



Print Miracle

RNI Reg. No. 65957/ 96

The Official Journal of Kerala Master Printers Association



Print & Beyond

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Print Miracle

The Official Journal of Kerala Master Printers Association

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Dear Friends

This issue is all about Print & Beyond 2017. By all accounts, it was a momentous event for all of us at KMPA and I believe this particular edition of Print & Beyond is going to be remembered by all of us for a long time to come.

Just to have Ramesh Kejriwalji amongst us was an event in itself. I personally was spellbound by the simplicity of the man as he explained

how it occurred to him to venture into packaging from playing cards. Reams have been written all over the country about Ramesh Kejriwalji and Parksons and there is really nothing more to write about him, except for the fact that all of us at KMPA are simultaneously proud and humbled by the fact that such a man came down to Kochi and spent a day with us, talking with us and dining with us as if he is one of our own. His simplicity was signed off by his closing comment "I might be perceived as big and all that, but in my heart I am also a fellow printer; just like each and every one of you".

The talks by Ankit Tanna of PrintMann were brilliant. He spoke about importance of systems and about quality control techniques when it comes to Pharma packaging. The talks by Mr Venugopal of Bobst and Prof. Dr Rajendrakumar Anayath were also enriching to the audience.

My colleagues at KMPA have done stellar work in making this event happen. Every committee member has put in humungous efforts and all I can say is that I salute the KMPA team for having it in them to pull off such an event. My young friend Magesh Karthik has opened up with his experiences during the conceiving and execution of the event and I hope all of you enjoy reading his memoir.

The Institute of Printing Technology, Shoranur stands tall in the printing industry due to the contributions made by its alumni who are all over the industry. The institute celebrated its Golden Jubilee and KMPA is proud to have been able to be a part of the event. Read more about this in Page No. 25.

Last but not the least, do not forget to read the article written by my colleague Abhilash Fraizer about the Novel "Aadujeevitham". This novel is in the league of "The Shawshank Redemption" and Abhilash tells you why.

Thank you friends and happy reading !!!

Raju N. Kutty
Editor

Editorial

President's Desk	3
Print & Beyond Past, Present & Future	5
Packaging: Its opportunities and challenges.....	7
The four pillars of Packaging	10
Print & Beyond 2017 - A Celebration of Print	12
KMPA Celebrated Printers Day 2017	18
KMPA participates in Print Pack India 2017	19
Nine top honours to KMPA members at NAEP.....	20
KMPA honours 'Devasi Chettan'	23
Shoranur IPT Shines in Golden Glory.....	25
The Goats Days. The Desert Days	27
Industry News	28

Contents

exercise
notebook
machinery

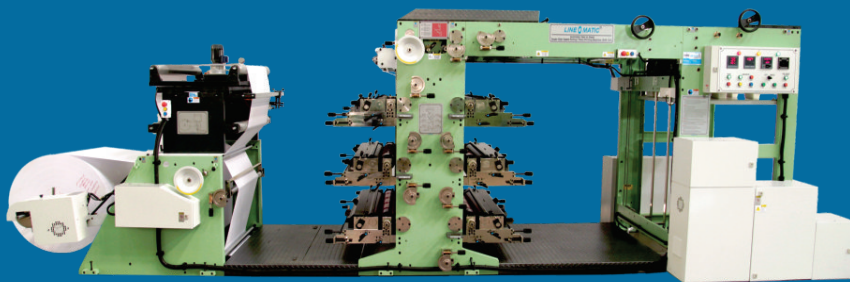
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Dear friends,

I am very happy to share with you that Kerala Master Printers Association is able to make a very strong impact in the society and the printing fraternity of India in a very positive way.

One of the major successes every member of KMPA can be proud of is the grand success of Print & Beyond held on 14th January 2017 at Radison Blue Hotel, Kochi. The Seminar which was attended by many experts from various parts of the nation, garnered unanimous praise from all corners. Stalwarts in printing and packaging industry like Ramesh Kejriwal, Ankit Tanna, Venugopal Menon, Ramu Ramanathan and Prof. Dr. Rajendra Kumar Anayath illuminated the participants with their speeches that reflected their experience and wisdom.

It is proud moment for all of us that PrintWeek India, the national magazine, ranked Print & Beyond among five must attend programmes in India. The prestigious magazine also allotted special space to carry the key notes and the speeches of the prominent speakers. This was a great recognition for Kerala Master Printers Association and Print & Beyond. We will try our best to carry this forward and make the future editions of Print & Beyond all the more grand and relevant.

Another proud moment for KMPA is the forthcoming Kerala 'Mudrana Puraskaram' which is expected to be held in April, 2017. Through this Award, which is approved by the State Government, we look forward to encourage and motivate the State Print Industry by recognizing the best work from various print houses in the state. At the juncture I recall the first edition of Print Awards in 2014, which was a grand success.

I am also happily looking forward to the Print Miracle Expo to be held from 7th to 9th April 2017 at CIAL Trade & Exhibition Centre, Nedumbassery, Cochin which is another feather on the cap of our Association.

Print Yatra is going great and I am happy to say that almost ninety percent of the printing firms that are members of KMPA are covered by this time. As mentioned in the last Print Miracle, this venture has helped us to build closer bonds with the member of the Association.

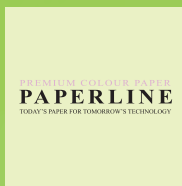
Yours sincerely

A handwritten signature in black ink, appearing to be 'S. Saji', written over a horizontal line.

S. Saji
President



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Print & Beyond

Past, Present & Future

O. Venugopal



'Print & Beyond' is the brainchild of Kerala Master Printers Association. As the name suggests, Print & Beyond aims to spread awareness to the public of latest developments happening in printing technology and industry around the world.

The idea was sparked and gradually developed during the many meetings of the stalwarts of Kerala's printing industry when they discussed about finding an answer to two key questions: 'What can be done to spread awareness to public about the existing printing technology?' and 'What could be the future technology of printing?'

The Past

The first edition of 'Print & Beyond' was held on 13th December 2014 at the conference hall of the CIAL Trade Fair & Convention Centre, near Cochin International Airport. The three day Exhibition of Printing and Allied Machineries "Print Miracle Expo 2014", organized by KMPA was also held during the occasion on the same venue. Leading print industry experts from abroad and India made their presentations at the Seminar

held at the exhibition venue.

Mr. Narendra Paruchuri, Managing Director, Pragati Offset, Hyderabad delivered the Keynote Address. Prof. Dr. Arved C. Huebler, Director, Print Media Technology, Chemnitz University of Technology, Germany, made a presentation on "Future Trends in Printed Electronics." Mr. M.G. Radhakrishnan, Editor, Asianet News and Dr. Sebastian Paul, Media Analyst & Ex. MP, made presentations on 'Future Trends in Print Media'.

Sunil Varghese, CEO, Mastermind, spoke about Print Marketing and Client Servicing while Prof. Dr. Rajendra Kumar Anayath, Director, Technological Institute of Textile & Sciences, Haryana, summed up the issues discussed at the seminar and gave an insight on the future of Printing Industry.

The huge success of its first edition ensured that 'Print & Beyond' is here to stay. We dedicated all the following editions to the loving memory of our mentor Josettan, who still lives in our hearts. A virtual mentor to all the Printers, he lived for the Printing community of Kerala. I strongly believe, like everyone else in our fraternity that Josettan

must be watching from Heaven and loving the way the editions are going.

The second Edition of 'Print & Beyond' International Seminar was held at Radisson Blu Hotel, Kochi, on Saturday, 27th February, 2016. It was an inspiring and stimulating experience. Kulakkada Pradeep, a leading consultant of printing technology and Chairman of KMPA's Seminar Committee, gave an elaborate introduction to the seminar explaining its objectives and procedure. Tomin J. Thachankary, IPS, the Chairman and Managing Director of Kerala Books & Publications Society (KBPS) delivered the Keynote Address. Prof. Dr. Rajendra Kumar Anayath presented 'Trends in Printing Industry' in two parts, with utmost clarity and lucidity.

The Present

The Third edition of Print & Beyond held at Radisson Blu Hotel Kochi on 14th January, 2017 had a very enlightening keynote address by Mr. Ramesh Kejriwal of Parksons Packaging, Mumbai. He shared his experiences on his journey from Commercial Print to Packaging along with the challenges faced in this field. Mr. Venugopal Menon of Bobst shared his vast experience working in the challenging realm of Packaging Post Production. Mr. Ankit Tanna of PrintMann, Mumbai presented his views from a young entrepreneur's perspective on packaging standardization. His elocution on the four pillars of packaging was highly informative. Prof. Dr. Rajendrakumar Anayath further enlightened the participants about how to take on challenges faced by packaging in the years to come. Mr. Ramu Ramanathan, Editor, PrintWeek India had another inspiring session.

