



PRINT & MEDIA
ASSOCIATION, SINGAPORE

Print

SINGAPORE

ISSUE
001
2015

FUJI xerox



First

Fuji Xerox's Color 1000i Press Dazzles With Metallic Gold And Silver

Fuji Xerox's Color 1000i Press will dazzle you with the elegant and stunning effects it produces and the increased profitability it delivers to your business. The industry's first to offer both metallic gold and silver toners on a xerographic press, Fuji Xerox's new flagship is built upon the market leading Color 800/1000 press platform but boasts of even more innovative features.

Seize a world of golden opportunities with The Color 1000i Press.



Cover page printed on the newly launched Color 1000i Press

Xerox, Xerox and Design, as well as Fuji Xerox and Design are registered trademarks or trademarks of Xerox Corporation in Japan and/or other countries.

Fuji Xerox Singapore Pte Ltd 80 Anson Road #01-01 Fuji Xerox Towers Singapore 079907. Tel: 6766 8888. www.fujixerox.com.sg

50
Celebrating 50 Years Of
Innovating The Future

ISSUE
001
2015

CONTENTS

PMAS NEWS

- 02** Chinese New Year Greetings / Highlights //
- 04** Adrian Fong / Member's Change of Address //

MEMBER'S NEWS

- 06** Fujii Xerox // **20** Quote & Print // **22** Canon // **42** BusAds //

FEATURE ARTICLES

- 10** Preparing the Foundation for Change //
- 16** Three Easy Ways to Improve Sales //
- 30** Challenges for the Printing Industry Globally in 2015 //
- 34** 10 Common Leadership and Management Mistakes //
- 37** What is the Colour of the Year 2015 //
- 39** What is Augmented Reality (AR) //

EXHIBITION NEWS

- 14** PACK PRINT International 2015 //
- 41** FESPA to Host Four Regional Congresses //
- 44** Selected Printing Related Trade Shows in 2015 //

INDUSTRY NEWS

- 24** Muller Martini // **26** KBA //

PAPER NEWS

- 29** APP //

PRINT Singapore is published on a bi-monthly basis by the Print & Media Association, Singapore and distributed free of charge. The views and opinions expressed are those of the individual writers and do not necessarily coincide with those of PMAS. All information is published in good faith pertaining to their accuracy. PMAS will not accept any responsibility or liability resulting from the information published.

The current print run is 1,500 copies. Copies are distributed to PMAS members, companies engaged in printing, suppliers and service providers supporting the printing industry, publishing companies, advertising agencies, government bodies, educational institutions, libraries and overseas printing associations.

PMAS thanks all publications both local and foreign which have granted permission to reproduce articles in PRINT Singapore for the benefit of readers.

MANAGEMENT COMMITTEE

President
Mr. Lim Geok Khoon

Vice President
Mr. Edwin Ng

Honorary Secretary
Mr. Tan Jit Khoon

Honorary Treasurer
Ms. Genevieve Chua

Asst. Hon. Secretary
Ms. Patsy Tan

Asst. Hon. Treasurer
Mr. William Chua

COMMITTEE MEMBERS

Mr. Dean Chong
Mr. Adrian Fong
Mr. Ho Wah Hoi
Ms. Lee Ing Eileen
Mr. Simon Leong
Mr. Isaac Lim
Mr. Kelvin Lim
Ms. Josephine Low
Mr. Alex Tan

PUBLICATIONS COMMITTEE

Mr. Dean Chong (Chairman)
Mr. William Chua
Mr. Peter Chia
Mr. Jason Ong (Executive Director)
Mr. Frank Daniel (Editor)



**PRINT & MEDIA
ASSOCIATION, SINGAPORE**
MCI (P) 079/03/2014

68 Lorong 16 Geylang #04-02
Association Building Singapore 398889
Tel: 6336 4227 / 6336 1401
Fax: 6336 0621
Email: info@pmas.sg / editor@pmas.sg
Websites: www.pmas.sg /
www.printsingapore.net

Designed by
Koodoo Creatives
sean@koodoo.com.sg

Printed by
Grenadier Press

Cover pages printed by
Fuji Xerox Singapore

Paper for inside pages sponsored by
Gold East Paper (Jiangsu) Co Ltd



BEFORE YOU GROW YOUR PROFITS, FIRST KNOW YOUR COSTS

Developed specially for the printing industry,
Quote & Print Software gives you comprehensive
production management capabilities and helps you to
optimise your profits by maximising resources and reducing waste.



Singapore Regional Support Hub:

CALL: (65) 6280 4321

E: info@quoteandprint.com.sg

W: www.quoteandprint.com.au



**A Happy & Prosperous Lunar New Year To All!
From the President and Management Committee**

WATCH OUR
PAGES COME
ALIVE WITH
JJScan

DOWNLOAD THE
JJScan APP



LOOK FOR PAGES
MARKED WITH
THE JJScan ICON



SCAN THE PAGE
TO WATCH VIDEOS
AND INTERACT



HIGHLIGHTS

This is the first issue for 2015. Our aim is to publish a bi-monthly magazine which will appeal to readers and provide value to advertisers. We will continue with the format used over the last two years. There will be a mix of PMAS News, Members News, Global Industry News, Paper News, Exhibition News and Articles.

The articles will feature printing industry updates and general articles pertaining to Management, Sales, Marketing, Human Resource, Leadership and Technology. Care will be taken to ensure that there is balance in the coverage between these different segments.

In this January/February 2015 issue, we have two

lead articles on the 'Challenges Facing the Printing Industry and the 'Ten Common Leadership and Management Mistakes'. We are also introducing a six-part series on "Preparing the Foundation for Change" from aAdvantage Consulting. There are also articles on 'Three Ways to Improve Sales' and 'What is the Colour of the Year 2015'. We also feature new PMAS member BusAds who won a gold award at the recent Asian Print Awards 2014 under the digital outdoor, large format and signage category.

The March/April issue will focus on 'Green' issues. Members are invited to submit relevant articles pertaining to 'Green' issues. Re-cycled paper will be used for the printing – which will feature environment friendly printing processes.

We will always endeavour to improve and do better. Please provide feedback and ideas so that we can achieve this.

Stand out from competition with bizhub PRESS C1100/C1085



Delivering outstanding performance with superior quality and colour reproduction, bizhub PRESS C1100 / C1085 series is ideal for digital and commercial print environment. With unmatched performance, high image quality and stability, they offer everything required to satisfy the growing demands of in-house print rooms and graphic communication providers. Built for reliability and durability, they truly stand out from the competition with features like colour stability, unique de-curling hybrid technology and excellent finishing options, setting new standards in digital print output.

- ✓ Rated full print speed (100ppm/85ppm)
- ✓ Stabilised Excellent Image Quality
- ✓ High Productivity and Performance
- ✓ Increase Business Opportunities



FOR ADVICE ON HOW COLOUR PRINTING CAN HELP YOUR BUSINESS MOVE FORWARD, CONTACT KONICA MINOLTA AT (65) 6361 2800 OR ENQUIRY@KONICAMINOLTA.SG





**MR. ADRIAN
FONG – PMAS
MANAGEMENT
COMMITTEE
MEMBER**

Congratulations to Mr. and
Mrs. Adrian Fong on the
birth of their twin daughters
Lea Fong and Lila Fong on 2nd

January 2015. They are the first twins
born at Mt. Elizabeth Hospital in 2015.

PMAS ANNUAL GENERAL MEETING

The 77th PMAS Annual General Meeting will be held on Friday
19th June 2015 at the e2i premises in Jurong East. Please make
a note in your diary.

PMAS GOLF TOURNAMENT 2015

The Membership and Social Committee will be organising a
PMAS Golf Tournament in September 2015. The details will be
announced later.

MEMBER'S CHANGE OF ADDRESS:

DOMINIE PRESS PTE LTD

International Press Building #01-00, 26 Kallang Avenue
Singapore 339417
Tel: 6273 0755
E-mail: info@dominie.sg
Website: www.dominie.sg

PRINT DYNAMICS(S) PTE LTD

Yenom Industrial Building #02-01, 123 Genting Lane
Singapore 349574
Tel: 6271 6188
E-mail: customerservice@print-dynamics.com
Website: www.print-dynamics.com

TECKWAH VALUE CHAIN PTE LTD

Pixel Red #05-01, 51 Tai Seng Avenue
Singapore 533941
Tel: 6872 8181
E-mail: info@teckwah.com.sg
Website: www.teckwah.com.sg

**better
business
beyond
borders**

**26 - 29
AUG 2015**

BITEC | Bangkok

**PACK PRINT
INTERNATIONAL**

5th International
Packaging and Printing
Exhibition for Asia

**BOOK
Your Space NOW!**

www.pack-print.de

Officially supported by :

For enquiries :

Jointly organized by :

TCEB
THAILAND CONVENTION
& EXHIBITION BUREAU

Messe Düsseldorf / Organizer of:

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place
#09-02 HarbourFront Tower Two
Singapore 099254
Tel (65) 6332 9620
Fax (65) 6337 4633
ppi@mda.com.sg

**The Thai Packaging
Association**

**The Thai Printing
Association**

**Messe
Düsseldorf
Asia**

 **imagePRESS**
C800 / C700
C600

Canon
Delighting You Always



NEW LEVELS OF
QUALITY AND
PRODUCTIVITY IN
COLOUR PRODUCTION

Business *Can* be simple

CANON SINGAPORE PTE. LTD. 1 HarbourFront Avenue #04-01, Keppel Bay Tower Singapore 098632
Tel: +65-6799 8888 | Fax: +65-6799 8882, www.canon.com.sg. email : enquiry_ppp@canon.com.sg

THE COLOR 1000i PRESS: THE INDUSTRY'S FIRST TO FEATURE METALLIC GOLD AND SILVER

Fuji Xerox Co., Ltd. has developed Gold and Silver Toners for use by the company's new production color printer, the Color 1000i Press, targeting the high-end professional printing market. The Color 1000i Press is the industry's first xerographic production press to offer both metallic gold and silver toners.

GOLD AND SILVER TONERS NOW BOTH AVAILABLE FOR XEROGRAPHY

– **The new Gold and Silver Toners**—developed by

applying the company's **Emulsion Aggregation (EA) technology**—are ellipsoid-shaped inks with the flat reflective pigments completely covered by toner particles. Orienting the reflective pigment particles in parallel to the print media allows the reflective pigments to reflect light after the image is fused onto the media; thereby achieving a metallic appearance. Further, the reflective pigments do not allow light to pass through, thereby enabling metallic printing on various media^{*1}. What has been conventionally



made using offset printing can now be delivered through a single production press, which improves workflow for printing companies while also contributing to their business expansion by enabling a wider range of print applications with the new gold and silver toners.

THE NEW COLOR 1000i PRESS EXPANDS CREATIVE PRINTING POTENTIAL

Catalogues, direct mail, flyers, postcards and business cards are usually created in digital printing using only cyan, magenta, yellow and black (CMYK) colors. Now the Color 1000i Press and its specialty inks can add marketing effects and improve the value added to each print, such as giving them a classy look and seasonal feel.

- Inherits the professional functions of the Color 1000 Press, offering print productivity of 100 prints-per-minute^{*1} for media as thick as 350g/m².

- New feature of printing on dark-colored media.
- Wider offering of specialty dry inks with the introduction of the newly developed Gold and Silver Toners—in addition to the market leading Clear Dry Ink which was introduced on its predecessor, Fuji Xerox's flagship Color 1000 Press.

FUJI XEROX TECHNOLOGY ENHANCES PRODUCTIVITY FOR PRINT PROFESSIONALS

- Comes equipped with Full Width Array^{*2} which automates printing adjustments, such as color calibration^{*3} and front and back alignment. This reduces the operators' workload and improves efficiency in making printing adjustments.
- Uses the PX 1000 Printer Server 3^{*4}, which enables digital data to process at higher speeds^{*5} than its predecessor thanks to a re-design of the server's hardware and software. This ensures faster processing of high-volume and variable data.

