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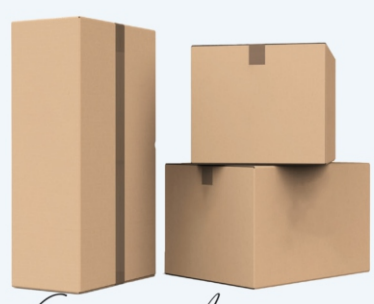


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MAGAZINE

VOL. 4 | NO.6 | APR-JUN 2024 | NMC | C.I 39 | 20|4045



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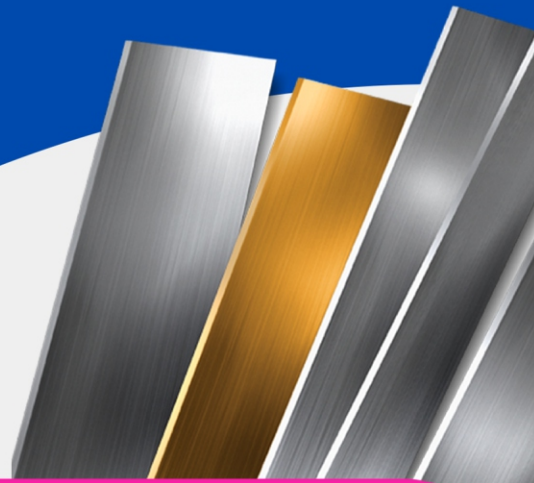
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Index



THE JOY OF CREATING THE FUTURE TOGETHER IS ETERNAL!

Page 7 >>



JAY KAY OFFERS LOCALLY MADE SPECIALIZED PAPER CUPS, CORRUGATED BOXES AND MORE AT PROPAC GHANA 2024

Page 8 >>



"WHAT DISTINGUISHES PROPAC GHANA FROM OTHER EVENTS IS THE LONG HISTORY THAT PROPAC HAS ENJOYED ON THE CONTINENT"

Page 14 >>



"MARKETS ARE FOREVER DEVELOPING AND YOU NEED TO KEEP ADAPTING IN LINE WITH THE NEEDS AND REQUIREMENTS OF YOUR CUSTOMERS"

Page 16 >>



THE RENAISSANCE OF PRINT

Page 18 >>



RESILIENCY - THE KEY TO MANAGE DISRUPTIONS AND GROWTH

Page 24 >>



GLOBAL AUDIENCE OF DECISION-MAKERS FIRM UP INVESTMENT PLANS AT FESPA 2024

Page 28 >>



CREATING THE FUTURE TOGETHER!

Page 32 >>

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Our code of ethics

- WHERE To Print is specially established to offer print investors quality researched-based information that aids print purchase decisions. This is the more reason our mantra is "Influence print purchase decision" while our tag line is "Print Intelligence".
- We are modeled to be principled, factual, balanced and fair in our editorials, reports and commentaries.
- We believe and accept that these principles and code of ethics form the basis of public trust and confidence.
- We pursue our objective through self-regulated systems of professional code of conduct under an independent body that serves the interest of the journalism profession and the society.

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To Readers

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

THE JOY OF CREATING THE FUTURE TOGETHER IS ETERNAL!



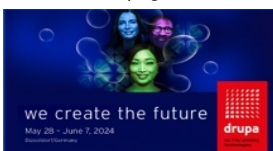
In all, I've always known that there's something special about genuine togetherness that's heartily joyful - it's eternally rewarding and fulfilling. Grateful for the opportunity to be part of the specially selected print media journalists from around the world to **pre-drupa international media conference 2024** - a prelude to the official start of **drupa** which the industry expects to drive inspiration, innovation, top-class knowledge transfer and intensive networking comes **28 May to 7 June** at the prestigious **Düsseldorf Exhibition Centre, Düsseldorf Germany**.

That is why this **6th edition** is primarily devoted to excite our readers as we eagerly await the doors opening of the prestigious Messe Düsseldorf for an invaluable experience to all participants throughout the eleven days of world's no. 1 event for print and crossmedia solutions.

WHAT'S IN THIS SPECIAL DRUPA EDITION?

We characteristically start off with breaking news, special reports and latest trends in our **PRINT IMPACT AROUND GHANA** (from page 8) and **PRINT IMPACT AROUND THE WORLD** (from page 10) respectively to ensure you keep abreast of happenings recorded in the last three months across our industry in particular and the world of print in general in our **PRINT IMPACT AROUND GHANA** (from page 8) and **PRINT IMPACT AROUND THE WORLD** (from page 10) respectively to help you keep abreast of happenings recorded in the last two months across our industry in particular and the world of print in general.

In the same vein, pages 14 and 15



kicks off our **SPECIAL FEATURE INTERVIEW** segment with **Mr. George Pearson** - Regional Director, **Afrocat Montgomery** on what the industry should expect as **PROPAK Ghana** returns to Accra, Ghana (April 23 to 25) and what singles the expo out from others in the region. Part of his response informs the title: **"WHAT DISTINGUISHES PROPAK GHANA FROM OTHER EVENTS IS THE LONG HISTORY THAT PROPAK HAS ENJOYED ON THE CONTINENT"**.

Open to page 14 to also read about what Ghana's biggest packaging, processing, printing, and plastics exhibition has in stock this year - particularly for visitors.

Other insightful **SPECIAL FEATURE INTERVIEWS** are: **"MARKETS ARE FOREVER DEVELOPING AND YOU NEED TO KEEP ADAPTING IN LINE WITH THE NEEDS AND REQUIREMENTS OF YOUR CUSTOMERS"** according to screen, digital and textile printing guru - **Mr. Dov Meyers**, Sales Director at **CHEMOSOL (PTY) LTD** who speaks on new trends in the sector (on pages 16 and 17) and **"VENTURING INTO AFRICA PRESENTS SIGNIFICANT OPPORTUNITIES FOR ATEXCO"** in the words of **Atexco African representative - Mr. Kennedy Jaiyeola** who elucidates on Atexco plan for Africa on pages 28 and 29.

These two **SPECIAL FEATURE INTERVIEWS** were conducted during **WHERE To Print** coverage of the just concluded **FESPA Global Print Expo 2024, European Sign Expo, Personalisation Experience** and the inaugural **Sportswear Pro** in RAI Amsterdam which attracted a global audience of senior decision-makers prioritising investments for business growth. You can flip to pages 28, 30 and 31 to read the **SPECIAL FEATURE POST SHOW ARTICLE** of the event captioned: **GLOBAL AUDIENCE OF**

DECISION-MAKERS FIRM UP INVESTMENT PLANS AT FESPA 2024 and let us know your thoughts about the industry?

Without doubt, the print industry has changed a lot in recent years and is continuously evolving towards sustainability and digitalization. This is the more reason tech CEO - **Henrik Müller-Hansen** in this edition's **COVER STORY** calls on stakeholders to rethink (print) production for the benefit of people and the planet as he also reveals how print is more alive than ever in the inspiring **Guest Article** culled from **drupa blog**. Open to pages 18, 19 and 20 to read; **THE RENAISSANCE OF PRINT** and learn how to leverage tech to your business advantage.

There are other two educative **SPECIAL FEATURE ARTICLES** in this bumper edition. One by **Mike Ferrari** - Founder of **Ferrari Innovation Solutions** culled from **drupa blog** and titled: **RESILIENCY – THE KEY TO MANAGE DISRUPTIONS AND GROWTH** (pages 24 and 25) that motivationally teaches how Brand Owners and Printers can become resilient and quickly adapt to changing market conditions and consumer needs so as not to lose your consumers to someone else's products. And the other (also culled from **drupa blog**) captioned: **NAVIGATING THE FUTURE OF PACKAGING: A DEEP DIVE INTO SUBSTRATE TECHNOLOGIES** (pages 26 and 27) explores latest developments and trends shaping the world of substrates and their impact on the printing and packaging sector.

Lastly, check out my **SPECIAL FEATURE REPORT** on the recent **pre-drupa media conference** which I was privileged to represent **WHERE To Print magazine**



among the over 70 international journalists from across the globe. Succinctly titled: **'CREATING THE FUTURE TOGETHER!'**, kindly flip over to pages 32, 33 and 34 to know what some of the elite exhibitors have in store for their customers and prospects during the much-anticipated show slated for May 28 to June 7, 2024. If you've not registered to attend drupa yet; do so now via **www.drupa.com** or get in touch with me on my **PEP WhatsApp** lines: **+234803 862 9114, +234901 239 9805** or call **+23350 916 6828** to know what to do for a stress-free, professional and invaluable traveling experience that **WHERE To Print PEP Team** is known by. You can also send me an email via: **wheretoprint@yahoo.com** to get detailed priceless tips for your successful visa outcome.

Until we connect at **drupa**, please do continue to do good, always!

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JAY KAY OFFERS LOCALLY MADE SPECIALIZED PAPER CUPS, CORRUGATED BOXES AND MORE AT PROPAK GHANA 2024



Mr. Shreeman Narayan, Head of Brand, Marketing & Business Development - Jay Kay Industries & Investments LTD

Foremost provider of excellent products and services to the Paper & Printing Industry across Ghana and West Africa - **Jay Kay Industries & Investments LTD** is showcasing top quality and proudly made-in-Ghana special paper-based packaging for the food industry such as specialized paper cups, corrugated boxes and many more to visitors at its **L01 Stand** during **PROPAK Ghana 2024**.

According to the company's Head of Brand, Marketing & Business Development - **Mr. Shreeman Narayan**, Jay Kay who has been the go-to source for Pharmaceutical, Food, Beauty & Cosmetic Packaging services for over a decade will also be offering wide range of quality retail and promotional paper bags for boutique shops, thrift stores, and more; "Our paper bags are 100% biodegradable, reusable, and recyclable so trust us to deliver quality paper bags for all your needs" he assured.

From Tuesday 23 to Thursday 25 April 2024 at Grand Arena AICC, Accra Ghana, Jay Kay Industries & Investments LTD will also be showing its capacity for large order for digital printing, commercial

printing and book publishing; "While we undertake jobs such as: Calendars, Posters, Magazines, Folders, Flyers, Financial statements, Annual reports, Invoice books, Brochures etc., we also pride ourselves in being your one-stop-shop for delivering large volumes of consumer goods to every part of the country" affirmed Mr. Narayan as he also disclosed that Jay Kay Industries & Investments LTD is the sole distributor for Technova Imaging Systems Pvt. LTD, India; "We have in stock a wide variety of Printing Plates, Printing Inks, and machine parts, etc. And as our tag line says: "Everything to Anything in Paper". We are the leading supplier of paper and sole distributor of JK 5 Star, Champion, Double 'A', JK Copier and Stack branded A4 & A3 size Photocopier Papers and NATARAJ Stationery Products and the one-stop solutions for printing and packaging requirements in Ghana".



