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How to reach us

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To Readers

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WE CELEBRATE YOU!

It is not just a coincidence that we're in the month of moving forward to greater accomplishment but most importantly; we're in this month of March that dedicatedly celebrates human's greatest accomplishment - the **womenfolk** whose unique traits of empathy, passion, faith, courage, power, and the likes set them apart in all endeavours - one of which is our printing profession.

Daily, we see intelligent, high performing, dedicated, and well-rounded achievers that assert top values not only in their various fields of practice or sect but also in family activities. That is why we join millions of print & allied professionals all over the world in this month of March to celebrate the fierce and fabulous women who power the industry. That is why we align with advocates of 'Women's Print HERstory Month' which coincides with Women's History Month in their quest to tell inspiring stories that empower and motivate the fiercely fabulous females of print as well as young women and students entering the industry or considering print as a career.



WOMEN'S PRINT HERSTORY MONTH

MARCH 2021
#GirlsWhoPrint
#PrintHerStoryMonth

Launched in 2019 by **GirlsWhoPrint.net**, Women's Print HERstory Month for this year enjoyed wide social media coverage with hashtag #PrintHERstoryMonth, with the aim (which we at **WHERE To print magazine** fully support and enjoy you to please help continually push) is to call to action every businesses across all segments of the Printing Industry to seize the opportunity in women's personalities and put incredible female leaders in positions of authority to manage teams, develop technologies, and shatter sales targets etc. This can be further enhanced with open celebration and reward of incredible women achievers. Yes, the womenfolk must be celebrated, and loudly too in this male-dominated field.

Back to this edition: we begin with the compilation of latest news and industry reports from page 10 of the **PRINT IMPACT AROUND NIGERIA** pages. Then from page 12, **PRINT IMPACT AROUND THE WORLD** pages highlight industry direction around the world for us to observe or act on. From there,



Continued on page 10 >>

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From page 9 >>

we commence **SPECIAL FEATURE ARTICLES** from page 14 starting with **IS THERE REALLY STILL A DEMAND FOR PRINTED MAGAZINES?** Check out why we believe print is very much alive, even when naysayers continue to sound false alarm that "print is dead". The exposé that follows is a very educative piece that every discerning operator especially in the screen printing sector must read. Titled: **SUSTAINABILITY IN THE SCREEN PRINTING INDUSTRY**, flip to page 16 and be well-informed on what is being done to reduce the effects of UV, LED technologies on screen printing landscape, operators' health & safety and environmental impacts.

Other **SPECIAL FEATURE ARTICLES** are **UNDERSTANDING HOW INK WORKS** by Roland's Product Manager - Textiles and Consumable Supplies - **Lily Hunter** (from page 26); **PAPEREX – NEW DATE, NEW VENUE** (on page 30); and an interesting piece on the need for Graphic Designers to embrace digital print as their new design tool. Turn to page pages 40 and 41 to learn from independent international Art Director - **Hadar Peled**

Vaissman on how best to go about this in this article that we culled from drupa.com

Characteristically, this 72nd edition **COVER STORY** is a **MUST-READ** for all business owners on the need to reflect, evaluate, simplify, establish (a plan) and time-block it in our quest to sustainably grow our businesses. Written by **WHERE To Print Columnist - Mr. Andrew Malson**, find out how this can be done in **TIME FOR A RE-SET** from pages 22, 23 and 24.

As I sign off, we equally celebrate you all; for your constant resilience, passion and commitment to keep our industries going forward!

Thank you all and do continue to do good!

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Print impact around Nigeria

Stories by Precious AJUONUMA & JOJU ADEKANBI

PREPRESS PLATE MAKERS IN NIGERIA FORM BODY TO SOLVE MYRIADS OF PROBLEMS IN THE SECTOR
...ELECT EXECUTIVES TO STEER ASSOCIATION AFFAIRS



APO RECEIVES CAC CERTIFICATION ...PROMISES ENHANCED PACKAGING RESOURCE THROUGH STRATEGIC, COLLABORATIVE PARTNERSHIPS



Operators in prepress arm of printing value-chain in the country have come together to form Association of Digital Plate Developers of Nigeria (ADPDN) expected to curb misconducts, sharp practices and general lack of professionalism in the sector thereby bringing sanity, professionalism and sustainable profit-oriented businesses that members would be proud of. Rising from a specially convened meeting after a thorough deliberation on the

state-of-the-prepress sector in Nigeria, the following Executive were elected to steer the affairs of ADPDN:

1. **Alhaji Waheed Lawal** - MD, Sequence Ventures - **Chairman**
2. **Mr. Godwin Esho** - MD, Creative Affairs - **Vice Chairman**
3. **Mr. Gokay Oludare** - MD, Paqwox Solutions - **General Secretary**
4. **Mr. Tosin Shofu** - MD, Nukreationz - **Assistant Secretary**
5. **Mr. Nwabueze Uzoanyam** - **Financial Secretary**

6. **Mr. Tola Amos** - **Assistant Financial Secretary**
7. **Mrs. Ronke Motoni** - **Treasurer**
8. **Engr. Dada Job** - **Provost**

While Elders include Alhaji Owodunni, Mr. Taiwo Afolabi, and Mr. Olatunji Alabi, a Council Member of industry regulatory body - Chartered Institute of Professional Printers of Nigeria (CIPPON) - Pastor Sam Odimayo (MD of Alpha Press) will represent CIPPON at the Association.



African Packaging Organization (APO) has received Corporate Affairs Commission (CAC) Certificate of Incorporation with registration number IT 156336 as an incorporated Trustees/a Non-Governmental Organisation (NGO) in Nigeria. Accordingly, CAC through its Registrar General - Alhaji Garba Abubakar certified Ahmed Omah, Nigerian; Eugene Eloye Atte, Ivorian; Joseph Nyongesa, Kenyan; Kishan Singh, South African; and Kofi Essuman, Ghanaian as duly appointed trustees of APO.

Continued on page 19 >>





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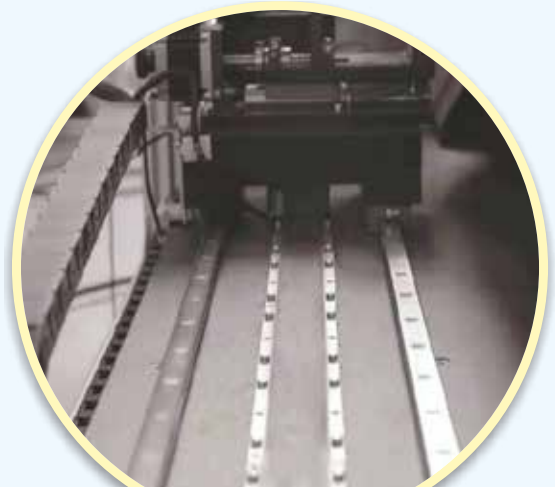
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Print Impact Around the World

X-RITE SIMPLIFIES THE CAPTURE AND COMMUNICATION OF COLOURS ACROSS PRODUCTION VALUE-CHAIN WITH PANTORA™

X-Rite Incorporated and Pantone LLC, global leaders in colour science and technology has announced the release of PANTORA™ - a desktop application for the management of colour and appearance data in digital design and production workflows.

PANTORA connects with the Ci7000 Series, MA-T12, and MetaVue VS3200 spectrophotometers, enabling brands and suppliers to quickly capture or import spectral and appearance data into the application and create virtual material samples for paints, plastics, metals, fabrics, and



meshes. Using PANTORA, customers can store, edit, and share digital material files using Appearance Exchange Format (AxF™) files across Product lifecycle management (PLM), CAD, and 3D rendering software.

Because PANTORA desktop application simplifies the management of a large volume of complex colour and appearance data it therefore acts as the

epicentre for appearance workflows connecting digital material capture sources with output destinations.

Users can now import a measured material sample or connect to an X-Rite spectrophotometer to measure a physical sample directly into PANTORA. For paint and coatings samples, the MA-T12 multi-angle spectrophotometer can measure and virtualize flake texture and colour flop. The Ci7000 series of benchtop sphere spectrophotometers capture transmission of colour on translucent materials and reflection colour common in plastics. For multi-spectral texture measurements, the MetaVue VS3200 non-contact imaging spectrophotometer captures the texture of leather, laminate and textile samples.

Visit X-Rite.com for more information.  **PANTONE®**

HORIZON LAUNCHES AUTOMATED SMALL-FORMAT 8-BUCKLE FOLDER

Horizon PRINT FINISHING SOLUTIONS

Horizon has launched Horizon AF-408F - a new, fully automated small-format 8-buckle folder targeted at simplifying pharmaceutical leaflet and small-format folding production.

The 30,000sph Horizon AF-408F builds on the capabilities of the Horizon AF-406F folder. It can be configured inline, parallel or at 90 degrees with a Horizon T-406F/S 6-buckle second station folder to provide a total of 14 buckle plates. The AF-408F can support highly variable jobs and a wide variety of work in one pass, fold from A3 to A4 for brochures, complete an increased number of jobs with eight buckles for parallel folding, and complete 96-page outserts for the pharmaceutical market. Other features include the ability to automatically set fold roller gap

[Continued on page 32 >>](#)



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IS THERE REALLY STILL A DEMAND FOR PRINTED MAGAZINES?



(c) Conteu online

meaningful lifestyle, it's actually surprising that it didn't start as a print publication. After all, as Chloé Kemp and Megan Rich, the magazine's founders and editors, say, "There's just something so special about print. In today's fast-paced lifestyle the idea of carving time out of your day to sit down and enjoy a magazine is something we, and others like us, crave." Their going-forward plan: continue to put out a quarterly magazine online, and add in an annual special print edition filled with unique content that cannot be accessed elsewhere.



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MEETING THE NEEDS OF COMIC CREATORS WITH PRINT

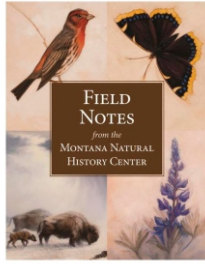


(c) Comicker - Sean Williams

The founders of **Comicker**, a digital service for comic creators, quickly realised that print will be critical to their success. Just one year after first launching their online publishing service they launched a Kickstarter campaign to get their print publishing service off the ground. "Probably halfway in, we realized we needed to seriously go to print as soon as possible," said co-founder Sean Williams.



REPUBLISHING RADIO CONTENT IN PRINT



"If everything has gone right, brown and ugly will soon be yellow and gorgeous ..."

Even radio shows are turning to print. The Montana Natural History Center recently published a book called **Field Notes**, which is a collection of essays originally written for Montana Public Radio's program of the same name.



PUBLISHING YOUR SMART PHONE PHOTOS IN PRINT



(c) Field Notes

But perhaps the prize for "most unique new idea for a print publication" should go to **Recently**. **Recently** is not a publication per se – it's an iPhone app. It takes the most recent photos that you've snapped with your iPhone and automatically turns them into a high quality printed magazine, which is then mailed directly to your home. In short, **Recently** solves the problem of what to do with all of those photos you take. "Our customers are loving it, as are we," states Scott Valins, founder of **Recently**. "The need for paper and printed content are just as essential now, if not more, than when they were the only form of visual communication."