Note 1: Single-sided A4 long-edged printing.

Note 2: Full Width Array was optional for the previous model, Color 1000 Press.

Note 3: Process to adjust colors by printing and measuring the special color chart to ensure color accuracy in the final printing.

Note 4: Only available in Japan. Markets other than Japan use different servers.

Note 5: Using Fuji Xerox test data. Comparison with previous model, PX 1000 Print Server 2.



• Color 1000i Press

50

Celebrating 50 Years Of
Innovating The FutureFUJI XEROX
CELEBRATES ITS 50
YEARS OF GROWTH
WITH SINGAPORE

On 10th February 2015, Fuji Xerox Singapore celebrated its 50th Anniversary with a Gala Dinner at Shangri-La Hotel which was attended by its customers, business partners, and employees. The Gala Dinner was graced by guests-of-honor Mr. Teo Ser Luck, Minister of State, Ministry of Trade and Industry and Mayor, North East District, and Mr. Tadahito Yamamoto, President and Representative Director of Fuji Xerox.

"We are humbled by the support our customers, partners and staff have given us over the past 50 years. The Golden Jubilee is a significant milestone, and we are honored to celebrate it the same year as Singapore. Our phenomenal success in Singapore over the past five decades would not have been possible without the stability, growth and development of the nation. Likewise, we will continue to do our part in supporting the growth of the local economy by bringing to market breakthrough solutions that transform how businesses operate, and how information is delivered," said Bert Wong, Chief Executive Officer of Fuji Xerox Singapore.

Established in 1965, Fuji Xerox has made its mark in the printing industry with disruptive technology. It invented the first laser printer; created the digital publishing market with the DocuTech; and made digital color printing offset-like, reliable and productive with the Color 1000 Press.

To continue with the legacy of innovation, Fuji Xerox Singapore will be holding DocuWorld 2015 at the Grand Copthorne Waterfront Hotel on 17 and 18 March 2015. The event will be attended by top industry leaders and executives who will share their expertise, business insights and best practices.

Fuji Xerox Singapore will be unveiling its newest flagship presses, the Versant™ 80 Press and the Color 1000i Press at the event.

Versant™ 80 Press - a new color entry production press built on the Versant platform, targeting a wide range of needs from the specialized professional printing requirements to the print-on-demand jobs in offices.

Color 1000i Press - the industry's first xerographic production press to offer both metallic gold and silver toners targeted at the high-end professional printing market

The theme of DocuWorld 2015 is "Innovating The Future" which further reaffirms Fuji Xerox's commitment to customers to continue delivering solutions that help accelerate their business, supported by excellent customer service. Even as it celebrates 50 years of success, it is confident and ready to embark on its next 50 years of growth with Singapore.



TOYOINK

visible science for life

Manufacturer

Printing Inks:
Offset-Heatset/ Coldset/
Sheetfed, Gravure, Flexo,
Pressroom Chemicals and
Printing Accessories



Doctor
Blade



Spray
Powder



Printing Blankets:
Conventional /
Compressible /
UV



**Exclusive
Distributor**



Digital
Portable
Microscope



Agent

SCREEN

CTP Machine
and Workflow



For sales enquiry, please contact:

TIPPS Pte Ltd
31 Tuas Ave 2, Singapore 639462
Tel: 65 6861 5880 Fax: 65 6861 5650 Email: sales@tipps.com.sg
www.toyoink.co.jp



Certificate SG94/03732



Certificate SG99/17029

CHANGE MANAGEMENT SERIES (6-PART): PREPARING THE FOUNDATION FOR CHANGE

BY JACQUELINE GWEE, DIRECTOR,
aADVANTAGE CONSULTING GROUP PTE LTD

"It is not the strongest or the most intelligent who will survive but those who can best manage change."

– Charles Darwin

Globally, the media and print industry is undergoing rapid changes as a result of the digital era; technology has changed the way consumers shop and the way businesses operate. The impact on Singapore's print and media industry is apparent. Industry output has declined at a compounded annual growth rate of 2.1% from 2006 to 2010 – a drop of 25% over 5 years.

The industry continues to cope with domestic challenges as well; changes in manpower regulations have led to a manpower crunch and organisations now have to compete for the same resource pool. Our workforce profile is changing; with four generations of employees (with an increasing retirement age), from mature workers co-existing in the workplace with Millennials and from across various nationalities. Diversity management in the workplace will become more important. Workplace practices and even job roles, scope and competencies will need to

be reviewed for relevance. The dynamic changing business conditions and workplace requires our leaders to rethink their business and people strategies.

CHANGE IS INEVITABLE.

Throughout history, businesses have faced uncertainties and pressure to change and adapt to new business paradigms brought about by factors such as innovations, market maturity and consumer sophistication. Change has caused the downfall of brands such as Kodak and Dell, which are now struggling in markets they once had a stronghold over. However, change has also propelled brands such as Google and National Geographic to reinvent and innovate. In the process, they create agile organisations that are built to last. How can your organisation weather the test of time? Companies that are able to adapt their strategies and implement them come up as winners.

ONLY 56% OF STRATEGIC INITIATIVES ARE SUCCESSFUL

According to a 2013 study by Economics Intelligence Unit, **88%** of C-suite leaders say executing strategic initiatives

successfully will be "essential" or "very important" for their organisations' competitiveness over the next three years. However, only **56%** of them state that their strategic initiatives have been successful.

Strategic planning dates back to its heyday in the 1960s, and is a fundamental corporate practice – a tool for growth popularised by General Electric. Many concepts and techniques have been developed around it and yet today we are still struggling to integrate it with our business operations and translating it to results. The cost of a failed strategy initiative is: financial cost, time, competitive advantage, employee morale and even the demise of a brand. While we recognise the critical role strategic initiatives play, we have yet to master it. So, why are we failing to bridge the gap between vision and action?

The 3 elements of success outlined by the study were **leadership buy-in, skilled implementation and a good fit between specific initiative and general strategy**. Unsuccessful cases were attributed to the absence of 2 key skills – **change management** and **project management** – and **effective resourcing**.

EFFECTIVE CHANGE MANAGEMENT ADDRESSES BOTH THE ORGANISATIONAL AND INDIVIDUAL TRANSITIONS

You have invested time and money in the latest project management software to address inconsistent quality in delivery, which impacts customer confidence and loyalty. The new software would address this by facilitating job scheduling,

CONT'D 

The Total Solution That Only FUJIFILM Can Deliver



ACUITY LED 1600

- ▶ Class-leading 20m²/hr (215 ft²/hr) high speed printing
- ▶ Low energy consumption from proprietary LED UV curing system
- ▶ Near photo quality images using Fujifilm Dimatix Q-class grey scale printheads with VersaDrop™ imaging
- ▶ 8 colors as standard - CMYKLcLm plus White and Clear
- ▶ Clear ink for a beautiful gloss
- ▶ Support for media up to 13mm thick, tables included for printing rigid media



ACUITY ADVANCE HS WIDE FORMAT INKJET PRINTER

- ▶ High Speed of up to 67m²/hr
- ▶ True stationary flatbed allows fullbleed printing on rigid substrates
- ▶ Variable dot imaging technology for superior print quality
- ▶ Up to 35% ink saving over 6-colour systems
- ▶ Near-photographic image quality
- ▶ Powerful UV curing system for higher printing speed
- ▶ Optional roll-to-roll module for true roll-to-roll capability



LUXEL THERMAL CTP

- ▶ Maximum quality for fine AM and second-generation FM screening
- ▶ Productivity up to 51 B1 plates per hour at 2400dpi
- ▶ Configuration options from manual, semi-auto and fully auto single and multi-cassette
- ▶ Available in B1 & B2 size

FUJIFILM XMF WORKFLOW

- ▶ Cross-media capability for offset and digital presses
- ▶ Pure PDF workflow for maximum performance and fidelity
- ▶ Native JDF architecture for maximum flexibility
- ▶ Imposition Inside for productivity and accuracy
- ▶ Intelligent automation to maximise quality and throughput
- ▶ Automated image enhancement and quality control



Other consumables available:



CTP & PS Plate



Recording & PCB Film



DSC Pressroom Chemical

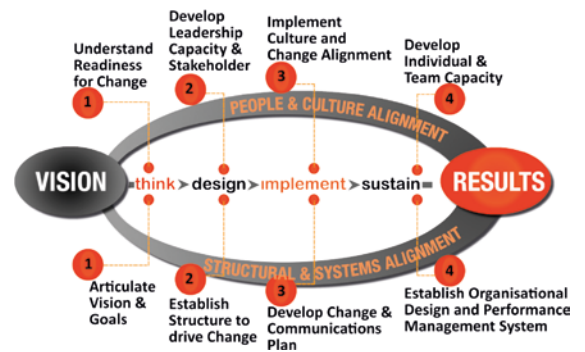
project tracking and managing print resources. You trained your people on how to use the software and you wait for the business improvements you expect – higher level of productivity, improved quality, and perhaps even employees who are less stressed. However, months later, people are still working the ‘old’ way. Does this sound familiar?

Acquiring and implementing the right hardware is just one part of the challenge; and one which the majority

of organisations focus on because it is often structured, easily manipulated to meet the organisation’s needs and hence predictable. Where most organisations fail is in understanding and addressing the people aspect of change; implementing change is akin to ***asking your people to change the only way of work they know of.***

We advocate the 8 best

practice elements of change management from both the angles of People and Culture as well as Structural and Systems:



In the following case study, we outline a client’s critical initial steps in introducing a culture change within the organisation.

CASE STUDY

Business Challenge: A client was facing what most organisations are facing now - difficulty in attracting talent, declining customer confidence and loyalty, inconsistent quality in delivery, lowered revenues and margins from intense competition, and an entrenched culture that conflicts with the organisation’s vision and strategy.

As a result of a strategic planning workshop, the leadership team recognized that their strategic objectives were not met due to cultural and organisational misalignment. The key steps in the organisation’s culture transformation journey are:

Step 1 – Engage key stakeholders to articulate case for change and align vision & goals: The Managing Director (MD) knew that for change to be successful, the leadership team had to be convinced of the change. The burning platform (“Case for Change”) was articulated to create the urgency for change and how the path of change would yield benefits (What’s in it for me?) for each stakeholder. Thereafter, the leadership team set a vision and identified clear outcomes to measure the success of the culture transformation initiative. The key outcomes are: improvement in employee engagement, retention, and higher customer loyalty.

Step 2 – Understand current state and readiness for change: Qualitative and quantitative evidence were gathered, through an organisation-wide culture survey and staff engagement sessions to understand key issues and the readiness for change. This process fulfilled the emotional aspects of change – staff felt highly engaged.

Step 3 - Establish the structure to drive Change: A key aspect of this step is to assemble a task force to drive Change. To establish organization-wide engagement and ownership, the team of “Change Agents”, were selected from all functions and levels. These “agents” were identified based on the following criteria - they have a positive attitude, are influential within their functional team, and demonstrate a strong willingness to change. They were empowered and given the responsibility to shape the Change Strategy through these key activities: i) continue to engage the rest of the organisation, ii) develop a plan for change (supported by top management) and, iii) take ownership of the change initiatives.

Through these first key steps, the MD was able to identify the requirements for change, align his leaders, assign sufficient resources, and develop a change structure to form the foundation of the transformation journey.

In Part 2 of this Change Management Series, we will be outlining the next critical step towards a successful and sustainable change – Develop Leadership Capacity & Stakeholder.

Say yes to more possibilities



The new range of HP Indigo digital presses allow you to do a whole lot more digitally. Featuring the HP Indigo 5600, 7600 and 10000, this new line up is faster, smarter and more profitable. And with proven Indigo quality, it can deliver the true look and feel of offset for an even wider range of jobs. So now you can say yes to more.

