-on with rapid job changeover capabilities and automatic registration features. Capable of hitting speeds up to 400 meters per minute, it allows local converters to scale up their output while keeping a tight handle on running costs.

Eliminating Waste, Ensuring Quality

In tandem with high-speed printing, Fotedar is addressing industrial efficiency through its partnership with German technology firm Erhardt+Leimer. The booth features live demonstrations of the **ELSCAN web monitoring system**, an advanced tool that acts as an extra set of high-definition eyes for press operators. By capturing stabilized, ultra-clear digital images of the printed web while machines operate at full capacity, ELSCAN enables immediate corrections to colour or alignment. "Waste is both an environmental issue and a massive cost burden for manufacturers," Fotedar notes. "ELSCAN enables operators to catch colour deviations or print defects instantly—not after thousands of meters of film have already been ruined. It bridges the gap between high-speed production and flawless quality control."

End-to-End Converting Mastery

Fotedar's presence at PROPAK West Africa goes beyond



© The legendary UTECO rotogravure press - Next 450

individual machinery; the company is promoting a holistic approach to post-press manufacturing through its **Comprehensive Converting Solutions**. This specialized portfolio covers everything from gravure printing and advanced slitting to solvent-based and solventless lamination.

Crucially, the company emphasizes that its commitment to the region extends far beyond equipment delivery. By investing heavily in localized engineer training and spare parts logistics, Fotedar aims to secure long-term operational uptime for its West African partners.

As PROPAK West Africa 2026 continues to connect the industry's brightest minds, Fotedar West Africa's display stands out as a clear roadmap for local manufacturers looking to elevate their production capabilities and compete on a global stage.



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SPECIAL FEATURE ARTICLE - BOLE INJECTION MOULDING MACHINE (STAND NO: 1G05)

BOLE SETS NEW BENCHMARKS IN EFFICIENCY AND SUSTAINABILITY WITH EVO SERIES LAUNCH AT PROPAK WEST AFRICA



BOLE Injection Moulding Machine Sales Director, Ben Shen, with the all-new EVO Series.

A New Era of Efficiency: The EVO Series

The centre of attention at the BOLE booth in **Hall 1, Stand No. 1G05**, is the new **EVO Series**. According to Shen, the hybrid machine is engineered to deliver a powerful dual advantage: 30% energy savings and 30% faster cycle times. "Manufacturers no longer have to choose between speed and sustainability," Shen noted. "The EVO Series proves you can achieve faster production cycles while drastically lowering your power consumption. Overall, we are seeing up to a 30% boost in production efficiency for our clients."

Solving the Power Challenge with a 'Local Edge'

Operating in the West African market requires machinery that can adapt to infrastructural realities. BOLE has engineered its

machines with this exact challenge in mind. The EVO Series runs on highly advanced **servo motors**. This architectural choice drastically reduces the heavy power draw typically associated with traditional injection moulding. By optimizing energy consumption at the component level, BOLE offers a distinct "local edge"—allowing factories to maintain high outputs even when operating under strict power constraints or relying on alternative energy sources.

Driving the Circular Economy

Sustainability is no longer a buzzword; it is a manufacturing necessity. BOLE is helping regional brands make a seamless transition to a circular

As manufacturers across West Africa look for ways to combat rising operational costs and energy challenges, **BOLE Injection Moulding Machine** is stepping up with a high-performance solution. At this year's **PROPAK West Africa**, the company is officially debuting its groundbreaking **EVO Series hybrid injection moulding machine**, promising a major leap forward in both productivity and eco-friendly manufacturing. **PROPAK West Africa DAILY** spoke with **Ben Shen**, Sales Director for **BOLE Injection Moulding Machine**, to learn how their latest technology is tailored specifically to solve the unique pain points of the regional market.

economy through conscious engineering. The EVO Series utilizes highly recyclable parts and enables up to 1/3 material savings during the production process. This reduction in raw material waste directly translates to lower production costs and a significantly smaller carbon footprint for consumer brands.

Unmatched Local Support in Lagos

Technology is only as good as the support behind it. To ensure uninterrupted production for West African clients, BOLE has heavily invested in local infrastructure. The company boasts a fully stocked local warehouse in Lagos, ensuring that critical spare parts and technical support are readily available. "Our local presence minimizes downtime," Shen emphasized. "We aren't just selling machines; we are partnering with West African businesses to guarantee long-term operational success."

Visit the BOLE Injection Moulding Machine stand at PROPAK West Africa to see the EVO Series in action and discuss your manufacturing goals with Ben Shen and the expert team.



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PIOVAN GROUP (STAND NO: 1B08)

DRIVING EFFICIENCY AND SUSTAINABILITY IN PLASTICS: A CONVERSATION WITH PIOVAN GROUP



Piovan Group Technical Sales Manager, Shashank Rajput

Optimizing production while reducing environmental impact is no longer just a goal for West African processors—it is an absolute necessity. As manufacturers navigate rising energy costs and changing regulatory landscapes, **Piovan Group** is stepping up with cutting-edge solutions designed to transform the industry. **PROPAK West Africa DAILY** sat down with **Shashank Rajput**, Technical Sales Manager at **Piovan Group**, to discuss how the company's latest innovations are helping businesses achieve high productivity without compromising on sustainability.

Innovation Engineered for High Productivity

At **Piovan**, energy efficiency is deeply embedded in the company's approach to sustainable plastic processing. The core objective is clear: engineer technologies that drastically reduce energy consumption while maintaining high productivity and process reliability. "Depending on the application, our solutions include servo-driven pumps, high-efficiency motors, optimized conveying systems, and thermal insulation for process equipment," says Rajput. By focusing heavily on **intelligent control and automation**, Piovan ensures that machinery adapts dynamically to production needs, eliminating wasted energy and maximizing uptime.

