



PRINT & MEDIA
ASSOCIATION, SINGAPORE

Print

SINGAPORE

ISSUE
003
2015



INSIDE:

44

77th Annual General Meeting

30

Change Management
(aAdvantage)



Print & Media Association, Singapore

LEAD PROGRAM – Vision of PMAS

1. To attract & retain Singaporeans to the industry at all levels
2. To enhance the productivity & capabilities of printing industry via skill upgrading & resource-sharing
3. To promote the adoption of innovative technologies & business processes to the printing industry



ISSUE
003
2015

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HIGHLIGHTS

In this issue we focus on the PMAS 77th Annual General Meeting held on Friday 19th June 2015 at the premises of the Employment & Employability Institute at Jurong East. With 41 members present, the meeting also provided an opportunity to relax and interact.

During the Annual General Meeting, PMAS President Mr. Lim Geok Khoon announced that PMAS had received the LEAD Award from SPRING Singapore and IE Singapore. With the LEAD Award, PMAS will undertake four projects including the setting up of the PMAS Training Academy. The aim is to launch the PMAS Training Academy in late 2015. Initially the Academy will conduct technical courses like prepress and workshops and seminars. Other courses will be introduced at a later stage.

The PMAS Golf Tournament 2015 will be held on Wednesday 23rd September 2015 at the Singapore Island Country Club (Island Course). The PMAS Golf Tournament aims to raise funds for the four projects to be undertaken under the LEAD Programme. Members are invited to sponsor the PMAS Golf Tournament 2015 and book flights when registration commences in July.

Other features in this issue include articles: from the Singapore Mediation Centre (as PMAS has signed up as a Charter Member of the SMC); the second instalment of the series on Change Management by aAdvantage; Data Analytics which is part of the continuing series on New Technology; Drupa 2016, Effective Marketing and Developing Existing Customers.

PMAS GOLF TOURNAMENT 2015

The PMAS Golf Tournament 2015 will be held on Wednesday 23rd September 2015 at the Singapore Island Country Club. (Island Course): Tee-Off at 12.30 pm.

All PMAS member firms and their staff and business associates are invited to participate. Members will be informed by circular. PMAS welcomes sponsors who can contribute to the success of the PMAS Golf Tournament



2015. Sponsorship can be in cash or in kind (goody bags, golf balls, golf umbrellas, wine and lucky draw prizes). Adequate publicity will be accorded to all sponsors during the golf tournament, at the dinner and through the PRINT Singapore magazine.

Please contact Jason Ong if you wish to discuss sponsorship of the PMAS Golf Tournament – Tel: 6336 4227 or e-mail: jasonong@pmas.sg

50

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SPRING SINGAPORE AND IE SINGAPORE APPROVE FUNDING TO PMAS UNDER THE LOCAL ENTERPRISE ASSOCIATION DEVELOPMENT PROGRAMME (LEAD)



• PMAS Vice President Mr. Edwin Ng receiving the LEAD Award from the Minister of Trade & Industry, Mr Lim Hng Kiang

SPRING Singapore and IE Singapore have approved funding to PMAS under the Local Enterprise Association Development Programme (LEAD). The LEAD funding will be used for the following projects over the next three years:

- 1) PMAS Training Academy
- 2) Manpower Study
- 3) Resource Sharing Platform
- 4) Technological Processes/Business Innovation

Mr. Simon Lim, Group Director of SPRING Singapore officially handed over the LEAD Letter of Offer to the President of the Print & Media Association, Singapore Mr. Lim Geok Khoon on

Friday 12th June at the PMAS offices.

The LEAD Programme was first launched in May 2005 as an incentive programme to enable key industry associations to lead and drive initiatives and to improve capabilities of SME's in their respective industries. The main objective of the LEAD Programme is to enhance industry and enterprise competitiveness by partnering with the various Trade Associations and Chambers (TAC's) to empower them to assist the SME's.

Since 2005, LEAD has supported 30 TAC's for 54 industry upgrading projects worth more than \$106 million benefiting about 38,000 local enterprises. Apart

from PMAS five other organisations have been awarded LEAD funding in 2015:

- 1) Association of Singapore Marine Industries
- 2) Restaurant Association of Singapore
- 3) Singapore Business Federation
- 4) Singapore Furniture Industries Council
- 5) Singapore Food Manufacturers' Association

PMAS will get down to work to implement the four projects under the LEAD Programme. The aim is to launch the PMAS Training Academy by the end of 2015. Planning for the PMAS Training Academy has commenced and efforts are being made to identify suitable premises to house it with the PMAS Secretariat.



• Group Director of SPRING Singapore, Mr. Simon Lim handing over the LEAD Letter of Offer to PMAS President, Mr. Lim Geok Khoon

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FESPA CHINA 2015: FIND YOUR KEY TO SUCCESS

FESPA China returns to Shanghai with host of top global and local print manufacturers

FESPA is pleased to announce that the third iteration of FESPA China will take place from 21-23 October 2015 at the Shanghai New International Expo Centre.

Under the event theme 'Find Your Key To Success', FESPA China 2015 will provide visitors with the inspiration and skills to unlock their business potential through the latest industry launches, product innovation and content led features.

Managed in partnership with CSGIA (China Screen Printing and Graphic Imaging Association), FESPA China 2015 currently expects to fill over 12,000sqm of floor space – an increase of 13% since the last event in Shanghai in 2013.

The event's annual cycle sees it alternate between venues in Shanghai and Guangzhou, enabling FESPA to engage with a broad cross-section of the Chinese market and attract a high number of international exhibitors and visitors.

Global exhibitors already confirmed for this year's event include Kornit, Siser,

Dgen, Mimaki, Keundo, Asialink (for Anajet) and Synnex (for Roland). Local participants include Denishi Denbishi Fine Chemical, Ever-Bright Printing Machine, Shenyang Shicheng Printing Machinery, Dongguan and Suzhou Yihui Printing Machinery Factory, Invision Printing Materials, Rugao Tianyuan Garment Printing and Caiyun Printing Supplier.

Over 9,500 visitors attended the inaugural FESPA China 2013 exhibition from 77 countries. In 2014, attendance grew to 15,166 from 91 countries, cementing FESPA China's position as a regional event. After mainland China, the largest visitor delegations were from India, Japan, Korea and Malaysia, with printers also travelling from Hong Kong and Taiwan as well as Australasia, Europe, USA, Africa and South America.

Roz McGuinness, FESPA Divisional Director comments: "We are delighted to be returning to Shanghai for the third iteration of FESPA China. Our launch event in Shanghai in 2013 was met with a fantastic response, and we developed the event further last year in Guangzhou. We're looking forward to building on this success for a bigger and more comprehensive event in 2015. With the number of international exhibitors

in attendance, it's clear that FESPA is defining its market position as a key regional event for the major brands."

For latest news on FESPA China 2015, including latest exhibitors and feature information, please visit www.fespa.com

FORTHCOMING FESPA EVENTS INCLUDE:

- FESPA Digital 2014, 20-23 May 2014, Munich Exhibition Centre, Munich, Germany
- European Sign Expo 2014, 20-23 May 2014, Munich Exhibition Centre, Munich, Germany
- FESPA Awards Gala Dinner, 22 May 2014, Munich, Germany
- FESPA Africa 2014, 2-4 July 2014, Gallagher Convention Centre, Johannesburg, South Africa
- FESPA Mexico 2014, 21-23 August 2014, Centro Banamex, Mexico City
- FESPA Eurasia 2014, 27-29 October 2014, CNR Expo, Istanbul, Turkey
- FESPA China 2014, 19-21 November 2014, Guangzhou, China
- FESPA Brasil 2015, 18-21 March 2015, Expo Center Norte, São Paulo, Brazil



FIND YOUR KEY TO SUCCESS AT FESPA CHINA & CSGIA 2015

21-23 October 2015, Shanghai New International Expo Centre, Shanghai, China



FESPA China & CSGIA 2015: 'Find the Key to Success' for your print business amongst the industry's finest representatives covering wide format digital printing, screen printing, garment decoration, textile print, signage and point of sales display.

With 500 international and local manufacturers and suppliers displaying new products, the latest technology and applications, visitors can gain insight and knowledge to enhance their business at FESPA China & CSGIA, Shanghai.

Visit Shanghai New International Expo Centre, Shanghai from 21-23 October 2015

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THE BEST OF PRINTING AND PACKAGING AT PACK PRINT INTERNATIONAL 2015

Be equipped with the latest printing and packaging insights and trends in the region

Returning to Thailand for its 5th edition, PACK PRINT INTERNATIONAL – driven by world's leading trade shows in their sectors – drupa and interpack, and jointly organized by The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia, will be the one-stop platform for industry players to experience and learn the latest technology and developments in the packaging and printing sectors.

Featuring an impressive line-up, a myriad of industry-specific, innovative products and solutions offered by leading exhibiting companies, as well as knowledge sharing by industry experts at the trade fair's many seminars and workshops and complimentary pre-event business matching service have been intricately planned out to match the business needs and demands of some 20,000 quality visitors expected to visit PACK PRINT INTERNATIONAL 2015.

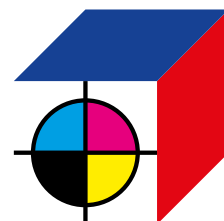
The exhibition's opportune staging is further endorsed by the participation of leading brands, such as **HEIDELBERG GRAPHICS, KONICA MINOLTA, VT GRAPHIC, RICOH, HEWLETT-PACKARD, FERROSTAAL, FUJI XEROX, FUJIFILM, CYBER SM, NATIONWIDE, RISO, DUPLO, KOENIG & BAUER**, and many more.

STATE-OF-THE-ART PRINTING AND PACKAGING TECHNOLOGY AND SOLUTIONS

According to Transparency Market Research, the global paper packaging market is estimated to reach US\$344.43 billion by 2019, a significant jump from US\$254.8 billion in 2012. The global market is expected to grow at 4.4% CAGR through 2019. These plus the establishment of the ASEAN Economic Community (AEC) in 2015, the printing and packaging industries in Southeast Asia are set for robust growth.

Known for its technology in new class document solutions, **FUJI XEROX** will be introducing the industry's first production printer featuring both Gold and Silver Dry Inks at PACK PRINT INTERNATIONAL 2015. Targeted at the high-end professional printing market, the new Gold and Silver Dry Inks – developed by applying the company's Emulsion Aggregation (EA) technology— are ellipsoid-shaped inks with flat reflective pigments completely covered by toner particles, thereby achieving a metallic appearance. Color 1000i Press will make its inaugural showing at PACK PRINT INTERNATIONAL 2015 and will be available in Thailand thereafter.

