



# Print Miracle

RNI Reg. No. 65957/ 96

The Official Journal of Kerala Master Printers Association



“How to Build your Brand”  
*G. Venugopal*



“The Rigid Box”  
New packaging opportunity



Prof. Dr. Rajendrakumar Anayath honoured at the 39th AGM

“Guru Vandanam”  
IPT & GPTC, Shoranur Honours  
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Late Shri. H.V. Sheth

Short Story Writer  
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\* Under standard test conditions

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**Ganesan Venkataraman**, DGM – Equipment Sales  
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The Official Journal of Kerala Master Printers Association

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For commercial and editorial:

Kerala Master Printers' Association  
Casa Grante Building, 2nd Floor,  
Deshabhimani Junction, Cochin - 682 017.  
Phone : 0484 - 4042715  
E-mail : printmiracle1@gmail.com  
kmpacochin@gmail.com  
Website : www.kmpa.in

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Dear Friends

I have always deeply believed in the need of every business/company to stand for something. Also, the need for clearly communicating what that something is. This is the essence of marketing or branding and it is what differentiates you from your competitors. My friend Venuchettan has written a simple, step by step approach to brand building which cannot but help you. It is a must read by our printers and I would appreciate your

feedback on this simple yet elegantly written piece.

My colleague Abhilash has written this time about Mr. Thomas Joseph who has written highly imaginative short stories with very intriguing themes. Read about this in Page No. 14.

The rigid box is an interesting type of carton which is becoming increasingly popular with segments like mobile cartons, sweet boxes, saree boxes and such premium products which need high finish packaging. *Printweek* had carried an interesting case study on this particular segment which we have reproduced here with their support. My complements to Mr. Rushikesh Aravkar who has produced a brilliantly researched piece on rigid packaging. I believe this should be interesting for our readers as it could be one of the high growth business in the years to come.

We had our Annual General Meeting in this period and during the time we had felicitated Prof. Dr. Rajendrakumar Anayath who recently took charge as the Vice Chancellor of Deenbandhu Chhotu Ram University of Science & Technology. Best wishes to Dr. Sir in discharging of his duties in this new assignment where he would be responsible for about 200 plus colleges of engineering and technology in the neighbourhood of Delhi. Needless to add; all of us here are proud of him and thrilled that a career in printing can take one to this level.

We have a column on an interesting new product from Xerox in our 'Featured Product of the Month' and also an inspiring story of one of our members who grew up into an entrepreneur from a machine operator. Read about this humble gentleman in 'Know Your Member' and hope it inspires all of you.

Happy reading dear friends!

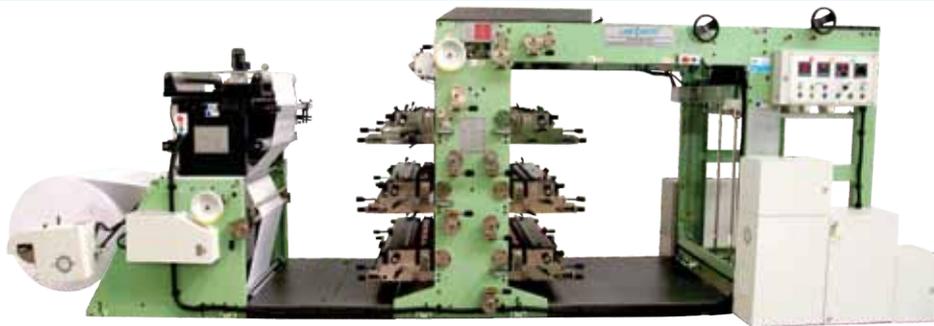
Raju N. Kutty  
Editor

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Dear friends,

Greetings to all!

I am happy to say that we had some great time with a bunch of remarkable events and programmes during these months. The foremost among them was the Annual General Body meeting of Kerala Master Printers Association held on 22nd July at Ramada Kochi Resort.

The most important segment of this function was the eminent presence and honoring of our beloved friend Prof. Dr. Rajendrakumar Anayath, who has been appointed as the Vice Chancellor of Deenbandhu Chhotu Ram University of Science & Technology, Haryana. This is a matter of great pride and inspiration for all of us that a person from our printing fraternity could ascent to such great heights. From a printer, he emerged as an academician and later to the chair of the Vice Chancellor. I most cordially congratulate Prof. Dr. Anayath for the great achievement and wish him greater accomplishments in the future.

The Annual General Body meeting displayed our unity and cordiality as an association. I personally thank everyone for the spirit of unity each one is trying to imbue into our association. During the meeting, it was also decided for an industrial tour to Japan. A group for KMPA members would be participating in the tour, which will happen at the end of September.

Currently, a thorn in our flesh is the confusion related to Goods and Service Tax. The lack of clarity on GST is a real hurdle all of us are facing in our transactions. I request the authorities to intervene and bring clarity on this issue.

I also remember Shri. H.V. Sheth, former President of IPAMA, who has gone for eternal rest. His contributions to the printing fraternity of India will be always remembered.

This issue has also included a report on the 'Guruvandanam' programme held at IPT Shoranur, honoring the teachers of the institute. That is a laudable gesture from the part of the reputed institute. KMPA is actively involved in the academic field, and we promise that we will do everything possible to mould students for the future of printing.

Regards,

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

S. Saji  
President



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# How to Build your Brand

G. Venugopal



Dear friends, we need to first start to understand what, how & why do we need Brand building

Many people think that brand building is all about communicating and exposing your brand. That is just one side of it. The best way we can define it is that it is a *process of creating value to consumers.*

It encompasses all things that consumers know, feel, and experience about your business in its entirety.

Having defined brand building, we shall now look at 3 popular types of brands and what they stand for.

- **Service brand**- this brand is built on knowledge, culture, and experience that one has with the service delivering agency/company/people.  
*Think of Pragati, Lovely Offset, Srinivas Fine Arts, Thomson Press India, Replika Press etc...*
- **Retail brand**- this brand is built on a mixture of products and service experience. Think of Sree Krishna Sweets, Aryaas, Saravana Bhavan.
- **Product brand**- is built on the experience that one has with a specific product. Think of Godrej, Bata, Titan

Having looked at the 3 popular types of brands, we shall now proceed to look at steps involved in brand building.

Your brand is perhaps your professional services firm's most valuable asset. If this is true, then developing a stronger brand is your most important task

## Your Brand Defined

A professional services brand is best understood as your firm's reputation and its visibility in the marketplace. The strength of

your brand can be measured as Reputation X Visibility.

Brand strength = Your reputation X Your visibility

There is another important dimension of your brand as well: how relevant it is to your target client audience.

## Brand Development Defined

Brand development is the process of creating and strengthening your professional services brand.

As we help firms develop their brands, we divide the process into three phases.

- The first phase is getting your brand strategy right and aligned with your business objectives.
- Second is developing all the tools you will need to communicate the brand, such as your logo, tagline and website.
- Finally, there is the phase of strengthening your newly developed or updated brand.

Your brand development strategy is how you go about accomplishing these tasks. To make the task a bit easier, we've broken the brand development strategy into 10 steps.

## A 10-Step Brand Development Strategy

### 1. Consider your overall business strategy.

A strong, well differentiated brand will make growing your firm much easier. But what type of firm do you want? Are you planning to grow organically? Your overall business strategy is the context for your brand development strategy, so that's the place to start. If you are clear about where you want to take your firm, your brand will help you get there.

### 2. Identify your target clients.

Who are your target clients? If you say "everybody" you are making a very big mistake. Our research clearly shows that high growth, high profit firms are focused on having clearly defined target clients. The narrower the focus, the faster the growth. The more diverse the target audience, the more diluted your marketing efforts will be. So how do you know if you have chosen the right target client group? That's where the next step comes in.

### 3. Research your target client group.

Firms that do systematic research on their target client group grow faster and are more profitable.

Further, those that do research more frequently (at least once per quarter) grow faster still.

Research helps you understand your target client's perspective and priorities, anticipate their needs and put your message in language that resonates with them. It also tells you how they view your firm's strengths and your current brand. As such, it dramatically lowers the marketing risk associated with brand development.

### 4. Develop your brand positioning.

You are now ready to determine your firm's brand positioning within the professional services marketplace (also called market positioning). How is your firm different from others and why should potential clients within your target audience choose to work with you?

