

PrintWeek

INDIA

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WAN-IFRA



Printed word in the hard times

Chennai show focuses on how India's billion newspaper fans are boosting vitality **PAGE 62**

SUNDAY COLUMN (SPECIAL)

Two presidents at the top of ops

IPAMA's Dayaker Reddy and BMPA's Mehl Desai speak to Noel D'Cunha **PAGES 54-57**

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Show overhaul eyes digital print

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Edelmann installs India's first 12-unit Speedmaster CX 102

By Rahul Kumar

Edelmann's Baddi plant in Himachal Pradesh has become the first in India to install a 12-unit Heidelberg Speedmaster CX 102 press. The first seven are printing units followed by two coaters with dryer units and a single printing unit, at the end.

The packaging specialist has around 100 customers mainly from the cosmetic and perfume; and pharma segment. "We serve mainly the Northern states, with few customers from the western region," said Munish Aggarwal, a management member of Edelmann.

Edelmann chose the Speedmaster CX 102 with features like Prinect Press Center with Intellistart operator guidance system, colour fast solution, roller check assistant and patented aero-



Aggarwal (r) with Klaus Nielsen, MD of Heidelberg India

dynamically optimised grippers at delivery.

The two coaters will use the IST UV systems, which Aggarwal said will enable the press to operate at a low energy consumption level.

The new Speedmaster CX 102 joins the company's battery of presses, which include Heidelberg Speedmaster CD 102 installed in 2012.

Though the last few months

have been one of their toughest ones, caused by the impact of demon and GST, Aggarwal, said, the installation of the latest kit has been the proudest achievement in the past few months. "Sales are down to the extent of 40% but our company's USP is to provide quality product within the required time line. The new press gives us the handle to innovate and bounce back."

FACT FILE

- Edelmann picked up 65% stake in Janus Packaging in 2013
- Janus Packaging was established in 1999
- The first Indian print firm to obtain ISO-12647-5 Ugra Certificate Process Standard Offset in 2012
- Edelmann staff: A strength of 300

In October 2013, Edelmann picked up 65% share in Janus Packaging, to mark its foray in India. Janus started its operations in 1999, and went on to become India's first print firm to obtain standard ISO-12647-2 Ugra Certificate Process Standard Offset (PSO) in January 2012.

Edelmann has an employee strength of 300.

Awards Night at The St Regis on 2 November 2017

By Priya Raju

The coveted PrintWeek India Awards is here for the ninth year in a row.

The ninth PrintWeek India Awards ceremony will be held at Astor Ballroom, The St Regis Mumbai on 2 November 2017. Located in the business district of Lower

Parel, according to its website, The St Regis Mumbai is the country's tallest hotel tower.

This year, the Awards received more than 1,050 samples sent by 125 print firms across India. A team of 26 jury members, comprising experts in the business, will

go through the samples, prepare a shortlist and will eventually decide upon a winner, which will be revealed during the Awards Night on 2 November.

Top print equipment and consumables manufacturers and suppliers have supported the PrintWeek India Awards

2017. They are Advanced Graphics Systems (AGS), Bobst, Canon, Fujifilm, Heidelberg, Kodak, Pildite Industrial Products, Siegwark, Sona Papers, TechNova and Welbound Worldwide.

For Shortlist and Jury Report, refer to Pages 23-53.

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The PrintWeek Studio

Evolved from the PrintWeek India Awards, Studio is an online portal to exhibit print applications
theprintweekstudio.in

PrintWeek India Picture Gallery

Weekly photo essays of print units, top jobs, industry events and printing facilities
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The Noel D'Cunha Sunday Column

A special weekly column by Noel D'Cunha that looks at the other side of print
printweek.in/features

PrintWeek India Directory

The PrintWeek India Directory now has 1,875 approved entries of print firms and equipment manufacturers
printweek.in/directory

1 Jash buys Manroland Evolution 700



Vadodara-based Jash Packaging has installed India's first Manroland Evolution 700, eight-colour UV straight printing with inline coating unit. Jash also has three fully automatic imported corrugator plants, besides five multi-colour offset printing machines. *See Page 7*

2 Bhanu Media Centre invests in a Xerox 1000i digital kit



Agra-based Bhanu Media Centre has invested in a Xerox 1000i. With the investment, the firm hopes to grow and lead the digital printing segment. *See Page 11*

3 Classic invests in a Canon Imagepress C10000VP press



Allahabad-based Classic Printer recently installed a Canon Imagepress C10000VP. The company has two print facilities in the city, the other set up is in a 100 sq/ft area. According to Jogendra

Gupta, owner, Classic Printer, the company wanted to double its production from 1.25 lakh A3 prints to 2.5 lakh A3 prints. *See Page 11*

4 Hydrotek in a Kodak Flexcel NX buy

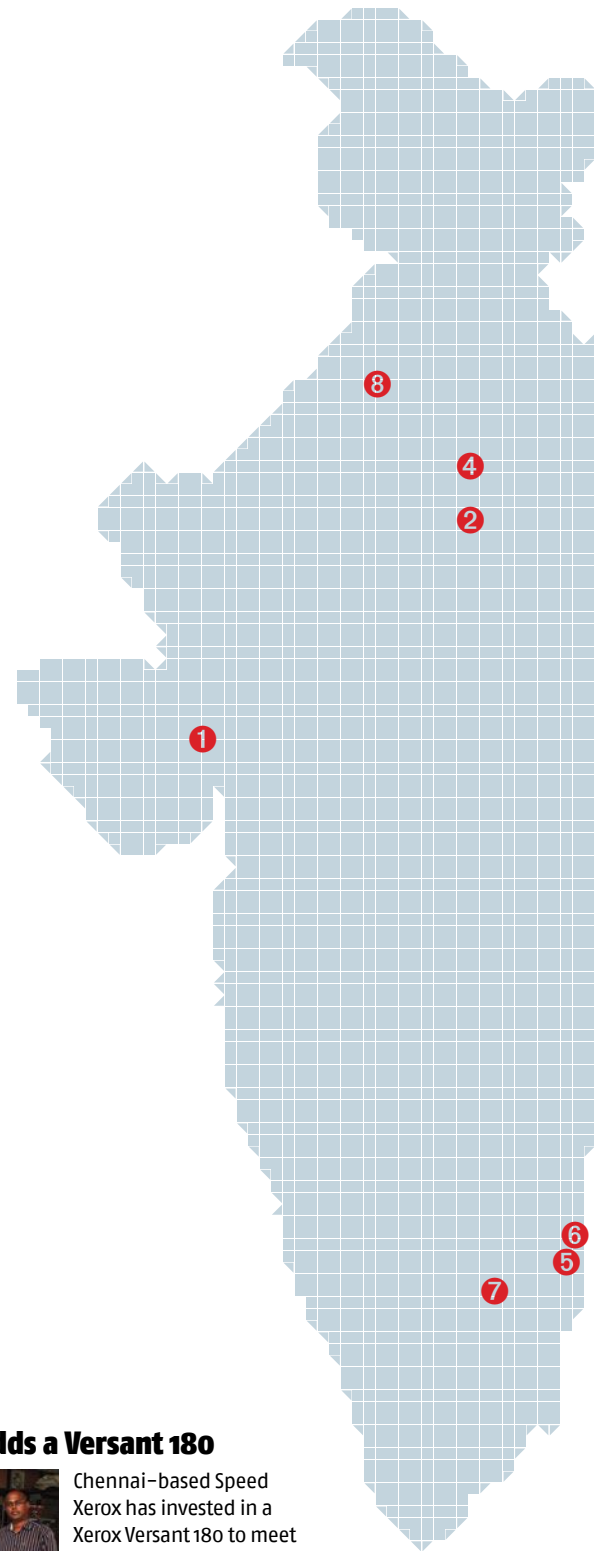


Sahibabad-based pre-press house Hydrotek Engineers has installed Kodak Flexcel NX flexo platemaking system. The company expects more than 200% growth after the Kodak installation. *See Page 13*

5 Speed Xerox adds a Versant 180



Chennai-based Speed Xerox has invested in a Xerox Versant 180 to meet the increasing demand for complex digital print projects and variable data printing jobs. *See Page 15*



6 PM Digital upgrades Scodix to tap packaging jobs



company has launched new brand 'Print Enhance'. See Page 15

Chennai-based PM Digital Products (PMDP) installed Scodix Ultra Pro with foil in 2016, which is an upgrade of its Scodix S74 digital embossing press installed few years ago. With the new Scodix, the

7 PadmaShree Graphics opts for RMGT press



round time and fast job changes. See Page 15

Vellore-based PadmaShree Graphics has opted for a four-colour 36-inch RMGT press 920ST-4. The investment, Chidambaram Gopi, director, PadmaShree Graphics, said, will help reduce manual intervention, handle fast turna-

8 Florid buys Heidelberg Speedmaster SX 74



Punjab-based Florid Print & Pack has invested in a brand new Heidelberg Speedmaster SX 74 four-colour press and a Polar 115PF cutter, its first brand new kit. The SX 74 is also Heidelberg's first SX 74 in North India. See Page 12

WIDE-FORMAT INSTALLATIONS

HP Latex 3200 at Hannu Marketing



Delhi-based Hannu Marketing, a one-stop, end-to-end OOH, advertising media service provider, recently became the proud owner of India's first HP Latex 3200. Besides the new kit, Hannu already has a HP Designjet L26500 and a HP Latex 570, besides two Exceljet kits. See Page 74

HP Latex 1500 at Directions Retail Projects

Directions Retail Projects, based in Patparganj Industrial Area in New Delhi, has installed a HP Latex 1500. The company deploys solvent, eco-solvent machines from Roland, HP 5100 and Dilli flatbed printer, among others. See Page 74

Graffiti Signgraphics chooses GS3250 Lx pro

Kolkata's Graffiti Signgraphics has installed EFI's first Vutek GS3250 LX Pro in East India. The GS 3250 LX Pro is a high-speed hybrid inkjet printer using the advanced LED printing technology. See Page 75

JMD Digital Art Xchange opts for Vutek GS 3250 LX Pro



Ahmedabad-based Arrow Digital has announced the installation of an EFI Vutek GS 3250LX Pro at JMD Digital Art Xchange. See Page 75

HP Latex 1500 at Casual Fashions

Kolkata-based Casual Fashions is an example of how it can be done. The company, which was involved in flex printing, purchased a HP Latex 1500 and since then has been experimenting with unusual substrates and products.

"The best thing about the machine is that we can print on any substrate, from silk, cotton to leather," said Manoj Daga of Casual Fashions. See Page 74

Indore's Shubh adds EFI H1625 and Oki M64

Shubh Graphics & Multimedia in Indore has installed two new wide-format presses, which its director Mahendra Lour said, was necessitated because of its clients, many of whom are corporate, demand quality and quick delivery.

Shubh has installed an EFI H1625 LED press and an Oki M64 eco-solvent press, both supplied by Ahmedabad-based Arrow Digital. See Page 75

Alok Bharadwaj sets up CreoVate



Bharadwaj: to serve the SMEs

By Noel D'Cunha

To grow, scale up and be a part of next global success story should not be limited to large corporate houses. Even small and mid-size set ups in India, can.

"Today we see an enormous pace of creations and innovations causing disruptions. Simply put, we have entered into the era of discontinuity. The future is snapped from the past. Linearity is gone. This is what is re-writing the rules of business models, success and winning strategies, argued Alok Bharadwaj, who spent 32 years with companies like Canon, Motorola, Tata and Shriram Group.

Bharadwaj has now started CreoVate Transformations & Consulting describing it as a new journey of 'creovating impact' among small and mid-size set-ups in India. "In the current business landscape, change management and business transformation (CMBT) is at the top of leadership agenda. As external triggers are in full swing, continual market led transformations are the new normal. It is interesting to observe two commonalities across all enterprises, big or small. They all want to grow, and they all have the anxiety of future."

CreoVate will operate in the B2B and B2C verticals in emerging countries, digital printing industry, and photography industry among other, which Bharadwaj said, is his "familiar" domain.

India's first Manroland Evolution 700 at Jash

By Noel D'Cunha

Vadodara-based Jash Packaging has installed India's first Manroland Evolution 700, eight-colour straight printing press with inline coating unit.

The full UV press will enable the Rs 300-crore Jash Group, comprising of corrugation, mono cartons and flexible printing business lines, to up its present conversion of 1,500 tonnes of paper-board per month to 2,100 tonnes per month once the machine is pressed into full production. The company also converts 4,000 tonnes of craft paper per month in its corrugation plant.

Ravindra Patel, proprietor of Jash, said, the configuration installed is perhaps a unique configuration among brand new machines coming into the Indian market. "The features like TripleFlow inking unit and the transfer mechanism, the ability to run 1mm stock thickness, and a press that is ready for retrofitting of the inline foiler among others, will help us stay ahead of the competition," said Patel.



Patel: installed a "unique configured Manroland press"

Jash was established in 1972 by Patel's father Jashbhai and a partner, as a small-scale manufacturer of sunboard material. In 1991, Patel joined the business, after the partnership was dissolved, adding manufacturing of corrugated sheet to its business, in a rented place. In 2012, the company entered offset printing business producing mono cartons using pre-owned five-colour and coater.

Patel said, "We have been running used machines so far, and have realised that though they are economical than brand new machines, they lack the features needed in present times, where reliability and productivity has

become the norm."

Patel said, "We have been running used machines so far, and have realised that though they are economical than brand new machines, they lack the features needed in present times, where reliability and productivity has become the norm."

Jash has three automatic imported corrugator plants, besides five multi-colour offset presses. All the printing and corrugator machines are supported by a battery of post-press machines including fully automatic die-cutters and folder-glueers for both corrugation and mono cartons.

P Narendra's masterclass for BMPA's STB

Pragati's P Narendra shared his views and "the how and what" of print jobs with the top members of Mumbai's premier print association, the BMPA and its Share to Benefit Forum (StB).

There is a strange notion that Pragati makes 'obscene profits'. "This is not true. Many firms in India do not know their real costs and therefore their pricing is non-scientific," said Narendra.

The Good Lord earns 10/10 for his beautiful creations. "At Pragati, we aim to score 7/10. For us, printing is continuous improvement. My office table is clean and spic and span. But my dustbin contains a lot of rubbish ideas and

rejected concepts," Narendra explained.

Among other advise, he said, "I request all entrants to study the market conditions very carefully and not adopt American and European data and processes blindly."



Narendra (r): walking the print-packaging talk

Latest Poll

What is the biggest challenge in today's print market?

16%

Unhealthy competition

18%

Print aggregators and online players

13%

Obsolescence of work

22%

Refusal to identify future markets

31%

GST blues

TOTAL VOTES: 172

Votes as received on www.printweek.in

LATEST POLL:

GST hopes to change the indirect tax structure in India. Is GST working thus far?

The paperless push not a good idea, says AIFMP

By Dibyajyoti Sarma

In a press conference organised as a part of the first road to promote Pamex 2017 in Amritsar, Punjab, the All India Federation of Master Printers (AIFMP) highlighted the demand that the government should shift the status of the printing industry from service industry (with 18% GST) to product industry (with 12% GST).

"No matter how much tax is imposed on us, keeping in view the nature of the work, printing industry cannot be included in the service category," Kamal Chopra, president, AIFMP, said.

Meanwhile, the printers' body categorically termed the campaigns to go paperless as ill-conceived. AIFMP maintained that digitalisation itself is a source of pollution, explaining that eGarbage is dangerous to the fragile ecology, whereas paper was a biodegradable.



(from left) Tushar Dhote and Kamal Chopra at the conference

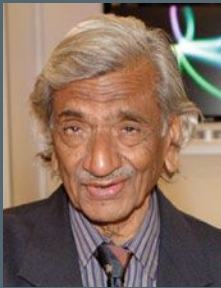
Tushar Dhote chairman, Pamex, said paper dissolved in the environment on its own without any negative impact. The world is battling with the menace of disposing of eWaste, he said, adding that printing would survive the digital onslaught.

He said paper mill owners are aware of the loss of trees for raw material of their industries. So they are equally keen on planting

more trees as they are aware that their business would not be possible without trees.

Chopra said while printing is a rapidly growing industry across the world, in India, it is the second most employable industry in the world after China. He said the country's printing industry clocked annual growth between 15 and 17% last year and commercial printing grew by nearly 4%.

Print veteran Viren Chhabra is no more



Viren Chhabra, who many said was the industry's "*Bhishma Pitamah*" passed away on the morning of 14 September. Chhabra was the former

president of the All India Federation of Master Printers (AIFMP) as well as the editor of its newsletter *Printing Times*.

K Malik of *Digital Impressions* said, "The passing away of Viren Chhabra for me is a personal loss, as apart from his exalted position in the print industry, he was a very dear friend and a mentor with whom I have shared many occasions, business and pleasure. His contribution

to the print industry is unparalleled. What many don't know about his *joie de vivre* and his enthusiasm for all things new and fun, he had the ability to interact with people much younger and participate in every adventure. We will miss him sorely."

During the 236th general council meeting of AIFMP held at Udaipur on 24-25 June 2017, Kamal Chopra, president, AIFMP, announced the institution of the Viren Chhabra Print Leadership award. Named after AIFMP member Viren Chhabra, the award has been instituted to honour Chhabra's legacy of a lifetime of support and accomplishments for AIFMP. "Viren Chhabra had contributed immensely to the printing industry. His contribution to the AIFMP has been exemplary. He was, in real term, a path-maker for the AIFMP," Chopra said.

KMPA delegates conclude tour of Japan

Kerala Master Printer Association (KMPA) have completed their 10 day tour of Japan which started in the end of September.



The 20 member team visited several Japan-based printing machinery manufacturers and also made a short stop in Sri Lanka.

According to Rajesh G, honorary secretary of KMPA, one of the highlights of the visit was the team's interaction with Yoshiharu Komori, chairman and CEO of Komori. "We visited the two Komori plants, witnessed a live demo of their presses. We were also briefed about the production cycle of the presses and highlights of the various presses," said Rajesh.

The visit also saw the unveiling of the upcoming Print & Beyond 2018 seminar logo by Yoshiharu Komori. "Komori has also agreed to participate in the seminar and would be the chief guest for the event," said Rajesh.

The team also visited RMGT and Horizon factories where the production line of machines were shown.

"Special offers were given to the visited members by all the three manufacturers for the purchase of machine within six-months," added Rajesh.

Industry pays tributes to Arvind Premji Dhanani



A managing committee member of Bombay Master Printer Association (BMPA), having served as honorary treasurer to both BMPA and All India Federation of Master Printers (AIFMP), and the managing director of Sigma Printers, Arvind Premji Dhanani

passed away on 30 January 2017. A self-taught business person, veteran printer, and a BMPA member, Arvind bhai, as he was popularly known in the industry, had a unique identity of being the go-to tax consultant for many young members of the industry.

"I was introduced to him about two years ago; we may have interacted just three-four times. Arvindji spoke to me at the last annual general meeting of BMPA," Shripad Kulkarni remembered him. "We were seated far from each other. He walked up to me; sat next to me. And for a few minutes he suggested me a range of dailies and magazines to keep myself updated about the tax and business related knowledge."

"He was a big-hearted person indeed. He was a good father at home, that goes without saying, but he had become a father-figure in the industry. That makes me proud of him," Rohit, Arvind Dhanani's son said. "He never bribed his way to get the orders, get tax concessions, or get the work from our team members. In fact, unlike many of our industry colleagues, he never ran his business 24/7. We don't have night shift in our company. The logic behind no night shift is simple: don't sell sleep to earn money."

Bhanu Media Centre gets a Xerox 1000i digital kit

By Rahul Kumar

Agra-based Bhanu Media Centre has invested in a Xerox 1000i. With the investment, the firm hopes to grow and lead the digital printing segment.

Suresh Dhanwani, proprietor, Bhanu Media Centre, said, "Our company needed to focus on two things. One, increasing productivity while maintaining quality, and two, invest in applications which hold promises for the future growth and give an edge in the market. We zeroed in on two factors which seemed to be the critical for growth, high gloss printing for the specialty and clear ink highlighting applications."

In Xerox 1000i, Dhanwani, said, Bhanu Media Centre found a clear winner. "We studied various brands but 1000i provided gloss at the rated speeds and the fifth ink option."

The other factor that went in favour of this decision is that Bhanu Media Centre is



Suresh Dhanwani (left), proprietor, Bhanu Media Centre

already an existing Xerox user. "We had installed a Xerox Versant 80 two years back," Dhanwani said, adding, "Xerox takes care of imparting trainings to the operators and advanced level of support for creation of new jobs," said Dhanwani.

The company's principal clientele includes jobbers, screen printers, offset printers, etc and the segment catered to are tags, brochures, visiting cards, point of sale material, etc.

Dhanwani believes that the investment in Xerox 1000i has been a step in the right direction – enabling the company to cater the right market segment.

He said, "With the help of the productivity tools and the increased market opportunities, we have seen a 40% increase in our print volumes and our top line has improved by 55%."

Bhanu has a 600 sq/ft space, which is dedicated to its digital printing business.

Allahabad's Classic Printer invests in a Canon Imagepress C10000VP press

By Rahul Kumar

Allahabad-based Classic Printer recently installed a Canon Imagepress C10000VP in its 500 sq/ft facility.

Classic Printer has two print facilities in the city, the other set up is in a 100 sq/ft area. According to Jogendra Gupta, owner, Classic Printer, the company wanted to double its production from 1.25 lakh A3 prints to 2.5 lakh A3 prints.

"We realised that this could be done only with a robust machine. This is the reason we decided to opt for



Canon's Puneet Datta (I) with Gupta of Classic Printer

the Canon Imagepress C10000VP," he said. "Also, we are really impressed with Canon's after-sales services."

Gupta, 36, established Classic Printer in 2003, but ventured into digital printing with a Xerox digital press in 2009. Later, Gupta opted for

Xerox and Konica Minolta machines.

Classic prints visiting cards, books and magazines, stickers and invitation cards, birthday cards, personal photo albums, brochures, catalogues, leaflets, restaurant menus, identity cards and others.

With two printing facilities and 10 employees, Classic Printer turnover was Rs 1.10-crore in the last financial year. "Our next step is to offer digital services to offset printers in the vicinity, and also to small digital printers."

IN BRIEF



Domino Digital Printing Solutions is investing in the Asia-Pacific region to drive sales and meet increased labelling demands. The company has appointed

Mario Fanton as the digital printing solutions director for the region to lead sales and set up the service and support teams in Asia, as the company expands its existing portfolio of K-Series digital printers, with the addition of its N-Series digital colour label press into Asia.

Domino's expansion of its Hong Kong-based team is part of a long-term plan to increase sales of its versatile and cost-effective inkjet printers. With an established install base of around 250-300 monochrome printers already in the region, the N610i high speed digital colour label press is an addition to Domino's existing portfolio of monochrome printers that have been sold in Asia.

HP and Siemens have created Additive Manufacturing (AM) software module, which the companies said, will accelerate 3D printing for industrial production.



The new software module, Siemens NX AM for HP Multi Jet Fusion (HP's production-ready commercial 3D printing system), is now available from Siemens PLM Software as an extension to Siemens' end-to-end design-to-production solution for additive manufacturing. Siemens' new software module will enable NX customers to combine design, optimisation, simulation, preparation of print jobs, and inspection processes for HP Multi Jet Fusion 3D printed parts in a managed environment.



Ricoh India has announced the launch of RicohDocs Community Version (RCV), which is based on the latest version of RicohDocs 3.0. RicohDocs is an office automation platform that enables organisations to manage the data they are generating as well as it

helps in automating repetitive business processes thus allowing in increasing their efficiency. With its class leading security protocols, modular design approach and rich user experience, RicohDocs 3.0 is a critical asset for any organisation which is looking to lessen its risk and at the same time reduce its operational expenditures.

Yuki Uchida, VP & CMO, Ricoh India, said, "With RicohDocs Community Version, our endeavour is to take RicohDocs to small entrepreneurs, professionals as well as individuals who are grappling to manage their documents. RCV ensures that these set of users also experience the features and functionalities of a solution that typically only large enterprises have access to. Also, one of the biggest attractions for RCV is that users get to experience the new RicohDocs with zero outlay."

INNOVATION CENTRE

Michelman India's flexible packaging innovation centre to go live in Q1 2018



Following the appointment of Shailish Nema as the country manager for India operations in 2016, Michelman has made significant investment to set up a flexible packaging incubator in Mumbai.

According to Nema, the flexible packaging incubator with high-end testing and converting equipment will go live in January 2018.

"Aimed at driving innovations in flexible packaging to suit the local requirements of the converters and the brand owners, the incubator comprises of application laboratory, formulation laboratory and a sophisticated dual coater-laminator," said Nema.

The dual coater-laminator manufactured by Kroenert, which forms the cornerstone of the incubator, is currently being commissioned at Michelman India's new facility at Tex Centre, Chandivli in Mumbai.

"With over 15% growth, India is the fastest growing flexible packaging market and that's the reason behind Michelman's ambitious investments here. When the industry is growing at a such a breakneck speed there are limited resources available to support innovation or development work. Often, the primary converting machines are running at maximum capacity and operation teams do not welcome an interruption in the form of a new product trial or packaging structure trial. Michelman's innovation centre will facilitate such trials that drive innovation on behalf of converters."

"This is a unique investment wherein we will collaborate with various partners such as brand owners, film manufacturers and converters," added Nema. "The idea is to be equipped in such a way that brand owners can walk into our premises with their challenges and be confident to find a solution with us. For example, someone wants to reduce a five-ply laminate to a three-ply structure, we can tweak formulations for specific needs and then run trials on the dual coater-laminator and also conduct final tests in the application lab. Here, we are building an integrated innovation centre."

Speaking about the trends in flexible packaging, Nema focused on the high demand for oxygen and moisture barriers, oil and grease resistance, heat seal, specialty primers, recyclability and greener chemistry with food contact compliance. "In the near future mono-structure flexible laminates will be the name of the game. And Michelman will play a significant role in this change and we have accepted this challenge," concluded Nema.



North India's first SX 74 series press at Florid

By Noel D'Cunha

Punjab-based Florid Print & Pack has invested in a brand new Heidelberg Speedmaster SX 74 four-colour press and a Polar 115PF cutter, its first brand new kit. The SX 74 is also Heidelberg's first SX 74 in North India.

The hybrid XL class is based on the tried-and-tested platform of the SM series, capable of running at a speed of up to 15,000sph. "The SX-74 is a dream," said Hitesh Mittal, the director at Florid, who along with brother Girish, spearheads the firm. "The price/performance ratio is impressive. Currently, we are running in single-shift operations. We find the press extremely cost-efficient for short-run jobs and frequent job changes, even for a one-shift model like ours."

The Mittal brothers operate in Punjab and Chandigarh, specialising in commercial and publicity material, and packaging.



(l-r) Girish and Hitesh Mittal with Sunil Kumar of Heidelberg India with the Speedmaster SX 74

Prior to the Heidelberg investment, the company owned a single-colour press, outsourcing all four-colour and post-press works. Mittal says, we saw a strong demand, particularly in the packaging area from the local hospital and food segments, even as the education sector in the commercial continued to sustain demand. "We decided to leverage the market potential by investing in the new Heidelberg machines for our foray into packaging."

The company has invested in local made punching machines for its post-printing needs in packaging.

Installed in June 2017, Florid has seen a quantum leap in its productivity, and is hoping to grow its business four times from its current Rs four crore turnover. The firm prints 10-15 jobs per day with runs ranging from 500 to 15,000 impressions. "What we used to outsource is now printed in-house, so it's only natural for our bottomline to get a boost," said Mittal.

Uflex introduces flexible packaging with anti-microbial properties

By Dibyajyoti Sarma

Uflex has developed flexible packaging material with anti-microbial properties, which keep the pouch active by scavenging microbial growth thereby enhancing the shelf life of the cooked food packed inside.

Jeevaraj Pillai, joint president, packaging and new product development, Uflex, said, "The sealant layer is specially compounded with anti-microbial properties. The packaging is used to actively modify the internal environment by continuous interac-



Flexi pouch is FDA approved

tion with the food over the stipulated shelf-life."

