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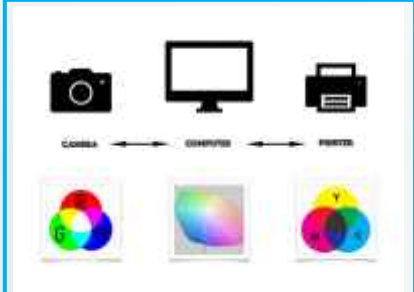
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After the training, participants will be able to expertly maintain, repair, and prolong the service life of their printers' printheads. The aim of this skill acquisition is not only to improve operator's knowledge on printheads but most importantly empower them for added skills that would no doubt add value to our industry.



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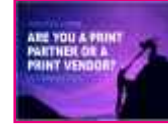
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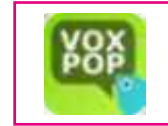
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How to reach us

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To Readers

By Joju Adekanbi | jojuadekanbi@yahoo.com | 0803 862 9114

LEARN SOMETHING NEW, SPEND TIME WITH LOVED ONES OR JUST GIVE YOURSELF THE OPPORTUNITY TO FIND YOURSELF!

Welcome to yet another bumper edition of **WHERE To Print** magazine. You may be amazed and exclaim; "it's four months already in this new year! How time flies...long story short; aside numerous reasons why time passes by so fast, it shows we have so much to do and not enough time to do everything. So, consider yourself lucky to be alive in the first place...and as we're limited by time, this edition is loaded with answers to most **HOW** of business questions. Now, let's get started as we assure you of invaluable insights, practical and economically viable ideas to help drive your business growth, sustainably.

First up; flip over to pages 14 and 15 to find out **HOW TO TELL IF YOU ARE CONSIDERED A PRINT VENDOR OR A PRINT PARTNER**. Written by **Deborah Corn** - the Intergalactic Ambassador to The

Printiverse™ at **Print Media Cent**, founder of **International Print Day**, **Print Buyerologist™**, and industry speaker and blogger with over 25 years' experience as a Print Producer; this timely **SPECIAL FEATURE ARTICLE** is focused on helping you stay at the top of the mind (even for recommendations or referrals) of your customers. And if you are ready to build your print business from the inside so it works better on the outside, check out the next **SPECIAL FEATURE ARTICLE** captioned: **HOW TO BUILD YOUR PRINT BUSINESS FROM THE INSIDE** (on pages 16 and 17), written by Deborah Corn's associate **Sandy Hubbard** - a Marketing Strategist and Business Advisor in the printing industry.

We conclude the **HOW** articles with the **COVER STORY** (on pages 22 and 23) on **HOW TO ATTRACT THE BEST PRINT CUSTOMERS** by **Tod Cordill** who has worked in a

variety of industries including software, manufacturing, printing, and eCommerce. He currently helps B2B companies integrate digital marketing channels into existing sales and marketing efforts by combining his P&L perspective with an engineering problem-solving structure.

Does your print business have a social media strategy? Maybe you publish a post once in a while or perhaps you read, like, and comment on the Facebook posts of others - you're not alone as the perceived fierce competition from the electronic media does not allow Printers take advantage of the numerous opportunities within the virtual world. That is why the next **SPECIAL FEATURE ARTICLE** will show you **6 STEPS TO REBOOTING YOUR PRINT BUSINESS SOCIAL MEDIA STRATEGY**. Created by marketing guru - **David Murphy** who's the founder and CEO of **Nvent Marketing**, a marketing agency specializing in digital marketing for the print industry. As you



gain insights from the instructive article, you'll discover the impact of David's over 30+ years of experience in the graphics and document print production industry.

Other **SPECIAL FEATURE ARTICLES** worth reading and acting on to help drive your business successes

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include **3D PRINT FLIP-FLOPS, NOT SHOES** (on pages 22 and 23); **NESTING AS PACKAGING DESIGN** (on page 24); **HAVE FOLDING CARTON MANUFACTURERS BEEN MISSING OUT BY NOT CONSIDERING SHEETING IN-HOUSE?** (on pages 28 and 29); and lastly, a **SPECIAL POST SHOW REPORT** on the eighth edition of the international paper exhibition titled: **PAPER ONE SHOW 2023 DRAWS MAJOR INTERNATIONAL PARTICIPATION** (on pages 40 and 41).

Of course, this edition is typically embellished with major stories and exclusives recorded within the last two months in our industry - both in Nigeria in **PRINT IMPACT AROUND NIGERIA** (on page 10) and then, worldwide in our **PRINT IMPACT AROUND THE WORLD** (from page 12), including our usual engagement with stakeholders of topical issues as it affect business - **VOX POP** (on pages 20 and 21). Like others, they're all full of invaluable information to aid your print purchase decisions.

And as the print season is fast

approaching which typically means a little slow down for most print businesses, this is the time to think innovatively. So, check out on pages 38 and 39 for: **BUT WAIT, THERE'S MORE: 3 NEW BUSINESS IDEAS FOR PRINT BUSINESSES**. Appropriately penned also by **Deborah Corn**, this **SPECIAL FEATURE ARTICLE** presents you with 3 new business ideas to aid your print business in moving to new heights.

LAST WORD: Note that as we get older, we have fewer new experiences and the world around us becomes more and more familiar. Sometimes, the amazing imagination and vivid memory that comes from youth are lost. And instead of remembering all the tiny details of our day, we compartmentalize and place them into memory blocks. This makes time feel like it's going so much faster, as we have fewer memories building up. This is the best time you should take a pause every now and then to soak up the moments

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and really appreciate what you have going. It's the perfect way to live in the moment, strategically take on smaller, manageable but impactful projects or delegate them to trusted allies and wade off impending stress. Focus on mindfulness - use meditation as a tool to help slow time down. Take on new experiences by creating new and memorable life-long memories that are going to stay prominent in our mind to

make you always happy and joyful. You can also learn something new, spend time with loved ones or just give yourself the opportunity to find yourself: you need it!

Please continue to do good!



Print impact around Nigeria

PROPAC GHANA SECURES MORE INDUSTRY ENDORSEMENTS FROM MARKET LEADING PARTNERS

Stories by Precious Ajuonuma & Joju Adekanbi



The manufacturing sector continues to build momentum in West Africa and Ghana remains a central driver in local development and international investment. With its stable political landscape, budding entrepreneurial population and sustainable power infrastructure, it is 'Open for Business' according to the Ghana Investment Promotion Centre (GIPC).

It's with this background of industrial opportunities that Afroset Montgomery has launched its packaging, printing, plastics and processing portfolio exhibition into Accra. And with the pedigree of running the largest

manufacturing event in the region - PROPAC West Africa, which takes place in Lagos annually; comes the knowledge and expertise to build on a sure footing for a successful event in Ghana. Therefore, PROPAC Ghana will take place at the Grand Arena, ICC from the 6th to 8th June 2023 and is expected to welcome more than

100 brands and 2,500 visitors through the doors of the purpose-built venue even from countries such as Togo, Benin, Cote d'Ivoire, Burkina Faso and Senegal aside huge quality visitors from host country - Ghana.

Since the announcement of PROPAC Ghana, the organisers have worked hard to garner the endorsement and support of key industry partners including the Association of Ghana Industries (AGI), who are confirmed as Lead Industry Partner in their position as foremost association in Ghana's manufacturing sector; they have fully endorsed the event and will be present for the opening

ceremony. Ghana Export Promotion Authority (GEPA) have also endorsed the event and are supporting trade delegations from across the wider West African region that will see a comprehensive buyer's program for those in the Food & Beverages (F&B) and Fast-Moving Consumer Goods (FMCG) industries who are in need of an upgrade or new technology in their supply chains and factories. Alongside this, the Ghana Investment Promotion Centre (GIPC) will be present with an investment hub ready to meet international companies looking to establish a foothold in the Ghanaian market.

On top of these three industry partners, other confirmed endorsements are from Ghana National Chamber of Commerce & Industry (GNCCI), Institute of Packaging Ghana (IOPG), Ghana Printers & Papers Converters Association (GPPCA) among many others. All these will add to the invaluable offerings available at PROPAC Ghana 2023.

Not only that, local companies are well represented across the exhibition hall with Jaykay Group, Docutech, Kane-Em Industries, ePac Flexible Packaging, Finepack, Flexohub and Sai Commodities, among others, already booked and ready to showcase their

products and services to the qualified audience who will be in attendance. From an international audience, Expo Austria and EECA Egypt have confirmed pavilions and there will be group delegations from China, India and South Africa among a total of 15 countries who are represented currently, with many more in the pipeline.

Running alongside the exhibition booths and product showcases will be an industry leading conference program that will provide insight, explanations and thoughts on the trends and pertinent topics faced by the industry today. These include sessions on the circular economy, sustainability and financing options for SME and Multi nationals among others. In total, more than 40 speakers are expected and the full three-day program will be announced in the coming weeks.

With 75% of the exhibition floor already booked, don't delay and get in touch with the organisers today to find out how you could showcase your business at the newest platform for the industry, **Contact the Team Today** or stay up to date with all the latest developments about the event and **sign up for the newsletter today.**

Or for further details, visit the website - www.propakghana.com

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The Vision melter, the Performa heated hose and the Volta electric head make adhesive application energy efficient.

Users of adhesive application systems have three levers for saving resources at their disposal: optimizing the gluing processes, using newly developed, energy-efficient application systems, and using modern hot melt adhesives. In many production plants, the adhesive quantity applied is up to 30 % higher than the quantity actually required. Often, one reason is that the pump pressure on the melter is manually increased when the amount of adhesive on the substrate decreases. However, this does not eliminate the cause: this can be, for example, a clogged nozzle on the application head, a clogged adhesive filter, an improper temperature reduction or a drop in compressed air. After a maintenance, the process parameters are no longer correct. Too much adhesive is applied.

An Adhesive Measuring System (AMS) can quickly detect when too much adhesive is being applied. The AMS is already integrated in the latest generation of melters - Vision. In addition, manual adjustment of the pump pressure by the operating personnel is also made more difficult with Vision, as a tool is required for this. The pressure applied to the melter can also be monitored with an optional system component. If the pressure drops below a minimum value, the melter switches off. The reason for a reduction in the amount of adhesive applied to the substrate becomes clearly visible. Manual intervention in existing application parameters is not necessary.

Saving resources with modern components

The fewer components that are operated with compressed air, the lower the consumption of compressed air and the risk of leakage. With pneumatically operated application heads, the

solenoid valves can block if the compressed air is contaminated. Electric application heads offer an alternative. They increase system availability while requiring less maintenance, and they also reduce noise levels. With the new Vision melter and the Performa heated hose, energy savings of up to 48 % are possible through energy-efficient design. In an independent field test, tobacco company JTI Switzerland tested Robatech's new adhesive application system on a packaging line for two weeks and confirmed this figure.