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





(c) Obby

SUSTAINABILITY IN THE SCREEN PRINTING INDUSTRY

KNOW HOW PIONEERING TECHNOLOGIES LIKE UV, LED CHANGE SCREEN PRINTING LANDSCAPE AND THEIR ENVIRONMENTAL IMPACTS

Screen printing has long been an industry with significant health and safety hazards to employees and the environment, due to the use of solvent-based inks releasing VOCs into the air and mercury vapour UV lights that produce ozone and require special hazardous waste disposal. Through the development and roll-out of LED-based UV curing technology, those hazards have been significantly reduced, for the benefit of employees, customers, general consumers, and the environment.

A history of polluting processes

The screen-printing industry was, for a long time, anchored in technologies that were hazardous to the environment and to employees working in print shops. Until the late 1990s, all screen printing was done with inks using 50% solid ink and 50% solvent; the solvents



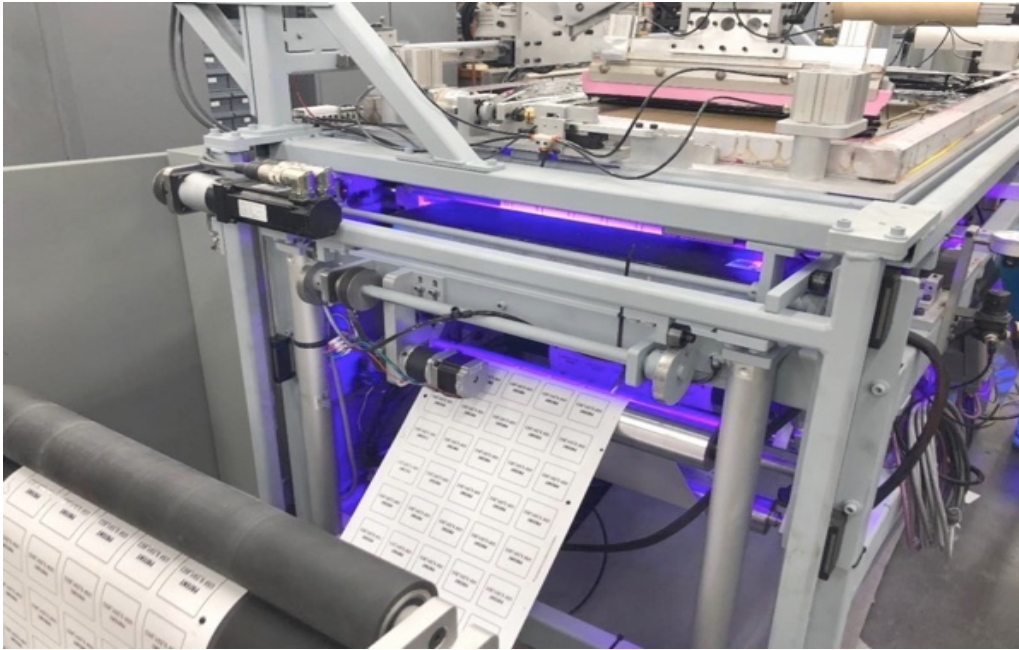
(C) Business First Family

evaporated into the air during the ink drying process. Those solvents are known pollutants, and larger companies in the industry had to get permits for the levels of pollution they were releasing. Beyond local environmental impacts, these solvents are also known to be hazardous to humans. Companies employed HVAC technology to clear away the chemicals

from the air, but no air handling system is 100% effective in removing evaporated solvents, and so screen-printing workers were consistently exposed to health hazards at work.

In the late 1990s, ultraviolet (UV) light technology was developed that enabled companies to replace solvent-based inks

Continued on page 17 >>



with fully solid inks that, instead of drying through the evaporation of solids, cure under the UV lights. This technology was initially developed with mercury vapour lights, which, although better for the environment and employees than the solvent-based inks, are not without their challenges.

Developing an alternative

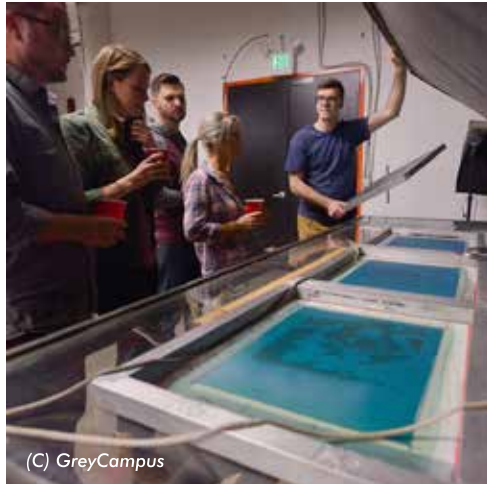


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In the 1990s and early 2000s, as UV curing technology was being developed, consumer demand for sustainable products rose, and customers within the screen-printing industry demanded more sustainable printed products as a result. Large corporations, in particular, demanded more sustainable products from their printers. With the printing processes described above in place, printers were asked to print onto recycled or otherwise sustainable materials, but the hazards in the actual printing processes themselves remained.

As a result, printers used non-sustainable and polluting technologies to print on sustainable materials, for a mixed resulting product. Some printers addressed this concern by taking the harmful inks and curing processing and adding in vegetable oil, labeling what was still effectively a hazardous process "sustainable."

For example, Empire Screen Printing, an industry leader in the US, noticed the increasing demand for sustainable processes among customers, and at the same time wanted to



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invest in processes that carried less risk for their employees. Empire's owner, Jim Brush came across an article where LED curing was being used in offset and digital printing. He raised the question, can LED lights be an effective curing method for screen printing? John Freismuth, Empire's President took action and decided to collaborate with light and ink manufacturers to develop a UV ink curing process that included all the benefits of mercury vapour UV curing, but replaced the mercury vapor lights with LED lights that would eliminate the hazards and hassles associated with the earlier technology. In 2008, that question became a reality and Empire Screen Printing installed its first LED UV screen printing line.



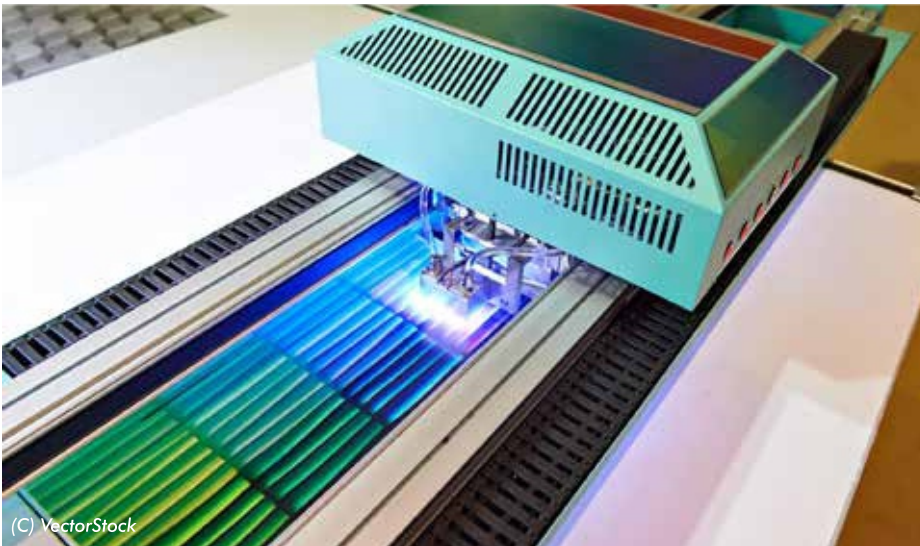
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Continued on page 18 >>



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LED UV process safer for employees, environment

By replacing mercury vapour UV lights with LED ones, the screen-printing process requires less energy, eliminates the need for air handling, and removes the difficulties around light disposal. As a result, LED UV ink curing has become the leading edge in sustainable screen-printing technology. Whereas mercury vapor lights could cost up to \$35,000 in energy usage each year. For a large company like Empire, the reduced energy draw of LED lights reduces that cost to around \$650 per year. With no ozone emissions and minimal heat generated, the lights can operate with only ambient air being recycled through the room without any hazards to employee health and safety.



In addition to benefits to the environment and to employees, LED UV ink curing also brings process benefits to screen printing companies. Mercury vapour lights take time to heat up and cool down, so during the production day, mercury lights are always on. LED lights can switch instantly on and off. During the 9 second print cycle, the lights are on for 1 -1.5 seconds, giving the same

level of curing consistency, while greatly reducing energy consumption. The reduced HVAC infrastructure means that more printing equipment can be fit into a smaller space, for more LEAN production methods. The curing process uses light, instead of heat, allowing for printing on thinner substrates without material distortion.

"Now that we've developed this LED curing technology, we've learned that there is simply no downside to sustainable printing and production," Freismuth said. "The end product is of the same or greater quality than other methods, but at a fraction of the cost and without risk to our employees." Even though sustainable products usually cost more, the efficient process Empire developed means the company can offer more environmentally-friendly products to customers without any

Making the LED curing process available to all



Since 2008, Empire's production lines have shifted to 80% LED and 20% mercury vapour. The company completely eliminated solvent-based inks from production as of 2018. The goal is to reach 100% LED UV ink curing over time; although not all ink series are compatible with LED technology

currently, Freismuth said that the company is working with suppliers to reach this goal. The benefits of reaching that goal will be shared across the screen-printing industry. Along with Empire's own shift towards LED UV ink curing, Freismuth and his team have been working to change the industry as a whole.

"We've made our LED UV technology publicly available to our competitors because we believe it doesn't serve anyone, ourselves, our customers, or the public, for us to keep this sustainable technology proprietary," Freismuth said. "We want this clean technology to be available for the common good, which is why we open our doors to the public during our Partners in Printing Expo." Even so, the industry as a whole has a lot of catching up to do to reach the levels of sustainable production in place at Empire. Compared to Empire's 80% LED curing, less than 5% of the industry as a whole is LED-based printing. What's more, many production lines still utilize hazardous, polluting solvent-based inks.

"We're hopeful that sustainable LED UV ink curing, and the related manufacturing process improvements we're continuing to develop, will catch on across the entire screen-printing industry," Freismuth said. "Besides being highly desirable among our customers and general consumers, sustainable production is far safer for employees and the environment, and the return on investment based on energy and disposal cost savings is incredibly rapid."

New UV and LED Technology meets industry needs while protecting employees and the environment

Advancements in screen printing technology that replaces solvent-based inks with fully solid UV inks and mercury vapour lights with LED bulbs are at the forefront of sustainable production. Developed by Empire Screen Printing, these technologies have been made available throughout the industry to meet the needs of customers and consumers, and to better protect the environment and employees in print shops.

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Print impact around Nigeria Stories by Precious Ajuonuma & Joju Adekanbi

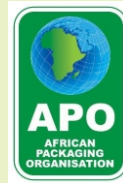
In a press release made available to WHERE To Print, the body intends to enhance packaging resource through strategic, collaborative partnerships globally as it believes the strength of the African economy lies in packaging education. "Africa is a rising continent, with vast mineral resources and agricultural produce which Africans must harness and add value through appropriate processing technologies and packaging," said, President of APO, Alhaji Ahmed Omah as he noted further that: "We may not be able to compete in aerospace and nuclear technology, but

with the right packaging technology, Africa will feed the world into the future."

With CAC's certification, observers believe the organisation is poised to improve the standard of packaging across Africa thereby increasing intra-Africa trade within the continent: "The incorporation of APO is a major milestone in advancing the packaging agenda in Africa in terms of skills, policy, technology, awareness and trade" said Joseph Nyongesa, General Secretary, and pioneer president of APO.