HEIDELBERG GRAPHICS, following its strategic partnership with Masterwork Machinery Co., Ltd. (MK) –



PACK PRINT INTERNATIONAL

5th International Packaging and Printing Exhibition for Asia

26 – 29 August 2015

Bangkok International Trade & Exhibition Centre (BITEC)
Bangkok, Thailand

www.pack-print.de

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The Thai Packaging Association



The Thai Printing Association



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the largest Chinese manufacturer of die cutters, are bringing things up a notch with its latest offering of high-quality Postpress machinery, including the Promatrix 106 CS die-cutter, a 8,000sph die-cutter and embosser, aimed at short to medium-run folding carton production that will be on display at the show. The alliance will further pave the way for Heidelberg's expansion plans in the international market.

Other leading brands that will showcase their best in machinery at PACK PRINT INTERNATIONAL 2015 include:

BOBST – prominent supplier of machinery and services to packaging manufacturers in the folding carton, corrugated board and flexible material industries, DUPLO, whom will exhibit its complete range of digital print finishing solutions and effective office products such as its newest solutions – the DC-616, DC-646 Automatic Slitter and stacking machine DM-230C + DM-SE.

DUCO INTERNATIONAL, the official representative in Thailand for Maxcess International USA, will unveil its web solutions in flexible packaging, printing, label, paper and metal industries and lastly,

PMC LABEL MATERIALS will put on show its line of pressure-sensitive adhesive labels and non-adhesive papers and films that are suitable for bar-code labelling systems, product identification and other applications used by label converters and consumer product package designers and manufacturers.

TECHNICAL AS WELL AS CREATIVE

At PACK PRINT INTERNATIONAL 2015, 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

CONT'D ↘



5th International Packaging and Printing
Exhibition for Asia

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AUG 2015**

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Halls 102 – 104
10.30am – 6.30pm



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www.pack-print.de

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THAILAND
International Trade Fair for the
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The Thai Packaging Association



The Thai Printing Association



Messe Düsseldorf Asia

across the nearly 15,000 square metres (sqm) of show space:

- 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

A series of forums, seminars and workshops on recent developments and highlights in the areas of packaging and printing will be organized to complement this world-class exhibition. Topics include food packaging, labels printing, corrugated packaging, packaging design innovation, European packaging design approaches, highlights of Red Dot Design Award Winners, Aluminium and flexible packaging, as well as business opportunities in the new free-trade ASEAN Economic Community.

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.

For more information and visitor registration to PACK PRINT INTERNATIONAL 2015 and T-PLAS 2015, please visit: www.pack-print.de / www.tplas.com

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AFTER 2016, DRUPA WILL SWITCH TO A THREE-YEAR CYCLE - RUNNING IN MAY OF 2019, 2022 AND 2025

drupa, the world's leading trade fair

for print and cross-media solutions will switch to a three-year cycle after 2016.

This decision was taken by the drupa committee at a meeting in Düsseldorf. Explains Claus Bolza-Schünemann, Chairman of the drupa Advisory Board and President Koenig & Bauer Group "The entire print process chain has changed radically because of the Internet and digital technologies. New

applications and solutions are developing and opening up new fields of business.

At the same time, there is more focus on innovative technologies, such as 3D printing, printed electronics and functional printing. It's more important than ever before that our customers have an overview of the latest technology and are also inspired to use new business models and solutions. drupa is the only

specialist trade fair in the world to offer this– and will do so every three years in the future."

One positive side-effect of this change is that drupa will no longer run in 2020, the same year as interpack, the world's most important trade fair for the packaging industry and the closely related process industry. "The drupa exhibitors who specialise in packaging printing would have found 2020 an incredibly stressful year so the change will clearly benefit customers," says Werner Matthias Dornscheidt, President & CEO Messe Düsseldorf.

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UNLOCKING DISPUTES WITH MEDIATION

Singapore Mediation Centre



The print and media industry is part of a complex supply chain. Its ecosystem consists of multiple stakeholders which easily increases a business' pre-disposition to disputes. These stakeholders could range from the main suppliers to the designers and publishers, down to the distributors, and eventually the clients or customers. The interdependency between these stakeholders would mean that a single dispute anywhere in the chain could create a ripple effect to the rest of the ecosystem.

In an age where the print and media industry is threatened by rapid transformation, particularly with digitisation becoming increasingly more significant, print and media businesses must adapt and shift their focus to growth, and tap on emerging technologies. Unfortunately, this growth may be hindered by disputes that take up an organisation's time and resources.

As with many businesses, unsatisfied customers who refuse to pay for completed work that has already incurred time and cost, or suppliers that threaten to cut your supplies because

they have other clients, may occur in the industry. Disagreements may crop up, be it over the interpretation of certain contractual terms or a misalignment of expectations with the delivered goods.

The first stage of conflict resolution is negotiation, where parties try to resolve the dispute themselves. Offering discounts or cutting production costs are perhaps the quick fix for most print and media businesses. However, in the long run, these measures may have adverse effects on profit margins that may in turn compromise the quality of future products. When conflicts escalate, it may be useful to get a neutral third party to step in to mediate the conflict.

HOW DOES MEDIATION WORK?

When you agree to mediate, both parties in the dispute meet in a private and confidential setting to discuss the issue. A neutral mediator, who is professionally trained and skilled, helps to facilitate and focus the discussion towards a constructive and mutually beneficial solution.

Unlike a court hearing, which can take months for a hearing date, mediation

generally takes about 2 weeks to convene, and can even be arranged within 24 hours for urgent cases. The actual mediation session is usually concluded within one day. Thus, mediation is the ideal tool to get a commercial deal back on track and avoid business delays.

Once both parties have come to a settlement and signed the settlement agreement, it is legally binding. At the Singapore Mediation Centre, we have administered more than 2,500 mediation matters, with a success rate of about 73%.

If mediation is unsuccessful, you are free to pursue other legal options, and issues discussed during mediation cannot be used against you in court. As such, we recommend trying mediation before pursuing other legal options.

MEDIATION PUTS YOUR INTERESTS FIRST

The key difference between mediation and other dispute resolution methods (such as litigation or arbitration) is that

CONT'D

Beyond CMYK

RICOH Pro C7100X series



**A new dawn for graphic arts market:
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Ricoh's new production printers, RICOH Pro C7100X series, offers a fifth colour station – clear gloss or white toner. The addition of the fifth station expands the application portfolio and delivers unique outputs.

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Committed to the pursuit of value-added print for our customers, we strive to bring you improved productivity, flexibility, quality and profitability.



mediation puts you in the driver's seat. In mediation, you decide what your key priorities are and what you are willing to concede to arrive at a settlement. You have the final say over whether to accept the outcome of mediation.

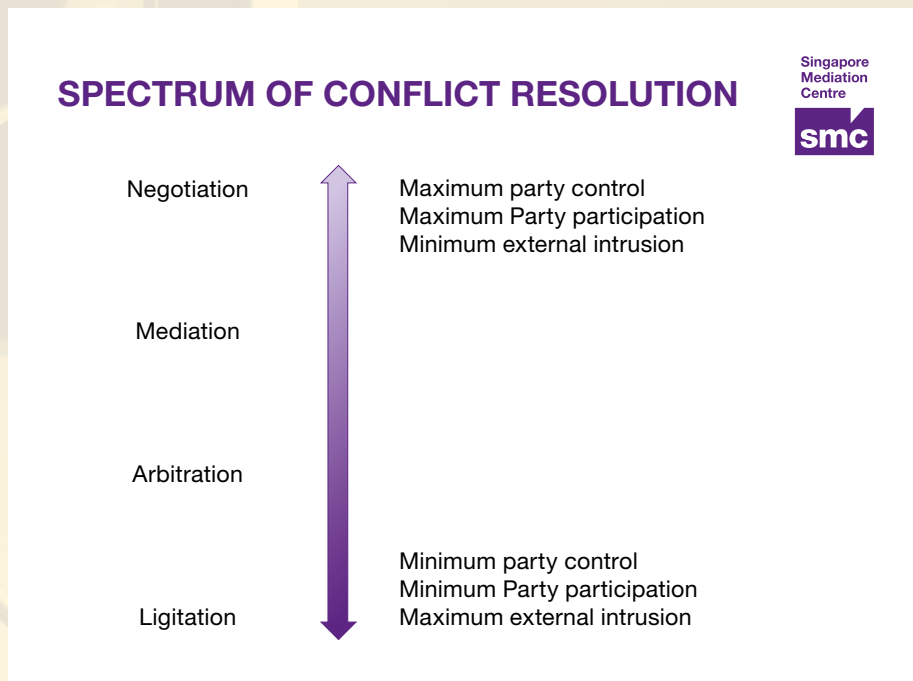
On the other hand, when you take your case to court, you are putting the outcome in the hands of the law. Even if you "win" the case, the compensation awarded may not be what you want. For example, your opponent may be forced to pay you a sum of money, but they might then decide to stop doing business with you.

SOLVE DISPUTES SWIFTLY AND COST-EFFICIENTLY

As mediation is an informal process, it dispenses with preparing the often voluminous submission of documents and official processes that you would go through to take your case to court. For example, in a recent case involving the sale and supply of goods, the estimated waiting time for a trial was one year, with about three to four days spent in court. Legal fees would have amounted to about \$120,000 for each side. During the mediation session, the mediator convinced both parties that it would cost them a substantial amount of time and money to go to court, and that agreeing on a settlement amount would be a win-win solution. The mediation was successfully concluded in 6 hours.

SAFEGUARD BUSINESS RELATIONSHIPS WITH MEDIATION

Mediation is voluntary and requires the co-operation of both parties.



Resolving one's disputes amicably also allows for business relationships to be preserved. In another mediation case, the settlement agreement involved discarding the old contract and re-writing a new one, which symbolized a fresh start and enabled continuity in the business relationship between the parties.

More and more companies are protecting themselves by including mediation clauses in their business contracts. In the event that you have a dispute with your business partner, this clause will automatically require both parties to attempt mediation before going to court.

MEDIATION CLAUSE

Any dispute arising out of or in connection with this agreement must be submitted for mediation at the Singapore Mediation Centre (SMC) in accordance

with SMC's Mediation Procedure in force for the time being. Either/any party may submit a request to mediate to SMC upon which the other party will be bound to participate in the mediation within [45 days] thereof.

Every party to the mediation must be represented by [senior executive personnel, of at least the seniority of a Head of Department] or its equivalent, with authority to negotiate and settle the dispute. Unless otherwise agreed by the parties, the Mediator(s) will be appointed by SMC. The mediation will take place in Singapore in the [English] language and the parties agree to be bound by any settlement agreement reached.

For more information on the Singapore Mediation Centre visit their website at mediation.com.sg.

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and Workflow



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www.toyoink.co.jp



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PRESSERO WEB-TO-PRINT SOFTWARE: PREPARING YOUR PRINT BUSINESS FOR THE FUTURE

Founded in 2005 in Illinois of USA, Aleyant is an innovative leader in providing robust software services to the graphic communications industry by using the most current web development technologies available.

PRESSERO WEB-TO-PRINT SOFTWARE

Aleyant's flagship solution, Pressero web-to-print Software, is one of the most complete web-to-print systems within its price class. Pressero's ability to launch retail storefronts (B2C) enables printers to harness the sales and marketing potential of the internet, and to sell print services to anybody online at any time of the day. Instant pricing calculators, search engine optimisation (SEO) capabilities and integrated shipping options work together to give printers a highly professional and functional looking storefront. Pressero's highly customisable storefront interface has launched many printers into the exciting world of internet-based print sales today.