Alternatives to EVA hot melts

Robatech's adhesive application systems also melt, convey, and apply modern hot melts such as low-temperature or metallocene-based adhesives. They are an alternative to EVA hot melts, which are applied at 160 °C to 175 °C. Low-

Continued on page 13 >>

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CADBURY LAUNCHES 'WORLDWIDE HIDE' EASTER EGG CAMPAIGN



Cadbury has launched its 'Worldwide Hide' campaign for the third year running. The campaign invites people to hide digital purple eggs anywhere in the world via Google Street View. The hider can even choose to send a real egg straight to their loved one's home once the egg has been found.

More than a million eggs were hidden over the course of the last two years' campaigns. For this year's campaign, London based ad agency - VCCP is creating localised DOOH (Digital Out of Home) creative using anonymised hiding spot data from the Worldwide Hide platform. The bespoke digital ads will appear in nine key cities up and down the country, including Bristol, London, Birmingham, Liverpool, Leeds, Cardiff Manchester, Nottingham and Glasgow. They will feature real hiding spots used on the platform, each from the city where the ads are displayed.

For digital and social creative, Cadbury will use the anonymised hiding location data from the Worldwide Hide platform to create interest-based creative that will showcase eggs hidden in a range of spots relevant to interests. For instance, Birmingham Botanical Gardens for gardeners and garden lovers. This new mechanic will reinforce the hiding ritual and aims to inspire more Brits to participate in the annual Easter Egg hide by showing that everybody's getting in on the action. A 20-second film has also been created, showing a giant purple egg placed in locations around the world including on the beach, in the forest and in a small village, and will run on TV across the country.

PERSIL ROLLS OUT ACCESSIBLE QR CODES ON ITS PACKAGING FOR VISUALLY IMPAIRED



Detergent brand, Persil, has launched enhanced QR codes, designed to help blind and partially sighted people, on its packaging. The codes are included on the packaging for Persil's new plastic-free capsules and Ultimate Liquids ranges and will be added to other Unilever products in the UK and around the world later this year.

The codes were created by AR firm Zappar, working in partnership with Unilever and the Royal National Institute of Blind People. They work in conjunction with Zappar's accessibility app, Zapvision. When scanned, they provide the consumer with usage instructions, safety warnings and recycling information via the app, using large-format text or audio.

"Ensuring our Unilever products are accessible to everyone in society is not just an important element of our equity, diversity and inclusion commitments – it makes good commercial sense too," said Peter ter Kulve, President of Home Care at Unilever. "With nearly 2m people in the UK living with sight loss, we've now made one of our most loved UK Home Care brands, Persil, fully accessible to them for the first time – courtesy of the Accessible QR code."

SIGN AND DIGITAL UK BRINGS FACE-TO-FACE BUSINESS BACK TO THE INDUSTRY

Sign & Digital UK, which ran from 21 to 23 March, brought thousands back together to share information, network and, most importantly, do business. The positive experience for exhibitors has led to a record number rebooking already for next year's event.

Exhibitors across the hall, large and small, met and exceeded their targets for the event, and many said they took several orders on the stand. Event director, Jenny Matthew, said, "It was really encouraging

to hear that so many of our exhibitors took orders during the show. Sign and Digital UK has always been known as a 'selling' show, and this year it certainly earned that label."

The visitor experience continues to improve, with more features and services introduced to help educate, inform and guide sign-makers attending the event. The Explains Lounge, run in conjunction with the ISA UK trade association, saw more than 30 people presenting or being part of expert panels over the three days, with many interesting and informative sessions standing room only. Craig Brown, CEO of ISA UK, said, "We had some really interesting sessions this year and this was reflected in the numbers of people coming to see them and also in the questions they asked. I certainly learned a lot, and the feedback I received suggests many others did too."

Alongside the Explains Lounge was the Sign Surgery, which allowed visitors to spend time with individual members of the panels and the ISA directors to ask questions and receive advice. "As the trade association for the UK sign industry, it was so valuable to be able to spend time with sign-makers from across the country at the show. We had lots of great discussions, and we also did our best to answer questions and explore new ideas and initiatives," adds Craig. Also, the Sign Studio with Paul Hughes ran eight sessions a day demonstrating vinyl application onto walls and vehicles. This was hugely popular, drawing big crowds and very positive comments.

Not only that, the Hexis Wrap Battle contest was hugely popular and ran throughout the show. The competition was incredibly stiff, with all the heats and finals drawing big crowds and encouraging their favourites. The final took place on the last day and was won by Chris Hooper of Wrap Worx. Congratulations also to Oli Goodman of Wrap Capital, who came second and Aleksejs Kosarevs of AKtints LTD, who came third.

Jenny Matthew concludes, "It felt like the industry was well and truly back and looking as healthy as ever. It is so encouraging for us to see how people respond to Sign and Digital UK. It is an important part of the industry's calendar and a great opportunity to get together, reconnect with old friends and do some great business. We spent a lot of time

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HOW TO TELL IF YOU ARE CONSIDERED A PRINT VENDOR OR A PRINT PARTNER

PRINT MED-A-CENTRA

ARE YOU A PRINT PARTNER OR A PRINT VENDOR?

by Deborah Corn



If print customers are thinking of you as a print vendor and not as a print partner, you are in serious trouble. You are interchangeable. You are competing on price. You are a number on a spreadsheet. You aren't top of mind for recommendations or referrals. You are on the way out and you probably don't even know it. So, how can you determine the position you occupy with print customers?

More than likely if you are asking yourself that question now, you are a print vendor. But just in case, here are 2 ways to tell for sure:



1. QUESTIONS

Back in my agency days, I called upon my print partners to help me create specs, find resources, and explain how something worked or needed to be created to work. I asked for ballpark guesstimates and recommendations for paper. I asked for printed samples to show internally and externally. And more.

I asked for some or all that assistance as needed. My partners helped me without any expectation they would receive the job in return. I can feel you rolling your eyes, and that is fair. My asks took time and resources. However, in so many cases if I couldn't get initial information upfront, I couldn't make the best recommendations to the creative team. That would have consequences and never happy ones.

If you are a resource under any condition, you are a print partner. If your help is transaction based, you are a print vendor.



2. ISSUES

There are 100+ ways a printing job can go wrong, but only one way a print partner responds to it – “Don't panic, we will get it done.” That doesn't mean for free, it means

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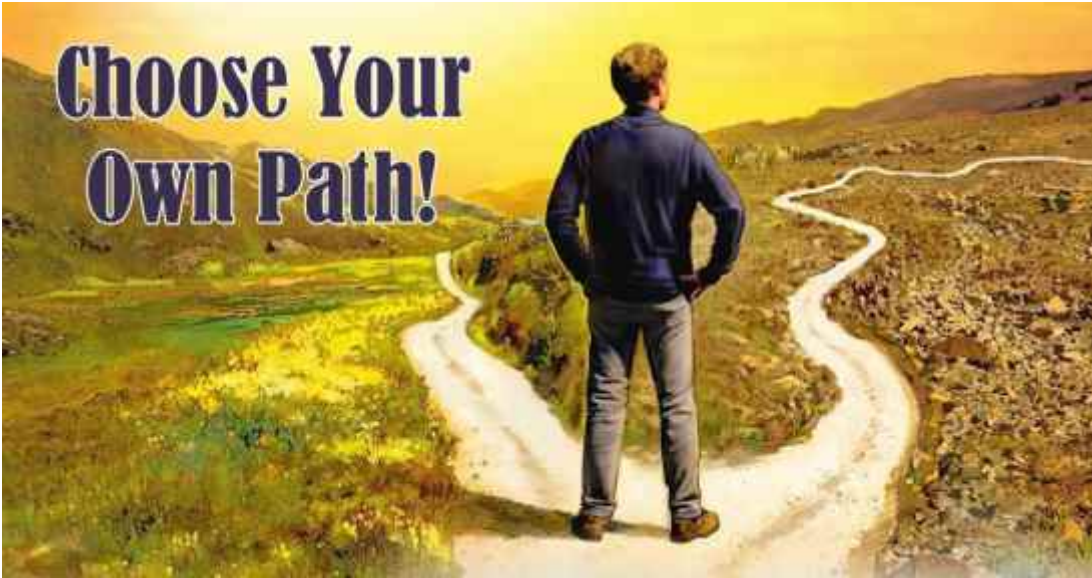


exactly what it means... **WE GOT YOU.**
We hear you. We will get it done.

A print vendor on the other hand typically leads with all the reasons it can't be done or shouldn't be done. They tend to focus on blame versus proactive solutions. They tend to focus on the money to fix the problem and not lowering the temperature the problem caused. This

position often leads to a worse customer relationship, not a better one.

It's like an insurance representative explaining how your rates will go up after a car accident and not asking if you are okay, first. Just leaves a bad taste in a highly emotional situation. And trust me, any issue with printed materials for a giant global brand or a local solopreneur is an emotional situation.



CHOOSE YOUR PATH

Despite wishful thinking, I don't think all printers can be or should be partners with all customers. There are customers who deserve your partnership, and some who don't.

When you can be a partner and it is reciprocated in a way that benefits a print business in terms you have defined, go all in, and never look back. For everyone else, I strongly suggest you assess whether

they are right for your business before you continue wasting time and resources on print customers and relationships that will never change.

If they are salvageable, look to use your website information and educational content to address the most frequently asked questions. Put an e-commerce system up to provide quick quotes and for job ordering from transactional customers so you aren't offsetting profit with time.

PARTNER LONG AND PROSPER!

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Deborah Corn is the Intergalactic Ambassador to *The Printerverse™* at Print Media Centr, a *Print Buyerologist™*, industry speaker and blogger, host of Podcasts from The Printerverse, the cultivator of Print Production Professionals - the #1 print group on LinkedIn, Girl #1 at *GirlsWhoPrint*, host of *#PrintChat* every Wednesday, the founder of *International Print Day* and the founder of *#ProjectPeacock*. Deborah has 25+ years of experience working in advertising as a Print Producer. She currently provides printspiration and resources to print and marketing professionals through PMC and works behind the scenes with printers, suppliers, and industry organizations helping them create meaningful relationships with customers, and achieve success with their sales, social media, and content marketing endeavors.



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HOW TO BUILD YOUR PRINT BUSINESS FROM THE INSIDE

PRINT MEDIA CENTRA

HOW TO BUILD YOUR PRINT BUSINESS FROM THE INSIDE

BY SANDY HUBBARD



Are you ready to build your print business from the inside so it works better on the outside? Working on the inside of the business sounds lofty and philosophical, but what does it look like in action?

Let's start with what your print business COULD be.

There's always a gap between where a print business is and where they want to be. If you are a person who (for example) writes up goals and resolutions for the new year, addressing the gap may seem like a wishful exercise. We glance around at competitors and businesses in other sectors doing extraordinary things. We probably have old tapes playing in our heads about what we should have accomplished by this point in our lives. We might think to ourselves, "If only I had more money, self-discipline, time, or support from the right people."

This isn't defeatist thinking. It's just unstructured thinking.