The Future

In my view, there are certain areas Print & Beyond needs to focus now. While a section of printers is actively involved in this, there is hardly any involvement from others. We should encourage and instigate these printers to come forward by highlighting its advantages to them. We should also try our best to attract the participation of students of printing technology especially B. Tech & Diploma students. It is our responsibility to make sure that students are updated on the existing & future printing technology.



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Packaging: Its opportunities and challenges

*Excerpts from Mr. Ramesh Kejriwal's
keynote address*

I would say that packaging has got huge opportunities. India is growing at six to seven percent every year. As per my knowledge, packaging grows at least 1.5 times the GDP growth. In the next few years, we can see at least ten percent growth in packaging. So there is a huge opportunity.

The challenges highlighted

The biggest challenge for printers is the mindset. We have to change our mind from commercial printing to packaging. I remember I started my journey as a printer in 1971 when I finished my graduation. We started our company as a playing card manufacturer. As most of you know, playing cards is a branded product and it's not a service. But the quality required for manufacturing the printing side of the cards is very critical. All the 52 cards in a pack have to look identical, if even one card is not similar then it is not acceptable. So the quality culture was imbibed from the beginning.

After ten years in the business, I learnt the commercial, market and financial aspects of print. I realised playing cards would not be a great business model for future. A lot of users will shift from playing cards to computers. That was the time, we decided we foray into

commercial printing in the 1980s.

It was a big challenge for us. Since in playing cards, we had to focus on production and manufacturing and finally, selling the product. Whereas in commercial printing, we had to sell first and then manufacture. Plus wherever we went to solicit business, especially to our playing card customers, they said, "You are a playing cards manufacturer, you cannot do commercial printing."

In 1986, we purchased a four-colour Heidelberg. This was perhaps the latest machine in those days. And the quality it produced was beyond our expectations.

After a year, there was a queue of customers, lining up to get their jobs done on our press. That was our journey from 1986 to 1993. I remember that we had to install more machines in the commercial printing space along with our playing cards production.

Will commercial print last forever?

Again, the question was, will commercial print last forever? Or was the writing on the wall; and this was a growth sector in decline?

Around that period, we could see the demand for quality packaging amongst the multinationals and big brands. There were packaging companies like VFC, Color Carton

and RMDC and others, who had been industry leaders for years. This could have been a hindrance for us in terms of our foray into the packaging sector. But we wanted to do something different. We realised if we did "more of the same" then we would not be able to gain an edge in the market.

Also, we realised packaging was just merely printing but much more. We had to learn how to create a million pieces that accurately simulate print output – both CMYK and spot colours. We realised the importance of a centralised database for the secure management of spot colours, which ensures that all machines use the same critical colour data. As a result, we can precisely reproduce these colours in specific printing conditions. This was important since many new brands were entering India. McDonald's, L'oreal, Kelloggs who sought international quality of packaging.

We began our packaging journey in 1994. It was a massive learning process. We started understanding what the packaging requirements step by step. One: we started putting procedures in place to comply with the standards to improve effectiveness and productivity. The second thing we understood was for us to attract new work and more

contracts from existing customers, we needed to comply with exacting standards. This proved to be a boon. Since, standards can help you reduce your costs, improve turnover, improve profitability, and improve the company profile with stakeholders including your buyers.

Till 1998, we continued our experiments in packaging. But somehow we felt, we were not taking it to the next level. Then in 1999, we invested in a state of the art of manufacturing packaging factory. When we started our first state of the art plant in Daman, we did new things in the packaging space. We installed the first ink kitchen for ink manufacturing; we purchased a Kongsberg table. I remember some of the packaging stalwarts making fun of our decision, saying that the Kongsberg table costs Rs 30 to 40 lakh. In those days, one could have brought a second-hand die-cutter for that money. But we knew we had an edge. You must understand, paper and board were the unloved child of packaging. Till then, a lot of focus of R&D transpired in plastic and not so much on paper. This is the value addition, the Kongsberg table provided for us.

Modify your mindset

When you want to innovate or create something new, you have to modify your mindset. You have to de-program your settings, you have to come out of your shell and do what you have not done, hitherto.

We understood that paper was being seen as a sustainable and attractive option for consumers. Around the turn of the century, we understood innovations in coatings would be used in many more applications.

This was the Parksons journey up to 2001.

It was a big challenge since Mumbai was becoming costly. Most of our customers were shifting to Daman and Silvassa. We were hesitant to follow them. One reason was: the master printer's mindset that you have to be on the shopfloor 24x7; and you had to smell the ink and manage everything. How was such a thing possible, if the factory is 200 km away?

But when we ran the Daman for five to six years, we were confidently able to set up the Chakan factory. It was less challenging. It meant having a different kind of managing system. The factories have a proper hierarchy

and workflow. Today's modern presses run automatically. These are great and with improved makeready times once can constantly add to the value of a job and its quality.

We have proper systems and personnel to man these systems in place. One of the things, I learnt during this transition was: print is the most subjective part of our industry and we need to have ISO and lighting within premises to ensure nothing affects the colours. The other thing is, we have shortened reporting lines at our mission-critical manufacturing operations and looked at how we can operate most efficiently with the fewest layers between the general manager and the shopfloor.

Based on these systems, setting up the third, fourth and fifth plant, became much easier. There was a system in place and it was a template which we have learnt to replicate.

The Parksons Packaging journey has been a great journey. There is continued growth in paper-based packaging due to a buoyant GDP, changing demographics – more single serve packs and convenience packaging – sustainability and recycling concerns, technological advances, security, and the ongoing drive for added value, which is responsible for much of the innovation in packaging.

The per capita consumption for packaging is very low in India, as compared to global average and other countries. (India is 3.3 kg while the global average is 19 kg). So there is a huge opportunity. Thanks to our solid print background, especially in offset printing, which is the key for manufacturing folding cartons, we can master the art of packaging.

It has been a tough - but satisfying journey and one should not expect instant success. It will be a journey of 10-15 years. You will get a good result if you focus on your goal and stick to it.

Trends in packaging

In 2015, the global paperboard demand grew by about 1.5%. The demand from Asia remained steady, whereas demand from US and EU increased slightly y-o-y on account of slightly better economic growth. Global demand for paperboard is expected to reach about 290 million tons by 2019 from 270 million tons in 2014.

Over the next three to four years, demand for paperboard in India is projected to reach four million tonnes by 2019-20 and 6.5 million tonnes by 2024-25.

Challenges in packaging. How to prepare for them

Post-printing is very critical. You need a very good die-cutting and gluing system to cater to the satisfaction of the customers. The ratio of post-press to print holds the key to streamlining your operations.

Colour consistency holds the key. The new colours are influenced by design trends across our industry and can also signal new cultural and social influences. Brands are less inhibited about colour choices and more likely to choose bright and bold shades than in the past. There are now 1,867 Pantone colours in total. These colour shades are critical for the brand owners. For example, McDonalds and Coca-Cola have to be produced in the same colour consistency on all packaging.

Coating. In commercial printing, you can afford to wait for hours for a printed job to dry. But in packaging that increasingly demands rapid turnarounds, mastery of the coating technology is crucial. You should know what you are opting for? Be it, in aqueous-based or UV-based or LED? Whether you will switch from coated to uncoated stocks? How much of your work is of plastic? The final packaging has to go through the manufacturing process at the customer's end, therefore you need to know, how important the gloss is, how important is rub-resistant. Similarly, the drying process in your process, be it in-line or offline plays a very important part.

Paper and paperboard. In packaging, you don't have a standardised paper format of 23x30-inch or 23x40-inch, the art paper 130 and 140gsm or a map litho. You have various grammage and multiple sizes. Here, you cannot afford to waste any part of the paper board. Which is why you must opt for a special size. Some converters save time by requesting the mill to or the paperboard supplier to despatch the paperboard in the cut size on a pallet. This ensures saving time and cutting down waste.

High inventory and WIP of material. You are shifting from converting 20-30 tonnes of paper to a minimum of 100 tonnes

to - upwards of 1000 tonnes. This means, lots of space leading to higher finance and infrastructure cost. In packaging, after you print, you cannot convert immediately. In packaging, the first and foremost is the value addition which could be coating or foil stamping etc. We call it "Work in Progress (WIP)". For this, you require a lot of space, so space has to be planned properly which again entails large investment.