FC GROUP INVITES CUSTOMERS AND PROSPECTS TO DRUPA 2024



Leading provider of pre-press equipment, printing machinery and consumables in West and East Africa and licensed distributors for Kodak, Miraclon and other original equipment manufacturers (OEMs) - **FC Group** is inviting current and prospective customers to world's number one printing technologies event - **drupa** taking place from May 28 to June 7 2024 at Messe Düsseldorf, Germany.

"The team from FC Group look forward to meeting many of our customers and prospects at drupa. You can find us in Hall 5, Booth A02-1 on Kodak Print stand" the company beckons as it notes further; "Kodak industry partner - Koenig & Bauer (Hall 16/A31-1 – A31-5) will be using KODAK SONORA Process Free Plates for printing a wide range of applications on its Rapida Presses during the show. At Koenig & Bauer, a KODAK MAGNUS Q800 Platesetter with T-Speed Plus (up to 84 B1 plates per hour) and a Multi-Pallet Loader will image SONORA Plates. The MAGNUS Q800, which is the industry's fastest 8-up CTP system, will be driven by PRINERGY Workflow Software.

"Komori Corporation (Hall 15/E02) and RYOBI MHI Graphic Technology (RMGT, Hall 16/E11) will also run live print demonstrations on sheetfed offset presses with SONORA Plates. In addition, Kodak will unveil further product innovations in offset solution categories at the show" explains FC Group as it also promises to welcome flexography printers to Miraclon stand; "FC Group senior sales and technical team are excited to be attending drupa this year. We can be found at Miraclon Corporation stand at Hall 15, Booth F50. We look forward to welcoming our flexo customers and prospects for discussions on how, together with experts at Miraclon, we can take flexo further".



Visitors to the booth will learn how Miraclon, through the delivery of critical technology and knowledge, is a key enabler of the transformation to modern flexo; facilitating consistent, highly capable,

Continued on page 9>>

efficient, sustainable printing.

Additionally, Miraclon will showcase 12 case studies of commercial success, highlight nine new product innovations that build on the strength of core FLEXCEL NX technology, and provide access to its team's

technical and commercial experts that can demonstrate the Miraclon difference and leverage firsthand experience to help customers navigate to business success. Providing exceptional service expertise from its UK head office, FC Group subsidiaries in Africa serves clients from offices in Accra

- Ghana, Lagos - Nigeria and Nairobi - Kenya on all their needs from pre-press equipment to printing machinery, parts and consumables. Some of the OEMs that FC Group partners with include Glunz & Jensen, Plockmatic Group, Duplo, Kinyo, and of course Kodak and Miraclon to mention but a few.

ULTIMATE SUPPLIES OFFERS LEASING SOLUTIONS OPTIONS TO EASE BUSINESS NEEDS



In a bid to allow businesses easy access to latest high-end printing equipment tailored to meet the unique demands of the market, sole distributor of Ricoh printers and photocopiers in Ghana and other West African countries - **Ultimate Supplies Limited** is offering customised leasing solutions options to ease business needs.

"Experience the pinnacle of printing efficiency without breaking the bank! Our comprehensive leasing program offers you access to the latest high-end printing equipment, tailored to meet the unique demands of your business" the company explained as it notes further; "With us, you can forget about the substantial upfront investments typically associated with acquiring advanced printers and copiers. Our flexible leasing terms are designed to align with your business's budget and scale, ensuring that you have the technology you need to thrive without the financial strain".

WHERE To Print gathers that depending on customer's needs, there are various high-quality Ricoh printers, digital duplicators and multifunction printers/scanners/copiers to choose from. With plenty of choices in speed, size and capabilities, interested customers can select from the models and features that work best for their businesses. Not only that, Ricoh printers are designed to minimize environmental impact through energy-efficient operations and reduced waste. By choosing Ricoh, you are not only ensuring top-quality print output but also supporting environmental sustainability and green practices that help conserve resources and reduce carbon footprints.

Beyond just equipment, Ultimate Supplies LTD provides full suite of support services to ensure their customers' printing operations run smoothly. From regular maintenance to timely upgrades that free customers from unnecessary downtime, the company handles them all to enable their customers focus on providing the best print services in the market while concentrating on what they do best - growing their businesses.

But there's more - it's not just about the equipment. It's about empowering your business with the tools to succeed. Say goodbye to unexpected

maintenance costs and hello to predictable, budget-friendly printing. Upgrade your office experience with minimal investment and witness a surge in productivity and efficiency.

"Why get bogged down by hefty upfront costs or be stuck with obsolete technology? Our leasing solutions are a gateway to the latest in print technology, designed to seamlessly integrate into your dynamic business environment. Imagine the possibilities: cutting-edge printers and copiers at your fingertips, backed by flexible terms that cater to your unique business size and growth trajectory. It's not just about having a printer; it's about having a strategic partner that propels your business forward. Embrace a smarter way to print with our leasing solutions" the company advises.

Established in 1995 and has since been the leader in the industry providing quality products and services, Ultimate Supplies LTD is a company that values healthy relationship with its customers. Get in touch now via **055 139 9988** or **055 220 0099** to accelerate your business success.



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



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Print Impact Around the World

REGISTRATION OPENS FOR PRINTING UNITED EXPO 2024



PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in North America has announced that attendance registration is now open via www.printingunited.com/register for **PRINTING United Expo 2024**, the premier event for professionals in the printing and graphic arts community.

With the theme: *"Where the Industry Gathers"* PRINTING United Expo 2024 will be held at the Las Vegas Convention Center in Las Vegas, Nevada from 10 to 12 September offering attendees unparalleled value and exciting interactive features with a host of new programming planned for attendees. More than 600 exhibitors from around the world have already booked booth space at this year's Expo to showcase the latest advancements in printing technology, featuring a wide range of interactive exhibits and demonstrations. Attendees will also have the opportunity to explore cutting-edge equipment, innovative solutions, and groundbreaking techniques that are shaping the future of the printing industry.

"The Expo isn't just an event; it's a gateway to innovation, collaboration, and boundless possibilities," says Mark J. Subers, President, PRINTING United Expo. "Important concepts in printing, such as Sustainability, Artificial Intelligence (AI), the very latest in market trends, including those looking to get into, and expand, in net-new label and packaging opportunities, and so much more; are all being highlighted at this year's event". He explains further that; "As attendees and exhibitors from every corner of the globe converge, the energy is palpable, igniting a collective excitement for the transformative power of print technology. In this dynamic space, connections are forged, ideas are sparked, and the future of printing is shaped. In speaking with our exhibitors and partners, be sure and get ready to experience the extraordinary and embrace the game-changing momentum of PRINTING United Expo – where the world of print comes alive like never before."

Media Coverage, Co-Located Programs, and More

In addition to the exciting interactive features, PRINTING United Expo 2024 will be covered extensively by the Alliance's industry-leading media brands and through programs with its powerful media and association partners around the world. Attendees can expect comprehensive coverage of the event, including exclusive interviews, behind-the-scenes access, and in-depth analysis of key trends and developments in the printing industry.

"We are committed to providing attendees with unparalleled access to the latest news, insights, and innovations in the printing industry," continues Subers. "With our industry-leading media brands and global media partners on board, attendees can expect extensive coverage of PRINTING United Expo 2024, ensuring that they stay informed and inspired throughout the event."

Attendees will also have the opportunity to participate in special **Women in Print Alliance** programming and events, interactive show floor experiences, co-located segment-specific forums, such as the **Apparel Forum**, **PRINTING United AFTER DARK**, and more.

Don't miss out on this opportunity to be a part of the printing industry's most anticipated event of the year! Register now for PRINTING United Expo 2024 for an unforgettable experience here: www.printingunited.com.

EPSON INCREASES PRODUCTION EFFICIENCY AND PRODUCTIVITY FOR TEXTILE PRINT SHOPS WITH TWO NEW INDUSTRIAL DYE-SUBLIMATION PRINTERS

EPSON
EXCEED YOUR VISION



Epson SureColor® F11070

Epson SureColor® F11070H

The digital textile market has seen rapid growth in recent years and is projected to grow to nearly \$3.4 billion in 2024, with a portion of that growth due to the implementation of digital workflows. To help support this increasing demand, Epson has announced two new industrial SureColor® F-Series dye-sublimation printers engineered to achieve both industrial reliability and round-the-clock productivity at a low total cost of ownership.

The new models, the **SureColor F11070** and **SureColor F11070H**, are highly productive printers that offer an optional large roll media unwinder, and the SureColor F11070H features an expanded ink set to support high-volume print shops.

"The textile industry is dynamic and Epson is at the forefront, empowering providers with reliable, cutting edge technology. This commitment ensures that our clients can adapt to changing textile trends, meet market demands, optimize their operations, and deliver exceptional results," said Lily Hunter, Product Manager, Professional Imaging, Epson America. "The Epson SureColor F-Series sets the benchmark for textile printers, offering unmatched reliability and exceptional image quality. These new high-speed industrial models are built for productivity, enabling round-the-clock production for print shops. With its user-friendly interface and low maintenance requirements, it empowers users to concentrate on their printing tasks, driving efficiency and productivity for industrial customers and high-volume web-to-print businesses."

As part of Epson's most advanced dye-sublimation printer series to date, the SureColor F11070 features four 4.7" PrecisionCore® TFP® printheads, and the SureColor F11070H includes six printheads, to deliver roll-to-roll performance at speeds up to 2,700 sqft/hr and 2,635 sqft/hr,2 respectively. Designed with versatility in mind, both models consistently produce astounding-quality textiles, apparel and more using vibrant UltraChrome® DS ink technology.

For an expanded colour gamut, the SureColor F11070H leverages six colour inks with multiple ink configurations available.3 In addition to Fluorescent Pink/Fluorescent Yellow and Light Cyan/Light Magenta configurations, a new Orange and Violet ink set extends the range of printable colours possible with dye-sublimation.

To maximize efficiency and minimize downtime, both new industrial printers include user-replaceable printheads, a hot swappable ink delivery system, high-capacity Replaceable Ink Pack System that holds up to 20L of ink per colour, and an optional large roll media unwinder to help ensure long print runs with less user intervention.

SAI LAUNCHES FLEXI COMPLETE



SA International (SAi) - the leading provider of software solutions for the signmaking, digital printing, textile and CNC machining industries, has announced the launch of Flexi Complete, a comprehensive and fully-updated version of its industry-acclaimed Flexi signmaking software.

As a result of a conscious effort to rationalize and

simplify the lineup of Flexi software, the new Flexi Complete - the only all-in-one design, print and cut software for sign and print providers – comprises a host of innovative new and convenient features, engineered specifically to address the day-to-day requirements of sign and display users.