To make progress, you need to

add more structure to your business growth process, especially at the beginning of the year. No matter how you celebrate the New Year, you can't deny the collective energy of hope, expectation, and belief that encircles the globe as we enter the new year together as one world.

Tap into that energy source to propel yourself ahead!

That may seem a little woo-woo, so let's think about this logically.

What are the areas that genuinely strengthen a print business? For me, this is what I believe, and you will create your own list:

- Aiming high.
- Identifying shared values.
- Finding people who want to do good things in their communities and the world with their money.
- Creating an environment where people want to do their best.
- Choosing ethical providers and vendors.
- Surrounding myself with people who want me to



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www.wheretoprintmagazine.com

succeed and appreciate that I want them to succeed as well.

- Creating the kind of business that can span the generations and help print thrive.

You can see this is a deeply personal list. Especially in family businesses, not everyone will agree. It's a process that may take time. If you are a solopreneur, you need someone to have these discussions with who can hear you without being prescriptive. The discussions and revelations from the process will help you build from the inside. I tell clients, "Feel the discomfort and do it anyway!"

How important is this process?

It's important. This is how the strong get stronger. The companies that lead the way in profits, new ideas, market dominance, and strategic business decisions go through this exercise regularly. They are aligned and strong on the inside. Their strength and commitment compel them to do the hard work because they see results. You don't have to be a big company, but you have to believe in yourself and your potential.



Sandy Hubbard is a Marketing Strategist and Business Advisor specializing in the printing industry. Connect with Sandy on [LinkedIn](#) or in the [#PrintChat group](#), which she co-hosts with Deborah Corn.



NOW IS THE TIME

Why now?

We're entering a time of great opportunity, with more upheaval for our industry to come from unexpected places (more on that later). Laying the groundwork is vital.

A more powerful and strategic print business is waiting to emerge from the inside. Let's do this!



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



flip to the **Next Page**

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Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

ATTEND IPPPEX 2023 TO LEARN ABOUT LATEST TRENDS

With the theme: "The Power of Face-2-face Marketing in a Virtual Age," organiser - DCS Integrated Media LTD has promised participants that this year's **International Paper, Publishing & Printing Expo (IPPPEX 2023)** will be a great opportunity to learn about latest trends, technologies, and products in the paper, publishing, textile, promotional product and printing industries.

Accordingly, the hitherto Nigeria International Print Expo (NIPEX) scheduled to take place from 27 to 29 April 2023 at Landmark Centre, Victoria Island Lagos is coming at a time the print & allied industry is yearning for relevance in the face of stiff competition from the virtual world. To DCS Integrated Media; "In a world that is increasingly virtual, it's important to remember the value of in-person connections. IPPPEX 2023 offers the perfect opportunity to



meet new people, expand your network, and make lasting connections with others in your field", noting further that; "Of course, there will also be plenty of opportunities to learn about new printing techniques to innovative packaging solutions, and you'll be able to see and experience the latest products and services first-hand".

To be chaired by the Managing Director of Tripple Gee & Co Plc - Mrs. Adebimpe Giwa, top companies that have confirmed their participation at IPPPEX 2023 in order to showcase their brands include CIS Buro, Deekay, Digitalreality Print, Gific Printing Solutions, QueensBridge, Skysat Technologies, Technology Global Services, XHS and a host of others. Organiser also said IPPPEX 2023 will co-locate with International Print on Textile Expo (IPONTEX),



Marketing and Promotional Products Expo (MAPPEX) to ensure over 2,000 key decision-makers visit the show.

The event will also host a one-day conference with paper presentation and panel discussion in conjunction with the Nigerian International Pulp & Paper Summit on the theme: Innovation in Raw Materials Research for Sustainable Local Paper Production under the chairmanship of DG, Manufacturers Association of Nigeria (MAN) - Mr. Segun Ajayi-Kadir. Register to attend via <https://nipex.org.ng/visit/>

3D PRINT FLIP-FLOPS, NOT SHOES



Many startups, fashion brands, original equipment manufacturers (OEMs) and large shoe companies are working on 3D printed shoes. I love the optimism and the fact that this could one day lead to millions of 3D printed shoes. However, I do think that there are lower hanging fruit that businesses in the industry can grab before issues related to 3D printed shoes are resolved.

Issues with 3D Printed Shoes

3D printing a whole shoe is a bit problematic. Additive manufacturing (AM) is traditionally bad at flexible and soft materials. Advances in silicone 3D printing notwithstanding, the industry has had problems making soft and flexible materials that last a long time in the field and can withstand continued stresses and use. Temperature resistance, chemical resistance, and the ability to withstand the wear and tear of the streets has been problematic.

Additionally, while polymers are not great at breathability in general, the ones the 3D printing industry tends to use are very sweaty indeed. The sector has had a lot of progress with PA 11 for Multi Jet Fusion and TPU for material extrusion. Carbon has demonstrated progress in terms of quality and strength for photopolymer materials. However, on the whole, most 3D printed shoes are a sweaty affair. Also, the



performance of lattice structures is difficult to predict and a nice-looking lattice will often not bend in an organized way but collapse like wet spaghetti thrown at a wall. I've opined before that, if we want to 3D print the whole shoe, we should opt for collaboration with a weaving technology or something like Shima Seiki's 3D knitting system to make the upper.

3D Printed Soles

There are many advantages to 3D printing midsoles and soles. AM can

make the shoe (or custom insoles based on a scan of your foot) your exact size. By trapping air, material extrusion can create custom air pockets to give you a comfort that is impossible with other techniques. At the voxel level 3D printing can offer dynamic insoles that are unique at every point, also something that you cannot do with other technologies.

AM can produce locally close to the consumer and make shoes to order. It can fabricate with less waste and fewer materials. 3D printing can

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SPECIAL FEATURE ARTICLE

reduce pollution and CO2 emissions because the fewer materials means a single shoe can be manufactured in a single place. 3D printing can create effects inside the sole to stop slippage, as well as unique lateral or forward motion patterns. AM can also be used to produce shoes more quickly, depending on market trends and without any stock. This means you could easily create one-offs or very unique designs to grab attention, find collectors and new markets.

3D Printed Orthotics and Specialty Shoes

I really like 3D printing as a technology for orthotics and other custom- or quasi-medical soles or shoes. SmarTech Analysis projecting it as part of a segment that will reach nearly \$1 billion in revenues by 2030 in its **"Medical Devices 2021: Market Opportunities for 3D Prosthetics, Orthotics and Audiology Devices"** report.

I also like AM for specialized shoes, such as HP did with climbing shoes. I can really see a business case for 3D printed soles, especially in conjunction with companies or organizations that walk a lot. Imagine you could go to the US Army and tell them you could make all of their 480,000 personnel walk with greater comfort and feel more well rested. The same could be done with UPS, the NYPD, and other organizations. Construction companies, factory workers, and more could benefit, as would their employers if they got customized gradient insoles. That's a wonderful business case.



3D Printed Sandals

3D printed shoes (as is) are too expensive. However, in the long run the potential to upend the shoe business. By requiring less capital tied up in stock and creating less fashion risk while being quicker to market, 3D printing can disrupt the shoe business - if someone gets it right. But, this will take time. Until then, it's possible to 3D print a perfectly viable 3D printed footwear product for the masses right



Using desktop material extrusion 3D printers, powder bed fusion equipment, and flexible vat polymerization resins, AM can already make fully functional 3D printed sandals. They'd be more expensive than regular sandals, but, we can make unique textures with wicking effects to engender comfort. Because they don't enclose the foot, you don't have the problems that the 3D printed shoe has. It won't be sweaty as hell. Your feet won't feel hot and uncomfortable. You won't slip and slide around like crazy inside the shoe either.



It's possible to customize the inside structure to a 3D scan, or even customize at the voxel level with a gradient sole. One could make the whole thing out of one 3D print out of one material. It would be cost-effective to make and require little labour. It would be a low structure, so a very cost-effective 3D print.

People have been 3D printing slippers for years now. **Asics made** a recovery slipper, **Retraction Footwear** attempted to sell 3D printed flip flops, but didn't succeed. People tried to do a Kickstarter with Impact footwear as well but this didn't work. **Fused** and **Zellerfeld** are developing slip-ons that are close to sandals.

However, still no one has really built a brand around a 3D printed slipper successfully. Most of the 3D printed efforts were simply not promoted well enough and didn't reach a wide audience. Others looked horrible or were poorly made. Generally, no one has seemed to make a good brand, a good idea and a good design come to life in the minds of many. This is a straightforward business opportunity but getting it right won't be easy.

Culled from 3dprint.com written by Joris Peels



where to print

MENTORSHIP PARTICIPANTS' BENEFITS

1. Academy - free & highly subsidized print & allied training.
2. Tool - free access to resource Material online.
3. 24/7 access to mentor subject to mentors - subject to availability.
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6. Evening Dinner with Investor/Mentor.
8. Booth Camp/ Boat Cruise exclusivity .

MENTORS' / INVESTORS' BENEFITS

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



Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi

WHAT ARE THE EFFECTS OF THE RECENT NEW CURRENCY AND CASHLESS POLICY BY THE CBN ON YOUR BUSINESS AND HOW DID YOU MANAGE ISSUES THAT AROSE FROM THIS POLICY WITH YOUR CUSTOMERS?



The Nigerian Central Bank (CBN) announced recently the redesign, production and circulation of new series of three banknotes out of the existing eight banknotes, comprising N200, N500 and N1000 denominations as part of its cashless policy adducing many benefits. Part of the CNB policy also stipulates daily cumulative limit of N500,000 and N3,000,000 withdrawals by individuals and corporate customers respectively. However, this has attracted various reactions from individuals and businesses especially Small and Medium-sized Enterprises (SMEs) across the country who are groaning in dire straits as the economic crisis brought about by the cash swap policy continues to fester. This is why **WHERE To Print VOX POP CREW** went to town to find out - what measures print practitioners are taking to manage issues from the new CBN policy. Check out practitioners' responses in excerpt below:



Honestly, it has been very hard for us, we were not able to get transport to come to work or go back home. On the other hand, the cashless policy helped us to spend wisely because personally I spend a lot daily and all these were curbed as a result of the new policy. It hasn't been flowing well but we believe God to help us.

**MR CHINAZA KINGSLEY
- MAT BOX SIGN TRADE**



Cash has been scarce and going to a month now, I have not held cash in my hands. It really affected our business I must say but we kept pushing and we believe God to come to our aid.

**MR. SAMUEL ABU
- SM PRINTS**



Actually, it's not really being bad. The new CBN policy has helped us from unnecessary spending. The only issue we had was delay in transfers, aside that we were able to scale through it all.

**MRS. DUROJAIYE OLAIDE
- PRINT AGE MEDIA**



We were not really affected because we did not really have customers bringing in cash. They were always making payments through transfers or cheques. So, business has been relatively smooth so far.