Find out more at hp.com/go/indigo or contact Wong Kah Heen at [+65 9844 8602](tel:+6598448602) or kh.wong@acacia-it.com
Visit us at www.acacia-digital.com for more digital print solutions.

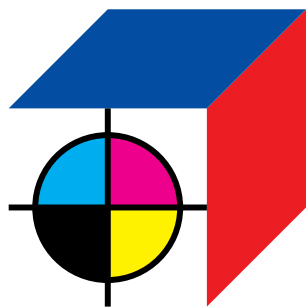


HP Indigo 10000 Digital Press



DELIVERING BETTER BUSINESS BEYOND BORDERS AT PACK PRINT INTERNATIONAL 2015

FOCAL POINT FOR INDUSTRY PLAYERS TO MEET AND LEVERAGE ON SOUTHEAST ASIA'S ABUNDANT MARKET OPPORTUNITIES



**PACK PRINT
INTERNATIONAL**

5th International
Packaging and Printing
Exhibition for Asia

The 5th International Packaging and Printing Exhibition for Asia (**PACK PRINT INTERNATIONAL 2015**), jointly organized by Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association is gearing up to once again offer the regional marketplace an excellent sourcing and buying platform.

Companies who have committed to share their industry knowledge and expertise at the upcoming show edition include HEWLETT-PACKARD ASIA PACIFIC, FUJI XEROX, FERROSTAAL, RISO, ROTOMETRICS, VT GRAPHIC, HEIDELBERG GRAPHICS, KOENIG & BAUER GROUP and DUBUIT FAR EAST.

As Southeast Asia's No. 1 trade show for the printing and

packaging sectors, **PACK PRINT INTERNATIONAL 2015** will bring to the show floor at **BITEC, Bangkok, Thailand** a multifaceted exhibition showcase from **26 to 29 August 2015**. Driven by the world's leading trade shows – drupa and interpack, exhibitors and visitors can look forward to a vibrant mix of onsite activities, including display of latest machineries, seminars, live product demonstrations and a host of networking opportunities from across the world to match the current trends and demands of the dynamic Southeast Asian markets.

ECONOMIC VS INDUSTRY OUTLOOK

Packaging and printing industries are set for greater heights with robust growth opportunities expected in the Southeast Asia region – particularly so with the establishment of the ASEAN Economic Community (AEC) in 2015 – which will transform Southeast Asia into a region with free movement of goods, services, investment, skilled labour, and freer flow of capital.

Emphasising this, Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, shared that “with the launch of AEC this year, businesses within the region can look towards further growth prospects. **PACK PRINT INTERNATIONAL 2015** – a trade fair for the industry by the industry thus provides a timely, converging platform for industry players to meet and take advantage of the rising business opportunities and needs. Its value-for-demand staging and strong drawing power of the who's who of the industry from all over the world to engage, network, and drive sales growth, is the winning formula behind every successful edition of **PACK PRINT INTERNATIONAL**.”

Worldwide market outlook for both the packaging and printing industries is set to shine too. According to the Future of Global Printing to 2018 report, global printing industry is expected to reach \$980 billion by 2018, with growth driven mainly by packaging and labels. Another trend observed is the shift in print technology used – in 2008, digital printing accounted for just 18.5% of the offset market in value terms, but by 2018, it is forecasted that digital printing will make up almost 50% of the global offset sector.

The global packaging market on the other hand is projected to welcome bullish sales receipts of \$975 billion by 2018, with sales of packaging largely concentrated in Asia. By 2018, segmentation of the market is expected to change and Asia is predicted to represent over 40% of global demand for packaging.

In line with these projections, Mr Chaivudhi Pungthong, President of The Thai Packaging Association, shared that “exports of packaging materials – primarily film, plastic and printed materials – could hit 100 billion baht with the implementation of the Asean Economic Community (AEC) this year.” He went on to comment that, “despite political challenges, the packaging industry will continue to grow because the industry is tied to the production of consumer goods which have increased substantially due to higher disposable income and affluence amongst the Thai population.”

Echoing Mr Chaivudhi's thoughts is Ms Pimnara Jiranihitnong, President of The Thai Printing Association, who pointed out that “Thailand has an industry representation of over 5,500 local printing and publishing houses, which attests to its strong market demand and potential. With the experience and skillsets earned, global players can strike up partnerships with local companies to more efficiently fulfill industry demands in offset, 3D and digital printing, in turn gaining a larger foothold in Asia's thriving printing market.”

HUB FOR PACKING AND PRINTING INDUSTRY PLAYERS ACROSS ASIA

Following the show's successful staging in 2013 that attracted 202 exhibitors and 16,833 visitors over four show days, PACK PRINT INTERNATIONAL 2015 is set to congregate the largest

number of exhibitors ever spanning the nearly 15,000 square metres (sqm) of show space.

Together, visitors from the printing and packaging arenas can look forward to a broad yet relevant display of cutting-edge machinery, equipment, technology and solutions serving the entire packaging and printing supply chain:

- Prepress and premedia
- Printing machinery, appliances and accessories
- Book binding and print finishing
- Paper converting including packaging production
- Packaging machines, equipment, accessories and appliances
- Packaging materials, means and aids
- Services for the packaging and printing industries

Adding more depth to PACK PRINT INTERNATIONAL 2015, a series of forums, seminars and workshops on recent developments and highlights from the areas of packaging and printing have been lined up to complement this world-class exhibition.

CONCURRENT EVENT

Co-locating with PACK PRINT INTERNATIONAL 2015 is T-PLAS 2015 – International Trade Fair for the Plastics and Rubber Industries.

Strategically positioned in Southeast Asia's largest plastics processing industry, T-PLAS enhances its regional focus and provides an international outlook of the abundant strategic opportunities available for participating companies to springboard into the regional plastics and rubber markets.

Targeting over 6,500 quality trade visitors, T-PLAS is set to deliver a highly relevant platform that will feature a full spectrum of solutions, including the latest machinery and equipment, semi-finished products, technical parts and reinforced plastics, raw materials to services for the plastics and rubber sectors.

For more information on PACK PRINT INTERNATIONAL 2015 and T-PLAS 2015, please visit:

www.packprint.de / www.tplas.com

THREE EASY WAYS TO IMPROVE SALES

BY: TODD LENHART

Everyone appreciates quick and easy-to-implement ways to improve sales for you or your organization? Here are three ways to improve the sales process:

PREPARE, PREPARE, PREPARE

While it isn't sexy, the importance of preparation can't be overstated. It remains true that those who are best prepared produce the best results. Even Abraham Lincoln once said, "Give me six hours to chop down a tree, and I will spend the first four sharpening the axe."

So what does preparation mean, exactly? Preparation is more than just research. While some salespeople equate preparation with research, it goes beyond simply Googling the prospect. Research is important, but it's how you apply the research to the preparation process that really makes the difference. Just doing the research isn't going to make you more effective. It's how you structure that preparation and transfer the information into executing a meeting or call that matters.

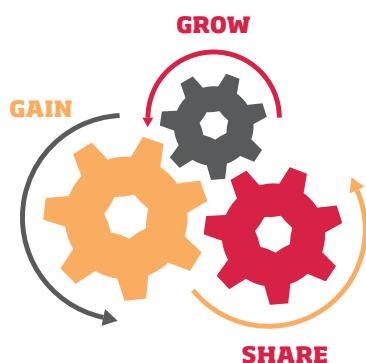
CONT'D 



GROW GAIN SHARE

DOING IT WITH IGP

WHAT IS IGP?



The Inclusive Growth Programme (IGP) was launched by the Labour Movement in 2010 to catalyse industry re-development, promote inclusive growth and to ensure sharing of productivity gains with workers through higher wages.

The \$100 million programme is administered by the National Trades Union Congress' e2i (Employment and Employability Institute), in partnership with Government agencies, participating companies and the Labour Movement's network of unions.

The IGP is funded through the National Productivity Fund, to redesign jobs, intensify use of equipment and technology, as well as to promote best sourcing initiatives.

GROW GAIN SHARE



GROW YOUR BUSINESS WITH IGP

Drive productivity through enhancing your operations

- **Automate and purchase equipment as early adopters**
Stay competitive by automating your company processes.
- **Re-engineer or improve work processes**
Improve adaptability by having faster turnaround of new products.

Receive up to 50% funding for the deployment of technology and equipment when your company embarks on productivity projects.



GAIN A Foothold IN THE MARKET

With higher productivity and better skilled workers, operations become more efficient, a company is able to produce better quality products and services, and has greater flexibility to adapt and respond to market conditions.

Receive up to 90% funding when you send your workers for training relevant to productivity improvement.



SHARE THE RESULTS

Boost efficiency when you equip your workers with relevant skill sets

- **Help them acquire new skills, upgrade skills and be multi-skilled**
Motivate your workers with better skills and benefits. Get a highly-skilled and productive workforce in your company.
- **Share gains through higher wages**
Share gains through higher wages and performance incentives. When job value is increased and job satisfaction is high, it will be easier to retain staff.

CASE STUDY



Company A

Company A started its business in 1986, and over the years it has evolved into a one-stop manufacturing and engineering solution for precision machining, surface finishing for large scale parts and frames.

Challenges Faced by the Company

- To capture bigger market share on large-scale component machining
- To improve productivity in handling of more complex and bigger-scale jobs from different customers
- Existing machines are unable to take up the more complex requirements due to limitations

IGP Solution Implemented

The company invested in an additional computer numerical control (CNC) machine, of size up to 8000mm x 5000mm x 4000mm, with more automated functions.

Productivity Improvements

- Set-up time reduced by more than 20%
- Product output time reduced by 25%
- Increase in new orders from existing and new customers

Workers' Benefits

18 local low-wage workers will receive:

- Annual increment of 8%
- Special productivity bonus of \$500
- Variable bonus of 1.5 months

GET STARTED NOW, GET IN TOUCH WITH e2i



e2i can help you identify areas that have potential for improvements to benefit both your business operations and workers.



Grant support is available to help companies get started and defray part of your productivity project cost.



For more information on the Inclusive Growth Programme, visit www.e2i.com.sg/IGP or email manufacturing@e2i.com.sg.

ABOUT e2i AS THE LEADING ORGANISATION TO CREATE SOLUTIONS FOR BETTER EMPLOYMENT AND EMPLOYABILITY, e2i EXISTS TO CREATE BETTER JOBS AND BETTER LIVES FOR WORKERS. WE HELP WORKERS THROUGH PROVIDING BETTER JOBS, DEVELOPING BETTER SKILLS THROUGH PROFESSIONAL DEVELOPMENT, AND IMPROVING PRODUCTIVITY FOR COMPANIES. AN INITIATIVE OF THE NATIONAL TRADES UNION CONGRESS (NTUC), SUPPORTED BY THE WORKFORCE DEVELOPMENT AGENCY (WDA), THE SINGAPORE LABOUR FOUNDATION (SLF), AND THE SINGAPORE NATIONAL EMPLOYERS' FEDERATION (SNEF), e2i SERVES ALL SEGMENTS OF WORKERS, FROM RANK AND FILE TO PROFESSIONALS, MANAGERS AND EXECUTIVES.

Learning to be more precise and systematic when preparing helps salespeople to be more confident. There are different ways to enhance preparation. One example is having a checklist, which might include elements such as:

- **Deal comparables: What's in your favor, and what's against you?**
- **Interests: What's in it for you, and what's in it for them?**
- **Options/alternatives: Document your highest goal for a meeting or negotiation, including what your walkaway point might look like, if applicable.**

In addition, instead of just randomly gathering information, your efforts should be segmented and structured, which allows you to more effectively put together a strategy for the entire sale, next meeting or next call. Finally, the last stage of your preparation process should be drafting a script. Scripting is crucial, even if it's simply bullet points, to keeping you on target.