- Every B2C storefront can be customised to your requirements.

In addition to the creation of B2C storefronts, Pressero can also be used to create dedicated B2B storefronts for each individual customer. Each private B2B storefront can be branded, using a specific URL, logo, product catalogues, pricing, and user approval options. Only users with the access rights to their individual corporate portals will be able to login and make purchases. Marketing budgets can also be set to limit the purchase by each

company, department or user.

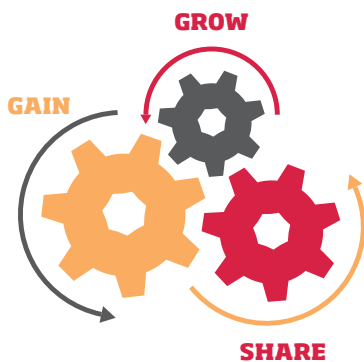
Popular for its B2B web-to-print storefronts, all Pressero storefronts also support the standard Order Approval feature that permits supervisors or purchasers to approve all orders placed by their employees. This approval system can be turned on or off for each individual store.

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.

eDocBuilder – ONLINE DESIGN & VARIABLE DATA PUBLISHING SOFTWARE

Another highlight of Pressero web-to-print is the eDocBuilder. It is a powerful cloud-based document personalisation, online designer and variable data publishing software. Users can easily customise, proof, and approve documents directly from the web browser. The internal inDesign plug-in can be used to generate templates, or load PDF documents into eDocBuilder's online design tool and convert them to templates by defining how the design template should work for the users.

eDocBuilder supports a wide variety of image types within online design templates. Supported formats include .jpg, .png and .tiff. During the configuration of design templates, an image field can be designated as a requirement for users to upload a file.

THE BENEFITS OF GOING ONLINE

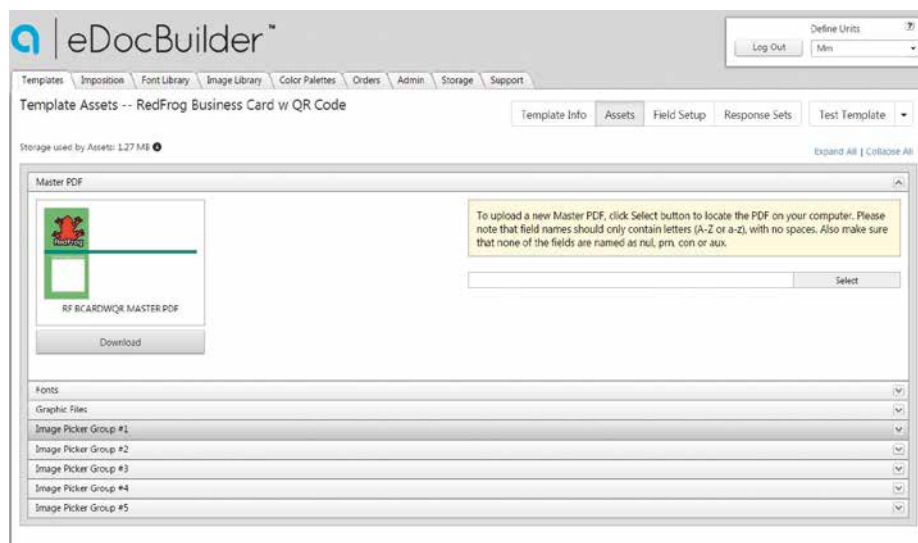
A closer look at the macro-environment and one will start to see great changes to consumer buying behaviour. Many companies today are scrambling to hang on to market share while eCommerce has been crushing typical brick-and-mortar businesses, especially in developed markets. This is aligned with the boom of technology penetration in these markets, a prospering middle class and the sophistication of the mobile to computer experience.

As eCommerce explodes, traditional companies are going to be left behind if the business is not going to be mobile or web friendly. Savvy companies have capitalised on this new wealth by investing in online storefronts and mobile apps that make buying goods online simple and accessible for more people than before.

This is indifferent for the print industry too. Purchasers in corporate companies would like to enjoy the convenience of placing their re-orders online without having the need to go through a salesman. Hence customer relationships are better managed through the delivery of a streamlined order management process that greatly reduces the possibility of mistakes.

Not forgetting the main objective of the web-to-print is to attract new business. An online print business has no boundaries; allowing a traditional print business to cover new markets not touched earlier. A well-designed B2C storefront with sound marketing techniques will create brand awareness, traction and higher sales revenue. Online promotional campaigns, tie-ups with companies with similar target audience are some interesting marketing tactics to drive traffic to your online storefront.

While it is common for service firms to be adopters of eCommerce, the printing industry should embrace the trend and work towards having their own dedicated web-to-print solution. It is always important to innovate, and to meet and exceed customer expectations in order to survive in an increasingly competitive landscape like Singapore.



- eDocBuilder is a dynamic online designer that complements Pressero web-to-print Software.

Some decisions are easier than you think



Label producers around the world rely on the productivity, quality and reliability of HP Indigo presses day after day. No wonder 7 out of 10 digital presses bought for label production are **HP Indigo**. Choosing digital has never been simpler.

Find out more at hp.com/go/labelsandpackaging or contact: **Edcent Chan** at [+65 9862 6092](tel:+6598626092) or edcent.chan@hp.com



CANON INCREASES MARKET SHARE THANKS TO EXCEPTIONAL DEMAND FOR IMAGEPRESS C800 SERIES, NOW FOGRA CERTIFIED



Canon Europe, world-leader in imaging solutions, has shipped over 1,400 units of the imagePRESS C800 series to customers across Europe in the ten months since it began taking orders for the production press in July last year. Thanks to this exceptional demand, Canon secured the leading share of the cut sheet colour production press market in Europe in the last quarter of 2014¹.

Canon

Delighting You Always

Comprising two models – the 70ppm imagePRESS C700 and the 80ppm imagePRESS C800 – the C800 series incorporates a combination of proven technology from the flagship Canon imagePRESS C7011VP(S) with innovations, such as, Consistently Vivid (CV) toner, Compact Registration Technology (CRT), Auto Correct Colour Tone (ACCT) and a Vertical Cavity Surface Emitting Laser (VCSEL). This has enabled the presses to deliver advanced levels of print quality, productivity and versatility in both commercial and in-house print environments.

Feedback from satisfied customers across Europe indicates that the success of the devices is due to a number of factors - the quality of colour reproduction, flexibility and the high levels of productivity achievable.

Braulio Sánchez, a partner at SPRINT FINAL Publicidad, an advertising and public relations agency in Madrid, commented: "The Canon imagePRESS C700 delivers a level of quality I've never seen before from toner-based digital print

CONT'D 

Océ ColorStream 3000 series

Smart Communication in Color

Flexible and versatile full-color web press

The Océ ColorStream® 3000 series is your reliable and adaptable digital printing system that enables you to efficiently print monochrome as well as full color applications. For a wide range of applications like Books, Manuals, Direct Mail, TransPromo and Transaction documents. The Océ ColorStream 3000 series using Océ DigiDot® technology will fulfill the most demanding requirements while retaining full simplex and duplex productivity based on the established Océ twin concept.



Océ twin flexibility combined
with inkjet productivity

technology. What's more, its productivity as a light production press is second to none, especially on heavier paper."

Rob Exton, the owner and managing director of UK commercial printer, Print by Design, added: "Seven years ago, I was one of the first Canon imagePRESS owners in the UK. I've had a number of models since and for me the C700 is the best yet - the print quality is superb, the back-to-back registration is stunning and consistently so, and because of its small footprint, I've saved a significant amount of money on rent and rates. The C700 is also very reliable - we've done a substantial volume of SRA3 in two months and only needed to call out a technician once."

Christian Sønderby, Director of ABC Print in Denmark, remarked: "We can put 50, 60 or 70 envelopes into the cassette of the imagePRESS C700 and the engine just prints them at 70 per minute, so it's a real pleasure. It is probably three to four times as fast as our last machine. The paper handling is better and it very rarely jams. The machine is more robust than the old one we had. To date we

have run 300,000 pages and had only one error. It's the first time I've had a new machine with as few difficulties."



Presenting an even more attractive proposition for print service providers, the series has now been certified a FograCert Validation Printing System by German research association, Fogra, in line with the requirements of ISO 12647-8:2012². Certified in four configurations (imagePRESS C800 with imagePRESS Server F200/PRISMAsync controllers; imagePRESS C700 with imagePRESS Server F200/PRISMAsync controllers),

users of any of these workflows can be confident of repeatedly producing output of the highest quality, colour accuracy and consistency.

Commenting on the success of the imagePRESS C800 series, Mark Lawn, Director, Professional Print Solutions, Canon Europe said, "From the conversations we'd had with customers, we knew that the market was in need of a device offering the superior print quality, reliability and flexibility of the imagePRESS C800 series. The remarkable sales of the series to date and the subsequent wave of positive feedback we've received, confirm that Canon has again delivered on its promise to help customers to meet the changing demands of their own customers and to maintain a competitive advantage.

"To add even greater value, we've also worked with Fogra to have the series certified as a FograCert Validation Printing System. Using any one of the four certified configurations, customers can be assured that their press will produce consistent and measurable quality and allow them more easily and profitably to meet the demand for high quality print."

¹ infoSource 2015

² ISO 12647-8:2012 – Process control for the production of half-tone colour separations, proof and production prints – Part 8 – Validation print processes working directly from digital data.

Making Print More Sustainable with Process Free Plates

The Kodak logo is displayed in red text. A yellow diagonal line extends from the bottom left corner of the image towards the logo.

Offset printing is still the dominant printing method around the world, with approximately 75% of pages printed using offset technology, according to a 2013 report from Smithers Pira. It is no surprise, therefore, that reducing the environmental impact of offset print can have a big impact on the sustainability of print overall. New technologies and increased awareness of environmental issues are causing printers to take a new look at their operations and make changes to become more sustainable.

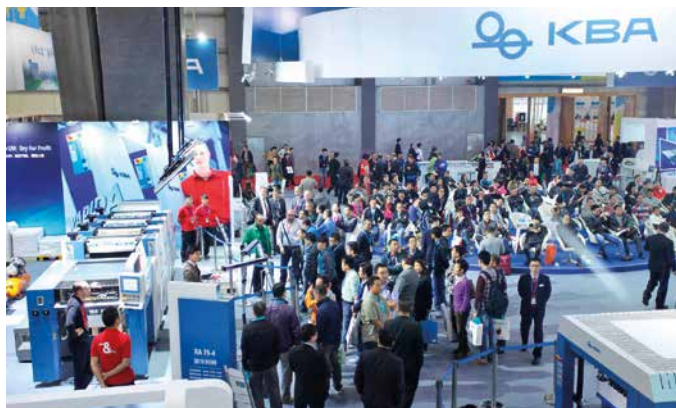
Using recycled paper, paper from responsibly managed forests, and soy-based inks are just a few of the changes that printers are making to reduce their environmental impact. Another initiative that is growing rapidly is the use of process free printing plates.