**MR. KALEJAIYE ABDULWASIU
- PRINT LEGEND**



There is no money in circulation and our business was affected a lot because our customers always deal with cash. We pray we get out of this soon because business has been down ever since.

**MR. ABIODUN ADENUGA
- MIGHTY ADENUGA GRAPHICS**



It really affected us a lot because we were receiving more of cash as means of payment. But then, we had our way around it as some customers opted for transfers. We pray Nigeria gets better.

**MR. SEGUN ADEOYE
- WORK IT BRAND**



It really affected us. Most of our clients opted to transfers which eventually led to some transfer errors. And there were other transactions that required paying in cash. We had to buy money at some point and it was really bad. The logistics affected us a lot too. God help us in this country.

**MR. ABAYOMI ADETOLA
- ECHOPRINTS**



We were not affected because we always accept transfers. So, business was smooth for us. Although we are fully aware it affected a lot of business but it is well.

**MRS. MARY ADEOSUN
- DANNY PRINTS**

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Print impact around Nigeria

Stories by Precious Ajuonuma & Joju Adekanbi



I've decided to get POS for the running of my business since almost all my customers are now doing transfer. So, I will advise others to digitalized their processes by accommodating other payment options.

MR. SAMORA KING
- SAMORA GRAPHICS



In my opinion, I only try to focus on the positive aspect of the new CBN policy which includes; expansion of various payment channels, elimination of cost involves in managing currency and going cashless may also reduce some form of crimes in the country.

MR. BENJAMIN OYENEYE
- GLASCOM PRINTING PRESS



It has been hell to our business from making payment of jobs and receiving of previous job because of this cashless policy. The rate of business has dropped drastically.

MR. CHARLES ONETTE
- DARCOZILLA PRINTS



The effect of the recent new currency and cashless policy by the CBN on my business is that it made my business move forward because when customers are unable to buy things from the market due to the fact that most of the traders do not have an account to enable transfers, they sought after businesses like mine that uses POS for transactions.

MRS. AMINA BUBA
- DE VISION CONCEPT



The effect of the new currency on our business is that it reduces sale, scarcity of cash, high cost of production. But we were able to manage issues with our customer through electronic bank transfer and internet banking.

MR. KOMOLAFE OLADIMEJI
- BANCOD LTD



To me I feel it eliminates the cost of managing currency and going cashless may also reduce certain crimes in our country.

MR. PROMISE OGUNJOBI
- GLOMMY VENTURES



One of the advantages of the new CBN policy is that it expands various payment channels that businesses should take advantage of.

MR. GOODLUCK JOHNSON
- SIBOM NIG LTD

OUR VERDICT?

Without doubt, this CBN policy has impacted the general populace but most especially small businesses. It is therefore advised that entrepreneurs make critical changes to their operations in order to accommodate policies (such as these) to cushion the effects on their customers and businesses. Specifically, businesses must ensure they are equipped with alternate payment solutions (both online and offline) for a seamless payment transactions and smooth operations that engender sustainable profits and business growth.



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HOW TO ATTRACT THE BEST PRINT CUSTOMERS

PRINT MEDIA CENTRA

HOW TO ATTRACT THE BEST PRINT CUSTOMERS

by Tod Cordill

"Nobody ever asked me what customers I wanted before." This was told to me by the VP of Sales at a \$25 million revenue commercial print business a few years back. Throughout his career, new print customers came in seemingly randomly by referrals, leads from the website and the phone, and hunting sales reps. In this COVER STORY article written by Tod Cordill, you'll discover how to consistently attract the best print customers to your business. Let's go!

Print Marketing efforts can be categorized as inbound or outbound marketing.



Inbound Marketing

Inbound marketing is a phrase coined by Hubspot about a dozen years ago. Inbound leads are people that fill out a form on your website, send an email they've seen on your website, or call a business phone number. This is like content marketing.

Content marketing enables inbound marketing. A good content program helps your website

rank well in Google searches; some people doing these searches will become inbound leads. They actively came to you, hoping that you could solve their needs. They have a high propensity to buy from you. Inbound leads that are similar to your better print customers are ideal.

Therefore, creating content is a marketing investment that can pay off handsomely over time. An effective inbound marketing program can be the most cost-efficient way to generate leads, but it does require persistence over a period of time.

One problem is that you have no control over who these leads are. Some are (hopefully) great, some might be okay but not necessarily print customers you would go after, and some aren't a good fit for your company.

Another problem with inbound marketing is that it is a passive "build it and they will come" strategy. So, choose and follow-up wisely.

OUTBOUND MARKETING



Outbound Marketing

Outbound marketing actively targets customers you believe are a good fit for your services. You get to choose which print

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HOW TO ATTRACT THE BEST PRINT CUSTOMERS



customers you go after. You can use a variety of outbound channels to reach these print customers, including:

- Phone calls
- Cold emails
- Direct mail
- Targeted advertising

While these potential customers might be a fit for your needs, they are likely not actively looking for your services when you reach out. Serendipity does happen, and you stumble upon a current need, but your outbound program shouldn't rely on this.

The best outbound marketing programs have multiple marketing touches done over time on various marketing channels. It can take seven or more phone calls or emails to get a response, and when you do get a response, it may not be what you yearn for.

A problem with outbound marketing is that you're reaching out to people that likely don't need your services now. They aren't in buy mode. But the best outbound marketing programs continue to nurture prospective customers long-term. The goal is to be top-of-mind when a need does arise.

Inbound and outbound marketing programs are a long game, although outbound marketing is proactive and can have short-term success. An effective outbound program requires you to stay in contact with most leads over time. They need to think of you when they are ready to buy.

Effective outbound marketing programs select companies that are a good fit for your services. You can target hundreds or thousands of companies by industry, size, geography, or other criteria. And this Account Based Marketing.

Account Based Marketing

Outbound marketing programs typically reach many companies that have some things in common. You can customize your messaging based on the market segments you identify and the job titles of people you're reaching out to, but the messaging is generalized.

But you can identify a few companies that share characteristics with your very best customers and focus many of your sales and marketing resources on them. Account-based marketing consists of:

1. *Finding companies* that could become one of your top customers
2. *Research the company and learn its major initiatives* and its biggest challenges. You can learn these from press releases, executive interviews in trade magazines and podcasts, gleaning all you can from their website, and reading social media posts and job listings. Public company quarterly earnings calls can be the best source of information for public companies.

3. *Match the initiative* and challenges with your capabilities. Determine how to communicate your abilities in a way that makes you appear unique.

4. *Identify key decision-makers* and influencers. Identify actual people, not job titles, and gather their contact information.

5. *Select and edit existing* content and create new content that addresses the company initiatives

and challenges. Tailor the content for each decision-maker.

6. *Use multiple marketing channels to get your content* in front of decision-makers and influencers. Use some combination of advertising, social media following and connecting, and direct mail. Once you have established brand recognition, you can start with direct emails and phone calls.

While strategic sales teams have always targeted accounts and created customized slide decks, account-based marketing is a process you plan on spending months or years to land your new best customers.

While you still can't directly choose your customers, account-based marketing increases your chance of



Tod has worked in a variety of industries including software, manufacturing, printing, and eCommerce. He currently helps B2B companies integrate digital marketing channels into existing sales and marketing efforts by combining his P&L perspective with an engineering problem-solving structure. Get in touch and learn how **Moderno Strategies** can help you efficiently drive business growth. Connect with Tod: [@todcordill](#) on Twitter and on [LinkedIn](#)

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NESTING AS PACKAGING DESIGN



Nesting is a design principle inspired by the way birds arrange their feathers to provide insulation and cushioning for their eggs and chicks.

In packaging design, the principle of nesting is applied by creating boxes or containers that fit together like puzzle pieces, allowing for efficient use of space, protection of the product, and reduced waste.

Here are a few examples of how nesting can be applied in packaging design:

E-commerce boxes: By designing e-commerce boxes to fit together like puzzle pieces, companies can reduce the amount of empty space in a shipment. This not only reduces the need for additional filler material but also decreases the overall weight and size of the shipment, which can lead to cost savings and a reduced carbon footprint.



Egg cartons: Egg cartons are a classic example of nesting in packaging design. The individual pockets in egg cartons are arranged to maximize the number of eggs that can fit in a single carton while minimizing the amount of space between the eggs. This reduces the risk of the eggs breaking during transportation and reduces the amount of packaging material needed to protect them.



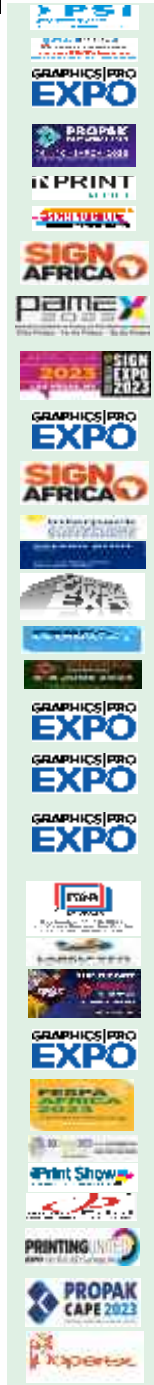
Corrugated boxes: Corrugated boxes are designed with fluted paperboard between two flat sheets of paperboard, which creates a strong and durable structure. By optimizing the size and shape of the box to maximize nesting, the amount of material used in the manufacturing process can be reduced, which can lead to cost savings and more sustainable packaging.

Overall, the principle of nesting is a powerful tool in packaging design that can help to reduce waste, protect products during shipping, and optimize the use of materials. By taking inspiration from natural systems, designers can create packaging solutions that are both efficient and sustainable.