Again on the inventory side, the packaging end-customer asks you to hold the stocks. He puts an order and says the sales are sluggish so you are asked to hold the stock. In India, the problem is, customers do not pay for stock storage, and the packaging converter has to bear the cost of the stock.

The cost of marketing is a lot. At Parksons, we are converting about 6,000 metric tonnes every month. We have almost 60 people in marketing. We convert almost 70,000 tonnes of paperboard every year. We have a huge marketing which is costing huge to us.

Rejection level in packaging. This can be a huge loss because in commercial printing if you print with certain defects, you can salvage the material by talking to the customer. But in packaging, if there is a

defect, and if you have not printed correctly and if there is a missing font or a reverse text then it can lead to a total loss. If there is a rejection then it can affect you badly.

Huge development cost. The customer will give you an artwork, and you have to proof it and provide dummies, create a prototype and help produce the final product. In India, customers don't pay for development cost. The only way to recover your development cost is adding it, into your final cost or having a larger customer base product. One has to be ready for development and absorb the development cost into your cost structure.

Standards and certifications. A lot of multinationals and food and pharma brands require huge social accountability and other regularity compliances. One has to be free from child labour and pay minimum wages and adhere to all the statutory compliances on the labour side. If you wish to stay within the technical standards and certifications, you must undertake regular maintenance and maintain not just your pre-press kit but also your proofing equipment and presses and post-press kit to a high standard. It's a question of inculcating a habit in your team and ensuring you are strict about this.

Financial handling. What are the key elements of financial handling? How you handle your financial when you have large investments.

Go where the market is. One has to clearly define, where the market is. You cannot cater if there is no market within a certain radius from your current location. As long as you can cater to a market within 400 km of your manufacturing unit, it is a justifiable investment. If you cater beyond 500 km then handling the logistics and other nitty gritty will be costlier.

Ramesh Kejriwal's checklist for a packaging firm

- Use right technology for the target industry segment
- Optimum use of capacity of the key assets
- Right quality tools to check consistency and minimum wastage of material
- Keep your debt-equity balance healthy
- Keep healthy balance between standard products and value added products
- Keep your overheads under control
- Specialise product quality or industry segment
- Watch your Capex to turnover ratio.

Guttenberg the Great

Before Johannes Gutenberg there were only about 30,000 books in all of Europe. His printing technology quickly spread across Europe and by 1500 printing presses had produced more than 20 million volumes. The output in 16th century was an estimated 150 to 200 million copies. Gutenberg's invention for the first time made books affordable for common people, increased literacy and broke the monopoly of the rich on education. It played a key role in the development of Renaissance, Reformation, Age of Enlightenment and the Scientific Revolution. The printing revolution started by Gutenberg's work altered the structure of society, challenged religious institutions and is considered a key event leading to the modern era. In 1997, Time Life magazine picked Gutenberg's invention as the most

important of the second millennium; while in 1999 A&E Network ranked Johannes Gutenberg as the most influential person of the second millennium.

Some interesting facts about the Gutenberg Bible!

In the early 1450s, Johannes Gutenberg used his invention to produce around 180 copies of the bible, now famous as the Gutenberg Bible. Due to their remarkable quality, the books were sold quickly with some fetching as much as 30 Florins – about three years wages for a clerk at the time. The Gutenberg Bible was the first mass-produced book in Europe and it has since achieved an iconic status. Out of some 180 original printed copies of the book, 49 still exist of which less than half are complete. They are mostly held by libraries, museums or universities. The

last sale of a complete Gutenberg Bible took place in 1978, when it went for \$2.2 million. Experts estimate that a complete copy would now fetch around \$35 million at auction.

'Gutenberg' was actually the name of his ancestral house!

Born in the city of Mainz in Germany, Johannes Gensfleisch zur Laden zum Gutenberg was the youngest son of Friele Gensfleisch zur Laden and his second wife Else Wyrich. The year of his birth is not known with certainty. It is usually put by historians between 1394 and 1404. In 15th century Germany, it was a custom to take the name of one's house as one's surname. The family of Johannes lived in his paternal ancestral house known as Hof zum Gutenberg. While his father took his surname Gensfleisch zur Laden from other family properties, Johannes took his surname from Hof zum Gutenberg.

The four pillars of Packaging

Ankit Tanna, Director of Printmann Group who specialise in four verticals: cartons, leaflets (which includes inserts, medi-guides and outserts (for the US Market), self-adhesive labels on bottles and most recently aluminium foil which is blister and strip packs.



Ankit Tanna who has served the organisation for seven years, spoke about how a mid-sized firm could make a transition to packaging. He said, “The ROI on quality is goodwill and customer satisfaction.”

Quality

Quality packaging or no packaging is of the prime importance. For us, this holds true every day because it was the appreciation of our quality which gave us a genuine opportunity in packaging.

It is a clear differentiator. It's not price, its quality which will be a differentiator in packaging. Because unlike commercial printing where you are printing marketing material, in packaging, you are printing their raw material. You are representing their brand, their identity. Therefore there should be no compromise.

In the packaging industry, a lot of your clients will demand certifications. Today the carton, label and leaflet division of Printmann group is an ISO 9001:2008, PS 9000 and a BRC:IOP certified plant. The foils division is an ISO 15378 Plant with USDMF certification. Often we ask ourselves and discuss with our peers as to who is going to pay for all these costs related to the certifications. The truth is no one. But we must realise that these certifications must be done for ourselves more than doing it for the client. These certifications create a system which takes me to the next point.

In 1987, we had a small, humble beginning started with commercial printing for FMCG companies and marketing jobs of pharmaceutical companies. In 1989 we diversified into pre-press where we had imagesetters and drum scanners for the proofs. This was before the CTPs came in. In 1993 considering the cutthroat competition among FMCG companies, Bipin Tanna (Ankit's

father and founder of the company) wanted to diversify. At that time our pharma clients were seeking someone with our level of quality to supply to their packaging needs. So that's how Printmann forayed got into packaging.

Ankit Tanna has summarised his learnings into the four pillars of packaging. These pillars are “a must for a successful packaging company”.

Systems must work, not the people. If systems are in place, people will have to follow; since they will have a roadmap laid in front of them. Because as a business owner, you cannot ensure quality during every process.

In packaging, you will often face audits wherein the auditors check the inspection systems in your processes. These online inspection systems come at a high price. But when you see your cost sheet there is no charge for inspection systems or quality control. That is a given.

This takes me to the next point. Quality systems and implementation should not be considered as a cost but an investment. But the question you will pose is, what is the ROI? The intangible ROI is Goodwill and Loyalty.

Your clients will stay with you because your inspection systems will make the product work seamlessly on your customer's lines and hence give your customer a good night's sleep. The tangible ROI is obvious: getting rid of labour complexities.

Work culture

Quality is going to be redundant if a packaging firm is not successful in changing or implementing the workculture of the organisation.

Back in Mumbai, we say 'get rid of the Chalta hai' attitude which means I know it's not up to the mark but it is almost perfect!! In packaging, the world is binary. It is either okay or not okay. That change in attitude has to trickle down from you all the way to the helper on your machine.

In commercial printing, you will be told to use CMYK with lamination. In packaging you will be instructed "185c red, reflex blue and 376c green with benzophenone free varnish and braille height of not less than 1.6mm". Firstly, as a business owner, you must understand why this is important. Imagine a Colgate red or Bank of Baroda orange. These brands are defined by the colour on the packaging. So we must respect these colours. This mathematical reading of numbers to define colours must percolate to the operator. That is the change in culture, that packaging seeks.

In packaging you will come across migration issues. This means, the inks and varnish you are using should not migrate into the clients product. Let's be clear if

the client demands it, he must pay for it. And if he is paying for it, we as packaging solution providers must implement it. If the client is not ready to pay we must refuse to use that varnish because that's where our responsibility lies. Imagine this scenario, a cereal box in which we were told to use a particular food grade varnish. For some reason, you didn't. Now that box lands into your kitchen for your child's breakfast. Scary?

That is the responsibility a packaging unit must have in its culture. At Printmann, we are into pharmaceutical packaging and we keep telling our helper that if you don't use the product mentioned in the job card or do not follow the system, then someone's life is at stake.

Trainings help in continuous improvement. Internal audits help in identifying the loopholes which disrupt the system.