Pillai said that in a trial that the company recently conducted at room temperature (without refrigeration or any temperature control), the sandwich packed in normal pouch was spoiled after three-

four days as opposed to the one that was packed in the new flexible packaging material that could keep it protected from microbial growth for almost eight-nine days.

"Bread has active yeast. Therefore, the real challenge for the packaging was to curb the yeast from outgrowing. In fact, the most effective or let's say, the litmus test, of this anti-microbial pouch is for bread because of its active yeast which in ripe temperature goes foul in about 48 hours if kept un-protected," he added.

Hydrotek goes digital with Kodak Flexcel NX

By Rahul Kumar

Sahibabad-based pre-press house Hydrotek Engineers has installed Kodak Flexcel NX flexo platemaking system, because the market is demanding better quality and according to Nittin Chugh, director, Hydrotek Engineers, it is possible only with digital systems. The Kodak digital flexo imagesetter has been supplied by Monotech Systems.

Hydrotek already has an analogue facility for platemaking, and though it has started its journey with digital, Chugh is aware that it will not be easy as there are several big players and there's competition in the market. "The kind of feedback we are getting from our existing customers is encouraging, and we are hopeful of making the cut," said Chugh.

According to Chugh, the Flexcel NX's flat top dots solve a problem inherent with traditional digital flexo platemaking technology.



Chugh: meeting customer demand for better quality plates

"The DigiCap NX Patterning is a software-based feature that enables a major step forward in ink transfer efficiency. Its Squarespot Imaging Technology delivers a higher level of stability, accuracy and reliability in pre-press and the pressroom," he said.

Presently, the company is supplying flexo printing plates for corrugation, polythene industry, paper cups and manufacturers among others.

Chugh said for narrow-web, we had challenges like vignettes. "You cannot remove those without digital," he said. "On Kodak, dots of one percent or even less come easily. It can go up to 300lpi and in other machines it is problematic to achieve even 175lpi," Chugh said.

Hydrotek, which is also involved in trading consumables, is expecting more than 200% growth after the Kodak installation.

Cosmo unveils range of overwrap films for F&B and tobacco industry

By Dibyajyoti Sarma

Cosmo Films has unveiled a range of overwrap films which include high-shrink tight wrap, medium-shrink, general overwrap and cable overwrap films.

The overwrap films offered are untreated both side heat sealable BOPP based films which not only offer protection to products packed inside due to their moisture barrier property but also enhance the pack optics because of their transparency, clarity and wrinkle-free appearance. The



films are capable of running at high speed on wrapping machines. For instance, tight wrap films enable seamless application at 350-380 packets/minute. They also offer excellent hot slip properties, high stiffness and good machinability.

Kapil Anand, head, label films exports, Cosmo Films, said, "Though we mostly cater to food and beverage industry through our range of products, we are now glad to be offering products for the tobacco industry as well."

He added, "Apart from the primary benefit of moisture barrier, high shrink film's shrink ability enables tight wrapping of the cigarette packs that come in handy for their easy dispensing from the vending machines."

Gallus inaugurates new demo centre in St Gallen



Ruesch Ferdinand (r) and Christof Naier at the PMCL inauguration

By Noel D'Cunha

In a run-up to the Labelexpo Europe 2017, Gallus inaugurated its new Print Media Center Label (PMCL) at its headquarters in St Gallen, Switzerland, inviting over 100+ Gallus customers and guests from across the globe.

Around 20 Indian participants representing ten label companies were present at the event.

The new demo centre was inaugurated on 22 September amidst a group of 100+ Gallus customers and guests from across the globe. Around 20 Indian participants representing ten label companies were present at the event.

In the making for two years, the demo centre, presented in an area of more than 700 sq/m will house the Gallus ECS 340, the RCS 430, the Labelfire 340 and

the Labelmaster, which were launched at the Labelexpo Europe 2017. "The demo centre (PMCL) will be a hub for R&D activities, customer demonstrations as well as training," said Ferdinand Ruesch, vice president of the board and key account manager, Gallus.

Besides, the PMCL will also serve as a testing centre for different consumables such as colour, lacquers or printing plates.

Klaus Bachstein, senior vice president Heidelberg Business Unit Labels, said, "While the live demonstrations are the most important tools for demonstrating the practicality of the machines and for configuring the individual equipment for our customers, we will also show modern technology can help our clients remain competitive."



Indian label print CEOs and visitors with team Gallus

PadmaShree Graphics opts for RMGT press

By Rahul Kumar

Vellore-based PadmaShree Graphics has opted for a four-colour 36-inch RMGT press 920ST-4. The investment, Chidambaram Gopi, director, PadmaShree Graphics, said, will help reduce manual intervention, handle fast turnaround time and fast job changes

“One of the reasons we opted for automation like one touch plate in, telescopic adjustment plate punching for high quality production, auto blanket wash, auto level adjustment, 90 seconds roller wash among others, was to make the very first impression ‘saleable,’” said Gopi.

PadmaShree caters to small printers, designers and freelancers, and has 1,500 registered customers. The firm prints around 500 jobs per week ranging from 200 to 10,000 impressions.

PadmaShree was established by Gopi's father E



Team PadmaShree Graphics with RMGT press 920ST-4

Chidambaram in 1963 with a treadle printing press to work with. Since then, the company has come a long way, with the firm now running two printing presses, two CTCs and a full-fledged post-press facility in a combined production area of 10,000 sq/ft, within and outside the city.

Gopi, who is a mechanical engineer and management graduate with a decade experience in an automobile company in the USA is assisted by

his partner Chidambaram Kumaravel in managing the print business.

In 2012, Gopi leveraged his IT experience to create a website where his customers could place orders, get quotations and check for the status of their jobs. He has also created an Android mobile application – PadmaShree Graphics. “This, and our investment in RMGT have helped us serve our customers better,” concluded Gopi.

PM Digital Scodix upgrade to target packaging jobs



P Chellappan, managing partner, PM Digital Products

By Rahul Kumar

Chennai-based PM Digital Products (PMDP) installed Scodix Ultra Pro with foil in 2016, which is an upgrade to its Scodix S74 digital embossing press installed few years ago.

Established in 2005, PMDP is a partnership company and the digital wing of 60-years-old Palaniappa Brothers, a book publisher and printer. The machine was supplied by the Indian distributor of Scodix machines, Monotech Systems.

P Chellappan, managing partner, PMDP said, “This technology has been introduced for the first time in Asia. Digital foiling is the main attraction of the machine. Digital foiling is expensive and we are targeting segments where budget is not a constraint. We opted for this machine to beat the competition. We want to make print more appealing and want our customers to see his print enhanced products.”

Chellappan said the company always wants to keep updating and investing in latest technology is one of the ways to do it. “We firmly believe that printing will go nowhere without finishing, so post-press is more important in present scenario, then press and pre-press. Most of our investments are in the area of finishing and enhancement. We believe that it is the only thing which will improve our

revenue stream,” he said.

Now, the company is targeting multiple segments and regular commercial segments like invitation cards, wedding cards. “The biggest advantage with any digital foiling machine is variable data printing (VDP). Recently, we have done VDP on more than 2000 wedding cards. The cover was personalised, name and address on the cards was personalised and foiled,” Chellappan said.

Along with the commercial segment, the company is also targeting packaging. “Digital foiling is expensive compared to conventional. Our target will be niche segments of packaging. We are partnering with Label Kingdom to enter into packaging printing. Label Kingdom's specialisation is in packaging and our expertise is in digital, thus it will be a perfect marriage. We will take care of production side and Label Kingdom will take care of marketing side,” he said.

With the new Scodix, the company has launched new brand ‘Print Enhance’.

Chellappan said in print enhancement, cost is a challenge, because of its running cost. “If people will compare normal screen print UV with Scodix then we do not have any chance. We can tap the niche markets with low volume and where cost is not an issue,” he said.

Speed Xerox adds a Versant 180 firepower to its digital arsenal

By Rahul Kumar

Chennai-based Speed Xerox has invested in a Xerox Versant 180 to meet the increasing demand for complex digital print projects and variable data printing jobs.

According to V Vaidhyathan of Speed Xerox, considering that specialty media has become a trend in the market, the company invested in the Versant 180, which can print on a wide range of media types.

Other reasons which attracted Vaidhyathan about the Xerox Versant 180



Vaidhyathan of Speed with his new investment

were the print quality and the Simple Image Quality Adjustment (SIQA) tool concept, which facilitates proper registration and calibration. “Also, the good Full Service Maintenance Agreement (FSMA), combined with pre-sales and post-sales support

we receive from Xerox, further helped making the decision,” he said. “Additionally, we really liked the concept of offsite support, which is a new concept in the printing machine platform.

Speed Xerox was set up in the Porur area of Chennai in 1996. With two printing facilities, the firm today enjoys a relative monopoly in the area.

Vaidhyathan and his wife V Malathy manage Speed Xerox and service commercial walk-ins and press jobs, especially student walk-in jobs.

RUSHIKESH ARAVKAR

Four wonder days in the la la land of labels



The biggest label show on earth, Labelexpo Europe concluded on 28 September 2017. On a global scale PS labels comprise of 40% of the label pie; wet glue, which is still dominant in India, is at 36%. There is growth in shrink sleeves with global demand being at 18%. Region-wise, with 43% Asia Pacific now has an equivalent volume to North America and Europe.

As compared to the 2015 edition, there was a decline in the attendance from Indian label converters. This, according to many, can be attributed to the after-effects of GST.

Today, the Indian label converters have surpassed the benchmark of USD 0.5-million for an investment in a new label press to the USD 1-million mark. As a consequence, we will have quite a few heavily loaded presses with eight-colour and ten-colour configurations coming to India. This trend is evident. Hyderabad's KL Hi-Tech has bought a 14-colour Synchroline UV press, Labelmaster, a new venture Citrus Packaging confirmed an eight-colour Lombardi Synchroline 330. The new Gallus Labelmaster

440 coming at Signode India is a loaded press.

At the show, one could see many intermittent offset presses from Iwasaki, Miyakoshi, Zonten, Weigang, and Codimag among others. The converters are looking at offset as an alternative to digital printing for short-run labels.

On the digital front, almost every printing machine manufacturer had a digital printing capability in its portfolio either as a hybrid solution or as a standalone digital press. There has been a considerable reduction in the pricing of the digital presses. Once affordability sets in, there will be a faster adoption of digital technology. This implies that the converters with more than four flexo presses will prefer to have a digital or offset press as an alternative technology for producing labels.

Besides new product launches and machine demonstrations, it was raining deals at the show. A lot of Indian converters were seen investing in high-end equipment. Look forward to the November issue of *PrintWeek India* and a special *WhatPackaging?* supplement for an in-depth Labelexpo analysis, trends and investments.

Rushikesh Aravkar is technical editor of *PrintWeek India*

BOOKWATCH: Ashish Pradhan of Siegwark India picks top reads



Ashish Pradhan, CEO, Siegwark India loves ink. However, he is also concerned about ink on paper, especially printed books. Two of his favourite books, which he shared with *PrintWeek India*, deal with new ways of looking into traditional setups and traditional problems. Is this the reason why

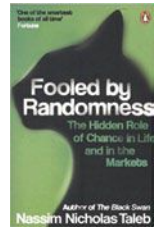
within a year of taking the helm of Siegwark's India operations, Pradhan, with a young team of professionals, has been making visible changes?

Here are Pradhan's recommendations:

1 *The Art of Thinking Clearly* by Rolf Dobelli: The book by a thinker and entrepreneur is a look at human psychology and reasoning – essential reading for anyone who wants to avoid 'cognitive errors' and make better. It reveals, in 99 short chapters, common errors of judgment, and how to avoid them.

2 *Fooled by Randomness: The Hidden Role of Chance in Life and in the Markets* by Nassim Nicholas Taleb

The book deals with the fallibility of human knowledge. The book is the first part of Taleb's four-volume philosophical essay on uncertainty. The book was selected by *Fortune* as one of the 75 Smartest Books of All Time. *USA Today* said the criticisms raised in this book about the financial industry turned out to be justified.



LETTERS TO THE EDITOR

Kazuo Ishiguro awarded with the Nobel Prize in literature 2017



A year after the decision to honour American singer Bob Dylan, the Swedish Academy took a safe bet and named the British author of Japanese descent Kazuo Ishiguro as the

winner of the Nobel Prize in literature 2017 on 5 October 2017. The British author behind books, including Man Booker winner *The Remains of the Day* takes the award for his 'novels of great emotional force'.

Ishiguro, author of novels including *The Remains of the Day* and *Never Let Me Go*, was

praised by the Swedish Academy for novels which "uncovered the abyss beneath our illusory sense of connection with the world" and were driven by a "great emotional force".

"You'd think someone would tell me first but none of us had heard anything," said Ishiguro, who had been sitting at his kitchen table at home in Golders Green in London about to have brunch, when he got the call from his agent. "It was completely not something I expected, otherwise I would have washed my hair this morning," he said with a laugh. "It was absolute chaos. My agent phoned to say it sounded like they had just announced me as the Nobel winner, but there's so much fake news about these days it's hard to know who or what to believe so I didn't really believe it until journalists started calling and lining up outside my door."

Ishiguro, who was born in Nagasaki in Japan but moved to the UK when he was five, said he was "tremendously proud" to receive the award and emphasised how much he hoped it

would be a force for good at a time of global instability.

"This is a very weird time in the world, we've sort of lost faith in our political system, we've lost faith in our leaders, we're not quite sure of our values, and I just hope that my winning the Nobel prize contributes something that engenders good will and peace," he said.

Ishiguro studied creative writing at the University of East Anglia, going on to publish his first novel, *A Pale View of the Hills*, in 1982. He has been a full-time writer ever since. According to the Academy, the themes of "memory, time and self-delusion" weave through his work, particularly in *The Remains of the Day*, which won Ishiguro the Booker prize in 1989 and was adapted into a film starring Anthony Hopkins as the "duty-obsessed" butler Stevens.

The Nobel Prize for literature comes with winnings of 9m Swedish krona. personalisation capabilities for maximum one-to-one marketing impact."



PrintWeek
INDIA
2017 Awards
SHORTLIST

PrintWeek India Awards 2017 shortlist revealed

The shortlist is here. Huge congratulations to all those in the running for the coveted PrintWeek Prism trophy on 2 November, the big night.

Even as I am jotting this editorial, I am delighted to learn Richard Thaler has been awarded the Nobel Memorial Prize in Economic Sciences. I am delighted because I have read his book, *Nudge*.

And common sense is the crux of his book, *Nudge* co-authored with Cass Sunstein.

Thaler's first comment on winning the Nobel was typically, understated. He said, I will spend the money as "irrationally" as possible.

A comment greeted by applause.

Applause was also my reaction to an engaging four days of Jury Week. It was an insightful tour through 1,050 samples submitted by 125 print companies. Across four judging days at the SIES GST at Nerul, 26 leading print buyers and independent experts from brands pored over the submissions to come up with what they think represents the very best the Indian print and packaging industry has to offer.

So? What did the data-specs and evidence suggest? To extrapolate Thaler, most print and packaging firms don't make decisions in the way often characterised in print technical manuals. That would be ultra-boring. The work is created in order to enable many of us to make better choices, both for ourselves and for society.

Our industry will be surprised to learn that the setting is the key; and the setting determines how an individual makes decisions. Thaler says: How much we eat depends on how it is served on our plate, what foods we pick from the cafeteria line depends on whether the frozen meat or ice creams are placed at eye level, and what publications or magazines we buy depends on which ones are on display at the supermarket checkout line. Thaler's behavioural economics, a new area of research combining economics and psychology, has repeatedly documented how our apparently free choices are affected by the way options are presented to us.

The big insight from Thaler and Sunstein is: no decision setting is "neutral."

And this is what those thousands of samples showcased. Whoever produces print must frame them in some way. Because the framing will affect the decisions. The ways of presenting the choices provide a gentle "nudge".

The dazzling range of work on metallised paper or PP or BOPP or LDPE indicate, form is an expression of necessity.

And ultimately all material is dead; all print stems from form.

Over those four days, we looked at the smooth vignettes and reverse texts and 12-colour print jobs, you realise the great jobs are comparable to one of those big buildings which have almost as many rooms and corridors below ground as above ground. People in general are aware only of the latter; the master builder of the former as well.

Ideas are to print and packaging what counterpoint is to music: nothing in themselves but the *sine qua non* for everything. Be there to listen to the music.

The Awards ceremony is being held at the St Regis in Mumbai on the evening of Thursday, 2 November.

Ramu Ramanathan, *Editor, PrintWeek India*

Awards Night seat bookings are now open, contact Monica Preeti Rohra on 022 2478 7402 or write at monica@haymarketsac.com

Performance Award

- Brand It
- ITC Limited – PPD
- Manipal Technologies
- Parksons Packaging
- Replika Press

Category Description

The ultimate accolade in the print industry. The PrintWeek India Printing Company of the Year title recognises outstanding achievement based on the financial and business performance of the company. The catchwords are consistency through every business vertical, healthy profits, and investment in people.

PrintWeek India Printing Company of the Year 2016: Parksons Packaging



Parksons Packaging : (Clockwise) Chakan, Daman, Pantnagar

SHORTLIST PACKAGING COMPANY OF THE YEAR

Performance Award

- International Print-0-Pac
- ITC Limited - PPD
- Manipal Technologies
- Parksons Packaging
- SB Packagings

Category Description

The Packaging Company of the Year title will honour the best in the packaging business and will recognise outstanding achievement based on the financial and business performance of the company. The catchwords are consistency through the packaging business vertical, healthy profits, and investment in people.



Discovering excellence in packaging

Sponsored by



Sponsor's Statement

Bobst has always been at the forefront in offering the best in class products and services to its customers in the packaging converting business. We believe this enables our customers to produce innovative, green and cost-effective packaging, enhancing the brand value of the packaged products for end-customers.

GREEN PRINTING COMPANY OF THE YEAR **SHORTLIST**

Performance Award

- ITC Limited – PPD
- Lovely Offset Printers
- Vijayshri Packaging

Category Description

A special category, a specialist jury. While even one green practice reduces cost and improves returns, turning the screws even tighter brings you triumph in this category. This Award is conferred to the print company that has done the most to improve its environmental performance during the period under review. Don't stop rolling out those green initiatives!

Green Printing Company of the Year 2016: ITC Limited



ITC Limited – Packaging and Printing Division (Chennai)

Sponsor's Statement

Sponsored by



"Going green" means, to pursue knowledge and practices that can lead to more environmentally friendly and ecologically responsible decisions and lifestyles. This can help protect the environment and sustain its natural resources for the present and future generations. This Award aims to recognise organisations which are committed to make a difference by being responsible towards the environment as well as the society. Promoting excellence in print, product safety regulation, HSE, and sustainability are at the core of Siegwerk philosophy. Siegwerk has been actively promoting green products and technologies and this is reflected in our support for rewarding the 'Green Printing Company of the Year'.

Performance Award

- A & M Enterprise
- Brilliant Printers
- Lovely Offset Printers
- Print Plus
- Replika Press

Category Description

Spending in the post-press segment has increased in the recent times. Lamination machines, binders and folders, digital finishing equipment and all that can be produced using these to vie the target audience has begun to matter. Plus the tidy profits that the trade finishers and in-house finishing department make during the year are taken into consideration.

Post-Press Company of the Year 2016: Lovely Offset Printers (Sivakasi)



Lovely Offset Printers (Sivakasi)



Performance Award

- AM Graphics (Maa Reprographics)
- Creative Graphics (Noida)
- Honeycomb Creative Support
- Image Gravures
- Trigon Digital Solutions
- Veepee Graphic Solutions

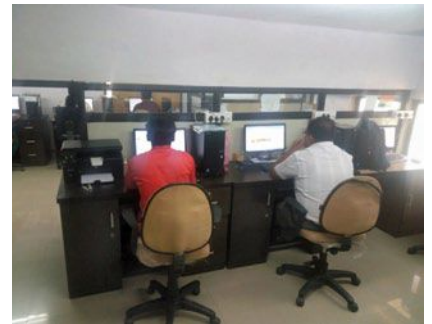
Category Description

This Award seeks to recognise a combination of outstanding financial performance and breakthrough pre-press achievements.

Pre-Press Company of the Year 2016: Creative Graphics (Noida)



Creative Graphics (Noida)



Sponsor's Statement

The world sees the magic of print around them, but it's the printers that bring together this amalgam of art, science and technology that bring print to life. These vivid creations of print have a heart, right at the core, and that is pre-press. Through pre-press, printers control every element of the final printed product, allowing them to be more innovative and helping print businesses thrive.

Kodak, as a leading pre-press and imaging technology provider, is committed to the prosperity of printers and print. We are focused on developing sustainable printing technologies and solutions that will reduce chemistry, energy, water and waste used to produce printed content, and play our part in creating the magic of "Print. For Good".

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SHORTLIST SME PRINTING COMPANY OF THE YEAR

Performance Award

- Arihant Printers
- Jain Offset Print
- Print Plus
- Progressive Printing Press (unit of HKS Offset)
- Quarterfold Printabilities
- Shiv Offset India
- Vijayshri Packaging

Category Description

Small. Perfectly formed. Grabbing attention with solid balance sheets, increasing investments and clientele, the printers in this category need to have a set up with up to 50 employees and/or a turnover of less than Rs 50 crore.

SME Printing Company of the Year 2016: Brilliant Printers



Brilliant Printers (Bengaluru)

Performance Award

- **Aparna Vinod**
(SIES Graduate School of Technology)
- **Murugesan T**
(College of Engineering, Guindy)
- **S Poongaiselvi**
(College of Engineering, Guindy)
- **Tanul Maheshwari**
(Manipal Institute of Technology)
- **Vinay Nambiar**
(SIES Graduate School of Technology)

Category Description

The category is open to any engineering degree student, full or part time, on a print-related course at a recognised Indian college and should have passed out in 2015. The student should be planning to make a career in the printing and packaging industry.

Student of the Year 2016: Dekshitha Sridhar

**At a glance**

Person who I admire: My parents

Favourite Movie: *Inside Out*

Life Motto: Never be indebted to anyone; make the most out of what you have

Favourite TV Series: *Sherlock* and *Friends*

Book: *Sherlock Holmes* series by Arthur Conan Doyle

Dekshitha Sridhar, SIES Graduate School of Technology

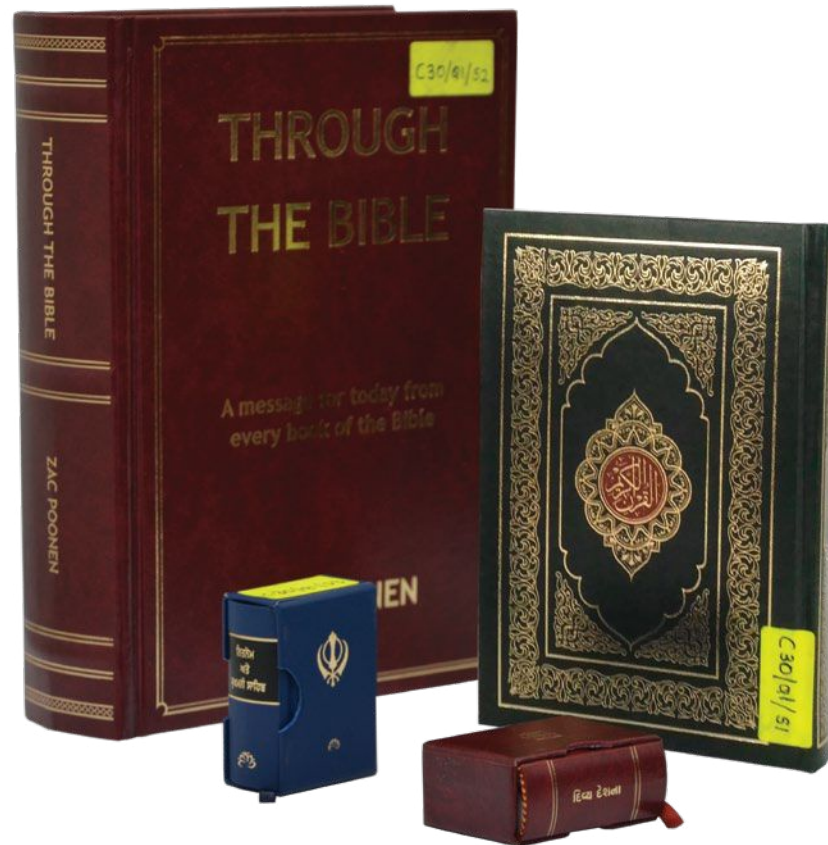
Quality Award

- International Print-0-Pac
- Manipal Technologies
- Replika Press
- SFA Print
- Shree Maitrey Printech
- Silverpoint Press
- Thomson Press

Category Description

Books with mono colour or two-colour printed inner pages and multicolour printed covers, by themselves sound drab. But what happens when these are combined with high quality printing, precision binding and impeccable finishing? The task seems onerous but is doable and this is what the printers in this category thrive to produce all year round, each year, against all odds.

Book Printer of the Year 2016 (Academic and Trade): SFA Print



SFA Print: The art of remaking the old

Sponsor's Statement

Welbound has been in service of the book printing industry for more than 25 years. In the past two years, we worked closely with our customers to accelerate technology adoption that has enhanced value realisation. We also worked with them on process optimisation and cost reductions. We are delighted that the PrintWeek India Awards shortlist consists of the best of Indian print companies, who have consistently worked to provide value to their customers. India is the most cost-effective producer of textbooks in the world.

Textbook printers combat challenges thrown by paper prices to paper grain directions, textbook bureaus to board warping and workflow issues to flow of work. Plus they have to keep control on costs, schedules and cash flows. This Award is to celebrate their grit and passion to deliver the most important medium in furthering our children's knowledge; and keeping it affordable.

Sponsored by



Quality Award

- International Print–O–Pac
- Lustra Print Process
- Parksons Graphics
- Pragati Offset
- Replika Press
- Silverpoint Press

Category Description

A great read is all about a perfect beginning, middle and end. The PrintWeek India Book Printer of the Year (Specialty) is all about producing the highest quality of print married to precision in binding. For, we think, a good book is as good as its touch and feel and print.

Book Printer of the Year 2016 (Specialty): Jak Printers and Pragati Offset



Jak Printers: Breathtaking creations



Pragati Offset: Books to treasure

Sponsor's Statement

Sponsored by



Welbound has been in service of the book printing industry for more than 25 years. In the past two years, we worked closely with our customers to accelerate technology adoption that has enhanced value realisation. We also worked with them on process optimisation and cost reductions. We are delighted that the PrintWeek India Awards shortlist consists of the best of Indian print companies, who have consistently worked to provide value to their customers.

Specialty book printers mix art and science in the best proportion in their efforts to produce the magical effect that many of their products demonstrate. They are driven by passion for perfection which is rare by any standards.

SHORTLIST BROCHURE AND CATALOGUE PRINTER OF THE YEAR

Quality Award

- Lustra Print Process
- Om Foil Print
- Parksons Graphics
- Pragati Offset
- Silverpoint Press
- Vishwakala Printers

Category Description

Simple things done well, high paginations, long run length and production constraints handled well, this category is about high-quality printing and immaculate execution of ideas.

Brochure and Catalogue Printer of the Year 2016: Silverpoint Press



Silverpoint Press: Bold and beautiful

Sponsored by



Sponsor's Statement

Advanced Graphic Systems (AGS) is a leading provider of colour measurement and printing solutions in India. With a proven track record of over 25 years in the field of colour technology, the company boasts of its strong partnerships with the global leaders such as X-rite, Aoke, GBOS, Digital Information, Tech4check, Colorgate. AGS has also made its mark in the corrugation industry with the latest sample-making and laser cutting machines. Its innovative and premium products are equipped with the latest and state-of-the-art technology ensuring "right-every-time" and reduced wastage, thus offering an improved ROI. With a team of industry experts, AGS caters to all the colour measurement and management related requirements of its customers and provides 24/7 customer support.