Founded following approval from the World

Packaging Organisation (WPO) on June 12, 2012 at Inanda Club, Sandton, Johannesburg by packaging institutions across six Africa states who signed the Statute that formed the body, APO membership cut across strategic African countries such as Cote d'Ivoire, Ghana, Kenya, Nigeria, South Africa, Tanzania, and Tunisia.



where to print MAGAZINE

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KONICA MINOLTA LAUNCHES PKG-675I CORRUGATED PACKAGING PRINTER



Konica Minolta has announced the launch of a new digital inkjet press for corrugated packaging - PKG-675i corrugated packaging printer - a water-based digital inkjet printer that opens doors to short run and personalised corrugated and folding carton packaging, helping serve fast-growing sectors such as e-commerce.

PKG-675i is a high-quality inkjet device that can print short run and personalised corrugated boards and folding cartons, flat or pre-die cut, quickly and economically. For packaging converters, it also offers a perfect solution to create quick mock-up packaging designs, helping to improve time to market and reduce waste.

Today's packaging market has been profoundly affected by coronavirus (COVID-19) pandemic, and many of the changes are likely to remain long-term. While overall volumes of corrugated packaging have declined during 2020, it is expected that they will recover in line with international trade. However, it is in the way that goods are being sold and distributed that the big changes have come, with a trend away from retail-ready designs, and towards mail order, distribution, internet and e-commerce formats.

Research by Smithers suggests that the pandemic has accelerated the demand for e-commerce packaging by two to three years, compared to pre-COVID forecasts. The global e-commerce packaging market was worth more than \$49 billion in 2020, and Smithers says that 80% of that value is for corrugated packaging.

Hence, PKG-675i enables printers, converters and brand owners to benefit from an easy-to-use solution for their on-demand packaging production - matching the trend towards more customised printing for corrugated boxes. Typical applications are short runs on corrugated packaging for personal and household care and processed food, where the box is required to protect, promote and deliver the product.

According to Edoardo Cotichini, Senior Manager Professional Print, Konica Minolta Business Solutions Europe GmbH; "The growth of e-commerce is one of the defining trends of the packaging industry going forward, and this will have a major impact for those in the corrugated packaging sector. In particular they need to be able to react fast, and develop e-commerce-specific packaging designs that solve the inherent challenges of postal distribution, rather

than those of retail. Versioning and personalisation are also on the rise. Creating high quality proof-of-concept prototypes and short run, individualised batches is the sweet spot for the PKG-675i digital inkjet printer".

Manufactured by Konica Minolta's partner MTEX NS, and based on five Memjet® CMYK printheads, which enable it to achieve a print width of 1,067 mm, the PKG-675i prints rich graphics on corrugated board at 1,600 x 1,600 dpi. With minimal pre-press interaction, on-demand jobs can be produced in high resolution at speeds of up to 18 meters per minute. The printer comes with a Caldera RIP and uses water-based inks which are FDA-approved for indirect food contact. "This cooperation with Konica Minolta will have significant benefits for customers. Over the last decade MTEX NS has developed a strong reputation for quality and innovation while continuously expanding its service offerings and global presence to more than 40 countries across five continents. This technology will provide a perfect solution to create quick mock-up packaging designs, helping to improve time to market and reduce waste in areas such as folding carton and corrugated packaging" confirms Elói Ferreira, Executive President and Founder, MTEX NS. For enquiries, get in touch with:



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HOW CAN WE DEAL WITH THE ISSUE OF PRICING IN THE PRINTING INDUSTRY WHERE THE COST OF PRINT CONSUMABLES KEEPS RISING ON A DAILY BASIS?

Arbitrary pricing is probably one of the most significant challenges facing Printers in the Printing Industry today. With an ever increasing rise in price of print consumables following COVID-19 pandemic crises accompanied by global economic downturn that have spurred a continuum loss of demand across print value-chain, observers believe Print & Allied Stakeholders must uniformly rise to the occasion to curb this ugly trend capable of destroying the print profession. It is this assertion that prompted **WHERE To Print VOX POP Crew** to enquire from operators; what measures should be taken not only to curtail this unpleasant development but to also make printing a sustainable business in Nigeria. Below are excerpts from their responses:



There should be regulatory body (like CIPPON) to look into the market prices of printing materials. They should not leave it to individual operators alone.

**BOLAJI BASHORUN
- TRIPLE B PRINTING
AND PACKAGING**



All I can say is for all Printers to have one voice. That is, if all printing associations would decide to go on strike, for maybe two or three days, then changes may occur.

**MR. TAIWO OJO
- TEE-PRINTS**



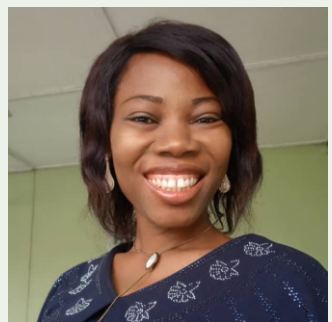
The cause of the rising prices of print consumables falls on the importer. They should have a suitable price that is mutually beneficial to all and not for them to be putting blame on exchange rate of US Dollar. Also, there should be a Union in the market that can control pricing.

**MR. PRINCE INDIFRIKE
- CLASSIC CONCEPT**



To control prices (of materials) in the industry, Government should help in creating a conducive environment that investors will start to produce in the country so that there won't be any need of bringing materials from other countries. Because by so doing, they're helping to conserve foreign exchange, employ Nigerians and reduce cost of printing. This means more empowerment to all that will curb all vices especially the insecurities in the country.

**MR. JOHN KOLAWOLE
- CALLERS PRINT**



The issue of pricing is a very sensitive issue in the Printing Industry. Most often, price and quality determine whether a client is going to do a particular job or not. Printing business has actually been very lucrative until recently when the cost of material became unpredictable. For example, if you give out a cut or discount for a job before the client approves it and make part payment; you will realise that the cost of material has risen above the quotation given. You will need to either go back to the client and beg that the money cannot complete the job or you just have to do it at cost price or even at a loss. Our Government needs to work on our Exchange Rate because the devaluation of Naira is affecting the industry. They should also improve our basic amenities like electricity, road, and reduce the cost of fuel that keeps increasing every day.

**MRS ANGELA ANWANS
- ANMO FUTURE VIEW
PRINTING OFFICE**



There should be a body whose task is basically to curb importation of finished printed products into the country. The Government should also create a body that will be in charge of price control for the industry.

**MR. AYOMIDE ADEPOJU
- REMMYSAM PRINTS**



Continued on page 21 >>

From page 20 >>

Print impact around Nigeria

Stories by Precious AJuonuma & Joju Adekanbi



Government should implement price control on all printing materials. They should also see to it that we manufacture some printing consumables in the country. There should also be a form of assistance from Government for Small Scale Print Businesses for them to acquire very low interest loans and particularly, they should help startups in the industry with flexible loans. Finally, there should be proper monitoring on printing materials produced, so that we don't end up having fake and substandard materials in circulation.

MR. ADAMS TAJUDEEN ABOLAJI
- ADAMSON LIMITED



The only way we can deal with the issue of arbitrary pricing in the Printing Industry is for the Government to make it easier for importers to bring in printing consumables. They should also reduce tariff on imported print consumables as this will greatly affect print jobs and capacity utilisation in the industry on a daily basis.

MR. AMOS ONYEKWERU - GREAT ENVELOP AND PACKGAGING



There is no solution than to allow private investors come in. They can even come from abroad to invest in print consumables manufacturing here in Nigeria. This is because the rate of importation is too much in this country.

MR. AJIBADE - A.J PRINTS



If we can do without US Dollar and manage with our own currency which is the Naira then, price will be stable. If not, at the rate our Naira is been devalued against the US Dollar on a daily basis, we might not be able to handle it.

MR. AKAAN KABIRU
- BESTWORTH ENTERPRISES



Everything in printing has totally gone up. We do not know what to do again. All we can do is to keep looking up to God to have mercy on us - most especially - the country as a whole.

MR FRANCIS ONYEKA
- BLESSING INTERNATIONAL CARDS



Well, I really do not have much to say, lets just keep praying to God to deliver us totally from the situation of the country. Personally, I do not think I can deal with the issue of pricing at the moment.

MR. TUNDE OMOGU
- GOD IS ABLE PRINTS

OUR VERDICT

While practical and actionable efforts should be made by all concerned as enumerated in responses above, **WHERE To Print** also enjoin Printers to responsibly engage themselves in mutually beneficial collaboration especially in dealing with print materials/ consumables importers and suppliers. Not only that, every discerning Printer must now demonstrate his/her unique selling proposition (USP) that not only separate the wheat from the shaft but most importantly emphasise quality and value-driven experience for business confidence and stability.



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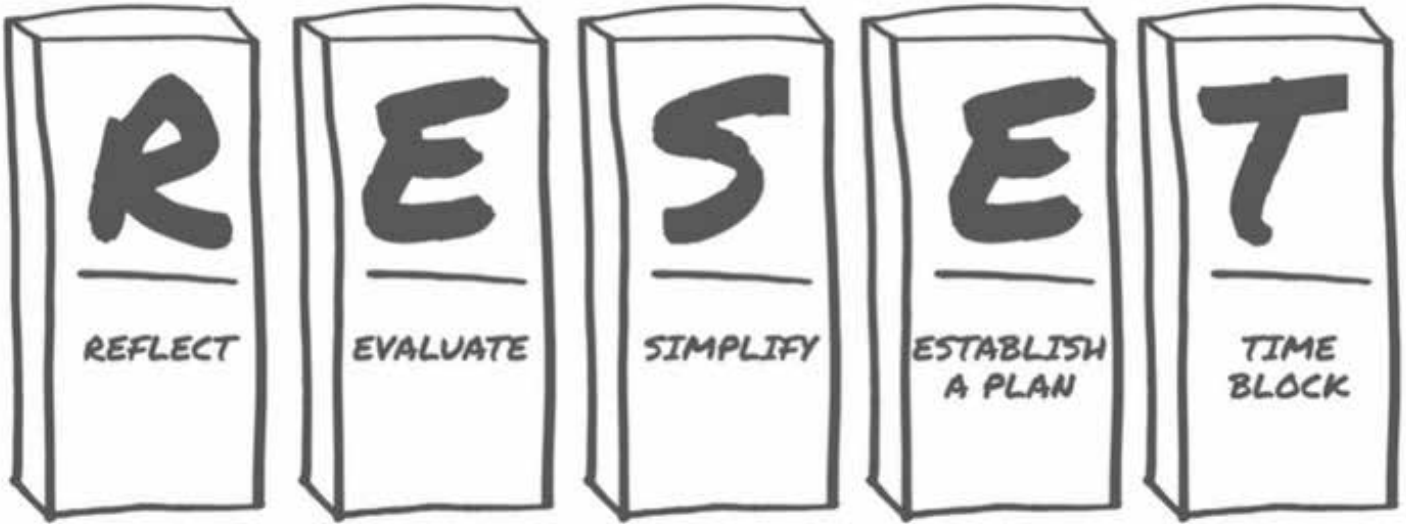
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TIME FOR A RE-SET

INTRODUCTION

An existential benefit, if I may call it that, in the current COVID business that our environment is that we **know** business is either in, or will face, a potential downturn. Here I postulate that one has an opportunity at this time to create the platform necessary for sustainable results, once some semblance of normality returns to the global business environment.