Process free printing plates skip the processing step, going straight from the CTP device to the press and thus eliminating all of the water, energy, chemistry, and waste associated with plate processing.

PRINT CHINA A RESOUNDING SUCCESS FOR KBA

Print China 2015 which ran from 7th to 12th April in Guangdong was a huge success for the KBA Group - with over 200 printing units sold from all available series and a high influx of visitors to the 1,000m² KBA stand,

Several KBA companies joined forces under the banner "KBA: Print Solutions for All" and the host of exhibits ranging from sheetfed and web offset, flexo, inkjet, metal, hollow container and glass decoration, and digital coding systems were met with great interest.



• KBA is a trailblazer in LED-UV. Presentations of this technology on a Rapida 75 were very popular. It is attractive predominantly for commercial printers

VISITOR INFLUX AND TRADE FAIR ORDERS SURPASSED EXPECTATIONS

The Chinese print pundits were surprised by the breadth and variety of print solutions bearing the KBA logo. Many only previously knew of KBA's Rapida sheetfed offset presses which are widespread in China. Despite the country's recent somewhat

sluggish economy, the string of new orders and projects booked by the end of the trade show clearly surpassed all expectations. KBA profited from its strong footing in packaging printing. In addition, high performance presses with extensive kit and automation are becoming increasingly popular given the rise in wage costs in China. The KBA Rapidas accommodate this trend.

PRINT SOLUTIONS FOR ALL BANNER HITS HOME

Claus Bolza-Schünemann, President and CEO of Koenig & Bauer, summed up his visit to the trade show: "Print China shows us that our efforts concerning our Fit@All programme are on the right track and that we will be fit and well-positioned to move into the third century of our company's long history in two years' time."

Ralf Sammeck, Executive Vice-President for sheetfed offset presses, was also present and added: "Along with sheetfed offset, our exhibits here demonstrate that KBA specialises in nearly everything which can be printed and finished with colour or inks using various techniques. We can therefore fulfil all of our customers' demands."

Crowds flocked to watch live demos of a five-colour Rapida 105 with coater and a Rapida 75-4+L equipped with energy-saving and environmentally friendly LED-UV. The Rapida 105, which is based on the Rapida 106, can be found in printing companies across China and was again the most ordered press at the show. A raft of new users also snapped up the more highly automated Rapida 105 PRO, even though its official unveiling is scheduled for the end of June in Radebeul.

CONT'D



Offset



Digital



Flexo



Waterless offset



Whatever path you choose We provide competent support

The print market is shifting. While print runs are shrinking and target groups are becoming more specific, demands placed on quality, productivity, flexibility and economy are growing. New ad formats and business models with added-value are in demand. As technology leader, KBA offers tailor-made print solutions for your needs – in offset, waterless offset, flexo and digital.

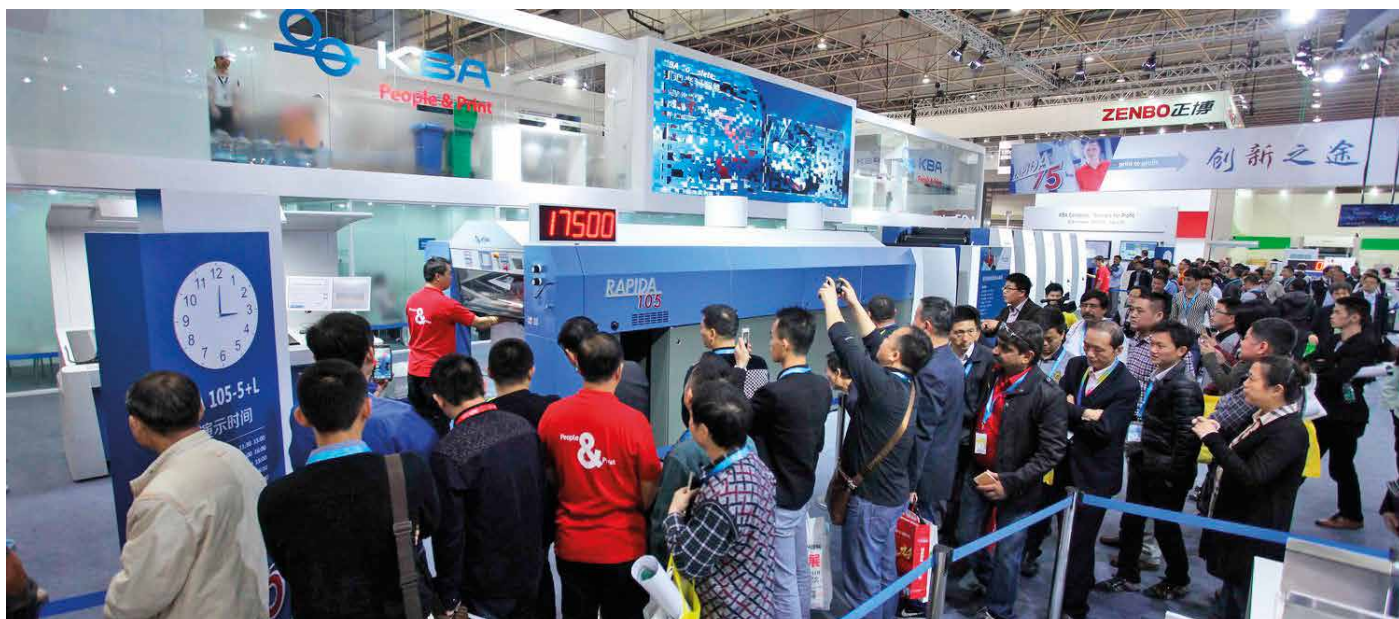
KBA Koenig & Bauer AG (Asia Pacific) Sdn. Bhd.

+60 3 788 588-60, KBA@KBAasiapacific.com

KBA Asia Pacific (Singapore Branch)

+65 6562 8582, ssegger@KBAasiapacific.com

www.kba.com



• Live demos of a Rapida 105, which is especially popular in China, attracted huge interest

KBA PROFITS FROM SHIFT IN CHINESE PRINT MARKET

The string of orders placed during the trade show ranged from the Rapida 75, Rapida 105, Rapida 105 PRO, the high-tech Rapida 106 to the large-format Rapida 145. The second order for a Rapida 145 from internet printer Zhengzhou Shengda Color Printing Co. Ltd is an example of the shift in the Chinese print market.

KBA sales director Dietmar Heyduck: "In the face of tough competition Chinese online printers are increasingly switching to large format. We are supporting this development with our automated large-format presses for fast job change, a higher level of productivity and shorter delivery times." Walter Zehner, managing director of KBA China: "Gaining online printers as customers for our highly productive large Rapidas is a huge opportunity for us and means less staff costs for our clients, increased efficiency and greater competitiveness."

The order for two Rapida 106 with DriveTronic SIS sidelay-free infeed and DriveTronic SPC direct plate-cylinder drives by Guangdong Jinguan Technology Co. Ltd. is a further example of the trend towards high tech in China. The company aims to offer packaging printing with this new high-performance technology online. Accordingly, signing the contract was celebrated officially in the presence of members of the KBA management board.

GOOD PROSPECTS IN PACKAGING PRINTING

Dietmar Heyduck: "The Chinese packaging market continues to grow, especially with regard to consumer packaging. The majority of the orders placed here at the trade show came from packaging printers and their demands in terms of press equipment are also rising. Longer presses with more than four or five colours, inline coating and a higher level of automation are becoming increasingly more popular. KBA is the first choice for Chinese sheetfed offset printers in the packaging segment."

Walter Zehner: "We hope that we can transfer our outstanding reputation with folding carton printers to the new flexo presses for flexible packaging soon. Many of the print experts visiting Print China were amazed by the film samples printed on presses from KBA-Flexotecnica and visitors flocked to our flexo seminar. There are also concrete projects for KBA-Flexotecnica's EVO presses in the pipeline. The production of flexible packaging is still dominated by gravure in China, nevertheless flexo printing which is environmentally friendly and economical for small and medium-sized jobs has exceptional prospects for the future.

This is also true of the printing systems from KBA-Kammann for the direct decoration of premium glass containers, the well-positioned metal-decorating lines from KBA-MetalPrint and KBA-Metronic's marking and coding systems suited to packaging lines or coding industrial goods. KBA has a strong footing in the growing packaging market. We were pleased that we could bring this message to a raft of potential users at Print China."

MULLER MARTINI CHINA HOSTS SUCCESSFUL OPEN HOUSE IN SHENZHEN

FEATURING LIVE DEMOS OF THE VENTURA MC 160 AND THE PRESTO II

Almost 100 visitors from over 50 graphic arts companies from across China took the opportunity to see the new Ventura MC 160 book sewing machine and the Presto II saddle stitcher live in action at the open house held at the Muller Martini plant in Shenzhen.

Muller Martini demonstrated how fast the Ventura MC 160 compact book sewing machine can be changed over from one job to the next. The numerous visitors were visibly impressed by the state-of-the-art technological features, such as servo technology with a patented drive design, servo-controlled thread tension, combined staggered stitching at the push of the button and the active thread divider system.

LOTS OF POSITIVE FEEDBACK

The quick setup times also attracted lots of interest during the demos of the Presto II. Muller Martini also showed live how double production enables increasing productivity significantly. "Overall, we have received good responses from customers and most of them felt that their visit to our open house was useful and very beneficial to their work," concludes Finn Nielsen, Managing Director of Muller Martini China. He was delighted not only by



• At the open house in Shenzhen, Muller Martini demonstrated how fast the Ventura MC 160 book sewing machine and the Presto II saddle stitcher can be changed over from one job to the next.

the large number of visitors, but also by the fact that four machines were sold during the open house – one Presto II saddle stitcher each to Hangzhou LuoShi Printing Co. Ltd. and Shenzhen Yutong Printing Co. Ltd, a Diamant MC 35 bookline to Beijing QL-ART Printing Co. Ltd. and a Pantera perfect binder to Shanxi Tiansheng Guocai Culture Development Co. Ltd.

During the open house, visitors also had the opportunity to take a look behind the scenes at Artron Shenzhen. With its three production sites in Beijing,

Shanghai and Shenzhen, each with Diamant MC 60 booklines in operation, Artron is China's leading producer of high-quality art books. Wan Jie, founder and Chairman of the Artron Group, and Wang Xiao Bing, General Manager of Artron Art (Group) Co. Ltd., were delighted to welcome the many guests, including Bruno Müller, CEO of Muller Martini, in person.

MÜLLER MARTINI

NEW 0507 FOLDER FEEDER FOR MULLER MARTINI SADDLE STITCHERS: RETROFITTING PAYS OFF



• A few months ago Zofinger Tagblatt AG retrofitted its BravoPlus saddle stitcher with the new 0507 folder feeder.