Quality Award

- Capital Color Lab
- Dina Color Lab
- GK Vale and Company
- Indot Color World
- Klick Digital Press
- Sri Sivarama Digital Press (Printonica)

Category Description

Call it the traditional photo-album or an attractive memento of time-living. Each year, and the jury wonders how, the entries in this category demonstrate good quality colour results, use of unusual substrates and pin-point perfect fabrication.

Digital Photo Album Printer of the Year 2016: Capital Color Lab and Klick Digital Press



Capital Color Lab: Recreating dreams on a DreamLabo 5000



Klick Digital Press: Colouring it with Indigo 10000

Sponsor's Statement

Sponsored by



Canon has always been at the forefront of serving its customers with innovative products. With the DreamLabo, Canon set a new benchmark in the commercial photo printing segment. While there is tremendous change in photo capturing, the printing art is still dominated with conventional technology. With the DreamLabo 5000, we are aiming to transform this Rs 4000-crore worth segment. We clearly wish to establish an innovation leadership in India and PrintWeek India Awards is a leading platform that synergises and symbolises this vision of Canon India.

SHORTLIST | DIGITAL PRINTER OF THE YEAR

Quality Award

- Avantika Printers
- Chanakya Mudrak
- Dina Color Lab
- Parksons Graphics
- Silverpoint Press

Category Description

Short runs dominate the criteria for this category. Judges seek companies that best demonstrate a combination of good quality colour results with innovative applications, printed digitally.

Digital Printer of the Year 2016: Avantika Printers and Chanakya Mudrak



Avantika Printers: Turning print upside-down and inside-out



Chanakya Mudrak: Making print accessible

Sponsor's Statement

Sponsored by



Digital printing in India is a growth story. Since Canon first entered the Indian production print market eight years ago, we have challenged the perception of what digital technology can do, inspired printers to attain new heights, and supported them with the latest in the technology. We have a long-term commitment to the Indian print industry, which, as in the past, is evident with the installs of ImagePress Color series equipments, capable of building better business for our customers. We take pride in associating with the PrintWeek India Awards to recognise and honour the best work among India's digital printers.

Quality Award

- Archana Advertising
- Archer Art Gallery
- Creative Graphics (Surat)
- Honeycomb Creative Support
- Marvel Graphic Studio

Category Description

The most demanding category. Needed: A near perfect job with the highest level of origination, detail and print quality. The entries this year surely had most of these.

Fine Art Printer of the Year 2016: Marvel Graphic Studio



Marvel Graphic Studio: Six wins in a row

Sponsor's Statement

Sponsored by



Sona Papers is the foremost name in the specialty grade graphic communication material service provider in India and the Indian sub-continent. It has been our ethos to introduce to the market new and varied substrates. Our objective has been to put India on the world map of the graphic communication industry. This year, we introduced the world oldest and finest brands in graphic communication material in the world into our portfolio – Arjo Wiggins. To encourage and facilitate world class print assignments, we have partnered with *PrintWeek India* for the Fine Art Printer of the Year category award.

SHORTLIST INDUSTRIAL PRODUCT PRINTER OF THE YEAR

Quality Award

- **Brandmark Solutions**
- **Jayna Packaging**
- **Neat Graphics**
- **Parksons Graphics**
- **Spectrum Scan**
- **Viraj Prints**

Category Description

In its third year, this category recognises industrial applications including point-of-purchase installations, printed electronics, membrane switches, signs, labels for garments, vehicle graphics like decals, etc., produced using offset, digital imaging, or screen printing processes on a range of paper, paperboard or plastic or a combination of the three.

Industrial Product Printer of the Year 2015: Parksons Graphics and Viraj Prints



Parksons Graphics: Making print pop up



Viraj Prints: Print radiance

Quality Award

- Any Graphics
- Huhtamaki PPL
- ITC Limited – PPD
- Lustra Print Process
- Om Foil Print
- Rakesh Press
- Screen Art Enterprises
- Thomson Press
- Viraj Prints

Category Description

An innovative combination of man and machinery results in a unique product. The Innovative Printer of the Year could be entries in any or all of the disciplines: pre-press, printing, post-press or electronic media.

Innovative Printer of the Year 2016: Jayna Packaging



Jayna Packaging: A Swachh Bharat concept

Sponsored by



Sponsor's Statement

Being an industry expert and a leading provider of colour measurement and printing solutions in India, Advanced Graphic Systems (AGS) understands the essence of innovation in this domain. Our experience of more than two decades has enabled us to provide best-in-class technology solutions to our customers in the Indian print industry. To provide these state-of-the-art products, AGS has always partnered with only the best across the globe such as X-rite, Tech4Check, Aoke, Digital Information, ColorGate, GBOS.

SHORTLIST LABEL PRINTER OF THE YEAR

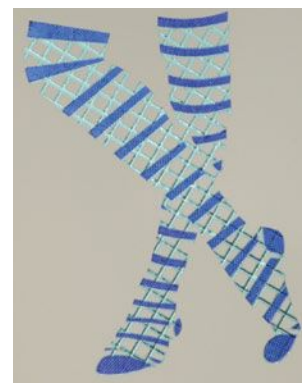
Quality Award

- Any Graphics
- Kumar Labels
- Kwaliti Offset Printers
- Pragati Pack
- Sel Jegat Printers
- Unick Fix-A-Form & Printers
- Universal Print Systems (The Manipal Group)

Category Description

Fine and detailed labels printed using any process; letterpress, offset, flexo, digital. Of particular interest is the use and application of special colours and finishes, and printing on difficult or unusual substrates.

Label Printer of the Year 2016: Any Graphics and Mudrika Labels



Any Graphics: Redefining the art of label printing



Mudrika Labels: A jewel in India's label crown

Quality Award

- Dhote Offset Technokrafts
- Manipal Technologies
- Silverpoint Press
- Spenta Multimedia
- Thomson Press
- Vishwakala Printers

Category Description

This category has been witness to the changing face of content consumption. From the days of general interest titles to today's single specialist works, from gravure to web offset to sheetfed process to a co-existence of the three, the Magazine Printer of the Year category has seen it all. In these eight years, we have seen the best examples of business and consumer magazines with equal emphasis placed on printing and finishing.

Magazine Printer of the Year 2016: Thomson Press



Thomson Press (India): Glossy and classy

Quality Award

- Dainik Divya Marathi (Aurangabad)
- DB Corp (Ahmedabad)
- DB Corp (Punjab)
- Jag Bani
- Jagran Prakashan
- Malayala Manorama
- Rajasthan Patrika (Kota)

Category Description

A global revenue of USD 179 billion for the segment on one hand and the pressures of daily production and the length of run on the other. Bagging the title with a demonstration of outstanding colour printing on newsprint-based products simply outweighs the latter.

Newspaper Printer of the Year 2016: Divya Bhaskar



Divya Bhaskar: Gujarat's largest circulated daily

Quality Award

- HBD Packaging
- Huhtamaki PPL
- ITC Limited – PPD
- JPS Plastics
- Parksons Packaging
- Perfect Packaging
- Pragati Pack

Category Description

This packaging category is open for the packaging of FMCG and pharmaceutical products. While the unit value of FMCG products will be substantially lower than that of luxury goods, the judges look for all-round excellence in packaging printing and take into account the use of difficult substrates and other production constraints.

Packaging Converter of the Year 2016 (General): Mandagini Seals and Jain Offset Print



Mandagini Seals: Printing on aluminium foil



Jain Offset Print: Textured effects without chemical

Sponsored by



Sponsor's Statement

Pidilite has a strong, consistently performing and growing business. We aspire to be a leader in the categories we participate through closer customer connect and innovation in products and process. Our endeavour is to get into new markets and geographies. Over the years our flagship brand Fevicol has become synonymous with adhesives to millions in India and is ranked among the most trusted brands in the country.

SHORTLIST PACKAGING CONVERTER OF THE YEAR (LUXURY)

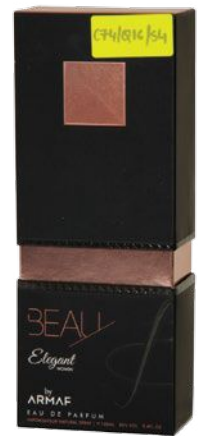
Quality Award

- Bell Printers
- Chennai Technologies
- Param Packaging
- Pragati Pack
- Silverpoint Press
- Synthesis Communications
- Viraj Prints

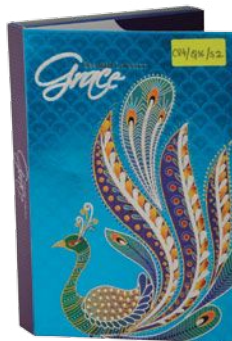
Category Description

Outstanding quality, print and finishing in perfect harmony epitomise luxury packaging. This category encompasses all types of high-value luxury printed packaging including cartons, flexible packaging and other containers that would typically be expected to have a long life cycle.

Packaging Converter of the Year 2015 (Luxury): Manipal Technologies and Perfect Packaging



Manipal Technologies: Perfect combination of press and post-press



Perfect Packaging: Mastering special effects

Sponsor's Statement

Sponsored by

HEIDELBERG

Heidelberg offers its hearty congratulations to all the shortlisted candidates for the Packaging Converter of the Year (Luxury) category. A trusted brand with a true legacy of technology innovation and excellence, Heidelberg takes special pride in sponsoring this Award, which is conferred to outstanding achievers in the packaging sector. Heidelberg has played a pivotal role in the emergence of packaging technology and its accelerating adoption, ushering printing technology into a new era. We are glad to create value for our business and users.

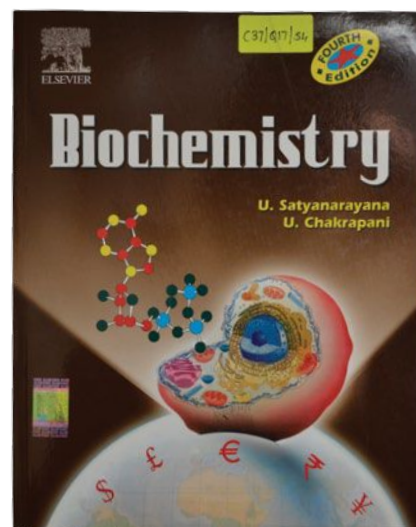
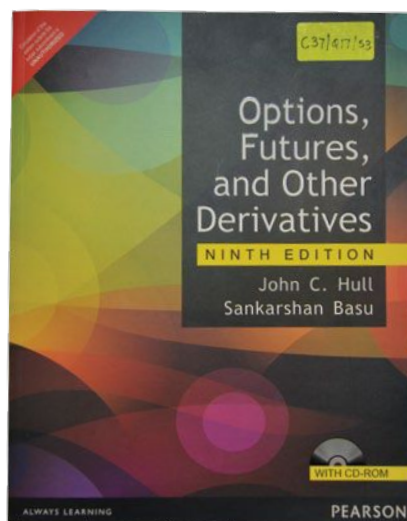
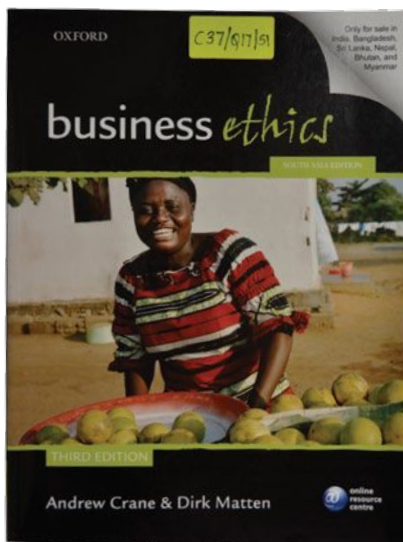
Quality Award

- Lovely Offset Printers
- Pragati Offset
- Print Plus
- Repro India
- Silverpoint Press
- Thomson Press

Category Description

The PUR Book Maker title is up for grabs for print firms or trade binders with in-house PUR book binding facility. They say, "When PUR hotmelt adhesive is used for bookbinding it makes the books more durable, causes less wrinkling in the backbone and offers lay-flat quality." And this is exactly what the judges sought in the submissions.

PUR-Book Maker of the Year 2016: Thomson Press



Thomson Press (India): Popularising PUR

SHORTLIST SCREEN PRINTER OF THE YEAR

Quality Award

- Dot Printers
- Image Care
- Lustra Print Process
- Prayag Advertisers
- Quenby Transfers (India)
- Spectrum Scan

Category Description

A variety of screen print applications – fine effect of the images, overcoat varnish, raised varnish, crisp print and what have you – produced flawlessly on metalised plastic, textile, or paper, are what the entries in this category look like. All we have to say is, the Screen Printer of the Year category has been very competitive over the years.

Screen Printer of the Year 2016: Spectrum Scan



Spectrum Scan: Mind-boggling mirror effect

Quality Award

- Anaswara Offset
- Antz Innovation
- Sainath Poly-Lam
- Screen Art Enterprises
- SFA Print
- Silverpoint Press

Category Description

Wedding cards never went out of fashion. Nor did little pocket-sized diaries or calendars or for that matter, postcards. Covering printers of all items stationery, the category takes into consideration all aspects of production including foiling, embossing, debossing and die-cutting.

Social Stationery Printer of the Year 2016: Almat's Branding Solutions and Lustra Print Process

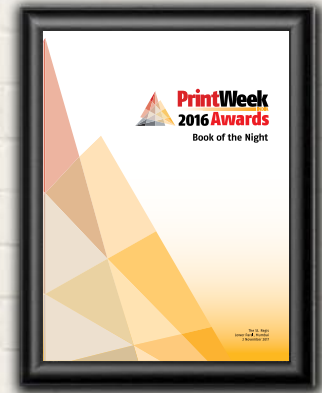
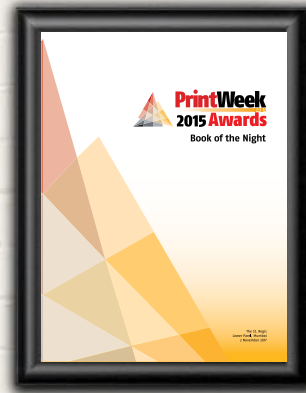
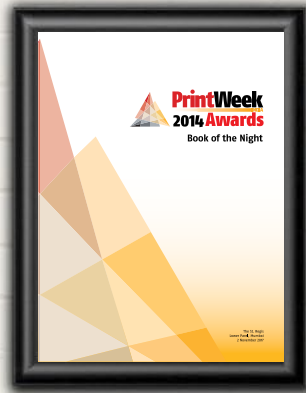
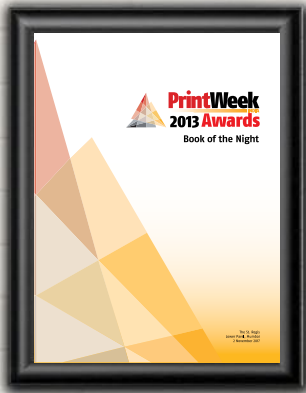
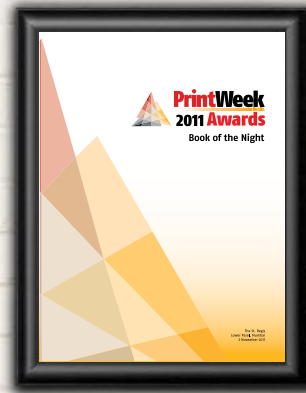
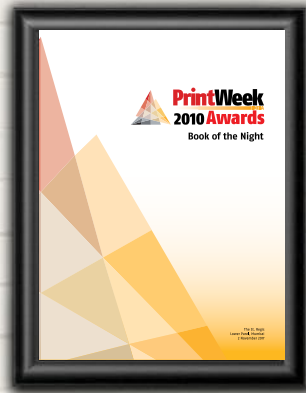
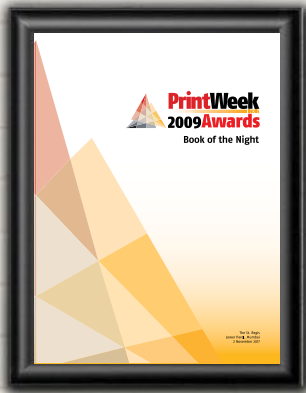


Almat's Branding Solutions: Re-inventing the diary



Lustra Print Process: Making flowers bloom on paper

A COLLECTOR'S ITEM



ARE YOU A PART OF THE BOOK OF THE NIGHT?

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Monica Rohra | monica@haymarketsac.com | 022 2378 7402

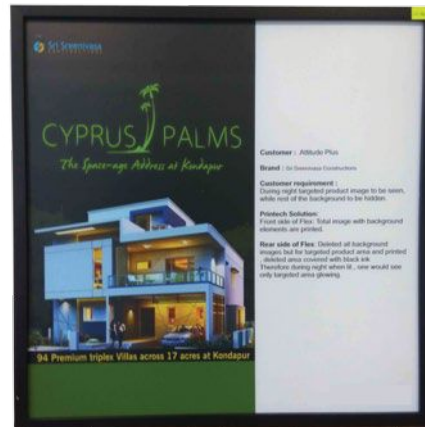
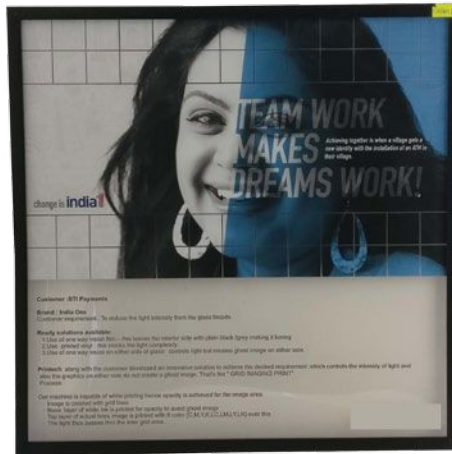
Quality Award

- **Brandmark Solutions**
- **Eunoia Designs**
- **Neat Graphics**
- **Printech Digital Imaging**
- **Vishal Productions**

Category Description

Dazzling displays, print canvas of 60-inch, clarity and high-quality vibrant colours, in-situ effectiveness, and customer service is all that the printer needs to clinch the title and grab the jury's (and our) attention.

Wide-Format Printer of the Year 2016: Printech Digital Imaging



Printech Digital Imaging: Innovative use of substrate and design

Sponsor's Statement

Fujifilm's corporate slogan "Value from Innovation" reflects the company's strong commitment to creating exciting and innovative solutions to expand future business opportunities and improve the quality of life for everyone. Since its inception, Fujifilm has placed great emphasis on its graphics arts business and the company has taken a leading role to contribute to a world-class portfolio of products and services.

Fujifilm has been developing an industry-leading portfolio of inkjet technologies for over a decade that encompass a range of powerful new printing systems that can create new opportunities and value for print companies. Through this association, Fujifilm aims to encourage the wide format printers to improve the quality and consistency of their traditional print processes, and thus elevate their standards to create world-class solutions.

Sponsored by



CELEBRATING PRINT DURIN

Print excellence was at the forefront at PrintWeek's Jury Week. The week saw top print buyers, brand managers and print technologists scrutinising the thousand-plus print samples from all over India. Reports Priya Raju



Navi Mumbai's printing and packaging institute SIES Graduate School of Technology in Nerul was the destination for top print buyers and brand managers as well as print technologists during the PrintWeek India Jury Week.

The event hosted from 18-21 September saw jury members at the PrintWeek India Awards 2017 spend time with the thousand-plus samples from all over India. This year more than 1000+ print jobs poured in from 125+ companies across India. The after-effects of demonetisation from 8 November 2016 and then, the shift to GST regime saw a slow-down. So, this year saw a rise in the number of

first-time entrants, many from tier-II cities but the work was extraordinary.

The samples submitted showcased a dazzling array of UV and foil techniques. Plus, an effective use of print and engineering of the print samples, especially in packaging. A lot of emphasis is on embellishments in post-press or fabrication.

The ninth edition of Awards was judged by 26 jury members from the world of print buying and brand building who came together to judge print samples across 17 Quality categories. Industry leaders from across the spectrum of print technologists, print buyers, creative heads, and marketers. This included DY Works, Elephant Design,

Conde Nast, FCB Ulka, Publicis, Reliance, Tata, General Mills were present and had in-depth discussions on each of the samples.

Day One saw the Jury members evaluating the books, magazines and newspaper category, whereas Day Two saw confabulations on digital print samples.

Day Three of Jury Day at the *PrintWeek India* office in the Raheja Xion headquarters in Byculla saw Jury Members having an invigorating time admiring the innovative and brilliance of the print samples in the packaging and labels category. Day Four, again, was an interesting day with five categories being judged – Fine Art, Social Stationery,

G PRINTWEEK'S JURY WEEK



AWARDS' JURY

Ameet Navrange, Condé Nast
Ashita Sarin, D Y Works
Ashwini Deshpande, Elephant Design
Bhavika Shah, Beyondesign
Deepti Kshirsagar, Tricycle Tribe
Fawzan Husain, Lens Impressions
G V Sreekumar, Industrial Design Centre
Harshwardhan Singh, Ficus Tegatai
Hemant Randive, FCB Ulka Advertising
Huzefa Kanorwala, Ctrl M Print Management
Manas Athanikar, Reliance Jio Infocomm
Manik Salunke, Kokuyo Camlin
Mayuri Nikumbh, Elephant Design
Mukund Kapote, Reliance Industries
Mukund Moghe, Tata Services
Noel D'Cunha, PrintWeek India
Paulose Parakkadan, Packaging Expert
Praful Akali, Medulla Communications
Rachna Mistry, Spatial Access
Rajnish Shirsat, R & S Enterprise
Ramu Ramanathan, PrintWeek India
Shashank Phadke, HH Global
Shireesh Sabnis, Publicis Ambience
Soniya Bhase, Bizongo
Sukhdev Saini, General Mills
Tasneem Vasi, Ctrl M Print Management



Innovative and Industrial print category along with the stunning screen printed samples.

On all four days, the room was full of quality samples which was carefully coded by a team of SIES GST students and PrintWeek Awards' intern Kalpak Shah. The best part was the samples we received from the smaller towns in India, which are capable of competing with the best. And that's the reason why we are betting on the future of printing and packaging.

The Jury Week was hectic, edifying and yet a deeply satisfying experience for the both the jury members in each category as well the *PrintWeek India* team plus students and faculty at the SIES

GST institute. The Jury has already reviewed all the 17 categories.

Prasad Iyer, head of the department, printing and packaging technology at SIES GST of Technology, said, "The PrintWeek India Jury Week has certainly added value to our institute and help in enhancing industry-institute interactions. We are very proud to have hosted the event in our college."

The winner will be declared on the Awards night. The ninth PrintWeek India Awards ceremony will be held at Astor Ballroom, The St Regis Mumbai on 2 November 2017. Located in the business district of Lower Parel, according to its web-

site, The St Regis Mumbai is the country's tallest hotel tower.

Top print equipment and consumables manufacturers and suppliers have supported the PrintWeek India Awards 2017. They are Advanced Graphics Systems (AGS), Bobst, Canon India, Fujifilm, Heidelberg India, Kodak, Pidilite, Siegwerk, Sona Papers, TechNova Imaging Systems and Welbound Worldwide.

For enquiries about the PrintWeek India Awards Night, please contact

Monica Rohra: monica@haymarketsac.com / 022 2378 7402.

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MEHUL DESAI
*Challenging
times for all
businesses*

Mehul Desai of Mail Order Solutions was reappointed as president of BMPA for the second term during the 46th AGM. In his speech, he said, "The past one year has been an eventful year. I think, between the way the business is shaping up and what the government has been doing, we have had many surprises. Starting with demonetisation announced in November in 2016, and more recently, the implementation of GST."

Noel D'cunha (NMD): Tough 12 months?

Mehul Desai (MD): Indeed. Challenging times for all businesses. The print industry has definitely been impacted. Even before GST became a reality the print fraternity was concerned and at Bombay Master Printer's Association (BMPPA) we did all that we could to ease the anxiety. We have conducted many seminars and knowledge sessions, started a helpline, etc.

NMD: How much impact in Mumbai?

MD: Once GST was introduced in July, I have seen the business impacted. Lot of orders were on hold as clients were seeking clarity on HSN codes, dispatches were held up as clients were not ready to take delivery without being clear that the HSN used, tax rates applied are correct. Exports too got impacted. So all in all July and August have been very difficult.

NMD: Is the market improving? Or is it a bloodbath?

MD: Things cannot remain in this situation for too long. It has to improve and we are seeing signs that we are settling down. We have got to accept that GST is a huge change and any change will require time. We have to be patient because in the end I see GST as a change for better.

NMD: Early days, but Bhiwandi print cluster project looks interesting.

MD: At BMPPA, we are very excited about the Print Park in association with Renaissance. It is a world class project, with the infrastructure to support the print business and its ancillaries. Only the future will tell us how this will unfold but our desire at BMPPA is to see a print park which houses small to very large firms, ancillaries to support these firms all in close proximity. We believe this will only lead to progress and am sure the print fraternity too can see the benefits.

NMD: Will partnerships work in an industry? Since traditionally these things are fraught with danger ...

MD: Collaborations will surely work if the mindset is right. Collaborations need parties involved to be transparent and committed. A collaboration cannot work if one is going to see only benefits for self rather than for the partnership.

NMD: As mentioned in your talk to the PVG students in Pune, you began your career in a sales environment. If you put on your sales hat, what are the things a print firm should do while recruiting for sales staff?

MD: When recruiting sales staff other than the obvious qualities one must look for two things. One is how persevering the person is. This is very important because in sales you face a lot of rejection. If you allow that to

impact your mind you will never succeed. One needs to be mentally very tough. You have to persevere. Hard work is the only guarantee for success. Success may not come when you think it should but it will surely be yours if you keep at it.

NMD: Print is very labour intensive. Even with all the modernised kit and technology, it is the nuts and bolts of the business that needs a lot of attention.

MD: We printers invest in very expensive kits but hesitate to invest in our people who are running these kits. BMPPA in association with *PrintWeek India* has started *Seekho aur Samjho* (SaS) which is a training programme of sorts for the workforce. We help them improve their skills and knowledge. Whilst the response to this initiative can be better, we at BMPPA are not giving up. SaS is going to expand into a bigger and stronger programme that will not only cover the work force but also the middle management.

NMD: What are the things printers should be doing which they are not?

MD: Mediocrity is not acceptable in modern times and to excel we will have to invest in our people as we do in equipment.

NMD: In Mumbai's print industry there are three entities; people at the front end, the latest technology in terms of electronics, software and the heavy metal presses, and finally the specialists who are breaking the rules. Which bit is the most exciting according to you?

MD: I feel the combination of software professionals along with specialists who are breaking the rules. They are doing some very exciting work and breaking new grounds for the print industry.

NMD: I visited a start-up unit last week which is worth Rs 300-crore. The promoters don't know one end of the press from another, but they have started to introduce an internal apprenticeship scheme. They hire young people in their twenties and give them experience and training across the whole business – that is everyone from account handlers to production staff. Is this the future of print in India?

MD: We need talent and with technology taking centre stage I believe new ideas will give us an edge. This could be one of those. It's an interesting concept and I would think it could lead to a lot of talent development.

NMD: In the past ten years or so, at MOS, you have outsourced print, you have sweated your digital presses, you have worked with offset machines, you have handled data, and so on. It has been an

unusual learning curve. Which parts would you do differently?

MD: Every experience I have had has been worth it and honestly I would not do anything different because each of these experiences has made me see things that I was missing.

NMD: Of late, at MOS you are dipping your toe in commercial print. Why so? Whereas once you were choosy and focused on the products that fit your production process.

MD: We were always doing commercial printing but our digital and Variable Data Printing (VDP) activities were talked about. We had clients who were using our commercial print capabilities and these clients were high profile, high volume. The work done for them has brought us more work. Add to that the fact that we have the capacity now due to loss of a few clients so it made perfect sense. Horses for courses. We are getting exciting work for our commercial division and that has led to more interest in the commercial print vertical.

NMD: You have a good platform in BMPPA's STB. What do the members feel? Has print become a commodity?

MD: All of us at Share-To-Benefit (STB) forum do feel that print has become a commodity. A lot of discussions at STB centre around how we can break this and move to better pricing for our products.