Taking time to analyse now the methods that ones business has approached Variable Costs (recurrent capital) is vital to gaining an understanding of the efficiency, or not, of those methods. Creating a clean, clear environment will allow the introduction of efficient, cost saving exercises, such as Kanban but to reach this point, one needs to be able to

see the business

CREATING CLARITY

As businesses manage their way through their normal commercial cycle it is often the case that remnants of the past will have collected as detritus along the way.

It would be a fair wager that in the darkest recesses of the warehouse, the ink store, the back of the office cupboards or even at the rear of the building, leftovers and oddments from various projects have gathered, waiting for the day that, it might come in handy if one actually knew what one had in the first place.

It might be the Pantone® spot colour that was bought for the 10,000 sheet run that became a 5,000 sheet run in 2005, or the flocked paper that the now long



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departed salesman said would be the next big job or even the defunct, rusty saddle stitcher that sits in the back yard. Whatever it is, now is the perfect time for a re-set to clear out your whole site; create a clean

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WHAT IS 5S?



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template and then a plan for moving on, efficiently and with visibility.

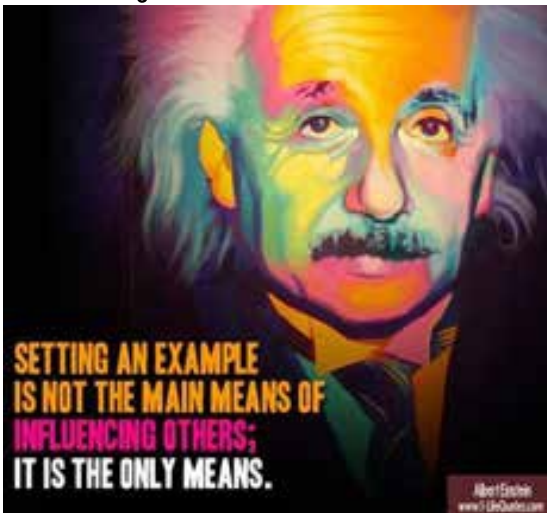
I've written in previous **WHERE To Print magazine** articles about the advantages of a **5S Programme** and how it can bring efficiencies to your manufacturing areas; now is a timely opportunity to develop a factory-wide 5S programme, not only does it have proven financial benefits but it will also focus the attention of staff on the business, helping to sustain the business and as a consequence improve the working environment.

It was remarkable how much hoarding of obsolete items had been unnecessarily collected over the years. By using exercises such as **Spaghetti Diagrams** and SMED (both discussed in **WHERE To Print magazine**, July 24th 2020 edition), the staff cleared obstacle-strewn walkways and identified more efficient, time savings locations for office equipment (a Spaghetti exercise mapped the location of a communal printer and calculated a saving of 208 hours per annum just by relocating to a central area). Visibility of consumables, such as printer ink and paper, and the implementation of Kanban ordering cycles were the beginning of optimisation of the office areas. Never again would anyone be asking where the ink cartridges were or when they would be ordered as they would never run out.

set up a positive, competitive scenario with the shopfloor staff which lead, in a short time, to monthly awards for most developed **5S programmes** (the 5S programme segued naturally with Kaizen and **Continual Improvement** actions, bringing higher profitability).

TRY FOR YOURSELF – IT WORKS

To gain an understanding of the methodology and advantages of having a clear and clean production environment, refer to the numerous articles that I've written previously in **WHERE To Print magazine**. I know that these methods work and they also bring heightened safety awareness/performance, improved morale and a willingness for positive change among employees.

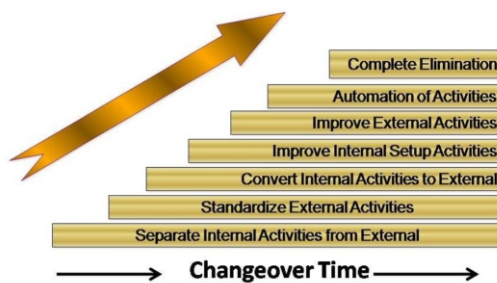


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SETTING AN EXAMPLE

One of the most effective 5S programmes that I helped to steer was in a print business in Ireland. At the time I was responsible, amongst other things, for rolling out **Lean Manufacturing** across 8 European sites and the Dublin approach was quite different, as they chose to start with the Administrative and Sales areas.

7 Stages of SMED



As successful initiatives helped improve everyone's working lives, further ideas bore fruition. The programme had a motivational gain, as well as the savings in costs and time. One of the added benefits and one that I've since used for other implementations is the impact it had on the shop floor/production areas to spur the implementation programme there. The engagement for the implementation process in the administrative areas



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TIME FOR A RE-SET

**IT WORKS
— IF YOU —
WORK IT
SO WORK IT
— YOU'RE —
WORTH IT**

WHY WILL THIS HELP ME? YOU ASK

In my working career, I have always had aspirations for the particular business that I'm working in to be the best, not just my best but World Class best. There are very few - actually, I can think of only one - print/packaging business that I have had exposure to in my 30+ years that inspired me to aspiration and it was the most profitable, safest and the most engaged print site I had ever witnessed (one could say that it spurred me onto my Lean Journey).

So, when I look at businesses for inspiration, I look at the Automotive industry, FMCG (P&G is one that I have worked extensively with), I

even research methodologies employed by F1 teams and NASA, because they are the BEST in class. These businesses do something common in high functioning organisations; they focus on what went right and how to improve it, rather than spend an inordinate amount of time dwelling on what went wrong.

Regardless of the size of one's business, lessons and learning can be gleaned from the way that World Class businesses operate, without financial burden (time, yes, one needs to invest time). From businesses with a single number of employees and a Heidelberg KORD, to Government print shops and ultimately the large corporate

packaging businesses, understanding that the best of those in the industries mentioned above became successful because they had the knowledge and attitude to do it right.

So, YES. It will help because a well-organized site, with focused, motivated employees will lead to a safer environment, an environment free of unnecessary waste and therefore, a more profitable business.



© **Andrew Malson** is a highly experienced, committed and passionate Operations Executive/ Director/ Manager with a demonstrable reputation for creating the change required to deliver significant improvements in business performance through quality, service and productivity. He has invaluable strength in establishing and ensuring sustainable success of single, multi, and regional manufacturing sites by creating right and enduring cultural change through involvement and development of people. In the 30 years since beginning in the industry, Andrew has been responsible for the design and implementation of systems covering quality, people development, environmental standards and operational excellence. He brought his wealth of experience and invaluable knowledge to bear at WHERE To Print magazine in West Africa in its quest to positively influence and improve print purchase decisions with special focus on Lean Manufacturing Implementation; Organisational Effectiveness; and Sustainable Business Growth. Andrew welcomes your connection via wheretoprint@yahoo.com or directly vide andrewcmalson@gmail.com



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Enova Ink Profile

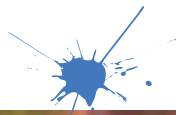


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UNDERSTANDING HOW INK WORKS

My kids love visiting Roland DGA headquarters to see all the different types of printers and the cool things our inkjets can produce. They typically ask me to print on a variety of things, ranging from banners and stickers to clothing and backpacks. While they know that there are different printers for different types of print jobs, they're still too young to understand the differences between an eco-solvent, UV, or dye-sublimation model. In their minds, all I need to do is put an object into whichever printer I choose, and it will magically come out with their customized design printed on it! When I try to educate them, I get blank stares... followed by a request to custom print another item.

I've spoken to a variety of people at trade shows, and even friends, who are interested in learning more about digital printing. Whenever I do so, I break it down to the types of inks and what they're used for. This helps match the application to the best print technology. Here's a quick breakdown of ink characteristics.

ECO-SOLVENT



Mild solvent is the carrier liquid for the pigments. During the printing process, the solvent 'bites' into the media and deposits the ink pigments. The heat from the printer platen evaporates the solvent, leaving the output vibrant and dry. These are extremely versatile inks that can be printed onto a variety of media, like decals, posters, signage, canvas and heat transfer paper, allowing for many different types of applications.



Continued on page 28 >>

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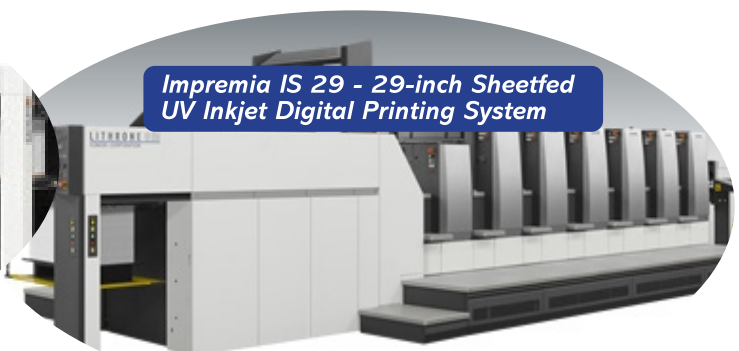
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UNDERSTANDING HOW INK WORKS



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UV

Again, mild solvent is the carrier liquid for the pigments. The UV inks lie on the surface of the media or blank, before a UV lamp goes over the printed area to cure or dry the inks. You're able to build up the ink layer and create a variety of textures on either rolled material or flat material. The output is dry and can have a glossy, satin or matte finish, depending upon the UV lamp and curing process. This printing technology is good for signage, promotional products and even fine art.

DYE SUBLIMATION

Water is the carrier liquid for dyes in this process. You print onto a transfer paper, the

output mirrored and looking dull and unimpressive at this stage. Sublimation takes place at the heat press, where the inks are transferred from the paper onto a polyester fabric or polyester-coated rigid substrate. At 400°F (204°C), the solid inks from the paper turn into gas and penetrate the polyester - this is when the colours bloom and become vibrant. Dye sublimation is ideal for textiles such as apparel or soft signage, but it's also used for promotional items, décor and metal photo panels.

PIGMENT

This type of ink, where water is the carrier liquid for the pigments, is used in direct-to-garment (DTG) printers. Just like with UV, the inks lie on top of the surface of the fabric, typically cotton-based

products. Colours are vibrant, but the inks still need to be cured, which is done on the heat press. Unlike dye sublimation, the inks do not penetrate the fibers, but are cured on the surface.

Culled from www.wideformatimpressions.com

About Lily Hunter



Lily Hunter currently serves as Product Manager, Textiles and Consumable Supplies for Irvine, California-based Roland DGA, where she manages Rolands textile and dye-sublimation printer portfolio, as well as the company's media product line. Prior to joining Roland DGA in 2013, Hunter held various sales support and product management positions over a 14-year period with Arlon Graphics.



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PAPEREX – NEW DATE, NEW VENUE



The next edition of world's largest paper show - **Paperex** initially scheduled for December 6 to 9, 2021 at Pragati Maidan, New Delhi, India has been postponed to 2022 from January 9 to 12 and to take place at a new, better and more convenient venue - **The India Expo Centre, Greater Noida, Delhi-NCR.**

WHERE To Print gathered from Hyve - organiser of Paperex, that decision to shift the earlier date was due to non-readiness of initial venue owners to meet construction deadline. According to a statement from Hyve; "Over the past months, we have been monitoring the development of the new halls with the ongoing construction activities at Pragati



Maidan. Unfortunately, having evaluated all options - we have come to a conclusion that we will not be able to organize a successful and effective Paperex at Pragati Maidan in 2021 due to the operational challenges of new exhibition complex.