And finally EHS has to be a cultural change of top management. Fire audits, fire marshalls, first aid audit, medical checkups, colour blindness tests. All these are very important.

Customer service

Packaging is a complex process. Take a carton for example. You convert the PDF received from a 2D blueprint to a 3D carton. It involves the entire pre-press process, die-making, etc. This is followed by the printing and then die cutting; followed by braille and pasting. How will your client know the pains you go through until he sees it first-hand? Therefore invite the client over. Make him understand your processes. If he sees it, he will believe the lead time you require and the price you are quoting.

Educate the client. Because if you don't, someone else will. Discuss your costs openly, and don't try to bluff him.

Also simultaneously keep listening to your client. Try to follow their path. If you see they are successful, then you can grow with them.

Never lose respect, printers have this huge respect deficit.

As a community, we must work towards reducing the trust deficit. We must reach a point where we are seen as partners and not just vendors

Innovation and R&D

At Printmann we treat innovation as part

of our customer service. It is my duty to come up with new products or tweak processes to better my services. But how does one innovate? After all, innovation is quite a subjective thing. It means different things for the people in the value chain. It can be very different for someone at the brand end of the packaging sector to someone at the technical end.

Therefore stay in touch with your clients product / packaging development team. There will be no need for an idea generation at your end. All of you have to do, is listen to their concepts and then you need to execute it with your R&D.

Secondly, visit or participate in your industry and your client's exhibitions to study the trends. It is crucial to know what the techniques, materials and technology relating to print for the packaging sector. Also, it is a good time to pick the brains of the decision-makers about things like green eco-friendly packaging and understanding how they do their filling, packing, fulfilment and logistics services.

Third, walk into a supermarket to see the packaging available in the market. Compare them to your products. Strip open the carton and challenge yourself to make it better. Look at the embellishment. An important area for producing value-added products is in special finishes. This is where the demand is on the up. It depends on the sector but we are seeing a lot more use of embellishments, such as foiling, by brands that are differentiating their products. With extra finishes come at an extra cost, and as such, the mindset of the brand owner is crucial. While some customers are focused solely on price, others are more open to the potential sales uplift that a slightly higher spend on a fancier packaging can deliver.

Printing is a means to product creation

Before I end I would like to quote a line in the invite of today's seminar that 'Printing is a means to product creation'. I agree. I say, always respect the product creation/value addition you are doing. You are converting a mere piece of paper into a beautiful carton which is going to enhance your customers brand. The day you start respecting this credo, is the day your clients will respect your work and you.

Print & Beyond 2017

A Celebration of Print

Magesh Karthik Suresh



This is the first time I am jotting such copious notes for a magazine. That too, a magazine I have been seeing for the last 21 years. So let me first thank all the office bearers and the editor of Print Miracle who gave me the opportunity to write my random ruminations.

Let me start at the very beginning with KMPA and Print Miracle.

I remember the sultry days in mid-1990s when as a kid I used to go to office on Sundays with my dad and fritter most of

time sitting near his secretary's (Mr. Thomas) cabin, since the computers (our then pre-press) was in close proximity. The hum of the machines and the glow on the screen hypnotised me. Print Miracle, the magazine, would be all over the place, one form here and another signature there, plus advertisements and photographs which needed to be scanned. The process of compiling and copy editing by Thomas and Rajan uncle (St. Francis Press) was a common sight in those days.

I have seen Mr. Thomas scrutinise the

content, cross-check the advertisements, proof read the pages and make a million phone calls. And only when all of the above was done, would he be satisfied. Mr. Thomas was the heart and soul of the magazine from its first edition in 1996 till 2009. Then when the KMPA office was initiated and the new team took over the office. So on a day in between 1996 to 2009, when I used to see Mr Thomas's cabin sans the material for the magazine I would assume that the latest edition has gone for print. Knowing quite well that the cycle would restart in about a week's time for the next issue. The propaganda poster that shows the first Print Miracle Expo in 1994 was kept in that room till 2011 (then the renovation of the office happened). That's how much the legacy of Print Miracle is embedded into my family and our firm.

This write up is a tribute to the contributions of Mr. Thomas to the KMPA and Print Miracle for more than a decade.

That was then. This is now.

Let's cut to 2017 now. I was part of the KMPA office bearers for the last four years. A few months ago, a call for conducting the Print & Beyond seminar came when the secretary and good friend Rajesh G. (whom I call Rajesh Bhai) told me at the beginning of our tenure that "Print & Beyond is now your responsibility". I have to admit I was a bit reluctant since it was a huge task.

To me when the Print Miracle Expo and Print and Beyond was initiated it was a proud movement. Two reasons really, it kept alive the mammoth efforts that my father, Suresh Rajendran, took in 1994 to launch an expo to Kerala. I think this was for the first time and I know it was against all odds.

Secondly in my opinion, to host a seminar and an expo in our own backyard is the greatest way to celebrate being a print professional. And so, the day I stepped into

the first expo I could see the sense of pride on the faces of all the printers who were present on the day. I was also part of the second Print & Beyond seminar where I along with my contemporary, Anoop of Anaswara and Raju N. Kutty of Purandara was part of a 30 minute Q&A session hosted by Prof. Dr. Rajendrakumar Anayath.

Which is why, I knew I had a tough task on hand. During one of our regular Monday meetings, the president of KMPA, S. Saji told me to come up with some themes for the seminar. Thankfully, I was already prepared for it. I answered that the theme should resonate with our members plus the printing fraternity in Kerala should benefit in their day to day activities or planning their future strategies. The president of the KMPA asked me what is that thing? Now, the one thing I hear a lot from our fellow printers is 'how to get into packaging'. Before I could finish my good friend and the editor of Print Miracle, Raju Kutty stood up and said "If its packaging, then we should have some big wigs like Ramesh Kejriwal of Parksons Packaging with a lot of stature".

To be honest I thought I had dug my own

pit and fell into it. I knew inviting someone like Mr. Kejriwal would be a Himalayan task. At the same time I recalled the experience my brother shared about a session in Pune where Mr. Kejriwal had addressed the gathering.

"If" I can pull this off.

The next day I called up the one person without whom no print event in Kerala can happen, i.e. Prof. Dr. Rajendrakumar Anayath. And as always Anayath sir's words were a huge boost. He said "You have to think of a seminar of this scale and have speakers like Mr. Kejriwal I will help you as much as I can in this regard." He added, "Its a wonderful initiative and how can I say no. In fact I will most certainly be a part of it".

That evening after work as I was mulling what progress report should I submit to the KMPA committee during our Monday meeting, that's when like a flash, the chit-chat and confabulations I have had with my good friend Ramu Ramanathan of PrintWeek India, over the years came to my mind. In short I thought he would know 'someone who knows everyone'.

It also reminded me of a special episode from our memorable Hisar road trip from

Delhi. There is a Malayali saying that some relationships are forged in steel; and to that aphorism, I can add, some relationships can be forged in a trip from Delhi to Hisar. Though the story of that trip is a subject of another write up, I have to highlight it gifted me two new friends: Ankit Tanna from Mumbai and Manu Choudhury from Kolkatta. Also, it gave us an insight into the mind of perhaps 'the' editor of printing news as it breaks in India. That is Ramu, who was also part of our journey. Later he was the moderator of a panel discussion for the students of Guru Jambheshwar University of Science and Technology, (an event organised by the All India Federation of Master Printers). That session with the students was a good one.

That's when I thought such a panel discussion could be moderated by Ramu for the members from KMPA and the students from two major printing colleges in Kerala.

The phone call to Ramu was straightforward. I highlighted the two agendas. He agreed, immediately. I was quite pleased with the progress we were making. It was one of those rare days I enjoyed a good night's sleep.



Print & Beyond 2017 seminar being inaugurated by Mr. Ramesh Kejriwal



As it happened, a few days later on a weekend, I was at a coffee shop with Raju Kutty and we were discussing this subject. I remember the headlines of the chat. Both of us were quite pessimistic about the future of the seminar. As we were concluding I got a call from Ramu Ramanathan and as calmly as ever (like he always is) he said “Mr Kejriwal has tentatively agreed on the dates that you have proposed and he said he would be calling you in the next week”.

I was stunned and did not know what to say. Picking myself up, I asked “what about you, you would be coming right? The panel discussion for me would be the highlight of the show” for which Ramu in his typical style said “Yes the Kochi-Muziris Biennale is also happening around that time.” I shared this good news with Raju Kutty. We congratulated each other, and spent the whole evening discussing various nitty gritty about the seminar.