A Committed Focus on Sustainability

Sustainability at Piovan goes beyond a corporate buzzword; it is a tangible metric reflected in daily factory operations. The

company's engineering focus centers on creating energy-efficient equipment paired with optimized system operations. By design, these integrated systems ensure efficient and reliable operation. The ultimate result is a win-win for the market: helping West African customers minimize their energy consumption while significantly lowering overall operating costs. As the industry gathers at this year's **PROPAK West Africa** from **8 to 10 September**, Piovan continues to lead the charge toward a greener, more profitable future for plastic processing.



Piovan Team at PROPAK West Africa 2026

E-ONE MACHINERY AND SERVICES CO., LTD (STAND NO: 2C01)

DRIVING EFFICIENCY THROUGH LOCALIZED INNOVATION



Divya Bhardwaj, DMD Marketing at E-One Machinery, on tailored engineering, elite after-sales support, and the sustainable future of the plastics sector.

In the fast-evolving landscape of West African manufacturing, adaptability is no longer just an advantage—it is a necessity. As industries demand higher precision, lower operational costs, and sustainable practices, **E-One Machinery** is stepping up to redefine the plastics extrusion, moulding, and recycling sector. At the forefront of this mission is **Divya Bhardwaj**, DMD Marketing at **E-One Machinery**, who emphasizes that true innovation begins with understanding the specific challenges of the local market.

Engineering with a Local Edge

E-One Machinery specializes in top-tier injection moulding machines, moulds, and beverage packaging solutions. However, what truly sets the company apart is its commitment to localized customization. "Our machines are customized depending on the needs of our customers and their unique challenges," says Bhardwaj. In West Africa, the most prominent of these challenges is infrastructure—specifically, power stability.

To combat this, E-One Machinery engineers its solutions around the regional energy landscape. The company meticulously assesses operational variables, such as determining the exact wattage needed for a particular machine in a specific geographic area. By tailoring the equipment to the local power grid, E-One ensures that manufacturers can maintain steady production without overloading their systems.

Advanced Efficiency: Servo-Driven and Protected

Power management at E-One goes beyond customization; it is built directly into the DNA of the hardware. The company's latest lineup features advanced servo-driven machines, which inherently lower energy draw by only consuming power during active parts of the moulding cycle. Furthermore, these units come equipped with integrated Uninterruptible Power Supplies (UPS). This crucial addition serves a dual purpose: it protects sensitive electronic components from volatile voltage fluctuations and drastically reduces overall power consumption, saving manufacturers high overhead costs.

A Commitment to Zero Downtime

A great machine is only as good as the support behind it. Recognizing that operational delays are costly for West African plastics processors, E-One Machinery has heavily invested in an elite service

network. The company prides itself on a highly effective after-sales service program. By scheduling frequent, proactive maintenance checks, E-One helps partners address wear and tear before it leads to mechanical failure. This preventative approach drastically reduces unexpected downtime, keeping production lines moving and maximizing profitability.

The Future: Embracing Plastic Recycling

As the global and regional dialogue shifts toward a circular economy, E-One Machinery is looking firmly ahead. The next frontier for the company lies in plastic recycling technology. By integrating sustainable machinery into the Plastics (Extrusion, Moulding, Recycling) sector, E-One aims to help West African manufacturers turn waste into value. This forward-thinking strategy ensures that local businesses can meet strict environmental standards while tapping into the growing market for recycled materials. Through tailored engineering, energy-efficient designs, robust support, and a clear vision for a sustainable future, E-One Machinery is proving to be more than just an equipment supplier—it is a dedicated partner in West Africa's industrial growth.



E-One Machinery local support crew member, Ebuka Chukwuebuka



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CHESPA WEST AFRICA SPOTLIGHTS THE FUTURE OF FLEXO PRINTING AND DOWNTIME REDUCTION

CHESPA WEST AFRICA (STAND NO: 3A19)



Chespa West Africa CEO Ishmael Tetteh

Poland-based **Chespa** is showcasing its advanced prepress workflows, flexographic printing inputs, and specialized colour management solutions at **PROPAK West Africa 2026**. Exhibiting at **Hall 3, Stand 3A19**, the company's regional division, **Chespa West Africa (Ghana)**, is presenting technologies specifically tailored for West African packaging converters and label printers. Backed by its European headquarters, Chespa West Africa leverages strong strategic partnerships with regional innovators like **Flexohub** and **Precision Technologies** to deliver localized, high-precision manufacturing and laser-powered die-cut solutions.

At **PROPAK West Africa 2026**, **Chespa West Africa** is showcasing the next frontier of packaging technology. "We are cooperating with **Esko** on the **CDI Quartz Technology** for repro services," enthused CEO **Ishmael Tetteh** during the quick-fire interview about innovation, support, and the future of the industry.

Imaging at 4000 ppi, doubling prior industry standards to produce sharp details and

smooth gradients, the Quartz Technology is an advanced flexographic platemaking ecosystem that delivers superior print quality. This is because it has an enhanced ink transfer system that practically engraves microcells at 2000 lpi in solid areas to eliminate pinholes, boost ink laydown, and achieve density gains up to 0.7 with water-based inks. Fully compatible and available globally in plate sizes 4835, 4260, and 5080, the Esko Quartz Technology solution is set to take flexo printing to the next level.

Addressing the critical challenge of production efficiency for Nigerian and other West African buyers, Mr. Tetteh highlighted that downtime is simply too expensive for manufacturers. To ensure seamless operations, Chespa West Africa is urging closer collaboration with clients and introducing advanced solutions like the **Elastomer**. This innovative in-the-round (ITR) sleeve technology is an advanced method used in flexographic printing where a cylindrical rubber or polymer-based blend is seamlessly applied directly onto a printing sleeve or roller. Unlike traditional flat printing plates that must be bent and taped around a cylinder, ITR technology utilizes direct laser engraving on a continuous, 360-degree surface for a seamless and distortion-free procedure. This is because the material is engraved "in-the-round"; there are no breaks, seams, or plate lines. This allows for a continuous background print and incredibly tight colour registration. Unlike polymer plates, elastomer blends resist swelling, degrading, or warping when exposed to aggressive, solvent-based, or water-based inks. Elastomer ITR sleeves easily slide onto air-actuated press mandrels, thereby eliminating the labour-intensive process of manual plate mounting and tape usage, minimizing press downtime and setup waste.