"Hyve has taken a decision to shift the event to new dates and venue in NCR region as Paperex 2022, scheduled from **January 9-12, 2022** at **India Expo Centre, Greater Noida, Delhi- NCR.** The new venue allows us to place all exhibitors on ground floor, providing seamless connectivity and enhanced visitor and exhibitor engagement".

With overwhelming response and support from industry stakeholders and over 70% of the exhibition space already booked, **Paperex 2022** new



venue has the following key highlights:

All exhibit space is at ground level and connected (from Hall 9 through to Hall 15).

Modern venue equipped with all exhibition support services. Sufficient parking space.

Very well connected to road and metro networks.

Proximity to various economical hotel accommodation options.

Co-locating with world's biggest tissue, corrugated, and paper shows as **TISSUEEX, CORRUGEX, and WORLD PAPER** respectively; **PAPEREX 2022** is thus planned to highlight key product segments of the entire paper & allied industries in a better and more convenient venue that facilitates seamless visitor movement and quality interactions with exhibitors.



Want to visit the show? Join the Official Nigeria Delegation to **PAPEREX 2022** by:

WhatsApp or speak with **Precious** or **Joju** the following phone numbers: +234 (0)816 087 6041, +234(0)803 862 9114, +234 (0)708 621 1555.

Email: wheretoprint@yahoo.com



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Print Impact Around the World

settings and scoring navigator guide positions for fast and accurate perforating, and scoring and slitting. A 12.1-inch colour touchscreen panel provides simple and fast access to a wide range of pre-programmed folding templates, patterns and 200 job memories.

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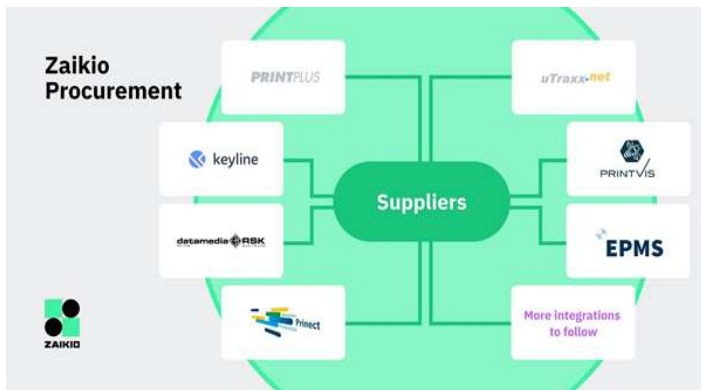
The machine has been designed to respond to market pressures such as demand for shorter and more variable runs, increased labour and material costs, price competition, and difficulty in finding skilled operators. Its

combination of automation and ease of use supports multi-skilled operations, which have become increasingly prevalent as firms adhere to social distancing guidelines.

OPEN TO ALL – PRINT SHOPS NOW HAVE FREE ACCESS TO HEIDELBERG ZAIKIO'S DIGITAL PROCUREMENT PLATFORM

Heidelberg has opened up customer access to its newly launched cloud-based Zaikio procurement platform.

HEIDELBERG



Zaikio is a cloud-based system that connects multiple software solutions and systems together. Though free for printers and allows firms to establish an automated link with a range of suppliers, Zaikio however charges vendors a percentage of sales to end users. Alongside Heidelberg's own Prinect Business Manager, the participating MIS vendors are Keyline, Printplus, Printvis, Datamedia, Ultraxx, and EPMS. "In the future, this means (that) print shops will be able to access the ranges of suppliers such as Sappi or Metapaper and place orders directly from their MIS, once it has been networked with

Zaikio," Heidelberg stated. Matthias Prinz, Zaikio Managing Director and Head of User Experience, commented: "With Zaikio, print service providers can now access the portfolios of a growing number of suppliers direct from their MIS in an automated process, which means they benefit from maximum transparency and needs-based supplies. It goes without saying that this also works to the advantage of MIS providers and suppliers, who can massively improve their level of service."

KODAK TO PRESENT GAME-CHANGING TECHNOLOGY THAT HELPS COMMERCIAL, PUBLICATION AND PACKAGING PRINTERS BOOST THEIR PROFITABILITY AT VIRTUAL DRUPA 2021



Kodak's unrivaled portfolio of breakthrough offset, digital and software solutions will be on display to the global print community at virtual.drupa 2021 from April 20 to 23. Featured Kodak products will include:

The **KODAK PROSPER ULTRA 520 Digital Press**, which redefines inkjet production printing, closes the gap with offset. Utilizing **KODAK ULTRASTREAM Inkjet Technology**, this web press prints near-offset quality images two to three times faster than competitors across a broad range of commercial print substrates using cost-effective water-based KODAK Inks.

The **UTECO Sapphire EVO W Press**, powered by **KODAK ULTRASTREAM Inkjet Technology**, is the first digital press for flexible packaging to match the productivity of flexo and the quality of gravure. Kodak will also highlight the Sapphire EVO M Press, powered by KODAK Stream Technology, which has been successfully established in the growing packaging market.

The **KODAK NEXFINITY Digital Press**, which boasts the versatility printers need to handle a wide range of jobs with maximum productivity. **NEXFINITY** offers unprecedented sheet-fed flexibility regarding substrates, sheet sizes and thicknesses along with production using a wide selection of special inks in its Fifth Imaging Unit.

KODAK PRINERGY On Demand Business Solutions, the printing industry's first and only fully integrated and managed business software portfolio including MIS/ERP,

Ecommerce, and collaboration applications. This scalable, automated end-to-end solution gives customers a single platform to work from and one vendor to work with, eliminating hidden costs and finger pointing.

SONORA XTRA, Kodak's next-generation process free plate delivering faster imaging speeds, stronger image contrast and improved handling robustness, plus sustainability and waste savings in prepress and on press.

The **KODAK MAGNUS Q800 Platesetter** with T-speed, the world's fastest 8-page CTP device, is capable of imaging up to 80 plates per hour.

The **KODAK MAGNUS Q4800 Platesetter**, a new solution for extra-large format (XLF) plate imaging, offering the fastest throughput for XLF size plates for 96-page presses.

Kodak will welcome visitors to virtual.drupa in its exhibitor showroom. In addition, Kodak will hold three interactive web sessions:

- A single Platform Workflow Solution: **One vendor. One Workflow. Fully managed** – Tuesday, April 20, 15:20–15:50 CET
- Digital Agility for a Changing Market** – Wednesday, April 21, 15:20–15:50 CET
- New Process Free Plate Technology Makes Going Green Easy for All Printers** – Thursday, April 22, 15:20–15:50 CET

Attendees can sign up free of charge on virtual.drupa.com, where they can also learn more about the diverse services and features envisaged for the online show.

Continued on page 34 >>

PRINT

is a team player

Numerous studies have validated a simple truth: Print is a synergistic “team player” and a valuable part of the marketing mix.

Newspaper inserts and coupons influence store traffic.¹ Direct mail drives people to websites.² Print catalogs increase online sales³, newspaper print ads garner attention⁴ and magazine print ads result in action⁵.

For a proven way to drive sales and deliver results, choose print.

To get the facts about

PRINT

visit ChoosePrint.org.

Print is the Creative Professional's Choice
Creative professionals who print believe it's a simple, common-sense, practical, permanent and trustworthy.

Print is Effective
Direct mail using advertising provides a whopping 11% increase in response.

Print is Sustainable
25% of paper comes from wood chips and sawdust scraps. 20% from recycled paper.

Print is a Renewable Resource
17 million trees are planted each day for the U.S. paper and forest products industry.

Print Drives Online Sales
The direct mail reader is more likely to offer message. 20% ultimately make a purchase.

Print is Friendly
60% of adults feel more comfortable with working on paper than on screens.

Want to learn more?
Visit ChoosePrint.org.

How "green" is print?
Very!

There's a popular myth that print on paper is a "wasteful product." The fact is, print on paper is one of the most recycled products in the world.

Here in the U.S., nearly three times more paper is recycled than is sent to landfills.

In fact, print on paper can be recycled over and over again an average of five times! Just one more reason why print is a surprisingly "green" option.

To get the facts about **PRINT** visit ChoosePrint.org.

PRINT IS A TEAM PLAYER

PRINT RENEWS PRINT RECYCLES PRINT SUSTAINS

"To address climate change, we must use more wood, not less. Using wood sends signals to the marketplace to grow more trees and produce more wood."
— Howard Frankland Wood, Governor of West Virginia

People may think that by forgoing printing, they are saving trees and making the right choice for the environment. In fact, they are wrong.

- More Forests Exist Today: 12 million more than 20 years ago. New forests are being planted.
- Paper is Recycled Daily: 65.5% of all paper is recycled in 2012.
- A Small Portion is Used Only 1 Time: 20% for lumber; 52% for fuel.

To get more facts, visit ChoosePrint.org.

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PRINT PROMOTES TREES

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¹ Information Resources, Inc., Q4 2013 MarketPulse Survey

² UK Direct Marketing Association, *From Letterbox to Inbox 2013*

³ Kurt Salmon, *Is the Catalog Dead? Not in the Omnichannel World, 2013*

⁴ Goo Technologies, *Consumer Impact and Engagement Survey, January 2014*, and Neilsen, *2013 National Cross-Media Engagement Study*

⁵ The Association of Magazine Media, *2013/2014 MPA Magazine Media Factbook*

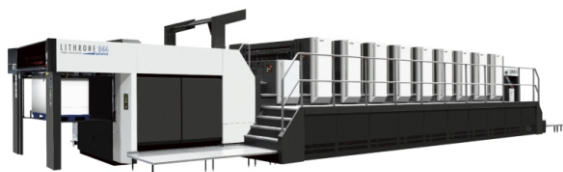


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Print Impact Around the World

KOMORI RELEASES THE ALL-NEW LITHRONE GX44RP/G44 ADVANCE MODELS IN TO THE MARKET



LITHRONE G44 advance

Komori Corporation has announced that the brand new Lithrone GX44RP/G44 advance models have been added to the lineup of Lithrone GX/G advance series sheetfed offset presses and are ready for order from this month of March 2021.

First announced in August 2020, Lithrone GX/G advance presses are built with a concept that provide a world class ROI (Return on Investment) which was launched in October last year. Now, advance technology is extended to the two new 44-inch models of the Lithrone lineup - Lithrone GX44RP/G44 advance models.

The Lithrone GX/G advance presses deliver high productivity and print quality with easy operation. Based on the Connected Automation concept, strengthened collaboration and optimization between processes as well as high-level automation with presets based on information from high-end systems are realized, thus contributing to productivity improvement throughout the entire printing

process. This level of integration is powered by Komori's KP-Connect Pro. The Lithrone G44 advance models capitalize on a unique format size to offer impressively high production efficiency for the packaging market, while also increasing efficiency, when used in a combination with the Lithrone G40 advance 40-inch press. The 44-inch size is easy to handle and does not require additional manpower since the size is similar to a 40-inch press. It is also extremely well suited for multiple imposition. For this reason, it is receiving renewed attention in the package printing market. The Lithrone G44 advance provides higher productivity as a Game Changer. With double-sided one-pass printing built around a stable sheet transport, the Lithrone GX44RP advance also displays impressively high production for either light or heavy stocks which offers better ROIs through one-pass printing built around a perfecting mechanism that is compact and high-speed.