NMD: We're in an industry where profit almost seems to be a dirty word – does making good returns cause you problems with customers?

MD: We need to accept the fact that we are all working to ensure good returns for our work. No shame in that. I have never shied away from telling this to my customers and I have yet to come across a customer who does not appreciate the fact.

NMD: You are also a "student". You looked at case-studies at IIM. Is it a challenge for print and packaging to be part of the family business format?

MD: Not all. I think most print companies that are doing well are the family business.

NMD: What's the most important lesson you've learned in your career?

MD: Whatever happens, do not move away from your belief system. It has got you where you are and it will help you get out of problems. Do not abandon your core values because you have problems.

NMD: Last question, zero makeready? Myth or reality?

MD: Maybe a myth today but way technology is progressing I am hoping for it to become reality sooner than later. ■



IPAMA's new president Dayakar Reddy: Sailing into the headwinds

Dayakar Reddy, the man who took charge as president of IPAMA after the demise of HV Sheth, is busy planning the next edition of PrintPack India in 2019. "I have worked very closely with Sheth-ji. However, given the changing nature of doing business, we expect to give the model a few tweaks here and there as we go along with the plan," Reddy tells Noel D'Cunha

Q Congratulations on the new role. Big boots to fill?

Dayakar Reddy (DR): Thank you. It is indeed a gigantic task to head such a huge and prestigious association. The print business community is at a very crucial stage now, and that we will be at the forefront to serve them is one of the most satisfying aspects of being at the helm. I am confident that our team will leave no stone unturned in furthering the objectives and goals of IPAMA.

Q Will you be replicating the HV Sheth model? Or creating a fresh blueprint?

DR: Yes definitely. It's a model I have worked very closely with Sheth ji. However, given

the changing nature of doing business, we expect to give the model a few tweaks here and there as we go along with the plan.

Q In 2017, IPAMA had covered a total gross area of 56,000 sq/m. You are looking at an additional 10,000 sq/m for PrintPack 2019. What else – other than a bigger show?

DR: You are all aware that IPAMA's PrintPack exhibition has been recognised as a prime exhibition both in India and abroad. PrintPack 2017 was a grand success. The next edition will be a much bigger event with 65,000 sq/mtrs area and an additional day to make it a six-day show, commencing 1 February 2019.

The expectations are very high and we certainly take this challenge and come up with better facilities both for the exhibitors as well as visitors.

Q The late HV Sheth said there is going to be a drive-by IPAMA to include the ink manufacturers, paper manufacturers as well as flexible packaging players into the umbrella body? What is the status?

DR: Yes. There is definitely a drive to include all those players into our organisation as they are very much a part of our whole body. We are working out the modalities and soon we will start assimilating the process in right earnest.

Q Regarding Goods and Services Tax (GST) one of the complaints we heard from some of your members is, they are not ready. Has the situation improved?

DR: Yes, I think it has. There were a few hiccups when the process was set in motion, some confusion regarding applicable rates,

but the dust seems to have settled down.

Q The Telangana Offset Printers Association (TOPA) has been making representations in Telangana. What's the update?

DR: TOPA has been following the directives of All India Federation of Master Printers (AIFMP) and they could get some concessions. On behalf of TOPA, we too have made representation requesting the government to bring uniformity among the industries.

Q Seven months into 2017, rising costs, shrinking margins, do they trigger fear among the manufacturers?

DR: They are the *sine qua non* of any rapidly growing economy like our country India is. There is no cause for fear but certainly a need to adapt and adjust. Change is the law of nature and an integral part of development.

Q You said, you have to be the change you want to see. What do you mean?

DR: We must improve our working to increase the margins by cutting the costs and exploring new revenue yielding streams. Our manufacturers are seasoned businessmen and they have come a long way and have always risen to such testing occasions. Our association will always stand by them and together we march towards brighter tomorrow.

Q You're actively involved with your print school in Hyderabad. How do we motivate young people to enter the print and packaging industry?

DR: I am an alumnus of Government Institute of Printing Technology (GIPT) Secunderabad. And I am the founder president of the GIPT alumni association.

I like going back to my roots. We have initiated various measures to bring the industry, the Institute and its students closer. There's a need for better interaction and rapport among the fraternity to bridge the information gap. The students should know about the industry, and the employment opportunities available to them to willingly join the course and pursue it with all seriousness. GIPT and TOPA have plans to join hands in extending some financial assistance to the economically backward students and some scholarships to merit students to sustain their interest.

Q The first IPAMA president from Hyderabad? Any specific plan for AP and Telangana?

DR: Yes. I am the first IPAMA president from Hyderabad and also the youngest. I am humbled by this honour but at the same time will feel happy if the younger generation realises that nothing is impossible if one works hard with dedication, sincerity and application.

My top priority is going to be to extend all possible help and assistance to our GIPT. It will be our sincere endeavour to ensure that graduate courses like BE, and B Tech, in printing technology are introduced. Not only that. We will go a step ahead and promote higher courses to be introduced in the universities set up in Telangana, including some leading private engineering colleges in the state.

I also will strive to talk to the govt of Andhra Pradesh (AP) for starting an Institute in AP, an initiative of the AP State Offset Printers Association, who are looking to start Diploma courses in printing technology. ■

FIVE PERSONAL QUESTIONS



What has been your proudest print achievement?

The spectacular success of PrintPack 2017 with which I was very closely associated.

A book you read which has benefited you? (One book on print)

As I am a regular reader of both national and international print and packaging magazines, I am immensely benefitted by very illuminating, inspiring and informative articles on new trends and techniques in print and packaging, particularly a book in Telugu – *Amma, Nanna, O Genius* by Venu Bhagwan. The other is a management book by Shiv Kherra – *You Can Win*.

Hobbies, if any?

I like to indulge in music, travelling, and of course spending time with my family.

One print or packaging job you saw in recent times, which made you say WOW

The life-size drivable cardboard Lexus by DS Smith, London, a leading packaging company.

A word about Sai Enterprises in terms of new installations and interesting new customers

Our proudest moments continue to pile up as we install same machines in multiplied numbers to the same customers, whose number is growing fast.

Koenig & Bauer: 200

The German press manufacturer ushered in the third century of its existence with a special gathering of guests in Würzburg, Germany. A report by Rahul Kumar

Würzburg, on the Main River in Bavaria, was in a celebratory mood on 20 September, as well wishers from across the globe descended on the small town. Claus Bolza-Schünemann, CEO of Koenig & Bauer along with his colleagues, Dr Mathias Dähn, CFO, Koenig & Bauer and Klaus Schmidt, director of marketing and communication made presentations, and interacted with the media to celebrate the achievements of two centuries.

650 guests from all over the world attended the official ceremony at the Vogel Convention Center, with the former federal president Horst Köhler as main speaker. Many customers and business partners visited the spruced-up main factory in Würzburg and experienced historical and modern printing presses in action. The week of celebrations started with an international press conference at which the company, which has successfully adapted to a changing print market, presented its ambitious goals and strategies for the future, as well as its new market appearance.

Started in 1817, in the recent years, especially after 2000, Koenig & Bauer has acquired multiple companies and forayed into multiple segments. Thus, the company now produces printing presses for paper, board, metal, bank notes, glass, corrugated boxes, flexible media, along with finishing equipment like die-cutters.

Bolza-Schünemann said that currently, the

company operates in three segments — sheetfed, digital and web, and special.

“We are happy to share that most of us spend maximum time of our daily life with Koenig & Bauer because from waking up in the morning to bed in the night, we use multiple products and most of them are printed,” he said.

He added, “We have more than 80% market share in banknote printing. We have 80% market share in metal decorating and glass and hollow container printing globally. We have 63% market share in large-format and packaging printing and 30% world market share in commercial web and newspaper printing. Today, we have 33 subsidiaries and 12 companies manufacturing products for their own customers.”

A big aspect of the company’s 200th anniversary celebration was the relaunching of the brand. KBA, as it was known previously will now be known simply as Koenig & Bauer, honouring the two founders.

“Reviewing 200 years of experience in building printing presses, our portfolio of sophisticated machinery and plant, advanced electronics and software, which is unique in



Claus Bolza-Schünemann, CEO, Koenig & Bauer

the industry, the time was ripe to unite all group activities from traditional to digital printing, pre-press, finishing and first-rate service under one roof,” he said.

Strategy and targets

Mathias Dähn, CFO, Koenig & Bauer, said the company is focusing on profitable growth. “In 2014, we focused on restructuring and clean-up. During 2015-16, we focused

EXPANSION THROUGH ACQUISITION

2003:	Acquisition of Bauer+Kunzi
2004:	Acquisition of Metronic
2005:	Acquisition of Grafitec
2006:	Acquisition of LTG Mailander
2013:	Acquisition of Kammann and Flexotecnica
2016:	Acquisition of IbericaGrafica

TIMELINE KBA

<p>1814</p> <p>In London, 'The Times' newspaper is printed using machine power on the cylinder press by Friedrich Koenig and Andreas Bauer</p>	<p>Foundation of the world's first printing press factory by Friedrich Koenig and Andreas Bauer in the monastery in Oberzell</p> <p>1817</p>	<p>1876</p> <p>Koenig & Bauer delivers the first web-fed press. Over the next 120 years, business is dominated by web presses</p>	<p>Koenig & Bauer moves into a new plant on the other side of the Main River, still the headquarter of Koenig & Bauer AG and the group</p> <p>1901</p>	<p>1923</p> <p>Collective press for coloured banknotes. Ground breaking step for security printing and for KBA, a strong position in this market</p>	<p>Dr Hans Bolza, the great-grandson of Friedrich Koenig, joins the company in 1919 and runs it from 1931 to 1971 as chairman of the board</p> <p>1931</p>
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0 years in printing

on increased profitability. We set unprecedented margin targets at the beginning of 2015, largely achieved or exceeded already in 2016. The 2016 was the best profit margin year in the past 199 years, with all segments profitable and main strategic focus on packaging and industrial printing," he said.

The focus for 2017-2021 is to achieve and maintain growth in all businesses. "We see global packaging volume increasing at CAGR of more than 4% and 80% of the growth expected to come from Asia," Dahn said, "India, the second largest populated country on earth, has the lowest packaging consumption of 4.3kg per capita annually. China has 33.4kg, Russia has 22.9kg and Brazil has 20kg per capita consumption. Japan has the maximum consumption globally and it is 74.2kg per capita. So there is potential."

The company sees big potential in flexible/corrugated/cardboard packaging. From 2015-2020, CAGR growth rates are 4.4% in flexible packaging, 4.3% in corrugated board, 4.2% in cardboard, 3.8% in rigid plastics, 3.3% in glass and 2.5% in metal.

"We have 45% of global market share in cardboard packaging and our new industrial digital sheetfed printing press VariJet 106 targets folding carton market where we combine inkjet printing strengths with traditional inline finishing. We have entered into flexible packaging by acquiring Kammann Flexotecnica in 2013. Now, we are into direct corrugated printing, digital pre-prints of corrugated liners with HP, flatbed and rotary die-cutters by acquiring Iberica in 2016. We have sold first MetalDecojet, a digital press for metal decorating and glass/hollow container decorating," he added. ■

INTERACTION WITH BOLZA-SCHÜNEMANN

- We have sold our China MABEG feeder operations around two years ago because it was too small. However, with more than 150 people at KBA China sales and service organisation in Shanghai and Beijing China is still our biggest single market for sheetfed presses.
- The CS MetalCan for printing on aluminium cans is ready for market. We know how to handle metal and printing inks, and our knowledge at KBA MetalPrint is very helpful.
- The digital printing press for folding cartons was supposed to be launched in 2017 but still we have some homework to do. Folding carton printing is extremely quality oriented. The quality which we have achieved today is not good enough to meet market demands.
- Today, Koenig & Bauer is still a strong player in the packaging industry, no matter what the substrate is.
- In flexo printing the market is full of competitors in Europe, China, India and everywhere. However, we are convinced that packaging, especially flexible packaging, is growing because of increasing population and welfare. We have KBA-Flexotecnica for our flexo range. Being a small player in the segment it will be easy for us to get more market share. We are always open for acquisitions. Being a market leader and to be profitable is not always the same thing. Sometimes market leaders do not make profits.

Relaunching brand Koenig & Bauer

The printing press manufacturer is starting off the company's third century with a new market appearance. As the CEO Bolza-Schünemann explained, the brand KBA, which was introduced in



1990, after the takeover of Albert-Frankenthal AG, will revert to the original brand of Koenig & Bauer, albeit with a completely new look for the logo, means of communication, business equipment and product design.

According to Bolza-Schünemann, the relaunch is intended to strengthen the employee's pride in the history of the company and the pride of new employees who have joined the group through acquisitions, in the common brand Koenig & Bauer and to allow old and new customers to feel the strength of this traditional brand even more with a modern appearance and product design.

The ampersand between the surnames of the founders of the company was chosen as the short form of the brand name Koenig & Bauer, designed in the new company font, for promotional activities, stickers, drawings, spare parts etc. It now also stands as a three metre high cast column beside the new demo centre.

The new name comes with a new motto: "we're on it."

Demo centre

The Koenig & Bauer started to build a demo centre at its Würzburg facility in March 2017 for a better customer presentation of digital and flexo printing presses.

The demo centre has a footprint of 2,100sq/m with approximately 1,200 sq/m for display and demonstration purposes.

Three presses will be put into operation at the demo centre – a RotaJET 77, a CorruFLEX (postprint corrugator) and a press for flexible packaging from KBA-Flexotecnica.



An early Koenig & Bauer printing press made of wood

1971

Dr Hans-Bernhard Bolza-Schünemann is adopted as a young designer by Dr Bolza in 1959 and from 1971 to 1995, as chairman and drives forward new product development

With the 15,000 sheets per hour high-speed Rapida 104, in unit-type design, the predecessor of the high-speed Rapidas by KBA-sheetfed is launched on the market

1986

1990/91

After the acquisition of Albert Frankenthal AG, Koenig & Bauer takes over Planeta in 1991. For the first time, group sales exceed Deutsche Mark (DM) one billion

1995

The new Rapida large-format series, developed jointly by engineers from Radebeul and Würzburg, speeds up the company's rise to become a large-format market leader

1998

Koenig & Bauer-Albert AG, which resulted from the merger with Albert-Frankenthal in 1995, merges with KBA-Planeta AG. Group sales reach DM 1.6 billion

2001

Market leadership in the banknote printing sector is secured through the takeover of DaleRue Giori SA. The new subsidiary is renamed KBA-Giori and later KBA-NotaSys

The philosophy of digital print

Fast-growing Printo is pan-Indian digital printing group that hopes to benefit from The Print Bazaar acquisition and leverage its expertise. Co-founder and chairman, Manish Sharma shares his journey since 2009 and discusses the new acquisition, with Noel D'Cunha

Q Printo has acquired 100% of The Print Bazaar, a multi-service print shop in the NCR region, from the Alia Group. What's the rationale behind this move?

Once Printo acquired critical mass in South India, we were actively looking at expanding nationwide. The Print Bazaar presented itself as an ideal investment which helps us with a beachhead in the NCR market. We have saved time and given our enterprise customers delivery capabilities countrywide, while establishing our retail presence in a key market.

Q It is said the future belongs to companies that embrace partnering. What's the level of integration with the Alia acquisition?

We have acquired 100% of one of their assets The Print Bazaar and integrated them completely into Printo operations. Alia has other, larger businesses which are not directly related to the quick print business.

Q The print retail industry is growing at 20% and is expected to be a USD 7-bn industry by 2020. Are you optimistic about where Printo is going to be in 2020?

Well, we hope to grow at 15% faster than the overall market and all our actions are directed



(From l-r) Manish Sharma, co-founder and chairman; Balu Iyer, CEO; Vinay Sharma, CTO

towards that. One reason for this is that we are a small company. We may be the largest quick print chain but we are merely a speck in the print market. But then, the good part about being small is that we can harbour ambitions to grow faster than the market. In the last six months our investments in new markets like Chennai and Pune and now, Delhi which will deliver this growth. I am long on India in general and that is the bet we are making.

Q **Headquartered in Bengaluru, Printo makes printing a simple and hassle-free process for business customers and individuals. The question is, has digital retail print diminished in value – and have we undervalued the print brand?**

I do not think this is something different from the commoditisation of print we have seen in developed countries. We need to wake up and accept the fact that print is a commodity product. Whenever a customer has a hundred options with varying price points, you are dealing with a commodity. So, while one may have a premium coffee from single origin Ethiopian beans, most of the market seeks well selected Coorg coffee. The larger market wants reliability and availability. Printo celebrates the fact that we enable young businesses to create and grow. We deliver reliability to customers which no printer wanted to serve because they were too small. Printo is a small operator in a very large market. So we love small customers who want to grow – from 100 visiting cards to corporate merchandise. That, for me, is exciting.

Q **Unlike the “mom and pop” shops, Printo’s customers can order via a mobile app or the website and pick up at a store the same day or have it delivered to their office or home. This is a rapidly changing environment, which Printo is leveraging. What’s the success rate on this front?**

Significant. Customers are keen to transact over mobile and their standards for user experience are very high indeed. But omnichannel is tough to build and integrate into existing systems. We are investing in this and in less than two years, a majority of our business will be from digital channels.

Q **During the EFI meet you had spoken about the power of software and how it can be deployed for clearly packaged micro services that can be used by third parties to develop tools and services. What is happening on the software front at Printo across your 30 stores and three regional hubs spread across six cities?**

We are constantly improving and building our technology systems. This year we will start work on a new platform.

Q **What kind of team do you have at Printo? And how do they function?**

Printo acquires The Print Bazaar, looks to invest Rs 10-crore

Printo, one of the biggest organised high street retail player in the digital printing space has acquired 100% of The Print Bazaar, a multi-service print shop in the NCR region, from the Alia Group.

Headquartered in Bengaluru, Printo caters to both business customers and individuals. Unlike the traditional “mom and pop” shops, Printo’s customers can order via a mobile app or the website and pick up at a store the same day or have it delivered to their office or home.

Balu Iyer, CEO of Printo says, “We believe consolidation gives us a competitive advantage and we can collectively grow faster. When I joined Printo, my ambition was to make this a national brand, which served customers across most metros. With The Print Bazaar acquisition we have not only fulfilled this goal, but also created a platform that will help us penetrate deeper into the north India market”.

While the financial terms of the The Print Bazaar acquisition were not shared, sources privy to the developments said the deal valued Print Bazaar at Rs 8–10 crores. Printo is also expected to infuse cash into the newly-combined entity located in the NCR region, post the closure of the deal.

The deal marks the second buyout for Printo,

which had acquired Bengaluru-based Lifeblob.com, a social photo service firm in 2010, for USD 2–5 million.

“The acquisition helps us achieve economy of scale and be part of a platform that serves customers at a pan India level. It will help us learn from each other’s experience and grow in larger geographies. Large corporates want a single supplier. National presence will help us cater to the needs of both SME’s and these large corporates,” shared Sanjeev Malhotra, founder and CEO, Alia Group; a serial entrepreneur, The Print Bazaar marks his fourth successful exit. Previously his companies have been acquired by Future Group, an IT major and a large French International conglomerate.

As *PrintWeek India* has reported in the past, Printo was founded in 2005. The firm offered a range of print services from internal signage to visiting cards. The company was backed by Sequoia Capital, which led funding with Rs 16 crore in 2007. The founder Manish Sharma, who had founded Printo with his wife Lalana Zaveri, bought back stake in 2009. While Sharma moved on as the chairman of the board of directors, so as to ensure expansion in other metro cities, Balu Iyer was appointed CEO in 2017.

COMPETITION AT A GLANCE

- **Canvera raised Rs 20-crore in 2016, which gave Info Edge a majority stake at 57%.**
- **Printland received an undisclosed amount of funding in 2015 from SIDBI.**
- **ZoomIn bought US-based Photojojo, and received an investment in 2014 of Rs 50-Crore.**

While Printo is a professional, board-managed company, I would like to believe all our managers have a strong sense of ownership. We have a CEO, Balu Iyer, who brings some fantastic experience including 25 years at Unilever. He understands how to build a large business and is delivering on that. Vinay Sharma is our CTO and is like a co-founder. He is unique as he is a software developer who also ran a pre-press business in Mumbai. Vinay has the unique ability of understanding print and how software can be leveraged. Prethish Nandi is our general manager and Nayeez Ahmed runs our biggest retail markets. Both are non-print professionals who have been with the Printo journey from close to inception. I contribute in growth areas - new markets, new services and digital.

Q **It’s very competitive in trade printing with digital print products. Many people think there’s going to be a big**

shake-up. What do you think?

I think we are already in the midst of a shake-up but we do not notice it as the tectonics of this will play out over decades. GST will accelerate it to some extent but in general, the print industry does not like quick deaths, which in turn makes it tough for the rest. Because we are not a boom or bust industry, the choices in front of entrepreneurs are not binary. Those with some vision can see easily if their competence is what the future will need. The smarter ones withdraw or make a concentrated bet.

Q **How are you faring on the price front? If you look at some of the retail print brands, some of them are the lowest price in the market. How does Printo fare on this front?**

We are not the cheapest product provider. We are the fastest and the most reliable, for which we charge a premium. I believe there is a market for low priced products but that is a slippery slope unless you have a strategic reason like superior sourcing, lower customer acquisition costs or superior technology.

Q **What’s next, do you have more acquisitions in mind?**

Yes. We will continue to identify and work with entrepreneurs who are culturally aligned and have realistic expectations. ■

Wan-Ifra India 2017: Innovation and changing business ...

Innovation was the running theme in most of the presentations at the Wan-Ifra India 2017 Printers' forum during the Silver Jubilee edition of the annual Wan-Ifra India Conference held in Chennai on 13 and 14 September 2014. Sriraam Selvam reports

While the gathered who's who of the Indian newspaper industry acknowledged the potential and growth of newspaper in India, the tone of discussion on digital media was to consider it a complimentary medium than a competition to the printed form. Talking about digital revenues, the duopoly of Google and Facebook was acknowledged by all and sundry.

Dubbed the largest gathering at Wan-Ifra India with over 400 delegates in attendance, the event saw the World Printers forum and for the first time World Editors Forum South Asia being held simultaneously at the luxurious ITC Grand Chola in Chennai.

News media and its future

Highlighting the various stages of disruption by digital journalism, Thomas Jacob, COO of Wan-Ifra, Germany who chaired the panel discussion on 'Future of news media business' said that it is currently the social age has ended and the rise of 'story as a service' is truly in place.

He added that the future of news media is dependent on four factors: trust, community, collaboration and defining the way forward. "Newspaper model is under pressure," said Rajiv Verma, CEO of HT Media, who also stressed that the business model of lower price per copy is skewed wherein the 'more you sell the more you lose' phenomenon is setting in.

Rajiv Lochan, CEO of Kasturi & Sons sharing his views on the subject said, "News media should be business of journalism to privilege the reader from the general trend of being a business of advertisers." He added that their flagship product *The Hindu* saw



(l-r) DD Purkayastha, managing director & CEO, ABP; Rajiv Verma, CEO, HT Media; Rajiv Lochan, managing director & CEO, Kasturi & Sons; Shrijeet Mishra, COO, Bennett & Coleman and Thomas Jacob, COO, Wan-Ifra, German, during a panel discussion

an increase in cover price for their Sunday edition making it the highest priced Sunday newspaper without any drop in circulation numbers.

The overall consensus of seeing digital as a complimentary media was echoed by Shrijeet Mishra, COO of Bennett, Coleman. "Innovate, innovate, innovate to stay relevant," he said and reiterated his stand that digital will help grow print.

Speaking about the success of the 'One India Alliance', DD Purkayastha, CEO of ABP emphasised that this was the way forward for the industry and that there was plan to include digital property too in the near future as part of the alliance offering. "Aggregation will create value and it is necessary to explore the possibility to collaborate on content as well," added Verma while sharing his views on collaboration and digital media.

He also said that the need of the hour is a convergent newsroom and the need to engage in e-commerce too. "It is a long and arduous journey ahead, while the newsrooms are adapting well, the struggle is to sort the business side of it too," explained Verma.

Profiting from print

"Supposedly dying print edition is still outperforming in all aspects vis a vis their digital counterparts," said Manfred Werfel, deputy CEO of Wan-Ifra, Germany on the topic of 'Print - Online performance gap: A look into the reality of printed newspaper today and in the future'.

Stating the findings from a study conducted with 51 metro newspapers in the US, Werfel said that the reach for the printed edition even with the millennials was 12% more than digital.

Quoting a study by Neil Thurman of LMU Munich and City university of London, Werfel said that excluding *The Mail* and *The Guardian*, other nine newspaper brands in the survey relied on the print channel for more than 95% of the attention they receive.

He further added that newspaper brands engage their readers online for an average of less than 30 seconds per day whereas the attention span for their print readers was an average of 40 minutes.

While acknowledging that the global advertising revenues for print has fallen, Werfel pointed that this hasn't resulted in similar increase in their digital counterpart. He also added that global print circulation revenue was steadily growing at one percent per year.

Continuing on the topic, Knud Kraft, head of production, Axel Springer, Berlin, Germany spoke about 'Newspaper printing in a digital world' with his company's experience on the forefront.

The publishers of *Bild*, Germany's most popular newspaper, Kraft said that company more than doubled the size of digital turnover in a span of six years (2010 to 2016). He said that the digital strategy should be multifold with paid, marketing and classified advertisement being some of few models while also highlighting that flexibility, innovation and automation as factors to ensure print stays relevant.

Addressing the ways to meet market challenges, he said the company adopted several cost saving measures (productivity increase through automation, synergies, optimised usage of capacity, etc) and income enhancing methods (print of semi commercials, added value, advertisement

leaflet, individualisation through inkjet and new business models).

Betting high on the future of inkjet in newspaper printing, Kraft said that he believes it could be a bridge between digital and print by creating a number of possibilities like unique number for every copy printed to access special content online, augmented reality etc.

He also shared his vision of near field communication (NFC) being integrated with the newspaper in the future which could open up more revenue streams. "Increase the value of the newspaper for your readers and the value of printed advertisement for the advertisers," summed up Kraft.

Bimal Mehta, executive director, Vakil & Sons closed the session on profit by sharing his learnings as a book printer and reiterated the consistent growth of printed book with possibilities in digital printing especially highlighted.

Optimising cost

Presenting his case study on the change of 'Mint' business daily from Berliner to broadsheet format and how this move helped them to improve quality and save cost, Anjan Mazumdar, vice-president of quality and EHS, HT Media believed that their collaborative transition to 40gsm media involved addressing various big ticket items.

He listed newsprint, wastage, ink, green footprint, training and smart cost/quality standardisation as the big ticket items. Overall he stated they achieved at least 50% reduction in maintenance cost, power and fuel cost, printed waste and ink cost.

Talking about various initiatives to improve operational efficiency and reduce the cost of production, Arvind Mallya, chief manager and Tonyraj R, deputy chief manager, Bennett, Coleman said that the challenge for them was to cut down one hour of print window and at the same time improve processes.

They adopted a three prong strategy by increasing running speed (they increased from 85% speed by revising maintenance schedule, better mail room operations and training the operators), updating skills and increasing press uptime (quicker make-ready by live display of page release, mechanised plate movement, optimisation of plate segregation) to achieve their targets. Some of the results achieved was reduced web breaks, overall downtime reduction etc. "Overall we saved 4,500 minutes per month in downtime, 222 lesser web breaks per month and 99% print finish on time by successfully implementing the strategy," said the duo.

Production benchmarking

In a detailed presentation on newspaper production benchmarking using environmental Key Performance Indicators (KPI), Prabhu Natrajan, research engineer, Wan-Ifra South Asia spoke about their latest research project to rank major Indian newspaper printing plants based on these KPIs.

The project benchmarked 31 printing plants of

seven publishers on nine environmental KPIs and five production KPIs over a period of a year.

The 14 KPIs were energy efficiency, paper efficiency, production surface occupation, stock turn, water consumption, developer consumption, ink mileage, washing solvent consumption, dampening solvent consumption, oil consumption, PE film packing, industrial liquid waste generated, web break frequency and manpower efficiency.