The new, retrofittable 0507 folder feeder from Muller Martini makes saddle stitching even more efficient and cost-effective thanks to its large range of formats, quick replacement, feeding using stream feeders and the fact that a folding process is no longer necessary.

Martin Vogel, Head of Production and Member of the Executive Board of Zofinger Tagblatt AG, which is based in the Swiss canton of Aargau said "In terms of return on investment, it's one of the most attractive investments that we've ever made. Since the new folder

feeder can now also be fed using stream feeders, and all stream feeders for the cover and content signatures can be operated by one and the same person, only one operator is needed for all the feeders instead of two.

NUMEROUS BENEFITS

In addition to cover feeding using stream feeders, the 0507 folder feeder with servo drive, which comes as standard with the new Primera generation and can be retrofitted on the Prima, Prima S, PrimaPlus, BravoPlus, Primera 130 and Primera 140 saddle stitchers, offers numerous other key benefits. Kill two birds with one stone: With a maximum size of 482 x 635 and a minimum one of 89 x 165, the 0507 folder feeder covers a large range

of sizes, and replaces the 0553 and 0554 predecessor models (the former being for smaller sizes and the latter for larger sizes) with a single feeder model that covers the whole product range.

Flexible installation: Thanks to its compact design, the 0507 folder feeder can be installed anywhere at the saddle stitcher in place of a flat pile feeder. Two flat pile feeders had to make way for the 0554 folder feeder.

Short setup times: The 0507 folder feeder has considerably shorter setup times than earlier models. That makes an impact with several job changeovers per shift. Ideal for thin paper: The 0507 folder feeder is optimized for the processing of low paper grammages, which additionally extends the product range. No need for folding process: Since the 0507 folder feeder ensures clean scoring thanks to the tWinScore scoring wheel developed by Muller Martini, the folding process for the covers can be omitted. For saddle stitchers without a folder feeder to date, the use of the folder feeder enables skipping an entire process, making production considerably more efficient.

MÜLLER MARTINI



Fit for difference.

Make a difference and focus on innovation.

Regardless whether you occupy attractive niches in the area of offset printing or want to enter the digital printing business – Muller Martini's systems can be adapted flexibly to your individual needs. Our finishing know-how, sophisticated technology and extensive ^{MM}Services help you become ready to enter new markets. Focus on your uniqueness and rely on the highest level of investment protection. **Muller Martini – your strong partner.**





CHANGE MANAGEMENT SERIES (6-PART): PART 2 COMMUNICATING YOUR CHANGE: ACTIVELY ENGAGING STAKEHOLDERS

BY JACQUELINE GWEE,
DIRECTOR,
aADVANTAGE CONSULTING
GROUP PTE LTD

"To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others"

– Tony Robbins, Entrepreneur, Author & Peak Performance Strategist

The turbulent path that former giant, Nokia, took prior to the sale of its devices and services businesses to Microsoft in 2014, makes it a great case study not just for strategic management but also for change. It showed just how critical change management is to achieving

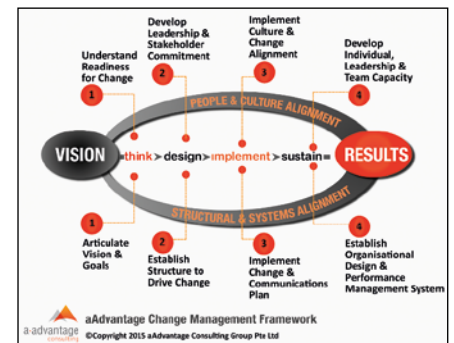
effective transformation. Throughout their struggle to regain leadership, they developed strategic partnerships and discontinued old technology while introducing new leading-edge ones. Where they lacked was in mobilizing their people around the change. Through this period of re-strategizing, around a thousand Nokia employees walked out of their Finland office to protest the impending changes. There was insufficient effort and commitment to manage the transformation process.

In many ways, the print and media sector is experiencing a similar call for change – lower revenue, and changing consumer habits led by disruptive technology. Compounded by external factors such as changing industry regulations, manpower regulations, and workforce profile and needs, some form of change, be it new business models, printing technology, or even organisation vision, is inevitable.

In the first of this 6-part Change Management series published last month, we outlined a few key principles of managing change and how an organisation followed 4 of the eight best practices of change management in order to build a strong foundation for change: i) Seek Leadership Alignment ii) Articulate the Business Case and Vision iii) Understand Readiness for Change, and iv) Establish the Structure to drive Change.

However, even the strongest foundation is useless without proper implementation.

According to a 2013 study by Economics Intelligence Unit, 24% and 22% of C-suite leaders cite "communication surrounding initiatives/projects is poor"



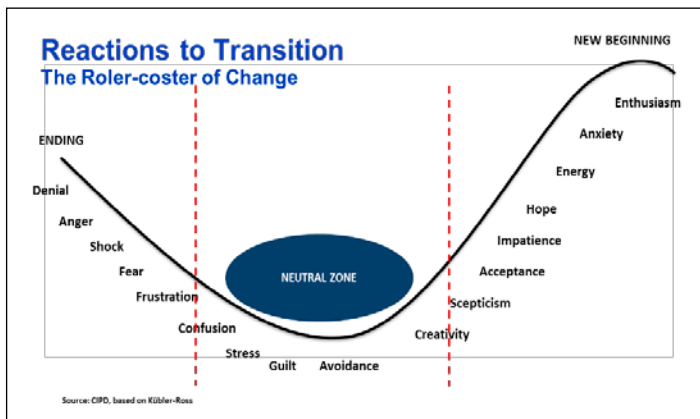
and "communication of overall strategy is poor" respectively as some of the biggest barriers to successful strategy implementation.

When developing a change communications plan, we keep 2 key objectives in mind: i) minimising the resistance to change, and ii) moving the mindset from awareness to ownership

RESISTANCE TO CHANGE IS A NATURAL HUMAN PHENOMENON.

When we are faced with a new way of work, our primary consideration would be its effect on our individual self - whether it is a threat or a benefit. "Will this be more work for me?"... "Will this replace my job?"... "What was wrong with the old way?"... "If the current way works, why change?"

The Kubler-Ross Roller-Coaster of Change model describes the five stages of emotional and psychological response to grief. People go through similar responses when faced with significant changes in their working lives. Address these emotional reactions to change. Until personal implications are understood, employees will remain fearful, frustrated and confused. They cannot i) focus on their work, ii) absorb information about the change to their role, and iii) contribute to its success.

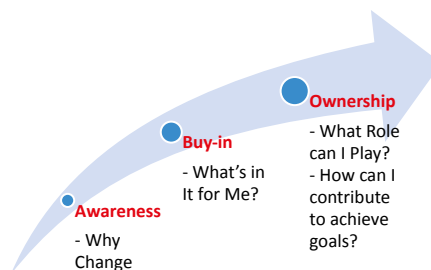


MOVE THE MINDSET FROM AWARENESS TO OWNERSHIP.

Are your employees able to articulate your organisation's goals and their role in achieving them?

When employees do not understand the reason for your strategy and how they play a part in achieving that vision, they are less likely to understand and accept the change in their role.

Series, we will be outlining the next critical step towards a successful and sustainable change – Implementing Culture and Change Alignment.



The following case study highlights the steps taken in **Implementing the Change and Communication Plan.**

In Part 3 of this Change Management

WHAT? WHY? WHAT IF?

Refrain from telling them how their work will change. Instead, engage them in conversations on how they can help the organisation achieve the strategy.

What?

- What is the change you're advocating?
- What will it entail?
- What will it require people to give up?
- What will be involved in moving from the Present to the Future?

Why?

- Why is this change proposed?
- Why is it necessary for the organization's stability, growth, or survival?
- Why not some other change instead?

What If?

- What if the organization simply sticks with the status quo?
- What if I don't have the skills to deliver the new role?

CASE STUDY

Change Objective: To develop the desired culture that supports the organisation's new Vision and Mission.

Step 1: Developing the change and communications plan: A Culture Transformation Retreat was organised for the Senior Management and Change Agents with the objective of developing the change and communications plan. This included identifying: i) stakeholders (e.g. leaders, line managers, frontlines, vendors), ii) what change / transition is required of the stakeholders, iii) top-line messages and targeted stakeholder messages, iv) communication vehicles / channels, v) frequency of communication, and iv) success measures.

Step 2: "Big Bang" organisation-wide communication event to create awareness and excitement: Change agents planned for a launch event to communicate top-line messages to every employee across all levels, functions, and countries. The session communicated what the change was (new culture), why it was necessary, and what is in it for the employees and the organization as a whole.

Step 3: Utilise multiple types of interactions with stakeholders to reinforce the new culture, and personal transformation required: Various communication channels and formats such as face-to-face engagement sessions with change agents and line managers, workshops, and newsletters and collaterals were set up to ensure that a mix of two-way and one-way communication was steady throughout the year. These sessions focus on addressing stakeholders' priorities, challenges and opportunities with the objective of transforming employees' mindset from awareness to ownership. These communication channels and the frequency of the cascading were successful in "making change stick" for the organisation.

Step 4: Set up feedback platforms to measure effectiveness and fine-tune change and communications plan: Stakeholders were encouraged to provide feedback via various feedback mechanisms such as a single email inbox, and formal and informal Q&As.

HOW TO CREATE AN EFFECTIVE MARKETING PLAN

BY KATHERINE ARLINE, BUSINESS NEWS DAILY

A marketing plan may not be at the top of every new business owner's to-do list, but it should be. While a business plan helps map the direction for your company, a marketing plan helps your company understand how to get there by detailing important steps on the road to creating customer relationships.

"The single most important thing for a small business to include in its marketing plan is a very clear understanding of its customers and its competitors," says Robert Thomas, Professor of Marketing at the McDonough School of Business at Georgetown University.

Though a marketing plan can be formal or informal, at a minimum it describes who your customers are, where they get information, and how you are going to reach them. Thomas said the development of a marketing plan requires four specific tasks:

Develop a very clear and focused insight into why a potential customer would use your business. More specifically, what is the core need that your product or service will meet? Is it to help your customers get through the day more easily? Do their job more efficiently? Be respected and admired by friends? Your offering should be designed to meet customer needs better than the competition.

Identify your target customers. There are numerous potential customers in most markets, but to succeed faster and better, a small business must study the market to determine the characteristics of its best target customers. The target customer should be described in detail. In doing so, a business also develops a clearer picture of the expected sales revenues and financials.

Identify competitors that would also want your target customers. There is always a competitor - never make the mistake of assuming there isn't. Small businesses seldom take the time to study their competitors in depth. But you must understand who your competitors are, what their core competitive advantage is and how they will respond to your offering (price cuts, increased communication, etc.).

Write down your brand-positioning statement for your target customers. Ultimately, your brand and what it symbolizes for customers will be your strongest competitive advantage. You should be able to write down a simple declarative sentence of how you will meet customer needs and beat the competition. The best positioning statements are those that are single-minded and focus on target customer needs.