AGFA INTRODUCES FASTEST JETI TAURO INKJET PRINTER TO DATE



Graphics manufacturing giant - Agfa has introduced the fastest yet sturdy Jeti Tauro to its unique line of inkjet printers named Jeti Tauro H3300 UHS LED.

Jeti Tauro H3300 UHS LED (UHS is for 'ultra-high speed') is Agfa's new flagship, targeted to the high end of the sign & display market. This UV LED inkjet engine prints media up to 3.3 m wide in four or six colours at a speed up to 600 m²/h. Like its siblings, it combines industry-leading print quality with all-round versatility, extreme productivity and cutting-edge automation, yet it is even sturdier and up to 30% faster. And just like the other members of the award-winning Jeti Tauro H3300 family, it is a true hybrid that can handle boards and sheets as well as flexible materials – in different configurations.

Built for 24/7 performance Every component of the new Jeti Tauro H3300 UHS LED is geared towards sustaining highly productive, reliable print operations with low maintenance requirements and high uptime. Examples include the high-speed autoloader for fast media processing and the large ink tanks for greater autonomy. And thanks to the extended vacuum zones and media guides, Jeti Tauro H3300 UHS LED is also well-suited for corrugated cardboard packaging printing, thus enabling sign & display printers to expand their offering and cover all deliverables for their customers' marketing campaigns. Not only that, the master roll-to-roll configuration can handle both single- and dual-roll printing, and features an optional camera for accurate double-sided printing of block-out media. For more information, visit Agfa.com

THIS YEAR'S SIGN & DIGITAL TOTALLY CANCELLED



Having been deferred for the second time this year, organiser of Sign & Digital UK - Faversham House has opted for a spring 2022 date for the exclusively target-driven signs and digital show.

The three-day event which was originally scheduled to take place earlier this month of March, but in December 2020 pushed back to 16 to 18 May 2021 will now open for the first time on a Sunday morning of 22nd of March through to 24th 2022.

According to SDUK Event Director - Jenny Matthew, WHERE To print gathered that it was not feasible to run the event in May this year due to UK Government restrictive regulation which state that the

earliest a large-scale event will only be able to take place from the 21st of June this year. "We've consulted widely with our SDUK community who want to see us stay in our early spring date in line with their buying and innovation cycles. We will therefore host the industry's biggest reunion next March at a time when we are confident we





BEE Printing Mechanical Company



HEIDELBERG SM102 -4



BINDING MACHINE



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POLAR 92



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Print Impact Around the World

can deliver an exceptional tradeshow experience for our exhibitors, sponsors, and visitors," said Matthew while also revealing that the time frame between now and the event next year would be used to review the more than 30 year old event's format for high return on investment to all stakeholders: "We have reviewed all aspects of

exhibiting; from driving down on-site costs to creating multiple lead generation points for year-round promotion and enhanced return on investment. SDUK22 offers the full 365 exhibiting package. With an already packed floorplan we look forward to bringing more exhibitors on board over the coming months, and welcoming the industry back, in March 2022" he concludes.



RICOH PRO VC70000 BECOMES FIRST CONTINUOUS FEED INKJET PRESS TO ACHIEVE IDEALLIANCE® DIGITAL PRESS CERTIFICATION



RICOH Pro VC70000 has become the first continuous feed inkjet press to achieve Idealliance® Digital Press Certification - the coveted qualification that certifies presses that meet or exceed industry benchmarks for excellence in colour quality, precision and reliability.

WHERE To Print gathered that Idealliance® named RICOH Pro VC70000 and its RICOH TotalFlow Print Server R600a digital front end the first continuous-feed inkjet recipient of its Digital Press System Certification for meeting industry's benchmarks for "excellence in the areas of Colorimetric Accuracy, Uniformity, Repeatability, Durability and Registration." These aspects speak directly to Ricoh's legacy of developing technology with customers' needs top of mind, particularly outstanding colour quality, reliability and accuracy, all of which are crucial to meeting SLAs and impressing customers.

It is no gainsaying the fact that Ricoh has continued to hone its award-winning line-up of continuous-feed inkjet offerings to meet these evolving needs, recently launching a number of enhancements to its RICOH Pro VC40000, VC60000 and VC70000 platforms. For example, RICOH Pro VC40000 now supports monochrome MICR dye and pigment inks to provide increased application flexibility. That

flexibility is being extended to the press's layout in customers' shops when two are used in conjunction, accounting for a wider variety of floor plans and, excitingly, creating opportunities for dual simplex printing. This generates enormous throughput for hitting tight deadlines.

Similarly, the RICOH Pro VC60000 and VC70000 are introducing simplex-only options to create capacity for boutique applications, such as solicitation mail with colour on one side and monochrome on the other. These devices are also debuting a "keep warm" feature that reduces start/stop time and concurrent execution capabilities, which gives operators access to more of the platform's features during printing. Additionally, the Pro VC70000 recently achieved PANTONE® Approval for use with Verso Sterling Ultra Gloss 118sm substrate, which speaks directly to the platform's colour fidelity and substrate versatility. This approval certifies the Pro VC70000's ability to reliably reproduce colours from the PANTONE Colour Look-up Table on highly sought-after – and notoriously difficult to work with – gloss-coated stocks.

DAVE LESKUSKY APPOINTED PRESIDENT OF PRINTING UNITED ALLIANCE

PRINTING United Alliance has announced the appointment of Dave Leskusky as the new President of PRINTING United Alliance.

Leskusky has successfully overseen operations at NAPCO Media, which melded with the Alliance in 2019 to further connect members and the industry at large with a comprehensive platform of the most widespread media brands in the industry, more than 30 combined events, including the largest printing and graphic arts trade show in the Americas – PRINTING United.

In this move, Leskusky will retain his role in leading NAPCO Media as part of the PRINTING United Alliance portfolio and will additionally support Alliance efforts to further streamline myriad robust resources and services being offered from the Alliance, including preeminent industry education, training, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance.

Commenting Leskusky said: "I'm extremely excited to help lead PRINTING United Alliance in this new role. I will continue to give back to our



industry and work with our longstanding partners to provide even more resources and services to our members, printers, and suppliers. We are building a bigger tent which enables us to focus on key issues facing all printers and provide a stronger unified voice that has never existed in a previously fragmented landscape. We've spent the past few years building a comprehensive platform designed to educate, inspire and inform printers of all shapes, sizes and segments. We still have a lot of work to do but our goal is to utilize this platform to enhance the experience of our members, bring more members into the family and work collaboratively with printers and suppliers to respond to their needs and ensure the long-term success of the industry at large."

XEROX ANNOUNCES ORGANIZATIONAL CHANGES TO SUPPORT PLANS FOR NEW BUSINESSES



Xerox Holdings Corporation, a global workplace technology company, announced organizational changes to support plans – Software, Financing and Innovation – aimed at delivering long-term growth in 2021 and beyond.



Nicole Torracco has been promoted to Senior Vice President, Xerox Financial Services (XFS), to lead Xerox's financing business, reporting directly to Visentin. XFS will become a global payment solutions business, aimed at expanding its customer base, creating potential cross-selling opportunities, and helping to support small and medium-sized businesses. Torracco

"We are focused on increasing the breadth of our offerings to better reach new and existing clients and drive organic growth," said Xerox Vice Chairman and CEO John Visentin. "Our plan to stand up three separate businesses by 2022 will provide greater focus, flexibility, and visibility as we position Xerox for the future."

previously served as Chief Strategy and M&A Officer.

Sam Waicberg will lead the Software business as vice president and general manager of Digital Services, reporting to President and Chief Operations Officer Steve Bandrowczak. Sam joined Xerox with the recent acquisition of CareAR, an augmented reality support platform company, where he was co-founder and CEO. The new Software business includes CareAR as well as DocuShare, a cloud-based content management system; XMPie, a multi-channel marketing software company; and FreeFlow, automation software for production print. The business will bring together Xerox's expanding capabilities to better support clients' digital needs.

Continued on page 37 >>

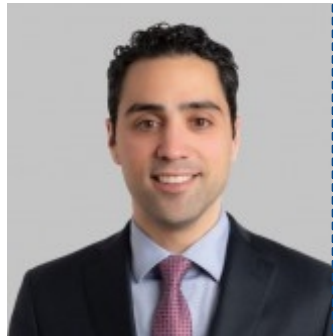


Print Impact Around the World



Naresh Shanker

Naresh Shanker, Senior Vice President and Chief Technology Officer, will lead the PARC Innovation business. Xerox has made progress advancing new technology in recent years with products including 3D liquid metal and industrial IoT products, cleantech technology, signing clients and generating strong commercial interest. PARC will include the scientists and engineers located in Palo Alto, Calif.; Webster, N.Y.; Cary, N.C., and Toronto to create an innovation business that drives the commercialization of Xerox's developing disruptive technology.



Louie Pastor

Executive Vice President Louie Pastor has been appointed Chief Corporate Development Officer and Chief Legal Officer. In addition to overseeing Xerox's legal organization, Pastor will lead a new Corporate Development group responsible for sourcing, evaluating, and executing M&A opportunities and venture investments, including the company's recently announced \$250 million corporate venture capital fund.



PRINTPACK INDIA TO BE HELD IN DECEMBER 2021

THE WORLD IS EAGER TO CONVERGE @




15th PRINTPACK INDIA
December 20-24, 2021
India Expo Centre, Greater Noida, NCR Delhi
CONCURRENT EVENT
INDIA SIGN & LED EXPO 2021

Reputed to be the biggest and the most economical international exhibition in India for Printing and Packaging Machinery Industries, **PRINTPACK INDIA** is now to be held from December 20th through to 24th 2021.

Making its 15th edition this year, the show was earlier scheduled to hold at India Expo Centre, Greater Noida from February 3 to 8, 2021 but due to outbreak of COVID-19 and its adverse impact around the world particularly in India due to successive lockdowns, organisers - Indian Printing Packaging and Allied Machinery Manufacturers' Association (IPAMA) consulted members, exhibitors and other concerned institutions regarding the feasibility of holding the exhibition on the scheduled dates but was advised against it. As advised and keeping in view all the facts and circumstances as also taking into consideration the prevailing conditions across the globe, including health care of exhibitors and visitors, the new dates of **PRINTPACK INDIA 2021** Exhibition are 20 to 24 December 2021. IPAMA Governing

Council has therefore approved the following new dates for the 15th edition of **PRINTPACK INDIA** Exhibition:

- (i) Setting up period: 17-19 December 2021.
- (ii) Exhibition period: 20-24 December 2021.
- (iii) Dismantling period: 25th December 2021.

Want to visit the show? Join the Official Nigeria Delegation to **PRINTPACK INDIA** by:

WhatsApp or speak with **Precious** or **Joju** the following phone numbers: +234 (0)816 087 6041, +234(0)803 862 9114, +234 (0)708 621 1555.

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AGFA INTRODUCES INTERIOJET WATER-BASED INKJET PRINTING SYSTEM FOR INTERIOR DECORATION



For top print quality and advanced customization for digital printing of laminated surface designs, Agfa has introduced InterioJet 3300 to also serve the growing interior decoration sector.

The InterioJet 3300 is a multi-pass, water-based inkjet system for printing on decor paper used for interior decoration, such as laminate floors and furniture. It boasts brilliant and consistent print quality and enables the creation of customized interior decorations, including brand logos, pictures or seasonal themes.