Looking ahead, Chespa West Africa boss predicts that the shifting dynamics of the regional market point toward a clear trend:

Flexography will dominate the West African print and packaging landscape over the next three years. While gravure printing previously held the majority share, flexo is rising fast. Thanks to its ability to deliver high quality, excellent printability, affordability, and the flexibility of short runs, flexo is poised to be the defining technology for the region's future; "Flexo is the future of the West African packaging landscape," he concludes.



...welcoming customers with Chespa HQ Regional Manager Tomasz Maraszek

ENGINEERING THE PERFECT FIT: INSIDE PAYPER'S SIX-STEP BLUEPRINT FOR HIGH-SPEED BAGGING

PAYPER (STAND NO: 3A02)



PAYPER Regional Sales Manager for Europe & West Africa, Fabian Goulard

The energy on **DAY 1** of **PROPAK West Africa 2026** is electric, driven by a shared mission among regional manufacturers to boost throughput and curb product waste. As factories across West Africa scale up to meet surging market demands, transitioning from manual setups to full automation can feel like a high-wire act. Every bulk material—from fine chemical powders to agricultural grains and construction materials—presents unique handling challenges. Recognizing that a one-size-fits-all approach fails on the factory floor, global bulk packaging specialist **PAYPER (Hall 3, Stand 3A02)** is showcasing an end-to-end operational blueprint at the exhibition, engineered to transform complex plant overhauls into a predictable, high-performance journey.

"A successful packaging line doesn't start with a purchase order; it begins with an intense technical dialogue," says **Fabian Goulard**, Regional Sales Manager for Europe & West Africa at **PAYPER**. Speaking from the exhibition floor, Goulard explains that Phase 1 focuses entirely on Project Analysis. Here, PAYPER's sales engineers evaluate the physical properties of the target product—such as bulk density, particle size, and moisture sensitivity—while auditing the physical space constraints of the client's facility. This initial collaboration yields a customized technical proposal and a precise, optimized line layout rendered in 3D digital models, ensuring the equipment fits flawlessly into the plant before fabrication begins.

Once the layout is approved, PAYPER establishes strict single-point accountability through dedicated Project Management (Phase 2), driving seamless execution into Phase 3: Bespoke Engineering. Backed by an in-house powerhouse of over 50 specialized engineers, PAYPER develops synchronized systems tailored to the material's exact behaviour. Whether configuring advanced Form, Fill, and Seal (FFS) continuous tubular reel systems for high-speed moisture-sensitive materials, adopting ultrasonic valve-sealing technology to eliminate product leakage, or programming multi-axis robotic palletizers, the machinery is tailored to the exact rhythms of the customer's production goals.

Quality and operational readiness are locked in during Phase 4: Manufacturing and Testing. PAYPER constructs its heavy-duty machinery using premium industrial components to ensure long-term spare parts availability. Before any equipment leaves the factory, the entire integrated line undergoes a rigorous internal testing protocol that culminates in a formal Factory Acceptance Test (FAT). Customers can review the fully assembled line operating under real-world conditions, verifying dosing accuracy, speed metrics, and pallet stability before shipment. This proactive phase slashes on-site setup times and eliminates technical surprises before global transport.

The process reaches fruition through seamless Commissioning (Phase 5) and continuous Optimization (Phase 6). PAYPER's field service engineers oversee the

mechanical installation and tune the high-precision dosing units (like the MCB+ or MSX controllers) to achieve certified weight accuracies at maximum speeds. Concurrently, they empower plant personnel with tiered on-site training for daily operations and swift bag format changes. Post-launch, PAYPER protects manufacturers from the steep costs of unplanned downtime via its proprietary **Pulsar** digital service platform. This cloud-connected telemetry system tracks line performance in real time, allowing plant managers to spot bottlenecks and schedule preventive maintenance, transforming the packaging line into an evolving, high-efficiency production engine. "Our machines feature smarter technology than basic QR codes or variable data labeling," he explains. "Built with high-quality materials for a 20- to 30-year lifespan, the future of this sector lies in mining, livestock feed, petrochemical fertilizers, and chemicals."

With over 5,000 projects delivered worldwide, PAYPER empowers West African manufacturers to scale production with confidence. Visit their team at the ongoing **PROPAK West Africa 2026** to transform your output goals into an actionable engineering blueprint—from tailored requirements to full visualizations and end-to-end support.