A positioning statement is typically three to five sentences in length and captures the essence of your brand positioning. It must be grounded in reality, as you will have to deliver

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also very useful. If prepared appropriately, these tools serve not only a business development function but also are important for brand development.

### **10. Implement, track, and adjust.**

This final step in the brand development process may be one of the most important. Obviously a winning brand development strategy doesn't do much good if it is never

implemented. You might be surprised at how often that happens. A solid strategy is developed and started with all the good intentions the firm can muster. Then reality intervenes. People get busy with client work and brand development tasks get put off... then forgotten.

That's why tracking is so important. We strongly recommend tracking both the implementation of the plan as well as

results. Did the strategy get implemented as planned? What happened with the objective measures, such as search traffic and web visitors? How many new leads, employee applications and partnering opportunities were generated? Only by tracking the entire process can you make sure you are drawing the right conclusions and making the right adjustments.

There you have it — a 10 step brand development process to drive the growth and profitability of your firm.

***The idea is also to have a specific vision of how our company need to be and also a clear game plan to realise that vision. The generation of a brand equity is extremely important if you wish to raise funds by going public, improve employee morale or simply to enhance your net worth if you wish to liquidate !!***

Happy branding...

## **Remembering HV Sheth**

**H**V Sheth, the owner of Delhi-based Daya Sheth Printograph and the past president of IPAMA, was a living legend and a beloved print personality. His demise on 27 July 2017 was a big loss to the printing fraternity of India.

He was the founding member of IPAMA and served it till his last breath. He was the driving force behind the success of PrintPack India 2016. As a testament to his organisational skills, Sheth was elected the president of the Asia Print Association during China Print on 10 May. It was a milestone in IPAMA's history, confirming the Indian association's presence in the international printing fraternity.

Sheth, born in 20 February 1942 in Rajkot, Gujarat, learned the basics of printing under the aegis of his father Shantilal Sheth, a scholar of Jainism and Pali texts, and a life-long Gandhian, who started a printing press in Beawar, Rajasthan under Gurukul School, of which he was an administrator, to publish his own literary



work. This is where Sheth mastered the art of manual composing. Later, Shantilal Sheth started a press at Kingsway Camp, with three letterpress cylinders and three treadle printing

machines. Sheth's guiding credo has always been: 'Be Indian. Buy Indian.'

He was the Chairman of Delhi-based M/s Sheth Printograph Pvt. Ltd, brand popularly known as "Daya Printograph", and President of two renowned Associations - IPAMA and Asia Print. Way back in 1986, the Indian Graphic Arts Industry was in a nebulous state, un-organized and non-existent with no voice to attract worthwhile attention. He was one of the founder members who thought about the unity of the printing & packaging fraternity. The idea conceptualized in the mind of Mr. Sheth to form an Association in 1986. Subsequently, on 22nd August 1988, rechristened as "Indian Printing, Packaging & Allied Machinery Manufacturers' Association" known as IPAMA.

Mr. Sheth is survived by his wife – Meenakshi Sheth and three kids, son – Neeraj Sheth and two daughters, Sonal Sheth and Anjali Gupta.



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# Annual General Body Meeting and Family Meet 2017

## Prof. Dr. Rajendrakumar Anayath Honoured

It was a monumental evening at Ramada Resorts, Kochi, where the 39th Annual General Body Meeting of Kerala Master Printers Association took place. The grand gathering was further raised with a special event of honoring Prof. Dr. Rajendrakumar Anayath, the new Vice Chancellor of Deenbandhu Chhotu Ram University of Science and Technology, Haryana.

Annual General Body Meeting was held on Saturday, 22nd July, 2017, presided over by S. Saji, the President of KMPA. The meeting began at 5.45 pm with almost all the members of KMPA participating. The minutes of previous AGM and audited accounts for financial year 2016-17 were presented and were unanimously approved.

The Meeting was historic in the sense the By-law of the Association was amended for the first time in the history. All the members present in the meeting unanimously approved the amendments. The amendment was executed after considering the suggestions and opinions from the part of the senior members. Clarifications and suggestions from senior members were also listed out and incorporated in the By-Law amendment.

The presence of Hon. Treasurer of AIFMP, Mr. Arvind Mardikar made the Annual General Body meeting grander. He was also honoured at the function and presented a memento.

A grand family get-together followed the Annual General Body Meeting. Prof. Dr. A. Ramachandran, Vice Chancellor, Kerala

University of Fisheries and Ocean Studies, Kochi, was the Chief Guest.

The august presence of Prof. Dr. Rajendrakumar Anayath, a great friend of KMPA and its honorary member made the celebrations grand. Indeed the main highlight of the evening was honoring of Prof. Dr. Rajendrakumar Anayath, who was appointed as the Vice Chancellor of Deenbandhu Chhotu Ram University of Science and Technology, Haryana. It was a cordial gesture from the part of the Association to pay a fitting tribute to one of its most powerful inspirational personages. The delight and admiration was evident on the countenances of all.

The Chief Guest Prof. Dr. A. Ramachandran delivered a moving and



Prof. Dr. A. Ramachandran, Vice Chancellor, Kerala University of Fisheries and Ocean Studies, inaugurating the function.



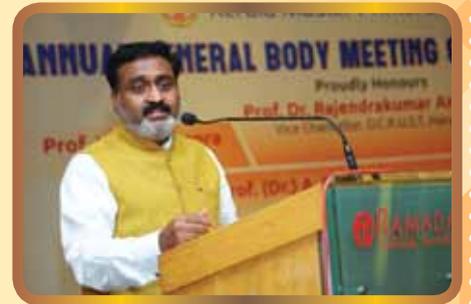
Prof. Dr. Rajendrakumar Anayath, Vice Chancellor, Deenbandhu Chhotu Ram University of Science and Technology being honoured.



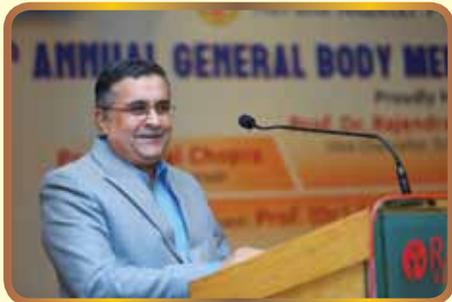
S. Saji, President, KMPA



Prof. Dr. A. Ramachandran



Prof. Dr. Rajendrakumar Anayath



Arvind Mardikar, Treasurer, AIFMP



O. Venugopal, Coordinator, KMPA



G. Venugopal, GC Member, AIFMP



G. Rajesh, Secretary, KMPA



Yeldho K. George, Treasurer, KMPA



Raju N. Kutty, Editor, Print Miracle

nostalgic speech, in which he also narrated his experiences with the printing unit owned traditionally by his family, where he used to spend lot of time as a student.

In a moving tribute, Mr. Kulakkada Pradeep narrated the legendary journey of Prof. Dr. Rajendrakumar that started as a student of the Institute of Printing Technology, Shoranur, achieving greater heights on each step he took. He traced the journey of the veteran through Manipal University, Heidelberg Print Media Academy and now as the Vice Chancellor of Deenbandhu Chottu Ram University of Science and Technology.

Everyone was eager to listen to the words of Dr. Anayath. In his reply, Dr. Anayath humbly submitted to the youngsters and students present, that his own life is an example of the possibilities and opportunities a student of printing can pursue if he or she has the passion.

A cheque of Rs. 1,00,000/- was presented to AIFMP Treasurer by KMPA President towards the contribution for 'Viren Chhabra Print Leadership Award' corpus. The evening was made memorable with cordial interaction between the family members of the members of the association. A video presentation of past year's activity report of the association was showcased.



*Joseph Muttathotttil, Committee Chairman, Govt. Relations, Taxation & Bye-law, KMPA*



*Kulakkada Pradeep*



*KMPA presenting a cheque to Arvind Mardikar, AIFMP Treasurer towards 'Viren Chhabra Print Leadership Award'*



# Significant issues discussed in fourth Managing Committee meeting

The fourth Managing Committee Meeting of Kerala Master Printers Association was held on 21st August 2017 at Hotel Avenue Regent, M.G. Road, Ernakulam. S. Saji, the President of KMPA presided over the meeting, which was attended by 22 members.