Organizations that implement a systematic preparation process ultimately are more precise and confident. Having a process helps capture best practices and get everyone on the sales team on the same page. It helps salespeople execute each action more efficiently and effectively. Perhaps the biggest benefit of putting a process in place is that it allows salespeople to be prepared in less time.

LISTEN MORE THAN YOU TALK

According to Epictetus, an ancient Greek philosopher, "We have two ears and one mouth so that we can listen twice as much as we speak." This is something that very few salespeople do. But how do you practice good listening?

Research has shown that a significant portion of us think we're good listeners, but when given tests, very few score well. As a matter of fact, salespeople actually hear what they listen for – a preconceived idea of what is going to be said – which means they're not practicing effective listening and are instead making assumptions.

Why don't we listen? Sometimes it's out of fear of what the other side might say. Or it may stem from thinking we already know what the other side is going to say.

The truth is, listening is an art, and we can build a mindset with a focus on listening. Many times, when salespeople are under pressure, they want to "talk their way out of it" or "talk the other side into it," when in reality the opposite should be the case. If you have a framework that forces you to be active in your listening, it can help you to position things more effectively when it's time for you to speak.

From simple details such as finding out what kind of day your prospect is having to understanding the in-depth pressures they may be under, active listening is the basis for gathering pertinent information that can be leveraged in your process. Going into a meeting with this mindset helps you be a better listener, and be better prepared to speak when the time comes.

AIM HIGH, BUT WITHIN REASON

Many times, salespeople make the mistake of negotiating with themselves before they even meet with the other side. They review the scenario in their heads and negotiate themselves down before they even speak with the prospect.

The goal is to always maximize the sale, but it can be difficult to make a big ask, which is often what it takes. The trick is to visualize or rehearse the sale so that when you get to the client or prospect, you can deliver the tough message with confidence. Don't start in a place that doesn't afford you the opportunity to get to where you need to be.

This is where preparation and scripting kick in. In order to make a big ask, you must have precedents to support it, alternatives to give you leverage, and a sense of their interests to personalize it. And, you must have practiced "the pitch" in order to deliver it with precision.

Todd Lenhart is president of SNI, a global provider of sales, negotiation and influence training and consulting.

Re-produced from salesandmarketing.com

Horizon

think **intelligent** automation

Horizon International Inc. was founded over 60 years ago in the time-honored and tradition-rich city of Kyoto, Japan.

Today, Horizon operates a world-class, ISO 9001 and 14001-certified factory in Biwako, Shiga, Japan, the largest facility in the world manufacturing products for the five major paper finishing operations; folding, collating, binding, stitching, and cutting.

Over 550 Horizon employees are dedicated to the design and manufacture of top-quality, highly-reliable finishing products.



The 140,000m² (1,555,000 sq.ft.) automated facility.



HORIZON CABS4000S

High Performance In-line Binding System

Features system automation for major setups, space efficiency and high productivity of up to 4,000 books/hour.



HORIZON AFC-746A

B1-Format Computerized Cross Folder

An accurate computer-controlled cross folder for maximum sheet width of 740mm (29.1").



HORIZON BOOKLET MAKER

VAC-1000 + SPF-200A + FC-200A

Air-Suction Collating, Stitching, Folding, Trimming System



HORIZON BQ-470

Perfect Book Binder

The Horizon BQ-470 Fully Automated, 4-Clamp Perfect Binder features an interchangeable glue tank for both EVA and PUR adhesives.

EXCLUSIVE DISTRIBUTOR

CYBER

... since 1976

Singapore: **Cyber Pte Ltd - CYBER CENTRE:** 16/18 Jalan Kilang Barat, Tel: (65) 6272 8936
Jalan Bukit Merah, Singapore (159358) Fax: (65) 6273 1167
Email: cyber@cyber1976.com Website: www.cyber.com.sg

Malaysia : **Cyber (M) Sdn Berhad CYBER CENTRE @ PJ:** No. 20B, Jalan 51A/223,
46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Tel: (60) 03 7955 1668 Fax: (60) 03 7955 1977

Australia

- Tel: (61) 2 9318 0099

Indonesia

- Tel: (62) 21 2555 8924

Malaysia (Johor) - Tel: (60) 7 598 0771/2

New Zealand - Tel: (64) 9 263 9970

Thailand - Tel: (66) 2 2675 1080-3

Vietnam - Tel: (84) 9 0938 9468

ZANDERS INSTALLS QUOTE & PRINT TO OPTIMISE BUSINESS PERFORMANCE



• Percetakan Zanders at Puchong

Percetakan Zanders has recently implemented Quote & Print Software, one of the largest ERP/MIS solutions for printers in Asia-Pacific. This implementation is one of the biggest in Malaysia, with the purchase of a fully integrated end-to end solution.

Over the years, Zanders has evolved into one of Malaysia's top-notch commercial printer, reputable for its superior print quality and turnaround times. To complement its existing strengths, Zanders went on to look for a reliable ERP/MIS solution to optimise individual operations through the collection of information in a central hub.

The ideal result is to facilitate the empowerment of its people and to streamline business functions within the company. That is when Zanders adopted Quote & Print Software.



Established for more than 30 years, Quote & Print Software has constantly been undergoing tremendous developments in order to keep itself up to date with current printing needs. Making this possible is the creator of Quote & Print, Dave Bell, who used to be a printer himself. Today, Dave is totally focused on developing an enhanced print management solution for the likes of Zanders in the printing industry. Hence printers who had seen Quote & Print will find it of great relevance to their business.

With this fully integrated system, Zanders now can better manage various business functions with just a single system. Employees have instant access to information generated from all the departments due to the automation of the entire printing workflow. This integration streamlined Zanders into a highly efficient and effective company.

Shanti Kumar, managing director of Australia-based Quote & Print said: "Zanders is a 21st century printer that keeps itself up to date with the latest printing trend. We went in to understand their needs and provided them with solutions on how to use Quote & Print to increase operational workflow and control.

Together with their colour management solution, ISO9001:2000 and ISO14001:2004 certification, they have indeed benchmarked themselves to international print standards."

With this perfect combination of dedicated staff, high tech machineries and ERP/MIS solution, Zanders continues to position itself as a first-class printer in Malaysia.



“Quote & Print has created a roadmap of guiding us into a reliable platform of our management information system (MIS). It gives us a complete value creation towards our customer base and provides the solution for us to stay ahead in this dynamic and challenging environment.”

Michael Phang
Managing Director
Percetakan Zanders Sdn Bhd





CANON GOES LIVE WITH ITS 500TH OCÉ COLORSTREAM TO AID CAMBRIDGE ASSESSMENT'S TRANSITION TO INKJET

Canon announces that Cambridge Assessment, the organisation responsible for operating and managing Cambridge University's three exam boards, has invested in two Océ ColorStream 3700 high-speed, continuous feed, inkjet printers.

This marks Canon's 500th installation of the Océ ColorStream worldwide. It also marks the beginning of Cambridge Assessment's transition to inkjet as it looks to future proof the business, achieve optimal productivity and cater for ever increasing print volumes.

Kate Barnett, Group Director of Operations, Cambridge Assessment says "We print examination materials for educational institutions around the world that carry the Cambridge University hallmark, therefore quality is something we cannot afford to compromise on.

For us inkjet is the future, so when we look at which technology will offer our business longevity and flexibility, while allowing for the exceptional quality and consistency that our customers expect, the Océ ColorStream from Canon ticks boxes all round. When you consider that a simple speck of ink out of place on an exam paper could be misconstrued as a decimal point – potentially affecting a candidate's response to a question – the importance of quality and consistency becomes abundantly clear; there is no margin for error in our area of business."

Although Cambridge Assessment will initially run the ColorStream 3700 machines in monochrome only, an integral part of the decision to purchase the technology was the flexibility to upgrade to a full colour capability in the future if required.

Both machines commenced operations in January 2015 under a recently renewed contract with Canon Business Services (CBS), a relationship that originally commenced in March 2009.

Cambridge Assessment currently operates three Océ ColorStream 9000 toner based printers which it anticipates phasing out as the new machines take up the print volumes.

Kate Barnett says "Traditionally, exam papers have been printed in black and white, and elements such as colour maps and diagrams are included as separate documents and inserted. Should there be a critical mass in future for colour elements to adopt a similar specification to the exam paper, we have the ability to cater for this demand easily. We see a further benefit of the new machines being the ease of transition between different booklet paginations, which will consequently afford increased uptime of the printers. It will also enable us to meet tighter turnaround times, which can help to reduce wastage. With the ColorStream 3700 we will have the ability to monitor quality assurance through web inspection. This is something we have not previously been able to do, but that will undoubtedly add further reassurance that consistency is solid."

Canon

Delighting You Always

Nouvel

Fancy Coated Paper

There was a well-known saying: "Paper is the life of design". Paper and design are inseparable as paper is the basic carrier that delivers the original manifestation of design. Dot, line and surface are the fundamental elements of printing. The grand launch of Nouvel introduces an outstanding product which presents unique colors, natural texture, lines and distinctive character of the design. Nouvel adds value to designers' concept as it provides perfect unity between paper and design. The high-quality printings elevate the ideas to a higher level that reflects the natural, soft, fresh, and elegance of oriental charm.

Characteristics:

- ◆ Lightly coated
- ◆ Soft and elegant shade
- ◆ Natural, unique, tender texture
- ◆ Excellent ink absorption & printing quality
- ◆ Vivid & rich prints
- ◆ Environmental friendly and reduce eye fatigue

Application:

- ◆ Fashion magazines, children's pictures, photography, real estate brochure, corporate brochure, government outreach books, art gallery catalogue.

Color:

- ◆ Super Ivory / Ultra white

Grammage:

- ◆ 90-240g/m²



TSPRINT
PAPER DIVISION

69 Loyang Drive Singapore 508958

For inquiry:

Andrew Tan : 9815 9816

Lilian Tan : 9692 1323

Colin Goh : 9695 2680

Gold Hua Sheng Paper(Suzhou Industrial Park)CO.,Ltd.

Add: No.2 Jinsheng Road, Shengpu, Suzhou,Industrial Park, Jiangsu, P.R.China

Tel: +86-512-62835178 Fax: +86-512-62832076

E-mail: jaimiechang_ghs@app.com.cn

800Toll-free hot-line: +86-8008282009

Website: <http://www.goldhs.com.cn>



MULLER MARTINI INSERTING SYSTEM FOR MAGAZINES TOO:

THE FLEXLINER GETS A NEW OPENING METHOD FOR MAGAZINE INSERTS

Even products without a low folio lap can now be easily opened and processed using the FlexLiner inserting system. That extends the range of applications of the FlexLiner and the processing options in the mailroom.

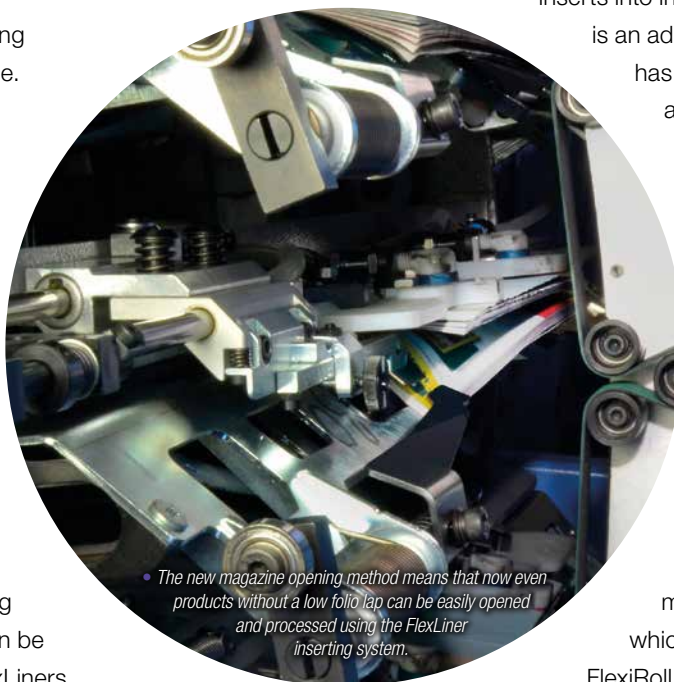
Muller Martini's FlexLiner inserting system is now even more flexible. It can now also open products without a low folio lap or high folio lap. Products trimmed on three sides and products in the tabloid format, such as magazines or municipal gazettes, are gently opened in the center using a blade-like slide and prepared for the inserting process. The inserts are then inserted without any loss in performance. Magazine opening is available as an option and can be easily retrofitted on existing FlexLiners.