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FLOOR PLAN



EXHIBITORS LIST

S/N	EXHIBITORS	STAND LOCATION		
1.	AAR-CHEMIE VENTURES LTD	1B05	86.	MULZ INTERNATIONAL NIGERIA LTD
2.	ADECO PROJECT ENGINEERING BV WEST AFRICA	1K08	87.	NBG PRINTOGRAPHIC MACHINERY
3.	ACCESS ENGINEERING	2A05	88.	NEOFYTON
4.	AF COMPRESSORS	1A12	89.	NIGERIAN INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY
5.	AFROPACK GROUP	1A08	90.	NILPETER
6.	AIPL ABRO INDUSTRIES LTD	2D03	91.	NINGBO JINYI PRECISION MACHINERY CO., LTD
7.	ALEF RECYCLING COMPANY LTD	1F04	92.	NINGBO QIMING MACHINERY MANUFACTURING CO., LTD
8.	AMS AFRICA	2G10	93.	NINGBO YINZHOU NETRUE INTERNATIONAL CO.LTD
9.	AMS ENGINEERING SOLUTION	3F02	94.	NISSEI ASB AFRICA LTD
10.	APB GLOBAL INKS & COLORTONE INKS	2A10	95.	NU-VU CONAIR PVT. LTD
11.	ATM RECYCLE	4B03	96.	OK PLAST LTD
12.	AYO PRINTTECH SOLUTION	1K22	97.	PACK IT PACKAGING NIGERIA LTD
13.	AYUSH INTERNATIONAL LTD	3F03	98.	PACKSYS GLOBAL
14.	BAGCO LTD	4D03	99.	PAKONA ENGINEERS
15.	BALLESTRA – MAZZONI	3B04	100.	PAYPER
16.	BAN NGAI AFRICA	2C02	101.	PENTAGON PLASTIC INDUSTRIES LTD
17.	BBM MASCHINENBAU UND VERTRIEBS	1D06	102.	PIOVAN
18.	BEAUMONT NIGERIA	1F05	103.	PRASAD GWK COOLTECH PVT LTD
19.	BESTCOM GLOBAL INDUSTRY NIG. LTD	2A14	104.	PRIMEFLOW GLOBAL LTD
20.	BETA GLASS	1B03	105.	PRINTBOX NIGERIA LTD
21.	BLUMER MASCHINENBAU AG	3A03	106.	PRISMTECH PACKAGING SOLUTIONS PVT. LTD
22.	BOBST	2A09	107.	PROXIMA
23.	BOLE INJECTION MOULDING MACHINE	1G05	108.	RAJOO ENGINEERS LTD
24.	BRISTOL SCIENTIFIC	1K21	109.	RANDOMSOFT LTD
25.	C. WOERMANN	2D01	110.	REBOOT AUTOMATION
26.	CHANGSHENGDA MACHINERY (ZHEJIANG)CO., LTD	1C02	111.	REIFENHÄUSER
27.	CHANGZHOU HENGLI MACHINERY CO., LTD	1H02	112.	REXWORTH ENGINEERING SERVICES LTD
28.	CHESPA/ CHESPA WA GHANA	3A19	113.	RIELLO UPS (NEWLORD NIGERIA LTD)
29.	CLARKE ENERGY	3C02	114.	ROTTWEIL HANDYWARE PRINTING TECHNOLOGY LTD
30.	CLEARPACK GROUP	1B11	115.	RUIAN MINGDE MACHINERY CO., LTD
31.	COMPTech EQUIPMENTS LTD	3F07	116.	RUIAN TPLAST MACHINE CO., LTD
32.	DANFRA SOLUTIONS	2C08	117.	RZ - ALHADAF INTL. CO. FOR IMPORTING & INDUSTRY
33.	DANGOTE PETROLEUM REFINERY & PETROCHEMICALS	2C07	118.	SACMI IMOLA
34.	DAYSTAR POWER	4D02	119.	SACVIN NIGERIA
35.	DEEP PLASTIC INDUSTRIES	2B02	120.	SADHI MACHINERY PLASTIC PRODUCT
36.	DEVIKRUPA GROUP INDIA	2G08	121.	SAFRIQUE INTERNATIONAL
37.	DONGGUAN GUANGLUN INDUSTRIAL CO., LTD	4C03	122.	SAI MACHINE TOOLS PVT LTD
38.	E-ONE MACHINERY AND SERVICES CO., LTD	2C01	123.	SAMTECH
39.	ELECTRONICS DEVICES WORLDWIDE PVT LTD	1K03	124.	SAR OVERSEAS FZE
40.	FIBER GRADE A FLAKES GUM STAY RPET PELLET MATTRESS	4A04	125.	SARSOLI COLOURS
41.	FIRMKA MACHINERY CO., LTD	2G05	126.	SATYENDRA PACKAGING LTD
42.	FOTEDAR WEST AFRICA	2G06	127.	SBA NIGERIA LTD
43.	FSC GLOBAL DEVELOPMENT GMBH	4C01	128.	SHAANXI BEIREN PRINTING MACHINERY CO., LTD
44.	FRIENDSHIP PACKAGING	2A13	129.	SHANDONG NUOSEN PLASTIC CO., LTD
45.	GDXL PRECISE MACHINERY CO., LTD	4B04	130.	SHANGHAI DASONG CORRUGATING ROLL CO., LTD
46.	GIRLS WHO PRINT AFRICA (GWP)	4A05	131.	SHREE SHYAM SPARE PARTS & TOOLS LTD NIGERIA
47.	GLOBAL POLYCHEM	4D01	132.	SHUBHAM EXTRUSION MACHINES PVT LTD
48.	GOMA PROCESS TECHNOLOGIES PVT LTD	1K06	133.	SHUBHAM PACK
49.	GREEN POWER INTERNATIONAL LTD	1C13	134.	SIMBA POWER
50.	GUANGDONG DANQING PACKAGING & PRINTING CO., LTD	2A02	135.	SINOSEA PAPER CO., LTD
51.	GUANGDONG DMG COMPRESSOR CO., LTD	3D03	136.	SIPA
52.	GUANGDONG TECHGEN MACHINERIES LTD	4A01	137.	SNETOR
53.	GUANGZHOU BAIXIN PAPER CO., LTD	4C02	138.	SOCIETE DE COMPOUNDAGE NIGERIA LTD
54.	GUANGZHOU LEIWEST PAK CO., LTD	3D05	139.	SOMOCHEN
55.	GUANGZHOU RIBO PRECISION MACHINERY CO., LTD	3D02	140.	SONNEX
56.	HAITIAN	1B02	141.	SP ULTRAFLEX SYSTEMS PVT LTD
57.	HAONENG INDUSTRIES CORP., LTD	4A03	142.	STARLINGER
58.	I2 TECHNO SOLUTIONS LTD	2D04	143.	STARPAC INDIA LTD
59.	IBARGUS ENGINEERING SOLUTIONS PVT. LTD	4D04	144.	SUZHOU ACEWASHTech MACHINERY CO., LTD
60.	INDO AIR COMPRESSORS PVT. LTD	2B03	145.	SUZHOU BEST COLORS CHEMICAL CO., LTD
61.	INOFLEX P.LTD INDIA	1D04	146.	SWEET INDUSTRIES INDIA PVT LTD
62.	JAGMOHAN PLA MACH PVT. LTD	2F01	147.	TAIZHOU CITY HUANGYAN DOMO PLAST MOULD CO., LTD
63.	JIANGSU BEIER MACHINERY CO., LTD	1A06	148.	TAIZHOU HUANGYAN YUNO MOULD CO., LTD
64.	JIANGSU RUNYI GENERAL EQUIPMENT CO., LTD	3B01	149.	TAIZHOU SICA MOULD, LTD
65.	JIANGSU VICTOR MACHINERY CO., LTD	2F10	150.	THERMAX LIMITED
66.	JMG LTD	1A03	151.	UFLEX LTD (ENGINEERING DIVISION)
67.	KABRA EXTRUSIONSTECHNIK LTD	1A14	152.	UNITED TECHNICAL AND ALLIED SERVICES LTD
68.	KBM PLASTIC MACHINERY LLP, INDIA	4D05	153.	VEEPEE GROUP
69.	KEWALRAM CHANRAI GROUP	2G11	154.	VIEMOJET CODING SYSTEMS
70.	KRONES	1J05	155.	VINMAR
71.	LENARA - FISCHBEIN	2G02	156.	VIVA METAL & PLASTICS INDUSTRIES LTD
72.	LEO PRECISION PVT LTD	2F06	157.	WENZHOU HERO INTERNATIONAL TRADE CO., LTD
73.	LEXSZ PLASTIC LTD	4A04	158.	WENZHOU LISHENG PRINTING & PACKAGING MACHINERY CO., LTD
74.	LOHIA CORP LTD	3B05	159.	WINDMÖLLER & HÖLSCHER
75.	LONGULF TRADING	1G03	160.	WINDSOR MACHINES LTD
76.	LOVLEEN VENTURES LTD	2G15	161.	WUDI LONGDA PLASTIC MASTERBATCH CO., LTD
77.	MALLCOM GLOBAL	2G16	162.	WUHAN RAYLI ENVIRONMENTAL MACHINERY CO., LTD
78.	MANUCHAR POLYMERS	3C04	163.	XL PLASTICS MACHINERY PVT LTD
79.	MANUFACTURERS ASSOCIATION OF NIGERIA	4A05	164.	ZENTH PRECISION LTD
80.	MARIT POLYMERS	2A08	165.	ZHANGJIAGANG CITY NANCHENG MACHINERY CO., LTD
81.	MATICLINE INDUSTRIES NIGERIA LTD	2D05	166.	ZHANGJIAGANG LIANXIN PLASTICS MACHINERY CO., LTD
82.	MEYER	2C12	167.	ZHEJIANG BORETECH ENVIRONMENTAL ENGINEERING CO., LTD
83.	MIELE	1B27	168.	ZHEJIANG CHOYVING MACHINERY CO., LTD
84.	MIHO INSPECTION	2F02	169.	ZHEJIANG LEIFENG MOULD CO., LTD
85.	MINGRI HOLDINGS GROUP	4B05	170.	ZHEJIANG POLYWAY INTERNATIONAL TRADING CO., LTD