These features include:

- **Finishing Tools in Flexi Design**

Based on customers' **Continued on page 11 >>**

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Print Impact Around the World

feedback, the new features introduced in Flexi Complete mean that finishing tools are now seamlessly integrated into the design workflow, instead of being options to be applied in Production Manager. This improves efficiencies by enabling sign and large format display users to easily add grommets, fold lines, and bleeds to any project. By using the handy DesignCentral control panel, users can customize elements directly and achieve precise bleeds with multiple options – including corner choices, for flawless print-ready designs.

- Nesting Enhancements

Thanks to two new nesting options within Production Manager, users benefit from smoother workflows. These new options allow job images to be viewed during movement and layouts to be updated effortlessly with a simple checkbox. Additional features like manual overlapping, zoom options, and vertical alignment tools offer increased precision and efficiency for users, regardless of the sign or large format print application they're working on.

- Custom Weed Paths

Via an innovative and intuitive custom weed path tool, weed lines can be created with just one click, simply by drawing a path over any vector object. This new tool has been designed with time-saving in mind so that operators can efficiently automate processes while ensuring flawless results.

- An improved user interface

Flexi Complete introduces a refreshed look to Flexi's familiar intuitive interface, which, based on user preferences, now offers a set of options to personalize the theme and layout. For seasoned professionals or those just starting out in signmaking, DTF DTG, direct-to-vinyl, or other wide format printing applications, the optimized interface continues to promote a streamlined workflow, so users can navigate the software with ease, saving both time and effort.

Other useful advancements introduced to address common everyday pain points among sign and display users include Advanced Text Designer and Advanced ContourCut, the latter of which permits contour paths to be previewed by themselves, allowing users to catch any errors before the job is sent.

MUTOH XPJET 1682SR PRO NOW COMES BUNDLED WITH A 88 LB. PROFESSIONAL TAKE-UP



MUTOH America Inc., a leading manufacturer of wide-format printers and vinyl plotters, is pleased to announce that starting April 1st, 2024, the MUTOH XpertJet 1682SR Pro will now come standard with an 88 lbs. professional take-up system at a new competitive MSRP of only \$22,995.

The reliable MUTOH XPJ-1682SR Pro is a 64-inch eco-solvent printer designed for high-quality, high-volume production. Users can now experience even greater efficiency and productivity when handling larger print jobs.

Other notable key features of the XpertJet 1682SR Pro are its dual-staggered AccuFine HD print heads which deliver impressive print speeds. Superior print quality utilizing

MUTOH's very own i-screen technology for achieving stunning results. MUTOH's MS41 UL GREENGUARD Gold Certified Eco-Solvent ink that allows applications to be installed in sensitive areas such as daycares, hospitals, and schools.

SHARP RELEASES NEW DIGITAL PRODUCTION PRESSES SHARP



Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation (SEC), has announced the availability of its new **BP-1200C 4-Colour** and **1200S 6-Colour** Digital Production Presses.

Built with proven technology, these machines combine the value of highly automated, agile digital production with exceptional image quality and stunning embellishment effects thereby providing new opportunities for print shops, in-plants, CRDs, designers and Sharp dealers. They are also driven by a powerful Fiery® Print Server as well as unlimited metallic effects and extended colour gamut printing through a combined suite of Color-Logic and Touch7 software tools. They also come equipped with an In-line sensor (ILS) to keep precise front-to-back registration, image stabilization and calibration, all at rated speed and on a wide variety of substrates.

Not only that; both presses boast speeds of up to 120 pages-per-minute (ppm), with real-time colour stabilization and precise paper handling with the ILS. Additionally, they come equipped with timesaving inline finishing options such as square fold, crease and 2-edge trimming for consistent, professional results. For a multitude of colour combinations and endless design possibilities, users can look to the BP-1200S model, which prints up to six colours in a single pass, including CMYK, gold, silver, pink, white and clear toners.

KOMORI UNVEILS NEXT GENERATION DIGITAL PRESS J-THRONE 29 AT DRUPA 2024



Komori Corporation has announced the introduction of the **J-throne 29**, a 29-inch sheetfed UV inkjet digital printing system that will be unveiled for the first time at drupa 2024 and sequentially released for general availability.

The J-throne 29, a B2 inkjet sheetfed digital press, is designed with Komori's unique image-forming technology that delivers the fastest printing speed in its class: 6,000 sheets per hour (sph) for single-sided printing and 3,000 sph for double-sided printing. The synergy of a wide range of printing versatility, high productivity and newly developed dedicated UV inks, coupled with the easy operation unique to digital printing machines, will greatly expand the advancement of digital printing in the industry.



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



Continued on page 12 >>

Print Impact Around the World

The J-throne 29 joins Komori's portfolio of digital printing solutions that include Komori's Impremia IS29s, a 29-inch sheetfed UV inkjet digital printing system, and the Impremia NS40, a 40-inch sheetfed Nanographic Printing® system.

DUPLO UNVEILS DSM-1000 AS ITS FIRST FLATBED DIE-CUTTER

Duplo



The DSM-1000 is Duplo's first flatbed die cutter

Duplo has launched into the digital packaging market with its first B2 die-cutter, the **DSM-1000** that can cut shapes, matrix crease, perforate and kiss cut automatically while separating and removing waste. Configurable with feeder, stacker, and separator units, the machine is operated through a panel and PC controller software, reaching up to 3,100sph on sheets up to 530x750mm.

Without separator, the machine can handle fine stocks up to 209.3gsm, coated stocks up to 279gsm, clay-coated up to 600 gsm, and chipboard paper up to 650gsm. However, with separator, the values are slightly lower, with fine and chipboard papers required to pass through only. You can see live demonstrations of DSM-1000 at Duplo's 1,000sqm stand during drupa (Hall 17, Stand A01-2).

GELATO LAUNCHES GELATOCONNECT



GelatoConnect has been tested and validated by early-access VIP partners

Global print-on-demand network - Gelato has launched a new production print platform, **GelatoConnect**.

Gelato currently operates in 32 countries and targets the fast-expanding creator economy with its on-demand production platform that connects with 140 local production partners/ print providers around the world.

Today, more than 100 global printers uses GelatoConnect software for procurement, workflow, and logistics to optimise their efficiency, quality, and profitability. They leverage the software to produce on-demand products, and this new offering caters to the evolving needs of digital printers, helping them to adapt to smaller print runs and on-demand digital production.

"Gelato envisions a future where on-demand makers lead the way in providing every consumer access to personalised goods created locally," said Gelato founder and CEO Henrik Müller-Hansen noting further that; "For the last 15 years, we've collaborated closely with trailblazing production partners and global machine vendors to develop a marketplace that empowers makers to support e-

commerce creators around the globe. With local on-demand production, we fuel growth in the digital print industry. By working together with our production partners, we can transform the way our world produces."

GelatoConnect has been tested and validated by early-access VIP partners and is currently accessible to a select group of production partners. A full-scale launch that will make GelatoConnect available to all makers, is scheduled for drupa from 28 May to 7 June in Düsseldorf Germany.

LIYU LAUNCHES FLAGSHIP FLATBED



Liyu's new flagship flatbed, the KCXL+ can be fitted with 24 or 32 Ricoh Gen6 printheads

Liyu International has revealed two brand-new machines at FESPA 2024, including its new flagship flatbed model, the **Platinum KCXL+**.

Fitted with either 24 or 32 Ricoh Gen6 5pL printheads on beams powered by linear drives, the 2.5m or 3m-wide KCXL+ boasts a significant productivity boost over the KCXL, with a 25% faster top speed. Able to tandem print – printing on one side of the table while the operator loads or unloads the other side – the KCXL+ is also fitted with up to eight channels, meaning it can print and spot varnish, matt or gloss, in a single pass through the machine.

Also launched to market at FESPA is the firm's new cutter, the Q-Cut 2532, fitted with a 1.8kW CNC router and automatic tool changer and cleaner. Again, the machine manufacturer also releases Liyu's Q3XL hybrid press, capable of 2880 dpi and up to 120 sqm/hr as the press is fitted with CMYK, light cyan, light magenta, white and varnish.

FIERY ANNOUNCES NEW RELEASE OF SIGNLAB SOFTWARE FOR DIGITALLY PRINTED AND VINYL CUT SIGNS AND GRAPHICS



Fiery, LLC, the largest independent provider of digital front ends (DFEs) and workflow software has announced the next generation of its sign making and graphic production software, **SignLab 11**.

This latest release combines powerful vector and bitmap design and editing tools to simplify the production of banners, signs, decals, décor, and more. From one platform, sign businesses can design and produce vibrant and unique digitally printed, vinyl cut, and print/cut signs and graphics.

Unlike general design platforms, SignLab is purpose-built for the production environment, offering greater control of design elements and support for the

Continued on page 13 >>

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Print Impact Around the World

most popular print, cut, and hybrid devices. The new vectorization controls, weed features, pdf cut tools, effects catalog, and fit to shape features are not typically found in general design applications and require third party applications. Combining these tools with the widest direct support for output devices, SignLab provides printers with a comprehensive and feature-rich production platform that includes integrated design, layout, and production workflow software for sign making, large format graphics, and print/cut applications.



With over 1300 drivers available from the most popular print, cut and hybrid devices, SignLab helps shops of all sizes and production volumes maximize their production devices, automate common tasks and reduce rework.

KYOCERA TO UNVEIL COMPREHENSIVE CAPABILITIES AT DRUPA 2024

New!



KYOCERA TASKalfa Pro 55000c



One of the world's leading document solutions companies - Kyocera Document Solutions Europe Management B.V., will showcase complete solutions at the largest international trade fair for the print and media industry, drupa 2024 in Düsseldorf, Germany from Tuesday, May 28th to Friday, June 7th, 2024.

Among others, Kyocera based on the concept "Small footprint, big potential" will unveil comprehensive capabilities in inkjet technology that help customers realise new possibilities in the commercial and industrial printing markets. These machines include the brand-new TASKalfa Pro 55000c. What's more, the inkjet print engine of Kyocera Nixta Inkjet Systems S.A.S., a France-based inkjet print engine and system manufacturer of Kyocera Group, will also be introduced at the booth.

"We are thrilled to be debuting the TASKalfa Pro 55000c at drupa 2024," says Takuya Marubayashi, President of Kyocera Document Solutions Europe Management B.V. "Our brand-new cut-sheet inkjet solution is set to revolutionise the world of graphic arts with its versatility, sustainability, productivity, and efficiency. We encourage attendees to visit our booth at drupa to learn how Kyocera can be your business partner in production print."

ARTIENCE GROUP TO FEATURE INKJET TECHNOLOGY AT DRUPA 2024



Toyo Ink Europe Specialty Chemicals S.A.S., a member of the artience group (formerly Toyo Ink Group), a Japan-based chemicals manufacturer, has announced that it, together with its sister subsidiaries Toyocolor Co., LTD. (Japan), Toyo Ink India Pvt. LTD and Tianjin Toyo Ink Co., LTD (China), will be jointly featuring inkjet technology at drupa 2024.

