



Print Miracle

RNI Reg. No. 65957/96

The Official Journal of Kerala Master Printers Association

A tryst with the
Land of the Rising Sun

友情



A Life Changing Journey -
An interview with
S. Saji

An Inspiration called
JAPAN
G. Venugopal

Writer & Novelist
Subhash Chandran -
Abhilash Fraizer



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Print Miracle

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Dear Friends

This issue is really special because it is about a journey. And an experience. KMPA team had a momentous experience when it visited Japan and the experiences have been compiled by us into a series of Memoirs, Features and articles and in fact there is so much of them that we are carrying more in our next issue as well. Please do read our cover story on the journey and also the article by Venuji on what makes the Japanese such a remarkable people.

My colleague Abhilash has brought a really fascinating piece in his Feature on Writers: this time about Subhash Chandran who really is a short story writer to watch out for. His memories on what made him write his first story really can make "all the clocks stop" for you as well. Please do read and let us know your views on this writer who definitely is the one to look out for.

Pamex 2017 is about to kick off and I am sure this one is going to be memorable. Tushar Dhote and the All India Federation team has put in humongous efforts to build up Pamex into a worthwhile show and I am sure my readers will be eagerly looking forward to visiting Mumbai in December end to witness Pamex.

I take this opportunity to wish my Teacher, Mentor, Friend- O. Venugopal sir all the very best in his assignment as Vice President (South) of the AIFMP to which he has just been elected. All of us at KMPA are proud of this and look forward to a fruitful innings for him in this new role.

Last but not the last, my prayers for the departed members Mr. Jayakumar Naik (always a perfect gentleman and one of my first customers), Mrs. Kamala Raveendran, and others. Also, I place a bunch of flowers to the memory of K.G. Nair sir who is more personal, and beyond the scope of what I can write in this editorial.

Raju N. Kutty
Editor

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Dear friends,

Greetings to all!

We Indians hold family as one of our greatest assets. Nothing makes us happy like coming together as a loving family and sharing joy among each other. Kerala Master Printers Association, as a big family is always excited when we get together as a family in its true spirit.

We have witnessed this spirit during our Onam celebrations held on 17th September 2017 at BTH Sarovaram, Kochi. All the family members of KMPA members actively participated in the hearty get together, celebrating the true spirit of Onam, the greatest festival of Kerala. This issue of *Print Miracle* features an article dealing with the Onam celebration of KMPA. Hope you would really enjoy reading it.

Another very remarkable event that took place during this period was the industrial visit of KMPA members to Japan. I am extremely happy that everyone has benefitted from the trip. Our experience in Japan was a real eye-opener, which really changed our attitude towards life. There are quite a few pages covering our Japan trip.

I express my personal joy that our senior member Mr. O. Venugopal has been elected as the Vice President (South) in the recently concluded AIFMP elections. I wholeheartedly thank all the members who have supported him in this endeavor and also wish him all the best in the new assignment.

While felicitating the new office bearers, we also had a road show on Pamex 2017 and Mr. Tushar Dhote of AIFMP gave a detailed briefing about the upcoming Pamex and why we should definitely not miss it. I wish to remind all of you at this juncture, as Printers this event has to be in our "must visit list".

In October, KMPA in association with Technova organized a Seminar on Safety at Workplaces. The Seminar covered key themes like Ideal safety tools and methods in printing industry. I specially thank team Technova for their valuable initiative.

You have a nice package in this issue to read and reflect. Enjoy reading!

Regards,

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

S. Sajji
President

A tryst with the Land of the Rising Sun

By all means this was a one of a kind trip. A trip to Japan was one of the items of the agenda of the present team right from day one. Our president Saji Chettan made this one of the first in his manifesto for the term. His reasoning was very simple, every serious print entrepreneur who is our member should visit Japan at least once. It has to be seen to understand what Japan is really about, no amount of articles, books, movies or lectures would ever be enough to give you a feel of the “Land of the rising sun”.

It is to be seen and experienced. We experienced it and this is the crux of our story.

Our journey started off at the grand new T3 of Cochin International Airport. The new terminal building was quite a sight and we felt proud that our city now has a swanky airport comparable to any other metropolitan city. Haridas Chettan of Hytech Offset Printers had prepared red colored kurtas for all of us, to differentiate the group and make it stand out. Some of us were apprehensive about the

choice of color (since it was a flaming red) but in typical Keralite humor, we laughed it off saying what other color is a hard working Malayali supposed to wear anyway!