Welcoming the participants, the President briefed about the Onam celebrations to be held on 17th September, 2017, KMPA Japan tour programme, KMPA signature project, forthcoming AIFMP elections and Print & Beyond Seminar. The minutes of previous Managing Committee meeting held on 5th June 2017 was adopted after Mr. G. Venugopal proposed it.

Yeldho George, the treasurer of KMPA presented the accounts of KMPA for last four months. The reprinted By-law of KMPA was released at the meeting by Mr. Joseph Muttathotill, Chairman of Committee for Govt. Relations, Taxation & By-law, handing over a copy to senior member Mr. K.P. Uthup.

Mr. Manmohan Shenoy informed that restructuring of ASAP course is going on to get accreditation from National Skill Development Council of India. Mr. Sabu, Export Committee Chairman, informed about the issue of 3rd party export, which is not accepted now. He also cautioned members of suspected IE Code leakage.

Mr. Joseph Muttathotill put forward the issue related to GST. He said that even the chartered accountants have difference of opinion on whether printing jobs are goods or service. He informed about a GST council meeting to be held on 8th September 2017. He expressed hope that the grievances of printing sector will be heard in that meeting.

Mr. Biju Jose informed that it is not possible for KMPA to build a bus shelter in Paramara Road due to lack of space as informed by the PWD.



Mr. Raju N. Kutty, Editor of *Print Miracle* extended his whole-hearted gratitude to all who contributed to make the release of each issue of *Print Miracle* much easier.

15 new membership applications were presented by the Committee Chairman Mr. Ajith Jose for the approval of Managing Committee. The committee accepted 14 new memberships.

Gen. Secretary Mr. Rajesh informed the members about new training initiative proposed by KMPA. The purpose of starting such a training center is to introduce them to printing press and printing industry, code of behavior and safety precautions at workplace. The 2 – 3 days' training will be conducted at the KMPA hall.

After the initial training, they will be allotted to various presses for practical experience. The final authority for the press allotment process will be with Mr. Unnikrishnan.

At this point of time, the President informed the meeting about the AIFMP election and Mr. O. Venugopal's

candidature for the post of Vice President (South). He requested all members' cooperation and support. It was decided to send a request letter to all GC members and affiliate associations appealing to vote for Mr. Venugopal. It was also decided to send a brief profile of Mr. Venugopal along with the letter. Mr. Biju Jose was entrusted with the task of media propaganda in this matter.

In the meeting, it was decided in principle, to release a Malayalam version of *Print Miracle*. The details of which will be discussed in the next Executive Committee meeting.

The meeting reviewed the preparations of Onam celebrations and Print & Beyond seminar. It was decided to send an intimation letter to members regarding the date and venue of Onam celebration 2017. Meeting decided to form a sub-committee under the chairmanship of Mr. K.P. Sabu to look into the standardization of printing rates. The Managing Committee Meeting ended at 9.30 p.m. with vote of thanks rendered by Mr. G. Rajesh, Gen. Secretary of KMPA.



# Creating Fantastic Worlds with Words!

Writing Experiences of Short Story Writer **Thomas Joseph**

*Kerala Sahitya Award winning Malayalam writer Thomas Joseph is renowned for his unusual narrative style and offbeat themes. Noted for his works such as Marichavar Cinema Kanukayanu, Chitrasalabhangalude Kappal, Pasuvumayi Nakaddunna Oral and Pipein Chuvattil Moonnu Sthreekal, Thomas Joseph opens up about his entry into the world of literature and the birth of some of his remarkable literary pieces.*

Short Story writer Thomas Joseph is not the usual kind of writers you often come across with. The uniqueness (or call it strangeness) starts with the names chooses for his stories, not to mention about his offbeat themes. 'Marichavar Cinema Kanukayanu' (the dead are watching cinema) is one of his well known works which fetched him Kerala Sahitaya Award (Kerala Government's Award for short stories). 'Pasuvumayi Nakaddunna Oral' (a man who walks with a cow), 'Pipein Chuvattil Moonnu Sthreekal' (Three women at the public tap), 'Chitrasalabhangalude Kappal' (Ship of the butterflies) etc are the names of his other renowned works.

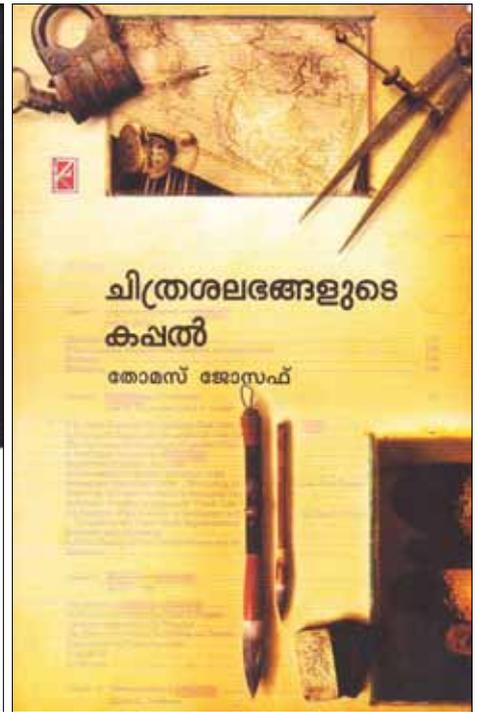
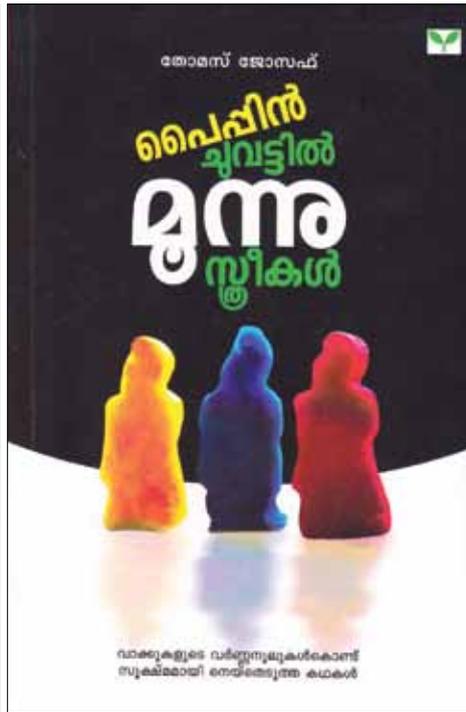
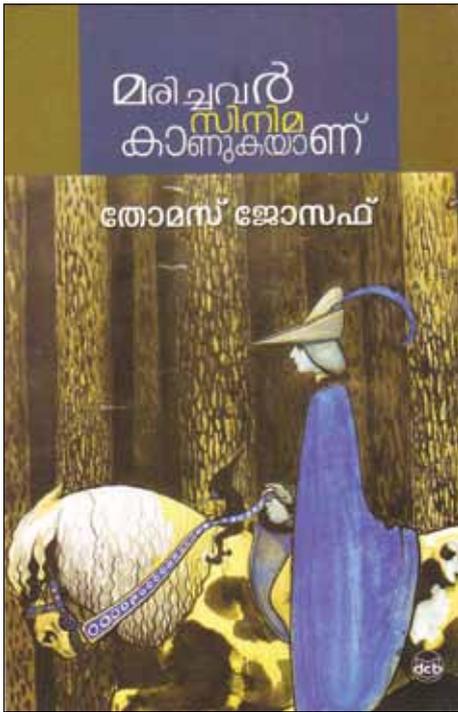
Thomas Joseph, hailing from Eloor, Ernakulam, had a rather parched life in terms of life experiences. Eloor being a land notorious for pollution with dangerous proximity to some chemical plants, life for Thomas Joseph was not so colorful or rich with inspiring experiences. Naturally, he relied purely on his imaginative power to dig out themes for his short stories. Consequently, stories of Thomas Joseph were more of magical realistic kind. When asked about his



first story which came printed in a magazine, he frankly said that his first story which was printed was not a very remarkable worthy of elaborating. Instead, we decided to make a

bird's eye view of some of his well known works. Let us listen to his own words.