At the Toyo Ink Europe Specialty Chemicals/ artience group's Stand C01 in Hall 8a, the group will highlight an updated lineup of inkjet inks and its expanding manufacturing footprint and capabilities. "For close to a decade, Toyo Ink Europe Specialty Chemicals has amassed expertise in the development of world-class inkjet solutions and built a solid reputation for OEM production excellence with several companies in the digital print industry," said Ken Yamasaki, Sales and Marketing Manager, Inkjet Business at Toyocolor. "In recent years, artience has expanded its production and support network to include state-of-the-art facilities in India, the U.S. and China. This makes it possible to provide the same high-quality product to all of our customers in any part of the world."

At drupa 2024, the artience group will feature its comprehensive inkjet ink portfolio including solvent-based, UV and UV LED inks for the outdoor signage applications as well as water-based, UV and UV LED inks for the packaging market, such as corrugated board and labels. Moreover, as a pioneer in engineering sustainable inks and coatings for print, the group will provide a preview of its next-generation inkjet systems and processes with the lowest possible environmental impact. This includes advanced UV LED and low-energy-drying, water-based solutions needed to solve some of the world's most pressing environmental and energy issues.

Since the 1990s, the artience group has been driving the development of industrial inkjet inks, including its own pigments and polymers, and delivering solutions for an array of digital printing markets. artience actively partners with printing manufacturers on an OEM basis to create customized ink systems that meet the quality and functionality requirements of various digital printing techniques.

MIMAKI ANNOUNCES KEBAB HS OPTION FOR UJF SERIES FLATBED UV-LED PRINTERS



Leading manufacturer of wide-format inkjet printers and cutters, Mimaki has announced the **Kebab HS** option for Mimaki UJF Series UV-LED flatbed printers.

The Kebab HS option is up to three times faster than previous models and can print directly onto cylindrical and tapered objects.

Key features:

- Improved productivity** - the new high-speed Kebab HS option can achieve up to three times the productivity of current models. With the current Kebab MkII model, printing cylindrical objects takes about 30 minutes; with the Kebab HS model, printing is completed in about 10 minutes, making it possible to handle medium-lot orders with a single printer.



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MENTORSHIP PARTICIPANTS' BENEFITS

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

MENTORS' / INVESTORS' BENEFITS

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



“WHAT DISTINGUISHES PROPAK GHANA FROM OTHER EVENTS IS THE LONG HISTORY THAT PROPAK HAS ENJOYED ON THE CONTINENT”

Back in its second year running, **PROPAK Ghana** returns to Accra, Ghana (April 23 to 25) as the industry premier platform for connecting businesses, nurturing relationships and developing opportunities. With excitement of a great show ahead, **Mr. George Pearson** - Regional Director, **Afroacet Montgomery** not only shares his thoughts on what to expect at the three-day show but also what singles out PROPAK Ghana from others in the region. Find out in excerpt below:

CONGRATULATIONS PROPAK GHANA IS NOW IN ITS SECOND EDITION; AS ORGANISER, WHAT ARE THOSE CHALLENGING ISSUES YOU EXPERIENCED DURING THE MAIDEN EDITION THAT YOU'VE LEARNT FROM AND EXPECT NOT TO HAPPEN THIS YEAR?

Thank you and we're excited to be back! Launching an exhibition is always a tough challenge but we know the market wants it and the stakeholders are ready to see more. From last year to this year, we have a much better understanding of the dynamics of the industries; their pain points and what they want to see at the event and that is what we have tried to tie into the offering this year and we hope we have been able to do justice to that. We look forward to meeting many people over the next few days and we are always welcome to feedback on how we can do better next year.

WHAT IS THE THEME OF THIS YEAR'S EVENT AND WHAT INFORMED YOUR DECISION?

This year we're looking at Packaging Innovations and Winning with Sustainability as the key drivers for the event. These are pivotal subject areas for the industry and something that everyone wants to hear and learn more on; so I think they are very fitting.

WHO SHOULD BE AT PROPAK GHANA THIS YEAR AND WHY?

The exhibition is open to all those that work within or alongside the packaging, print, plastics and processing industries. Be it from large scale manufacturers or SME's looking for ways to enhance their brand. We have over 100 brands represented and showcasing their products, so there is truly something for everyone.

The conference sessions taking place at the exhibition are now complete and have been curated as a series of discussions featuring leaders and innovators from a cross section of sectors, designed to spark meaningful conversations within the industry and its auxiliary services.

The first day will bring together a wide range of companies and sessions that cover: **Smarter Packaging, Packaging Innovation, the impact of Digital Printing on branding and labelling and opportunities in Sustainable Packaging** in Ghana.

The second day has been put together in collaboration with the event's Strategic Partner - KPMG, under the theme of 'Winning with Sustainability'. The day will revolve around the central theme of



Continued on page 15 >>



sustainability with the day split to look at 'Thriving with Sustainable Finance' in the morning and 'Empowering Sustainable Innovation' in the afternoon. As ever, KPMG's knowledge and understanding of the subject area will provide exceptional insight for all those in attendance.

The first day will bring together a wide range of companies and sessions that cover: Smarter Packaging, Packaging Innovation, the impact of Digital Printing on branding and labelling and opportunities in Sustainable Packaging in Ghana.

The second day has been put together in collaboration with the event's Strategic Partner - KPMG, under the theme of 'Winning with Sustainability'. The day will revolve around the central theme of sustainability with the day split to look at 'Thriving with Sustainable Finance' in the morning and 'Empowering Sustainable Innovation' in the afternoon. As ever, KPMG's knowledge and understanding of the subject area will provide exceptional insight for all those in attendance.

On the third and final day, the sessions switch to trainer lead **Executive Masterclasses**, Powered by the Africa Trade Academy. With a session covering 'Branding, Packaging and Labelling' followed by

'Opportunities for export marketing and AfCFTA Trade', there is truly something for everyone at PROPAK Ghana.

WE FOUND OUT THAT, MORE THAN EVER, THERE ARE OTHER REGIONAL EXHIBITIONS ACROSS THE CONTINENT; WHAT DISTINGUISHES PROPAK FROM OTHERS?

What distinguishes PROPAK Ghana from other events is the long history that PROPAK has enjoyed on the continent, first appearing in South Africa over 30 years ago and more recently in Nigeria more than 10 years ago. This brand recognition and reputation for quality, professionalism and understanding of the markets in which we operate is the cornerstone of Montgomery Groups culture and ambition.

WHAT ASSURANCE ARE YOU GIVING EXHIBITORS AT THIS YEAR'S SHOW?

We have made a really big push in the last year to engage with the countries surrounding Ghana; to invite and bring both private and government stakeholders to Accra in order to meet with the exhibitors and other attendees at the event due to ease of travel and welcoming culture of Ghana. We have also built our network locally from learnings from the previous year and started the marketing campaign a lot earlier and with more focus to ensure the visitor base is the right one for them.

WHAT DATES ARE WE LOOKING AT FOR NEXT YEAR'S



SHOW?

The event returns next year to the month of June. With more crowded international event calendar and after speaking with many of our stakeholders, it was felt (that) this was the best time of year to fix the date. So we look forward to seeing you from 17 to 19 June 2025.

FINALLY, WHAT ARE YOUR EXPECTATIONS FROM PROPAK GHANA IN TERMS OF IMPACT WITHIN THE SUBREGION?

We hope that the outreach program we have been through over the previous year has helped to bring the wider community together and understand the invaluable offerings that PROPAK Ghana provides. We see the first edition as the marker in the sand, this year as the welcoming of neighbours and next year we hope to continue that trend and see many more stakeholders from the sub region joining both from an exhibitor and visitor viewpoints. Register now to attend for FREE: www.propakghana.com as I look forward to seeing you!

THANK YOU FOR YOUR TIME



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MENTORSHIP

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by **BOOSTING** the morale of **YOUNG PROFESSIONALS**

by carefully **SELECTED INDUSTRY PERFORMERS & ICONS**

whose **WEALTH OF EXPERIENCE** is a **REFERENCE POINT.**

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“MARKETS ARE FOREVER DEVELOPING AND YOU NEED TO KEEP ADAPTING IN LINE WITH THE NEEDS AND REQUIREMENTS OF YOUR CUSTOMERS”

We all know that FESPA is the place to be when it comes to screen, digital and textile printing. However, with so many brands looking to capture end-users' hearts, **WHERE To Print magazine** during the show spoke with one of African gurus in the sector - **Mr. Dov Meyers** - Sales Director at Selby, Johannesburg South Africa based **CHEMOSOL (PTY) LTD** on new trends in the sectors and what players should look out for and do in order to remain relevant. His valuable insight is excerpted below:



Mr. Dov Meyers - Sales Director, CHEMOSOL (PTY) LTD.

WHICH DIRECTION IS THE PERSONALISATION INDUSTRY MOVING?

I believe the trends are more towards on demand branding with the immediate satisfaction being the requirement, as can be seen with online shopping with delivery within 20 to 40 minutes. This now prevails for products being ordered with customization and personal individualization.

WHICH PRODUCTS DO YOU THINK ARE FOR THE FUTURE LOOKING AT ISSUES AS SUSTAINABILITY, ADAPTABILITY TO THE AFRICAN REGION AND OF COURSE RETURN ON INVESTMENT?

Sustainability in the African context is quite complicated, with Multinationals demanding lower carbon foot print, yet cost is out of reach of most individuals, resulting in less margins to the suppliers that brings about foreclosures or job reduction. This leads to the use of

more automation in the workplace as well as modern equipment that is productive based on the customization that can be achieved.

THE ADVENT OF UV HAS CHANGED A LOT OF PERSONALISATION SERVICES; HOW DO YOU THINK PLAYERS CAN TAKE ADVANTAGE OF THE OPPORTUNITIES IN UV?

In context - UV curing using the latest LED technology may require more initial outlay, but (when) used with the latest range of inks available, help companies reduce emissions and used new inks that have been developed for a Green environment. These systems allow for shorter setup; thus, individualization is easily achieved.

WHAT ADVICE CAN YOU GIVE TO OPERATORS ON SERVICE OFFERINGS AND DIFFERENTIATION?

Look at your customer base and go back to the roots of servicing the “Bread and Butter” requirements that will result in the volumes required to remain profitable. Based on this, do your homework and invest in new technology where you can see growth now and in the short term. Markets are forever developing and you need to keep adapting in line with the needs and requirements of your customers.

WHICH ENTRY LEVEL BUSINESS CAN AN INVESTOR ENTER IN DTF/ PERSONALISATION SEGMENT?

We have found it essential to work with partners that truly look after your needs in all sectors. These are the companies that are always developing new line based on the clients' requirements, yet at the same time always working on current lines to make them remain productive, thus all current equipment can still be used productively. In the screen printing industry, the industry leaders, being Marabu, SEFAR and Kiwo to name just a few are and always will develop this segment of the market. In the DTF field we have partnered with Hanrun Paper due to their vast knowledge of the clients needs. The range of equipment and supplies offered for DTF, UV DTF and Sublimation is vast, with a competent sales and technical team that will be able to support you every step of the way.