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all washers, coating unit, extended delivery X1, IR dryer, Eltex
antistatic, Grafix alphatronic 200 powder sprayer

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Year of manufacture: 2000
Serial No.: 28764 B
Imps.(mio.): 121 Mio
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AFRICA AT THE CORE: HOW MANUEL CORTIZO IS DRIVING BOBST'S WEST AFRICAN CONSOLIDATION TO POWER A SUSTAINABLE PACKAGING ERA



Joju Adekanbi, Publisher and CEO of **WHERE To Print** magazine and **PROPAK West Africa DAILY**, alongside **Manuel Cortizo**, General Manager and Sales & Marketing Director for Africa, the Middle East, Turkey, and the Caucasus at **BOBST**.

Navigating a massive industrial footprint across 74 countries is a complex task, but for technology giant **BOBST**, the true engine of growth and transformation is shifting decisively toward the African continent. In a region defined by structural volatility, diverse economic landscapes, and a fast-evolving regulatory climate, the global packaging leader is turning potential roadblocks into a masterclass in localized engineering and creative innovation.

Speaking in an exclusive interview with **Joju Adekanbi** (Publisher/CEO of **WHERE To Print** magazine and **PROPAK West Africa DAILY**), **Manuel Cortizo**, BOBST's General Manager and Sales & Marketing Director for Africa, the Middle East, Turkey, and the Caucasus, revealed a bold restructuring plan. The announcement took place at the **BOBST Exclusive Packaging, Printing & Innovation Forum**, held at the **Holiday Inn** during the first day of **PROPAK West Africa 2026**. Backed by nearly three decades of local experience, BOBST is shifting gears to build a highly responsive, digital, and sustainable printing and packaging ecosystem built by Africa, for Africa.

"Our strategy hinges on a simple truth: to truly serve a market, you must adapt to its specific local context," Cortizo explained. "Rather than viewing regional challenges as roadblocks, we are leveraging these local hurdles to drive creative engineering. Africa is full of talent and opportunity, and we want our solutions to reflect the unique dynamics of this continent."

This philosophy is coming to life through a massive legal and operational consolidation designed to move BOBST away from remote management and place it right on the doorstep of West African converters and brand owners. While the wider regional restructuring touches hubs like Tunisia, Algeria, Dubai, and Istanbul, the development of the West African market remains a critical point of emphasis.

West Africa—and Nigeria specifically—is now the strategic core of BOBST's regional future

According to Cortizo, this consolidation is about much more than shifting corporate structures on paper; it is about embedding processes and placing expert problem solvers directly where local industries need them. By deploying local teams to lead solution sales and digital offerings, BOBST is actively guiding West African businesses through their own digital transformation journeys, ensuring they are competitive on a global scale.