Natrajan pointed out that the project directed the plants to the grey areas that existed in them. He also emphasised that the standardisation metric should move from per page measure to customer metrics which he believed will achieve better points of comparison across products and plants.

Direct delivery of newsprint to optimise costs

PP Prakash, vice president of materials at *Malayala Manorama* stressed that direct delivery of newsprints has helped their company in significant cost savings.

Sharing his experience, he said that during direct delivery the newsprints are handled only four times in total in comparison to agency delivery which would involve 16 handling instances.

Less reel damage/wobbling, zero warehouse expense, less transportation expense and less handling expense were listed as benefits of the direct delivery model and stated that the company has seen a savings of two crore per year.

Prakash also joined the grammage discussion and said that monitoring newsprint gsm and keeping it close to 40 helps in higher cost saving than wastage savings.

Nambi Rajan Narayanan, CFO and company secretary of Kasturi & Sons spoke about the impact of GST and newsprint procurement and logistics and said that this would be the first time newspaper printing has been brought under indirect tax structure and in GST the location of printing vis a vis the newsprint supplier location will be crucial.

Value addition through special inks

Continuing from where Kraft left off in terms of value addition on print, SS Kulkarni, general manager, technical, Huber group elaborated on how special inks can help attract new business for newspaper printers.



Sanjay Shah and IK Dogra of Manugraph India

He said using inks special effects such as thermochromics (temperature sensitive), photochromic (light sensitive), fragrance (rub and sniff inks), scratch and see (metal reactive inks), wet and see (water activated colours) and velvet effect (soft touch OPV) can be created.

According to Kulkarni, printing by web offset on high four tower configuration presses along with the usage of highly absorbent stock and very thin ink film thickness are some of the limitations of using special inks which can be remedied by using UV.

Innovation in last mile delivery

Talking about Rheinische Post's success in collating last mile delivery and using MIS driven planning approach, Michael Kiesswetter, managing director of Rheinische Post Adlog, Germany said that their strength in delivery services actually opens up opportunities to expand delivery services to other products too.

The second largest last mile delivery service in Germany, use a combination of IT tools for tasks such as customer/order management, tracking/planning and GI systems to achieve quality (in terms of timeliness, completeness and reliability) and efficiency (cost per piece, time per delivery and distances).

Narayanan VS, general manager of Dinamalar spoke about the methods of utilisation of existing plant to produce magazines, books etc, with additional investments in the printing press and mailroom systems which was followed by presentations by Kurt Naef, regional sales director, Muller Martini, Per Hallendorff, executive project director, Schur packaging and Marcel Binder, sales director, WRH Global on innovative mailroom products.

Manfred Werfel, on behalf of Wan-Ifra also announced the availability of Optimised Paper Handling and Logistics (OPHAL) guide for the printing industry — a comprehensive paper guide with best practices which is expected to be the global reference for suppliers, transporters, converters and printers — whether sheetfed or web offset, gravure, flexo or digital. The ebook is available for free at www.ophal.info.

Fake news and threat to journalists

Meanwhile, David Callaway, CEO, The Street and president of World Editors Forum in his keynote address stated that though he is a fan of Indian democracy and vibrancy of the media feels the recent killings of journalists as a serious threat.

He said that it is necessary to speak out loudly against such acts and believes news businesses are under assault from fundamentalism or India will see a similar fate as Turkey and Mexico.

Press freedom and business models are key areas for the industry to focus on since they face stiff challenge on both for the first time.

Speaking about the growing menace of fake news through social media, he said the importance of journalists shining stories as truth-tellers is the need of the hour. ■

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...Options galore for efficient production

More than 30 exhibitors attended the exhibition held in the sidelines of Wan-Ifra India Conference 2017 in Chennai. Rahul Kumar meets 11 of those exhibitors

Swapan Chaudhari, New Hub Media



Cloud solution is the future for News Hub Media (NHM's) solutions and we presented this at the show together with our diverse

solution portfolio complimenting every aspect of the publishing process. Automator Version 5.0 was also presented at the show providing the latest preflight and file normalisation software and complementing our other production solutions, such as solutions for automated page pairing, automated image enhancement and ink saving. At the show, we were able to open 21 new sales opportunities as a direct result of the various presentations made of our solutions offering, 'automation and centralisation of production processes to efficiency in content creation.' This in itself is a great result for NHM. This was our second year in a row at the Wan-Ifra India since taking the decision to be directly present in the Indian market.

CP Paul, APL Machinery



We introduced high-speed LED UV up to 80,000cph. APL and AMS Spectral UV make the UV system. As far as deals are concerned, we

have few hot queries going on, but nothing matured on show. While the show itself was adequate, this annual conference and expo is important for us as it's the only platform for the newspaper industry.

Hemant Desai, Quadtech



At the show, we showcased our new register guidance system Trim – an economical, advanced colour-to-

colour register and cut-off control for newspaper printers. Wan-Ifra is highly important for us being most appropriate platform/conference having well attended by focused and potential customers.

Roy Alex, Newstech

At the show, we introduced DSC chemistry press maintenance products – Idle Roller Paste; calcium wash and one-step roller



wash and Schur return product System on which Per Hallendorff, executive manager, was also a speaker at the conference. As we are a company

focused on newspaper technology, this is most important event in our calendar. This year's event was as expected, considering the newspaper business model in the present context.

Mukesh Sharma, Digital Navigation

At the show, we announced and showcased our products for the print media. The Wan-Ifra show is a good platform for print media solutions providers. As most of the newspapers delegates attend the event, within a short time, we can showcase all solution for print media.

Sudip Bhattacharjee, Manroland India



Manroland Web Systems has sold nine heatset web offset printing presses globally and it is a big thing. Times Group has bought six printing

towers from Manroland. Three towers of Regioman for its Chennai and Pune plant; and three towers of Cromoman for its Kolkata and Airoli plants. In total, it was as a satisfying year for us. On services part, we have a big contract from Sri Lanka-based newspaper house. We are trying to create an online store and trying to establish ourselves as an eCommerce player for print industry. Later, we will add online print consultancy to it. We are implementing industry 4.0 to the printing industry. We are using internet of things, cloud computing, artificial intelligence and data exchange. On the service front, we offered a bouquet of new offerings like Manitelisense, Market x, and Pecom x.

Ashish Sharma, Aarushi Agencies



We, as a channel partner of Novurania, showed improved version of NTR 112 and NTR 116 premium web printing blanket for

coldset and heatset printing application. At the show, we got some good sales leads, apart from fruitful discussion with our

existing customers. We have been participating in the Wan-Ifra shows since 2011 and it has become an important show for us. Wan-Ifra is a good platform for meeting different stakeholders from the newspaper industry. We would recommend and suggest that Wan-Ifra show needs to be more interactive between participants, delegates and exhibitors. It should be open to business visitors as well.

Ashish Aron, 4cPlus

We showcased our latest ePaper solution that is responsive and works across all devices. We have recently implemented NewsWrap editorial system at *The New Indian Express* and *Dinamani*. The Wan-Ifra is the industry's largest event that has delegates cutting across all departments. It is a good platform to showcase new developments and products. One also gets to meet industry colleagues from all over the country and even abroad. Also, the sessions are very informative.

PR Lakshminarayan, Muller Martini

Based on the feedback from the customers and the market requirements, Muller Martini has optimised, basic economical solutions for the mailroom system for high-speed presses for the Indian market. Apart from this, the high capability of Muller Martini to offer the most advanced mailroom solutions for complex requirements were also highlighted at the conference. The Wan-Ifra is an excellent platform to connect and interact with not only the CEOs and decision-makers but also the technical teams of leading newspapers from India and the neighbouring countries. With this, as a key solutions-provider to the newspaper industry, we are able to get feedback and understand the changing demands from the market.

Vijay Kumar Pandya, QIPC-EAE

We introduced new concept of press control Desk 7. A unique concept 'less is more' has been created for the central operating desk to control the operations of complete web press. We also showcased a customised solution 'performance package' to upgrade a web press to increase production security with enhanced productivity. At the show, we had quite a number of interested printers visiting and discussing their

requirements with us. Printers were really interested to know how QIPC and EAE combined can help improve the overall operations and efficiency of their printing equipment and wanted to know how 'performance package' can work for them. We have couple of extremely important deals agreed upon. The Wan-Ifra Expo and Conference is a unique event where all the technical and managerial people of newspaper business meet. Thus, it offers a right platform to us to showcase our new technology and equipment. Here, we get right people in suitable environment to share and discuss new technology, new business and new ideas with mutual interest. This year, the Expo was excellent, with good attendance, right atmosphere and well conducted.

Giridharan S, Kapoor Imaging



We displayed PS negative green plate for newspapers and commercial CTP; works with UV inks; developer ph 10; HSV violet plate similar to Fuji LPWNI; PPGV low Chem violet Plate and thermal negative green plate. As for deals, a few newspapers have scheduled trials for plates, which is good news to us and also to the industry.

DK Mathur, Prakash Offset



We have recently launched a new machine News Light 36 with speed of 36,000cph. The press has been designed specially taking in to consideration the needs of customers. Excellent print quality with minimum wastage, less plate change over time makes it more cost effective. We have recently received orders from Dainik Bhaskar group for three lines of machine each consisting of six towers + six autopasters + 36000 Folder + BF along with spray dampening, pneumatics, motorised RCR & RSR, auto registration system and auto pasters, two lines of machine have already been installed in NCR and in Rajasthan. Wan-Ifra is important for us as we get mostly focused customers and are able to interact with each customer personally.

Signage sector escalates above entry levels at Media Expo 2017

The Indian signage market is coming alive with ultra-modern technology that have found a place alongside the entry-level and traditional processes. It's time for the segment to find new avenues to explore. The Media Expo in Delhi from 22 to 24 September 2017 showed the way. Dibyajyoti Sarma reports

Compared to the previous edition of Media Expo Delhi, the 41st edition of the show, which took place from 22 to 24 September 2017, was rather a muted affair. Businesswise, the show was a success, of course. There were new launches, especially from Indian manufacturers like Colorjet and Monotech, and there were interesting deals. In an unprecedented news, Colorjet booked 100 machines during the show. Plus, HP sold India's first Latex 3200. But the air of anticipation and excitement was somewhat missing.

You can blame it on the weather too. Most casual visitors gave the show a miss in the first two days due to the continuous rainfall. Another reason was the continuous financial confusion in the market, starting with demonetisation leading up to the GST regime.

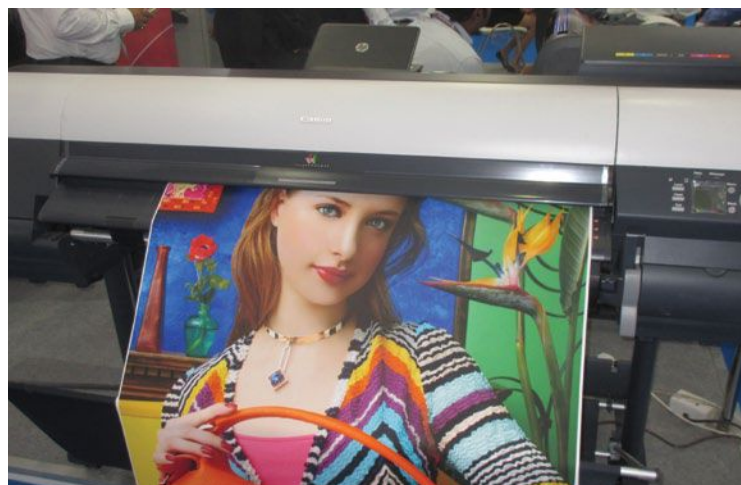
The air at the show was of cautious optimism. Those who booked new machines



were certain why they needed the machines and went for it. Many others are waiting in the wings to see when the market really opens up.

The moot point, which everyone agrees, is that the signage market is never in danger, despite the burgeoning digital advertising. But the process of creating signage graphics is being negotiated for consolidation. While entry-level wide-format printing (read, solvent-based) is still prevalent, there is an increasing awareness and increasing attempt to shift to more environment-friendly solutions, be it the machine itself, or ink or substrate. While the market is yet to confirm the next acceptable and popular solution, a lot of





people are betting on soft signage and printing on textile as the next phase where fabric will replace flex, where water-based inks will replace solvent-based inks. Plus, UV has become ubiquitous, whether in flatbed or roll-to-roll.

The usual showing

There were over 185 brands showcasing some of the most advanced solutions in print, advertising and digital marketing. The show also hosted companies from other Asian countries like China and Korea eyeing the growing potential of the Indian market for solutions in both indoor and outdoor display solutions.

Raj Manek, managing director, Messe Frankfurt Trade Fairs India, said during the opening of the show, "Having established itself as an important event in the corporate calendar for media, advertising and marketing professionals, the platform has time and again been acknowledged for its strong business-generating potential."

As usual, the show had everything related to signage, from high quality printing machines and materials to cutting edge technologies in glow-sign/LED displays, point-of-purchase/sale materials and environmental-friendly mediums.

For business visitors, the key was to find a solution to attract more corporate clients. It's the clients, the print buyers, who are pushing the surge in technology disruption, as they always insist on something new, something different to stand apart from their competitors.

Like every year, Media Expo 2017 in New Delhi gave the visitors the options to choose from. Kamlesh Kothari, director, Weddingwala, who was at the show, said, "With digital India being a major focus, there were many innovative and trendsetting solu-

COLORJET CLOSES 100 DEALS IN THREE DAYS



It was by far the biggest news of this year's Media Expo – Colorjet closed 100 deals during the show.

According to Smarth Bansal, brand manager, Colorjet Group, the highest selling machines were Neptune and Irisjet Pro. "The customers picked up the Neptune because it is an entry level product. It was reasonably priced and customers get the right value. Irisjet Pro too is an entry level high-speed solvent printer, giving customers the right value," Bansal said.

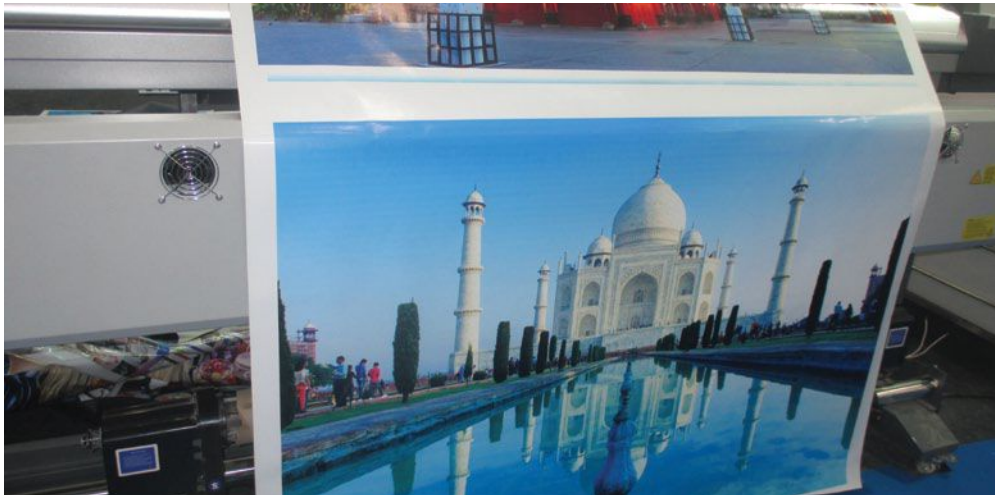
Until date, Colorjet has more than 3,000 machine installations.

Colorjet arrived at the right time with right solutions, offering UV, eco-solvent, and soft signage capabilities. Today, Colorjet is one of

the largest manufacturing units of digital inkjet printers in India and has a production capacity of 100 machines per month, so, Bansal said it would be easy for the company to deliver all the machines in just one month's time.

Bansal said people are choosing Colorjet machines because of the company's industry knowledge. "We are a global player. We know what type of machine will work across the world. Our machines are cost effective which has been apt and developed with a right industry experience and expertise," he said.

The company displayed seven machines – Vulcan, Verve UV, VerveMini, SoftJet F1800, Polo Turbo, Irisjet Pro, and Neptune HQ – at the show.



tions displayed here. UV flatbed printer is one such solution to which I found various price options at this exhibition. It will definitely make my purchase decision easier.”

Green production also had considerable impact. As Amit Jain, director, Directions Retail Projects, explained, he decided to invest in a HP Latex 500 because his customers wanted eco-friendly solutions.

Talking about green solutions, there were eco-friendly wall papers, eco-solvent printers, self-adhesive fabrics, die-less digital finishing, digital heat transfer technologies for garment application, 100% aqueous non-polluting print technology as well as breathable, washable, fire retardant, dry-strippable, bio-degradable fabrics. Eco-friendly fabrics that are compatible with eco-solvent, UV and latex and direct dye sublimation machines.

Highlighting the growing importance of green technology in the future of print and marketing, Manoj Singh, managing director, Purple Wave Infocom, said, “I strongly support and promote green solutions as I think the future of this industry is digital and PVC-free solutions. I have been using green solutions from past five years now and I think it’s



the right time the promote eco-friendly solutions in India.”

Local colours

While the multinational brands boast the best of solutions, it was the Made in India brands that attracted most eyeballs with new

product launches. Monotech launched Pixeljet Powerpro, a dedicated roll-to-roll UV LED-curable printer. Colorjet, meanwhile, made the first India sale of its first UV roll-to-roll machine Vulcan to Venus Plastics. It looks like roll-to-roll LED UV is going to be the trend.

MONOTECH LAUNCHES PIXELJET POWERPROMATTER



Monotech launched its latest innovation in Pixeljet range, Powerpro 3.2m soft signage UV LED roll-to-roll inkjet printer at Media Expo. It comes in six-colour and four-colour plus white versions, and can handle a broad scope of flexible media for indoor and outdoor applications. The Powerpro is equipped with UV LED lamps that enable the user to print on a wide media mix and to save energy, costs and time. The four-colour plus white version stands out by its ability to print white in different modes, improving the opacity of the printed material as well as increasing colour contrast and readability.

The Powerpro can also handle dual-roll printing. This option enables to double the productivity when printing on smaller media—whether it is paper, vinyl or polyester.

The Powerpro can print at a speed of 700 sq/ft per hour. The machine is equipped with latest generation of industrial printheads, solid design for great accuracy, UV LED lamps that save time, costs and the environment, flawless media handling, white printing to improve opacity, colour contrast and readability, multilayer printing, dual roll printing to increase productivity and more on.



cient time. The machine's compact design fits anywhere to save space and features five-colour dye and pigment ink system. The kit, which can print 24-inches (A1+) sizes is perfect for CAD and GIS.

Mimaki showcased its high specification entry model CJV150 series, inkjet printer, cutter with silver ink. The series, which can deliver a wide range of applications, features eco-solvent inks in a variety of colours including silver.

Roland showcased its Truevis SG/ VG series of printers/cutter and Versa Express RF-640. The RF-640 delivers photorealistic imaging at up to 1,440dpi with print speeds up to 521 sq/ft per hour.

Still room for solvent

In India, if you look at close quarters, solvent still dominates the market. Alongside, green technologies, such as eco-solvent or water-based inks, are slowly catching on because the big corporates, especially multinationals, are demanding eco-friendly solutions. At the same time, wide-format players are warming up to textile as an alternative to flex (solvent), thought at the point there are not many substrate options as far as textile for signage is concerned.

However, the visible trend at the Media Expo 2017 this year in New Delhi was the showcase of technologies going beyond the entry-level or basic solvent jobs. HP was on the forefront of this, as it displayed its HP Latex 335 print and cut solution that can be used for floor graphics, indoor posters, interior decoration, vehicle graphics, wall decals, window graphics and so on.

One thing is certain. Digital inkjet technology is here to stay.

Take the example of Xaar, the UK-based leader in the development of inkjet technology and the leading independent manufacturer of industrial inkjet printheads. Just days before Media Expo, at a press conference in Gurgaon, Doug Edwards, CEO, Xaar, confirmed that the company is strengthening its business in India with its wide portfolio of inkjet printheads and new technology for a variety of print applications, because the time is ripe for digital inkjet beyond the traditional wide-format applications, from packaging printing to newspapers.

However, one area where digital inkjet can really make a mark is direct-to-object printing. Xaar is focusing on the idea. So has Roland. At the show, the company showcased VersaUV LEF-300 direct-to-object flatbed printer, which offers direct printing capabilities on a vast array of materials, including three-dimensional items up to 3.94-inches thick. ■

Xaar bets on textile print



Xaar, the UK-based leader in the development of inkjet technology and the leading independent manufacturer of industrial inkjet printheads, has its eyes set on the burgeoning packaging market in India. The company also sees textile printing as another important market in India. Doug Edwards, CEO, Xaar, has confirmed that the company is strengthening its business in India with its wide portfolio of inkjet printheads and new technology for a variety of print applications. Attending a press conference in Gurgaon on 19 September 2017, Edwards also outlined the importance of the Indian market to the company's global goal to reach annual sales of Rs 1,891 crores (approximately) by 2020.

Edwards said India is an important market for the company, which already the largest share in the ceramic tiles decoration market. Now, as digital printing is gaining foothold in packaging printing and in textile printing, the company sees a great potential for inkjet for these segments. The company also has products for coding and marking (Domino being one of its biggest clients). Another area that Xaar is focusing on is direct printing on product. Besides, Xaar is also looking to explore the potential in the commercial printing market.

In fact, Edwards said, Asia is Xaar's biggest market, followed by Europe and North America.

"Our product revenues outside of ceramics are growing by 60%; global sales into the graphics sector grew by 33%, and we have also made good progress in our packaging and product printing markets, where global sales jumped by 54%. We expect the packaging and product printing area of the business to be about a third larger than ceramics by the end of this year. In addition, we have seen an increase in our Asian business, which now makes up 47% of the company's overall sales," Edwards said.

Founded in 1990, Xaar, listed in London Stock Exchange, has a turnover of Rs 827 crore (approximately) and employee strength of 600. The company has a regional office in India for the last 13 years. Edwards said it is the only printhead manufacturer to have a local direct presence.

About its 're-establishment' plans in India, Edwards said the company has developed seven new products in the last 18 months. Plus, the market is ready for inkjet more than ever.

Last year, Fujifilm launched the Made in India wide-format printer Vybrant. The machine was on display this year as well and generated good buzz, so did its Acuity flatbed printer. But Fujifilm comes with multinational pedigree and years of experience. Compare it with the success of Colorjet and Monotech, and you appreciate the grit of local manufacturing.

Both these companies are growing tremendously in the last few years and it would be interesting to see how they complete with the top-tier brands like HP, Epson, Mimaki, Mutoh and so on. At the same time, Colorjet's 100-machine deal at the show is not a fluke. It is just a smart investment decision. For example, soft signage is catching on and a dedicated OOH player wants to have this facility in-house. HP Latex is one of the best machines in this category. It is also a big investment. Colorjet has cost-effective alternatives.

In short, both Colorjet and Monotech's Made in India products have been successful in bridging the void between brands featuring cutting edge technology and the entry-level or traditional (read solvent-based options), often imported from China or Taiwan and sold under a local brand name. (At this year's show, we saw a company called Vinod Medical Systems from Raipur, Chhattisgarh.)

The big players

Among the big players, Epson showcased its UV LED flatbed printers and the SureColor SC-S series which was launched during Media Expo Delhi 2016. There was also a direct-to-object printer. The company also showcased its expertise in photo printing.

Canon highlighted its Imageprograf ipf671. It is an ideal solution for CAD and GIS designed for high quality results in effi-



Building a competitive advantage in the globe

Nishant Shah, the CEO and managing director at Caterpillar Signs, a US-based company which has set up a plant in Ahmedabad, tells Noel D'Cunha why the India plant is as valuable to him, as it is to Caterpillar Signs

There is something alluring about a product, especially when you come across one that you constantly need, but is not part of your business. It fascinates you. “It’s a funny story,” says Nishant Shah, the CEO and managing director at Caterpillar Signs, who in 2004 started a car wash business in the US. “It was a business where I constantly needed signages for promotions. I sourced it from local companies.”

If you’re curious, there is always something new to be discovered in the backdrop of your daily life, goes a saying. “I started talking about the products, markets in the signage industry,” says Shah. Then in 2005, Caterpillar Signs was born. The company started producing vinyl banners for

companies that needed them. Later it upgraded its portfolio to include window signs, yard signs, for those same customers who demanded vinyl earlier.

Today it produces more than 500 products in the US ranging from vinyl and flex to board and rigid surfaces like glass and metal using a raft of wide-format printing technology like UV, latex, solvent and eco-solvent, dye-sublimation and direct cloth printing and UV flatbed equipment from EFI, HP, Roland, Flora and Monti.

The India foray

Caterpillar Signs expanded, built an online platform Giant Media Online, and started serving the markets in Europe and Asia-Pacific. “We started exploring the idea of producing in India, because whenever I came to India, I used to procure some of our requirements here,” said Shah.

Shah says, there are cost benefits as well as delivery becomes easy if products are produced closer to the market. “We have two large manufacturing units in the US, but our portfolio is such that there are seasonal variations in the product demands,” says Shah. So, five years ago, the company set up a unit in India, CP Graphics, a 20,000 sq/ft site in Ahmedabad equipped with equipment similar to that in the US plant. “The plant served as a backbone when demands were high or when we had a unique situation,” says Shah.

In the five years, Caterpillar has built a good capacity in India. There are two plants, one of which is a five-storey building which has sixteen machines, including three brand new EFI Vutek GS 3250LX Pro, a 10-colour UV LED curing inkjet printer. The other is a 20,000 sq/ft storage and stitching where the new EFI Reggiani textile printer is installed.

Selling in India, maintaining standards

Though Caterpillar Signs produced different signage products in India, it did not intend to sell in India. “We were very conscious of the price competitiveness of the market. We maintain a certain standard and quality. For example, if there’s a scratch in a 10x40-ft signage, we simply reject it,” says Shah. He adds, “Being an Indian, the market is close to my heart. When I went to an awards function, I saw a standee, and something in me told me, that it’s not a product for the occasion. That’s when I decided that we will also sell in India, because there are lots of global as well as local brands who are quality conscious and we could serve them.”

With more high-value brands coming to India, Caterpillar Signs saw an opportunity of catering to companies and brands that are looking for premium products and services. “With years of experience in US, Canada, Australia and UK markets, last year we decided to start executing selective projects in India,” says Shah.

For Caterpillar, quality begins right at the stage when the order from the clients is received. The pre-press department works closely with its customers to understand what the requirements are and understand their campaign or the project. Once this is finalised, getting the desired colours and sampling is done in tandem with the customers, before it goes into production.

Shah says, compared to our international business where we always have focused on providing better quality products, fast turnaround and after excellent sales service, India is little different. “Here we have to inform the customer on quality difference and how with premium quality and ser-



▲
Seen here is one of the two 20,000 sq/ft manufacturing facility of Caterpillar Signs in Ahmedabad

vice we provide better value. Most of the world has moved to UV printing and soft signage, India is still dominated by solvent printing.”

Shah believes that the monitors on which the products are processed and machines need to be calibrated often, rather than standardising the software. “The aim should be to achieve the colour your client desires. When we print a red, we make sure that it’s the red the client wants.” Shah gives an example. “We printed a maroonish red for a US company named Liberty. We had 12 shades of it printed. I could not find any difference in the shades. But after it was scanned, we got the correct one. That is the kind of quality that we ensure.”

Shah also believes that in production, you can have a machine that produces a Rs 15-lakh job as well as a Rs 3-crore job. “Achieving consistency in work is of importance, which comes with good printing presses. We cannot take up a job knowing that the results achieved will be 99% and not 100%,” says Shah. And for that, the company has a training system in place. “If you look at the grooving in our banners, it’s not manual. We use automated grooving machines. There’s no compromise when it comes to quality assurance and control.”