In retrospect, the choice of color stood us in good stead for most of Japan was black and grey. So a member of our group could be spotted from anywhere and everywhere. There would be no missing us.

Our travel was routed through Colombo where we got a day of transit. Prof. Dr. Rajendrakumar Anayathji had intimated this to the Sri Lankan Printers Association and their Immediate Past President Mr. Veerasamy Kumaran joined us for a meeting at the idyllic sea side resort where we were staying.

This turned out to be an interesting rendezvous and Mr. Kumaran gave us some very interesting economic views. Apparently, Sri Lanka was under VAT and then had shifted to GST. All fine this far. Now comes the interesting part. From GST, Sri Lanka has gone back to the VAT regime! GST system is more of a regime suited to more developed economies seemingly. He had more interesting observations on government spending patterns in developed economies. For example, in Australia government handles recession in an innovative manner. It gives



Ready for departure - Nedumbassery International Airport, Kochi



KMPA Office bearers with Immediate Past President of Sri Lankan Printers Association Mr. Veerasamy Kumaran

subsidies to citizens as a part of social security. The only condition attached to this subsidy being: it is not to be saved; it is only to be spent! The idea being government spending on people is what is required to bring an economy out of recession. Simply printing of currency would simply heat up the economy and cause hyperinflation.

Now the Japanese government has another interesting way of making people spend rather than save. The idea is, if you intend to transfer X amount of your assets to your next generation; you need to pay 70% of X as taxes and only 30% can be transferred to your children. So then it makes more sense for you to spend what you earn. Your next generation needs to earn in order for them

to spend. There will not be much by way of inherited wealth. So, money instead of getting locked in various saving instruments, continuously moves around by means of consumption. So as you keep spending, the economy is continuously stimulated. This is the ripple effect that gets obstructed when money is locked in Gold, real estate or long term deposits. Of course, in a country with good social security systems in place this makes sense.

It was quite some information to digest. It was rather obvious to us why the Indian government would not be able to implement such radical economic ideas simply because of the scale of our country and her inherent structural problems.

All of us enlightened economists thus boarded the plane to Tokyo with anticipation. The rising sun the next day saw us landing at the Land of the Rising Sun. The Narita railway station was pretty much inside the Tokyo-Narita Airport and all of us proceeded there to get our Japan Rail (JR) passes for the next few days.

As we were there, it suddenly dawned on Faizel of Memphis Printing & Publishing, that his mobile phone was missing. And it was a rather new one at that. He immediately reported the matter to the customer service executive at the help desk. "Oh I am so sorry! Do you remember where you left it? Was it somewhere inside the terminal building or at the plane?" Faizel was pretty certain it was in the plane and he showed his boarding pass. The lady makes a few quick phone calls, suddenly looks up and gives Faizel a thumbs up sign with a warm smile. Faizel is relieved that his phone is not lost after all. She then says, 'just a moment sir', and runs away quickly! In a few minutes she is seen running towards us, again at full speed, high heels and all, holding a folded newspaper. 'Sir, please may I know your Phone model and colour?' she asks Faizel. 'Black, Iphone 6', he replied. With a big smile on her face she pulls out the phone from the folded newspaper "Sir, here's your phone. We are so sorry for the inconvenience caused. Have a nice stay in Japan". It all took a few minutes.

All of us are completely dumbstruck with this first experience of "Omotenashi". She was apologizing to us because one amongst us lost our phone in a plane!!

We were to have more of such experiences.



The Shinkansen (Bullet train) was the most preferred travel mode



Comfortable journey on board Shinkansen



Hotel room at Hiroshima



View from the room overlooking Hiroshima skyline, Enko river and bridge

Our destination was Hiroshima, which was more than 5 hours away and we were to alight at Shinagawa and Shin-Kobe stations changing trains to reach Hiroshima. Upon reaching Hiroshima we found that one of the boxes carrying gifts for our hosts is misplaced. We reported to the station helpdesk officer, who checks our tickets to see our route and train numbers. He makes a couple of phone calls, and within a few minutes he informs us that the luggage is offloaded at Shin-Kobe. We were stunned. We forgot the box, how it found itself exactly to Shin-Kobe station was beyond our comprehension. We asked the officer how to collect it. He says: "Sir please go to your hotel and relax. Come here after a couple of

hours. Your baggage will be here". Rajeshji and Saji sir duly went at the time and by the time, the box was waiting for them. They didn't even have to go to Shin-Kobe station to retrieve it!