The next Monday evening I shared this news with everyone in the KMPA committee. I could see the jubilation. I had to calm the nerves saying Mr. Kejriwal has not yet “confirmed”. I also told everyone about my

idea of the panel discussion which was also welcomed. Next thing I was asked about the third and fourth speaker. Many names were floated and ideas were discussed. But due to one reason or the other we could not narrow down on speaker three and speaker four. The next day by noon I saw a missed call and an SMS. On cue, I searched for the number on an app in my phone and it showed up as Mr. Ramesh Kejriwal. The first thought was, oh my god I might have jeopardized the whole seminar. How am I going to get hold of Mr. Kejriwal again. Completely distraught, I checked my SMS and saw the message which read “Hi Mahesh this is Ramesh Kejriwal from Parksons please call me back when you are free”.

In a short conversation from Mr. Kejriwal over the phone he confirmed his availability. He requested what specific inputs that we would need from him? I said we (printers in Kerala) are aspiring to become packaging converters. Therefore we need to know how it all started with you and Parksons. Mr. Kejriwal concluded by asking me to send an email point-by-point so that he could prepare accordingly. He ended the conversation by

saying, “I am also a fellow printer like anyone in the industry”. He added, he knew my father. I must say I was overwhelmed.

It was one of those moments that I consider a life lesson.

The same week I got an invitation from PrintWeek India as a nominee for their annual award function in Mumbai. Now Ramu was kind enough to offer me a seat near Mr. Kejriwal who would be attending the show. I informed them I would have a discussion with them in Mumbai. As always I called my go-to-buddy Mr. R (Raju). I requested him to accompany me to Mumbai so that we can have a discussion with Mr. Kejriwal and Ramu as a representative of KMPA. He agreed immediately.

During the course of the function at the Grand Hyatt attended by more than 350 VIPs, Parksons Packaging was awarded the PrintWeek India Printing Company of the Year. We thought it would be best to leave Mr. Kejriwal to celebrate with his team. So, we congratulated him. However Ramu, Raju Kutty and I stayed on till 1:30 am at the same venue. We discussed how to go about the seminar. It was then, Ramu came up with



Venugopal Menon



Ramesh Kejriwal



Prof. Dr. Rajendra Kumar Anayath



Ankit Tanna



Ramu Ramanathan, moderating the interactive session



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options for speaker three and speaker four. He asked us to consider Mr. Venugopal Menon of Bobst India and my good friend Ankit Tanna of PrintMann. I did not think twice and seconded his decision. Later he and Raju Kutty devised a plan on how the interactive session should go on. Upon my return to Cochin I contacted both Mr. Menon and Ankit. Within a few days, they were kind enough to participate in spite of their busy schedule. In fact Ankit also was blessed with a baby boy at that time; and yet, he said, yes.

At this point I had a major setback: a disk rupture in the spinal cord near the neck. I was completely out of sorts and was advised a month's rest by the physician. But this time at home helped me co-ordinate with the speakers with long chain of emails about relevance of what has to be spoken during their respective sessions. Both Mr. Kejriwal and Ankit wanted to add something of value to the audience so I spoke to many printers in Kerala who are aspiring to take up packaging as well as industry experts and suppliers. All this was plugged back into both the R's Ramu and Raju. Both shared their valuable inputs.

This 2-3 week exercise proved to be one of the major reasons why the seminar was so well appreciated by our audience and why it proved it most relevant. We were fast racing towards 14 January; the d-day for Print & Beyond.

It was at this juncture there was a bit of a concern about the finance for the seminar. That was when another good friend and fellow member, Mr. G. Venugopal (Sterling Printers) whom all of us call affectionately as Venu Ji - stepped in. From this point onward the money matters for Print & Beyond was handled by Mr. Venu. Not only did he speak on my behalf during the Monday meetings, he shouldered the responsibility, especially as I was mentally and physically low (due to a serious spinal injury). Mr. Venu was the only one who related to my condition and supported me. Also, I cannot forget our Hon. Secretary Mr. Rajesh's contributions. He along with Mr. Venu stood up and took on the responsibility like a true leader. The dynamic duo of Venu Ji and Rajesh Bhai conjured up a record sum as sponsorship for the event. Plus we attracted a record number of people to attend the seminar as well. In fact they travelled all across Kerala and up

to Manipal to invite faculty and students for this event.

During the last few days leading up to the event every single member of the executive committee contributed towards the success of the event. Among them I cannot miss out the contribution of our very own Nazer Ikka (Mr. Nazer of Nazer Binding) he came up with a brilliant idea of take away box for all participants of the seminar and Biju chettan (Mr. Biju Jose of Printers Castle) for the excellent work on the design of the brochure for Print & Beyond.

Finally one day before the seminar, Mr. Kejriwal and Ramu Ramanathan landed at Cochin airport at more or less the same time. I offered to pick them up from the airport. Accompanying me was Raju Kutty. He said "here we go". A journey, according to him, was overwhelming. That evening there was a small get-together for all our guests (except Ankit Tanna). Mr. Kejriwal spoke about his experiences during his career. All of us were spellbound and heard Mr. Kejriwal in rapt attention. Just listening to him, we felt motivated, that 'we must also achieve'.

On a personal note I felt that it was very inspiring and I consider that evening as a lucky opportunity. I got to know much more about the man who already inspired me through his work. Most members felt that they had already attended next day's keynote session.

The next morning first thing I went and met Ankit who had just arrived. Then quickly went about the highlights of the session. Subsequently at the start of the seminar our president Mr. Saji threw a huge surprise by asking me to light the auspicious lamp and I had to say 'Thank you very much and it's a great honour'.

What happened, next, during the sessions by Mr. Kejriwal, Mr. Venugopal, Mr. Ankit Tanna and Prof. D.r Rajendrakumar Anayath is known to all the KMPA members. Feedback on the day had already put a smile on my face. It was like all the efforts over more than 3-4 months has finally paid off. During the send off every one of the guests thanked me and KMPA for the way this seminar was hosted. It was a great feeling to hear it from them.

So let me conclude by saying what my father (Suresh Rajendran) always have told me from childhood, 'the greatest procession

you can have in life is good relationships'. I have seen him prove this credo in his life. The statement rang true in my case with this event. Let me take this opportunity to highlight such special relationships.

Raju N. Kutty from conceptualising the theme plus accompanying me to Mumbai in spite of his busy work schedule. He motivated me throughout the past few months. At times, when I was low and finally on the day before the seminar coming to the airport to pick up the VIP guests. Our friendship goes back more than a decade and during every juncture in life he has been one of the shining lights in my life. Thank you very much Raju Sir.

Ramu Ramanathan, had I not known Ramu then I can say with absolute certainty that Print & Beyond 2017 would not have happened the way it did. Not only did he play 'the' role in getting together our guests. PrintWeek India covered our event extensively including live coverage (online). It's been a great pleasure Ramu ji and hope to do this, again, soon. For the record, Ramu called me a few days after the event and said "your next seminar's potential speakers list is ready because of the success of this Print & Beyond 2017".

Ankit Tanna: This is a guy with whom I share a drink and hang out, so I am going to make this casual. Ankit took a round trip on a very special day in his newborn's life. By doing so, he made it a special day for all of us. Ankit: I can't thank you enough, but for now like I said the next round of drinks are on me.

Mr. G Venugopal Nair: Venu Ji simply went all out blazing every weapon in his armoury for Print & Beyond this year. Last year, too, he did the same when he was the president of KMPA. I know that getting things into place especially with the sponsors is a hectic task and he had done his best. In a sentence if I have to describe it then it would "heights of empathy and team work". Thank you, so much, Venu ji.

This experience made me think brotherhood is more than just blood relationship

I have to also thank every single member who contributed towards the success for Print & Beyond 2017 which was truly a team effort. I am sure the next event will be bigger and better. Looking forward to the next edition of Print & Beyond.

KMPA Celebrated Printers Day 2017

25 new members welcomed to the Association

Kerala Master Printers Association celebrated Printers' Day 2017 in a grand and cordial way on Saturday 25th Feb 2017 at Hotel Presidency, Ernakulam at 6 pm. Dr. T. N. Viswambharan, Retd Dean of M G University, inaugurated the function held amidst the respected printers fraternity of Kerala, by lighting the lamp. The Printers' Day celebration was a true reflection of the cordiality among the members of the association.