Built on the same inkjet printing platform as Agfa's award-winning heavy-duty Jeti Tauro LED UV printing press for sign & display printing applications, InterioJet delivers the same printing reliability – now with print heads, inks and a drying system tuned to water-based pigment inks. The

InterioJet can print on two rolls at a time – each with a width of up to 155 cm and a weight of up to 600 kg – at a speed of up to 340 m² per hour. It achieves a brilliant and consistent print quality throughout, as well as across print orders. It excels through its superior contrast, sharpness, and colour saturation, matching typical decorative industry colour profiles. Incorporating Agfa's signature 'Thin Ink Layer' technology, the InterioJet boasts a low ink consumption, reducing production cost and footprint. It can be combined effortlessly with various impregnation and lamination processes.



KOENIG & BAUER CTC TO FEATURE EVO XD



Koenig & Bauer soon to be opened next month (April 2021) Customer Technology Centre (CTC) in Würzburg Germany will showcase the legendary Evo XD.

The Evo XD 8 which is being installed at the company headquarters is a highly automated and full-featured CI flexo press with internal web turning and an inline cutting system ahead of the rewinder. It provides for a printing width of 1270 mm and reaches production speeds of up to 500 m/min. A variety of plastic films and papers up to 150 g/m² can be printed with water-based inks. Consistent automation paired with a robust and ergonomic design is the key to exceptional performance in terms of both quality and productivity.

RotaJET single-pass digital web press. Starting in April, Evo XD 8 will be available to present the printing of flexible packaging to visiting customers. Koenig & Bauer Executive Board Member Christoph Müller says: "With this new press, we are now able to arrange individual and customer-specific print demos for our customers here in Würzburg – either virtually or in person." As CEO of Koenig & Bauer Flexotecnica - Luigi Magliocchi could not agree less: "With the additional demo machine Evo XD in the heart of Europe, Koenig & Bauer is underlining its ambitions in the constantly growing flexo market".

KOENIG & BAUER

The Customer Technology Centre (CTC) is also looking forward to the unveiling of a further showpiece to join its existing



ESCALATING PAPER COST IN NIGERIA: STAKEHOLDERS AGREE ON SOLUTIONS



For the first time ever, major stakeholders in Nigeria Printing Industry specifically the paper printing value-chain has come together to agree on finding lasting solutions to the ever-increasing paper prices in the country.

At an emergency fact-finding and consultative meeting put together by the Governing Council of Chartered Institute of Professional Printers of Nigeria (CIPPON) - the regulatory body of printing and related matters in Nigeria, stakeholders from amongst the critical sects in the sector unanimously resolved to put an end to incessant and unabated daily increase in the cost of paper and paper products in the country through short-and long-term solutions.

While welcoming participants to the extra-ordinary meeting, CIPPON President - **Mr. Olugbemi Malomo** stated that the Governing Council having heard the cry of stakeholders and as constitutionally required in its over-sight function, decided to bring all stakeholders within the paper printing value-chain of the industry together to solve the common problem of escalating paper cost. Thereafter, he enjoined participants to debar from accusing one another but to provide both short- and long-term solutions for what he termed 'paper crises in Nigeria' as he believed that rising cost of paper was not peculiar to Nigeria as it was a global problem occasioned by COVID-19 pandemic and its associated catastrophes but noted further that the paper crises (in the country) was mainly as a result of non-functioning paper mill in a nation that uses an estimated 2.5 million metric tonnes of

paper per year (this excludes paper imported as finished goods). He afterward declares the meeting open for fruitful deliberation.

Unarguably contributing more than 60% to cost of print production, the rising daily cost of paper especially now that print production has generally seen a decline in patronage since COVID-19 outbreak with attendant devaluation of Nigerian Naira against foreign exchange used for importation of almost all print inputs, has become worrisome for Printers in particular who have been generally at a loss at what to do as their customers were not willing to pay more especially for print services that have already been quoted for that might need adjustments as a result of worsening paper cost. Consequently, Printers had alluded that the day-to-day escalating cost by Paper Merchants, Importers and Distributors were not only arbitrary but totally insensitive and exploitative.

Without underscoring the negative impact of e-commerce, Internet of Things (IoT), and lately restrictions caused by COVID-19 pandemic, it was also noted that other reasons (as adduced by participants in their various submissions) for daily increase of paper cost during the crucial meeting include; high tariffs on paper import, port congestion, corruption by port officials, high foreign exchange rate aside malpractices by some financial services providers in hoarding US Dollars for pecuniary gains. It was however not only the issue of arbitrary paper price increases that operators in the sector are groaning at. **Joju Adekanbi** - Publisher/ CEO at NUMBERS CMYK LTD - publisher of **WHERE To Print magazine** in his submission stated that, according to information from WHERE To Print

Intelligence Unit, most Printers were not also happy with the standard of paper purchased from Paper Merchants, Importers and Distributors citing incorrect grammage, incomplete number (of sheets) in ream and colour variation especially on white papers.

However, the Chairman of Paper Importers Association of Nigeria - **Mr. Abdul** who owns Lamar Industrial Enterprises in his remarks while not disputing rising cost of paper in the country which he noted was not intentional, threw light on the plight of Paper Importers who are subservient to what he termed: 'major banking crises' due to consistent devaluation of Naira by the Central Bank of Nigeria (CBN). He also noted other key problems experienced by his members on a daily basis such as; round-tripping in the banking sector (on FOREX trading), congestion and corruption at the nation's ports aside huge tariffs paid by paper importers, amongst others that have largely contributed to daily paper price increase. For solution, he suggested total removal of tariffs on paper importation by the Federal

Government with a business-friendly policy of direct FOREX allocation to importers of paper and paper products.

In her contribution, representative of Manufacturers Association of Nigeria (MAN) and Lagos Chambers of Commerce & Industry (LCCI) - **Princess 'Layo Okeowo** - MD of FAE Envelopes and Chairperson of the Printing, Publishing and Allied Group of LCCI opined that the ultimate way out of the present paper crises was for stakeholders to come together as a cluster of investors to establish paper mills specific to different needs in the market. "We can have a papermill by forming clusters of \$5million investment. We have so many species that can be developed like the jute mallow plant leaves botanically called Corchorus olitorius (local name is Ewedu) or sugar cane to make paper. The Government like Ogun State Government in South West Nigeria is ready to provide land. Paper mill (business) is a goldmine ready to be tapped" she enjoined while recommending a short-term solution of a renewable agreement (3 months) on paper and paper products pricing between Printers and Paper Merchants supervised by CIPPON to curb escalating cost in the industry as she cautioned Paper Merchants to be wary of



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arbitrary price increase that might lead to unwholesome competition.

In her remarks, **Mrs. Olumuyiwa Ajayi-Ade**, Deputy Director (Pulp, Paper & Wood) of the Industrial Department of the Federal Ministry of Trade and Industry while expressing appreciation to CIPPON for having the initiative to bring together major stakeholders in paper value-chain in Nigeria to a round-table discussion, also commended all operators for making vital contributions which she promised that her Ministry would commence work on to stratagem Policy Statement for the sector albeit in

conjunction with all stakeholders.

With valuable contributions from participants made up select representatives of Printers, Manufacturers, Importers, and Distributors of Paper and Paper Products in Nigeria as well as MAN/ LCCI and Federal Ministry of Trade and Industry, the unanimous decision that sums up the emergency consultative meeting was aptly captured by Secretary to CIPPON Council - **Mr. Akin Oduwole** thus: "At the fact-finding and consultative meeting on increasing paper prices today, we got to a place that we all realize how tiny we

and our problems are. Importers and paper merchants also have loads of problems but all problems were not enough to crush us. The entrepreneur in Printers brought about some short-term solutions. It was agreed that: (1.) Paper importers association work with Printers' representatives together in a Committee to work out a price modulation that will be published monthly (2.) A Paper Summit should be organised in the next 3 (three) months - Ministry is waiting for a date (3.) The Federal Ministry (of Trade & Industry) will start looking at the concept of Modular Paper Mills" he summarised.

While the paper value chain in the industry seems to have gotten a succor, **WHERE To Print** believes that in no time, other sectors in the Printing Industry will soon begin to feel the impact of CIPPON as it would be recalled that the present leadership of CIPPON had vowed to address burning issues in every sectors of the Printing Industry that affect not only stakeholders' livelihood but the overall interest of Print Practice in Nigeria by strategically keying to its mantra of making printing profitable again.

YOUNG SOMOLU PRINTERS TAKE THE BULL BY THE HORN ...BEGIN ENUMERATION TO IDENTIFY STRENGTH AND CAPACITY



Some of the top, young and passionate stakeholders in West Africa's biggest constellation of printers and print professionals - Somolu in Lagos State, South West Nigeria have decided to take the bull by the horns to organise themselves to deal decisively with issues bedeviling their profession such as unwholesome business polity, unhealthy business rivalry, and dangerous unethical practices that are prevalent in the industry.

Coming together as a Team of dynamic, forward-looking and avid Printers within Somolu and environs, **WHERE To Print** met the squad (even in a scorching afternoon sun) while on the mission to not only get the buy-in of their colleagues within Somolu (popularly called The Home of Printing in Nigeria) but most importantly, to get the most accurate and sustainable business intelligence that will drive the overall

agenda of making printing profitable again for all. The Team - made up of Godwin Esho (Creative Affairs), Seyi Oludare (Spot Colours), Muiwa Sowunmi (Platinum Media), Bala Abdul (Print & Pearl), Seyi Sogbamu (Detailz Graphix), and Benjamin Dare (Benco Production) believes that laying a strong, vibrant and profitable foundation for Somolu should start with compilation of clear-cut data and documentation to aid the developmental agenda. It is no gainsaying the fact that the Printing & Allied Industries in Nigeria have largely been affected by man-made and unscrupulous practices mainly due to lack of unity, indiscipline, and price war among practitioners. These combined with issues such as arbitrary high prices of consumables/ media, price war, indiscipline, red-tape and high interest rates on loans, job loss, redundancy and other HR issues chiefly as a result of unwholesome business practices and capital flight of printing overseas.

WHERE To Print gathered that others blights in the industry include; epileptic public power supply with exorbitant tariff, substandard consumables & parts with undervalued materials/ substrates, and non-governmental support - just to mention a few.

However, the pacesetting Team believes that issues affecting print & allied businesses in Nigeria can be nipped in the bud in no time, starting with intelligence gathering: to collate census of every print firm that can be used to identify the strength and capacity of Printers in Nigeria while positioning the industry for sustainable growth and development. According to Mr. Esho, the benefit of the exercise is for the overall benefit of Printers; "This exercise is designed to help us (as Printers) to identify where all the equipment and skills are located within our own locality so that we can form clusters within each sub sectors of the industry to address any issues of concern and

ensure our businesses are not only profitable but also sustainable". He thereafter enjoined his counterparts to come together and align with the project ultimately aimed at making printing profitable again by fighting common enemies of the profession; "It's now time to walk the talk by putting our words into actions" he expressed.

When asked why members of the Team were doing the data gathering themselves and not allocate the responsibility to their staff, Mr. Esho answered that it was better to conduct the exercise personally as the respondents would not only take them seriously but it was also an avenue to meet their colleagues in the industry in order to rob minds together on actionable way forward to grow and develop the industry.