FLEXIBLE USES

Newspapers have not been the only products to be finished in the mailroom for some time now. Direct-mailing companies also use the FlexLiner inserting system from Muller Martini to

put together mail shots. Carrier products, whether they are covers or tabloid products, are opened using a sucker unit or low folio lap unit, and the gathered inserts are reliably inserted.

The FlexLiner is also used with suction opening to place inserts into inserts at high production speeds. This is an additional attractive business model that has proven itself in the market and now accounts for around 5 to 10 percent of insert volume.



NEW PRODUCT CONFIGURATION OPTIONS

With FlexFeed selective main product feeding, customers have entirely new opportunities to set themselves apart from the competition with the FlexLiner. The main sections can be fed selectively to the inserting machine via up to five feeding stations, which can be loaded manually from the FlexiRoll buffer system or directly from the printing press. Alternatively, up to four inserts can be positioned on the front or back page of a main section as FlexAds (onserting). In addition, an insert can be affixed to the front or back page of a main section as an AddOn. In that prominent position, every FlexAd stands out from the crowd.

MÜLLER MARTINI



Fit for future markets.

Stand out from the competition and gain access to new markets.

The digital printing market is developing at a rapid pace and is opening up new vistas. With the finishing systems for offset and digital printing from Muller Martini you can stand out in your market and be provided with new business models. Our hybrid systems prepare you for tomorrow's markets and impress your current clients with their efficiency and flexibility.

Muller Martini – your strong partner.



FOUR KBA RAPIDA PRESSES FOR TECKWAH GROUP IN SINGAPORE

BEST PEOPLE, BEST SOLUTIONS

As its motto goes – “Best People, Best Solutions”, Teckwah Group along with KBA, two leading companies in the printing industry, worked closely together to develop the best-in-class solutions for Teckwah’s regional headquarters in Singapore. Again Teckwah Industrial Corporation Ltd (Teckwah) installed two state-of-the-art KBA Rapidas in the B1 format at its new regional headquarters - Pixel Red, after two Rapidas were commissioned the previous year.

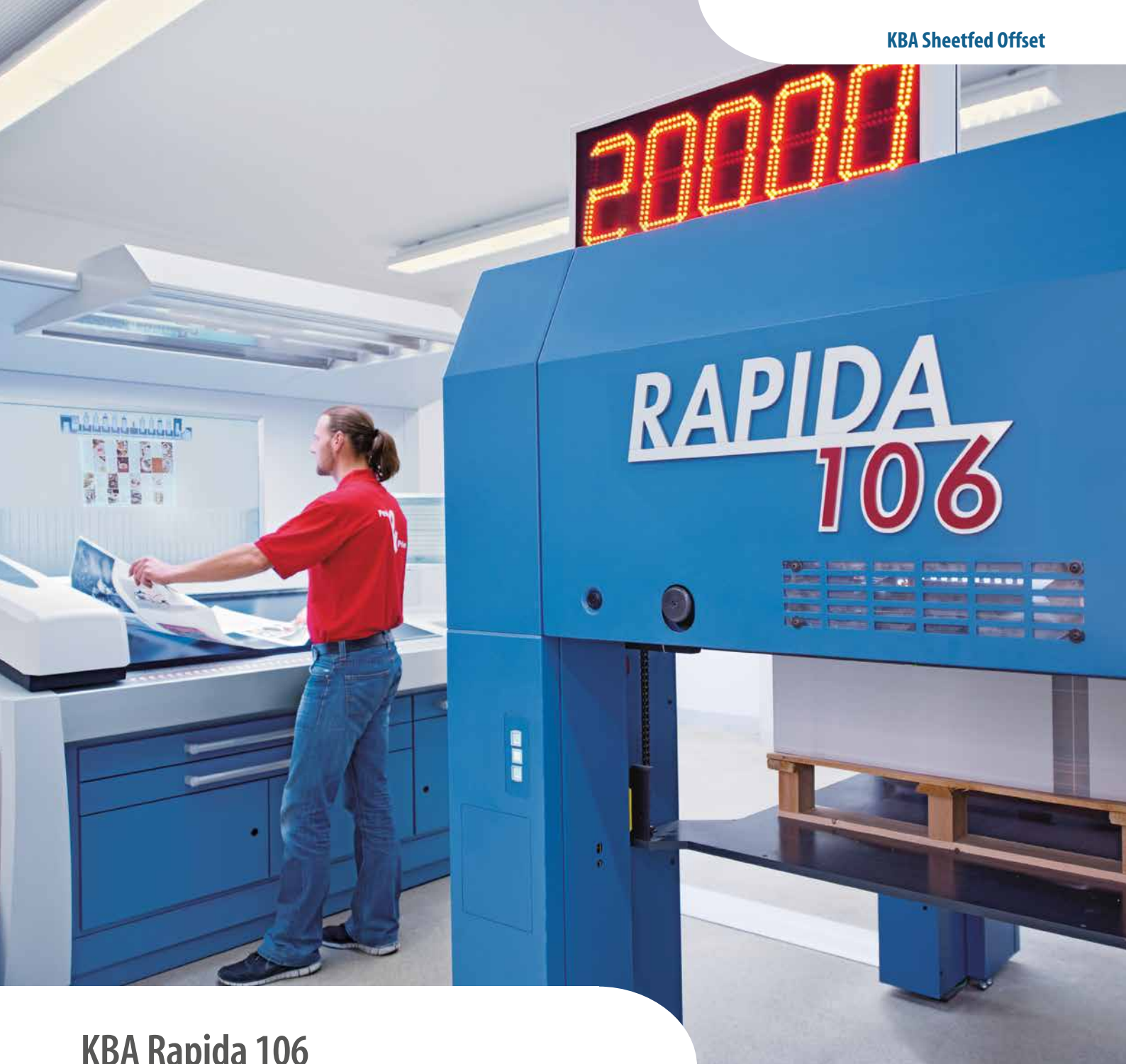
PIXEL RED – TECKWAH’S PRINT MEDIA HUB



• Teckwah's Print Media Hub – the Pixel Red

Teckwah recently welcomed two brand new Rapidas at its new Print Media Hub - Pixel Red, which serves as Teckwah's high value technology-driven output centre for new markets such as packaging design, prototyping and testing as well as digital data management. This modern and architecturally distinctive Pixel Red complex is aimed to attract other print media businesses and related industries that will complement each other to create an eco-system of print related services within one location.

A six-colour KBA Rapida 105 with coater was installed in Pixel Red early June, followed by a KBA Rapida 106 four-colour perfecting press with coater in July. Both presses are equipped with state-of-the-art technology along with highest automation. The two new Rapidas are connected to KBA's Logotronic production management system and the KBA supported MIS Optimus Dash to further increase



KBA Rapida 106

World champion in medium format

Capable of printing fifteen 500-sheet jobs per hour, the Rapida 106 has been the world makeready champion since Drupa 2008. Now it has broken the records for speed and length as well. Its output of 20,000sph in straight printing or 18,000sph in perfecting mode, and configurations of up to 19 printing and finishing units, are virtually unrivalled. While simultaneous processes that include automatic changes of coating forms and anilox rollers have trimmed costly down times. So drop by and test the medium-format world champion for yourself.



KBA Koenig & Bauer AG (Asia Pacific) Sdn. Bhd.
+60 3 788 588-60, KBA@KBAasiapacific.com
KBA Asia Pacific (Singapore Branch)
+65 6562 8582, ssegger@KBAasiapacific.com
www.kba.com

 **KBA**
People & Print



• Cutting-edge Technology Installed for Top Performance at Pixel Red – Teckwah Group's New Print Media Hub in Singapore

performance, flexibility and economic efficiency for Teckwah. “The project was completed within a very tight time frame.

When Teckwah shifted into the new Pixel Red building, we needed to ensure that the production will not be interrupted. Together with Teckwah, we worked out a plan and everything was spot-on”, said Stefan Segger, Managing Director of KBA Asia Pacific. “We knew that it was a major investment for Teckwah to move into Pixel Red, meanwhile it is surely the right move to also invest in new technology in order to be successful in a very competitive print market”, he added.

Over the past two years, Teckwah has invested substantially into its print related business. “These investments

were necessary for the sustained and continuous growth of our business and to keep pace with customers’ constant demand for faster, better and more cost effective services as well as cutting-edge solutions. Our trust in technology from KBA has never been disappointing. Increasing automation helps us to achieve higher levels of productivity and further increases in efficiency. We are confident that the new technology will continue to help us in our growth”, said Thomas Chua Kee Seng, Chairman and Managing Director of Teckwah Group.

ABOUT TECKWAH INDUSTRIAL CORPORATION LTD.

Since its inception in 1968, Teckwah has evolved from a producer of plain paper boxes to a group of

companies today offering integrated visual communications and marketing solutions. Teckwah provides flexible interchangeable supply chain solutions – delivery of 1 to millions with full life-cycle management from print/packaging/fulfilment/reverse and spare parts logistics/asset recovery and recycling - a single destination for brands looking for integrated solutions.

With facilities in Singapore, Malaysia, Indonesia, China, Japan, Taiwan, Thailand, Philippines, India and Australia, and a global network of 96 locations, Teckwah offers the most advanced, relevant and sustainable solutions for global brands across sectors including, pharmaceutical, lifestyle electronics, food & beverage and technology.

APP MAKES PROGRESS IN FOREST CONSERVATION POLICY IMPLEMENTATION

On February 5th 2013, Asia Pulp & Paper (APP) launched its Forest Conservation Policy (FCP). This policy, which set a new standard for Zero Deforestation in the pulp and paper industry, included a moratorium of all natural forest clearance by suppliers, and the commencement of High Conservation Value and High Carbon Stock assessments to identify natural forest for protection.

With these commitments, along with other commitments on peatland protection and social engagement, APP hopes to become recognised as a global leader in sustainability within the pulp & paper industry. Recognition of the measures the company has started to occur, as was shown last year when

the company was invited to sign the New York Declaration on Forests during the United Nations Climate Summit in September 2014. APP was the only pulp and paper company in the world to become a signatory of this declaration.

Over two years since the FCP was launched, APP remains committed to Zero Deforestation and is constantly seeking ways to overcome the challenges associated with implementing the FCP. To help with this, APP engaged with the Rainforest Alliance, a credible international organisation to independently evaluate its progress against the FCP. The Rainforest Alliance was engaged in order to verify that APP was making progress and identify areas

for improvement as well as to provide an independent perspective of the work and to ensure greater transparency .

On the two year anniversary of the FCP, on February 5th 2015, Rainforest Alliance published its evaluation report. The evaluation report, which assessed the period between 5 February 2013 and 15 August 2014, provided a view of the company's progress towards meeting each of the FCP's four policy areas, as well as additional public statements relevant to the FCP. The evaluation concluded that APP has made moderate progress towards meeting its commitments.