Honouring one of the senior most printers

The highlight of the day was the honouring of Mr. P.R. Nair, the Managing Partner of Swagath Printers, Trivandrum which has a reputation of over 36 years in the offset printing field.

Mr. Nair joined KMPA as a member during the year 1980. He was elected as the General Secretary of KMPA in the year 1988, under the presidency of Sri R. Suresh. He had continued his service as the General Secretary for 9 years. During the year 1997 he was elected as the Vice President, South and continued till 2001. During his tenure as Secretary, KMPA hosted the all India Printers Conference and Mega Exhibition in the year 1994 which was a land mark in the history of KMPA. He was also the Governing Council member of AIFMP representing KMPA for more than 12 years.

The welcome address by Ajith C. Jose was followed by the presidential address by S. Saji, the president of KMPA. O. Venugopal, Co-ordinator KMPA introduced KMPA to the participants. It was double celebration time as 25 new members were welcomed into KMPA family at the Induction Ceremony held thereafter. G. Rajesh, Hon. Secretary KMPA delivered the vote of thanks.

A family get-together followed the official functions. The day was embellished by a variety of entertainment programs staged on the occasion, adding joy to the gathering. A sumptuous dinner that topped the programmes of the day, giving a sense of completeness to all the participants.



Dr. T.N. Viswambharan lighting the inaugural lamp



Mr. P.R. Nair being honoured by KMPA



View of the audience

KMPA participates in Print Pack India 2017

For the first time, Kerala Master Printers Association participated in PRINT PACK INDIA EXHIBITION in Noida. A grand stall was set up at the venue, from where the representatives of KMPA were able to make a distinct mark about KMPA to the numerous visitors and print enthusiasts from all over the nation.

The main aim of KMPA's participation was to promote major and prestigious initiatives of KMPA, namely Print & Beyond Seminar, Kerala Mudrana Puraskaram and Print Miracle Expo so as to attract national level attention to

the programmes.

One of the major advantages of KMPA stall was that we were able to project the activities of KMPA to a wider audience. A comprehensive corporate brochure that imparted a comprehensive picture of the identity and activities of Kerala Master Printers Association was designed and distributed at the stalls to the visitors and the participants.

During six days of Print Pack India, KMPA representatives including G. Venugopal, Raju N. Kutty, Rajesh G., Ajith Jose, Unni S.R., Arunkumar, Yeldho K. George, Pradeep

Kulakkada and T.N. Sajeewan participated in the Print Pack Expo by turn. S. Saji, President of KMPA visited the event on the previous day of conclusion.

As a major change from previous events, KMPA formed a special team which visited the various machinery manufacturer's stalls during Print Pack and explained in person the benefits of participating in the Print Miracle Expo 2017. Because of these efforts many manufacturers agreed to participate in the Print Miracle Expo 2017 at CIAL Exhibition & Convention Centre, Nedumbassery, Cochin.



KMPA stall at the Print Pack India 2017

Nine top honours to KMPA members at the 11th National Award for Excellence in Printing

It was a proud moment for Kerala Master Printers Association (KMPA) at the eleventh National Award for Excellence in Printing (NAEP) in New Delhi as nine members of KMPA won awards in various segments. And the accolade becomes all the more glorious as out of ten awards won by Kerala, nine were secured by the members of KMPA. Malayala Manorama was the winner of the tenth award.

NAEP is organized by the All India Federation of Master Printers (AIFMP) and supported by the Government of India. It had successfully completed ten editions with grandeur and poise. The three-member esteemed jury, included stalwarts like Prof. Dr. Rajendrakumar Anayath, Kiran Priyagi and Dr. Anjan Kumar Baral.

The award winners from Kerala are: Computer Graphics Laser Press, Anaswara Offset Pvt. Ltd., Ebenezer Printers, Orange Printers Pvt. Ltd., Screen Pack Offset Printers, Sterling Print House, Rajsree Industrial Printer, Print Solutions, ST Reddiar & Sons and Malayala Manorama.



Ebenezer Printers, Thrissur



Anaswara Offset Private Limited, Ernakulam



Computer Graphics Laser Press, Kottayam



Orange Printers Private Limited, Trivandrum



Screen Pack Offset Printers, Ernakulam



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The Malayala Manorama Company Limited, Kottayam


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KMPA honours 'Devasi Chettan'

Mr P.T. Devasikutty has always played a very important behind the scenes role in the activities of KMPA. He is the de facto PR Officer of KMPA and enjoys good rapport with all media houses in the state. This enables him to coordinate for the various press conferences and newspaper reports of the association events. He also plays a critical role in liaising with various government agencies. It was the active involvement of Mr. Devasikutty that helped in getting the various sales tax clearances for the Print Miracle Expo. Also, it was his active efforts that helped in getting the support of the Government of Kerala for the Kerala Mudrana Puraskaram.

KMPA recognised and honoured his invaluable contributions by presenting him with a Ponnada after the Print & Beyond Event at a special meet conducted after the event.

Devasikutty chettan has had an interesting career with varied activities. After doing his Diploma in Journalism and Public Relations, he also completed MA History from Annamalai University. He worked as correspondent for Mathrubhumi Daily from 1971 to 1973. Later he did freelance work for many other newspapers.

A keen and observant politician with strong moral principles, he was jailed twice - July 1975 and January 1976, during the period when Prime Minister Indira Gandhi declared internal emergency in India. He worked in protest against the emergency and was arrested by DIR (Defence India Rule)

Mr. Devasikutty is now working as part time PRO of Falcon Infrastructures Limited, Puthiya Road, Kalamassery. He is an active member of Public Relations Council of India. Even though he has never worked in Govt.



P.T. Devasikutty

service, he is a permanent associate member of SAYAHNA, Trivandrum (Retd. Officers of Finance Department, Govt. of Kerala) since 2005. He is also now very active in various social work.



P.T. Devasikutty being honoured by KMPA President S. Saji (extreme right)

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Shoranur IPT Shines in Golden Glory as the Jubilee Celebrations have begun

O. Venugopal



President, S. Saji and O. Venugopal representing KMPA handing over a donation cheque for Rs.1 lakh to the Hon'ble Chief Minister of Kerala Shri. Pinarayi Vijayan at the inaugural ceremony of the Institute's Golden Jubilee Celebration.

It is a matter of great joy and immense pride that Institute of Printing Technology and Government Polytechnic (IPT & GPT) College, Shoranur is celebrating its Golden Jubilee this year. I had the great privilege to participate in the inaugural ceremony of this great event, which has helped and equipped many students to find their niche in printing industry.

The year long Jubilee celebrations were inaugurated by Shri. Pinarayi Vijayan, the Chief Minister of Kerala in the presence of a grand audience. The spacious pandal set up at the venue was fully packed by 3 pm to welcome the chief guests. K. Vijayakumar, Director of Technical Education welcomed the guests. P.K. Sasi MLA presided over the inaugural function. Inaugurating the Jubilee, Shri. Pinarayi Vijayan said that the government of Kerala is looking forward to find means to create man power to meet the requirements in engineering industry. He expressed his hope

Many stalwarts like Prof. Dr. Rajendra Kumar Anayath, Unnikrishnan Adavakate and C. Dinachandran, the current Principal of IPT & GPT, who made a mark in the industry and academy with their prowess, were once students of IPT, Shoranur.

that the Jubilee celebrations will attract more aspirants to technical fields.

A group of members from Kerala Master Printers Association participated in the ceremony. S. Saji, the president of KMPA and myself had the privilege to speak on the occasion representing KMPA and old students respectively. On behalf of KMPA, a donation of Rs.1 lakh was handed over to the jubilee celebrations fund.

The first Government owned institute in Kerala, IPT & GPT was established by Government of Kerala in 1967 under Technical Education Department. The institute has a spacious campus spread out in a green, lustrous 33 acres of land to the northern side of Shoranur Railway Junction. Besides being the first Government owned printing educational institution in Kerala, IPT & GPT has the privilege of the only Institute in the entire state which offers a three year diploma programme in printing technology. In addition,

the college also offers diploma programme in Electronics Engineering and Computer Engineering. The college campus possesses state-of-the-art facilities like an administrative block, laboratory wing, auditorium, non conventional energy park, library etc.

IPT Shoranur has played a remarkable role in shaping the printing industry in Kerala. It is not a small thing that fifty years ago, when technology was not developed as it is now, IPT Shoranur was able to mould experts in printing technology and equip them with technological insights and skills. When the world was less sophisticated and developed, IPT had advanced facilities to learn printing technology. During that time, IPT conferred to its students the foremost degree in printing all over India.