FACTFILE

Founded 2005
Specialty Signages
Plant location Two manufacturing plants of 20,000 sq/ft each in Ahmedabad
Equipment UV, latex, solvent and eco-solvent, dye-sublimation and direct cloth printing and UV flatbed equipment from HP, Roland, Flora and Monti. Three EFI Vutek GS 3250LX Pro, EFI Reggiani, among others
Total print output 1,60,000 sq/ft
Staff 200

Price game and customer profile

Caterpillar Signs is registered with clients like Blackberrys Pantaloons, Gitanjali Jewellers, Orra Fine Jewellery, Piramal Healthcare, Unicorn Infosolutions and Jio among the forty brands it engages with. “The kind of work we want to do require a long lead. We are in the process of customer building,” says Shah.

Considering that the Indian market is a price sensitive one, where printers would rather opt to buy an affordable machine, while the brands look for printers with the best machine, but do not want to pay for the quality.

“That’s been a struggling point for us,” says Shah. “One thing we learnt when working on the Jio project is: if you improve the efficiency of the process then you can achieve maximum cost-efficiency. If you are capable of running the machine for 18 hours a day, reducing the downtime and wastages, then it comes ahead of the new technology.”

But the signage business is a crowded place. And any innovation a company does is quickly replicated. As a result, →

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Company Name..... Address

City..... State..... Pin Code..... Telephone.....

Fax..... Email Website.....

Contact Name Designation.....

PRINT SERVICE PROVIDERS CATEGORIES

PRE-PRESS

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Colour Management | <input type="checkbox"/> Die-Making | <input type="checkbox"/> Packaging Mock-Ups | <input type="checkbox"/> Service Bureau-Offset |
| <input type="checkbox"/> Database Services | <input type="checkbox"/> Film Output | <input type="checkbox"/> Scanning | <input type="checkbox"/> Translation |
| <input type="checkbox"/> Design and DTP Services | <input type="checkbox"/> Gravure Engraving | <input type="checkbox"/> Service Bureau-Flexo | <input type="checkbox"/> Website Services |

PRINTING

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Continuous Feed Digital Printing | <input type="checkbox"/> Flexography-Wide Web | <input type="checkbox"/> Offset-Sheetfed | <input type="checkbox"/> Screen Printing |
| <input type="checkbox"/> Cut Sheet Digital Printing | <input type="checkbox"/> Gravure | <input type="checkbox"/> Offset-Webfed | <input type="checkbox"/> Security Printing |
| <input type="checkbox"/> Flexography-Narrow Web | <input type="checkbox"/> Letterpress | <input type="checkbox"/> Pad Printing | <input type="checkbox"/> Wide-Format Printing |

PRINTED PRODUCTS

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|---|--|---|---|--|--|
| <input type="checkbox"/> 3D Printing | <input type="checkbox"/> Cards-Business | <input type="checkbox"/> Flags | <input type="checkbox"/> Lenticular Products | <input type="checkbox"/> Publications-Academic Journals | <input type="checkbox"/> Security Printing |
| <input type="checkbox"/> Account Books | <input type="checkbox"/> Cards-Credit / Debit | <input type="checkbox"/> Folders | <input type="checkbox"/> Lottery Tickets | <input type="checkbox"/> Publications-Magazines & Periodicals-Sheetfed | <input type="checkbox"/> Self-Adhesive Tape |
| <input type="checkbox"/> Acetate | <input type="checkbox"/> Cards-Greetings | <input type="checkbox"/> Forms & Stationery | <input type="checkbox"/> Magazines | <input type="checkbox"/> Publications-Magazines & Periodicals-Webfed | <input type="checkbox"/> Serviettes |
| <input type="checkbox"/> Acrylic Moulding | <input type="checkbox"/> Cards-Identification | <input type="checkbox"/> Holograms | <input type="checkbox"/> Manuals | <input type="checkbox"/> Publications-Magazines & Periodicals-Webfed | <input type="checkbox"/> Shrink Wrapping |
| <input type="checkbox"/> Badges | <input type="checkbox"/> Cards-Membership | <input type="checkbox"/> Hot Foil Printers Blanks | <input type="checkbox"/> Maps | <input type="checkbox"/> Publications-Manuals | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Bags-Carrier | <input type="checkbox"/> Cards-Plastic | <input type="checkbox"/> Inserts & Outserts | <input type="checkbox"/> Menu & Wine Covers | <input type="checkbox"/> Publications-Newspapers | <input type="checkbox"/> Signs-Adhesive |
| <input type="checkbox"/> Bags-Polythene | <input type="checkbox"/> Cards-Scratch | <input type="checkbox"/> Jigsaws | <input type="checkbox"/> Mouse Mats & Coasters | <input type="checkbox"/> Publications-Newspapers (Contract) | <input type="checkbox"/> Social Stationery |
| <input type="checkbox"/> Balloons | <input type="checkbox"/> CD & DVD | <input type="checkbox"/> Labels-Barcode | <input type="checkbox"/> Mugs | <input type="checkbox"/> Publications-Periodicals (Contract) | <input type="checkbox"/> Specialisation & Value Addition |
| <input type="checkbox"/> Banners | <input type="checkbox"/> CD Packaging | <input type="checkbox"/> Labels-Booklet / Leaflets | <input type="checkbox"/> Music Printing | <input type="checkbox"/> Publications-Periodicals (Contract) | <input type="checkbox"/> Stickers |
| <input type="checkbox"/> Bar Codes | <input type="checkbox"/> Cheques | <input type="checkbox"/> Labels-Computer | <input type="checkbox"/> Nameplates-Engraved | <input type="checkbox"/> Publications-Periodicals (Gravure Printed) | <input type="checkbox"/> T-Shirts |
| <input type="checkbox"/> Beer Mats | <input type="checkbox"/> Colour / Shade Cards | <input type="checkbox"/> Labels-Shrinks leaves | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Publications-Programmes | <input type="checkbox"/> Tags |
| <input type="checkbox"/> Binders-PVC | <input type="checkbox"/> Corrugated Boxes | <input type="checkbox"/> Labels-Foil | <input type="checkbox"/> Packaging-Blister | <input type="checkbox"/> Publications-Reports & Accounts (Sheetfed) | <input type="checkbox"/> Tapes |
| <input type="checkbox"/> Binders-Ring | <input type="checkbox"/> Cut Sheet NCR | <input type="checkbox"/> Labels-Food | <input type="checkbox"/> Packaging-Cartons | <input type="checkbox"/> Publications-Reports & Accounts (Webfed) | <input type="checkbox"/> Tickets |
| <input type="checkbox"/> Binders & Wallets | <input type="checkbox"/> Diaries | <input type="checkbox"/> Labels-Heat Transfer | <input type="checkbox"/> Pattern Books | <input type="checkbox"/> PVC-Products | <input type="checkbox"/> Tickets-Airline |
| <input type="checkbox"/> Blister Cards | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Labels-Inmould | <input type="checkbox"/> Personal Organisers | <input type="checkbox"/> Rigid Boxes | <input type="checkbox"/> Trade Finishing |
| <input type="checkbox"/> Board Games | <input type="checkbox"/> Directories | <input type="checkbox"/> Labels-Letterpress Printed | <input type="checkbox"/> Playing Cards | <input type="checkbox"/> Rubber Stamps | <input type="checkbox"/> Thermoforming |
| <input type="checkbox"/> Books | <input type="checkbox"/> Duplicate Books & Pads | <input type="checkbox"/> Labels-Luggage | <input type="checkbox"/> Point of Sale | | <input type="checkbox"/> Trade Finishing |
| <input type="checkbox"/> Braille Services | <input type="checkbox"/> Envelopes | <input type="checkbox"/> Labels-Plastic | <input type="checkbox"/> Postal Tubes | | <input type="checkbox"/> Varnishing |
| <input type="checkbox"/> Brochures & Catalogues | <input type="checkbox"/> Exercise Notebook | <input type="checkbox"/> Labels-Roll | <input type="checkbox"/> Posters | | <input type="checkbox"/> Varnishing-Spot |
| <input type="checkbox"/> Bunting | <input type="checkbox"/> Exhibition Display Graphics | <input type="checkbox"/> Labels-Self Adhesive | <input type="checkbox"/> Presentation Folders | | <input type="checkbox"/> Varnishing-UV |
| <input type="checkbox"/> Business Stationery | <input type="checkbox"/> Fine Art | <input type="checkbox"/> Labels-Tags | <input type="checkbox"/> Presentation For Print | | <input type="checkbox"/> Wire Stitching |
| <input type="checkbox"/> Calendars | | <input type="checkbox"/> Labels-Wet Glue | <input type="checkbox"/> Promotional Products | | |

FINISHING

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|---|---|---|--|--|---|
| <input type="checkbox"/> Binding-Burst | <input type="checkbox"/> Binding-Wire | <input type="checkbox"/> Die-Making | <input type="checkbox"/> Folding | <input type="checkbox"/> Packaging Services | <input type="checkbox"/> Stitching |
| <input type="checkbox"/> Binding-Case | <input type="checkbox"/> Binding-Wire Stitching | <input type="checkbox"/> Die-Cutting & Stamping | <input type="checkbox"/> Gilding | <input type="checkbox"/> Paper & Cardboard Engineering | <input type="checkbox"/> Stringing |
| <input type="checkbox"/> Binding-Leather | <input type="checkbox"/> Blocking & Embossing | <input type="checkbox"/> Digital Embellishment | <input type="checkbox"/> Gluing | <input type="checkbox"/> Paper Coaters & Converters | <input type="checkbox"/> Stringing & Eyeletting |
| <input type="checkbox"/> Binding-Loose Leaf | <input type="checkbox"/> Books-Finishing | <input type="checkbox"/> Drilling | <input type="checkbox"/> Guillotining | <input type="checkbox"/> Perforating | <input type="checkbox"/> Tab Cutting |
| <input type="checkbox"/> Binding-Perfect | <input type="checkbox"/> Books-Restoration | <input type="checkbox"/> Drilling & Punching | <input type="checkbox"/> Gumming | <input type="checkbox"/> Plastic Welding | <input type="checkbox"/> Tabbung |
| <input type="checkbox"/> Binding-Plastic Comb | <input type="checkbox"/> Bronzing | <input type="checkbox"/> Embossing | <input type="checkbox"/> Handwork Finishing | <input type="checkbox"/> Polywrapping | <input type="checkbox"/> Thermoforming |
| <input type="checkbox"/> Binding-PUR | <input type="checkbox"/> Carbonising | <input type="checkbox"/> Encapsulating & Laminating | <input type="checkbox"/> Indexing | <input type="checkbox"/> Punching | <input type="checkbox"/> Trade Finishing |
| <input type="checkbox"/> Binding-Ring | <input type="checkbox"/> Collating | <input type="checkbox"/> Engraving | <input type="checkbox"/> Laminating | <input type="checkbox"/> Ram Bundling | <input type="checkbox"/> Varnishing |
| <input type="checkbox"/> Binding-Sewn | <input type="checkbox"/> Cover Mounting | <input type="checkbox"/> Eyeletting | <input type="checkbox"/> Mailing Houses | <input type="checkbox"/> Round Cornering | <input type="checkbox"/> Varnishing-Spot |
| <input type="checkbox"/> Binding-Spiral Plastic | <input type="checkbox"/> Cutting & Creasing | <input type="checkbox"/> Flow Wrapping | <input type="checkbox"/> Numbering | <input type="checkbox"/> Ruling | <input type="checkbox"/> Varnishing-UV |
| <input type="checkbox"/> Binding-Spiral Wire | <input type="checkbox"/> Data Mailers | <input type="checkbox"/> Foil Blocking | <input type="checkbox"/> Packaging Materials | <input type="checkbox"/> Showcard Mounting | |
| | | | | <input type="checkbox"/> Shrink Wrapping | |



Caterpillar's India operation produces 40% of the jobs for the global market



Shah (l): Indian operation has seen 800% growth in the past year

the differentiation appears little. Caterpillar has risen to the challenge – working on aspects of its customer relationship, positioning itself as an honest supplier, which Shah says, has helped the company increase its business. “In case of Jio work, we didn’t want to overcharge them. We explained them all the process involved in the production and the value they will achieve for cost quoted by us. Jio was happy and accepted the cost for the job. I cannot expect the customer to pay me more for the performance of a machine that is not providing my clients with the prints they want.”

Building a brand

The company has done its research. Their findings: A signage printer’s 100% supply is focused on 75% to 80% of the market, which is cost-driven, working mostly with printers which can produce just CMYK running only for production.

“We work on CMYK + light colours. This reduces the press speed, but the colour we achieve is amazing. This is where we differentiate ourselves,” says Shah. “We are building a brand.”

Caterpillar Signs also provides services as a complete package, working with eight to 10 fabrication companies. The company’s quality assesment person manages the fabrication operations to ensure the work is as per the requirement.” One of our USP is our logistic. “If we are supplying worldwide from this location, then it is very evident that we have sophisticated logistics system. We have DHL, Blue Dart and other travel companies who look after the logistics,” explains Shah.

Challenges and way forward

The last twelve months have been excellent, says Shah. “We have seen an 800% growth for the India operations.” The company’s India operation produces 40% of the jobs it produces for the global market, which is approximately 60,000 sq/ft print of the total 1,60,000 sq/ft. The rest is produced in the US.

“We have got very encouraging feedback for work we have done. Currently, we are being selective on projects that we take as we do not want to dilute our quality. We believe that customer values have to match ours as we believe in a long-term relationship with our customers as a solution provider than just a product provider,” says Shah.

One of the biggest challenges for any company, Shah says, is selecting the right project and customer/partners. “We believe in having the right client,” says Shah.

But what about business risk, as the company has just



Shah: We use CMYK + light colours and the colour output achieved is amazing

“Caterpillar Signs believes in a long term relationship by being a solution provider and not just a product provider, Nishant Shah of Caterpillar Signs

started selling products. A confident Shah, explains, “As business risk is concerned, our Indian business accounts only for 1%. We have 1,00,000 customers all over the world. As far as the market, we have diversified products in the global market. This also boosts our product portfolio. At any given time we have 1,00,000 flags in stock in India owing to the geographical distribution of the products.”

There is enough work to be done but we have to be careful on picking the right work, says Shah. “In India, we see soft signage and UV printing as emerging trends and that is where we would like to focus. We have been doing UV and direct fabric and dye-sublimation printing in US for over 15 years and we’re ready for the Indian market with best equipment infrastructure in the country. We will also be focusing on bringing more exhibition displays to the Indian market and more environment-friendly printing products.”

Shah comes from a place where 80% of the businesses are driven by major companies. He is not perturbed with the ways the Indian wide-format market functions. “It’s unorganised, that’s why one can see such quality differences in the products. We see this as an opportunity. If people see better quality, they will ask for better quality, simple.”

Shah concludes, “India is an exciting place to be and we see Caterpillar as one of the key players in high-quality printing and branding market.” ■

HP Latex charting a new course

LATEX 1500 CASUAL FASHIONS, KOLKATA



With HP Latex, you can think beyond flex and beyond the traditional outdoor market. Kolkata-based Casual Fashions is an example of how it can be done. The company, which was involved in flex printing, purchased a HP Latex 1500 and since then has been experimenting with unusual substrates and products.

"The best thing about the machine is that we can print on any substrate, from silk, cotton to leather," said Manoj Daga of Casual Fashions.

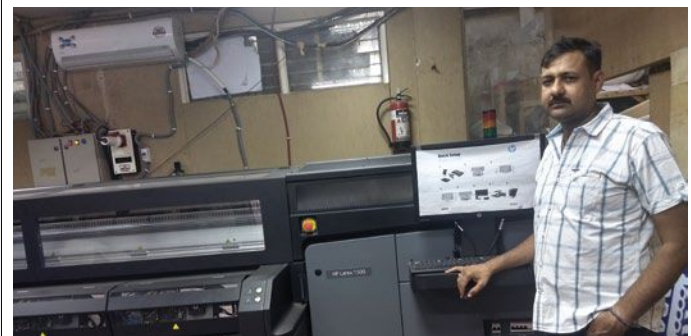
So, for example, you need a fancy sherwani for a wedding, you don't have to worry about intricate embroideries anymore. Just select a

design and approach Casual Fashions. Your garment will be ready in minutes.

Starting with apparels, the company is now exploring other untapped areas, from children's school bag to leather couches to wall paper and blinds to cotton bags. "We offer customised service. This is something new and unique in the Kolkata market, so customer acceptance has not been an issue," Daga said, adding, "We are giving our customers a chance to explore their creativity, an option they never had before."

Moreover, Daga said, the print is safe as the machine uses green inks.

LATEX 1500 DIRECTIONS RETAIL, DELHI



Directions Retail Projects, based in Patparganj Industrial Area in Delhi, has installed a HP Latex 1500.

Amit Gupta of Directions, said, the main reason for investing in the machine was its eco-friendly nature. The machine uses water-based HP Latex inks and all prints are odour-free. "Overall, it's the best green wide-format machine in the market," Gupta said.

India remains largely a solvent market. One of the reasons being eco-friendly solutions are expensive compared to their traditional counterparts. Gupta explained, "Most PSPs are opting for eco-friendly solutions because the print buyers demand it." This

is one of the reasons why Gupta went for the HP Latex.

Also, the machine offers the options to play with different kind of media, including soft signage. This is an area Directions is planning to explore in the recent future.

The company has solvent, eco-solvent machines from Roland, HP 5100 and Dilli flatbed printer, among others.

And, finally, Gupta confirms that the OOH media segment is doing really well. He gives the example of his own company. Last year, the company's turnover was Rs 6-crore. This year, it has exceeded Rs 8-crore.

LATEX 3200 HANNU MARKETING, DELHI



Delhi-based Hannu Marketing, a one-stop, end-to-end OOH, advertising media service provider, recently became the proud owner of India's first HP Latex 3200. "And why not? It is the best machine out there," said Vinod Gupta of Hannu.

Gupta saw the machine at work at the HP demo centre in Singapore and decided to go for it. In any case, Hannu has a 15-year long association with HP. "I am fan of HP," said Gupta. He added that the machine was installed around 15 days back and was running smoothly.

Beside the new kit, Hannu already has a HP Designjet L26500 and a HP Latex 570, besides two Exceljet kits. The HP Latex can handle all kind of media

jobs, from outdoor and event banners to point of purchase, posters, vehicle graphics, backlights, textiles, and decoration applications, among others.

What attracted Gupta most about the machine is an eco-friendly solution as it uses water-based inks instead of solvents. Another attraction was the printing on textile media. Gupta sees a growing potential in soft signage as a possible replacement for flex, especially in the sporting market.

Another market where Gupta sees the use of the new machine is the home décor market.

Hannu, which is in the business for the last 25 years, has a strong presence in in-shop branding, where it offers the complete solution.

EFI-Arrow give LED, white, a lift

VUTEK GS 3250 LX PRO | JMD DIGITALARTXCHANGE, NEW DELHI



Ahmedabad-based Arrow Digital has announced the installation of an EFI Vutek GS 3250 LX Pro at JMD Digital Art Xchange.

The New Delhi-based JMD will use EFI's green technology in the wide-format segment to cater to high-end brands. Anupam Gupta, managing director at JMD, said, "The GS has the 'cool cure' LED technology, a Greenguard certified inks, which will allow us to produce jobs more efficiently and faster than ever before while offering more applications at a lower operating costs."

Among the options, JMD looked at was the EFI-Vutek GS3250LX Pro, a 3.2-meter wide flatbed and roll-to-roll UV printer with an image quality of up to

1,000dpi; a production speeds up to 2,400 sq/ft/hr enabled by the Fast-5 feature. The eight-colour plus two whites have a unique multi-layer white print capability and true grayscale technology allows printing of high definition point-of-purchase graphics.

"We compared the Vutek in terms of quality, speed, adhesion, colours and compatibility on media and what amazed us was it met and exceeded all our expectations, moreover the double white was astonishing, it is way ahead of the competition," said Gupta.

The GS is capable of handling rigid and sheeted media up to 126.5-inch (3.2-mtr) wide and up to 2-inch (5.08-cm) thick.

EFI H1625 & OKI M64 | SHUBH, INDORE



Shubh Graphics & Multimedia in Indore has installed two new wide-format presses, which its director Mahendra Lour said, was necessitated because of its clients, many of whom are corporate, demand quality and quick delivery.

Shubh has installed an EFI H1625 LED press and an Oki M64 eco-solvent press, both supplied by Ahmedabad-based Arrow Digital.

Lour explained, "We have developed a good customer base and to retain and grow our business, we have to deliver what our clients demand, and for that we need to have equipment, which are best in the market."

When the company decided to up its game, it zeroed on picking up two machines. Lour said, "We looked for suitable products in the market; attended almost all the signage shows in India. We landed in Arrow Digital's demo, training and R&D centre in Ahmedabad, where we evaluated the applications and samples, before finalising the buy."

The H1625 is a 64-inch wide mid-level hybrid production six-colour CMYK+two whites press featuring the LED technology, while Oki M64s features the WX ink capable of running wide colour gamut at a low running cost.

GS3250 LX PRO | GRAFFITI, KOLKATA



Kolkata's Graffiti Signgraphics has installed EFI's first Vutek GS3250 LX Pro in East India. The GS 3250 LX Pro is a high-speed hybrid inkjet printer using the advanced LED printing technology.

Sauvik Chakravarty, director at Graffiti, said, "We wanted a high-speed UV printer with green technology. But taking a decision was tough as there were many printers in the market. During our visit to EFI's demo centre in Brussels, we tested almost all different media in different modes and we found out that the quality wasn't getting compromised due to speed. Genuine EFI inks are Greenguard

Gold certified offering customers a safer and greener printing solution, and the colour gamut of the 10-colour was by far the best we have seen so far in the market".

The eight-colour plus two whites GS3250 LX Pro is a 3.2-metre wide flatbed and roll-to-roll UV printer with an image quality of up to 1,000 dpi, fastest production speeds up to 2,400 sq/ft per hour.

Chakravarty said, "The GS3250 LX Pro's white ink opacity and three layer back-lit applications, along with the support of team Arrow were among the many features which convinced us to finalise this platform".

“Labels in local languages are emotionally appealing to co

By Payal Khandelwal

As it is often said, with great power comes great responsibility. One of the great responsibilities that comes with your brand name becoming synonymous with the product category is to keep the counterfeits out of the game. The leading mineral water brand of India, Bisleri, has armed itself with regional language packaging as a way to deal with the issue of counterfeiting. Of course, the purpose of regional packaging also extends itself to form a deeper emotional bond with local consumers in different parts of the country. The first phase of this move will see the regional labels being rolled out in Andhra Pradesh, Telangana, parts of Maharashtra and Uttar Pradesh. *PrintWeek India* speaks to Anjana Ghosh, director of marketing at Bisleri International, to know more about this particular move and about its overall packaging plans and vision. Edited excerpts:

Q What were the main motives behind your recent move of creating Bisleri packaging in different regional languages?

India being a multilingual country, people prefer communication in their local language too. We intend to leverage this and connect with them in their mother-tongue by launching labels in several local languages across the country and across our different SKUs (Stock Keeping Units). Labels in local languages are emotionally appealing to consumers as it helps them read and understand in the language they are most comfortable with.

Also, consumers will be able to recognise the genuine Bisleri bottle and avoid buying counterfeit products or products which spell

(the brand name) differently but look the same. A large number of consumers in our country are not comfortable with English, and therefore, Bisleri bottles will carry the brand name in both English and local language to ensure that the end consumer gets Bisleri when he asks for it and does not mistake any other brand for Bisleri.

Q How are you planning to roll this out?

It's a huge task to roll this out for all the SKUs across India. The first phase of the rollout is in Andhra Pradesh, Telangana, parts of Maharashtra and Uttar Pradesh. We will be launching labels in various local languages including Hindi, Marathi, Gujarati, Punjabi, Tamil, Telugu, Malayalam, Kannada, Bengali, Oriya, Urdu and Assamese across the country and all our SKUs in the next two to three months.

Q One of the implications for this move would be one big label printing order being broken down to multiple smaller orders. How would this affect your label procurement and supply chain management?

We have 120 bottling plants in India and all of them have their individual labels with their respective manufacturing addresses. So changing to regional language doesn't impact



e nsumers"

Anjana Ghosh

We speak to the director of marketing at Bisleri to know more about the brand's packaging plans including the recent launch of regional language labels in India



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Company Name..... Address

City..... State..... Pin Code..... Telephone.....

Fax..... Email..... Website.....

Contact Name..... Designation.....