ANY ADVICE ON SOURCING THE RIGHT PARTS AND CONSUMABLES FOR MACHINES ESPECIALLY INKS AND MEDIA?

As mentioned above, we are comfortable with the service and support we receive from Hanrun Paper as they are always developing new solutions to improve the final product customers demand. This is a one stop solution that produces and creates a package that meets our customers' requirements.

FOR ONE WHO WANTS TO INVEST IN A PARTICULAR MACHINE; WHAT KIND OF SUPPLIER/ PARTNER SHOULD ONE LOOK OUT FOR?

You need to find a reliable partner. We have spent the time and research to do just that. You need to be confident that your supplier will be with you through the whole journey. Consistent supply of consumable and equipment that you can rely on is key.

ANY TREND IN THE INDUSTRY THAT YOU'VE OBSERVED THAT PLAYERS CAN WATCH OUT FOR?

The industry is still developing at such a rate that new reliable entry level system will be the most important space. The demand for high production systems are already emerging with high quality volumes of 30SqM/Hour emerging. Expect these to develop further to double the speed, based on the transfer film coatings

produced and specialty inks that can handle the speed.

These developments and the popularity of the segment have led to substantial price reductions, but be aware that consistency and high quality come at a price due to the production with high quality equipment and choice of raw materials, as well as the QC (quality control) required to maintain these necessary requirements.

FINALLY, WHAT WERE YOUR EXPECTATIONS IN ATTENDING THIS YEAR'S FESPA AND WHERE THEY MET AND HOW?

We always find that attending FESPA and similar exhibition or conferences are essential in keeping up to date with market trends, seeing existing suppliers and working on future projects to keep our customers at the forefront of technology.

TELL US BRIEFLY ABOUT YOU AND YOUR COMPANY?

CHEMOSOL has been supplying the printing industry since 1968. We are a progressive company that looks after the needs of our clients regarding branding techniques be they Screen Printing, Pad Printing, Sublimation Printing, Digital Transfers, Laser Cutting and Marking. These cover the equipment required as well as the auxiliaries used to brand these items.

THANK YOU FOR YOUR TIME.



Dov Meyers, Joju ADEKANBI and Roberta Rota of Policrom Screens at FESPA Global Print Expo 2024 RAI, Amsterdam



THE RENAISSANCE OF PRINT



Without doubt, the print industry has changed a lot in recent years and is continuously evolving towards sustainability and digitalization. In this inspiring **Guest Article** that forms our COVER STORY this edition which is culled from **drupa blog**, tech CEO - **Henrik Müller-Hansen** calls on stakeholders to rethink (print) production for the benefit of people and the planet as he also reveals how print is more alive than ever!

HOW GEN Z's PREFERENCES ARE FAST TRACKING OUR EVOLUTION

Print is one of the most exciting, dynamic, and rapidly growing sectors globally. In a digital era, the enduring relevance and vitality of print often go unnoticed – or worse, undermined. As a tech CEO, I want to set the record straight: not only is print not dying, it's more alive than ever.

PRINT'S UNPARALLELED SCALE AND POTENTIAL

To grasp the magnitude of print's impact, look at the numbers. While the global music industry rakes in \$41 billion annually according to Statista, print dwarfs this figure with a staggering \$800 billion+ market size, according to Smithers. This immense scale underscores the vast opportunities that lie within the realm of print, specifically in the digital printing arena, one of the most rapidly expanding industries in the world.

SEIZING THE DIGITAL OPPORTUNITY



As we've understood for some time, the future of print is undeniably digital. The shift away from traditional offset printing has been driven by a myriad of factors, chief among them being the changing landscape of marketing and personalization. Traditional marketing, enabled by offset printing, is not only costly and

challenging to track in terms of Returns on Investment (ROI), but also lacks the interactivity and engagement that today's consumers demand. This shift toward digital marketing necessitates a corresponding transition in production methods, especially with the exponential

Continued on page 19 >>



THE RENAISSANCE OF PRINT

growth of ecommerce and the demand for personalized, on-demand production solutions.

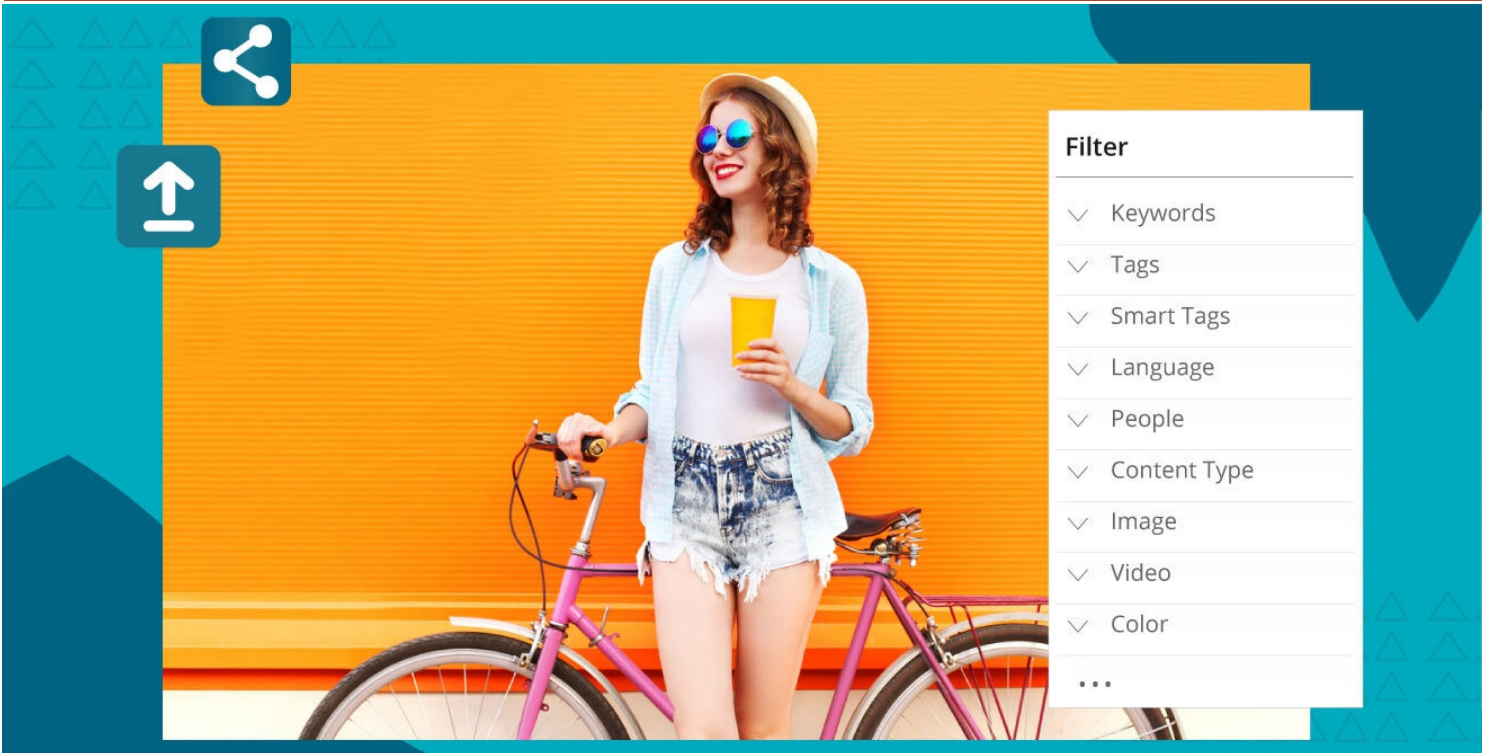
EMBRACING CHANGE: FIVE MACRO TRENDS

To thrive in this evolving landscape, print service providers must embrace five overarching trends:

1. **Personalization:** According to Deloitte, more than 50% of customers were interested in acquiring personalized or custom products. That desire for personalization is even more pronounced in younger buyers. In a study by WP Engine, 75% of Gen Z survey respondents said they're more likely to buy a product if they can customize it.
2. **Localization:** Consumers seek to support their local communities. They want to know where their goods are made and how they're made. They also want to receive their orders quickly and more sustainably. Local production and distribution accommodate these preferences.

3. **Mobility:** Mobility dictates that commerce must meet consumers where they are - on their mobile devices. This underscores the importance of digital, including ecommerce.
4. **Creator Economy:** The burgeoning creator economy presents vast opportunities for on-demand, locally produced goods - with Goldman Sachs projecting a doubling in size to \$480 billion by 2027.
5. **Sustainability:** Finally, sustainability is not a buzzword but a necessity, with Environmental, Social and Governance (ESG)-focused investment soaring to US\$34 trillion in 2026, making up 21% of assets under management, according to PricewaterhouseCoopers (PWC). Gone are the days of mass-producing and shipping goods across the planet. Local, on-demand production is here to stay.

UNDERSTANDING THE DEMOGRAPHIC SHIFT



The evolving demographic landscape, particularly the rise of Generation Z and Millennials, further underscores the need for adaptation. These cohorts are tech-savvy, environmentally conscious, and deeply value corporate social responsibility. Also, growing up

or coming into adulthood with Amazon and ecommerce, they expect personalization and speed of delivery. By aligning with their values and preferences, production businesses can tap into a vast market of conscious and empowered consumers.

Continued on page 20 >>



THE RENAISSANCE OF PRINT

HARNESSING NEW PRODUCTION TECHNOLOGIES

The advent of new production technologies, such as 3D printing and digital printing software, opens endless possibilities for innovation.

At Gelato, we built the world's largest production-on-demand network, facilitating local production in 32 countries and connecting creators and makers with billions of consumers worldwide. Through our GelatoConnect platform – a machine-agnostic production platform that streamlines the entire production process from procurement to workflows to logistics – we will further enhance efficiency and profitability, driving the seamless transition to next-generation production methods that facilitate micro orders. Looking ahead, the potential for growth and transformation is immense. The Gelato network and our commitment to local production and distribution positions us and our production partners at the forefront of this technological revolution. As we embrace these new technologies, we envision a

future where production is smarter, faster, and greener.

THE BIG PICTURE: SUSTAINABILITY AND GLOBAL IMPACT

When we piece together the puzzle of these macro trends, demographic shifts, and technological advancements, the big picture becomes clear: the growth opportunities in print are limitless. By leaning into innovation, sustainability, and localization, we can harness the power of production to reach billions of consumers, facilitate smarter global trade, and drive positive change in the world. In addition, projections indicating a 12-fold increase in 3D printing adoption by 2030 offer endless opportunities for our industry to be at the forefront of shaping the future.