Nowhere is this hyper-local approach more vital than in the rapidly evolving realm of sustainability. As global brand owners push for eco-friendly compliance and eye the strict deadlines of the UN 2030 Agenda,

implementing sustainable packaging across Africa presents a highly complex puzzle. Material substrates, infrastructure capabilities, and environmental regulations vary drastically from country to country.

"We have an obligation to provide sustainable, highly competitive solutions, but we must do so by engaging local stakeholders," Cortizo noted. "We are actively coordinating with regional vendors and material providers to engineer future-proof, compliant packaging solutions that respect the distinct material substrates and structural realities of the African market."

The ultimate proof of this continent-first strategy is unfolding right here in West Africa. Recognizing the immense, untapped potential of the Nigerian market, BOBST is aggressively developing and expanding its existing corporate hub in Lagos. The immediate focus is entirely on consolidating delivery, streamlining order processes, and eliminating supply chain friction for West African clients.

Crucially, BOBST is backing this operational push with a significant injection of human capital. By heavily increasing local engineering and technical personnel on the ground in Nigeria, the Lagos hub is being transformed into a rapid-response command

center fully equipped to provide hands-on coordination for key accounts. "When industrial machine issues arise, downtime is the ultimate enemy of a printing or packaging business," Cortizo emphasized. "By deliberately increasing our local engineering personnel in Nigeria, we ensure we can address machine issues promptly. This strengthens our operational foundation and builds a level of trust, proximity, and mutual growth with our West African partners that no remote competitor can ever replicate."

By fusing decades of institutional expertise with a sharp focus on West African talent, digitalization, and local material compliance, BOBST is doing far more than just expanding its market footprint under Cortizo's leadership. It is anchoring its global future in Africa's industrial rise, transforming local complexities into a unified, sustainable competitive advantage for the region's packaging industry.



BOBST Regional Marketing & Communications Manager, **Mohamed Hassairi**, **Joju Adekanbi**, and **Manuel Cortizo**.



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THE FUTURE IS FEMALE: HOW 'GIRLS WHO PRINT AFRICA' IS REWRITING THE INDUSTRIAL NARRATIVE



The conference hall fell into a concentrated, inspired silence yesterday afternoon as the maiden **Women In Print & Packaging Forum** took centre stage at the **PROPAK West Africa Summit**. In a sector historically dominated by heavy machinery and male leadership, the atmosphere shifted to one of profound transformation. Co-organized alongside **Girls Who Print Africa (GWPA)**, the regional arm of the global network for female graphics professionals, **Girls Who Print**, the session titled **The Future is Female: Building & Inspiring the Next Generation of Women in Print & Packaging** served as a rallying cry for structural change across West Africa's manufacturing ecosystem. **PROPAK West Africa DAILY** reports:

Breaking the Machinery Mold

Moderated by **Mrs. Ayanfeoluwa Ibitoye**, Regional Director of **Girls Who Print Africa** and Founder of **Print Street NG**, the panel attacked the industry's most pressing challenges head-on: the skills gap, corporate inclusion, and the structural barriers preventing women from scaling up to executive roles.

"This is not just about representation; it is about economic growth and industrial optimization," Ibitoye remarked during her opening address. "Behind every modern machine, consumer brand, and industrial success in West Africa is an untold story of female ingenuity. We are here to put those stories in the spotlight."

Panelists, including **Mrs. Nnorom Chidiebere** (Chief Operating Officer, **Ebees Green**), **Mrs. Adeyinka Opasanya** (Founder, **Print Heroes**), and **Princess Layo Bakare-Okeowo** (Manufacturing Giant/ Founder, **FAE Limited**), shared tactical business frameworks. To an already energized audience, they shared blueprints for conquering

the capital-intensive manufacturing world. By focusing on peer-to-peer mentorship and collaborative resource pools, they showed how the industry can uplift technical graduates into print and allied production roles.

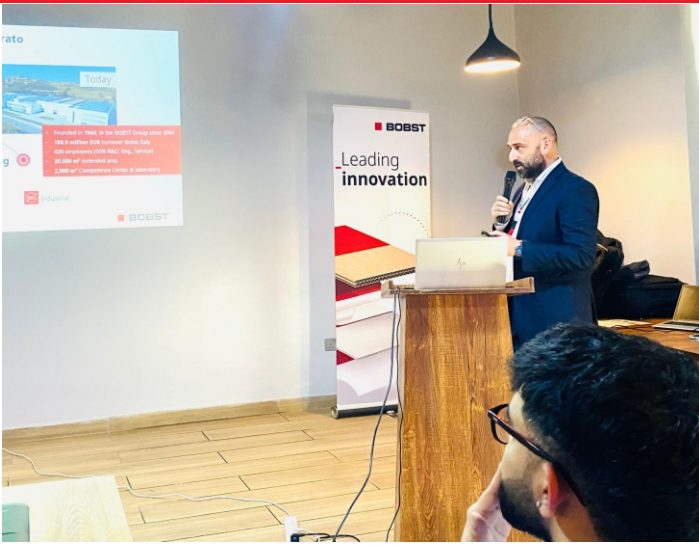
PROPAK West Africa & Girls Who Print Africa: A Strategic Alliance for Growth

The partnership marks a historic evolution for PROPAK West Africa. As the exhibition increasingly centres on industrial automation, global knowledge transfer, and circular economy solutions, integrating GWPA's network addresses the critical human-resource element required to drive West Africa's industrialization.

By blending technical skills development with aggressive industry exposure, the collaboration ensures that as West Africa's packaging and printing infrastructure expands, its workforce expands equitably. For **DAY 1** coverage, **PROPAK West Africa DAILY** highlights the key moments from this inspiring session through the following news gallery:



BOBST INNOVATION FORUM MAPS OUT THE FUTURE OF WEST AFRICAN PACKAGING



The opening day of **PROPAK West Africa 2026** witnessed a massive influx of manufacturing and printing professionals at the Landmark Centre. However, the strategic focus for high-level packaging innovation briefly shifted next door. Yesterday, global industry pioneer **BOBST** hosted its exclusive **Packaging, Printing & Innovation Forum** at the **Holiday Inn**, delivering a forward-looking masterclass to regional brand owners and converting experts.