Aida Greenbury, APP's Managing Director for Sustainability said:

"The FCP is an unprecedented initiative – developed by APP, TFT and Greenpeace – to define a new standard and a new business model for achieving Zero Deforestation in the supply chain. We're pleased that the Rainforest Alliance has recognised the progress we are making. We believe Rainforest Alliance's report shows that our efforts to achieve Zero Deforestation are on the right track."



• (From left to right) Aida Greenbury, APP Managing Director Sustainability; Brendan May, Chairman of Robertsbridge Group; and Richard Donovan, Vice President of Forestry, Rainforest Alliance, during APP's Forest Conservation Policy 2-Year Anniversary event, where Rainforest Alliance published its evaluation report on FCP progress."



CHALLENGES FOR THE PRINTING INDUSTRY GLOBALLY IN 2015: WHAT IS AFFECTING THE DEMAND IN PRINTING?

ECONOMY, TECHNOLOGY AND MANAGEMENT OF CHANGE!

- **There are a number of important factors affecting demand for printing globally. These include:**
 - **Trends in consumer spending**
 - **The state of the global economy**
 - **New technology and the speed of change**
 - **Changing customer expectations**
 - **Globalisation**
 - **Environmental concerns**

One of the most important factors affecting demand for printing is a trend in consumer spending (rapid increase in internet shopping and a rapid decline in high street retail shopping). Indeed, this factor affects demand in a number of significant ways. Levels of disposable income and consumer spending have a direct impact on the amount of money companies invest in advertising, impacting a range of printing markets from advertising literature, catalogues and direct mail through to the number of pages - magazines and newspapers. There is a vast increase in website retailing/advertising with 'no' printing involved!

The more people are spending, the more companies spend on advertising (rapid increase in electronic advertising), resulting in an increase in demand for digital printing/electronic POS. But, people are spending less rapidly, month by month so far in 2014 globally and this will continue in 2015 and beyond. Also, there is a major switch to Document/Print Management Programmes by corporate organisations with hard and soft documents. Consumer services companies are suffering a massive loss of

sales, profits and confidence that will intensify fears that households are cutting their spending budgets across the board. A large range of services in the entertainment, catering, leisure and travel industries said sales had stagnated over the past three months. The worst fall was among personal and leisure services companies.

We must bear in mind that retail sales make up 40%+ of total consumer spending, with the rest going on cars and services of which are being hit with decline. Therefore, manufacturers are struggling in the face of softer demand.

Furthermore, trends in the way in which people spend their money are also important in terms of generating demand for printing. For example, the increasing number of both elderly people and people under the age of 30 has meant that there is more spending on leisure activities. This results in increased demand for the printing of items such as tickets and programmes for venues. On demand printing by Digital operations is increasing due to rapid turnarounds and personalisation.

The economy also impacts on the printing industry in a number of other ways. Adverse economic conditions result in companies cutting back on advertising expenditure, as well as food manufacturers cutting back on packaging costs. This will have a negative impact on the printing industry, resulting in fewer orders, and more basic work. Also, the import of printed products into the UK/Europe/USA is increasing day by day due to lower costs from other countries.

The strength of currency in each country has had a considerable impact on the demand for printing globally, this is why the Asia countries can be more competitive. Plus, when the UK as a strong pound, coupled with the weak Euro has/can enabled European companies to win valuable print jobs.

The development of new technology continuously and the rapid speed of change has had an important impact on demand, and will continue to play a major role throughout the this and the next decade.

The world - wide - web, in particular is regarded by trade sources as an important factor generating demand for digital printing in many areas. Also, the vast developments in new technology have resulted in changing customer expectations. As printers are able to produce printed material faster, more cheaply and more efficiently, customers expect a better product and service. The customer will continue to 'demand innovative' ways of being efficient and cost effective, this can be achieved by a 'Solutions/Print Management Service' programme. This service is lead by experts with close customer relationships that keep supplier and customer working together in harmony.

The printing industry is a major sector globally. It is affected by a number of key issues. These issues are also world-wide concerns.

The principal issues are;

- **Over- capacity worldwide**
- **Economy**
- **Rising Costs (materials/energy)**
- **New Technology and the speed of change**
- **The Environment**
- **Postal Deregulation**

These factors have had and will continue to be very important on the development of the industry. In the immediate/medium term there will a reduced print manufacturing availability due to mergers/alliances and companies 'going out of business' globally!

CONT'D 



OVER-CAPACITY

As a result of the fragmented nature of the printing sector in the developed countries globally, the industry has been affected 'big-time' by surplus capacity. This excess capacity has increased over the last few years, despite continued retrenchment of employment, closures and failures among small, medium and large sized companies in the UK, Europe and the USA. Also, the starting up of new print manufacturers in China, the Middle East and the 'new' European countries. The investments in the 'new print manufacturers' (mainly digital) are exceptional high, due to low 'overheads' and a higher return in a global trading environment. These investments in foreign manufacturers will impact on the UK /European and USA 'big time', companies/people need to wake up to very skilled and experienced people of all ages from these countries. Many UK personnel work for these foreign manufacturers who are highly skilled and experienced.

The printing industry is currently believed that over capacity in the UK/Europe/USA printing industries runs at approximately 40% +, affecting every sector. The effect of this over capacity has been substantial pressure on margins, forcing companies to look for alternative ways to increase profits, through moving into different or niche sectors or looking for these new sectors by mergers with other synergy companies.

Again, this has led printers to strive for efficiency through cutting costs, resulting in redundancies and cuts in other business activities. But, utilisation of both expensive equipment and people are the major criteria.

ECONOMY

The economy is an extremely important factor for the printing industry in a number of ways.

- **Economic conditions have a significant impact on investment.**
- **Affects not only expenditure on advertising but on all printed material.**
- **Levels of disposable income have impact on 'commercial'/'traditional' printing.**
- **Small changes in the economy globally have a significant effect.**

- **Rising costs erode margins.**
- **Strength of Currencies globally**

The biggest factor pulling down economic growth will be the 'high street', with consumer spending growth down (no growth) this year. Plus, the switch from retail shopping to internet shopping that is in rapid growth year-on-year. This will mean less demand for printed products which will then impact on printing generally on traditional and digital printed material. There is a growth in electronic POS material which brings innovation to the retail shopping arena!

The future in *printing* is to 'wake-up' to the facts;

RISING COSTS

- **Rising raw material costs.**
- **Paper mills facing 'untenable pressure'.**
- **Increasing customer requirements/demands.**
- **A move from paper to printing on synthetic substrates.**

NEW TECHNOLOGY

The rapid development of new technology in the printing industry is one of the most important issues impacting on the global printing industry. New developments in improving productivity and efficiency as well as enabling printers to create new products for the customer have enabled many companies to forge ahead of their competitors.

- **Digital printing is the most important development since Litho. Digital presses have been available since 1995, so the technology is no longer in its infancy. The Digital market is expanding rapidly as more companies are seeing the advantages of Digital in terms of increased productivity and lower costs. Digital is taking market share from conventional printing by cost savings being a major key factor.**
- **The development of waterless printing has also been important, but not as important as Digital in terms of reducing overall cost.**
- **Another impact on saving costs is single fluid ink.**
- **Other developments designed to increase productivity and cost effectiveness include the creation of new types of paper.**

- **The development of print portals has enabled printers to bid for jobs on-line and allowed print buyers to deal direct via their web-site worldwide. This has increased productivity and efficiency in terms of time management.**

THE ENVIRONMENT

Key factors to impact on the printing industry.

- **Legislation-Global Directive on Packaging Waste/Waste Strategy.**
- **The Climate Charge Levy-new energy tax on business.**
- **Energy and fuel costs will increase by more than 20% + annually.**
- **ISO 14001 certification benefits-lower costs by using less energy and economic incentives such as taxes, charges and trade permits.**

THE FUTURE KEYS TO SUCCESS IN PRINTING

The future in printing is about offering 'solutions' to customers by operating a Document/Print/Solutions Management/Workflow Solutions Programme and methodically looking at how you manage your business with the 'right' people. Take on board a Non-Executive Director of many years experience and skills, training programmes, business models, skilled and experienced people of any age, because that is what most of the world are investing into, by making their organisations successful by investing into people, business models, technology and managing the management of change. Also, keeping a close eye on the speed of change, that will affect your business.

Building very close working relationships with your customers by supplying their needs, knowing your customers strategy, looking at innovation and at all times looking at the rapidly changing world so you and your customers stay in business successfully. Fresh thinking requires a vision to see beyond the conventional. When you combine excellent quality with outstanding value for money you will begin to realise the full potential of creative and well presented business solutions. Together, the sky's the limit. Have passion to learn and let the knowledge help you to be successful in life.

In 2015, organisations will be obliged to constantly reinvent themselves. The effective leader understands that instilling leadership traits in others is an essential part of making that reinvention successful. Now go and be successful!

RE-PRODUCED FROM MINDTOOLS.COM - ABOUT THE AUTHOR COLIN THOMPSON

Colin is a former successful Managing Director of Transactional/Document Manufacturing Plants, Document Management/Workflow Solutions companies and other organisations, former Group Chairman of the Academy for Chief Executives, Non-Executive Director, Mentor - RFU Leadership Academy, Mentor - Coventry University, Mentor - The Chartered Institute of Personnel and Development, author/writer Business Advice Section for IPEX, Graphic Display World, NewsUSA, GraphicStart, many others globally, helping companies raise their 'bottom-line' and 'increase cash flow'. Plus, helping individuals to be successful in business and life in general. Author of several publications, research reports, guides, business and educational models on CD-ROM/Software/PDF and over 2000 articles and 35 books published on business and educational subjects worldwide. Plus, International Speaker/Visiting University Professor.

Colin Thompson

Strategist | Mentor | Speaker | Author
Managing Partner - Cavendish

DL: + 44 (0) 121 247 4589

Mobile: 07831 588310

Main T: + 44 (0) 121 244 1802

email:colin@cavendish-mr.org.uk

Skype:colin.thompson384

<http://www.cavendish-mr.org.uk>

<http://www.colinthompson.org.uk>

10

COMMON LEADERSHIP AND MANAGEMENT MISTAKES - AVOIDING UNIVERSAL PITFALLS

Experience is the name every one gives to their mistakes.

OSCAR WILDE

It's often said that mistakes provide great learning opportunities. However, it's much better not to make mistakes in the first place!

In this article, we're looking at 10 of the most common leadership and management errors, and highlighting what you can do to avoid them. If you can learn about these here, rather than through experience, you'll save yourself a lot of trouble!

1. NOT PROVIDING FEEDBACK

Sarah is a talented sales representative, but she has a habit of answering the phone in an unprofessional manner. Her boss is aware of this, but he's waiting for her performance review to tell her where she's going wrong. Unfortunately, until she's been alerted to the problem, she'll continue putting off potential customers.

According to 1,400 executives polled by The Ken Blanchard Companies, failing to provide feedback is the most common mistake that leaders make. When you don't provide prompt feedback to your people, you're depriving them of the opportunity to improve their performance.

To avoid this mistake, learn how to provide regular **feedback** to your team. (You can use our Bite-Sized Training session on **Giving Feedback** to gain an in-depth understanding of feedback, and to learn how to provide it effectively.)

2. NOT MAKING TIME FOR YOUR TEAM

When you're a manager or leader, it's easy to get so wrapped up in your own workload that you don't make yourself available to your team.

Yes, you have projects that you need to deliver. But your people must come first – without you being available when they need you, your people won't know what to do, and they won't have the support and guidance that they need to meet their objectives.

Avoid this mistake by blocking out time in your **schedule** specifically for your people, and by learning how to **listen actively** to your team. Develop your **emotional intelligence** so that you can be more aware of your team and their needs, and have a regular time when "your door is always open", so that your people know when they can get your help. You can also use **Management By Walking Around**, which is an effective way to stay in touch with your team.

Once you're in a leadership or management role, your team should always come first - this is, at heart, what good leadership is all about!