Together, let's embark on this journey of transformation and rethink production for the benefit of people and the planet.



Henrik Müller-Hansen
CEO and founder



Henrik Müller-Hansen is the CEO & Founder of **Gelato** - world's largest platform for local production of customized items, anytime and anywhere. Henrik and his team launched Optimalprint in 2007. As Optimalprint grew so did the idea on how to improve the profitability and efficiency within the printing industry. This led to the launch of Gelato in August 2012.

Previously, Henrik worked at Tele2, a telco challenging the traditional industry. Henrik held positions such as CEO-assistant and Head of the Business Customer Area in Sweden. From 2003 to 2006 he was CEO of Tele2 Norway, growing the company from 1.5 billion NOK to 3.2 billion NOK. Henrik has an M.Sc.E; Major in Managerial Economics from Stockholm School of Economics, Sweden.



where to print MAGAZINE

PRINT & ALLIED EXHIBITIONS FOR 2024

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

NOTE:

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





“VENTURING INTO AFRICA PRESENTS SIGNIFICANT OPPORTUNITIES FOR ATEXCO”

Based in Hangzhou, the capital of Zhejiang province situated southeast China, approximately 180 kilometres from Shanghai, **Atexco** has for the past 3 decades focused on the research, development and promotion of digital printing technology in the textile industry. With over 2000+ customers globally, **WHERE To Print magazine** engages in a tête-à-tête with **African representative** during **FESPA Global Print Expo** in Amsterdam - **Mr. Kennedy Jaiyeola** to discover Atexco plan for Africa. Please find out in excerpt below:



TELL US ABOUT YOUR COMPANY?

Atexco is a leading provider of digital printing solutions, catering to various industries including textiles, signage, and packaging. With a focus on innovation and quality, we aim to revolutionize the printing industry through cutting-edge technologies and unparalleled customer service.

WHICH PRODUCTS OR SERVICES ARE YOU OFFERING TO THE MARKET AND WHY ARE THEY DIFFERENT FROM COMPETITION?

Atexco offers a wide range of digital printing solutions, including high-speed textile printers, UV flatbed printers, and dye-sublimation printers. What sets us apart from our competitors is our commitment to innovation, providing customers with state-of-the-art machinery that delivers exceptional print quality, efficiency, and reliability.

WHAT KIND OF WARRANTY DO YOU HAVE ON YOUR MACHINES?

We stand behind the quality and reliability of our machines, offering a comprehensive warranty on all our products. Details of the warranty may vary depending on the specific product and region, but typically cover manufacturing defects and ensure peace of mind for customers.

DO YOU PRODUCE YOUR CONSUMABLES FOR YOUR MACHINES ESPECIALLY INKS AND MEDIA OR YOU HAVE PARTNERS WHO PRODUCE AND SELL THESE WITH YOUR WARRANTY?

We understand the importance of using high-quality consumables for optimal printing results. While we may partner with reputable suppliers for inks, media, and other consumables, Atexco ensures that all consumables recommended for use on our machines meet rigorous quality standards and are fully compatible with our equipment.



ARE THERE SPECIALS, PROMOS OR DISCOUNTS THAT YOU'RE OFFERING TO YOUR PRESENT CLIENTS AND PROSPECTIVE ONES IN AFRICA?

Atexco regularly offers specials, promos, and discounts to existing clients and looks forward to offering the same to prospective customers in Africa and other regions. These promotions may include bundle deals, trade-in offers, or discounted pricing on select products. Customers are encouraged to check our website or contact our local representatives for current offers and incentives.

DO YOU HAVE REPS IN AFRICA TO ATTEND TO YOUR

Continued on page 23 >>



CUSTOMERS AND WHERE ARE THEY BASED?

We understand the importance of having a local presence to effectively support our customers in Africa. We have a network of authorized representatives strategically based in key locations across the continent to provide personalized service and support to our customers. These representatives are often located in major cities or industrial hubs where the demand for digital printing solutions is high.

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

Atexco is committed to meeting the needs of our customers anytime, anywhere. We offer round-the-clock customer support through various channels, including phone, email, and online chat. Additionally, we provide comprehensive training programs for our customers to ensure they can maximize the performance of their equipment. With a dedicated team of technical experts and customer service professionals, Atexco guarantees prompt assistance and solutions to any issues that may arise.

WILL YOU BE AT THE WORLD'S NO 1 PRINT TECHNOLOGY SHOW - DRUPA, AND WHERE CAN YOUR PRESENT CUSTOMERS, PARTNERS AND PROSPECTIVE ONES FIND YOU?

Atexco recognizes the importance of showcasing its latest innovations and connecting with customers, partners, and prospects at leading industry events like DRUPA. We are hopeful to be present at DRUPA. Once confirmed, we will

provide the necessary information to our customers, partners, and prospective clients.

FINALLY, WHAT ARE YOUR EXPECTATIONS IN VENTURING INTO AFRICA?

Venturing into Africa presents significant opportunities for Atexco to expand its market reach and establish strong partnerships with local businesses. With the continent experiencing rapid economic growth and increasing demand for digital printing solutions across various industries, Atexco aims to capitalize on these opportunities by offering innovative products, reliable support, and tailored solutions to meet the unique needs of customers in Africa. We are committed to building long-term relationships and contributing to the growth and success of the African printing industry.

THANK YOU FOR YOUR TIME.



Mr. Kennedy Jaiyeola with WHERE To Po Print - Joju ADEKANBI at Atexco stand during FESPA Global Print Expo 2024 at RAI, Amsterdam





RESILIENCY – THE KEY TO MANAGE DISRUPTIONS AND GROWTH



In today's fast-paced business environment, it's more important than ever for Brands and Printers to be able to quickly adapt to changing market conditions and consumer needs. That is why this edition's SPECIAL FEATURE ARTICLE by **Mike Ferrari** - Founder of **Ferrari Innovation Solutions** motivationally teaches how Brand Owners and Printers can become resilient and quickly adapt to changing market conditions and consumer needs so as not to lose their consumers to someone else's products. Credit to **drupa blog** from **www.drupa.com**

Consumers develop a relationship with brands they connect and engage with over time. Consumers change their taste, fashion, price point, desire for convenience in their shopping habits more frequently than ever before. However, in the age of influencers, friends and family sharing their preferences broadly on social media, accessibility of coupon code offers, consumers are more easily tempted to try someone else's product.

As a result, brand loyalty is often a fleeting thing and shifting consumer shopping habits have accelerated. Brands need to maintain consumer attention particularly in the times we live in with short attention spans. Consumers respond to being "in the moment" and packaging needs to rise to this challenge. Packaging can provide consumers the feelings and emotions that come from the anticipation of changes in the seasons as well as events such as sports matches.

The globally proven attraction to consumers is personalization that began with Coca Cola followed by several other brands. Human behavioral researchers found that there is unique brain activation when a subject sees or hears their own name. Such a magnetic draw connects consumers with the package for a heightened experience. It is no surprise that numerous brands have used personalized packaging. Brands that followed Coca Cola include; Pepperidge Farm, Mondelez International,

Ferrero, Crayola, Nestle, Frito Lay to name a few. Personalization and customization allow smaller brands to compete on a more equal footing with their big brand counterparts.

Secondly, **there are the unplanned and unexpected disruptions.** Looking back just in the last 20 years there have been both global and regional disruptions. We have experienced 9/11, global recession, geopolitical conflicts, volcano eruptions of 2010, wildfires and the recent global pandemic which have influenced consumer buying habits and caused supply chain disruptions. These unplanned interventions have been occurring on average every 3-5 years and become more disruptive due to the interconnectedness of global supply chains. Leaders across the industry need to realize the necessity of being prepared for future unforeseen events as vital to manage through a crisis.

The realization that consumer products and packages will require a refresh to keep from getting stale as well as protection from crises that appear to pop up every few years, Brands and Printers alike will need to focus on resiliency. **Resiliency** requires a level of agility that can only be achieved by leveraging digital assets and streamlining workflows.



The All Digital Workflow (end-to-end) Creates Agility



Brands and Printers will need to include the use of digital assets

allowing the ability to pivot when consumer habits change. Brands that lead in creating more engaging and impactful campaigns that resonate with their target audience will gain innovator status in the eyes of consumers. These very same assets would be most appropriate in dealing with disruptions when they occur.

Streamlined workflows also play a critical role in helping Brands and Printers stay agile and resilient. By automating processes, eliminating unnecessary steps and linking them with software, workflows can be optimized for maximum efficiency, reducing costs and improving turnaround times. This allows Brands and Printers to respond quickly to customer requests and changes in the market, keeping them ahead of the competition.

Overall, by embracing digital assets and streamlined workflows, Brands and Printers can position themselves for long-term success in an increasingly competitive marketplace. With the right tools and mindset, you can adapt to whatever challenges come your way, ensuring that products and packages remain relevant and valuable to consumers for years to come. According to Coca-Cola North America's Senior Vice President, Stuart Kronauge: "For teens and millennials, personalization is not a fad; it's a way of life. It's about self-expression"

During periods of natural disasters or unplanned disruptions, Brands and Printers can leverage agility and digital assets by quickly adapting to changing customer demands. This may include shifting their focus to more relevant products and services, utilizing digital marketing and communication channels to reach customers, and implementing flexible production and distribution methods. By embracing technology and remaining flexible, Brands and Printers can minimize the impact of disruptions and maintain their ability to serve customers in the face of adversity.

It is not sufficient to just own digital assets, it is equally important to also **become knowledgeable and capable** in using these as tools of innovation. Anyone can purchase digital assets but developing a user strategy that creates value can differentiate Brands and Printers from one another. One-way Brands and Printers can use digital assets to stay agile during natural disasters or unplanned disruptions is by utilizing cloud-based platforms for collaboration and communication. This can help ensure that teams can stay connected and continue to work collaboratively even if they are unable to physically be in the same location (which was proven during the recent global pandemic).

Brands and Printers can also leverage social media and other digital marketing channels to communicate with customers and keep them informed. By leveraging these tools and resources, Brands and Printers can remain nimble and resilient in the face of unexpected challenges.

Technology exists to create an end-to-end digital workflow. There is also a sustainability benefit from such a streamlined workflow that operates without tooling. The printing process will have less waste during printing, particularly during change overs translating to a lower carbon footprint.



Many Brands and Printers shifted their focus to creating personal protective equipment (PPE) related products and packages during the pandemic. Products such as face masks and shields were made using digital technologies. Others adapted their production lines to create new product brands in high demand, such as hand sanitizer and cleaning supplies and their related packaging materials e.g. labels, flexible packaging and carton board. Additionally, many utilized digital marketing channels to communicate changes in business operations and highlight new products and services. By staying agile and adapting to changing consumer demands, these businesses were able to remain successful during a challenging time. Smithers study reported; "the experience of the COVID-19 pandemic has emphasized the advantage of the versatility of digital print".