"I had begun writing stories when I was a student of fifth standard. But, I don't think



that the stories I wrote during that period were worth mentioning. My first story which bore my signature style was the one which I wrote when I was a student of ninth standard. During those days, in Eloor, there was an elite magazine named 'Sameepanam' handled by a group of people who had intellectual bend. They conducted a short story contest with the theme 'Imprudence'. My entry was a short story named 'Nashtapetta Sandya' (a twilight that was lost). The short story began with the line 'Today, at twilight, I died...'. That was the story of a boy who lost his innocence by committing a sexual sin with a woman. More than the story or theme, what was remarkable was the style of writing and the imageries used. The story won favor with the jury and it won the prize, and was published in the magazine, 'Sameepanam'".

'Chitrasalabhangalude Kappal' has a very intriguing name just like many of his stories. This story, which is one of the most noted stories of Thomas Joseph, tells the story of a Captain of a ship, who voyages around the world to experience all the continents of the world. Finally, he reaches an island of butterflies, which is beautiful. But, as days go by, the captain feels home sick. He fondly recalls his wife and children. He feels terribly lonely in the island of butterflies and ends his life falling from a precipice!

*He wanders all over the compound, comes across many actors and directors, but could not find Vincent. At one place he meets a woman named Jovanna, who introduces herself as the wife of Vincent. She points towards a cinema hall in the centre of the venue, which she defines as the 'Cinema Theatre of the dead'.*

Thomas Joseph says that his stories happen inside the mind. When asked how a theme germinates in his mind, he says that anything can spur his imagination – it could even be a word, or a sentence he has read. The word which has struck him gradually develops into a story aided by imagination.

'Marichavar Cinema Kanukayanu', which fetched him Kerala State Government's Award

for Short Story tells a strange story which is told on a magical, surrealistic plain. The story happens in the venue of a film festival, when the protagonist goes on seeking his friend Vincent. He wanders all over the compound, comes across many actors and directors, but could not find Vincent. At one place he meets a woman named Jovanna, who introduces herself as the wife of Vincent. She points towards a cinema hall in the centre of the venue, which she defines as the 'Cinema Theatre of the dead'. "Vincent is inside it, watching a film" she adds. The Cinema hall is guarded by policemen. Not all are allowed to enter. But somehow the protagonist manages to enter the theatre. There he finds people watching cinema! And what they are watching is the life on earth itself!

Another unusual story of Thomas Joseph is 'Satan Brush' which fetched him the prestigious 'Katha Award'. It was later translated by writer Zacariah and published in the national journal 'Katha'. It is the story of an unemployed man, who reaches a strange place and faints of hunger and thirst. Someone gets him a cup of tea, and he gains sense. Then he happens to see an advertisement saying 'Man needed to brush the teeth of Satan.' He sets out to meet Satan. Their meeting and further happenings is the crux of the story.

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# A package of opportunity and risk in the rigid box

*In these very pages we have written about the growing rigid box market. Come 2017, has the market already consolidated? Not quite, but there are enough machines in the market to meet the current demands while the projected demands are yet to manifest. The converters are no longer gung ho about the future, but cautiously optimistic. PrintWeek India's **Rahul Kumar and Dibyajyoti Sarma** survey the scenario.*

**W**hen a visible trend emerges in the market, everyone wants to jump on the bandwagon. This is exactly what is happening with the rigid box manufacturing in India. The news in the market is that with projected rise of packaging in India, demand for rigid boxes will go up. The work towards this has already begun, and businesses looking to diversify are looking at the rigid box market as a serious option.

Some have already opted for it, including Kundli-based book printer Replika Press. Recently, the company, under the banner Replika Packaging, installed six automatic rigid box machines from Zhongke India. With this, according to Rohit Rajpal of Zhongke India, Replika Packaging becomes India's first company to be able to produce 50,000 finished rigid boxes per day.

Today, there are more than 50 fully automatic rigid box machines running in India. Most of these installations are in the northern and southern parts of the country. West has very low penetration and there are hardly any installation in east.

Besides Replika, other big-ticket players in the field include Noida-based Any Graphics, Hyderabad-based Pragati Pack, Chennai-based Label Kingdom, among others. Pragati is one of the pioneers of rigid

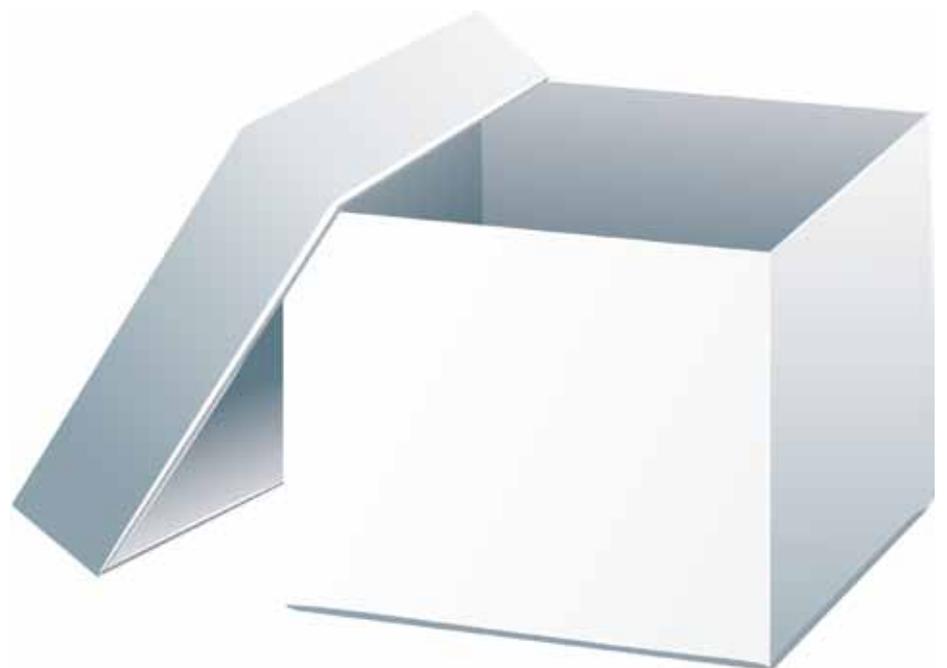
box manufacturing and is present in multiple segments, including liquor boxes. On the other hand, both Any Graphics and Label Kingdom specialise in mobile handset boxes.

## **Making it rigid**

Despite the noise surrounding the rising demand for rigid boxes, manufacturing of rigid boxes is not a recent phenomenon. It has always been used as a means of

packaging. However, almost 80% of traditional rigid box manufacturing in India has been manual, with little to no machine intervention. Understandably, manual rigid box manufacturing is a time-consuming process. To top it, manual manufacturing often fails to achieve the precision customers seek.

Thus, to achieve faster turnaround time and quality, the option is to opt for an automatic or semi-automatic machine.



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## Case Study: Baljinder Verma, Dimple Packaging



Ludhiana-based confectionery boxes manufacturer Dimple Packaging recently opted for two fully automatic rigid box machines from two different Chinese manufacturers. With the machines now running, Baljinder Verma of Dimple says, the company is making around 12,000 boxes per day in a single shift.

The company shopfloor already had 20 semi-automatic machines. “We have been manufacturing boxes for sweets for the last five decades,” says Verma, adding that he had to make some plans how he was going to use the automatic machines within the existing setup. So, he decided to use the automatic machines only for long-run jobs, as die changing consumes more time. For this, operators were also separately trained.

What’s the difference between automatic and manual? Verma says size variation among boxes in a single batch is a major risk in manual operation. “The machines, on the other hand, produce boxes of same sizes at much faster speed,” he adds.

The company is now educating its customers to shift from folding cartons, the traditional boxes for packing sweets, to rigid boxes. “You are selling your sweets for Rs 1,000 or more per kg, we tell our clients,”

Verma says, “you must pack the contents in a rigid box which can hold it properly without any damage.”

Verma believes that the FMCG sector is growing and will be growing around 25% annually. At Dimple Packaging, boxes range from Rs 10 to Rs 100 per unit. If you want something fancy, you will have to pay a premium.

Explaining his investment choices, Verma says he considered European machines first, but the investment cost was too high. “In a print production facility you need multiple machines.