The concurrent side event was a major highlight of **DAY 1**, addressing the critical operational bottlenecks and modernization needs facing the Sub-Saharan manufacturing sector. With regional consumer demand shifting rapidly toward high-standard, eco-friendly goods, the forum provided actionable roadmaps for businesses aiming to scale efficiently.

West African packaging industry professionals gathered to explore the next generation of flexible packaging innovations, smart technologies, and

sustainable solutions introduced by BOBST and its industry partners. Key forum highlights and specialized sessions included:

- **BOBST:** Smart, Connected & Sustainable Converting Solutions
- **REIFENHÄUSER:** Advanced Blown Film Extrusion Technologies
- **ESKO:** Digital Prepress, Automation & Packaging Workflow Solutions
- **MIRACLON:** FLEXCEL NX Technology for Enhanced Flexographic Printing
- **SUN CHEMICAL:** Sustainable Inks, Coatings & Colour Management Solutions

Unpacking BOBST's Four Core Pillars

At the heart of the forum was an in-depth exploration of the primary corporate vision driving BOBST: connectivity, digitalization, automation, and sustainability. Speakers and technical experts showed how integrating these concepts into existing shop floors is no longer an optional upgrade, but a requirement to remain competitive in international markets.

Key discussions detailed how advanced machinery automation and predictive maintenance lines reduce material waste. For West African converters handling flexible packaging and folding cartons, reducing downtime is vital given current inflationary and supply chain pressures. The technical presentations mapped out workflows that optimize energy usage without compromising production speed, directly aligning with the broader sustainability initiatives championed at this year's expo.

Driving Regional Growth

The specialized forum emphasized local capacity building. By bringing world-class technical insights straight to Lagos, attendees gained direct access to modern substrate processing techniques. Industry stakeholders discussed the practical steps needed to help Nigerian enterprises minimize costs while adopting smarter workflows that fulfill strict global environmental standards.

The event concluded with a networking cocktail reception and refreshments, offering participants the opportunity to connect with BOBST and partner experts in a relaxed atmosphere. Check out the following images captured by **PROPAK West Africa DAILY**:



UNLOCKING THE PREMIUM PACKAGE: A BLUEPRINT FOR PROFITING FROM SHORT-RUN, HIGH-MARGIN SPECIALTY PACKAGING IN NIGERIA



(c) Pixartprinting

With the high functionality of enhancing a product's perceived value and appeal to a target audience, Specialty Printing (like premium packaging) focuses on using premium materials, techniques, and finishes like UV coating, foiling, embossing, or metallic elements (for a luxury feel), and glitter and gloss (to create a gift-worthy, memorable experience). Invariably, specialty printing and packaging enhance perceived value, improve customer experience, and are perfect for creating limited-edition products that generate excitement and exclusivity, among other functions. For Print Service Providers (PSPs) to tap into this lucrative aspect of print, **Ofurum Augustine**, in this **SPECIAL FEATURE ARTICLE**, educates PSPs on a step-by-step approach to build a profitable, future-proof business from specialty printing.

If you're like most Nigerian print shop owners, then your days are predictably dominated by bids for A4 letterheads, flyers, and standard brochures. With fierce competition, razor-thin margins, and clients' primary question always being: "Can you make it cheaper?" Then, you are trapped in the commodity printing cycle, where volume is king but profit is a pauper.

Nigeria's growing middle class and a surge in entrepreneurial spirit have birthed a new generation of premium brands. From Lagos to Abuja, innovative founders are creating boutique cosmetics, craft spirits, artisanal foods, and high-end electronics. These brands don't want generic, imported boxes. They need unique, tactile, and breathtaking packaging that tells their story and justifies their premium price point. They need short runs like **500 to 5,000** units that global suppliers ignore. This is your golden opportunity to escape the commodity race and build a profitable, future-proof business. What to do?

THE FOUNDATION: Equipment for a Premium Finish

You cannot win this business with a standard CMYK press alone. The product demands impact, which comes from specialty inks and finishes.

- **The Digital Workhorse:** The core investment is a capable flatbed or hybrid UV-LED printer that goes beyond standard CMYK. Look for a machine with **White ink and at least one spot colour (e.g., Orange, Green, Violet - OGV)**. White ink is non-negotiable for printing on kraft boards or dark substrates, which are hugely popular for an "organic" or "premium" feel. A spot colour channel allows for brand-specific Pantone matching and vibrant metallic or fluorescent effects that CMYK cannot replicate (Frazier, 2022).
- **The Finishing Touch:** This is where the real magic happens and where you justify your premium pricing. You must invest in:
 - **A precision digital cutter (plotter):** For kiss-cutting stickers, creating intricate dielines, and producing unique package shapes without the cost of a die.



(c) Smart Gift Co

- **Specialty Finishing Equipment:** This includes **foil stamping machines** (digital or manual), **embossers/debossers**, and **spot UV coaters**. These tools add the luxurious, tactile differentiation that premium clients crave (Agwu & Eze, 2021).

Start by outsourcing the most complex finishes and bring them in-house as volume justifies it. The key is to have control over the process to ensure quality and turnaround time.

THE SKILLSET: From Press Operator to Packaging Artisan

Your staff's mindset must evolve from operator to craftsman. This requires training in:

1. **Advanced Substrate Knowledge:** Understanding how inks behave on

Continued on page 21

various boards, corrugated media, and specialty papers.

2. Structural Design: Collaborating with clients or designers on the functionality and structural integrity of a box, not just its graphics. Familiarity with software like Esko ArtiosCAD is a major advantage.

3. Quality Control (QC): Implementing a ruthless QC process where every unit is touched and inspected for colour consistency, finish application, and structural perfection.