WHERE To Print gathered that the exercise, powered by Chartered Institute of Professional Printers of Nigeria (CIPPON), was not only to determine the population of Printers in Somolu but also to aid 'Self-regulation by Clusters' idea of the Institute in a bid to ensure CIPPON's efficiency in its advocacy programmes and responsibility as the industry's regulatory body.

To get on board and be counted among Print & Allied Practitioners in Somolu, get in touch with any of the following

- Team members:**
- Godwin **Esho** - 0803 343 5375.
 - John **Oladipupo** - 0802 844 0589.
 - Seyi **Oludare** - 0802 353 5364.
 - Muiwa **Sowunmi** - 0803 323 6648.
 - Bala **Abdul** - 0802 313 7895.
 - Ahamed **Owodunni** - 0808 066 6656.



THE MOST EXCITING DESIGN TOOL EVER!

I believe that the design community, to which I belong, should embrace digital print as their new design tool. And I also expect companies will address this community, or target audience, by catering to their needs with tools to actually make it happen.

As an Art Director looking at the world through a creative lens, print for me has always been a means to an end. I've always loved print as such, but I was ambivalent about it as I felt I had to compromise my creative ideas to get the best printed results. Whether this was due to colour or to production constraints, it was a limiting factor.

Over the last decade, however, I've had the privilege of managing the creative work done by HP Indigo and became intimately acquainted with digital print. I've fallen head over heels in love with it! Instead of limiting my work, it has actually enabled me to reach new heights of creativity and to stretch the limits of my imagination. I have discovered that digital print is the best, newest, most exciting design tool there is. It is my new paint brush, my colour pallet and my tool box.

THE AIR-BRUSH OF TODAY AND TOMORROW

The development of digital print is reminiscent of the advent of the modern air-brush: suddenly there was a new technology for releasing ink onto paper. It was easy to learn and use and it quickly became popular. With this new tool a whole new art form started, taking photo-realism and photo-retouching to a completely new level. Digital printing can do just that, too, and be the new air-brush for the graphic-design community; an exciting new chapter that easily expands design capabilities.

As designers, customers have also changed, and so have their marketing and branding requirements. This affects what is required from us – basically it changes our own product. In the past, branding was based on consistency with the

psychological rational being that familiarity will lead to brand recognition, brand preference, buying and loyalty. When my own generation, so-called **Generation X**, walked into a supermarket and saw the myriad brand options on-shelf, our hands would somehow instinctively reach for the one which was familiar, which looked the same as it always had been, reminding us of home, of safety and of predictability.



Then **the Millennials** came along, who were brought up to expect personal service. Safety or predictability was less of an issue, familiarity was nothing to them – on the contrary, it was 'boring'. Millennials don't see themselves as 'part of a crowd' – they prefer to be seen as 'one of a kind'. They expect brand-owners to treat them as individuals and target their products specifically to themselves. Sustainability also became an issue and altogether, mass production and traditional advertising were not cutting it. As a response, marketing departments and advertising agencies started developing more targeted

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THE MOST EXCITING DESIGN TOOL EVER!



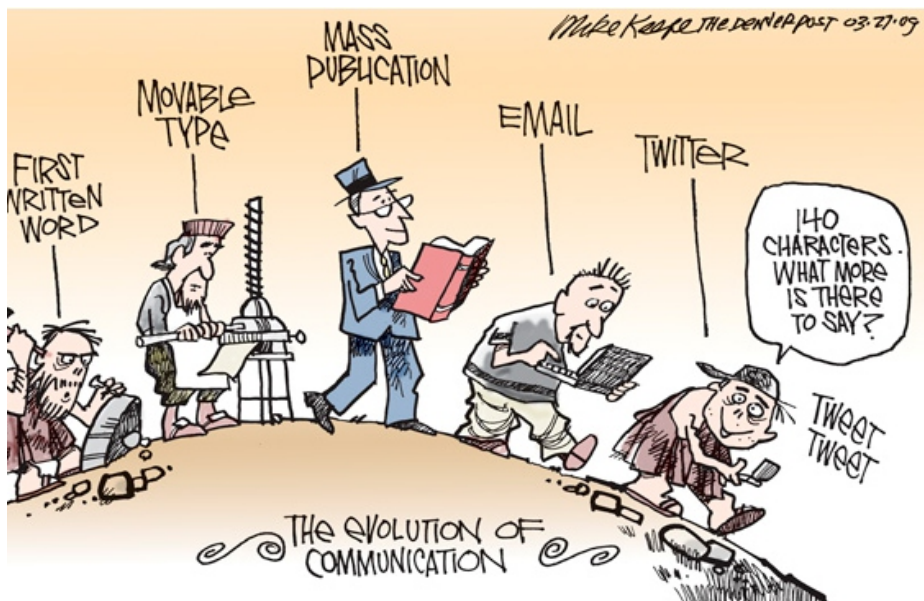
(C) Response Media

campaigns with 'activation' tactics to reach and appeal to these new consumers but still, overall, the personal touch was mostly missing. Millennials, who grew up with the internet, are certainly more used to sharing their personal data in exchange for content. They are happy to participate and click if this means the brand will acknowledge them personally. They expect the brands to use this data and get the product right.

Now comes **Generation Z**, which is even more internet savvy in every possible way. To them the technology comes as naturally as the air they breathe; it's taken for granted. According to a recent report on customer

trust trends from Salesforce "although a slim majority of consumers are still wary of companies' intentions when it comes to handing over personal data, Gen Z and Millennials are more game to take that risk – as long as they are getting something in return".

So, how do we offer today's customers the right product in today's consumer market? The ultimate answer to this question is: with digital print! Digital print allows us to control and change the data on a print product, using information the consumer has given us to make it the most relevant product possible for them.



MIND THE GAP

At the moment there is a gap between the possibility or idea and what the design world is actually doing. In most cases, designers, being unaware of the potential of digital, still design 'for any print technology', being wary of colour-limitations and definitely not using the digital tools potentially available to them for an improved brand experience. The ability to close this gap lies in the hands of the print-vendor (or print service provider). Proactive and agile printing firms can help their customers to achieve

huge marketing success by offering them such design tools.

I once worked with a team on the development of such tools and had the honour of collaborating with big international brands who used these tools to deliver astonishing, impactful campaigns where digital print enabled the product itself to become the media. The first campaign was a collaboration with Diet Coke in Israel:



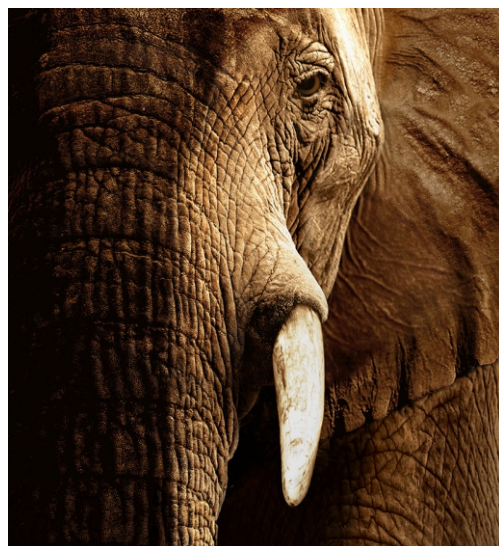
2 million different Diet Coke bottles

Coca Cola in Israel was looking to increase their Diet Coke sales and the Brand Manager, an innovative young millennial, was seeking something new, something different. Having experienced the power of digital print with the 'Share a Coke' campaign in summer 2014, a campaign which broke the boundaries of personalised mass-production, she realised that the staggering results of the campaign pointed to an obvious customer need or desire. She then reached out to our marketing team and her brief to us was this: "We need 2 million bottles, every single one different from the other – doesn't matter how. Just keep the logo and ingredients as they are. Everything must be on-shelf in 2 months".

With a combined effort between R&D and design teams, we came up with 'HP SmartStream Mosaic,' an algorithm which manipulates the design result. It's a plug-in for Adobe CC and is very easy to use. The result is one that manual labor could never achieve. How does the algorithm work? Well, in short, the designer supplies the 'seed pattern' and the algorithm manipulates it into different results each time a page is printed. Never repeating, always changing. The design work took 2 weeks, with 23 seed patterns created to then achieve 2 million different individual designs. Digital print allowed a fast turnaround and the product was on the shelf on time.

Save the elephants

A second such campaign example and a personal favorite of mine used the same algorithm and digital print technology to support an even bigger goal, namely 'cause-driven marketing'.



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“Millennials and Generation Z are continuously changing the way consumer experiences are being created. Cause-driven marketing plays a large role in this change, and brands and marketers should find a cause to stand for to impact these generations.” This has been concluded by many marketing researches, and Amarula, a liquor brand from South Africa embodies this by supporting the 'save the elephants' campaign. Elephants are being relentlessly poached for their ivory and the Amarula brand has from the start been supporting the cause to save them – symbolised by the elephant on its label.

Using HP SmartStream mosaic, Amarula put 400,000 different bottles on-shelf, each with a differently designed elephant that represents a living one. Two seed patterns were designed and the rest was handled by the digital press and software. For every bottle purchased, Amarula donated money to a foundation they partnered with. Digital print enabled this emotional, big-issue message to get across on-shelf as every bottle could be as unique as every real elephant. Just as with

Diet Coke, the message from the brand to today's younger generation was carried on the product and was supported by a 360° campaign which drove consumer engagement and brand equity through the roof.

So, to re-cap my arguments – today's consumer market thrives more and more on personalised, or individualised, brand communications; however, many brands are still confused by this fundamental consumer change and by how it affects their supply-chain; printers themselves hold the key to new digital print capabilities but don't actually participate in marketing strategy talks with brands or their designers – and so the gap remains! The design-community has a real opportunity to unleash digital as their new 'air-brush' to create beautiful, personalised multi-channel campaigns and to enable a new kind of marketing. At drupa 2024 you will witness a world of almost endless possibilities. Visit drupa, get in touch and embrace the future!

**ABOUT THE AUTHOR:
HADAR PELED VAISSMAN**

Hadar Peled Vaissman is an independent international Art Director who helps brands to improve their communication mainly through customisation, personalisation and individualisation. She believes that these will elevate a company's relevance in a digital world.



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EXCEPTIONAL COLOURS REWARDS CUSTOMERS



One of the fastest growing printing firms located in north-central Nigerian State of Kaduna - Exceptional Colours LTD has rewarded three (3) of its loyal customers with a Peugeot 307, a Refrigerator, and a Television set in its just concluded Print & Win Promo Season 2.

Peugeot 307, the Refrigerator, and the Television set respectively with various consolation prizes to other participants.

According to a statement from the company signed by the Management, WHERE To Print gathered that Inusa Idowu Jimoh (MD - El-Salam), Bisoye Odeyemi (MD - Blackboy) and Usman Abubakar emerged winners of the

While thanking Kaduna printing community as well as other stakeholders for their support, Mr. Abiola Yusuf Eleja led Exceptional Colours also promised to reward and appreciate all customers in a new promo tagged: April Full Easter Promo Package that gives instant 15% discount on all print jobs from 10th to 15th April 2021. “We sincerely appreciate and acknowledge your long-standing relationship, patronage and contributions to the growth and development of Exceptional Colours LTD. May Almighty God strengthen and bless everyone in our chosen career and endeavours” the company stated.





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