PRINT & ALLIED EXHIBITIONS FOR 2023

S/N	EXHIBITION	LOCATION	DATE
1	PSI	Messe Düsseldorf, Düsseldorf Germany	10 - 12 January 2023
2	PAPER ONE SHOW	Expo Centre Sharjah, UAE	21 - 23 February 2023
3	GRAPHICS PRO EXPO	Irving Convention Centre, Irving Texas, USA	09 - 10 March 2023 Education Day: March 08
4	PROPAK EAST AFRICA	The Sarit Exhibition Centre Nairobi, Kenya	14 - 16 March 2023
5	INPRINT Munich	Messe Munich, Munich Germany	14 - 16 March 2023
6	SIGN & DIGITAL UK	NEC Birmingham, UK	21 - 23 March 2023
7	SIGN AFRICA Durban	Durban International Convention Centre, Durban South Africa	22 - 23 March 2023
8	PAMEX 2023 INDIA	Bombay Exhibition Centre, Goregaon, Mumbai, India	27 - 30 March 2023
9	ISA INTERNATIONAL SIGN EXPO	Mandalay Bay Convention Centre, Las Vegas Nevada, USA	12 - 14 April 2023 Pre-Conference: April 11
10	GRAPHICS PRO EXPO	Hall C2, Charlotte Convention Centre, North Carolina, USA	27 - 28 April 2023 Education Day: April 26
11	SIGN AFRICA Cape Town	Cape Town International Convention Centre, Cape Town South Africa	03 - 04 May 2023
12	INTERPACK	Messe Düsseldorf, Düsseldorf Germany	04 - 10 May 2023
13	SCREEN PRINT INDIA	Mumbai, India	11 - 13 May 2023
14	GRAPHICS Canada	Toronto International Centre, Toronto, Canada	11 - 13 May 2023
15	FESPA GLOBAL PRINT EXPO	Messe Munich, Munich Germany	23 - 26 May 2023
16	PROPAK Ghana	Grand Arena, AICC, Accra Ghana	06 - 08 June 2023
17	GRAPHICS PRO EXPO	Halls A&B, Indiana Convention Centre, Indianapolis, Indiana, USA	15 - 16 June 2023 Education Day: June 14
18	GRAPHICS PRO EXPO	Hall E, Oregon Convention Centre, Portland, Oregon USA	19 - 20 July 2023 Education Day: July 18
19	GRAPHICS PRO EXPO	Hall A, Long Beach Convention & Entertainment Centre, Long Beach California USA	18 - 19 August 2023 Education Day: August 17
20	PACK EXPO Las Vegas	Las Vegas Convention Centre, Las Vegas, Nevada USA	11 - 13 September 2023
21	LABEL EXPO EUROPE	Brussels Expo Centre, Brussels, Belgium	11 - 14 September 2023
22	PROPAK WEST AFRICA	Landmark Convention Centre Lagos, Nigeria	12 - 14 September 2023
23	GRAPHICS PRO EXPO	Halls C&D, Baltimore Convention Centre, Baltimore Maryland, USA	13 - 14 September 2023 Education Day: September 12
24	SIGN AFRICA/ FESPA AFRICA	Gallagher Convention Centre, Midrand Johannesburg, South Africa	13 - 15 September 2023
25	SGI DUBAI	Dubai World Trade Centre, Dubai UAE	18 - 20 September 2023
26	PRINT SHOW	NEC Birmingham, UK	19 - 21 September 2023
27	ALL IN PRINT CHINA	SNIIEC Shanghai, China	11 - 14 October 2023
28	PRINTING UNITED EXPO	Halls B & C of the Georgia World Congress Centre, Atlanta Georgia, USA	18 - 20 October 2023
29	PROPAK CAPE	Cape Town International Convention Centre, Cape Town, South Africa	24 - 26 October 2023
30	PAPEREX India	India Expo Centre, Greater Noida, Delhi, NCR, India	06 - 09 December 2023



NOTE:

- Contact **NUMBERS CMYK LIMITED** (publishers of WHERE To Print magazine, PROPAK West Africa DAILY, and PROPAK East Africa DAILY) for professionally packaged Official Delegation to the above shows.
- Exhibition date and venue may change at Organiser's discretion.





competitors have accounts?

Research your competitors' strategies – For each competitor and each platform, write down the number of followers, views, and likes. Write down how many posts you and they are publishing and on what topics. You might think, “No way will TikTok work for us.” Maybe you're right, but look to see which other printers are trying it and how it's working.

Research your target audience's behaviour and preferences – If your print business is B2B-focused, LinkedIn is likely your lead platform. Take a look at some of your targeted personas and see what their activity is like. If you follow them on Facebook or Twitter, see what kinds of content they are engaging with. This will help determine where and how to focus.



2. STRATEGY

Content and messaging – Do you want to share educational tips and tricks, news on substrates and embellishments, or just sales promotions? Be consistent with your brand voice and style. Is it fun and quirky, technical, or more serious in tone?

Content roadmap and calendar scheduling – Determine what you want to post, how often, and when. Create a content calendar and plan out your posts well in advance. By focusing, you will probably find that you can get your entire month's content created and scheduled in less time than by starting and stopping multiple times per week.



3. OPTIMIZATION OF YOUR PROFILE

Brand consistency across all platforms – Make sure your logo, photo, bio, contact information, and banner imagery are all consistent from

Facebook to LinkedIn and beyond. When viewed side by side, they should all look like they came from the same brand at the same time. Refresh your imagery for relevance and consistency. Properly size your banners to each platform size. Write your bio/profile in multiple lengths to make sure your key messages are delivered. Twitter allows for a bio of 160 characters. YouTube allows for 1500 characters. LinkedIn allows for 2600 characters or about 370 words.

Set up your profiles (if necessary) – If you don't have accounts (or handles) for each platform, reserve them anyway. This will hold it for you if you want to start later and it prevents someone else from encroaching on your brand.



4. CONTENT CREATION

Know your goals. Know what your audience cares about -

To design and write content that gets read and produces results, you must know what you want to achieve. Do you want new visitors to your website? Or do you want new leads, orders, and customers? Next, who is your target audience and what do they want to achieve? Understanding these points will help you produce content that is relevant and potentially informational, persuasive, or entertaining to them. Knowing your audience will help you prioritize your social platforms. Are they more likely to be on LinkedIn, Instagram, or YouTube? Video, photos, infographics, and text articles deliver information in different ways? What's the best way to showcase your unique offering to engage the people who care about it? Creating a content calendar will help you lay out a coherent plan for your topics, formats, and channels over multiple weeks and months.

5. POSTING & ENGAGEMENT

Determine the frequency and timing. Engage with others first -

Following your content calendar, you can determine the frequency and timing of your posts. How often and when to post depends on your customers. For some content and target audience, posting once per week is enough. For others, it may be multiple times per time. As for timing, test and compare your engagement levels for your posts in the mornings, mid-days, evenings, and even weekends. Post when your target customers are most likely to be online. To build engagement with your followers, a

Continued on page 30 >>



HAVE FOLDING CARTON MANUFACTURERS BEEN MISSING OUT BY NOT CONSIDERING SHEETING IN-HOUSE?



A sheeter will stack sheets centralized onto the plastic pallet, without the need for pile turning or ventilation – for maximum press and die-cutter performance. Is it time for folding carton manufacturers to reconsider in-house sheeting? By sourcing reels instead of sheets, manufacturers can optimize their purchasing price, reduce waste, and save space.

The world of folding carton manufacturing has changed drastically over the last five years. Ask any General Manager of a folding carton plant and they will tell you that supply chain management for board has become more challenging, margins have tightened, and run lengths have become shorter.

In response, press manufacturers have developed machines with higher speeds and faster job changes, while automation has helped to improve efficiency and address labor shortages.

In this era of continuous improvement, it may be time for folding carton manufacturers to reconsider in-house sheeting. While some converters are content with their relationships with sheet suppliers, it is interesting to note that almost none of those who invest in a sheeter end up going back to buying sheets.

Deceptive comfort of buying sheets

Board suppliers are happy to provide sheets because it ties the converter to them, and with a certain stock and a logistics system that has grown over years, sheets are indeed available when needed.

However, this comfort may be limiting.

By sourcing reels instead of sheets, manufacturers can optimize their purchasing price, reduce waste to a minimum, cut back on inventory, save space, and optimize press efficiency.

Many board suppliers prefer to supply sheets, and discounts for reel supply are hard to come by. Only when suppliers understand that there are far more global sourcing options for reels will they offer an appropriate discount.



No worries about sheet size mix and maximum press performance

Converters who buy reels do not need to worry about sheet size mixes, as many sizes can be cut from a common reel size. Cutting the web to the exact sheet size required allows the printing press and die cutter to perform at their maximum capacity. This means that inventory can be reduced, waste

Continued on page 29 >>



Side Load Boxes



Long Corrugated Boxes



Flat-Panel TV Boxes



Flat Corrugated Boxes



Brown Corrugated Boxes



Heavy-Duty Multi-Depth Boxes



Double Wall Boxes with Hand Holes



White Corrugated Boxes



Wardrobe Boxes



Inside Telescopic Boxes



Tall Corrugated Boxes



Multi-Depth Boxes



Outside Telescopic Boxes



minimized, and storage space optimally utilized, with reels easily stacked on top of each other without damage.

Although some converters may be hesitant to invest in a sheeter due to the perceived need for additional personnel and space, this is not necessarily true. The space required for pile turning sheets from wooden pallets onto plastic process pallets is similar to that needed for a sheeter, and the operator can be switched from the pile turner to the sheeter. Additionally, a sheeter will stack sheets centralized onto the plastic pallet, without the need for ventilation to prevent blocking. This not only saves space but also eliminates the need to dispose of thousands of wooden pallets each year, making it a greener solution.

In-house sheeting is worth a second look

While in-house sheeting may not be suitable for every converter, the potential to source from a wider range of producers at a lower price, save space and inventory, reduce waste, increase flexibility, and be kinder to the environment, may be worth a second look.





great strategy is to like, comment, link to, and share others' posts, not just your own.

6. MONITORING & OPTIMIZATION

Monitor each campaign's progress. Make adjustments as you go - Monitor each campaign's progress and make adjustments as you learn from the insights you capture. No one formula works all the time so you need to continually tweak the details of your prioritized social platforms, content topics, post frequency, post timing, and engagement style.

In general, as important as social media is to a marketing strategy, it cannot stand on its own. Don't expect miracles. In fact, expect slow growth of followers and engagement if you are only doing organic social posts. Print marketing, direct mail, events, and paid advertising all complement a comprehensive marketing plan.

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- 1 measure
- 2 optimize
- 3 monitor



David Murphy is the founder and CEO of *Nvent Marketing*, a marketing agency specializing in digital marketing for the print industry. David has 30+ years of experience in the graphics and document print production industry. He has served as a board member and advisor to print organizations and associations including Sustainable Green Printing Partnership (SGP), Print Industries of America (PIA), Association for Print Technologies (APTECH), and Electronic Document Scholarship Foundation (EDSF). David was also awarded the *Idealliance Soderstrom Society Award* for *Print Industry Leadership*. David can be reached at dm@nventmarketing.com

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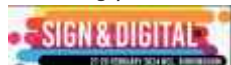


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great business. We spent a lot of time throughout the show talking to visitors and exhibitors about how to keep improving the experience, and we have lots of ideas for 2024. I would like to say a big thank you to all the exhibitors, visitors, partners and media supporters who came to the show, and we look forward to seeing you all again next year."



Sign & Digital UK returns to the NEC, Birmingham from 27 to 29 February 2024 and is free to attend for visitors. Visit www.signuk.com for more information.

MONADNOCK PAPER MILLS LAUNCHES NEW UN-PLASTIC AND SUSTAINABLE BOULEVARD™ AND PAVILION™ PC 100 WIDE FORMAT AND SIGNAGE MEDIA



Monadnock Paper Mills, Inc., the oldest continuously operating paper mill in the United States, demonstrates yet again that it's keeping up with the times by introducing the newest "Un-Plastic®" and sustainable wide format and signage materials.