If your ROI goes long-term, how are you going to invest in other machines?” he argues, adding, “Technology keeps changing and you have to invest continuously. I believe in thinking big. In the next two years, I want to install ten more automatic rigid box machines. We have the setup to scale up.”

While the mobile phone box market is picking up, Verma believes the market is competitive and at the same time, the delivery time is too short. “Perhaps I will go for mobile handset boxes after I have 10 machines,” he says. For the, the focus is on boxes for sweets and dry fruits.

A complete rigid box is a combination of two boxes – top and bottom, and a rigid box machine is a set of multiple tools, including grooving machine, board-taping machine, box-wrapping machine and conveyers.

An automatic machine includes all the kits required so that a finished box can be made without or minimum human intervention. However, an automatic machine is also twice as expensive as a semi-automatic kit. Thus, most converters begin with a semi-automatic machine where the finishing of the boxes (like pasting) is done manually.

### Why rigid box

Most converters who have opted for a rigid box machines want to capture the rising market of mobile handset boxes. And rightly so.

In a recent development, the handset brand Oppo is planning to set up a big factory in Greater Noida in collaboration with Micromax. Apple is also planning to establish a manufacturing plant in Bengaluru in the coming months.

According to the Ericsson Mobility Report, India is the fastest-growing smartphone market in the world, accounting for 27.5 million devices sold in the second quarter of 2016. Mobile subscriptions are expected to hit 1.4 billion by 2021.

Consider the numbers. For the 27.5 million mobile devices sold, the manufacturers also need 27.5 million boxes (55 million if you consider top and bottom boxes as separate).

Besides mobile phones, there are other lucrative segments, especially in high-end packaging, where volume may be less, but since these are demanding jobs requiring precision and quality, the returns are big. These segments include confectionery boxes, chocolate boxes, garment boxes, fragrances and cosmetic boxes, gift boxes and others.

### Market experiences

The potential of rigid boxes dominated the conversations in the last 24 months, so much so that nearly 50% of the packaging converters PrintWeek India talked to showed interest and willingness to invest in a rigid box line. This explains the almost 50 installs within a short span of time.

In the last six months, however,

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## Case Study: Himanshu Garg, Big Box Industries



**F**aridabad-based Big Box Industries is perhaps the only company which ventured into the packaging market with just rigid box machines. According to Himanshu Garg of Big Box Industries, the company manufactures around 3.5 lakh complete mobile boxes (top and bottom) for companies such as Intex, Karbonn, Panasonic and Ziox.

Garg believes the market has potential for continuous growth. "Mobile manufacturing is increasing in India. Many domestic companies are coming into the market while multinational manufacturers too are also setting shops in India," he says.

He gives the example of Gionee, which

last year, signed a MoU with the Haryana government to set up its first manufacturing unit in Faridabad, with an initial investment of Rs 500 crore. The capacity of the facility will be close to 30 million units and Gionee plans to manufacture around six lakh mobiles per month from this facility.

Coming to the argument that manufacturers were going for soft and duplex boxes instead of rigid, Gupta concedes that the trend was visible for some time as the market was down. However, he argues that the move proved to be unsuccessful as those duplex boxes could not handle safe packaging of those phones. Thus, he says, the manufacturers have returned to rigid boxes.

converters, even those with a rigid box line, seem cautious. One converter from North India, who did not want to be identified, explained this as a result in the sudden shift in supply-demand ratio. There was a time when there was a genuine demand in the market. As more and more converters made investments to meet the demand, the per-converter volumes started to shrink. Now, there is more capacity in the market than there

is requirement.

Also, demand forecast doesn't always reflect the ground reality, the converter argues. For example, it's true that 27.5 million mobile devices were sold in the second quarter of 2016. But it doesn't mean that all the devices were packed in rigid boxes. After all, a rigid box is expensive than a traditional carton. Thus, even high-end mobile phone manufacturers often prefer to use cartons

than rigid boxes. Add to that the price war, a common occurrence in the industry, the situation is not as rosy as it is often painted.

### A saturated market?

The investment plans are on, and converters are optimistic of growing projections coming true. Yet, they are cautious. Gone are the days when you could invest in a machine and then go looking for customers. Now, you must create your market first and then invest.

This is the reason why the North Indian converter PrintWeek India talked to, who already had a rigid box machine, put his investment plans for a second machine on hold. The company did not want to trudge the murky waters of price war. Instead, the company did its research and finally invested



in a rigid box machine which it is using for special applications.

The same way, a Delhi-based commercial printer, who had shifted base to Haryana, had booked a European rigid box machine. Later, however, the company cancelled the deal and instead opted for a machine from China, at almost half of the earlier investment. The logic is simple. The company first wants to test the waters with a low-cost investment. If it makes it, it can always go for a European machine later. After all, rigid box is still a fledgling market.

Meanwhile, a Greater Noida-based first generation packaging printer was planning to invest in rigid box machine. He studied the market and later, dropped the idea. Now, the company has diversified into corrugation.

Another example is Faridabad-based Big Box Industries. The company ventured into



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# Rigid box machine manufacturers in India

Total 11 rigid box machine brands are available in India — three Italians, five Chinese, one Japanese and two Indians.

Both Megabound and Memory Repro Systems are new entrants to the field and launched their machines at PrintPack 2017. The others are:

- Emmeci (represented by Anil Agencies)
- Sate (represented by Integriti Consulting)
- Europrogetti (majorly represented by SLKGC; particular models represented by SRK Technology)
- Fuchu (represented by SLKCG)
- Tianyu Machinery (represented by Elector Mec Machinery)
- Zhengarun (represented by Sodhisons Mechanical Works)
- Hongming (represented by NBG Printographic Machinery)
- Zhongke India (partnership between Rohit Rajpal and Zhongke China)
- Longxingsheng Machinery (represented by Ample Graphics in India).



Fuchu



Hongming



Zhongke India



Megabound

packaging with investments in two rigid box machines. A year or so down the line, the company has now decided to add packaging printing to its portfolio with investments in new equipments.

## Full of possibilities?

Multiple winners of the PrintWeek India Post-Press Company of the Year, Replika Press is a name to be reckoned with. So when the company decided to diversify into packaging with installations of not one or two but six rigid box machines, you know the company is not following the trend blindly. It knows what it wants to achieve, and who its target customers are.

The same is the case with Palwal,

## Installations (Fully Automatic)

Zhengarun	27
Zhongke India	15
Emmeci	10 (approx.)
Fuchu	6
Hongming	5/7
Tianyu Machinery	2

Haryana-based PR Packagings. Established in 1991, the company started with manufacturing paper and board boxes in 1997. Last year, the

company installed two rigid box machines, each of which can manufacture 2,100 boxes per hour.

Talking to PrintWeek India in October 2016, Ravinder Gupta of PR Packagings said, "Right now, we are manufacturing two lakh boxes per month. Our target is five lakh boxes."

Curiously, however, as were researching for the story, most converters with rigid box machines did not want to be quoted. Even manufacturers were unwilling to share the names of their customers.

Certainly, there is an air of caution surrounding the segment.

*This article was first published in the 10 April 2017 issue of PrintWeek India magazine.*



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# Street lights that lead to Success

S. Saji

“There is not shortcut leading to the Everest of Success” says one dictum. It must be true. But, to reach the top of Everest one need to know the right way.

Many people are standing confused on the highway of life, not knowing the way to success. Some others are caught up in the narrow alleyways of life unable to reach the right destination. It is not enough to have a goal, but we should know the way that leads to our goal.

Numerous self help books are published these days – both in English and Indian languages. Most books are saying the same things. So, people are prejudiced to these books to certain extent.

When I began to read the book ‘Manassunarthaam Vijayikkam’ (Awaken your mind, and achieve Success) written by Mr. Elavoor Sreekumar, I was a bit prejudiced too. But, after reading the book, I was surprised by the uniqueness of the vision evident in book that excelled all other inspirational books I had read in Malayalam.

This book does not offer any shortcuts to achieve success. Instead, this is a collection of real life experiences of persons who have achieved success by passing through and overcoming hard struggles and challenges of life. It tells the stories of strong determination and unfailing orientation. It powerfully inspires the reader. “Success is an attitude. The doors of success open only to those who believe that ‘I am a winner’. We have problems and struggles because we are living beings. Problems cease only when we die. With each problem, we also get a chance” the author writes in the book. Such simple lines greatly enlighten he reader.