While these steps are a good starting point, companies also need to incorporate multiple channels into their marketing plans. Some of the most popular channels for today's businesses include:

SOCIAL MEDIA MARKETING

Social media has become an essential part of businesses' marketing plans. Businesses that have yet to realize the opportunities that Facebook, Twitter, Google+, LinkedIn and other networks provide them are missing out. Even though the concept of social media marketing may overwhelm certain small business owners, the process does not need to be a challenge, as more services and companies are popping up more and more frequently.

Brett Farmiloe, founder of Internet marketing company Markitors, advised companies that are just getting started in social media to get to know their customers. Farmiloe says “Figure out where your customers are spending their time and set up shop on those platforms. Develop a content strategy that can be executed internally, [and then] execute your strategy by posting branded content on your selected platforms. While all three steps are key, the biggest one is really determining if your customers are on these platforms.”

EMAIL MARKETING

Though email marketing may not be as new of a concept as social media marketing, it is an effective and popular choice for many small business owners. Companies can implement email-marketing techniques in a number of ways, including newsletters, promotional campaigns and transactional emails. Farmiloe says that companies can set their email marketing efforts apart by segmenting their market.

Farmiloe says “Not all subscribers want to receive the same blast. Smart email marketers take the time to segment subscribers at the outset, and then continue to segment based on subscriber activity. Through segmentation, companies reduce the amount of unsubscribes, increase open rates, and most importantly, increase the amount of actions taken from an email send.”

MOBILE MARKETING

The popularity of smartphones and tablets has helped to change the way companies target their customers. As a result, companies are looking to implement strategies that reach customers on their devices.

Mobile marketing should not be considered a mere extension of email or online marketing, however. Since many consumers have a mobile device with them at all times, texts and push notifications will almost certainly be seen by the recipient.

Farmiloe says that “Mobile marketing is interruptive. It’s because of this power that a marketer has to let the consumer determine how and when to receive marketing material. That’s why almost every app comes with the option to turn notifications on or off. The consumer has to hold the power with mobile marketing.”

To optimize your mobile marketing presence, carefully consider how and when you reach your mobile customers. Be sensitive to when and why they use their phones, and offer them information that is pertinent to their situation.

NEXT STEPS

Once strategies have been identified for each channel, you need to figure out your strategy. How much are you willing to spend in each channel? What outcomes do you expect to see? What tasks do you need to accomplish for each step in your process? Creating a well-defined list of budgets, goals and action items, with appropriate personnel assigned to each, can help make your marketing plan a reality.

It is also important to decide in advance how you will measure success. Are you hoping to see increased sales or traffic, or new client contacts? Set six-month milestones for each channel, and compare the results against prior efforts and your expectations. If a channel is underperforming, examine the consequences for both abandoning it and for adding more resources. If your efforts have fallen flat as the result of a failure to understand the medium’s audience, go back to basics. Asking your customers to complete an email survey about their social media habits in exchange for a coupon or discount may help you learn surprising relationships between customer demographics and your marketing efforts.



Re-produced from Business Daily.

EXISTING CUSTOMERS KEY TO GROWING YOUR BUSINESS

BY ROGER PIERCE

Imagine getting new business from customers you don't have to go looking for. You don't have to introduce yourself, demonstrate the quality of your offering or convince them that you are a reliable supplier.

They already know these things. And, the best part of this dream scenario is that you already know them. They are your current customers. They are your best future prospects. And, they are the key to growing your business. Tapping the potential of current customers is about getting them to buy more and buy more often - also called up-selling and cross-selling. Compared to seeking out new prospects, this tends to generate more revenue while taking less time, money and energy. This lower 'cost of sale' makes current customers an important category to develop.

THE FOUNDATION: TREAT CURRENT CUSTOMERS WELL

You have closed a new account. Take the time to celebrate and then get to

work. How you handle this customer after the sale often determines their financial potential. Will they be satisfied with your performance and buy more? Set yourself up for success. Here are a few key tips to keeping current clients happy:

- Manage expectations with clear communication so that your customer is not only satisfied but motivated to tell others that you delivered more than expected
- Manage all the details: the sale, product and service
- Anticipate issues and be proactive with solutions
- Consider sales and service as mutually supportive activities

THE RESOURCE: A CUSTOMER RELATIONSHIP MANAGEMENT (CRM) DATABASE

You have performed well and you have many satisfied customers with financial potential, but how do you develop a cross-selling and up-selling strategy? Which customers warrant the greatest

investment of time and money? What products might they be interested in? Where are they in the sales cycle? A well-designed CRM database can answer these questions. It provides the information needed for a strategy and is a useful organizational tool.

- Develop your database by considering what type of information you may need to access later, such as the source of the lead, last purchase or expected closing date. The more you know about who buys from you, when and why, the better your sales will be.
- Make a record of every conversation with a customer
- Expand your database by collecting business cards, buying lists and telemarketing
- Update your records and keep the data current
- Mine your database strategically:
 - » Pareto's Law - 80% of your sales usually comes from 20% of your customers. Know who the 20% are in your business. Identify your

stars. What kind of attention do they need? Onsite visits? Monthly calls?

- » Categorize clients by their potential and develop a plan for each category
- » Look for trends. By analyzing your data you could learn things such as the corporate position that does most of the buying, how customers prefer to buy, when they buy, what their next purchase need might be and where your greatest number of customers are located geographically
- » Identify happy customers and ask for referrals, testimonials and case studies that can be used in your sales and marketing
- » Re-activate old customers. Contact them to find out why they haven't been purchasing from you

THE STRATEGY: SELLING TECHNIQUES

Naturally, the type of sales strategy you choose will depend on your product, service and customers. However, there are some strategies that work for business-to-business as well as business-to-consumer companies.

Consider how you can apply these tactics to help build revenue from your existing customers:

- **Encourage customers to buy more.**
 - » Consider a 'volume' discount. It is easier to encourage a customer to spend a little more at the time of purchase by giving them a great deal than returning later for another sale. (You save too as your cost of sale is lower.)
 - » "Would you like fries with that?" Use suggestive selling to offer an additional product or service as an impulse purchase.
 - » Cross-sell complementary products and services. An interior designer may sell furnishings or a technology company could sell extended warranties. You'll enjoy great return for little effort.
- **Make it easy for your customers to buy from you more often.**
 - » 'Frequency' strategies such as reminders keep customers coming back. Think of the simple oil change sticker on your windshield.
 - » Loyalty programs work for everything from travel to coffee

- » Pre-scheduled deliveries, renewals and payments make it easy for people to purchase products they use regularly. Mail order prescriptions, insurance policies and even charities have success with this strategy.

- **Show your appreciation.**

- » It's just common sense - treat your customers like you want to be treated. Let your customers know how much you appreciate their business.
- » Schedule when you are going to make your follow-up call.
- » Be prepared to go out of your way to assist the customer.

KEEP THE PIPELINE FULL

Regardless of how successful your company is or how loyal a customer may be, there will be circumstances over which you have no control. Client attrition will happen, and it will always be important to promote your business. Ensure you continue to prospect for new customers, but remember: the value of one well-managed customer over the lifetime of your business can be enormous.

Tapping the potential of current customers is about getting them to buy more and buy more often — also called up-selling and cross-selling. Compared to seeking out new prospects, this tends to generate more revenue while taking less time, money and energy. This lower 'cost of sale' makes current customers an important category to develop.



WHAT IS DATA ANALYTICS?

Data analytics (DA) is the science of examining raw data with the purpose of drawing conclusions about that information. Data analytics is used in many industries to allow companies and organization to make better business decisions and in the sciences to verify or disprove existing models or theories. Data analytics is distinguished from data mining by the scope, purpose and focus of the analysis. Data miners sort through huge data sets using sophisticated software to identify undiscovered patterns and establish hidden relationships. Data analytics focuses on inference, the process of deriving a conclusion based solely on what is already known by the researcher. A working knowledge of data science can help you lead with confidence.

The science is generally divided into exploratory data analysis (EDA), where new features in the data are discovered, and confirmatory data analysis (CDA), where existing hypotheses are proven true or false. Qualitative data analysis (QDA) is used in the social sciences to draw conclusions from non-numerical data like words, photographs or video. In information technology, the term has a special meaning in the context of IT audits, when the controls for an organization's information systems, operations and processes are examined.

Data analysis is used to determine whether the systems in place effectively protect data, operate efficiently and succeed in accomplishing an organization's overall goals.

The term "analytics" has been used by many business intelligence (BI) software vendors as a buzzword to describe quite different functions. Data analytics is used to describe everything from online analytical processing (OLAP) to CRM analytics in call centres. Banks and credit cards companies, for instance, analyze withdrawal and spending patterns to prevent fraud or identity theft. Ecommerce companies examine Web site traffic or navigation patterns to determine which customers are more or less likely to buy a product or service based upon prior purchases or viewing trends. Modern data analytics often use information dashboards supported by real-time data streams. So-called real-time analytics involves dynamic analysis and reporting, based on data entered into a system less than one minute before the actual time of use.

Big data is now a reality: The volume, variety and velocity of data coming into your organization continue to reach unprecedented levels. This phenomenal growth means that not only must you understand big data in order to decipher

the information that truly counts, but you also must understand the possibilities of big data analytics.

Why collect and store terabytes of data if you can't analyze it in full context? Or if you have to wait hours or days to get the desired results? With new advances in computing technology, there's no need to avoid tackling even the most challenging business problems. For simpler and faster processing of only relevant data, you can use high-performance analytics. Using high-performance data mining, predictive analytics, text mining, forecasting and optimization on big data enables you to continuously drive innovation and make the best possible decisions. In addition, organizations are discovering that the unique properties of machine learning are ideally suited to addressing their fast-paced big data needs in new ways. There are four approaches to analytics, and each falls within the reactive or proactive category:

1) Reactive – business intelligence.

In the reactive category, business intelligence (BI) provides standard business reports, ad hoc reports, OLAP and even alerts and notifications based on analytics. This ad hoc analysis looks at the static past, which has its purpose in a limited number of situations.

2) Reactive – big data BI. When reporting pulls from huge data sets, we can say this is performing big data BI. But decisions based on these two methods are still reactionary.

3) Proactive – big analytics. Making forward-looking, proactive decisions requires proactive big analytics like optimization, predictive modeling, text mining, forecasting and statistical

analysis. They allow you to identify trends, spot weaknesses or determine conditions for making decisions about the future. But although it's proactive, big analytics cannot be performed on big data because traditional storage environments and processing times cannot keep up.

4) Proactive – big data analytics.

By using big data analytics you can extract only the relevant information from terabytes, petabytes and exabytes, and analyze it to transform your business decisions for the future. Becoming proactive with big data analytics isn't a one-time endeavor; it is more of a culture change – a new way of gaining ground by freeing your analysts and decision makers to meet the future with sound knowledge and insight.