"For Brands and retailers that are looking to fulfill their sustainability commitments without compromising durability, printability, and, of course, great style – the search ends here with Monadnock and our two newest product lines" said Lisa Taylor, Vice President Sales and Marketing. "We invested in developing **Boulevard™** and **Pavilion™** PC 100 without compromise, without plastic, and without a doubt that these times demand new signs."

Boulevard is an uncompromising moisture-resistant durable poster paper that is suitable for both indoor and short-term outdoor applications. The base paper and scratch-resistant print-receptive coating are engineered for durability and unparalleled performance for demanding environments.

Pavilion PC 100 is made with 100 percent post-consumer recycled waste fiber, satisfying the demand for more sustainable paper choices. It's the go-to paper stock for all indoor poster needs. It is



bright white and has a matte coated surface that is engineered for superior image reproduction. Even better, Pavilion is recyclable in the curbside mix paper waste bin.

Boulevard and Pavilion PC 100, like all Monadnock printing, packaging, and display and wallgraphics, are FSC® (Forest Stewardship Council®) certified (FSC C018866), manufactured carbon neutral, and made with 100% renewable Green-e certified wind-powered electricity, all under a third-party certified ISO 14001 Environmental Management System.

Creatives, agencies, in-store marketers, and interior designers serving the retail, hospitality, marketing, financial, healthcare, education, corporate, and home décor industries are discovering that sustainability without compromise is possible with Monadnock.

For more information on these new products and Monadnock's full line of wide format environmental graphic solutions go to www.mpm.com/WideFormatMedia.

DISCOVER THE NEW ALLDECOR 2D DECORATIVE TEXTURES THAT GENERATE EMOTIONS



*The **decal®** alldecor 2d range has tempting new proposals for wall and furniture decoration. Five self-adhesive and textured films that will generate limitless emotions in any interior space with the realism of wood, stone, and metal.*

TORRES NOVAS—**decal®** has launched five tempting proposals for interior decoration with the challenge "How many emotions fit in a space?". The answer is simple. With the alldecor 2d range, all emotions fit, and the new textures promise to generate limitless emotions.

These novelties reinforce the existing options that recreate wood, stone, and metal in an aesthetic and harmonious way, in a portfolio that also includes cement and leather. A collection of self-adhesive and textured films that stimulate the senses through deep reliefs, natural colours, and realistic designs.

Efficiency - an important element to create and enjoy the perfect environment - is ensured by the advanced properties of the High Tack permanent adhesive, the ecological face film in polypropylene (PP), and the anti-humidity release liner with double-side polyethylene (PE) coating. The easy application allows companies to save time and costs, as it can be done by employees with less practice and even inexperienced customers. The materials, once applied, last up to 10 years, are easy to clean, waterproof, and highly resistant to scratches, abrasion, chemicals, mould, UV rays, and steam. In safety terms, it stands out the certification of fire resistance and exemption from harmful agents to human and environmental health, such as plasticizers, halogen, and formaldehyde.

Applications maintain dimensional stability, and removal leaves no residues. The possibility of customization through latex and UV printing makes the decoration (even) more distinctive. You just need to choose the design and give the "final touch", for example, to children's bedrooms, office corridors, store furniture, hotel lobbies, and event booths.

LOFTWARE AND EPSON ANNOUNCE PARTNERSHIP TO REVOLUTIONIZE LABELING WORKFLOWS

Loftware, the world's largest cloud-based Enterprise Labeling and Artwork Management provider, and Seiko Epson Corporation, the global leader in colour label printers, has announced a

Continued on page 34 >>

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strategic partnership that aims to revolutionize customers' labeling workflows.

Both companies will collaborate to develop cloud-based 1-step colour printing solutions to improve print efficiency and ease-of-use. This will lower barriers for on-demand colour label printing through seamless integration with SAP and other leading business systems. The partnership will also integrate the Epson ColorWorks series of colour label printers with Loftware's NiceLabel Cloud platforms. Businesses will be able to print from NiceLabel Cloud directly to Epson ColorWorks cloud-connected printers. This will improve productivity, reduce customers' reliance on IT, minimize print errors, and decrease the cost and inventory of pre-printed labels.

The partnership between Epson and Loftware comes following a sharp increase in demand for high-productivity colour labeling solutions as businesses invested in supply chain improvements, both during and after the COVID-19 pandemic. Demand has particularly grown among companies that employ SAP EH&S ERP systems and who plan to migrate to S/4 HANA and the cloud. These businesses manage production, warehouse, and distribution facilities and operate across multiple industry segments including chemicals, medical devices, pharmaceuticals, electronics, automotive, aerospace, and retail.



The Epson-Loftware collaboration meets a growing demand from businesses for the use of colour on products, cartons, and pallet labels for identification. Furthermore, companies in the chemical (GHS), medical device, and pharmaceutical segments are faced with the urgent need to comply with international labeling regulations requiring colour. Through the integration of Epson colour label printers with Loftware's NiceLabel Cloud platforms, companies that use 2-step printing to print colour labels can now move to lower cost and error-reduced 1-step on-demand colour label printing.

EPSON FILES PATENT INFRINGEMENT LAWSUITS AGAINST RESELLERS OF REMANUFACTURED LARGE FORMAT PRINTER CARTRIDGES AND CONSUMER CARTRIDGES

Epson has announced that Epson America, Inc., Epson Portland Inc. and Seiko Epson Corp. filed two patent infringement complaints on April 10 and 11, 2023 against Creek Manufacturing LLC and Service Watch Systems, LLC, Planet Green

Cartridges, Inc., and Image Armor, LLC, I-Group Technologies LLC. The complaints allege infringement of claims from U.S. Patent No. 8,454,116. These patent claims were adjudicated in well-publicized actions filed with the U.S. International Trade Commission ("ITC"), resulting in a General Exclusion Order barring the importation of all newly built and remanufactured cartridges that infringe the claims.

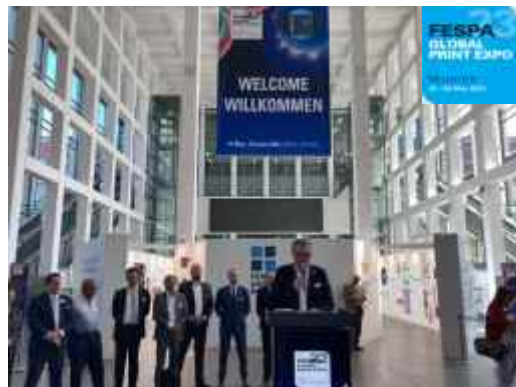
These two lawsuits underscore Epson's continuing enforcement efforts including against infringing sellers of remanufactured large format printer cartridges and consumer cartridges using third-party infringing circuit boards. Epson's concerted campaign is focused on protecting Epson's intellectual property and ensuring that legitimate resellers can compete fairly for sales of supplies for Epson printers.



Epson has a long history of vigorous legal action to protect the company, consumers, and legitimate resellers from unfair competition. These two recent lawsuits supplement Epson's earlier enforcement efforts, by seeking permanent injunctions against further infringements, as well as monetary damages, for extensive sales of patent infringing cartridges.

Epson's enforcement program includes a broad range of efforts to address patent and trademark infringement throughout the distribution and sales channels, from obtaining General Exclusion Orders through the ITC, to raids and seizures of counterfeit product and regular enforcement through online marketplaces such as Alibaba, Amazon, and eBay.

FESPA CONFIRMS FEATURE PROGRAMME FOR FESPA GLOBAL PRINT EXPO 2023



... LAUNCHES FESPA MIDDLE EAST

Fespa Global Print Expo 2023 (23 – 26 May 2023, Messe Munich), co-located with European Sign Expo and Personalisation Experience, will see the return of three popular Fespa visitor features –World Wrap Masters, Fespa Awards and Sustainability Spotlight.

World Wrap Masters

Fespa Global Print Expo 2023 will host the World

Wrap Masters Europe and Series Final (stand B2-D85), kicking off on Tuesday 23 and Wednesday 24 May with the final regional qualifying event – Wrap Masters Europe. The successful competitors from days one and two will then go on to compete against winners of the regional heats in Belgium, Denmark, Finland, Japan, Mexico, The Netherlands, Norway and UK & Ireland. The final, which takes place across Thursday 25 May and Friday 26 May, will feature a series of timed events requiring competitors to wrap cars and surprise objects against the clock. Sponsored by HEXIS and HP, the competition will be judged by vehicle wrap experts including Kiss Lajos, Ole Solskin, Justin Pate and 2022 World Wrap Masters Champion Ivan Tenchev. Visitors interested in vehicle wrapping can also access free daily training workshops and demonstrations delivered in conjunction with The Wrap Institute (stand B2-C83).

FESPA Awards

This year also sees the return of the Fespa Awards, which opened for entries in May 2022 for the first time since 2019. Over 210 submissions from 34 countries have been received and judged by a panel of independent experts.

The shortlisted entries will be displayed in the West Entrance of Messe Munich for visitors' enjoyment throughout Fespa Global Print Expo 2023 and the category winners will be announced in a VIP ceremony on 24 May.

Sustainability Spotlight

This year, Sustainability Spotlight (stand B2-B61) offers visitors the opportunity to see and touch a wide range of environmentally responsible graphics and textile material samples, including leather and leather alternatives, natural fibres, cellulose and synthetics supplied by participating companies. Each substrate will feature an information card so participants can learn more about its sustainable attributes and how to produce innovative, environmentally-conscious products. The headline partner is

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ReBoard Technology, who will supply the recyclable and reusable material used to build the entire showcase area.

OTHER NEWS

Running with the theme - *New Perspectives*, the Global Print Expo will occupy four and a half halls at Messe Munich Germany with new online *Sustainability hub*, which will provide free and universal access to FESPA's extensive content on this topic. This includes the FESPA Planet Friendly guides, which detail up-to-date environmental information and legislations, and over 150 informative articles and best-practice case studies on how to implement environmental performance improvements in a speciality print business. The hub will also feature a new, on-demand video series hosted by FESPA sustainability expert Graeme Richardson-Locke. In conversation with suppliers, print service providers and sustainability experts, Graeme will explore how to minimise the environmental impact of businesses and print processes. The Sustainability content hub will be accessible via [FESPA.com](https://www.fespa.com) from May 2023 and visitors to FESPA Global Print Expo 2023 can view an edited content stream in a seating area within the Sustainability Spotlight showcase.

Printeriors will also take the form of a virtual showcase hosted on FESPA.com, providing an 'always-on' online resource that details the dozens of interior décor applications that have been created for the physical Printeriors showcase since its inception. Launching in May 2023, the new Printeriors microsite will feature case studies explaining the production methods, technologies and substrates behind each application, as well as articles and podcasts discussing the interior décor opportunity.