It was simply unbelievable.

The one thing which really underwhelmed us finally was the size of our hotel room. It was about as big as a 3 tier AC Compartment in our trains. May be a bit bigger than that and having a room mate with our luggage can be a real hassle.

The next day was our first industrial visit at the Ryobi Factory (RYOBI MHI Graphic Technology). Apart from the factory manager, Mr. Pradeep of Provin Technos was available to guide us through the Ryobi factory trip. This

was a very good industrial tour and we could suddenly see that Ryobi's real core strength lay in metallurgy and foundry. They were making big metal components like automobile engine casings at the factory and we came to know that Ryobi is actually one of the major auto ancillary supplier for most of the car makers. We even saw a big body part being made for Lexus. This was being done by big CNC Machinery and Robots. To see the core competency of Ryobi in a completely different arena was quite a revelation.

One interesting alarm system was shown to us. As you enter the factory, there is an area where you need to walk a small distance to a certain alarm which then blinks red or green. If it blinks red, you need to redo the walk with a slightly faster pace and this has to be repeated till the alarm blinks green. This is the speed that is required. This pace of walking is what is needed as you go through your work. This is a typical practice borrowed from Toyota. Where even the speed at which you need to walk while you are inside the plant is subject to clear quantified expectation. Obviously, all your work will also be subject to quantified expectations. This is one of the many practices that ensure the discipline in the workplace. Also, we set sight in the "moving shop floor" for the first time. We were not really sure what it was because you don't really get to see the shop floor moving. We were shown the movement by placing 2 pens side by side; one on the conveyor and one off the conveyor. The one on the conveyor slowly started moving away. The philosophy behind the moving shop floor is very simple: you only get a specified time to finish whatever fitting that you are doing. At the allotted time the part



Reception at Ryobi Limited (RMGT)



Tram Station at Hiroshima

moves away; only to be rejected by Q.C. later if it is deficient in some manner. It doesn't take much to guess what happens if your rejection rate were to be more than a certain expected number.

Most of these practices are now standard in India also, at Maruti, and most other automakers.

This could be one major reason, we were able to see a total focus on the job at hand everywhere in the factory. We quickly realized that this is pretty much the same in any and every factory in Japan.

The pace of people was brisk. People going around, lifting cylinders (this was the printing machine plant), wiping the odd cylinder with chemical, fixing them on to

shells, all silent, as if you can hear a clock ticking. We actually saw a forklift which did not have a driver; being driven instead by a robot!!

If the Ryobi factory was efficient but small, the Komori factory was equally efficient but massive. This trip was a revelation to the delegation as one of the factories was inside a landed area of 2000 acres or so. The plant had its own farm growing its own fruits and vegetables and most of the food prepared in the company canteen used the indigenous produce. We had the good fortune of tasting home grown grapes which were almost as big as an apple. The taste of the grapes was like nothing we ever had till the time, it was so good. Komori canteen can accommodate



Peace Clock at Hiroshima Peace Memorial Park

up to 200 people at a time and on the day we visited they even prepared "Sambar" by referring to the recipe online.

Many of us tried the famed "Sushi" and there was a mixed response to the taste. The response to Japanese beer was much less ambiguous and almost all of us just loved it.

The capacity of the main factory was almost 11-13 printing units in a day which means a four color machine is finished there every other day! There is an in-house training center where you can get basic training of the entire workflow starting from prepress all the way to print and finishing.

During the dinner hosted by Mr. Yoshiharu Komori (the veteran Chairman and CEO of Komori), orders worth 30 Crores of Rupees

At the Hiroshima Peace Memorial Park with the skeletal ruins of Atomic Dome at the background





At the Komori Corporation, Yamagata Plant



Reception at Komori Graphic Technology Center, Tsukuba Plant

was committed by members of KMPA as special deals were offered. Mr. Komori also graciously accepted to be the chief guest for the up and coming Print & Beyond Seminar in February 2018 at Cochin.

A major highlight of our trip was the trip to Hiroshima where we visited the memorial of the nuclear attack. It was a heavy feeling to go around the shrine and read about the various events leading up to the nuclear attack on Japan during WWII. This is a critical part of the Japanese system of education where people are taught never to forget history. But this is not for vengeance; on the contrary it is for forgiveness. There was a Zen like

Stoicism at the place which is a hallmark of the Japanese culture.