In recent years, data science has become an essential business tool. With access to incredible amounts of data- thanks to advanced computing and the "Internet of things" - companies are now able to measure every aspect of their operations in granular detail. But many business leaders, overwhelmed by this constant blizzard of metrics, are hesitant to get involved in what they see as a technical process. Customer data analytics can reap significant financial rewards for any organization's sales, marketing and customer service departments. With so much data to contend with, companies often struggle with making sense of information from customers, public records and external databases.

COMMENTS FROM FLORIAN ZETTELMEYER, PROFESSOR OF MARKETING AND ACADEMIC DIRECTOR OF THE EXECUTIVE EDUCATION PROGRAM ON BIG DATA AND ANALYTICS AT

THE KELLOGG SCHOOL OF MANAGEMENT

Professor Florian Zettlemeyer says that managers should not view analytics as something that falls beyond their purview. He says "The most important skills in analytics are not technical skills. They're thinking skills. Managing well with analytics does not require a math genius or master of computer science; instead, it requires a working knowledge of data science. This means being able to separate good data from bad, and knowing where precisely analytics can add value.

Zettlemeyer says "A working knowledge of data science can help leaders turn analytics into genuine insight. It can also save them from making decisions based on faulty assumptions. When analytics goes bad the number one reason is because data that did not result from an experiment are presented as if they had. Even for predictive and prescriptive analytics, if you don't understand experiments you don't understand analytics." Too often, Zettlemeyer says managers collect data without knowing how they will use it. "You have to think about the generation of data as a strategic imperative. In other words, analytics is not a separate business practice; it has to be integrated into the business plan itself. Whatever a company chooses to measure - the results will only be useful if the data collection is done with a purpose".

Zettlemeyer says. Bottom of Form Like all scientific inquiries, analytics needs to start with a question or problem in mind. Whether it is a software company that wants to improve its advertising campaign, or a fast food company that wants to streamline its global operations,

the data collection has to match the specific business problem at hand. "You can't just hope that the data that gets incidentally created in the course of business is the kind of data that's going to lead to breakthroughs," "While it is obvious that some kinds of data should be collected—for example, consumers' browsing behavior—customer interactions have to be designed with analytics in mind to ensure that you have the measures you need. If these "harbingers of failure" love what you do, you are in trouble

Nor can managers rely on data scientists to take the lead. Ultimately, it is the manager's job to choose which problems need to be solved and how the company should incorporate analytics into its operations. Executives, after all, are the ones who have to make decisions; therefore, they should play a central role in determining what to measure and what the numbers mean to the company's overall strategy. "There is a view out there that because analytics is based on data science, it somehow represents disembodied truth," Zettlemeyer says. "Regrettably that is just wrong."

So how can leaders learn to distinguish between good and bad analytics? "It all starts with understanding the data-generation process," Zettlemeyer says. "You cannot judge the quality of the analytics if you don't have a very clear idea of where the data came from."

Zettlemeyer says most managers share a common behavioral bias: when results are presented as having been achieved through complicated data analytics, they tend to defer to the experts. "There is a

CONT'D 

real danger in managers assuming that the analysis was done in a reasonable way. I think this makes it incredibly important for managers to have a sixth sense for what they can actually learn from data.” To make informed decisions, he says, it helps to take a step back and establish some fundamentals.

Because analytics often boils down to making comparisons between groups, it is important to know how those groups are selected. For example, a marketing department may want to judge the effectiveness of an ad by comparing consumers who were exposed to the ad with those who were not. If the consumers were selected randomly, the groups are what data scientists call “probabilistically equivalent,” which is the basis for good analytics. But if, say, they were exposed to the ad because they had shown prior interest in the product, this will lead to bad analytics, since not even the most sophisticated analytical techniques could provide an answer to the basic question: Was the ad truly effective or was the consumer already interested?

This is not just a marketing problem. Take, for example, a hospital that wants to replace its ultrasound machines.

Thanks to advanced wireless sensors, the hospital is able to measure in the course of business exactly how long it takes to perform an exam using the new devices, a metric that would help it decide whether to switch over for good. But the data show a surprising result: the new device is taking longer to use than the older one. What the hospital had not accounted for was a preexisting difference between two groups of technicians: novice technicians and experienced technicians.

It turns out that more novice technicians, who were naturally slower than the experienced ones, were choosing to use the newer device, and this skewed the data. Zettelmeyer says the problem is one of confounding technician experience with the speed of the device. Again, analytics failed because it overlooked fundamental questions: What makes technicians choose one machine over the other? Is everything about the usage of the two machines comparable? And if not, was the correct analytics used to correct for that?

Understanding the data-generation process can also uncover the problem of reverse causality. Here, Zettelmeyer points to the case of a company deciding whether or not to limit promotional emails. The data reveal that promotional

emails are extremely effective: the more emails a customer receives, the more purchases they are likely to make. But what is not apparent in the data is that the company is following a piece of marketing wisdom Reader’s Digest hit upon decades ago, which found that loyal customer - people who bought more recently, more frequently, and who spend more on purchase are more likely to buy again when they are targeted. So rather than the number of emails driving the amount of sales, the causality actually works the other way: the more purchases customers make, the more emails they receive. This means that the data are effectively useless for determining whether e-mail drives revenue.

In addition to making sure that data is generated with analytics in mind, managers should use their knowledge of the business to account for strange results. Zettelmeyer recommends asking the question: “Knowing what you know about your business, is there a plausible explanation for that result?” Analytics, after all, is not simply a matter of crunching numbers in a vacuum. Data scientists do not have all the domain expertise that managers have - and analytics is no substitute for understanding the business.

As Zettelmeyer sees it, decision making in the business world is being revolutionized in the same way that healthcare is with the widespread adoption of “evidence-based medicine. As big data and analytics bring about this revolution, managers with a working knowledge of data science will have an edge. Beyond being the gatekeepers of their own analytics, leaders should ensure that this knowledge is shared across their organization - a disciplined, data-literate company is one that is likely to learn fast and add more value across the board. “If we want big data and analytics to succeed, everyone needs to feel that they have a right to question established wisdom if there has to be a culture where you can’t get away with ‘thinking’ as opposed to ‘knowing. Developing such a culture is a big challenge for leaders. Organizations are rarely willing to admit the need for change, and few managers feel confident enough to lead with analytics. This, he says, will have to change.”



In response to the dynamic market and new innovative technologies in the printing, packaging and signage sectors worldwide, Singapore aims to open up significant opportunities through a dedicated trade show to serve these industries.

PrintPack+Sign (PP+S) 2015 is the only event in Singapore that showcases the latest industry news, equipment, materials, creative ideas, designs and services. Taking place from **29 – 31 July 2015** at the **Marina Bay Sands Expo & Convention Centre, Singapore**, the 3-day trade event is a must for anyone involved in the industry, to network, share knowledge, expertise, and do business.

Industry players are increasingly aware of the importance of raising productivity and profitability through the sharing of knowledge and resources, and PP+S provides a platform for them to come together and bring a greater focus to the entire sector. A trade exhibition allows customers to engage face-to-face with exhibitors and experience of the latest solutions first-hand.

Visitors can watch live machine demonstrations on the show floor, attend informative seminars on the latest technical developments and trends conducted by experienced presenters, and interact with fellow peers in the

profession. Apart from visitors from the printing, packaging and signage arena, PP+S is also targeted at direct corporate buyers from the advertising, design, entertainment, retail, education, F&B, healthcare, IT, shipping & transport industries. More than 10,000 trade visitors are expected to attend.

Notable exhibitors include **KONICA MINOLTA BUSINESS SOLUTIONS** – a leading company in advanced document management technologies and solutions for the office to the print shop, **RISO KAGAKU CORPORATION, JAPAN** who provides unique solutions in the paper communication field, **SC INTERNATIONAL** – a one-stop printing house with its headquarters in Singapore and manufacturing plants in both Singapore and China, **ASIAWIDE PRINT HOLDINGS** – a high-end commercial printer that specialises in corporate identity prints for MNCs, **GOLDPRINT ENTERPRISE** – a seller of large format printers, CNC laser machines and vinyl plotters to the signcrafts and digital printing industries, and **BOTAK SIGN** – a large format printing services company which provides their customers a one-stop station for all their advertising needs.

Other confirmed exhibitors include – **A MACHINERIES PTE LTD • ARIS PACIFIC PRIVATE LIMITED • ARK INDUSTRIES • ASIA PRINTMART**

PTE LTD • AVS TECHNOLOGIES PTE LTD • BANNERSHOP.SG PTE LTD • BITS & BYTES MARKETING PTE LTD • BITS & BYTES PAPERS PTE LTD • CHEMTRON PTE LTD • CONNEXITY PTE LTD • EXPRESSPRINT • FEDRIGONI ASIA - SOUTHEAST REP OFFICE • GRENADIER PRESS PTE LTD • HAINING RUIFENG PLASTIC CO., LTD • INMAGINE PTE LTD • LAMINEX-ID SYSTEMS SINGAPORE PTE LTD • NAGAMAS PRINTING (S) ENTERPRISE • NEWCAM SYSTEMS (1990) PTE LTD • OKGO EXPO - HAINING HEFENG EXHIBITION CO. LTD • OKI DATA (SINGAPORE) PTE LTD • QUOTE & PRINT CONSULTANCY PTE LTD • S&K ASIA PACIFIC PTE LTD • SHANGHAI YIJIAO INDUSTRIAL CO. LTD • SHEPHERDS INKJET TECHNOLOGY • SIGNZ MACHINERY PTE LTD • SUPERLINK HOLDINGS PTE LTD • THIM PTE LTD • TONGXIANG ZHENXING INDUSTRIAL FABRIC MANUFACTURING CO. LTD • TOUCH & PRINT PTE LTD • TOURDESIGN SRL (ON BEHALF OF HOLISUN SRL) • USC SOLUTIONS PTE LTD • XPAC TECHNOLOGIES PTE LTD • ZHEJIANG DEJIA NEW MATERIAL CO., LTD ...AND MORE!

Admission is free. Trade buyers seeking to visit should pre-register online at <http://printpacksign.com/reg/7> before 27 July 2015, 9am.

SECOND DRUPA GLOBAL TRENDS REPORT: INTERNATIONAL PRINTING SECTOR LOOKS TO THE FUTURE WITH SURPRISING OPTIMISM



Initial results from the second “drupa Global Trends” report are showing sustained recovery from the recession with some surprising insights and positive feedback. The full report designed to highlight economic and operational trends in the worldwide print sector became available at the end of March. The results are all the more interesting as the survey itself, conducted in October 2014, was largely identical to the first “drupa Global Trends” report from February 2014.

In addition this year a full survey was conducted amongst industry suppliers for the first time, ensuring a balanced picture of the global print market. Developments and important key data from the worldwide print sector – such as financial conditions, business climate, investment plans and technologies used are given in detail and trends revealed.

Werner Matthias Dornscheidt, Chairman of the Messe Düsseldorf Management Board summarises the key results of the study. “The generally upbeat picture reported by the expert panel surprised us,” says Dornscheidt. “Both the print service providers and the international supplier industry gave a positive evaluation of the economic situation of their own companies as at October 2014. Even more surprising, however, was that the print and supplier industry is heading into 2015 with a very positive outlook.”