In a related development, FESPA also launched new events including the *FESPA Leadership Exchange (FLEX)*, which took place in Dubai earlier this month and enabled the organisation to connect with the Middle East region. The fallout is the launch of *FESPA Middle East*, a new show serving the speciality print, signage, and visual communications community in the Middle East and Africa regions. The first edition of this annual exhibition will take place at the new Dubai Exhibition Centre in the United Arab Emirates city from 29 to 31 January 2024. The exhibition is expected to feature over 100 global brands and, at the event, FESPA will host the first *World Wrap Masters* competition in the Middle East, a *Sustainability Spotlight* educational feature, a conference and technical training programme, and a *Club FESPA Lounge* for *FESPA Direct (MEA group)* members to network.

ROLAND DGA ANNOUNCES LAUNCH OF NEW VERSAOBJECT CO SERIES UV FLATBED AND BELT- DRIVEN HYBRID UV PRINTERS




... INTRODUCES NEW ROTARY RACK XL AND ROTARY RACK XXL ACCESSORIES FOR ITS VERSAOBJECT CO SERIES AND VERSAUV LEC2 S-SERIES UV PRINTERS

Wide-format imaging leader Roland DGA has announced the launch of its new VersaOBJECT® CO Series inkjets – advanced flatbed and belt-driven UV printers that combine unsurpassed image quality, outstanding productivity, and unmatched versatility, with legendary Roland DG reliability and ease of use. The newest additions to Roland DG's innovative line of UV-LED devices, and the first to be introduced under the new "VersaOBJECT" brand line, these next-generation inkjets print directly on a vast array of substrates and three-dimensional items, enabling print providers to significantly expand their applications and product offerings.

Replacing the VersaUV® LEC2 S-Series within Roland DGA's product lineup, the new VersaOBJECT CO Series offers customers a range of configurations and sizes to suit varying production environments and requirements. Customers can choose from two available flatbed printer widths (30" and 64") as well as three available bed lengths (F200, F300, or F400). The flatbed models enable print providers and product manufacturers to perform product customization as well as direct-printing on flexible and rigid materials, allowing for an extensive range of merchandising, packaging, sign, and display application opportunities. The two Belt-driven hybrid models (CO-300 B200 and CO-640 B200), which allow for faster loading/unloading and can print on roll media as well as rigid materials and three-dimensional objects, are ideal for those seeking even greater versatility and efficiency.

All CO Series UV printers feature an impressive media height of up to 7.87 inches, making it easy for users to direct-print vibrant, detailed graphics on a wide variety of substrates, including plastic, leather, wood, and cloth. The CO Series printers' carriage clearance as well as their ability to print directly on gently curved or uneven surfaces makes them perfect for the

personalization and customization of consumer products, industrial products and parts, interior décor, signage, POP displays, packaging, and much more. In addition, the belt-driven hybrid models allow printing on items with longer shapes, as well as unique and thicker roll media such as natural or synthetic leather, felt, and rubber mats. 

Roland DGA has also introduced two new Rotary Rack accessories – the Rotary Rack XL and Rotary Rack XXL – that further expand the product customization capabilities of the CO Series flatbed and belt-driven UV inkjets. Made in the USA, these durable yet lightweight aluminum attachments allow CO Series users to print quickly and accurately around cylindrical objects ranging from .5 inch to 7.75 inches in diameter, including bottles, glassware, drinking flasks, and more. The Rotary Rack attachments are simple to install and are powered completely by the printer's gantry, making them extremely cost-efficient. The Rotary Rack XL is designed for use with the 30-inch CO Series flatbed and hybrid printers, while the Rotary Rack XXL attachment, which features two 30-inch racks for increased versatility and production capability, is made for the 64-inch CO Series models.

CO Series printers are engineered to take full advantage of Roland DG's wide-gamut GREENGUARD Gold certified ECO-UV 5 (EUUV5) inks, which cure instantly under the powerful UV-LED lamps. Users can choose from eight different ink configurations to suit their specific needs, including dual CMYK for increased productivity, or CMYK with optional Red, Orange, White, Gloss, and Primer. The White and Gloss specialty inks can be used to incorporate stunning dimensional and textural effects into prints, while the onboard Primer allows for improved adhesion and media compatibility.

All CO Series flatbed and belt-driven hybrid UV printers are equipped with innovative features that optimize overall image quality,

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Print Impact Around the World

performance, and ease of use, such as an intuitive Distance Print Mode that increases print consistency on objects that are flat, irregular, or curved, and a Reverse Blow function that removes material from the bed for clean, efficient production. CO Series printers also boast advanced safety features, including a separate control panel that creates a safe operating area, an emergency stop perimeter around the base and side of the device, and signal beacon that clearly highlights the printer status.

NEW ACCESSORIES FOR VERSAOBJECT CO SERIES AND VERSAUV LEC2 S-SERIES UV PRINTERS



In a related development, Roland has also introduced two new Rotary Rack attachments that enable the company's recently launched VersaOBJECT® CO Series UV flatbed printers as well as VersaUV® LEC2 S-Series UV flatbeds to print directly around cylindrical objects.

Sturdy, accurate, and simple to use, the new Rotary Rack XL and Rotary Rack XXL attachments allow VersaOBJECT CO Series and VersaUV LEC2 S-Series users to perform full 360-degree printing around a wide variety of cylindrical items, including larger objects, with ease and precision. The Rotary Rack XL is designed for use with the 30-inch CO Series and LEC2 S-Series flatbed and belt-driven hybrid UV printers, while the larger Rotary Rack XXL is built for the 64-inch flatbed and belt-driven hybrid models.



Both the XL and XXL attachments can print on cylindrical items ranging from .5 inch to 7.75 inches in diameter, including angled bottles or glassware, and are capable of full cylindrical wraps. The Rotary Rack XXL is equipped with two 30-inch racks, allowing for increased versatility and production capability.

Rotary Rack XL and Rotary Rack XXL are made in the USA and feature durable aluminum construction for reliable, long-lasting performance. While both attachments are extremely strong and built to last, they are surprisingly lightweight, which makes them easy to lift, transport, and use. They are uniquely engineered to fit perfectly under the carriage of the

printer and are powered completely by the gantry, allowing for cost-efficient operation. Rotary Rack setup is also a breeze – users can be ready to print in minutes.

ROTOCON AND B CREATIVE ENTER COLLABORATION WITH STADIO SCHOOL OF MEDIA & DESIGN



From left back row: Jaco Blom and Banie Stafford

From left front row: Michael and Pascal Aengenvoort

As part of its commitment to community development, ROTOCON and its marketing and branding agency B Creative are collaborating with STADIO School of Media & Design for a series of projects with second year students enrolled in STADIO's BA in Visual Arts in Visual Communication Design programme (VISCOM).

Earlier, Banie Stafford, owner of B Creative had met Dr. Willie Bouwer, Head of School for Media and Design at STADIO Higher Education Bellville Campus, lecturer Jaco Blom, and STADIO's second-year students on campus in Bellville (Cape Town) for a briefing about the collaboration.

The first project that took place on March 27 was a photo shoot with Michael Aengenvoort, ROTOCON Group CEO and Pascal Aengenvoort, ROTOCON Director and co-owner involving three defined photo layout categories. Awarded in each category for best photo will be R2,000 prize money. Additionally, B Creative will award R2,000 prize money for best 'behind the scenes' photo captured during the shoot. "It is an honour to collaborate with STADIO and support local students in our community studying media and design," said Michael Aengenvoort, ROTOCON Group CEO.



The next project with STADIO's students is a photo shoot on ROTOCON's stand at PROPAK

Cape 24 October – 26 October 2023 involving live photo capture during the show and a video compilation. "The integral message of this initial project with STADIO for their 'Photography in Practice' module is that print is not dead," said Stafford. "High quality visuals are vital to a company's brand building. The winning photos captured by the 13 students participating in this project will be featured in ROTOCON's online and printed marketing campaigns, so ensuring top quality is essential."

ECO3 REVEALED AS THE NEW NAME FOR AGFA OFFSET SOLUTIONS



After the sale of Agfa Offset Solutions to private equity group - Aurelius, the new brand name was revealed as ECO3.

The ECO3 name is connected to the firm's technology approach focused on ecology, economy and extra convenience. And with the brand strapline: 'You print. We care.' The ECO3 brand name according to Head of Marketing and Applications - Guy Desmet: "We are underlining that we want to continue to bring value to customers," adding that the brand identity also includes CMYK elements. "We have combined the logo with CMYK colours as a tribute to the printing industry. Reproduction of colour is something we have mastered for decades," Desmet explained.

ECO3 has plate manufacturing sites in Germany, South America and China. It sells around 95m square metres of plates worldwide per annum and lays claim to a market-leading position in plates in Europe and Latin America. Its product range also includes an increasingly significant range of software and workflow tools, along with CTP

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BUT WAIT, THERE'S MORE: 3 NEW BUSINESS IDEAS FOR PRINT BUSINESSES

PRINT MEDIA CENTER

But Wait ... There's More: 3 New Business Ideas for Printers

by Deborah Corn



The season is approaching and that typically means a little slow down for most print businesses, but honestly who knows anymore. We will collect metrics as we live through it and reflect on this and past years, like most situations since COVID kicked off. So, I'll adjust and quickly present you with 3 new business ideas to aid your print business in moving to new heights.

If you find yourself with a little extra time for product development and prospecting this season, here are few ideas for you to consider:

1. HOST A DESIGN CLASS

That's right. Hire a design instructor to come to your office or a space you rent to teach a class for invited VIP guests aka current customers and potential ones. It's good to have a mix. The best salespeople for print businesses are your print customers.

The class needs to be a balance of fun for them and beneficial to you. I would focus on tips and tricks for using funky finishing, popping off the page with specialty inks, and for designing digital décor.

I think those three are very topical. Adjust the concept to your capabilities and your benefit remains in any scenario. You are educating attendees about your capabilities. They also learn how to create better files for your equipment in the process. You can generate more work and/or increase your profit from customers who will want to use their new skills. The prospects have a front-row seat to your operation and your customer relationships, and you establish your shop as a collaborative partner at your first meeting.

2. SEND A 'QR CODE' EMAIL

Last year I challenged #JamieThePrinter aka Jamie McLennan, Creative Print Strategist at DMR Graphics and co-host of



the #PrinterChat series on Podcasts from the Printiverse to send a NY Times article about the QR Code trend to 10 customers who hadn't used them in their materials but could.

The email was positioned as an FYI... "Saw this and thought of you and how you could be using QR Codes in your materials. Give me a call if you want to discuss it."

The NY Times gave the QR Codes credibility, sharing the article without any summary or sales pitch made them read it and get educated on the benefits of QR Codes and the process before they reached out to hear Jamie's ideas, and even if no one responded the email

was a friendly reminder that Jamie was thinking about their business.

However, 8 of the 10 customers responded, and 4 out of 10 generated new projects that incorporated QR codes - including a restaurant company with 3 different brands and 8 locations - and that led to more projects that incorporated QR Codes. The one-piece missing from this story is data reporting for QR scans and what happens after. I strongly suggest you investigate getting that technology so you can offer MORE than just a QR code to your customers. Data can help generate more printed materials used as follow-ups, offers, customer loyalty, reward programs, SWAG, and so on.