3. BEING TOO “HANDS-OFF”

One of your team has just completed an important project. The problem is that he misunderstood the project’s specification, and you didn’t stay in touch with him as he was working on it. Now, he’s completed the project in the wrong way, and you’re faced with explaining this to an angry client.

Many leaders want to avoid **micromanagement**. But going to the opposite extreme (with a hands-off management style) isn’t a good idea either – you need to get the balance right.

Our article, **Laissez Faire versus Micromanagement** will help you find the right balance for your own situation.

4. BEING TOO FRIENDLY

Most of us want to be seen as friendly and approachable to people in our team. After all, people are happier working for a manager that they get on with. However, you’ll sometimes have to make tough decisions regarding people in your team, and some people will be tempted to take advantage of your relationship if you’re too friendly with them.

This doesn’t mean that you can’t socialize with your people. But, you do need to get the balance right between being a friend and being the boss.

Learn how to do avoid this mistake with our article, **Now You’re the Boss**. Also, make sure that you **set clear boundaries**, so that team members aren’t tempted to take advantage of you.

5. FAILING TO DEFINE GOALS

When your people don’t have clear goals, they muddle through their day. They can’t be productive if they have no idea what they’re working for, or what their work means. They also can’t prioritize their workload effectively, meaning that projects and tasks get completed in the wrong order.

Avoid this mistake by learning how to set **SMART goals** for your team. Use a **Team Charter** to specify where your team is going, and detail the resources it can draw upon. Also, use principles from **Management by Objectives** to align your team’s goals to the mission of the organization.

6. MISUNDERSTANDING MOTIVATION

Do you know what truly motivates your team? Here’s a hint: chances are, it’s not just money!

Many leaders make the mistake of assuming that their team is only working for monetary reward. However, it’s unlikely that this will be the only thing that motivates them.

For example, people seeking a greater **work/life balance** might be motivated by telecommuting days or flexible working. Others will be motivated by factors such as achievement, extra responsibility, praise, or a sense of camaraderie.

To find out what truly drives your people, read our articles on **McClelland’s Human Motivation Theory** and **Theory X and Theory Y**. Then, take our test “**How Good Are Your Motivation Skills?**” to learn how to be a great motivator of people.

7. HURRYING RECRUITMENT

When your team has a large workload, it’s important to have enough people “on board” to cope with it. But filling a vacant role too quickly can be a disastrous mistake.

Hurrying recruitment can lead to recruiting the wrong people for your team: people who are uncooperative, ineffective or unproductive. They might also require additional training, and slow down others on your team. With the wrong person, you’ll have wasted valuable time and resources if things don’t work out and they leave. What’s worse, other team members will be stressed and frustrated by having to “carry” the under-performer.

You can avoid this mistake by learning how to **recruit effectively**, and by being particularly picky about the people you bring into your team.

8. NOT “WALKING THE WALK”

If you make personal telephone calls during work time, or speak negatively about your CEO, can you expect people on your team not to do this too? Probably not!

CONT'D 

As a leader, you need to be a role model for your team. This means that if they need to stay late, you should also stay late to help them. Or, if your organization has a rule that no one eats at their desk, then set the example and head to the break room every day for lunch. The same goes for your attitude – if you're negative some of the time, you can't expect your people not to be negative.

So remember, your team is watching you all the time. If you want to shape their behavior, start with your own. They'll follow suit.

9. NOT DELEGATING

Some managers don't delegate, because they feel that no-one apart from themselves can do key jobs properly. This can cause huge problems as work bottlenecks around them, and as they become stressed and burned out.

Delegation does take a lot of effort up-front, and it can be hard to trust your team to do the work correctly. But unless you delegate tasks, you're never going to have time to focus on the "broader-view" that most leaders and managers are responsible for. What's more, you'll fail to develop your people so that they can take the pressure off you.

To find out if this is a problem for you, take our interactive quiz, **How Well Do You Delegate?** If you need to improve your skills, you can then learn key strategies with our articles, **Successful Delegation**, and **The Delegation Dilemma**.

10. MISUNDERSTANDING YOUR ROLE

Once you become a leader or manager, your responsibilities are very different from those you had before.

However, it's easy to forget that your job has changed, and that you now have to use a different set of skills to be effective. This leads to you not doing what you've been hired to do – leading and managing.

Our articles **Now You're The Boss** and **From Technical Expert to Manager** provide more information on the additional skills that you need to develop to be an effective manager. Make sure that you learn these skills – you'll fail if you try to rely on technical skills alone, however good they are!

KEY POINTS

We all make mistakes, and there are some mistakes that leaders and managers make in particular. These include not giving good feedback, being too "hands-off," not delegating effectively, and misunderstanding your role.

It's true that making a mistake can be a learning opportunity. But, taking the time to learn how to recognize and avoid common mistakes can help you become productive and successful, and highly respected by your team.

Re-produced from Mindtools.com



WHAT IS THE COLOUR OF THE YEAR 2015?



MARSALA, A NATURALLY ROBUST AND EARTHY WINE RED, IS COLOUR OF THE YEAR FOR 2015.

When is a colour something more? One of the leading authorities on colour, Pantone, recently announced their 'Colour of the Year 2015'

When a colour is "rich and charismatic" and promises it "tastefully fulfils with complex sophistication", you know that you're listening to an artist.

As in print, colour is an obsession for some - including Pantone - one of the standard bearers in the world of colour. The organisation, keeper of the Pantone Colour Matching System,

has announced that their colour of the year for 2015 - the 15th such accolade - is 'Marsala'

"Marsala enriches our mind, body and soul, exuding confidence and stability," said Leatrice Eiseman, executive director of the Pantone Color Institute.

"Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal

CONT'D 

while it's grounding red-brown roots emanate a sophisticated, natural earthiness. This hearty, yet stylish tone is universally appealing and translates easily to fashion, beauty, industrial design, home furnishings and interiors."

Marsala was a hit on the Spring 2015 runways with fashion designers featured in the Pantone Fashion Color Report Spring 2015, including Daniel Silverstain, Hervé Léger by Max Azria, and Dennis Basso, incorporating the hue into their collections.

But with a rainbow of colours available, who should printers allow to inspire them? Fashion design can be easily picked on as a source for reasoning... seasons too can change and inspire... but one colour to define everything within a year? Should we return to the 1970s where items were luridly yellow or brown, or light terracotta?

Perhaps the printer should choose a signature palette? Or should brands and print buyers be confident that in-house designers already know what they are doing with a well defined corporate identity?

The beauty of the modern printing house, with digitised colour matching and easy communications, as well as improved global supply chains, means that colour matching is absolutely achievable by anyone that embarks upon robust quality control and investment in the skills of their print practitioners - no ethereal themes are required.

So leave it to the buyers, the designers and their clients - respond to demand and put reproductive accuracy and production quality first.

But don't be afraid to find innovation and new ideas in unusual places. If it helps your customers think more about print quality, then there will always be a place for "Colour of the Year"

BACKGROUND

For 15 years, Pantone's Color of the Year claims to have influenced product development and purchasing decisions in multiple industries, including fashion, home and industrial design, as well as product packaging and graphic design. Past colours include:



Reproduced from fespa.com

WHAT IS AUGMENTED REALITY (AR)?

The process of superimposing digitally rendered images onto our real-world surroundings, giving a sense of an illusion or virtual reality. Recent developments have made this technology accessible using a smartphone.

HOW IS IT USED?

Augmented reality is hidden content, most commonly hidden behind marker images, that can be included in printed and film media, as long as the marker is displayed for a suitable length of time, in a steady position for an application to identify and analyze it. Depending on the content, the marker may have to remain visible.

It is used more recently by advertisers where it popular to create a 3D render of a product, such as a car, or football boot, and trigger this as an overlay to a marker. This allows the consumer to see a 360 degree image (more or less, sometimes the base of the item can be tricky to view) of the product. Depending on the quality of the augmentation, this can go as far as indicating the approximate size of the item, and allow the consumer to 'wear' the item, as viewed through their phone.

Alternative setups include printing out a marker and holding it before a webcam attached to a computer. The image of the marker and the background as seen by the webcam is shown on screen, enabling the consumer to place the marker on places such as the forehead (to create a mask) or move the marker to control a character in a game. In some cases, a marker is not required at all to display augmented reality.

HOW DOES IT WORK?

Using a mobile application, a mobile phone's camera identifies and interprets a marker, often a black and white barcode image. The software analyses the marker and creates a virtual image overlay on the mobile phone's screen, tied to the position of the camera. This means the app works with the camera to interpret the angles and distance the mobile phone is away from the marker.

Due to the number of calculations a phone must do to render the image or model over the marker, often only smartphones are capable of supporting augmented reality with any success. Phones need a camera, and if the data

for the AR is not stored within the app, a good 3G Internet connection.

BACKGROUND

Augmented reality has its origins as early as the 1950s and has progressed with virtual reality since then, but its most significant advances have been since the mid-1990s.

The technology has been around for many years, used in CAD programs for aircraft assembly and architecture, simulation, navigation, military, medical procedures. Complex tasks including assembly and maintenance can be simplified to assist in training and product prototypes can be mocked up without manufacturing.

Augmented reality has been proven very useful on a day to day basis when tied with location based technology. Several apps are available that will show consumers their nearest food outlets or subway transport stations when they raise the app and view their surroundings through the camera

CONT'D 

Their use in marketing is particularly appealing, as not only can additional, detailed content be put within a traditional 2D advertisement, the results are interactive, cool, engaging and due to the initial novelty - have high viral potential. Consumers react positively to fun, clever marketing, and brands become memorable

The potential audience varies depending on the application of AR. Through a smartphone, it is limited to an audience

with suitable handsets, and those willing to download an app. With printing a marker for use with a webcam, it is limited to those willing to follow through these steps, though often opens a wide demographic including children (printing an AR code on a cereal box to play a game for instance).

What is certain is that the smartphone population is rising, and with this, the level of processing power is too. More and more consumers are carrying phones

capable of displaying augmented reality, and once an app is downloaded and they have scanned their first code, they are far more receptive to future appearances of a code - driven by curiosity. As long as the resulting augmented content remains engaging and innovative, consumers will certainly adopt augmented reality as a new and fun twist to conventional marketing and services.

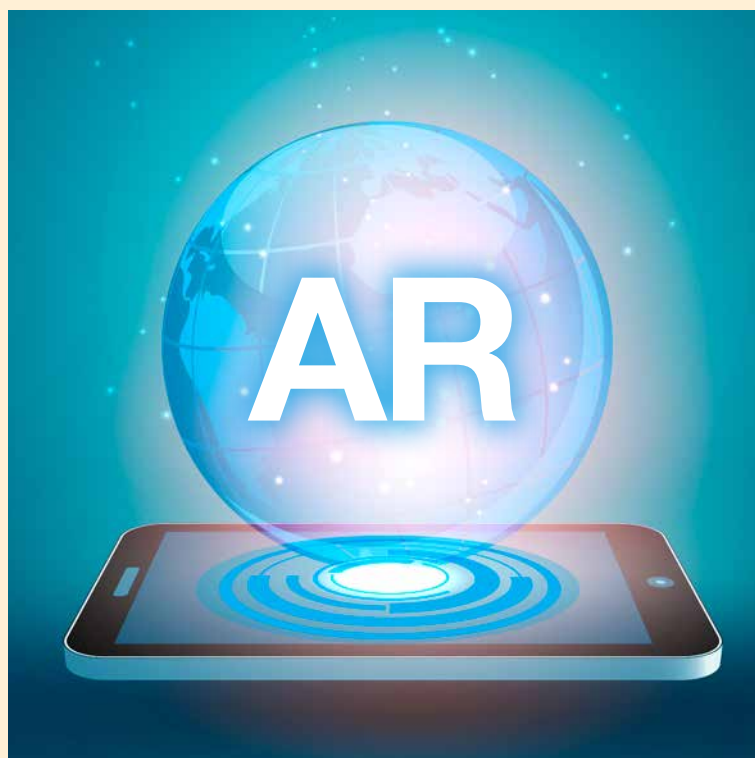
Re-produced from onvert.com

Augmented Reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data.