The question ‘How do you see the outlook for the coming twelve months?’ was answered by 48 percent of service providers surveyed with expectations of an improvement in their companies’ economic situation, and only seven percent with a decline. The results from the worldwide supplier industry were similarly positive: 51 percent forecast an improvement, and only eight percent a decline.

On the other hand, the results from individual performance measures surveyed show a much more mixed picture: Sales for print service providers continue to rise – but are less pronounced. 39 percent of print service providers report an increase, whereas 22 percent show a drop in sales. This positive balance of 17 percent is well below the positive net balance of 27 percent from the first survey.

The margins for print service providers continue to fall. Almost half (43 percent) of the print service providers surveyed report falling margins, while just 16 percent succeeded in increasing margins. Positive exceptions here are the markets of North America and the Middle East, where 29 and 28 percent reported increased margins.

Digital print is growing fast but is still a small percentage of turnover for most printers. As quickly as the share of digital printing in the overall print technology mix continues to rise, most turnover continues to be generated from traditional print. Only ten percent of the print service providers surveyed achieved more than 25 percent of their 2014 sales in digital printing (2013: 8 percent).

Print service providers are not turning to services outside the print sector. Often recommended as a new business area – but not yet realised in practice: Just 27 percent of the print providers surveyed achieved more than ten percent of their sales with services outside the print sector (e.g. asset management for customers, updating databases, etc.).

Drawing an initial conclusion from the second “drupa Global Trends” report, those surveyed feel pretty positive – even if some measures are still showing negative trends. This general optimism is supported by the investment plans cited both by print service providers and supplier firms. After all, only a forward-looking development strategy ensures a competitive edge and thus the future of the company.

More than 1100 international decision-makers from the print industry and their suppliers responded to the comprehensive survey in October 2014.

The independent market research company Wissler & Partner (Switzerland) and Printfuture (UK) have – as with the first “drupa Global Trends” report and the first “drupa Global Insights” report – expertly evaluated and prepared the results. At the end of March the Executive Summary will be available as a free download in seven languages (English, German, French, Spanish, Portuguese, Chinese and Russian) as well as the entire version incl. the full figures in English for a price of EUR 249.00 online at www.drupa.de.

2015 DRUPA PRIZE GOES TO 32-YEAR OLD NINA KLEINÖDER

Every year Messe Düsseldorf awards the drupa Prize to the best doctoral thesis in the Arts Faculty at Heinrich Heine University (HHU). It has already honoured outstanding arts dissertations at the Düsseldorf University since 1978 promoting the publication and dissemination of the dissertation with prize money of Euro 6,000. Deciding who is to receive the drupa Prize every year is an expert body consisting of the Principal and Vice-Principal of Heinrich Heine University Düsseldorf, Chairman of the drupa Committee and CEO at Messe Düsseldorf.

Historian and Dr Designate Nina Kleinöder has won the 2015 drupa Prize. drupa awarded the Oberhausen-local for her dissertation “Occupational Health and Safety in the West German Iron and Steel Industry in the 20th Century. Structures, Actors and Intertwining Processes”. She was awarded the prize by Claus Bolza-Schünemann (CEO at Koenig & Bauer AG and

Chairman of the drupa committee), Werner M. Dornscheidt (CEO at Messe Düsseldorf) and Prof. Dr. Anja Steinbeck (Principal of Heinrich-Heine University, Düsseldorf) as part of a festive event on 1 June at Düsseldorf’s Industrieclub.

In her prize-winning work Kleinöder explores the falling number of works accidents in the German iron and steel industry since the 1920s and 30s and examines the causes of this trend. Because – as Nina Kleinöder firmly believes – this trend is not only due to technology and automation or rising occupational safety legislation. The background is considerably more complex. It is from this perspective that Dr. Kleinöder approaches the matter: the academic attempts to find answers to questions to help to reveal the real causes: how was this steady drop in accident numbers possible? What agents work together and what motives did they pursue here?

VISUAL ASIA EXPO 2015 LINES UP TOP-NOTCH SPEAKERS FOR TWO-DAY EXPERT FORUM

Positioned as “Asia’s definitive trade show for visual communication industry”, Visual Asia Expo is organised by Space Arena Pte Ltd. The signature event and a professional trade show will spotlight the best and complete variety of visual communication offerings now and the future. It will be held from 5th to 7th November 2015 at Suntec Singapore Convention & Exhibition Centre (10:30am to 6:30pm daily)

Themed “Transforming Ideas Into Creative Expressions”, Visual Asia Expo 2015’s two-day expert forum will feature distinguished speakers hailing from visual design, display technologies, digital signages, photography, imaging, lighting, printing and architecture sectors – to offer a multifaceted perspective of Asia’s booming visual communication industry. The featured prominent speakers for the two-day expert forum which will be held in conjunction with the trade show are:

- Sebastian Tan, Group Managing Director, Photographer and Director of Shooting Gallery Asia
- Mark Phooi, Designpreneur and Principal of First Media Design School
- Jerry Tan, Co-Founder and CEO of Light10 Industries Pte Ltd
- Rohan Abdullah, Director of LightingImages
- Alan Lim, Founder of Alan Lim Studio and Eleven Photography, Principal Instructor at School Of Photography Singapore (SOP)
- Ken Wheatley, Director of Sales, Business Products, Asia Pacific, Christie Digital Systems USA, Inc.
- Jeslyn Tan, Senior General Manager of SMRT Media & Digital, SMRT Investments Pte Ltd
- Lee Chee Yong, Managing Director of Film Screen Pte Ltd

Organiser & Director Thomas Ang says. “We have designed the forum for professionals who recognise that Asia’s visual communication landscape is highly diverse, is transforming dramatically and growing rapidly in the recent years. The forum will be an exciting learning and interaction platform for experts from the creative, branding, corporate and marketing communication fields, owners and trade operators of retail and malls, hospitality, banking, transportation, sports and entertainment, as well as government agencies and academic leaders from all over Asia.”



Website: www.VisualAsiaExpo.com

Facebook: [visualasiaexpo](https://www.facebook.com/visualasiaexpo)

Twitter: [VisualAsiaExpo](https://twitter.com/VisualAsiaExpo)

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HONG KONG BOOK FAIR 2015

Hong Kong Trade Development Council (HKTDC) Deputy Executive Director Mr. Benjamin Chau hosted a road show in Singapore on 3rd June 2015 to introduce three major HKTDC shows this year - HKTDC Hong Kong Fashion Week, Hong Kong Book Fair and HKTDC Food Expo. All three events will be held at the Hong Kong Convention and Exhibition Centre (HKCEC).

The week-long Hong Kong Book Fair will be held under the theme "Reading the World · Love at First Book". "When we read, we follow the story and explore the world of the characters. The reading journey would create an attachment to the characters and their world. The Hong Kong Book Fair encourages readers to fall in love

with books," Mr Benjamin Chau said.

The week-long fair is expecting more than 580 exhibitors from close to 30 countries and regions. Overseas visitors to Hong Kong can purchase HK\$10 concessionary tickets (Original price: HK\$25) upon presentation of valid travel documents. A city-wide Cultural July festival is also taking place alongside the Book Fair. The month-long festival includes around 250 events, ranging from seminars and author sessions to cultural tours and other activities at book stores, shopping malls, educational institutions, coffee shops and various venues throughout Hong Kong. Details are available at the Book Fair website: <http://www.hkbookfair.com>

VISUAL ASIA EXPO 2015



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PMAS held its 77th Annual General Meeting on Friday 19th June 2015 at the premises of the Employment & Employability Institute in Jurong East. 42 Member firms participated in the meeting.

Mr. Simon Lim, Group Director of SPRING Singapore and Ms. Annabelle Tan, Chairman of the Packaging Council of Singapore were invited guests at the event.

PMAS President, Mr. Lim Geok Khoo announced that PMAS had received the LEAD Award from SPRING Singapore and IE Singapore. This will enable PMAS to set up the Print Media Academy towards the end of 2015.

The Honorary Secretary, Mr. Tan Jit Khoo reviewed the highlights of 2014/2015 and outlined the gist of the LEAD Award and the four projects involved. The Honorary Treasurer, Ms. Genevieve Chua reviewed the PMAS Financial Statements for 2014/2015. She reported that PMAS had achieved a surplus of \$157,423 as compared to a deficit of \$29,307 in 2013/2014. This significant improvement was mainly due to advertisement revenue from the Singapore Printing & Packaging Directory 2015.

Members approved the PMAS Annual Report 2014/2015 and the PMAS Financial Statements for 2014/2015.

Mr. Bob Lee (Markono Print Media) and Mr. Terrence Hong (Asiawide Print Holdings) were appointed as Internal Auditors for 2015/2016. Hoon Tai Meng & Co was re-appointed as the External Auditors for 2015/2016.

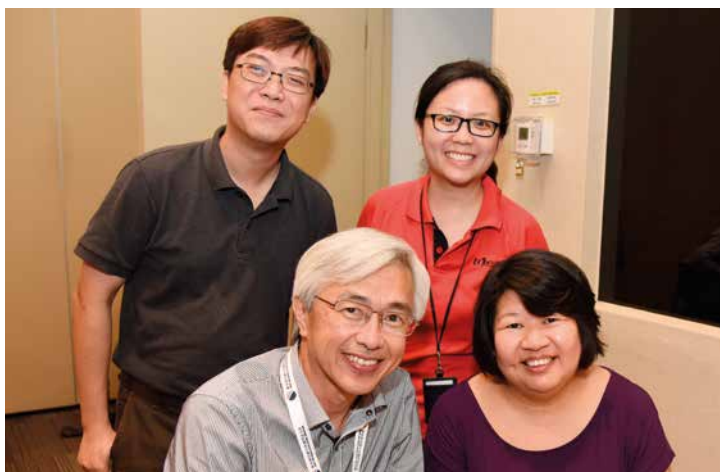
No resolutions or amendments to the PMAS Rules were submitted for approval at the PMAS 77th Annual General Meeting. There were two presentations after the completion of the Annual General Meeting:

- 1) SME Talent Programme by PMAS STP Manager, Mr. Michael Chia
- 2) Government Incentive Schemes for SME's by Mr. Wu Jia Qing from the SME Centre@Singapore Manufacturers Federation.

The 77th PMAS Annual General Meeting concluded with a buffet dinner which enabled the participants to relax and interact.









DELEGATION FROM THE MADRAS PRINTERS' & LITHOGRAPHERS ASSOCIATION VISIT PMAS

A seven - member delegation from the Madras Printers' & Lithographers Association visited the PMAS Secretariat on 20th May 2015 to meet members of the Management Committee.

The aim of the visit was to establish contact with the PMAS and the local printing fraternity. It was agreed that both bodies will explore possibilities for cooperation in the future. MPLA is based in the South Indian city of Chennai with a membership of 900 companies. It publishes the highly regarded Coromandel Printer and runs a training centre in Chennai.

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