MANUFACTURERS AND SUPPLIERS CATEGORIES

PRE-PRESS

- | | | | | | |
|--|---|---|---|--|---|
| <input type="checkbox"/> 3D Lenticular Printing Software | <input type="checkbox"/> Digital Typefaces | <input type="checkbox"/> Page Layout Software | <input type="checkbox"/> Processors-Film | <input type="checkbox"/> Software-Digital Print Software | <input type="checkbox"/> Software-PDF Editor |
| <input type="checkbox"/> Asset Management Systems | <input type="checkbox"/> Dot Meters | <input type="checkbox"/> Platesetters-CTCP / UV | <input type="checkbox"/> Processors-Plate | <input type="checkbox"/> Software-Digital Proofing | <input type="checkbox"/> Software-RIP |
| <input type="checkbox"/> Colour Management Systems | <input type="checkbox"/> Gravure Cylinder Engravers | <input type="checkbox"/> Platesetters-Polyester | <input type="checkbox"/> Proofers-Digital | <input type="checkbox"/> Software-Imposition | <input type="checkbox"/> Spectrophotometers |
| <input type="checkbox"/> Data Storage Systems | <input type="checkbox"/> Image Editing Software | <input type="checkbox"/> Platesetters-Thermal / Violet | <input type="checkbox"/> Scanners-Copydot | <input type="checkbox"/> Software-Ink Presetting | <input type="checkbox"/> Step & Repeat Machines |
| <input type="checkbox"/> Densitometers | <input type="checkbox"/> Imagesetters | <input type="checkbox"/> Preflighting Software | <input type="checkbox"/> Scanners-Drum | <input type="checkbox"/> Software-Internet Publishing | <input type="checkbox"/> UV Exposure |
| <input type="checkbox"/> Digital Cameras | <input type="checkbox"/> Laser Engraving | <input type="checkbox"/> Print Personalisation Software | <input type="checkbox"/> Scanners-Flatbed | <input type="checkbox"/> Software-Inspection | <input type="checkbox"/> Web-To-Print Systems |
| | <input type="checkbox"/> Mounting & Proofing | | <input type="checkbox"/> Screen Making Set-up | <input type="checkbox"/> Software-MIS / ERP | <input type="checkbox"/> Workflow Systems |

PRESSES

- | | | | | |
|--|---|---|--|---|
| <input type="checkbox"/> CI Flexographic | <input type="checkbox"/> Digital-Direct Imaging | <input type="checkbox"/> Web Offset - Heatset | <input type="checkbox"/> Narrow-Web Flexo | <input type="checkbox"/> Thermographic |
| <input type="checkbox"/> Digital-Continuous Feed | <input type="checkbox"/> Digital-Large Format | <input type="checkbox"/> Inkjet | <input type="checkbox"/> Screen Printing | <input type="checkbox"/> Web Offset - Coldset |
| <input type="checkbox"/> Digital-Cut-Sheet Black & White | <input type="checkbox"/> Digital-Super Wide | <input type="checkbox"/> Laser Printers | <input type="checkbox"/> Security Printing Presses | |
| <input type="checkbox"/> Digital-Cut-Sheet Colour | <input type="checkbox"/> Gravure | <input type="checkbox"/> Letterpress | <input type="checkbox"/> Sheetfed Litho (Offset) | |

ON-PRESS & ANCILLIARY COMPONENTS

- | | | | | | |
|--|---|---|--|---|---------------------------------------|
| <input type="checkbox"/> Dampening Systems | <input type="checkbox"/> Ink Dispensing | <input type="checkbox"/> Inspection Equipment | <input type="checkbox"/> On-Press Registration Systems | <input type="checkbox"/> Reel Handling | <input type="checkbox"/> Sample Maker |
| <input type="checkbox"/> Doctor Blades | <input type="checkbox"/> Ink Pumps | <input type="checkbox"/> Intradeck UV | <input type="checkbox"/> Paper Handling | <input type="checkbox"/> Rollers-Anilox | <input type="checkbox"/> Slitters |
| <input type="checkbox"/> Feeder | <input type="checkbox"/> Ink Testing | <input type="checkbox"/> Joggers | <input type="checkbox"/> Pile Turners | <input type="checkbox"/> Rollers-Rubber | <input type="checkbox"/> UV Dryers |
| <input type="checkbox"/> Filters | <input type="checkbox"/> Ink Wells | <input type="checkbox"/> Lifters | <input type="checkbox"/> Printheads | <input type="checkbox"/> Register Equipment | <input type="checkbox"/> Vacuum Pumps |

CONSUMABLES

- | | | | | | |
|--|---|--|--|---|--|
| <input type="checkbox"/> Adhesive-Remoistenable | <input type="checkbox"/> Cleaning Cloths | <input type="checkbox"/> Fountain Solution | <input type="checkbox"/> Ink-Security | <input type="checkbox"/> Paper-Recycled | <input type="checkbox"/> Plate-CTP |
| <input type="checkbox"/> Adhesive-Tapes | <input type="checkbox"/> Cleaning Fluids | <input type="checkbox"/> Gravure Cylinder | <input type="checkbox"/> Ink-Specialist Coatings | <input type="checkbox"/> Paper-Security | <input type="checkbox"/> Plate-Flexographic |
| <input type="checkbox"/> Adhesives-Binding | <input type="checkbox"/> Coatings | <input type="checkbox"/> Ink-Flexographic | <input type="checkbox"/> Ink-Ultra-Violet Cured | <input type="checkbox"/> Paper-Silicone | <input type="checkbox"/> Plate-Litho |
| <input type="checkbox"/> Adhesives-Converting & Laminating | <input type="checkbox"/> Dies | <input type="checkbox"/> Ink-Inkjet | <input type="checkbox"/> Ink Dye Removal | <input type="checkbox"/> Paper-Specialty | <input type="checkbox"/> Plate-Polyester |
| <input type="checkbox"/> Adhesives-Pressure Sensitive | <input type="checkbox"/> Film-Encapsulating | <input type="checkbox"/> Ink-Letterpress | <input type="checkbox"/> Offset Blankets | <input type="checkbox"/> Paper-Synthetic | <input type="checkbox"/> Pressroom Chemicals |
| <input type="checkbox"/> Anti-Set-Off-Equipment | <input type="checkbox"/> Film-Imagessetting | <input type="checkbox"/> Ink-Litho (Sheetfed) | <input type="checkbox"/> Paper-Carbonless | <input type="checkbox"/> Paper-Text & Cover | <input type="checkbox"/> PS Plates |
| <input type="checkbox"/> Anti-Set-Off-Powder | <input type="checkbox"/> Film-Laminating | <input type="checkbox"/> Ink-Litho (Web) | <input type="checkbox"/> Paper-Digital | <input type="checkbox"/> Paper-Thermal | <input type="checkbox"/> Plastic Sheets and Films |
| <input type="checkbox"/> Blanket Washers | <input type="checkbox"/> Film-Self-Adhesive | <input type="checkbox"/> Ink-Packaging / Gravure | <input type="checkbox"/> Paper-Letterhead | <input type="checkbox"/> Paperboard | <input type="checkbox"/> Screen Printing-Chemicals |
| | <input type="checkbox"/> Foil | <input type="checkbox"/> Ink-Screen Printing | <input type="checkbox"/> Paper-Merchants | <input type="checkbox"/> Photographic Chemicals | <input type="checkbox"/> Screen Printing-Meshes |
| | | | | | <input type="checkbox"/> UV Lamps |
| | | | | | <input type="checkbox"/> Varnishes |

FINISHING

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|--|---|--|---|---|---|
| <input type="checkbox"/> Banding Machines | <input type="checkbox"/> Die-Cutting Machines | <input type="checkbox"/> Eyeletting | <input type="checkbox"/> Index / Tab Cutting Machines | <input type="checkbox"/> Numbering Equipment | <input type="checkbox"/> Sheeting Machines |
| <input type="checkbox"/> Binding-Perfect | <input type="checkbox"/> Digital Finishing Kit | <input type="checkbox"/> Flow Wrapping | <input type="checkbox"/> Inserting Machines | <input type="checkbox"/> Packaging Equipment | <input type="checkbox"/> Shrink Wrapping |
| <input type="checkbox"/> Binding-Wire | <input type="checkbox"/> Digital Embellishment System | <input type="checkbox"/> Foil Blocking Machines | <input type="checkbox"/> Inspection Systems | <input type="checkbox"/> Paper Drills | <input type="checkbox"/> Special Purpose Machinery |
| <input type="checkbox"/> Booklet Makers | <input type="checkbox"/> Digital Slitter-Cutter-Creaser | <input type="checkbox"/> Folder-Gluers | <input type="checkbox"/> Knives / Knife Grinding | <input type="checkbox"/> Perforating Equipment | <input type="checkbox"/> Stapling Equipment |
| <input type="checkbox"/> Box Making Machines | <input type="checkbox"/> Drills | <input type="checkbox"/> Folders | <input type="checkbox"/> Laminating Machines-Thermal | <input type="checkbox"/> Polywrapping Systems | <input type="checkbox"/> Strapping Equipment |
| <input type="checkbox"/> Case-Making / Case Binding | <input type="checkbox"/> Drying Equipment | <input type="checkbox"/> Form-Fill-Seal Machines | <input type="checkbox"/> Laminating Machines-UV | <input type="checkbox"/> Punching Equipment | <input type="checkbox"/> Tabbing & Labelling Machines |
| <input type="checkbox"/> Collators | <input type="checkbox"/> Embossing Equipment | <input type="checkbox"/> Gatherers | <input type="checkbox"/> Laminating Machines-Wet | <input type="checkbox"/> Round Cornering Machines | <input type="checkbox"/> Three-Knife Trimmers |
| <input type="checkbox"/> Conveyor Systems | <input type="checkbox"/> Encapsulating Equipment | <input type="checkbox"/> Gluers | <input type="checkbox"/> Mailers | <input type="checkbox"/> Saddle Stitchers | <input type="checkbox"/> UV Varnishing Equipment |
| <input type="checkbox"/> Counting Machines | <input type="checkbox"/> Envelope Making Equipment | <input type="checkbox"/> Guillotines | <input type="checkbox"/> Mailroom Equipment | <input type="checkbox"/> Sheet Feeders / Stackers | |
| <input type="checkbox"/> Cutting & Creasing Machines | | <input type="checkbox"/> Hot Foil | | | |

GENERAL EQUIPMENT & SERVICES

- | | | | | | |
|--|---|--|---|---|---|
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Consultants-Marketing & PR | <input type="checkbox"/> Engineers-Ancillary Equipment | <input type="checkbox"/> Finance | <input type="checkbox"/> Services-Consumables Procurement | <input type="checkbox"/> Used Machinery Specialists-Digital |
| <input type="checkbox"/> Consultants-Design | <input type="checkbox"/> Consultants-Printing | <input type="checkbox"/> Engineers-Finishing | <input type="checkbox"/> Furniture & Accessories-Light Tables | <input type="checkbox"/> Services-Paper Procurement | <input type="checkbox"/> Used Machinery Specialists-Finishing |
| <input type="checkbox"/> Consultants-Distribution | <input type="checkbox"/> Consultants-Recruitment | <input type="checkbox"/> Engineers-Pre-Press | <input type="checkbox"/> Insurance | <input type="checkbox"/> Services-Print Procurement | <input type="checkbox"/> Used Machinery Specialists-Pre-Press |
| <input type="checkbox"/> Consultants-Environmental | <input type="checkbox"/> Consultants-Training | <input type="checkbox"/> Engineers-Presses | <input type="checkbox"/> Consultants-Training | <input type="checkbox"/> Tools You Can Use | <input type="checkbox"/> Used Machinery Specialists-Presses |
| <input type="checkbox"/> Consultants-General Business | <input type="checkbox"/> Document Handling Equipment | <input type="checkbox"/> Event Organisers | <input type="checkbox"/> Document Management Services | <input type="checkbox"/> Trade Associations | |
| <input type="checkbox"/> Consultants-Health & Safety | <input type="checkbox"/> Document Management Services | <input type="checkbox"/> Facilities Management / Office Services | <input type="checkbox"/> Machinery Parts Supplier | <input type="checkbox"/> Trade Exhibitions | |
| <input type="checkbox"/> Consultants-ISO Certification | | | <input type="checkbox"/> Printing Education | | |
| <input type="checkbox"/> Consultants-Management | | | <input type="checkbox"/> Publishers & Ad Agency | | |
| | | | <input type="checkbox"/> Repairs & Maintenance | | |

the label procurement process. Yes, there is a huge effort in making this one-time change but the brand is ready to do so.

Q Are there any other practical challenges involved in this move?

There are really no challenges. The implementation just needs detailed planning and execution.

Q Counterfeiting has been a huge problem for your brand/category. Apart from this new move, what are some of the other steps you have taken to deal with this?

Since Bisleri as a brand has become synonymous with the category, so even when a person asks for mineral water, he or she says "Ek Bisleri dena?" However, even after saying 'Bisleri', if the shopkeeper hands over any XYZ brand, then the customer happily accepts it ignoring the fact that it is not really a Bisleri but a local brand or a lookalike. With regional labels, we are sure that our customers across India will be able to spot the original brand from the fake ones.

Moreover, we actively educate our customers through social media and also through offline channels on how to spot the difference between an original Bisleri and the fakes/lookalikes. Our customer care across India also resolves all counterfeit products queries raised by consumers.

Q This initiative is also an attempt at hyper-localisation. What are some of the other recent marketing initiatives by the brand in this direction?

We've done our in-depth study on the latest trends in the mineral water industry via qualitative research to understand the category. While regional labels will help bridge the language barriers and help connect us with the common man in rural and urban areas, we are also planning to do an advertising campaign soon.

Q Last year we saw the launch of Bisleri 'Rockstar' bottle that aimed to carve a niche for itself through the specific shape and style of the bottle. What other packaging innovations like these can we expect to see from Bisleri in the near future?

We are very happy with the positive feedback we got for Rockstar. We definitely plan more innovations in packaging for upcoming festive season. Refreshing the look of our bottle is also in the pipeline.

Q Also, using an alternate packaging format like pouches to lower the price points was something that players in this segment have tried in the past. Was it successful? Are you looking at any other alternative packaging formats to extend your reach in the smaller towns and villages?

Water pouches are the most unhygienic packaging and hence are widely replaced by PET (Poly-Ethylene Terephthalate) bottles because they offer better convenience. Also, PET bottles are not only 100% safe but also recyclable. The identity of a good brand depends on the quality and sustainability of the product and package respectively. While

we are putting efforts in innovative packaging as mentioned, we are also experimenting with customised SKUs for different regions. For example, Bisleri 15 litre Homepack is only available in few parts of Gujarat on the basis of the demand in that region. Similarly, 300 ml Rockstar was especially launched to enhance the hospitality of serving water during occasions and gatherings.

Q What are the initiatives you are taking regarding the sustainability of the packaging?

All our bottles are made of PET, and the most unique feature of which is that it is totally recyclable.

PET's exceptional capacity-to-weight ratio is key to its energy efficiency, putting more product in less packaging, utilising less weight and less fuel for transporting. Therefore, for our category which is high on weight but low on selling price, PET becomes the most cost efficient and energy efficient choice. The strength, versatility, and recyclability make it excellent from a sustainability profile point.

Apart from our mission to ensure access to safe drinking water for every Indian, we also make a conscious effort to keep our environment safe and healthy. As part of our social responsibility, we undertake several initiatives such as - PET

Recycling, Rain Water Harvesting and Ozone treatments. Our initiatives contribute to create a positive impact on the environment and ensure that they are sustainable. Being the leader in the mineral water category in the country, we make conscious effort towards correct disposal and recycling of PET bottles. In fact, we believe in going beyond the realms of our brand and accept plastic from all the brands in the market.

Our approach to PET recycling is three-pronged. First and foremost is the education since most people don't know that PET is completely recyclable and can be used to make not just industrial items but also regular use items like T-shirts, caps, bags and fabrics. Secondly, we believe in engagement through our PET recycling drives in schools and corporate offices. We have enabled thousands of people to not only learn but also take the first step towards recycling which is segregation and collection. Thirdly, our association with various NGOs has ensured that we are able to send the collected bottles for recycling and the economic benefit from recycling is eventually used for the welfare of the underprivileged. ■



Printing History

A full circle Print comes back to Goa

In the sixteenth century, Goa had been the gateway for modern printing technology into the Indian continent. But two centuries later, just as it was gradually spreading over the rest of the country, print was expelled from Goa. Murali Ranganathan investigates how print came back to Goa in the nineteenth century.

Portuguese-ruled Goa, though not part of the Bombay Presidency, was very much within its sphere of influence by the beginning of the nineteenth century. Portugal's status as a colonial power had considerably shrunk and it had been reduced to a bit player on the European stage. British forces were first stationed in Goa in 1799 in the wake of a protracted Anglo-French war. With each successive decade, the relationship between Goa and colonial Bombay deepened. Bombay frequently played host to political refugees from Goa. As early as 1787, when the 'Revolt of the Pintos' broke out, some of the conspirators escaped to Bombay. In 1821, the Viceroy Diogo de Sousa, conde do Rio Pardo was deposed by a group of Indian-born Goans who felt that his five-year tenure had been illiberal. Political ferment reached an apogee during 1835-37 when the newly appointed Prefect of Goa, Bernardo Peres da Silva was deposed by a local power group aligned to the Portuguese troops barely a fortnight after he landed in Goa. The ex-Viceroy Manoel de Portugal took over the reins while Peres da Silva went into exile in Bombay. He first considered the option of mounting a military campaign to regain power but later retired to Daman for the rest of his term. At about the same time, economic opportunities in Goa were rather limited. Large numbers of Goans

– both Hindus and Christians – migrated to Bombay in search of employment. Many of them joined the retinue of Indian servants maintained by English households, particularly in the culinary department, while others joined the army as camp followers and cooks. A few came in search of education and employment in the new departments established by the Bombay Government.

The first coming

It was merely a set of fortuitous circumstances which led to the advent of print in Goa in September 1556. This well-known story is worth a brief recapitulation. The recently formed Society of Jesus had begun to send its foot soldiers to spread the message of Christ in Portuguese colonies around the world. A group of Jesuit missionaries headed to Abyssinia (modern Ethiopia) were stranded in Goa. They happened to be carrying a printing press, seemingly at the request of the Emperor of Abyssinia, and had furnished themselves with Ethiopic type. By October 1556, Joao de Bustamente, the printer accompanying the press had set it up and printed the first few pages. The press seems to have been in regular use from that date and many of its imprints have survived. While most of the publications were related to

the Christian religion, the first secular book to be printed was Garcia da Orta's *Coloquios dos simples, e drogas he cousas medicinaes da India* in 1563, which introduced Indian medicinal plants. Orta had an intimate Bombay connection, being the *fazendar* or landlord of the island of Mombaim or Bombay.

The first type foundry in India can also be traced to this time. A blacksmith, Joao Gonsalves, was one of the passengers on the ship which brought the press to Goa. For nearly twenty years, no attempts were made to cast type in Indian scripts. Only in 1577 did Gonsalves first attempt to cast type for "Malabar characters", that is the Tamil script. Though he seems to have been successful in this venture, the types, though they were used, were not very serviceable. A more elegant set of Tamil types were cast in Quilon in 1578 and a Tamil book titled *Doutrina Christa* was printed, perhaps the first book printed in an Indian language. In the same year, Gonsalves attempted to cast type in the Devanagari script. Nearly fifty letters had been cast by 1577 but Gonsalves died in the following year and this attempt was aborted. The Jesuits were very active in Japan following the visit of St. Francis Xavier to that country in the 1540s. This created a demand for printing and Japanese types which were cast in Goa by the printer Constantino Dourado; these types were used to print a Japanese book in 1588.

The task of casting Devanagari type was never taken up and when the first books in Konkani were printed in Goa, the Roman script was used. This set a precedent which continues to some extent even into the twenty-first century. One of the earli-

est books printed in Konkani in 1616 was Thomas Stephens' *Krista Purana* subtitled 'A discourse on the coming of the Christ to the world'. An Englishman who joined the Jesuit order, Stephens also composed the *Doutrina Christam* on Christian doctrine which was printed in 1622. Stephens, who came to Goa in the 1590s, wrote to his brother in England describing the trading opportunities in India; this letter was one of the reasons for the formation of the East India Company in 1600.

As the seventeenth century progressed, the composition and printing of books gradually grew unfashionable in Goa. New ideas were suppressed, the local languages extirpated to favour Portuguese, and printing was heavily regulated. In 1754, the Viceroy was explicitly ordered to deny permission to establish a printing press in India to all individuals and organizations, however powerful they may be. This drew the final curtain on the first phase of printing Goa after a fitful two centuries.

The second coming

The political ferment of the 1820s provided the opportunity for print to return to Goa. The deposition of the Viceroy, conde do Rio Pardo in 1821 after a popular struggle by a junta headed by Bernardo Peres da Silva, led to the introduction of a liberal regime in Goa. The new Goan government acquired a printing press from Bombay and started operations by publishing a weekly gazette titled the *Gazeta de Goa* from December 1821. Conducted by government officials who had led the revolution, it assiduously promoted their views, by repudiating

the numerous pamphlets, either in print or manuscript, which were in circulation.

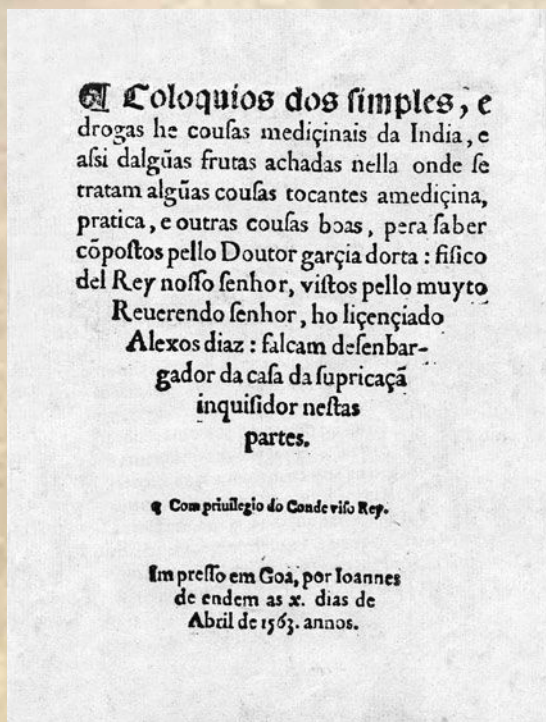
In the meanwhile, a new Viceroy, Manoel de Camara assumed power after overcoming considerable opposition. Amidst all this turmoil, the editor of the *Gazeta de Goa*, Captain Luis Prates d'Almeida e Albuquerque was assassinated in broad daylight on 15 July 1822. Evidently, the conspiracy to kill him originated in the editorial policy of the *Gazeta de Goa*. The weekly continued publication after his death and survived till August 1826 when the types in the printing office were found to be unserviceable. The Viceroy took this opportunity to terminate the existence of both the newspaper and the press.

“The Government continued to exist without a press and without the *Gazeta de Goa* until the unhappy epoch of the revolution, and during these disastrous times they only produced evil results. Therefore, if at present the types are found to be unusable, there would be no inconvenience in suspending the publication of the *Gazeta de Goa*.”

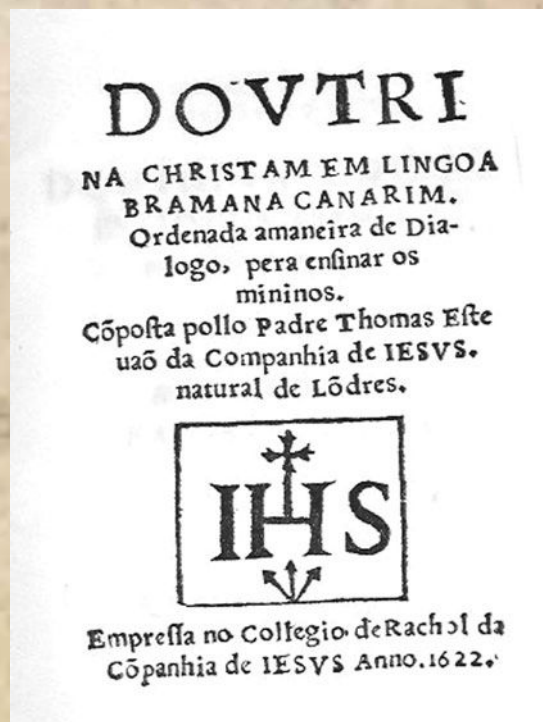
From this point on, the print history of Goa is intertwined with the development of a Portuguese press in Bombay. The first Portuguese newspaper to appear in Bombay was titled *Mensageiro Bombayense* or the *Bombay Messenger*. The first issue appeared on 17 March 1831 and was edited by Henrique d'Oliviera Chaves e Castro, a Goan settled in Bombay. It was issued from its own press located on Kalbadevi Road, outside the Fort of Bombay. The newspaper was printed in a very distinctive roman typeface, unlike

any other then in use in Bombay. It was evidently imported from Portugal. The printer was a Parsi named Cowasjee Burjorjee. The paper appeared every Friday and was priced at two rupees per month. The name of Antonio Filipe Rodrigues is also associated with this newspaper. About two months after it began publication, the editor wrote to the Bombay Government on 13 May 1831 requested them to patronize the *Mensageiro Bombayense*, it being the first Portuguese newspaper in Bombay. The Government agreed to buy five copies of the newspaper. The paper did not contain any advertisements and the matter was set densely. It was evidently a political newspaper concerned with developments in Goa. It survived for little less than a year, the last issue appearing on 26 January 1832.

After the deposition of Bernardo Peres da Silva in 1835, →



Garcia da Orta, *Coloquios dos simples e drogas*, Goa, 1563



Thomas Stephens, *Doutrina Christam*, Goa, 1622

Print's leading monthly magazine with
print-run of 11,000 copies
in more than 350 cities

The industry's only email bulletin sent to
more than 25,000 readers, five times a week

The most active website in the sector
Thousands of unique visitors each week

Over 300 print CEOs
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PrintWeek
INDIA

more often than any other industry title



print became a leading instrument among the warring factions. The new government thought it expedient to have its own printing press and the establishment was called the *Imprensa Nacional de Goa*. From 13 June 1835, a weekly official organ was started, known as *Chronica Constitucional* under the editorship of Jose Aniceto da Silva. The contents of this paper raised the hackles of Silva's supporters in Bombay who counteracted with an advertisement circulated in Bombay and Goa, proposing

“
to write a Weekly Paper, that is to be entitled 'The Bombay Portuguese Examiner' with the view of bringing to light the crimes of the Iron Government established at Goa, and of its sectaries and supporters... which they try to disguise... by means of a Newspaper, which is published there, under the direction of the notorious José Aniceto da Silva.
”

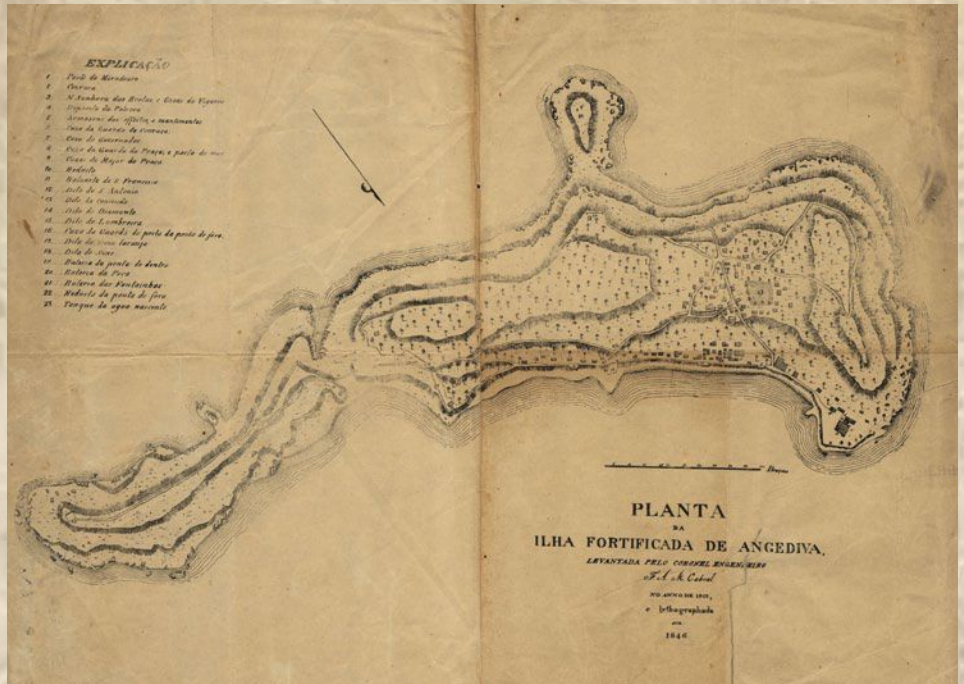
This paper, entitled *O Investigador Portuguez em Bombaim* was the second Portuguese paper started in Bombay on 6 August 1835 with the specific purpose of supporting Peres da Silva. It folded up by December 1835. Its place was taken by the *O Progreiro da Liberdade* or *The Crier of Freedom* edited by Antonio Semeao Pereira. At about the same time, the exiled Bernardo Peres da Silva began issuing the *O Portuguez* from Daman.

The arrival of a new Governor-General in November 1837 inaugurated an era of reconciliation. The publication of the controversial *Chronica Constitucional* was suspended on 30 November 1837. The following week, a new government paper titled the *Boletim do Governo do Estado da India* was started from 7 December 1837.

The development of a print culture in Goa can



Monthly literary journal from Goa, 1866.



Plan of the fortifications of the island of Anjediva, 1846

be dated from this period. The *Imprensa Nacional* published a wide range of books including dictionaries, grammars, travelogues and the ubiquitous pamphlets. In 1840, a lithographic press was acquired from Bombay. After experimenting with local lithographers for a few years, a lithographer named Victorino da Costa was requisitioned from Bombay at a salary of twenty rupees per month. The lithographic press was mainly used to publish maps, plans and musical sheets. The *Carta hydrographica do porto de Goa* was published in 1842 while the *Planta da ilha fortificada de Anjediva* (Plan of the fortifications of the island of Anjediva) was lithographed in 1846.

It was only in 1853 that the *Imprensa Nacional* acquired a font of Devanagari types from Bombay. Not only were they used to print advertisements and notices in the *Boletim do Governo*, books in Marathi and Konkani were also printed. It is not surprising that one of the first books to be printed in Devanagari in 1854 was a codification of the civil laws as applicable to the newly conquered territories of Goa. Titled *Codigo dos Usos e Costumes dos habitantes das Novas Conquistas*, it appeared in a bi-columnar format with the Portuguese original and the translation, done by Suryaji Anand Rao, the government translator. Other early books printed in Devanagari include the *Abecedario em Marata* and *Issapa Niti Catha* (1867).

The spread of print threw up new challenges in Goa. The usage of Portuguese versus local languages was debated well until Goa was amalgamated into India. The identities of the Marathi and Konkani languages began to be polarized and their differences sharpened by the increased use of print. The choice of script – Roman or Devanagari – for Konkani also became a major issue.