It is related to a more general concept called mediated reality, in which a view of reality is modified (possibly even diminished rather than augmented by a computer.

As a result, the technology functions by enhancing one's current perception of reality. By contrast, virtual reality replaces the real world with a simulated one. Augmentation is conventionally in real-time and in semantic context with environmental elements, such as sports scores on TV during a match.

With the help of advanced AR technology (e.g. adding computer vision and object recognition) the information about the surrounding real world of the user becomes interactive and digitally manipulable. Artificial information about the environment and its objects can be overlaid on the real world.



FESPA TO HOST FOUR REGIONAL CONGRESSES IN SOUTHERN EUROPE, THE NORDICS, MEXICO AND AFRICA

FESPA is staging four regional congresses in collaboration with its associations during the first half of 2015.

The four congresses will take place in Barcelona, Spain; Copenhagen, Denmark; Mexico City, Mexico and Johannesburg, South Africa. The events are funded through FESPA's Profit for Purpose initiative, which aims to reinvest profits from FESPA's global exhibition portfolio for the benefit of printers.

The first Congress scheduled for 2015 will be the **Southern European Print Congress in Barcelona, Spain, from 10-11 March 2015**. Entitled, "The WOW Effect of Printing", the two-day event will be hosted in partnership with FESPA's Southern European member associations; FESPA España Association (Spain), FESPA France Association and Siotec (Italy).

The second congress will take place in **Copenhagen, Denmark from 24-25 March 2015**. The two-day congress is being produced by FESPA's four Nordic associations; Graphic Association Denmark, FESPA Finland Association, FESPA Norway Association and FESPA Sweden Association.

In addition to these new European congresses, FESPA will introduce two separate educational events in Mexico and Africa in 2015. **The Mexico Congress will take place on 16 April 2015 at Camino Real, Polanco Mexico City**, ahead of the eighth FESPA Mexico exhibition, to extend FESPA's presence in the region and respond to regional demand for educational content.

The African Conference will be organised in partnership with FESPA's African associate member, Printing SA. The two-day conference will take place from **22 - 23 July 2015 at the Gallagher Convention Centre in Johannesburg, alongside FESPA Africa 2015 (22-24 July 2015)**. The standalone event will provide tailored insights and networking opportunities for printers from across Africa, adding value for senior decision makers attending the exhibition.

Sean Holt, General Secretary, FESPA comments: "As a not-for-profit umbrella organisation of 37 national trade associations, we have a clear responsibility to support global printers to help them grow their businesses in a challenging and ever-changing environment. Each of these events will

provide high-quality content from industry experts across diverse areas of the speciality print industry, tailored to these specific regions and based on the insight of our association members.

FESPA was founded to promote knowledge-sharing and best practice among printers and these regional congresses will ensure that printers can access FESPA's premium content through a local event among their regional peers. Our Profit for Purpose proposition differentiates FESPA fundamentally from other exhibition organisers while our global network of associations enables us to organise events to suit the needs of individual regions and target audiences. Working in collaboration with the local associations on these events really helps us to understand and reflect the requirements of local printers and the regional market trends."

The four congresses reinforce FESPA's commitment to education, reflected in initiatives such as the Planet Friendly Guides and in the emphasis on free educational content at all FESPA exhibitions worldwide. For more information on FESPA and its associations, please visit: www.fespa.com

NEW PMAS MEMBER BUSADS WINS GOLD AWARD AT ASIA PRINT AWARDS 2014

New PMAS member BusAds Pte Ltd has won a gold award under the digital outdoor, large format and signage category at the Asian Print Awards 2014.

This is the third straight year that BusAds had won an award at the Asia Print Awards. In 2012 the company won a silver award. In 2013, BusAds achieved the gold award and the EFI Platinum Sponsor award for best in digital wide format.



The BusAd winning entry for 2014 was an underwater decal sticker in the water at the Singapore Polytechnic swimming pool. The unique feature of this is that the decal sticker was installed without removing the water in the pool. This process of installation without removing the water had been perfected by BusAds.

BusAds started operation as a one-man show in 1983. The core business then consisted of one-off bus advertisement projects - mainly bus panels advertising. The business grew and within five years, the company started its in-house production. By 1995, BusAds was clearly the market leader in outdoor advertisement production.

Today, BusAds is proud to operate a fleet of printing equipment which is capable of satisfying the various graphic print requirements - such as banners, posters, fleet and MRT advertising, etc. BusAds maintains its position as a market leader with its commitment to provide the highest level of quality printing and service to clients.

The company's vision is to become the market leader in the large format printing industry respected for its sincerity, professionalism, unsurpassed quality and superior customer service.

SERVICES & PRODUCTS

- 3D – Larger Than Life
- Aircraft Graphics
- Boat & Ship Graphics
- Building Graphics
- Bus Advertisements
- Fleet Marking
- Floor Graphics
- MRT Advertisements
- Posters & Banner
- Signs and Standees

SOME OF THE PRINTING PROCESSES USED ARE:

- Digital Printing
- Silkscreen Printing
- Offset Printing
- Photographic Printing onto Duratrans



Grenadier

OFFSET // DIGITAL // LARGE FORMAT // DESIGN

Grenadier Press Pte Ltd

61 Tai Seng Avenue #02-8/9/10/11, Singapore 534167

Tel : +65 6296 3211 Fax : +65 6292 0226

Website : www.grenpres.com.sg

SELECTED PRINTING RELATED TRADE SHOWS IN 2015

- 1. PRINTING SOUTH CHINA 2015 - 22ND SOUTH CHINA INTERNATIONAL PRINTING INDUSTRY EXHIBITION 2015**
9th to 11th March 2015 at China Import and Export Fair Pazhou Complex, Guangzhou, China
- 2. SINO LABEL 2015: CHINA INTERNATIONAL EXHIBITION ON LABEL PRINTING TECHNOLOGY 2015**
9th to 11th March 2015 at China Import and Export Fair, Pazhou Complex, Guangzhou, China
- 3. PRINT CHINA 2015: 3RD INTERNATIONAL PRINTING TECHNOLOGY EXHIBITION OF CHINA (DONGGUAN)**
7th to 12th April 2015 at Guangdong Modern International Exhibition Centre, Guangdong, China
- 4. THE 7TH CHINA (SHANGHAI) INTERNATIONAL PRINTING INDUSTRY EXPO (TPF 2015)**
14th to 16th April 2015 – Shanghai New International Expo Centre (SNIEC), Shanghai, China
- 5. LONDON BOOK FAIR 2015**
14th to 16th April 2015 – Olympia, London, United Kingdom
- 6. N PRINTEC TODAY 2015**
24th to 26th April 2015, Chennai Trade Centre, Chennai, India
- 7. 10TH HONG KONG INTERNATIONAL PRINTING & PACKAGING FAIR 2015 (ORGANISED BY HKTDC AND CIEC EXHIBITION COMPANY (HK) LIMITED)**
27th to 30th April 2015 at AsiaWorld-Expo (AWE), Hong Kong.
- 8. PRINTEX AUSTRALIA 2015**
13th to 15th May 2015 – Sydney Showground, Sydney Olympic Park, Sydney, Australia
- 9. FESPA 2015**
18th to 22nd May 2015, Cologne, Germany
- 10. BOOK EXPO AMERICA**
28th to 30th May 2015 – Jacob K Javits Convention Centre, New York, USA
- 11. PRINT EXPO – CHENNAI**
12th to 14th June 2015 – Chennai Trade Centre, Chennai, India
- 12. PRINTPACK + SIGN (ORGANISED BY BIZLINK EXHIBITION SERVICES)**
29th to 31st July 2015, Marina Bay Sands, Singapore
- 13. 5TH PACK PRINT INTERNATIONAL 2015 (ORGANISED BY MESSE DUSSELDORF ASIA)**
26th to 29th August 2015 – BITEC, Bangkok, Thailand

LED-UV Printing System

ON/OFF
instant
light source
switching

91%*
lower power
consumption

15,000^{hr}
long life

**Ozone
free**

**Low
heat**

**Mercury
free**

* Comparison with a conventional lamp-type UV printing system for the 920 series
The curing unit in the photo is an artist's rendering.



V3000 LS
B1-Size Multi-Colour Offset Press
with Coating Unit



Ryobi 925-D
A1-Size Multi-Colour Offset Press
with Coating Unit

Why **LED-UV**?

- ✓ No spray powder
- ✓ No set-off
- ✓ No loss time
 - Instant dry
 - Instant ON/OFF irradiation
- ✓ No VOC (Volatile Organic Compounds)
- ✓ No Ozone
- ✓ No large peripheral equipment
- ✓ No need for overprint varnishing
- ✓ Reduce electrical consumption
 - Up to 91%
- ✓ Reduce CO₂ emission
- ✓ Reduce heat generation
- ✓ Long life span
 - Up to 15 times
- ✓ Printing on film and cardboard
Just like your conventional offset press
...without the cons.

Ryobi's Continuously Evolving LED-UV Printing Systems

World's first LED-UV printing system for sheet-fed offset press was exhibited by Ryobi @ Drupa 2008. Attracting world interest, creating exciting new business opportunities for printing companies!
With the Generation 2 LED-UV printing system, Ryobi has successfully reduced the power consumption, further reducing the environment impact of instant-curing printing. Yet offering a more powerful LED-UV unit capable of performing the full range of work and a full line up of presses.

| V3000 Series | |
|---------------------|----------------|
| Max. Printing Speed | 16,200 S.P.H. |
| Max. Paper Size | 1,050 × 750 mm |
| Max. Printing Area | 1,050 × 740 mm |
| Paper Thickness | 0.04 - 0.8 mm |

| Ryobi 920 Series | |
|---------------------|---------------|
| Max. Printing Speed | 16,200 S.P.H. |
| Max. Paper Size | 920 x 640 mm |
| Max. Printing Area | 900 x 615 mm |
| Paper Thickness | 0.04 - 0.6 mm |

CYBER
.... since 1976

Singapore : Cyber Pte Limited CYBER CENTRE II @ Jurong: 7 Joo Koon Way, Singapore (628945)
Tel: (65) 6272 8936 Fax: (65) 6273 1167
Email: cyber@cyber1976.com Website: www.cyber.com.sg
Malaysia : Cyber (M) Sdn Berhad CYBER CENTRE @ PJ: No. 20B, Jalan 51A/223,
46100 Petaling Jaya, Selangor Darul Ehsan, Malaysia
Tel: (60) 03 7955 1668 Fax: (60) 03 7955 1977

Australia - Tel: (61) 2 9318 0099
Indonesia - Tel: (62) 21 2555 8924
Malaysia (Johore) - Tel: (60) 7 598 0771/2
New Zealand - Tel: (64) 9 263 9970
Thailand - Tel: (66) 2 319 2202
Vietnam - Tel: (84) 8 8366 807

50

Celebrating 50 Years Of
Innovating The Future

FUJI xerox



leap ahead

Fuji Xerox Singapore.

Celebrating 50 years of innovating the future.

Fuji Xerox Singapore was established in 1965, the same year Singapore was born. Over the years we have grown phenomenally through constant reinvention, setting and exceeding industry standards alongside the nation. We set our vision on innovating the future since our early days as a product-led business in xerography technology, and we have never looked back. Today, we have evolved to become a leader in the field of Document Services and Communications. As we celebrate our 50th Anniversary, we invite you to enjoy the infinite possibilities created by Fuji Xerox Singapore to help you accelerate, leap ahead, and bring great ideas to fruition.