The trip to Horizon was a little off the track as we were delayed by almost an hour and a half and this derailed their meticulously planned factory visit. My colleague Biju Chettan remembers that many of the shop floors were vacant as we were touring the place as it was already lunch time by the time we got to the place. This placed lot of strain on our hosts who are obviously punctual to a fault. To the credit of the team, this is the only instance when a deadline was missed and it happened due to a slight error in a hotel booking which was done at Hiroshima

instead of Kyoto in order to take advantage of a special deal that was available at Hiroshima for the day.

If the hotel at Hiroshima was a bit constrained for space, our stay at the Hilton, Odawara was simply mind blowing with its opulence. Each room had its own dining room, 2 balconies and even 2 restrooms. The Hilton is on a hilltop overlooking the Pacific and you can imagine the sight as you come out of the balcony and look at the horizon.

Biju Chettan vividly remembers one thing. All the three company visits that we made (Ryobi, Komori and Horizon) had a couple of elements in common. 1) we were greeted by

View from Indian restaurant 'Khazana' at the DECKS Tokyo beach, overlooking the rainbow bridge and Pacific ocean bay.





At the Horizon International Inc., Biwako, Kyoto

the most senior level person as soon as we alighted from the bus. And 2) there were 3 flags- that of Japan, that of the company and the third, the Tricolor. The feeling in our chest as we saw these 3 flags flying side by side to greet us cannot be described. It was such a powerful experience.

All of us have heard about the joke where Neil Armstrong lands on the moon only to be offered tea by a Malayali. We remembered this when towards the fag end of the trip, we met Mr. Sunish Parakkal and his wife Jaini at Tokyo where they have a flourishing business of sales and export of second hand printing machines. His warehouse where he

stores his machines is massive and so is the beautiful villa he has built for himself. It was a feeling of pride to see a Keralite running such a successful enterprise in Japan and it was all the more enjoyable to partake in his hospitality with traditional rice and fish curry.

The ground work done by KMPA is another story in itself. As our president likes to say, KMPA has created history with this trip. One major reason for this is the fact that there was no tour organizer. The whole trip was planned, tickets were booked, hotel reservations made all by the Office bearers themselves, sitting right here in Kochi! This was the first time KMPA organized and executed an international



Pep talk onboard bus

trip entirely on its own with no tour operator or package. This was supposed to be a 20 member delegation but due to certain personal reasons, O. Venugopal sir was unable to make it to the trip and therefore, 19 members made it.

All the tickets, Japan rail passes, itinerary of the trip, name tags, hotel reservation vouchers were compiled into a booklet and handed over to each and every delegate. The attention to detail was unprecedented and there was simply no way any delegate would be lost. A list of things to be carried was given to each and every delegate which contained essentials like medicines, basic



Kinkaku-ji - "Temple of the Golden Pavilion", at Kyoto (Officially named Rokuon-ji)



The Hilton Hotel, Odawara

utensils, multipoint chargers and so on. Care was taken to include all the little things which are so important and which the inexperienced traveler might miss out.

The groundwork was so thorough that Gopan Chettan of G.K. Printers jokingly commented that Saji Chettan has a future even without print.

Three days prior to departure, a pre departure meeting was conducted where these things were briefed in detail to the delegation and this was accompanied by another critical talk – one on Japanese etiquette, the culture and tips on how to conduct oneself in the foreign land with a culture diametrically opposite to ours.

To ensure that discipline and timeliness was maintained, the President himself was the De Facto Tour Guide!

Another surprisingly enriching part of the whole experience was the different bus rides. These rides which would otherwise be drab turned out to be anything but. The president made it a point to involve each and every delegate to speak a few words to the group, about their experience on the tour, and what they learned from it as a printer or as a person. This brought out the inner personality of each and every person. Even the shyest of people



Hakone cable car climb above sulphur mines



A breathtaking view of sun rise and Pacific ocean from the Hotel balcony



With our malayali hosts at the last day in Japan Mr. Sunish Parakkal and family



Traditional Japanese sail ship at Hakone

were coaxed to speak at least a few words and this went a long way in furthering the bonding and camaraderie amongst the members. Another notable feature was the talks delivered by Prof. Dr. Rajendrakumar Anayathji who shared his experiences during his life journey. Many of his talks were captivating and very motivating. And this was happening right inside the bus! Once a teacher always a teacher – this is Dr. Anayathji in a nutshell.