While the *Imprensa Nacional* was prodigious in its output, a number of private press also printed books and newspapers. The first privately owned newspaper, *O Ultramar* was launched on 6 April 1859 by Bernardo Francisco da Costa. The 1850s also saw the emergence of numerous monthly magazines and literary journals in Goa, most printed at either *Imprensa Nacional* or the *Ultramar Press*. Most of them were short-lived affairs; mention may be made of the *Revista Illustrativa* (1854), *Ilustração Goana* (1864) and *Goa Sociavel* (1866). Historical journals, like the *Chronista de Tissuary* edited by Joaquim Heliodoro da Cunha Rivara, also began to be printed at Goa. As the nineteenth century drew to a close, the print industry in Goa was fairly active with a number of privately owned presses. From this background, emerged legendary presses like the *Tipografia Rangel* of Bastora (established 1886) which dominated the Goa print scene in the twentieth century. ■

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Product Portfolio

PRODUCT OF THE MONTH

ColorGate Production

Since Advanced Graphic Systems started selling ColorGate RIP software in India in 2012, more than 100 licenses are deployed for commercial and industrial printing applications. Last Drupa, ColorGate upgraded its Productionserver RIP to version 10



The RIP outputs files to both digital presses and platesetters which allows users of conventional printing techniques to use digital print production to produce short print runs as well as single prints. The colour specifications are often device-dependent. In order to ensure accurate colour reproduction, the RGB or CMYK values in colour specifications have to be further specified by a reference colour sample or an ICC profile.

“The end-user client always expects an identical colour reproduction if the same source files have been provided for use within the entire production process, but this assumption is incorrect. Every combination of a specific printing method with a defined printing material and a distinct ink system represents a specific printing system with a unique colour characteristic,” says Vishnu Kamat, vice president - sales, Advanced Graphic Systems (AGS), which represents ColorGate in India. He adds, “This is rightfully done by a preceding colour characterisation of the printing systems in the form of ICC profiling.”

That's where ColorGate's Production-

server comes into play. “This ICC-based system defines distinct colour reproduction workflows which ensure an exact predictability if and how a respective tonality will be reproduced on a system,” says Kamat.

It is critical especially when more than one printing technology is being used on a shopfloor.

The ColorGate software is capable of driving multiple devices concurrently including wide-format, CTP and digital presses, and uses parallel processing to take full advantage of available hardware resources, effectively running multiple Adobe PDF Print Engine (APPEs) in tandem and load balancing across them.

ColorGate launched a new modular version of its Productionserver RIP at Drupa 2016. The version 10 of the software comes in five variants, each aimed at different applications: ceramic, decor, packaging, textile and lab edition for industrial printers. According to Kamat, all are based on Productionserver software, developed over ten years, but had been tailored for each sector.

“If you print on ceramic tiles it's an inline

process and you need white primer and a varnish on top all in a single pass, but the colouration is not so crucial. If you print a logo on a bottle the brand owner will be very critical of colour. If you're printing a wood pattern on boards it needs to match in multiple runs,” Kamat says.

What's new in version 10?

The ColorGate version 10 uses the latest version of the Adobe PDF Print Engine (APPE) RIP engine “for a fast image processing of complex graphics without any surprises.”

“During the integration process of APPE, ColorGate removed bugs and improved the stability further. Additionally, the overall processing speed of PDF/X and PDF/VT was further optimised and the overall handling of multi-page PDFs was improved,” added Kamat.

The high-performance industrial printing systems are capable of printing hundreds or even thousands of square metres per hour. Kamat says, “It is vital, that the front-end solution is capable of keeping up with these speed requirements, which

Productionserver RIP



includes PDF or raster formats, such as Tagged Image Format File (TIFF). Even in commercial printing environments the performance requirements are increasing steadily, especially since often print data has to be served to multiple printers at once. Due to these requirements the processing architecture of all version 10 products have been optimised to substitute sequential processing steps with parallel task processing.”

Ink Saver Module

The Ink Saver Module is the USP of the Productionserver, which Kamat claims, can help reduce the total amount of ink by up to 30 per cent “without a visible loss of quality, which also means a reduction of the total printing costs.”

The Ink Saver is available for CMYK, light-colour halftone printing systems as well as for multi-colour systems.

Multi-host and single-host licenses

Starting with version 10, ColorGate comes with the new licensing models. The new Multi Host License (MHL) is suitable for

www.printweek.in

end-users, who use two or more PC workstations for print data preparation, because with MHL the RIP Software can be installed and used on multiple PCs.

The new MHL model allows concurrent usage on as many host computers as licensed by the licensor, in daily operation. The software access can be flexibly assigned between all available host computers in the local area network.

“This increases the efficiency and productivity of the entire workflow, because print preparation, print data creation and print output can be performed simultaneously,” says Kamat.

The ColorGate Single Host License (SHL) contains all well-known benefits of a simple and secure licensing process for a single license that can be installed and used on one system.

Recently AGS implemented ColorGate’s new portable version of its Rapid Spectro Cube (RSC) colour measurement system for ceramic printing segment in India in order to create ICC profiles using Productionserver RIP.

The minimum patch size is only one mil-

THE ALTERNATIVES

SAI FLEXI 12

FlexiPrint SE, FlexiPrint and Flexi Sign & Print offer RIP and workflow functions, with the second two also supporting multiple printers and print and cut working. A full Flexi 12 package is also available.

www.thinksai.com

CALDERA VERSION 11.1

This suite of products and add-ons are equivalent to the Onyx Suite and can drive a long list of printers and cutters from most manufacturers.

www.caldera.com

ONYX GRAPHICS SOFTWARE 12.2

The current Onyx 12.2 was introduced in July 2017. It’s modular and scalable and aimed at “across the full spectrum” of wide- and grand-format applications.

www.onyxfx.com

EFI FIERY

The Fiery XF Version 6 is a way to introduce sophisticated colour management, including media calibration and output optimisation of wide-format device.

www.efi.com

limetre. The RSC takes measurements of very small objects, for instance from business card sized labels, from which the RSC can read up to 1000 colour patches in just a few seconds, which will be processed into high-quality ICC profiles.

Kamat explains, “It contains an ultrafast colour measurement system and software for ICC profiling. RSC can take substrates right up to a size of 600x600 mm with a maximum substrate thickness of 80 mm while processing as far as 10,000 patches per target.”

Besides this, RSC includes an option to measure backlit-materials (transmissive measurement), in order to process and profile objects like City Light posters and back-light displays. In batch mode the RSC allows the creation of up to 20 profiles per hour. ■

CONTACT

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MADE IN INDIA

NBG Newssprint

Nitin Garg of NBG explains to Rahul Kumar why the company's Newssprint model is ideal for mass production printing like newspapers, books and marketing material

The Newssprint by the Faridabad, Haryana-based web-offset manufacturer NBG Printographic Machinery is a single width, one plate around roll-fed offset printing press. The press can print 36,000 copies per hour. As Nitin Garg of NBG explains, the web offset press is ideal for mass production printing like newspapers, books and marketing material for bulk consumption.

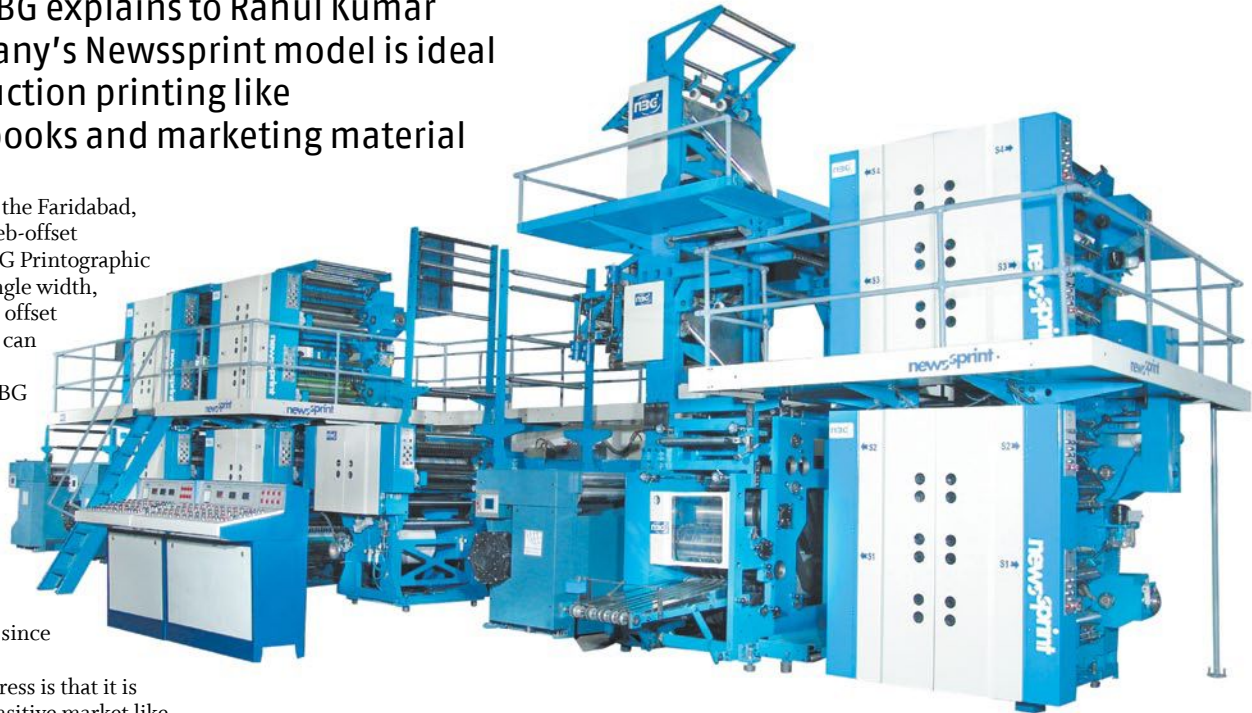
NBG Printographic Machinery has been manufacturing the press since November 1990.

"The highlight of the press is that it is well suited for a price sensitive market like India," Garg says. "Our presses are well built. We constantly strive to improve manufacturing standards to ensure consistent performance of our press at customers' end over a period of time."

Not just India, Garg says the press is running successfully in Commonwealth of Independent States (CIS) countries, Far East Asia, Middle East, Europe, Africa and South America. "In India, we are working actively with leading regional dailies and book publishers. Some of the prestigious titles like *The Telegraph* and *Rajasthan Patrika* are being printed on our presses," he adds.

The company is promoting the machine both in newspaper production as well as textbook printing, where there is requirement of printing large volumes in full colour on multiple webs, in a short period of time.

Garg gives an example, "One of our clients was outsourcing printing of a weekly magazine to a sheetfed printer. Later, the company installed UV drying on our press and was able to produce the job



TECHNICAL SPECIFICATIONS

Speed	36,000 copies per hour
Printing units	Mono printing unit, 3-colour satellite, 4-hi-printing tower
Folder types	Jaw Type 1:2, 2:2, 1:2:2 and 2:2:2
Folding Output	Roll form and A2, A3, A4, A5 format
Cutoffs	440, 508, 533, 546, 560, 598, 594, 610, 630 and 678mm

in-house, as it could now get good and consistent print quality and registration from our press."

The press

Newssprint is a sturdy kit built with high precision, Garg says, "Optional features include flying splicers for continuous feeding on the run, resulting in reduced downtime; web cleaners for cleaning web dust on the run; closed loop remote ink control for fast makeready, labour reduction, enhanced and consistent quality; closed loop colour register control for improved quality and consistency in

registration control; ink supply system for continuous and automated feeding of inks; spray dampening for improved quality by better control of the dampening function; shaftless drives in place of inline shafts for enhanced performance, quick makeready, remote diagnostics, better tension and register control and UV drying for printing on coated stock."

"We have a strong focus on the manufacturing process. Thus, we have geared our in-house manufacturing set up accordingly to include precision CNC (Computerised Numerical Control machining and CMM (coordinate measuring machines) for machining and inspection of side frames and other critical components of the printing presses," Garg says.

He adds that for a machine manufacturer, it is top priority to ensure that parts and components are built right and assembled accordingly, because no amount of automation can help if parts and components are not made as per the specifications.

Thus, subject to automation, analog, digital or servo drives are installed on the press. Also, there are options of installing features like ink control, register control, etc.

"The Newsprint is anyway built for consistent performance," Garg says. "Ease of use would depend on the level of automation a customer opts for. Majority of the presses / units being installed are with basic features. However, clients are now opting for various automation features to enhance productivity and reduce waste.

The NBG Printographic team comprises experienced printers, besides mechanical engineers. Thus, Garg says, the company can train operators of a client on all aspects of the machine, including printing, operation and maintenance. "We also

provide commissioning, installations, periodical maintenance and maintenance under annual contract," he adds.

NBG Printographic Machinery

Established in 1990, NBG Printographic Machinery manufacturers and exports web offset printing presses. The manufacturing facility is based in Faridabad, Haryana. Before that, from 1980 to 1989, the company was into manufacturing critical parts, such as plate and blanket cylinder for other Indian web offset press manufacturers. The company has a well established manufacturing facility to produce up to 22 printing units per month. It follows ISO 9001:2008 standards in web offset printing presses manufacturing. ■

CUSTOMER TESTIMONIAL

We started our modernisation drive to add more colour in 2010. There was a big constraint in terms of space available for the same. At the same time, we did not want to compromise on the working space available for operators on the machine. In the beginning, most of the manufacturers refused. But NBG accepted the challenge and since then, we have continued to work with them. We are satisfied with the machinery and service support provided by the company. We have two complete line (four presses of four-hi) of speed 36,000 copies per hour in our Kolkata facility.

SS Chatterjee, executive director, Pratidin Prakashani, Kolkata

PRODUCTS FROM INDIA

Pratham exports integrated 12-fold folding kit to Russia

Pune-based folding machine specialist Pratham Technologies has announced the sale of a 12-fold paper folding machine and accessories to MGK Ltd in St Petersburg, Russia. The accessories include a six-fold cross-fold machine, a parallel knife machine, a taping machine and a vertical stacker.

According to Pratham Technologies' chairman Datta Deshpande, this is the first time Pratham has exported an integrated folding system.

"The pile feeder is a high-speed feeder where vacuum drum takes one paper at a time and aligns using a side lay before it is fed to the folding machine. The machine is equipped with a non contact type ultrasonic sensor for double sheet detection; double sheets are ejected before the feeder feeds the sheet to the folding machine."

The 12-fold folding machine is a pile feeder machine that is equipped to handle 450mm wide and 750 mm long papers. The pile feeder is specifically designed for thin bible papers ranging from 28gsm to 40gsm, however, it can also handle maplitho and coated papers up to 150gsm.

When asked what makes the machine robust, Deshpande, said, "It's the choice of materials. The rollers of the machine are made of PU and metal combination. This ensures a long life of the rollers and avoids static electricity generated in the paper. The gap between two rollers is set by the caliper. The folding trays are made of stainless steel."

Last month, Pratham Technologies turned 29. In the past three decades, the company has evolved to become a name to be reckoned with

in the paper folding machine segment. When PrintWeek India team visited Pratham's factory in Pune, last month, an 18-fold outsert folding machine was being built at its shop-floor.

"Looking back, the journey has been rewarding. Continuous improvements in our product line-up to incorporate valuable customer feedback into the machines has always been our strategy. The focus now is value addition so as to take automation on the machines to the next level," said Deshpande.

Established in 1988, Pratham Technologies ventured into folding machines in 1992 with a table top device.

"In 25 years we have continuously innovated our products and we have now the machines with 18 folds, accessories like cross folding machine, parallel knives, pressing machine, stackers, taping machines, vision inspection systems, diverters, mailing systems, folder

attachment to cartoning machines, etc and we supply to over 15 countries," added Deshpande.

The manufacturers exports to countries in Africa, Europe, Middle East, and Asia. "We have not yet explored markets in USA, South America and Canada, the plan for which is on the cards."

Talking about its innovations, Deshpande said, "We have developed electronic tracking system due which if there is any interruption in the flow of papers, the feeder stops feeding further papers. This avoids paper jam and saves papers and machine from damage. Last year, we sold 11 taping machines that throughput at 12 thousand papers per hour."

He highlighted that the demand for the higher configuration of machines is steadily increasing and that the company has orders for its outserts systems and 12-fold machines in the pipeline.



The pile feeder is specifically designed for thin bible papers ranging from 28gsm to 40gsm

ME & MY...

HP Latex 1500

Rahim Umatia of Mumbai's Keen Graphics says, "The back-to-back printability of the machine plus extensive print and media choices have earned client's appreciation"

CONCLUSION

User's verdict

Speed ★★★★★
 Quality ★★★★★
 Reliability ★★★★★
 Value for money ★★★★★

Supplier's response

Prashant Khomne of Global 5 Technologies says, "At Global 5 we believe in promoting green technologies like the HP Latex. We have been their selling partner for the Western region. Mumbai-based Keen Graphics was one of the first print firms in India to invest in a HP Latex 1500 wide-format machine. This machine has enabled Keen Graphics to deliver all the job campaigns in time with its ability to print roll-to-roll media; it is equipped with an inline slitter which enables quick change over of jobs. In addition, the machine has low operational costs and enables the firm to be competitive in the market. We focus on adding value to our customer by imparting continuous training and have established a knowledge centre in Mumbai for educating our customers."

Contact Prashant Khomne, Managing director
 global5tech@gmail.com

Describe your company...

Keen Graphic was established in 1998 by my brother Saiyad Umatia and I (Rahim Umatia). Keen offers print and marketing solutions right from design stage. We cater to clients from various backgrounds and fields to help them create impactful and meaningful branding and visibility campaigns.

When did you invest in the HP Latex machine?

We have constantly upgraded our shopfloor with the latest technology and machines, which has ensured that we meet up with the ever demanding client needs. As a part of our long term goal, we invested with HP Latex 1500 (10 ft wide) in November 2016.

What does the machine do?

The HP Latex 1500 has proved to be a beneficial investment for us and was among the first to be installed in the country. The machine can print on different types of media including vinyl, flex, fabric, canvas and is also effective for back to back printing. The outdoor ink life and printing resolution have been appreciated by the clients from all walks of the industry.

Why did you choose this particular machine?

We have been using HP machines and have been satisfied with its performance and the overall service levels. The printing options and media choices are extensive and can print on substrates with thickness of up to 0.4mm.

Did you look at any other similar machine?

The ability of back-to-back printing and the ability to create the day night effect is by far the best feature in this machine. Besides this, the speed and the value for money the machine offers are liked by us.

What features of the machine do you particularly like?

The ability of back-to-back printing and the ability to create the day night effect is by far the best feature in this machine. Besides this, the speed of the machine is good.

Is there anything you wish it had that it doesn't?

This machine operates on a roll to roll basis and compulsory needs to be loaded and unloaded. We wish this machine had a free fall mechanism thus providing us the flexibility to cut mid way without unloading or reloading the media.

How fast is it?

This machine is fast enough as per our expectations and can



Umatia: Our clients value the outdoor ink life and print quality

produce an output of around 4,000 to 5,000 sq/ft per day as per the demand.

How much time or money has it saved?

It is quite difficult to pin point on the kind of saving that the machine has offered, but it definitely offers good return on investment in terms of the speed and quality offered.

Would you say that it offers value for money?

It definitely offers value for money within its range of machines. Our clients have been happy with the life and quality of prints produced.

What about the pre- and after-sales service?

There were some initial hiccups in service as this was one of the first machines to be installed in the country. HP India had arranged for international technicians for the installation process. Eventually, after months of post sales services, things have normalised and is manageable.

Were there any difficulties experienced during the installation or after?

There were no major issues during the installation process. And as mentioned above, HP and Global 5's service team helped us to overcome the initial hurdles.

Who do you think is the machine right for?

This machine is right for printers whose clientele look for a fine balance between quality, life and money.

Under what circumstances would you invest in another such machine?

Market demand and better offers from HP would be the key drivers in investing in another machine from the company. ■

THERE IS SOMETHING TO LEARN FROM EVERYONE

In the Rapid Fire series, *PrintWeek India* asks eleven questions about print and beyond

1 What is the greatest strength of your printing firm?
Our BK family, that is, our employees.

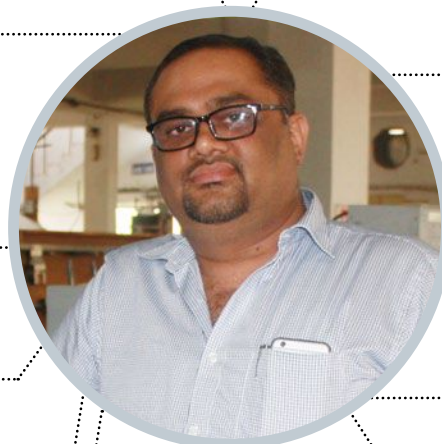
2 Which living print person do you most admire? Why?
There is something to learn from everyone. But I admire the selfless dedication and commitment towards work by our respected prime minister Narendra Modi (though he is not from the printing industry).

3 What do you consider the most over-rated virtue in printing?
According to me, it's competition.

4 Which print technology, according to you, is the future? Why?
Digital is the future as it offers the best of quality with high speed.

5 Which words or phrases or jargon you overuse?
We are a professional transparent organisation which runs on ethics. Our deliverables are unmatched.

6 If you could change one thing about your printing plant, what would it be?
Get a high-end printing machine.



SANDEEP SINGLA
director,
BK Print & Pack, Haridwar

7 If you were to die and come back as a printing press or software, what would it be?
Of course, the printing press, as it's a temple for me.

8 A technology or a thought process you think is a passé for 21st century press?
Manual processes.

9 What is your favourite Made in India print brand?
And and every company which can fulfill emerging needs of our industry.

10 What do you most value in your customers?
Healthy yet professional relationship along with transparency. It helps me to be friendly with them along with doing ethical business.

11 What is your print motto?
To be an optimum packaging solution provider for every business sector.

EXPO AND FORUM DATES FOR YOUR DIARY

OCTOBER 2017
INDIAPACK/ PACKPROCESS
DATE: 26-28 October
VENUE: Pragati Maidan, New Delhi, India
CONTACT: SinghA@md-india.com

IPEX 2017
Date: 31 October to 3 November
Venue: NEC, Birmingham, United Kingdom
Contact: +91 20 40068318 nayan@vnbindia.com

NOVEMBER 2017
PAPEREX
DATE: 1-4 November
VENUE: Pragati Maidan, New Delhi
CONTACT: +91-11- 66295700 , ed@itei.in

DIGITAL TEXTILE SYMPOSIUM
DATE: 16 November
VENUE: The Lalit, Mumbai
CONTACT: +91 22 24306319, aditya@catnewtech.com

DECEMBER 2017
INDIA COLD CHAIN SHOW
Date: 12-14 December
Venue: BEC, Mumbai
Contact: +91 9654181043 neeraj.negi@reedmanch.com

PAMEX ALONG WITH THE NAEP AWARDS
Date: 18-21 December
Venue: Bombay Exhibition Centre, Mumbai
Contact: +91 22 27812093 varsha@print-packaging.com

JANUARY 2018
NEW DELHI WORLD BOOK FAIR
DATE: 6-14 January
VENUE: Pragati Maidan, New Delhi

FEBRUARY 2018
PLAST INDIA
DATE: 7-12 February
VENUE: The Exhibition Centre, Gandhinagar, Gujarat
CONTACT: +91-22-26832911-14, contact@plastindia.org

FESPA ASIA
DATE: 22-24 February
VENUE: Bangkok, Thailand
CONTACT: +44 (0)1737 240 788, SALES@FESPA.COM

IN-STORE ASIA
DATE: 22-24 February
VENUE: Bombay Convention and Exhibition Centre, Mumbai
CONTACT: +91 99671 11587, nimi@vjmediaworks.com

MARCH 2018
ICORRUGATED ASIA EXPO
DATE: 21-23 March
VENUE: Shanghai National Exhibition & Convention Centre, China
CONTACT: www.icorrugated.com

APRIL 2018
LONDON BOOK FAIR
DATE: 10-12 April
VENUE: Olympia London, London, UK
CONTACT: +44 (0)20 8271 2124, lbf.helpline@reedexpo.co.uk

SINOFOLDING CARTON
DATE: 10-12 April
VENUE: Shanghai New International Exhibition Centre, China
CONTACT: +86 21 2231 7000, www.sino-foldingcarton.com/en

MAY 2018
FESPA BERLIN
DATE: 15-18 May
VENUE: Berlin, Germany
CONTACT: +44 1737 240788, info@fespa.com

JUNE 2018
PRINT EXPO
DATE: 8-10 June
VENUE: Chennai Trade Centre, Chennai, India
CONTACT: +91-22-28803977, mktg@intexpo.com



Q&A

VIJAYALAKSHMI MURALI

Assistant manager – sales and operations at Wan-Ifra South Asia

What would be your dream job?

To start something new in my training segment – and bring them to the top of the list.

What is the one significant factor in organising an event?

Corporate identity.

Any sport that you follow.

Cricket – sometimes.

What is your favourite film or song?

I am a fan of Rajnikanth. All his Tamil movies are my favourite films.

One teacher you remember and why?

My class teacher in 12 standard, Vinita Dawzan. Her encouraging words really impressed me to achieve good marks.

One most valuable work lesson?

I believe that hard work and confidence are two important vehicles to reach your final destination.

One key tip for good health.

Drink more water, have adequate sleep and don't be lazy about walking.

Most useful app?

WhatsApp and Facebook.

Desired vacation spot?

Switzerland.

A really nice OOH campaign while traveling?

Rally for rivers.

Your tip to resolve conflicts...

Get into the problem in-depth and find out from where the problem arises. Then start trouble-shooting, one by one.

Life is...?

Life has got a short span of time. So let us live life to the fullest of joys, memories and help others. Let us accept people with all their mistakes.

H O T S T U F F



ROG AND RGB HERE ASUS ROG G701

Take a laptop chassis, put all the wonderful gaming tech on this planet, add lights, make overclocking easy and there you have it. It's an Asus ROG high-end gaming laptop that you'd love to have but the eye watering ₹349,990 price tag will put your kidneys for sale. So, if you must put your kidneys on sale and not have the trouble of maintaining a giant PC rig, the ROG G701 does everything you'd expect from a high-end gaming desktop. It's got an Intel i7 7th Gen processor with overclockable Nvidia GTX 1080. And here's the interesting part, it's got a 120Hz 4K display with G-Sync. In simple terms it means your games will look so good that you'd want to lick it.

₹ 3,49,990/asus.com/in



ANYONE SAY SELFIE? ASUS ZENFONE 4 SELFIE PRO

The Asus Zenfone 4 Selfie series has landed in India and as the name suggests, these might be the photography-focused (pardon that horrible pun) handsets you've been waiting for. Leading the charge is the Zenfone 4 Selfie Pro. It's got a Snapdragon 625, a 5.5in AMOLED display and a 3000mAh battery. But we did mention it was going to be all about the cameras, didn't we? We weren't lying: At the rear is a 16MP camera (based on Sony's IMX351 sensor) with EIS and 4K video recording. But the real draw here is the dual-camera system at the front. Based on Sony's IMX362 sensor, this 24MP DuoPixel camera has a f/1.8 aperture, a flash, a 120-degree field of view, and yup, can record 4K video. Now, we would say that's more than enough to satisfy that insatiable selfie appetite.

₹ 23,999 / asus.com/in



SPROCKET ROCKET HP SPROCKET

You've got yourself a bleeding edge smartphone with dual cameras and what not. However the best you can do is take a million selfies and other shots and let it rest in the dark digital caverns of your smartphone's storage. Not any more. What if you could directly print out a colour image of the selfie you just shot in seconds? The HP Sprocket is a pint-sized printer that can do just that and it doesn't even need ink or a toner to get the job done. It uses a special photo paper and gives you 2inx3in prints of your narcissism, other photography skills or just about any image stored on your device. HP's ZINK paper won't annihilate your bank account, priced at ₹539 for a pack of 20 or ₹1249 for a pack of 50 seems not bad at all.

from ₹ 8999 / hp.com/in



SPACED OUT WESTERN DIGITAL MY PASSPORT WIRELESS PRO

Creators the world over feel the harsh sting when they see that dreaded popup saying 'Low disk space'. More so with people working with videos and special effects. Hell our smartphones these days record videos in 4K, making virtual space a premium on our devices. We of course use external hard drives to work around that problem and that solution has worked out pretty well for us so far. And when it comes to hard drives, nobody does it better than WD. Their latest product to solve your space problems is the My Passport Wireless Pro. Not only does it solve the problem of lack of space on your devices, but it's also wireless for added convenience. It is by far one of the more elegant solutions due to its simple design and ease of use.

₹ 16,560 / amazon.in

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