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students of IPT, Shoranur. Many others who passed out from IPT are now in respectable positions at various parts of the world.

Print Museum: A Great Dream

Another remarkable thing to mention at this juncture is the proposed Print Museum, planned to set up in connection with the Jubilee. The concept and proposal are already approved by the Government. There are two opinions prevailing regarding the location of the Museum. I strongly feel that Shoranur will be the best place to set up the museum. There are some very obvious advantages in placing the historical museum at the place where so many students have learned the art of printing.

In IPT Shoranur there is ample space for developing a museum and research center. A museum functioning along with an educational institution will be mutually beneficial. Since IPT & GPT is there, students can greatly benefit from the museum. The

proposed Print museum is not just a display of ancient printing material and machineries. It is also a space where the students can interact with those who have studied here. Many experts and researchers will come to this museum to see and research. Interaction with these experts will definitely benefit the students.

The Print Museum can be gradually developed into a research centre in future. I feel that this museum should also pave the convenience and support to those aiming at higher studies in printing. The Museum also envisage display using augmented reality, mixed reality, holographic wall, 9D studios and videographic wall. This would help the visitors to see the ancient machines along with the visual presentation of its functioning at a bygone era when they were in vogue. The advantage is that the visitor not only gets to see the machineries and equipments, but can acquire full knowledge about the history of the world along with the history of printing.



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The Goats Days. The Desert Days.

Abhilash Fraizer

Benjamin, an expatriate living in Bahrain, shot to fame through his epoch-making novel 'Aadu Jeevitham' (Goat Days), which became an instant hit and a masterpiece in Malayalam literature. Originally published in 2008, this novel soon emerged a sensation among the fiction lovers who read Malayalam, and garnered praise after praise. Demands for reprints were always alive and the book eventually reached its 100th edition, setting a new benchmark in Malayalam literary history.

'Aadu Jeevitham', a novel based on real life events of a Keralite who was forced to live an unbelievable miserable life among herds of goats in some remote wilderness in Saudi Arabia, tells a poignant tale of misery and survival. Penguin Books defined it as 'a universal tale of loneliness and alienation'. Possibly this universality of the experience was the key to its worldwide acceptance.

Life with the goats

The protagonist of the novel is Najeeb Muhammad, an Indian emigrant going missing in Saudi Arabia. Like most emigrants to Gulf countries, Najeeb dreamed to earn money by working in the Persian Gulf states to help his relatives back home to make a living. But, destiny had a different plan for the unfortunate youth, who falls prey to some treachery and was forced live like a slave herding goats in the middle of the Saudi desert.

In the desert he is ill-treated by his Arabab, an unscrupulous man. He is forced

to do backbreaking work, is kept half-hungry and is denied water to wash and suffers unimaginably. The farm's brutal supervisor keeps Najeeb in control with a gun and binoculars and frequently beats him with a belt. Najeeb lives

wilderness and after a journey that reminds of Odyssey and Exodus, Najeeb finally breathes the fresh air of the free world of human beings outside the confines.

The story behind the story

"The lives we have not personally experienced are pure fantasies for us" says the tagline of the novel. True to this tagline, one would wonder if the events depicted in the novel has really happened. But, Benjamin says that the real incident was even more incredible.

Of his meeting with the real-life Najeeb, Benjamin, the novelist wrote: "But when I heard his tale, I knew this was the story I was waiting to tell the world and I knew this had to be told. Usually we only hear of stories of success from the Gulf. But I wanted to talk about the many who lead lives of suffering and pain."

Initially Najeeb was reluctant to speak about his excruciating experiences. He did not even want to bring them back to his memory as they were too painful to recall it. However the novelist was able to convince him about the advantages of sharing them with the world, and he abided.

Accolades

Aadu Jeevitham, one of the most popular modern novels in Malayalam in recent times, also won many accolades. In 2009, the novel won the Kerala Literary Academy Award. The novel was translated to several languages including Arabic. The English translation of the novel appeared in the long list of Man Asian Literary Prize 2012 and in the short list of the DSC Prize for South Asian Literature 2013.



among the goats, eats with them and almost feels he is one among them. An escape seems almost impossible.

However, hoping against hope, Najeeb plans a hazardous escape which leads him to Ibrahim Khadiri, a Somalian worker from the neighbouring farm, who helps the escape. Through inexplicable experiences in the

Printpack 2017 opens grandly

Printpack India 2017 the third largest international exhibition of graphic arts industry of India was inaugurated by Mr. Sanat Shah, Chairman Manugraph in the presence of all dignitaries of Graphic Arts Industry of India and overseas. While addressing the audience he expressed his extreme happiness about enthusiastic participation in the show and added that we should be proud that our country is number two after China in the manufacturing of variety

of machines in the graphic arts sector.

Welcoming the dignitaries and participant guests Mr. H.V.Sheth, the President of Indian Printing, Packaging and Allied Machinery Manufacturers' Association (IPAMA) said "We have large and enthusiastic participation in this show with domestic and international giants from graphic arts industry. It is a great mix of all the elements of printing, packaging, signage and digital software, equipments, machines and other allied products. It is



Mr. Sanat Shah Chairman, Manugraph India Ltd. addressing the audience during Inauguration function of Printpack India 2017.



Mr. Madhav K.C. President of Nepal Mudran Mahasang presenting honour plaque to Mr. H.V. Sheth President IPAMA.

a great mix of all the elements of printing, packaging, signage and digital software, equipments, machines and other allied products. I am sure that you will have good business and interactions with other country manufacturers for technology transfers and dealership etc." He expressed his happiness by saying – "Printpack India 2017 is an amazing show – the marvels of Indian & International Technology and Equipment will be on display besides Indian innovations – which are cost effective..."

Printpack India has participation of more than 429 domestic and overseas manufacturers – the majors from all sectors of pre-press, in-press, post press, finishing, packaging, converting and digital with an area of 17,000 sq. mts.



All the dignitaries from India and Overseas holding copies of Printpack India 2017 Business Visitors' Guide after the release.

Canon India installs 100ppm imagePRESS C 10000VP in Lucknow

Lucknow: To revolutionise the professional printing industry in Uttar Pradesh, Canon India Pvt. Ltd, India's leading Digital Imaging Company, installed the first top-of-the-range iPRC10000VP printer in the state capital, Lucknow.

iPRC10000VP is Canon's first 100ppm machine which has the ability to produce consistent high quality prints on textured media. It is the strongest digital-color production-printer lineup Canon has ever offered. The machine was installed at DD Enterprises, in the presence of Mr. Puneet Datta, Director of Professional Printing Products (PPP), Canon India.

Canon products have always emphasized superior quality, productivity and efficiency for customers, thus, reinforcing their belief in the brand. This latest set up of imagePress C10000VP yet again brings to forefront the customer's faith in the company as the earlier products being used by DD Enterprises are all Canon products.

Expressing his views on the increasing market demand for the machine, Mr. Puneet Datta, Director, Professional Printing Products (PPP), Canon India said, "At Canon, we believe that technological innovations are key to drawing a parallel between market demands and trends. Leading in innovation, we are delighted to support our customers with newer technologies and keep them at pace with the global printing practices. ImagepressVP is one such product that has redefined the medium and high volume printing in the country. Heading a formidable line-up, the imagePRESS C10000VP has been instrumental in allowing our customers to exploit the growth in the colour production market. It is ideal both for existing customers who have grown their print volumes with the imagePRESS series and are now looking for the next step in high quality colour productivity, as well as for other customers who want to take advantage of the changing market demands."



"This launch today is our step ahead in the direction of increased customer outreach. Focused on deeper regional penetration, we envision to digitally empower wider geographies of the country, by expanding our reach and making our products and solutions available in over 100 cities in the next 3-4 years."

Sharing his delight at the launch, Dinesh Joshi, Owner, DD Enterprises, said, "As we expand our product portfolio, with the revolutionary imagePressC10000 VP, it stands testimony to the progress of our productive and profitable relationship. Having started this collaboration three years back with a large format inkjet printer imagePROGRAF 750, we have been progressing with Canon printers to match the evolving and increasing consumer requirements. Canon has played an imperative role in contributing towards our professional development and we foresee expanding this relationship in the coming years."