By no means should it be implied that analogue assets should be abandoned. Brands and Printers should create a balanced mix of digital capability within their supply chain for all the reasons explained to gain agility and thereby having resiliency.

How should Brands and Printers approach becoming resilient?

- Update your business continuity strategy, ensure to include agility
- Brands need to align procurement to include suppliers with digital assets and workflow as a vital part of their supply chain mix
- Create a culture of innovation that focuses on the end consumer to leverage digital assets in growing the business by empowering employees
- Attend **drupa 2024** to learn about new digital assets and their capability

Resiliency provides Brands and Printers the tools and means to stay competitive, reduce demand on supply chain and rapidly pivot during marketplace disruptions. Resiliency for Brands and Printers is synonymous to a tree with deep roots that weathers storms and changing climate conditions.

About MIKE FERRARI



Mike Ferrari is Founder of Ferrari Innovation Solutions, a brand packaging consultancy to help leaders bring delight to consumers. Mike is also the President of the Consortium for Waste Circularity, a non-profit 501C3 to align the industry on a future without waste by supporting the

transformation of landfills to a circular economy. Previously, Mike completed a 32-year career with Procter & Gamble delivering initiatives for some of the world's leading billion-dollar brands.

NAVIGATING THE FUTURE OF PACKAGING: A DEEP DIVE INTO SUBSTRATE TECHNOLOGIES



In the fast-paced world of packaging, where innovation is key and sustainability is paramount, the choice of substrates plays a pivotal role in shaping the landscape of the industry. This educative piece culled from **drupa blog** explores latest developments and trends shaping the world of substrates and their impact on the printing and packaging sector.

SUSTAINABLE SUBSTRATE OPTIONS

One of the most pressing concerns in today's packaging industry is sustainability. Consumers are increasingly demanding eco-friendly options, leading to a surge in the development of sustainable substrate materials. From recycled paper to compostable plastics, manufacturers are exploring a plethora of alternatives to traditional substrates, aiming to minimise environmental footprint without compromising on quality or functionality.

DIGITAL PRINTING ADVANCEMENTS

Advancements in digital printing technology have revolutionised the way packaging is produced. With digital printing, brands have the flexibility to create customised designs on various substrates with unparalleled precision and speed. This has led to a shift in substrate requirements, with an emphasis on compatibility with digital printing processes and the ability to showcase vibrant colours and intricate details.



SMART PACKAGING SUBSTRATES

The integration of technology into packaging materials is ushering in a new era of smart packaging. RFID (Radio Frequency Identification) tags, QR (Quick Response) codes, and NFC (Near Field Communication)-enabled substrates are transforming ordinary packaging into interactive experiences, providing consumers with valuable information and enhancing brand engagement. Smart substrates not only serve as vehicles for innovation but also offer opportunities for brands to streamline supply chain management and enhance product security.

3D PRINTING IN PACKAGING

The potential of 3D printing technologies in packaging design is immense. From creating unique shapes and textures to optimising packaging for specific products, 3D printing opens up a world of possibilities. By leveraging 3D printing, brands can innovate their packaging designs, reduce material waste, and deliver a truly memorable unboxing experience for consumers.

NANOTECHNOLOGY AND SUBSTRATES

Nanotechnology is revolutionising substrate properties, offering enhanced durability, flexibility, and barrier properties. By manipulating materials at the nanoscale, manufacturers can create substrates with superior performance characteristics, making them ideal for printing and packaging applications. Nanotechnology holds the promise of unlocking new functionalities and applications in substrates, paving the way for even greater innovation in the industry.

Continued on page 27 >>



SPECIALTY SUBSTRATES FOR LUXURY PACKAGING

Luxury brands demand substrates that exude elegance and sophistication. From specialty papers to exotic finishes, luxury packaging substrates are designed to captivate consumers and elevate brand perception. These high-end substrates not only enhance the visual appeal of packaging but also convey a sense of exclusivity and luxury that resonates with discerning consumers.

RECYCLABLE AND BIODEGRADABLE SUBSTRATES

With increasing awareness about environmental issues, there is a growing demand for substrates that are recyclable or biodegradable. Manufacturers are responding to this demand by developing innovative materials that offer sustainable alternatives to conventional substrates. From bioplastics to paper-based solutions, recyclable and biodegradable substrates are reshaping the packaging industry and driving positive change towards a more sustainable future.

THE ROLE OF SUBSTRATES IN BRANDING

Substrates play a crucial role in shaping a brand's image and identity. Whether it's the texture of the paper or the finish of the packaging, substrate choices can significantly influence consumer perception and brand loyalty. By selecting substrates that align with their brand values and aesthetics, companies can create packaging that not only protects their products but also communicates their brand story effectively.

TRENDS IN FLEXIBLE PACKAGING SUBSTRATES

Flexible packaging is experiencing a renaissance, driven by advancements in materials and printing methods. From stand-up pouches to flexible films, manufacturers are exploring innovative substrates that offer convenience, functionality, and sustainability. As consumer preferences evolve, flexible packaging substrates are adapting to meet the demands of modern lifestyles, offering solutions that are both practical and eco-friendly.

SUBSTRATE INNOVATION CASE STUDIES

Real-world examples of companies implementing innovative substrates in their packaging designs abound. From Coca-Cola's PlantBottle made from renewable resources to Lush Cosmetics' packaging made from recycled materials, these case studies highlight the transformative power of substrate innovation in driving sustainable practices and fostering brand differentiation.

REGULATORY CONSIDERATIONS

Regulatory requirements and certifications play a crucial role in determining the suitability of substrates for packaging applications, especially in industries such as food and pharmaceuticals. Manufacturers must ensure compliance with relevant regulations to guarantee the safety and integrity of their products. Certifications such as Food and Drug Administration (FDA) approval and Forest Stewardship Council (FSC) certification provide reassurance to

consumers and demonstrate a commitment to quality and sustainability.

SUBSTRATE RECYCLING AND SUSTAINABILITY

Addressing the issue of packaging waste requires a holistic approach that encompasses not only the design and production of substrates but also their end-of-life management. Strategies such as recycling and upcycling offer promising solutions for reducing environmental impact and promoting a circular economy. By investing in infrastructure and technologies for substrate recycling, companies can minimise waste generation and contribute to a more sustainable future.

THE FUTURE OF SMART PACKAGING

Looking ahead, the future of substrate technologies promises even greater advancements in smart and interactive packaging. From intelligent sensors to biodegradable electronics, the possibilities are endless. As consumers continue to demand more personalised experiences and brands seek innovative ways to differentiate themselves, smart packaging substrates will play a pivotal role in shaping the future of packaging.

BIOTECHNOLOGY AND SUBSTRATES

The intersection of biotechnology and substrates holds immense potential for the development of sustainable packaging solutions. Bio-based materials derived from renewable resources offer a viable alternative to traditional substrates, reducing dependence on



fossil fuels and mitigating environmental impact. By harnessing the power of biotechnology, manufacturers can create substrates that are not only eco-friendly but also biodegradable and compostable, closing the loop on the packaging lifecycle.

SUBSTRATE PRINTING TECHNIQUES

Advanced printing techniques complement different types of substrates, enabling brands to achieve stunning visual effects and tactile finishes. From UV printing to embossing and debossing, these techniques enhance the aesthetic appeal of packaging and create memorable brand experiences. By leveraging the synergy between printing technologies and substrates, companies can unleash their creativity and push the boundaries of packaging design.

In conclusion, the world of substrates is undergoing a period of unprecedented innovation and transformation. From sustainable materials to smart technologies, the possibilities are endless. By staying abreast of the latest developments and embracing emerging trends, brands can harness the power of substrates to create packaging that not only protects their products but also captivates consumers and fosters a sustainable future for the industry.



GLOBAL AUDIENCE OF DECISION-MAKERS FIRM UP INVESTMENT PLANS AT FESPA 2024



Welcoming thousands of visitors from across the globe, the just concluded **FESPA 2024** highlighted latest innovations, industry trends as well as unearthed hidden potentials in new vertical markets, including sportswear and personalisation. In this **SPECIAL FEATURE POST SHOW ARTICLE**, **WHERE To Print** provides an valuable insight into the event's success:

FESPA Global Print Expo 2024, European Sign Expo, Personalisation Experience and the inaugural Sportswear Pro (started on a strong footing from Tuesday 19 to Friday 22 March 2024, RAI Amsterdam) attracted a global audience of senior decision-makers prioritising investments for business growth.

The four co-located events and the extensive feature and conference programme unveiled new opportunities, highlighting thousands of innovations and trends, as well as new vertical market prospects. These firmed up investment plans of visitors - **92% of the audience** (with collective median budget was over **EUR 2.7 billion**) looking to invest in equipment in the next **12 months**.

In line with this, the event attracted an international audience of senior decision-makers. **76%** of attendees were business owners, directors, partners or managers and **85%** of visitors shared that they are involved in the decision-making process for their business.

It should be noted that **45%** of visitors attended for more than a day. Though visitors travelled from **120 countries**, the Netherlands, Germany, the UK, Italy, Belgium, France, Poland, Spain, Switzerland, and Sweden bringing the largest portion of the audience.

Hosting **525 exhibitors** over the four days with **12,706 unique visitors**, FESPA Global Print Expo 2024 has really impressed and delivered on its aim to reveal the numerous opportunities on offer to the sector. It also hosted the popular **World Wrap Masters** competition.





The 19th International Pulp Paper Industry Expo-China

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Scan the QR code for visit registration

Sustainability was the clear dominant trend at the show, with FESPA itself leading from the front. For the first time, at this year's event FESPA adopted a sustainable event management strategy and system, following ISO guidelines for **ISO 20121**, a standard developed in 2012 for the London Olympics. Activities included minimising the event's footprint – the impact of its collective activities at the event, with stands and event features built using recycled, recyclable, and reusable materials. It has accordingly seen a roughly **90%** lower carbon footprint than using traditional stand building methods, measured with its partner - CarbonQuota.

Other trends seen around the halls included automation, an increasing buzz about the potential of AI and what it could do for the sector, the continued growth of direct-to-film (DTF) printing, and a heavy focus on textile printing.

It is therefore no surprising that FESPA 2024 brought out the biggest line-up of exhibitors to date for **European Sign Expo 2024**; the second iteration of **Personalisation Experience** with its brand new **Personalise Make Wear** feature; as well as the inaugural **Sportswear Pro**, the co-located events and content-led feature programme provided visitors with the opportunity to explore vertical markets, grow their business and expand their offering.

The line-up of global industry experts and thought leaders at the Personalisation Experience and Sportswear Pro conferences delivered a content-rich programme that attracted visitors from around the world, stimulating lively debates and networking conversations as well as new partnership opportunities for future businesses.