We live in a troubled period. We need to give orientation to our children so that temptations may not dissuade them from their goal. Securing high marks in exams alone are not enough to achieve success in life. One emerges a true winner only when he or she is able to face crises and tests of life successfully. We do not get any training or guidance for this life struggle anywhere. It depends on one’s mental strength and vision of life. Hence, many people fail in the tests of life. In this context, I think this book will be a great asset to us.

When we pass thought this book, we will understand that life itself gives the best lessons for us to succeed in life. We need to see the adverse situations as challenges, not as problems. We must learn from the experiences of life and discern between right and wrong. The life stories of successful men and women tell us that the real winners are those who march ahead optimistically, not those who succumb to frustration.

Discovering one’s own capabilities is the first lesson to march towards victory. The moment we doubt our capabilities, we might fall into darkness. Self confidence is an essential factor in achieving success.



Chapters like ‘How to improve learning skills?’ and ‘Reading and imagination’ offer valuable insights to students. Inspiring life experiences occupy an important part of this book. The book includes the lives of inspiring people like Arunima Sinha, who lost one of her legs, but succeeded in climbing the heights of Everest, Stephan Akhwari, the Marathon runner from Tanzania, Steve Jobs, the founder of Apple, APJ Abdul Kalaam, Wilma Rudolf the Olympic champion who was one paralyzed, Jessica Cox, the lady pilot who has no hands and Nick Wujic, a world famous motivation trainer, who was born without hands or legs.

This book, with inspirational life experiences, doubtlessly awakens the mind of the readers. It is a must read for students. It contains 25 chapters that shed light to everyone who stand in need of guidance and inspiration in life.



KMPA members at the wedding reception of **Edwin** (Hebin), son of senior member Sri. Johnson T.F. (Ebenezer Printers, Thrissur) & Smt. Jessy Johnson with **Gracelin**, daughter of Sri. P.D. Chacko & Smt. Jaisy Chacko.



KMPA members at the wedding reception of **Anny**, daughter of senior member Sri. Mathew V.A. (Director, Anaswara Offset Pvt. Ltd., Cochin) & Smt. Elsamma Mathew with **Anil**, son of Sri. Luis Alappat & Smt. Santha Luis.

# IPT & GPTC, Shoranur honours teachers on its Golden Jubilee Year

Institute of Printing Technology and Government Polytechnic (IPT & GPT) College, Shoranur, which was established by Government of Kerala in 1967 under Technical Education Department has the unique reputation of the first Government owned institute in Kerala.

IPT Shoranur has played a remarkable role in shaping the printing industry in Kerala. The prestigious institute was able to mould experts in printing technology and equip them with technological insights and skills at a time when technology was not as developed as today. It is a proud factor to know that during that period, IPT conferred to its students the foremost degree in printing all over India.

As part of its 50th jubilee year celebrations, IPT Shoranur organized a grand event 'Guru vandanam' on 13th August 2017, to honour the teachers, who have imparted their knowledge and motivated our students and are responsible for making their future bright and successful. The event, which had many reverential 'Gurus' together on the dais,



Principal Shri. Dinachandran and Superintendent of Govt. Presses Shri. Muhammedkutty jointly honouring the Founder Principal Shri. Jawaharlal

turned out to be a memorable and moving day.

After the 'Guru Vandanam' programme, a 'Get Together' of former students was held at

IPT. Former IPT students and KMPA members like Dr. Rajendra Kumar Anayath, Mr. O. Venugopal and Mr. Unnikrishnan Adavakatte participated in both the programmes.



## FEATURED PRODUCT OF THE MONTH

# Xerox Versant 3100 comes with superior image quality



Xerox India, a part of Xerox Corporation, has launched the new Xerox Versant 3100 Press. The mid production colour press consists of a unique combination of superior image quality, greater media latitude and higher duty cycles for more productivity and performances. The tremendous success of the Versant series, which made an impact by its path breaking media flexibility and 10-bit image quality, inspired the launch of Versant 3100.

The Versant 3100 provides print service providers with greater capacity, output and inline automation through tools such as a spectrophotometer, full-bleed booklet maker, punch, square fold trimmer and other advanced finishing tools for just about any application needed. The press handles everything from trimmed and finished marketing collaterals, direct mail, signage, reports or full-bleed magazines on a range of media types and sizes from envelopes to 26-inch/660mm banner prints.

### Advantages of Versant 3100:

- **More performance** – With increased duty cycles, more print life and the ability to print 100 pages per minute, the presses can print on stocks up to 350 gsm. Integrated technology such as Registration Alignment and Production Accurate Registration ensure image-to-media alignment and density uniformity.
- **More feeding and finishing options** – Advanced feeding capabilities allow for longer, uninterrupted print runs with inline finishing options including the Xerox Inserter, Xerox Basic Punch, the Xerox SquareFold Trimmer and the Xerox Two-Sided Trimmer.
- **High image quality** – Ultra HD Resolution and 10-bit technology provides four times more pixels on a page than other presses.

The Xerox Versant 3100 Press delivers more of what you need in a high-volume print solution. Speed, optimized alignment, color

calibration technologies and robust finishing options that allow you to respond with confidence to the ever-changing print market. Here are few of its features:

- i. Powerful production press, printing 100 ppm on stocks and specialty media from 52–350 gsm
- ii. Exclusive Xerox Ultra HD Resolution Technology, with four times more resolution and low-gloss, low-melt EA Toner for an offset-like finish with all the ease and convenience of a digital press (Added as point 2)
- iii. Wide media latitude including banner printing (26"/660 mm), synthetics, labels, envelopes, tabs, transparencies, ID Cards, posters and special substrate like linen, poly, vinyl, magnet stock and more.
- iv. Advanced Stock Library Manager (SLM) provides single-click convenience when assigning and optimizing specific media. The SLM simplifies the process of creating, managing and profiling stocks,

so you can save time and count on consistent quality.

- v. The Full Width Array featuring Automated Color Quality Suite takes time out of setup and puts it back into production. Automated color calibration, Automated Density uniformity and automated image to media alignment along with Production Accurate Registration (PAR) and other registration and image quality controls create error-free output and tolerances to within a half millimeter without manual adjustments, operator error or profit-busting do-overs. Automated Sheet Clearing reduces downtime
- vi. With a maximum monthly duty cycle of 1.2 million and life of 9 crores A4 prints or 7 years whichever is earlier, you're ready for a long term investment and future proofing your business.

"The newly-launched press, Xerox Versant 3100 with enhanced automation features will achieve a new standard of image quality

by delivering four times more pixels than other presses while still printing at blazing fast speeds, thereby fuelling new levels of business growth for our customers. Since the launch in April this year, we have seen a tremendous response and all our customers are very content and have seen great results too" said Mr. Balaji Rajagopalan, Executive Director, Technology, Channels & International Distributor Operations, Xerox India.

Drisyra Creations, Kochi owned of the first Versant 3100 in Kerala. Here is what UMA Mahesh, the Managing Partner of Drisyra has to say: "The newly-acquired Versant 3100 has provided the benefits of advanced automation and productivity to meet our printing needs. It has already helped us with functions such as inline calibration, automatic front to back registration, and other state of the art features which, in turn, has led to an increase in productivity and would help us increase our revenue," said Ms. UMA Mahesh- Managing Partner of Drisyra Creations from Kochi, the

first owner of the Versant 3100.

Customers hold very high opinion about Versant 3100. Here are a couple of customer testimonials:

*Susheel Sharma of Vandana Creation:* "We have a special attachment with Xerox because of its quality, service and the exceptional sales team. Recently, we upgraded our production unit and invested in the Xerox Versant 3100 press, which has increased our production capacity and has also made big a difference in term of the copy quality and delivery schedules."

*SagarDetroja and Sunit Patel of Shivranjani Imaging:* "In June, 2017 we installed the Xerox Versant 3100 and the experience has been very good and machine is up to the expectations. As the digital printing industry is growing faster than ever, with the Xerox Versant 3100 we are equipped to cater to the different demands of the market due to its print quality, automization, wide media gamut and the exceptional support provided by Xerox."



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Know your member...