All in all, this was a trip unlike any other trip that we have made and it is going to be in our hearts for quite a long time. For many days after we came back, the memories of the beautiful country and people continue to linger in our minds and for many days we have been greeting each other with a bow.

And on a lighter note, for a long time to come we shall miss those famed Japanese Automatic Toilets; which we don't believe there might be an equivalent anywhere else in the world!! That's Omotenashi at its finest!!

To Saji Annan, Rajesh Bhai and Yeldho Chettan who made this trip possible; the tagline for describing our feeling as we settle back into our lives - "Kando: Beyond Expectations."

Compiled by Raju N Kutty.

Narrated by members of the touring party.

Japan - A life changing journey

An interview with Mr. S. Saji, President of KMPA

We wouldn't believe that a nation and its people could influence and change our lives so profoundly. Nobody expected that this visit was going to change their outlook of life so impactfully, and so radically. Believe it or not, it happened! One could perceive the change reverberating on their faces as they gathered one fine evening on a conference hall leaning on the brim of a river-shore in the precincts of Gymkhana Club, to share their experiences. When asked to tell about their experiences at this wonderful nation, everyone began to pour out words filled with emotion, inspiration and enthusiasm. Japan had changed them so much. That was one of the most remarkable industrial visits in the history of Kerala Master Printers Association.

Another thing all of them were so quick to admit and admire was the exceptional leadership and planning of Mr. S. Saji, the President of KMPA, whose brilliance and vision made the visit memorable. Everybody talked about the brilliance of planning and the laudable execution that set a new benchmark for anyone who would like to make an international tour. Print Miracle had some delightful moments with the kingpin behind the remarkable tour, Mr. S. Saji. Here we feature an interview with him:

1. What was the objective behind planning such a trip? Was there any specific reasons why Japan was chosen as the destination for a print visit?

In fact, I had been to Japan in the month of June, 2016. I was very much impressed by my experience with the Japanese lives that I consider exemplary. Thus, when, I was asked to deliver the vote of thanks at a function named 'Demystifying Drupa', a gathering intended to evaluate our industrial visit to Germany, I shared my experiences of my Japan visit, detailing how the visit has personally inspired my life and attitude. I strongly recommended every member of KMPA to have a visit to Japan. I also told them



KMPA President S. Saji with Yoshiharu Komori, Chairman and CEO, Komori Corporation during the recent KMPA tour to Japan

that I was willing to give them guidance if they wished to venture a trip to Japan. Later, when I was elected as the new President of KMPA on 30th of July, 2016, I included the industrial visit to Japan in my manifesto. That was how Japan was chosen as the destination for the industrial visit.

2. What distinctive feature did you find in Japan to recommend it so strongly?

Right from the moment you land in the soil of Japan, you can feel the difference. The officials at the information counter are so extremely dedicated to their responsibility that there is a sea of difference between how we do things here and how they do. They are extremely patient to their customers. They listen to our needs with remarkable patience before responding, unlike those here who jump into impetuous and rash reverts. Their demeanor is so polite and endearing. They are so accurate in their replies, almost with robotic precision. Even the language does not become a barrier for our communication between them. It is some sort of heart to heart communication, beyond words. I think they are very attentive and focused.

3. The preferred way of making a trip like this is typically a package trip with established operators like Cox and Kings. Have you created a new precedent by organizing this on your own?

I have only one answer to it. We will be completely involved in things we like very much, for things we are passionate about. I was so passionate to our Japan visit. So, naturally, I was guided by this passion; I never consider it a job to finish somehow. The result is what you saw.

4. Could you give us a brief description of the execution of the trip? Everybody is in high praise of your planning and execution...

I believe that anybody can do it. It was not by any magical powers. One thing I can say that I have done enough home work before the trip. Prior to that, I had an experience of having gone to Japan a year ago through the same route. That has helped me primarily. Secondly, I started preparations for the visit three month before the actual event. We

browsed the internet for almost three months to grab the best rates, both for the voyage and the hotels. We get the best offers during Sunday mornings. Rajesh and I kept awake during those early hours of the day and late nights. Prince Hotel, where we stayed, is very close to the Railway Station. We could manage to get at very low rates, which otherwise cost lakhs of rupees.