Do a search, there are plenty of QR Code

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reporting options. DO NOT use any free systems. Anyone can make a QR code in Adobe now, but more than likely they are not collecting and using scan data to inform their marketing endeavours effectively and efficiently.

3. DEVELOP A PRODUCT

This is on more of an advanced level, but if you have some time it could be worth it. I have written previously about creating subscription programmes for printed materials that cover customer needs for long stretches of time. Think about targeting businesses with predictable holiday and seasonal sale needs and businesses that rely on a consistent communication cadence (local restaurants) as examples. That subscription programme is a product if you name it and sell it



as a comprehensive package.

There are others out there who may have more targeted needs. What can you offer – and I mean everything you can offer – around new employee remote-working kits for example that contain company SWAG and company materials, a QR code to scan or a thumb drive with digital assets including an official company zoom background, and a branded shirt to wear on customer video calls.

Moving to consumer products, don't forget your customers are also humans. With the appropriate storefront and workflow in place, why can't you offer T-shirts for a family reunion as well as a company picnic? Their kids and pets on mugs and other items. Invitations for events and celebrations and all the print that may surround it. That is low-hanging fruit. You already have the relationships. I would almost guarantee your print customers are going to websites and other print businesses to buy all that stuff, why not yours?

I am not suggesting you just launch a consumer store. I am suggesting you use some of your time this season to talk to current customers and see what they print during the year for personal use, ask them where they get it, do the math and see if you can make the numbers work.

The last thing on consumers, I am seeing more apps pop up that allow people to send their photos to a company that provides a printed product.

A few nights ago, I saw a commercial for www.wheretoprintmagazine.com



keepsakeframes.com. You pick a photo, you pick a frame, order it, pay for it, and a framed photo arrives at your house. This process is a master class in customer convenience. As long as the photos and the frames are of the quality the customer expects or can live with, repeat purchases are practically a given – especially if they continue communicating with customers in between purchases and/or incentivize new orders with offers.

Fractured prints photos on glass, wall art on glass, and offers a package they call 'storyboard' which is a series of pictures that show the progress of a relationship from meeting to marriage, kids growing up, and things of that nature that can be documented chronologically. It's a genius upsell wrapped in a very easy-to-understand and creative idea.

Marketing your storyboard sales before graduation and wedding season could be very lucrative, and don't forget about the guests! Throw in a promo code for them to order a photo they took from the wedding (or some other occasion) with a discount courtesy of the happy couple. Guests dress up, families are together, and groups of friends. Lots of opportunities!

Photo and design printing on canvas for wall art is popular too. Do a search, find some local framers, have meetings, and see what you can come up with. They are offering your product; you are offering theirs. Could be a lucrative future for all as the business develops, evolves, and grows.



DON'T FORGET THE SUNSCREEN!

Flying too close to the sun didn't work out for Icarus. Be methodical in your research and with the development of your programmes and products before you launch. You don't want to stop and start or prematurely launch a storefront without a tested backend process. You don't want to invite designers to an event and cancel or reschedule it.

Test ideas with current customers and family members, and adjust processes as you go along to figure out what works best. That will help to ensure the products you put out can provide profits, and the programs can increase your wallet share with current customers and help you secure new ones.

PRINT LONG AND PROSPER!

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and blogger, host of Podcasts from The Printiverse, the cultivator of Print Production Professionals - the #1 print group on LinkedIn, Girl #1 at *GirlsWhoPrint*, host of *#PrintChat* every Wednesday, the founder of *International Print Day* and the founder of *#ProjectPeacock*. Deborah has 25+ years of experience working in advertising as a Print Producer. She currently provides printspiration and resources to print and marketing professionals through PMC and works behind the scenes with printers, suppliers, and industry organizations helping them create meaningful relationships with customers, and achieve success with their sales, social media, and content marketing endeavors.

PAPER ONE SHOW 2023 DRAWS MAJOR INTERNATIONAL PARTICIPATION



More than 160 companies from 30 countries, including prestigious international and regional paper companies, participated in the eighth edition of the international paper exhibition - Paper One Show 2023. WHERE To Print presents post show analysis:

The 8th edition of **Paper One Show 2023**, which took place from 21 to 23 February 2023 at Expo Centre Sharjah, United Arab Emirates, drew impressive participation from world-reknown firms in the paper industry, exhibiting the latest developments in paper and cardboard products, production equipment and raw materials.

Not only that, the premier international paper exhibition in the MENA region dedicated to all kinds of paper and paper manufacturing, paper jumbo rolls, finished products, printing, writing, tissue, hygiene, converters, cartons, paperboard, and more also gave participants the opportunity to discover new commercial prospects, identify new markets and applications, and exchange experiences with other professionals, focusing exclusively on the very best that the paper industry and its suppliers have to offer.

And with the support of leading trade bodies in the Middle East region such as the Sharjah Chamber of Commerce and Industry, this year's Paper One Show was hugely successful as it connected professionals from all over the world



thus benefitting from opportunities to exchange experiences with face-to-face communication that stimulates instant conclusion deals.

According to Sami Al-Safran, President of the Arab Federation for Paper, Printing, and Packaging Industries; "Paper One Show has maintained its success, solidifying its standing as a leading regional and international event focused on the paper industry" he said adding further that the exhibition played a significant role in supporting the growing paper industry in the region, particularly in light of the growing demand in the packaging sector throughout the region and the spread of e-commerce.

Agreeing with Al-Safran is Yousri bin Abdul Hamid Al-Bishri, the CEO of Saudi Paper Manufacturing Company. Al-Bishri informed that the company's participation in the exhibition as a main sponsor for the second time was based on the successes of previous shows as he recalled that the 7th edition of the event last year witnessed an attendance of more than 9,000 visitors thereby providing his company with an opportunity to enhance cooperation with major international companies and discuss developmental aspects of work.

Meanwhile, attendees at the three-day event were also able to take part in the **Pulp Week Conference** put together by the organizer, **Al Furat Company** on the last day of the event. The conference, with a regional focus on the Middle East and North Africa, sought to strengthen collaboration among pulp producers, who provide the essential material for the paper industry.

With focus on strengthening trade relationships within the MENA region and the international, organisers have confirmed the **2024** show for **6th to 8th March**.



For more information on 2024 edition, visit: www.paperoneshow.net

systems, graphic arts film, proofing and chemicals. ECO3's software development teams are located in Israel and at its HQ in Mortsel, where it will continue to be located on the Agfa campus.

SCHREINER MEDI PHARM INTRODUCES TAILORED TAMPER-PROOF CLOSURE SEALS FOR PHARMACEUTICAL PACKAGING



Schreiner MediPharm, a Germany-based global provider of innovative functional label solutions for the healthcare industry, has introduced a counterfeit and tampering protection solution whose void effect makes it exceedingly difficult for counterfeiters to successfully reuse original packaging. The company's tailored Void-Labels make previously covert messages readily visible upon peeling, making a package's first opening clearly and irreversibly apparent.

Worldwide, counterfeit medicines amount to a roughly \$200 billion black market that, each year, is growing by an untenable 20 percent – twice as fast as the legal medicines market. In addition to obvious health risks, counterfeits and tampering cause substantial economic losses and reputational damage throughout the pharmaceutical industry.

In February 2019, the European Union responded to the growing counterfeit medicines market by issuing the EU Falsified Medicines Directive for pharmaceutical packaging. The global ISO 21976 standard also states how security features can be used on pharmaceutical packaging and how tampering attempts can be verified. In addition, it specifies requirements for protecting the authenticity of pharmaceutical packaging. The tailored Void-Labels from Schreiner MediPharm satisfy all these requirements.

By revealing a hidden first opening message once the label is peeled, Schreiner MediPharm's Void-Labels make it nearly impossible for counterfeiters to successfully reuse original packaging. Suitable not only for cardboard boxes, but also for glass and plastic containers, the solutions are individually tailored: Following extensive tests, Schreiner MediPharm adapts the closure seals specifically to the relevant packaging, material, substrate and application. Seals also can be custom-designed, offering film material choices in various colours as

well as white and transparent. Depending on the intended goal, various void effects can be accomplished, including:

No Transfer: Peeling off the label leaves no residues on the pharmaceutical packaging. The void effect becomes visible only in the label after it has been opened for the first time. Reclosure of the label with the visible void effect is possible.

Semi Transfer: Peeling off the label leaves partial residues on the pharmaceutical packaging. After first opening, the void effect is visible both in the label and on the packaging. Reclosure of the label with the visible void effect is possible.

Full Transfer: Peeling off the Void-Label leaves a complete coating layer on the packaging. Consequently, the void effect is visible on the pharmaceutical packaging and in the label after first opening, but reclosure of the label is not possible.

In addition, a convenient tab can be integrated for particularly easy handling by final users. Due to the addition of overt or covert authentication features, the Void-Labels can also provide proof of authenticity. Schreiner MediPharm ensures optimal and reliable performance of the seal that is adapted precisely to the respective packaging and specific threat scenario.

KONICA MINOLTA LAUNCHES NEW ACCURIOPRINT MODELS



The new AccurioPrint machines are marketed at both commercial and internal business print.

The 850i and 950i, named for their print speed of 85 and 95 pages per minute, respectively, are aimed at both commercial printers and business' reprographic departments, and can handle media up to 300gsm and A3 size, and automatically senses the paper type and weight before applying the correct print settings. Both presses also have built-in finishing capabilities, able to produce 20-sheet booklets, staple bundles of 100 sheets, and can fold letters inwards. The machines print at 1200dpi.

Malcolm Smith, Category Manager of Professional Print at Konica Minolta Business Solutions, noted that: "We place great importance on empowering our customers in a partnership approach to grow their business

with our solutions. The Konica Minolta AccurioPrint 850i/950i Series represent an expansion of our professional print offering which is equally suitable for the reprographics departments within the public & private sector as well the commercial print customers. Simple operability and high-quality performance are preconditions to achieving maximum efficiency and completing work quickly and without fuss. The latest security technology and a host of finishing options will also add to the appeal of these advanced systems."

SCREEN LAUNCHES NEW BRANDING OF DIGITAL INKJET PRESS PORTFOLIO



SCREEN has refreshed product logos for its growing Truepress series brand of inkjet digital printing systems to identify three main target markets - commercial/publishing, label and packaging.

Screen's new sectorised branding identifies its three target markets

The range, which began in 2006 with the release of the highly successful Truepress Jet 520 series of document, transactional, book and direct marketing presses with EQUIOS software, has now expanded to include offset-quality full colour machines, high speed label presses and the upcoming Pac520P and Pac830F flexible packaging presses for sustainable paper and plastics respectively.

There are now over a dozen variants of Truepress devices, each with specific target market benefits. Each category also has specific front-end software requirements, catered for by versions of EQUIOS and other third-party integrated software. The changes intend to clarify Screen's development of products and solutions for each of the commercial/publishing, label and packaging markets.



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