# TRUIMPH OF HARD WORK

## ***KRISHNAMOORTHY, MD Screen Pack***

I spotted him at a Falcon cutting machine, as I stepped into Screen Pack, a noted offset press at Ernakulam North. He was nimbly cutting bulky layers of

advertising posters of a renowned mobile brand. In appearance, he looked like any other employee, sweating with a day's hard work. His name is Krishnamoorthi, the

Managing Partner of ScreenPack Printers and a member of Kerala Master Printers Association. Passionate dedication to work was written all over his demeanor. I could sense the same passion glowing even through his half-baked Malayalam intertwined with Tamil, his native tongue.

Mr. Krishnamoorthi hails from Shivakashi, the famous printers' town in Tamil Nadu. His Chittappan (uncle), who was an employee in a press inspired Krishnamoorthi to discern his vocation. After completing his formal education, Moorthi joined a press in Shivakashi as an employee in 1985. There he learned the basics of printing and gradually grew into an expert printer.

In 1994, Krishnamoorthi landed in Ernakulam, and joined the printers named 'Pagemaker' owned by David Parambithara as the printer. Life at Pagemaker chiseled the printer in Krishnamoorthi and there he learned the nuances of printing and printing business.

### **A new beginning**

In 2010, Krishnamoorthi ventured into a printing business with Mr. K V Joseph as his partner, as he started his own printing press named 'Screen Pack.' The journey started with just 6 staffs, an HMT single colour printing machine and a cutting machine. After a year, a Komori two colour and a programme cutting machine was added to the kitty.

Screen Pack focused mainly on jobs of advertising agencies. They maintained good rapport with advertising agencies mainly from Kottayam and Ernakulam, and produced excellent works.



*Krishnamoorthi at his Printshop*



*Team Scream Pack receiving the prestigious Kerala Mudrana Puraskaram 2017*

### **Setting a benchmark with national and state awards**

Advertising agencies demand uncompromising quality. Screen Pack is always keen to deliver the finest quality. Of late, Screen Pack did a couple of excellent brochures for one of its Australian clients. One of the suave looking brochures won silver in NAEP national Awards, while another one fetched gold at Kerala Mudrana Puraskaram.

### **Adherence to Quality and Hard work**

If you ask Mr. Moorthi about the secret of his success, he would say it is hard work and uncompromising quality of the product. That is absolutely true from the life of this man, who began as a boy employee at a press in Shivkasi and later promoted to a

printer, and finally as the owner of a renowned Offset press. "I work the whole day, and give my everything to work", Krishnamoorthi says.

Screen Pack, which began with a single colour machine and 6 staffs now employs 22 staffs. "We maintain a deep cordiality with our staff. Until now we have never asked any employee to quit. That is one of the secrets to our success" says Krishnamoorthi.

A Komori five colour machine glitters in the press as testimony to the progress achieved by sheer hard work. A Screen CTP, along with many state-of-the-art machines, occupies its own allotted place.

### **Comparing the Times**

Comparing the times when he came to Kerala and the current scenario,

Krishnamoorthi feels that the rates are stagnant while the expenses have skyrocketed. His partner nods in agreement. The reason they find is the stiff competition and the progress in technology, which paved the way for an increase of production.

Comparing Shivakashi and Kochi, Krishnamoorthi is all praise for the pace of progress happening at Kochi. He recalls that Shivakashi was superior at early nineties when he came to Kerala. But, Kochi has tremendously picked up pace. Today, excellent printers have emerged and set new benchmarks of quality.

Krishnamoorthi lives happily with his wife and two children. The elder one is doing electronic communication, while the younger one is a plus two student.

# Dayaker Reddy is the new President of IPAMA



**M**r. S. Dayaker Reddy has been elected as the President of IPAMA, the Association of Printing, Packaging and Machinery Manufacturers, in its 105th Governing Council Meeting held at India Expo Centre, Greater Noida, Delhi NCR on 25th August 2017. His appointment follows the sad demise of the President Late Shri. H.V. Sheth.

Mr. Dayaker Reddy is a highly experienced printing, manufacturing and marketing professional spanning over an illustrious career of 21 years at various reputed companies before starting his own ventures. Mr. Reddy, who holds an Engineering Diploma, is an alumnus of Govt. Institute of Printing Technology, Secunderabad. He

is the CEO for M/s Gutenberg Machinery Manufacturers Pvt Ltd, MD of M/s Omsri Saivani Secure Print Pvt Ltd and Director of two more firms.

He is also actively involved with different associations and Institutions for the betterment of the Printing and Packaging Fraternity, like he is the GC Member of AIFMP, Co Ordinator for Telangana Offset Printers Association (TOPA), Mentor for Bharatiya Yuva Shakti Trust (BYST), Hyderabad, Expert Committee Member for Community Colleges – Government of Telangana and Syllabus Committee Member for Govt. Institute of Printing Technology (GIPT). He is also the President of GIPT Alumni Association.



**Kerala Master Printers Association**

**UPCOMING MAJOR EVENT**

*Print &  
Beyond*  
*Seminar on future of printing*

**Saturday, 3<sup>rd</sup> February 2018**

# Concepts Delhi owns a Konica Minolta's Accurio Press C2070



**D**elhi: Concepts Digital and offset Printing firm, headquartered in Okhla, Delhi, installed Konica Minolta's Accurio Press C2070 solution in March 2017. The Company, managed by Ashwani Dhamija, is all praise for its new Konica and says that helped it meet its requirements of quality digital printing ensuring accuracy in colour gamut reproduction.

The company compliments Konica Minolta for its cutting edge portfolio of digital printing solutions which is supporting businesses in short run printing jobs, cutting operational expenses significantly.

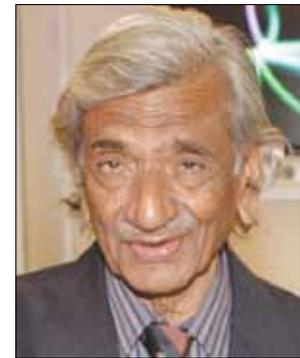
"Our market at present is into short run printing. Konica Minolta helps us in short run printing in a reduced time span so we can fulfil our customer's demand in a satisfactory time. We can now Print like Visiting Cards, Invitation Cards, Brochures etc. and even coffee table books along with the facility of banner printing," commented Ashwani Dhamija, Managing Director,

Concepts on the performance of Accurio Press C2070.

The Accurio Press C2070 machine comes as the successor of bizhub PRESS C1070 press and is an ideal solution to cater to mid range digital colour printing jobs. The solution has been launched with substantial advancements and refinements as compared to its predecessors and offers comprehensive scalability to meet the growing requirements of printing businesses and enhance productivity.

The machine offers trend setting features and technology including a high speed dual scanning at speeds up to 240 ipm for hard-copy originals; 1200x3600 dpi resolution with 8-bit processing for smoother, more realistic images; enhanced Simitri HDE toner for superior halftone and skin-tone reproduction, with biomass plant-based material to reduce environmental impact; SEAD V Screen-Enhancing Active Digital Processing System continuously maintains image stability etc.

# 'Print Leadership Award' in honour of Viren Chhabra



**V**iren Chhabra, Founder – Editor of Printing Times and the man behind the 5th World Print Congress and 1st South Asia Print Congress at Delhi. Mr. Chhabra, the peer of Graphic Arts Technical Foundation (GATF) worked tirelessly and without any selfish goal for the promotion of printing industry of India, particularly AIFMP. A path maker for the All India Federation of Master Printers, his services for the printing industry, particularly AIFMP are exemplary.

In honor of Mr. Chhabra, who turns 90 this year and considering his services towards printing industry of India, an award named 'Viren Chhabra Print Leadership Award' will be given under the aegis of AIFMP to the chosen 'Print Leader'.

The award may be given to a veteran who has devoted himself completely in the field of printing for the development and growth of the industry and welfare of the fellow brethren. The person selected shall be a wizard in Printing and would have achieved something exceptional during his work span. The award may carry – Citation, Shawl, Memento and cash Rs. 1 lakh besides the biodata of Viren Chhabra. The amount of the award can be enhanced by the managing committee in accordance with the inflation from time to time. The recipient will present a key-note speech during award ceremony.