COSTING FOR PROFIT, NOT JUST SURVIVAL

Commodity printing is costed on a per-sheet basis. Premium packaging is priced based on **value**. Your quote must encompass:

- **Design & Dieline Consultation:** Charge for your structural design expertise.
- **Substrate Cost:** The unique board or paper.
- **Printing:** Factor in the machine time and the cost of specialty inks (white, metallic, etc).
- **Finishing:** Itemize each process - foiling, spot UV, die-cutting - separately. This shows the client the value they are getting.
- **Labour:** Account for the meticulous hand-finishing and QC that these jobs require.

Your goal is a **40-60% gross margin**, not the **10-15%** you scrape from commodity work.

THE MARKETING STRATEGY: Finding and Pitching the Right Clients

Forget cold-calling every business. Your targets are specific:

- **Boutique Cosmetics:** Look for local brands of shea butter, organic soaps, and makeup on Instagram and in high-end beauty stores.
- **Craft Spirits:** Target distilleries creating premium gin, bitters, and palm wine derivatives.
- **Gourmet Foods:** Artisanal chocolate makers, small-batch coffee roasters, and producers of premium spices and condiments.
- **Technology Start-ups:** Brands launching high-end gadgets that require protective, branded packaging.

YOUR PITCH STRATEGY:

- 1. Create a "Wow" Sample Kit:** Produce a stunning sample box showcasing your full capabilities: foiling on a kraft box, spot UV on a luxury white card, and a unique structural design. Let them feel the quality.
- 2. Lead with Value, Not Price:** Your opening line is not "We print boxes." It's "We help premium brands like yours command a higher price and stand out on the shelf through exceptional packaging."
- 3. Solve Their Pain Point:** Understand that their current pain is likely importing small runs with long lead times, high shipping costs, and no flexibility for changes. Your pitch is: "Local production, faster turnaround, and the ability to order what you need, when you need it."

Sample 30-Second Pitch:

"Hi [Client Name], I was admiring your [product name]—it's fantastic. My name is [Your Name] from [Your Print Shop]. We specialize in helping innovative Nigerian brands like yours amplify their premium identity with packaging that feels as exceptional as the product inside. We produce short runs locally with luxury finishes like foil stamping and embossing that are usually only available for massive orders. I have a sample kit I'd love to drop off to show you what's possible right here in Nigeria."

CASE STUDY: FROM COMMODITY TO PREMIUM – THE LAGOS PRINT HUB STORY.

Lagos Print Hub was a typical commercial printer, struggling with low-margin contracts. The owner, Tunde Adebayo, identified the trend in craft gin. He invested in a used flatbed UV printer with white ink and a second-hand foil stamper.

The Client: A new Lagos-based craft distillery, "Eko Gin" needed a launch run of **1,000 gift boxes**.

The Project: Lagos Print Hub designed a rigid two-piece box from imported kraft board. They printed the logo in deep black with a crisp, gold foil stamp. Inside, a spot UV-coated tray held the bottle securely.

The Result: The packaging was a sensation, featured in lifestyle



magazines. Eko Gin's perceived value skyrocketed. For Lagos Print Hub, the job had a **55% margin** - the equivalent of printing over **500,000 flyers**. Eko Gin is now a permanent client, and Lagos Print Hub has pivoted **70%** of its business to high-margin packaging, becoming the go-to for Lagos's premium brands.

THE TIME IS NOW

The Nigerian premium market is expanding, but it won't be a secret for long. The Printers who act now and who invest strategically, train passionately, and sell on value will become the industry leaders for the next decade. Stop competing on price. Start competing on prestige. Unlock your premium package.

Note: This SPECIAL FEATURE ARTICLE is excerpted from the **97th edition** of **WHERE To Print magazine**. Download the full edition for free at www.wheretoprintmagazine.com

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About OFURUM AUGUSTINE

innovation. Specializing in high-impact branding for retail and corporate clients, Austine has led 50+ print campaigns - from sustainable packaging to large-format installations - ensuring seamless execution from concept to final press check. He thrives at the intersection of aesthetics and functionality, delivering designs that resonate visually and strategically. He currently serves as a Lecturer at the School of Arts, Design and Printing Technology, Department of Book Publishing, Yaba College of Technology, Yaba - Lagos, Nigeria.

Austine is a Creative Visual Developer with over 15 years of experience in print production management, brand identity design, visual communication, and photography. He merges technical precision with creative



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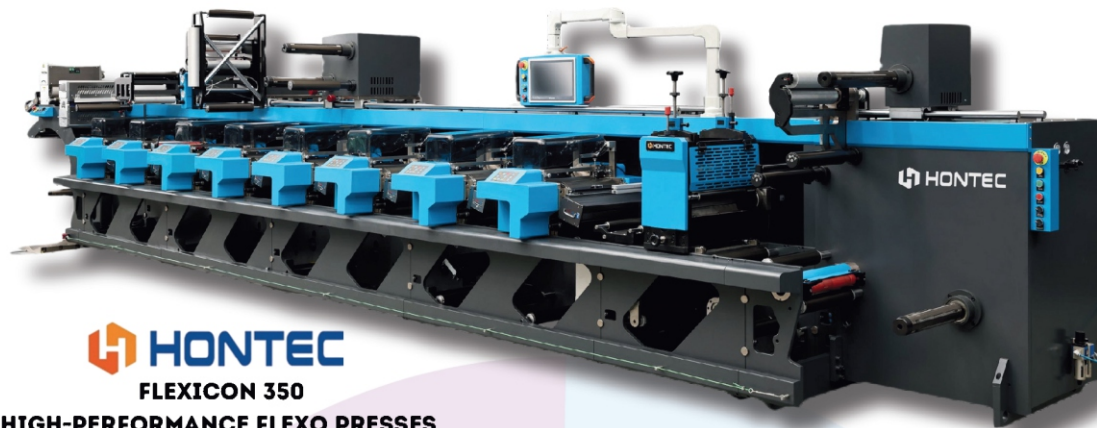
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