Love by all, the words from **Gabriello Gambale**, Director of **Infinite Graphics Solutions** sums up attendees' verdicts of FESPA 2024; "I love FESPA, we always pick up something new every year." In the same vein, the following exhibitors reported a successful show that continues to be the event of choice for many as they shared their feedback on the benefit of FESPA Global Print Expo 2024 to their brands:

Danna Drion - General Manager Marketing EMEA at **Mimaki Europe** said it had been "an exciting show, with a lot of people coming to our booth. For us, FESPA is the number one important show to participate on. But it's more than that – we think its family, we have such a long relationship with FESPA, and we always continue going and see a value add."

Christophe Inigo - Deputy Commercial Director at **Hexis**, also commented: "Last year, we went to more than 20 trade shows all over the world, but FESPA is the main. For me, it's the heart of our business. All our printers, all our distributors are here, and it's really nice to know for sure that



we'll see everyone once a year. It makes it very easy."

Laura Thompson - Digital Marketing Specialist, **Kit Builder** commented: "We thoroughly enjoyed attending FESPA. Not only did it introduce us to a new industry and clients, but we also got to delve into what else is happening in the sector. Each of the co-located events was filled with innovation and creativity, and it's a pleasure being part of them."

Bernado Lourenco - Business Development Manager, **Apametal** said: "For us, FESPA is a great event for printing and signage. As we started the process of expanding our business internationally, exhibiting at FESPA was a no-brainer. We knew we were entering a competitive trade show and FESPA supported us from the beginning."

Rigte Groenbroek - General Manager, EMEA, **Onyx Graphics** commented: "FESPA is a vital event to build international brand awareness, gather market feedback, and connect with our international channel partners. FESPA offers us the perfect mix of end users and distributors from every part of the EMEA region, as well as being the ideal environment to build our relationships with the print and finishing technology manufacturers whose equipment is driven by our RIPs. We're already thinking about our presence at FESPA 2025 in Berlin."

Mike Horsten - Global PR and Press Manager, **Agfa** added: "We all know that FESPA is the place to be; it's a great trade show to promote products. It's truly international and the global audience reflects that."

In a nutshell, **Michael Ryan**, Head of **FESPA Global Print Expo** recapitulates: "From conversations with exhibitors and visitors at the events, the buzz of



creativity and eagerness to learn and explore new solutions and ideas manifested an inspiration to explore new opportunities in everyone. Feedback from our visitors was extremely positive, praising the quality of our international exhibiting community showcasing solutions dedicated to speciality print and signage. It's a truly unique feeling to meet with so many like-minded businesses and to connect people from all around the world with the same purpose – to grow and develop our industry and this incredible community. I'm looking forward to seeing what the year brings in the wake of the events and I can't wait for the multitude of ideas and investments from the show to pan out."

Continued on page 31 >>



That is why FESPA Global Print Expo and European Sign Expo will return to **Messe Berlin, Germany** from **Tuesday 6 to Friday 9 May 2025**. "Following three successful events in the city and positive feedback on the venue from all participants, we are pleased to be returning to Berlin in 2025. We're looking forward to welcoming exhibitors – as well as visitors – to Messe Berlin next May for an event that I am confident will help printers and signmakers uncover new technologies and solutions to expand their business and unleash their full potential" expresses Michael Ryan.

It would be recalled that FESPA has previously hosted three events in Berlin; in 2007, 2018 and – more recently – 2022. Feedback following FESPA 2022 reaffirmed that Messe Berlin is a popular venue for both exhibitors and visitors alike. The city offers a continental air and traffic hub, and is easily accessible from all major European and international cities. The newest airport – Berlin Brandenburg – is located just 30 minutes from the Messe Berlin and offers flights to European metropolitan and leisure locations as well as a number of intercontinental destinations.

While the Berlin edition will cover screen, digital and textile printing, signage and visual communications as usual, confirmed features include **Personalise Make Wear, World Wrap Masters, Club FESPA** and the return of the bi-annual **FESPA Awards**.

For more details on **FESPA Global Print Expo 2025**, log on to **www.fespa.com**



CREATING THE FUTURE TOGETHER!

From Monday 25 to Wednesday 27 March 2024, select trade journalists from around the globe gathered at Messe Düsseldorf, Germany to have a sneak peak of world's top original equipment manufacturers (OEMs) lineup of activities during the forthcoming world's no. 1 event for print and crossmedia solutions - drupa. I was privileged to represent **WHERE To Print** among the over 70 international journalists at the pre-drupa media conference, which traditionally marks the official start of drupa. Find herewith a **SPECIAL FEATURE REPORT**:



Group photograph of the over 70 international journalists with drupa and AD Communications Team.

From arrival, -to event proper, -then unto departure; event organiser - AD Communications ensured an efficacious event by professionally orchestrating the successful forum. The nearly three-day conference was packed with fascinating presentations not only by drupa organiser - Messe Düsseldorf but more importantly by élite exhibitors who gave out their drupa theme as well as overviews of their preparations towards (the) much-anticipated show slated for May 28 to June 7, 2024.

Summarily, these include:

- **Bobst** - determination to change the future of packaging world at **Hall 10/ B30-1-3**.
- **Canon EMEA** - at **Hall 8a, Stand B41-1 to B41-8** will power end-users to move with previews of new LabelStream LS2000, varioPRINT iX1700, ProStream 2000 and ColorStream series, amongst others.
- **Durst Group AG** - capacity for UV Inkjet labeling at **Hall 16**.
- **Seiko Epson Corporation** - to change the model for localised production and feature latest printheads such as the D3000, and launch of SurePress label presses at **Hall 5**.
- **Esko** (co-exhibiting with X-Rite, Pantone, Enfocus) - to showcase integrated technology ecosystem that benefits today's packaging supply chain at **Booth A12** in **Hall 8B**.
- **Fujifilm Holdings** - wants you to discover the difference with launch of new Revoria Presses et all in **Hall 8B**.
- **Heidelberger Druckmaschinen AG** - in **Hall 1**, to unfold your potential with world premiere in industrial offset printing - the new peak performance SpeedMaster XL 106.
- **Highcon Systems** - on digital diecutting workflow package in **Hall 9, Booth B24**.
- **Hewlett Packard** - to drive digital transformation with new HP Indigo 120K/ 18K in **Hall 17**.
- **HYBRID Software** - in **Hall 7a/ D03** will launch several major



Press Briefing in Session.



Press Briefing in Session.



Press Briefing in Session.

Continued on page 33 >>

SPECIAL FEATURE ARTICLE: PRE-DRUPA 2024 INTERNATIONAL MEDIA CONFERENCE



- innovative solutions like MyCLOUDFLOW, MyPACKZ, ColorSpace etc
- **Koenig & Bauer** - exceeding print theme will focus on digitalisation, modularisation and sustainability. Green Dot Award will be presented to sustainable print shops at their **Hall 16**.
- **Konica Minolta, Inc.** - see the potential (in the future of print) and unveiling of AccurioPress C84 among several others in **Hall 8B**.
- **Kongsberg Precision Cutting Systems** - discover the future of automation and latest advances in digital cutting technology at **Hall 8A Stand B43**.
- **Leonhard Kurz Stiftung & Co.Kg** - innovations in textile solutions together with other companies in **Hall 4 Stand B30**.
- **Landa Digital Printing** - taking Nanography to the next level and the launch of S10 and S10P in **Hall 9 Booth A33-3**.
- **Manroland Goss web systems GmbH** - innovation in flexible packaging and launch of Varioman et all in **Hall 3 Stand B31**.
- **Miraclon Corporation** - extending value in **Hall 15 Booth F50**.
- **Ricoh USA, Inc.** - unfold your potential in **Hall 8A**.

UNFORGETTABLE EVENING EVENTS



The unforgettable evening events at Seifenfabrik Dr. Thompson's and Brauerei Ferdinand Schumacher.



On **Monday 25 March** evening, we were hosted to an informal buffet dinner by Messe Düsseldorf at **Seifenfabrik Dr. Thompson's** - one of the oldest factory buildings for soap making in the heart of Düsseldorf that dates back to the 19th century. Then, Director drupa, Portfolio Print Technologies, Messe Düsseldorf GmbH - **Ms. Sabine Geldermann** gave us a short clip of **drupa 2024 theme song** that got us excited and eager to create our future together! For **Tuesday 26 March** evening, AD Communications hosted us at the **Brauerei Ferdinand Schumacher** - Düsseldorf's oldest brewery established in 1838.

THE JOY OF CREATING THE FUTURE TOGETHER IS ETERNAL!

In all, I've always known that there's something special about genuine togetherness that's heartily joyful - it's eternally rewarding and fulfilling. Grateful for the opportunity to be part of the specially selected print media journalists from around the world to pre-drupa international media conference 2024. The connection is quite remarkable and humbling!

A very BIG THANK YOU to the unfeignedly united and amazing



See us!

Continued on page 34 >>





Selfie with Wayne Robinson, Editor - Print21



- L-R: Ben Daniel (Editor-in-Chief, Packaging MEA) (WHERE To Print), and Dr. George Simonian, Dean at Faculty of Design & Creative Arts, Ahram Canadian University, Egypt



Selfie with Anne Schroer - Senior Manager, Press & PR Messe Düsseldorf



Selfie with Soren Winslow - Editor-in-Chief, Sign, Print + Pack Denmark



Selfie with James Wells - Editor-in-Chief, Australian Printer/ NZ Printer



Selfie with Waqas Querashi, Packaging News UK



Selfie with Heidelberg PR/ Communications duo - Thomas Fichtl and Mathias



Selfie with Barbara - drupa official videographer



L-R: Ben Daniel (Editor-in-Chief, Packaging MEA), Dr. George Simonian, Dean at Faculty of Design & Creative Arts, Ahram Canadian University, Egypt, Noel Dcunha (Managing Editor, PrintWeek India and Joju ADEKANBI (WHERE To Print)



Selfie with Mark Keppler - drupa official photographer



with Director drupa, Portfolio Print Technologies, Messe Düsseldorf GmbH - Ms. Sabine Geldermann



Amazing drupa and AD Communications Team.



L-R: Ryo Suzuki (Editor, Labeling Japan), David Munoz (Editor, El Empaque & Conversion - Columbia), Joju ADEKANBI (WHERE To Print), and Hye Jeong Ahn (Editor, Graphics World, Singapore)

Team of drupa – no. 1 for printing technologies and **AD Communications** for fantastically pulling off this great experience by affectionately hosting us along with specially selected exhibitors throughout the tripartite day forum - a testament to what's to come at the forthcoming **drupa 2024**: value driven experiences to all involved!

Consequently, I'm definitely emboldened and excitedly committed (along with **WHERE To Print magazine**) to work with like-minds in creating and positively changing and creating our future together... see you soon in Düsseldorf when **drupa** opens its doors once again to the world!



L-R: Jo Francis (Editor, PrintWeek UK) and Joju ADEKANBI (WHERE To Print)



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