# Monotech Systems installed its first full color UV inkjet label press- ColorNovo



**G**urugram: India's leading products and solution provider for printing and packaging industry, MONOTECH SYSTEMS announced the first installation of ColorNovo- Full Color UV Inkjet label production system in China. The solution installed is CMYK – ColorNovo UV inkjet installed on Label converting & finishing line; and next ColorNovo is coming soon at leading label manufacturer and supplier in India where it will be installed on customer's existing Flexo label printing machine.

Company makes Full color inkjet module as a hybrid solution to existing Flexo press or converting lines or CMYK + White Digital UV inkjet Label press with complete converting & finishing of labels as standalone solution.

Jimit Mittal, vice president, Inkjet Products and Solutions, said: "Monotech Systems has an expertise in delivering turnkey solutions to the industry based on the bespoke requirements from our customers and we have delivered over 100+ prestigious projects under own brand JETSCI. ColorNovo is India's first digital label production system and is our most innovative solution to the industry designed & developed in-house under brand JETSCI. It is the result of our expertise and in-house R&D efforts and

developed after extensive research on the requirement of such press in the market.

With ColorNovo, we are sure it will deliver to the expectation of customers be it in terms of capex, opex and total cost of ownership giving fastest return on investments. Label printing market is going through a transition period where run lengths are becoming shorter and



shorter, margins are shrinking and short turnaround time to market creating huge pressure on label printers, here ColorNovo bridges the gap between end users and the label printers enabling them to print on demand. It utilizes the state of the art and most reliable DOD inkjet print head technology that prints high quality labels at 600 X 600 Dpi native resolutions up to speed of 70 m/min and up to 330 mm print widths. Complete digital label press consists of ColorNovo CMYK + White Inkjet module, with inline Corona, web cleaner, two registered servo Flexo, Cold

Foil, Lamination Die cut, Slitting & Dual Rewind system units. This machine is at par with any international technology in terms of quality."

Mittal further added "Digital is the future so is the Digital press, it comes with the power of printing short runs very effectively and economically with great value addition featuring personalization, variable data and security printing in real time production at one go. Digital printing is far economical till the run length of 2000 linear meters and most of the jobs are going under this run length nowadays. Adding a digital label printing press requires medium to high capex, so it is most important for label printers to select the right technology at right time to be profitable and competitive in business for their short run and digital labels printing requirements. We have an eye on global market and we are already working on the required approach. ColorNovo & other Inkjet products made by Monotech Systems under JETSCI Brand has got CE certifications and one machine is already exported and successfully installed at customer site in China. We are committed to deliver the latest technology & cost-effective solutions to the industry and customers can expect many more in near future."

## GIPT Alumni Association's Laudable Gesture



**G**ovt Institute of Printing Technology, Secunderabad, Telangana State has a great reputation and completed 40 years of glorious service to the printing industry. It has been continuously pumping new blood of well qualified students for the ever growing printing industry all over the country.

GIPT Alumni Association headed by President Sri. S. DAYAKER Reddy has organized a very inspiring and memorable

function to celebrate the 40 years of service of this college and to HONOUR two retiring Senior Lecturers on 15 th of August 2017. Speaking on the occasion, Sri. DAYAKER Reddy revealed various ambitious plans to improve the college facilities through help from the industry, to have closer interaction with the industry and to provide some financial assistance to the economically backward students. Chief Guest of the function

Sri. C. Ravinder Reddy, President of Telangana Offset Printers Association informed that the industrial training of 6 months at the printing units will continue every year for the graduating batches of students. He also said that All India Federation of Master Printers is giving scholarships to the meritorious printing technology students, details of which will be sent to the colleges every year.

Two Senior Lecturers of GIPT, Sri. M. DAMODAR Reddy and Sri. Ch. Rama Murthy, who are retiring by the end of this month, were honoured by the Alumni Association. Sri. RavindraBabu, General Secretary of A P Rashtra Offset Printers Association also participated as a Guest of HONOUR and promised all help to the college. Sri. T. Giridhar, Secretary, Sri. M.Sanjay Kumar, Vice President, C.S. Murthy, Joint Secretary, S.Venkatesh, Treasurer, of the Alumni Association, many old students, current batches of students and many industry invitees enthusiastically attended this get together function in a great show of strength and affection for the college.

( News item released by Sri. S. DAYAKER Reddy, President, GIPT Alumni Association and Office bearer of IPAMA and TOPA)



# Industry News



Team Inks Creative Printers, Aluva with MOHR 56 ECO Programmable Paper Guillotine supplied by Redlands Machinery Pvt Ltd, Thrissur

# OBITUARY

Smt. Karthyayani aged 86 years, mother of Jayanthi Rajan and mother in-law of KMPA member Mr. B.K Rajan, (Business Screens, Ernakulam) passed away on Thursday, 12th July 2017, following a brief illness.

We express and convey our heartfelt condolences to Mrs. Jayanthi Rajan & Mr. B.K. Rajan and to all the members of the bereaved family. May the Almighty give them the courage to face this tragic loss, and may the departed soul rest in eternal heavenly peace.



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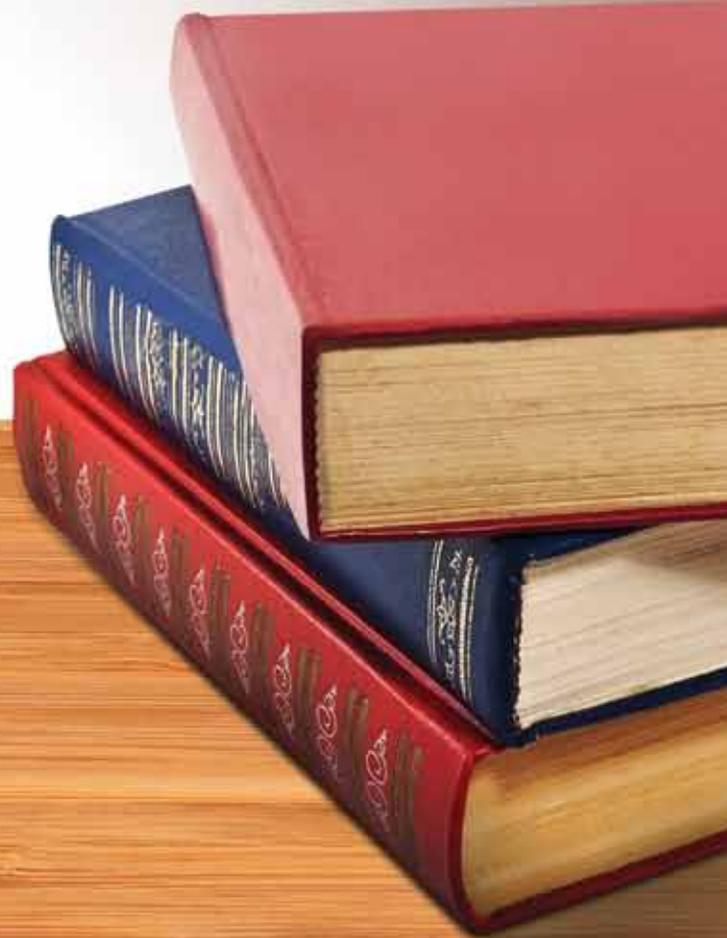
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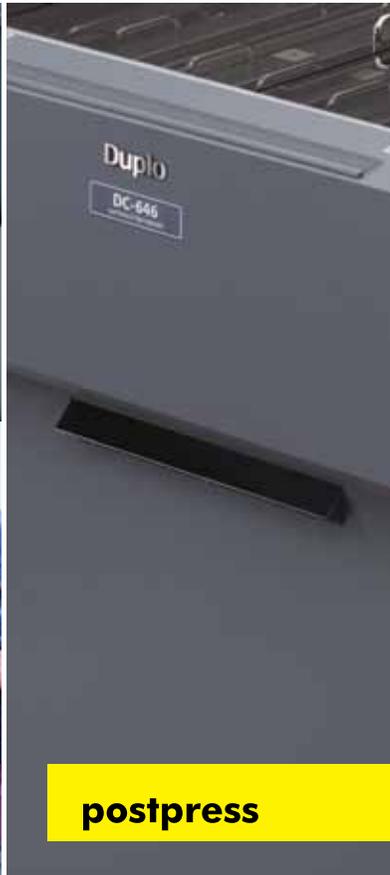
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