The imagePRESS C10000VP comes with 2400 x 2440 dpi resolution, a choice of new

front end controllers based on EFI Fiery FS200 Pro Platform enables the product to streamline the workflow and media handling capabilities from 60 gsm to 350 gsm. Engineered to deliver production printing excellence for the business advantage of its users, it is designed to meet the increasing demand from both commercial and in-house print service providers (PSPs) for higher production volumes without compromising on quality. It can help commercial printers, in-plants, production hubs, direct mail and transaction print service providers to produce a broader range of applications in shorter turnaround times.

The imagePRESS C10000VP Series can deliver outstanding customer output while also benefitting from impressive productivity and reliability. It features intuitive operation and can help maximize uptime with automated calibration. High quality, efficient printing with consistent colour and accuracy, this is the 29th installation in the country since its launch in December 2015.

“Impressions 2017” held at MIT in grand style



Impressions 2017”, 5th National Level Intercollegiate Technical Challenge, jointly conducted by Department of Printing and Media Engineering, Manipal Institute of Technology (MIT), Manipal and Manipal Technologies Ltd with an objective of strengthening academic activities of budding printing technologists, attracted students from various parts of the country.

Among 175 students that participated in the ‘Impressions 2017’, representations were from SIGA Polytechnic College - Chennai, Sivakasi Institute of Printing Technology - Sivakasi, Arasan Ganesan Polytechnic College -Sivakasi, Anna University - Chennai, Institute of Printing Technology - Shoranur, University of Calicut - Malappuram, Govt. Institute of Printing Technology - Bengaluru, Dr. T.M.A. Pai Polytechnic - Manipal, SIES - Navi Mumbai, Govt. Institute of Printing Technology - Mumbai, GuruJambheshwar University of Science & Technology-Hisar and students of Department of Printing and Media Engineering, MIT.

MIT, celebrating its Diamond Jubilee Year in 2017, had celebrations conducted with in a grand style. The flag hoisting ceremony was performed by Mr. T.Satish U. Pai. Ms. Sandhya

S Pai, Chief Editor, MMNL flagged off the ceremonial procession.

The official inauguration was held at MIT Quadrangle. Mr. T Gautham S Pai, Managing Director, MTL, was the Chief Guest, Dr. H. Vinod Bhat, Vice Chancellor, Manipal University was the Guest of Honor and Dr. Gopalakrishna Prabhu, Director MIT presided the function. Prof. K P Rao (retired professor of our department) was honored with Lifetime Achievement Award.

In his inaugural message to the budding printing technologists, Mr. Gautham Pai said *“there is bright future for printing in India and also greater future for research and development especially in Packaging sector. He also said that India has taken over many countries in the publication verticals and its contribution to the Indian economy is in the rise”*

A technical seminar was held by ESKO Graphics, Bangalore, while A workshop on 3D printing was conducted by Mr. Devicharan. On the valedictory function, held on 4th Feb 2017, Mr. Sashiranjn, VP and SBU Head, Commercial & Packaging Units, Manipal Technologies Ltd. was the Chief Guest, and Dr. Srikanth Rao, Director Admissions, Manipal University was the Guest of Honor.

Overall champion shield was instituted in the name of Dr. TMA Pai (Padmashree Awardee) and Founder of modern Manipal and was bagged in Engineering segment by MIT, Manipal and in Diploma segment by Institute of Printing Technology, Shoranur. Prof. P. S. Shivaram Shield for the Runner up was bagged in Engineering segment by University of Calicut - Malappuram. Prof. Bhaskar Rao Shield for the Runner up in Diploma segment was bagged by SIGA Polytechnic College, Chennai. Separate prizes for each category was also given to the winners and runner ups.

The event was supported by print industry stalwarts like Heidelberg India, H.B. Fuller India Adhesives Pvt. Ltd., Huhtamaki - PPL., Acuprint Systems, Suba Solutions Pvt. Ltd., Afra International DMCC, Afra Asianray Printing Equipment Trading LLC, Avery Dennison (India) Pvt Ltd., CPPC Public Co., Ltd., Boettcher Systems India, Astra Chemtech Pvt. Ltd., Technova India Ltd., India Paper Products, Tamilnadu News Print Ltd., Huber Group India (P) Ltd., DIC Inks, Prakash Mills, Sri Sai Logistics, Pragathi Industries, Poornima Printers, Sri AnnalaxmiEnterprises, LIC, SBI, Canara Bank, Print Pack Rollers, Prakash Bhat British Industries, Kuwait, Ratan Offset, Canara Traders and Printers.

AIFMP institutes Scholarship and Gold Medal for Students in Printing

All India Federation Of Master Printers (AIFMP), an apex body of 250,000 printing companies of India and the largest printers association of the world, instituted Scholarships, Stipends and Gold Medals for the students in Printing in India with a vision to promote print education in India and to prompt the young generation to adopt printing as a career.

AIFMP has decided to award scholarships to 4 girl students, one each in North, South, West and East, studying in any branch of Printing in India. The value of this scholarship will be maximum Rs. 50,000/- per annum towards her tuition fees, till the completion of her studies in Printing. Scholarship will be awarded on merit cum financial status basis. The application needs to be recommended and forwarded by the head of the printing

institute where the student is studying. The certified copy of total annual family income from all sources and declaration from the student that 'she will adopt printing as a career after completing her studies' needs to be attached with the application.

Stipend for economically weaker but meritorious students at Diploma level:

AIFMP instituted 10 stipend for the students studying in Diploma in any branch of Printing in India. The value of one stipend will be Rs. 1500/- per month. The selection on PAN India level will be made on merit cum financial status basis. The application needs to be recommended and forwarded by the head of the institute where the student is studying. The certified copy of total annual family income from all sources needs to be attached with the application.

AIFMP Gold Medal for outstanding Student:

3 Gold Medals one each for outstanding student of Diploma, B. Tech and M. Tech in any branch of printing are to be awarded by AIFMP every year. The head of an institute can recommend the name of one student per stream (Diploma, B Tech and M. Tech) for the award of coveted AIFMP Gold Medal. The criteria of selection will be merit and extracurricular activities (relating to printing). While nominating a student for AIFMP Gold Medal, the head of institute is requested to submit complete detail of the student including his/her achievements in education and other activities. The nominated students will be called for interview/test to be conducted by AIFMP for the final selection on Pan India level.

Autoprint Bags 2nd Checkmate - Print inspection machine from Parksons

Parksons Packaging, placed the first order for the Autoprint Checkmate- Print Inspection system in August 2016 for their Daman plant. Within a period of 5 months, another order has been placed for the plant in Assam, to be installed in February 2017.

Mr. Ramesh Kejriwal, Chairman Parksons, said that "Our buying experience with Autoprint has been very competitive and congenial, the installation and training imparted exemplary and the after sales support very prompt and flawless".

A truly Made in India product, takes on the global competitors by the horns. Within a matter of 18 months, Autoprint has installed 12 Checkmate 50, Print Inspection machines in India. Autoprint's customer base includes the most prominent and reputed players in the mono carton manufacturing segment of India.



"The post installations experience with the autoprint carton inspection machine has been good. We are happy with the performance and the service support given by team autoprint. The INDIAN Software can be customized for specific jobs and makes communication more effective. The machine serves the purpose for which it has been installed" says Mr. Vinod Kela (assistant vice president – PARKSONS PACKAGING LIMITED DAMAN)

Autoprint today has a very healthy order booking for the forthcoming financial year and is in the advanced stages of closing export orders for Checkmate to countries like Germany, Thailand and Indonesia.

In line with the Indian Prime Minister Mr. Narendra Modi's passion for 'Make in India', Autoprint proudly lives up to it, this time with support from Lucid Technologies, Bangalore for the imaging systems.

Amitsons Digital Copiers deploys Konica Minolta's Bizhub PRESS C 1060

New Delhi: Amitsons Digital Copiers, a Pune based printing firm deployed Konica Minolta's Bizhub PRESS C1060, featuring enhanced Simitri HDE toner for excellent halftone and skin tone reproduction.

Mr. Amit Baphna, Director of Amitsons Digital Copiers said: "The company has been into the printing business since last 35 years

and offers varied forms of printing services. While the company had a host of different printing solutions for high volume and customised printing outputs, it was searching for a state of the art digital industrial printing solution which could provide highest quality to its demanding customers. Picking the best relevant solution for their requirements

came as a major upfront challenge for the company."

As per Mr Amit Baphna, Konica Minolta's bizhub PRESS C1060 outshined all other printing solutions available in the market in the aforesaid segment, emerging as the most preferred machine for its business requirement.




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For any comments & suggestions about 'Print Miracle', please write to the Editor.

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