Another thing was the freedom we enjoyed during the trip. Had we opted for a tour package by some reputed tour operators, we couldn't have been able to savor the trip so much. Since the trip was planned and executed by us, we could plan out our time. Confidence level was boosted up for everyone, as they could have an outing by their own, at times.

5. How do you recall the assistance from the part of KMPA members and others in the preparation and the trip?

Primarily, I am thankful to the Indian counterparts of Japanese companies, especially of leading companies like Komori, Horizon and Ryobi. One of the primary tasks pertaining to the industrial visit was to discuss with the counterparts of these Japanese companies so as to facilitate our visits to the actual companies in Japan. This part was laudably executed by G. Rajesh, our honorable Secretary. I believe that his role was much greater than everyone has realized. I would say that he was the real silent force behind the success of the trip. We all are indebted to him for securing the tickets at the best rates. We need to appreciate him. Another very crucial part was the monetary management. We had to manage Rs. 27 lakhs during the trip. That was a challenging task indeed. We are extremely thankful to Mr. Yeldho George, who managed financial management so well, that everybody was surprised with the returns at the end! I would say that these two persons have a major role in the success of the trip. They made my job easy.

6. Anything that tensed you during the trip?

Two things to be precise. The first one was the presence of a stalwart like Prof. Dr. Rajendra Kumar Anayath. I was wondering how we could accommodate such a nationally acclaimed, respectable personality in a

fitting manner. Second thing that gave me concern was the last minute withdrawal of O. Venugopal from the list for his personal reasons. I always considered him a source of solace and support when faced with challenges. When, I knew that he was not coming, I was really under pressure.

7. Could you please describe your 'key take away' from the experience?

Japan is really patriotic – their love for the nation is genuine and sincere; not like our patriotism limited to the standing up when the national anthem is recited! They will never destroy any public things. They consider every common thing as their own. They are hundred percent committed to their nation.

8. Most memorable event during the trip?

I fondly keep in memory one fine night when all our members gathered in the Hilton Hotel, talking and discussing so freely and full of warmth. It was on that night, during that discussion, the clear picture of Print and Beyond 2018 version took shape. The twenty members had become like the members of the same family by that time. There was a tangible warmth and love so evident in everybody's demeanor. Japan had touched them and changed them so deeply!

9. What according to you would be the main thing we could learn from the Japanese way?

The commitment of Japanese people is exceptional. Each one does his work with utmost dedication and perfection. Their way is like literal language juxtaposed against our style which is more like colloquial language. They are precise and accurate in everything. So complete. We need to learn from them a lot.

10. What is the greatest advantage you think to have derived from this Japan trip?

The change realized among the members of KMPA is really remarkable. It was life-changing and attitude-changing. One thing I noted that those nineteen persons were present for all the programmes of KMPA held after the trip. That is a good sign. The trip has made such a powerful impact on each one of us. I am happy to be a humble instrumental for this. Thank you!

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An inspiration called JAPAN

G. Venugopal



Friends,

We have all grown up hearing of iconic brands like Honda, Sony, Toshiba, Mitsubishi, Fuji, Konica, Minolta, Kenwood, Seiko, TDK Yamaha, Canon & Casio, Brand “Japan” has been an imprint in all our collective conscience from a very young age. I am sure all the readers will agree that if we write our wishlist of must see destinations before we die – Japan will be in the top . The most fascinating fact being a country devastated by War resurrected itself back only by there own intrinsic value system to become one of the most powerful economy of the world. It is text book model for any Society to emulate.

We from KMPA had the privilege to visit Japan in the last week of September 2017. It was an Industrial tour and we were there for 10 days. We had 3 major factory visits namely Horizon, Komori & Ryobi. During the visit we also visited important tourist spots, We travelled the length & breadth of Japan in bullet train and other public transport

facilities. At the end of the trip following were the questions that puzzled all of us, which is the premises of this article and I have tried my best to answer the same.

1. Why are the Japanese so polite
2. Why are they so disciplined and organized.
3. Why are they so punctual.

Why are the Japanese so polite?

Omotenashi, which is often translated as “Japanese hospitality” combines exquisite politeness with a desire to maintain harmony and avoid conflict.

Omotenashi is a way of life in Japan. People with a cold wear surgical masks to avoid infecting others. Neighbours deliver gift-wrapped boxes of washing powder before beginning building work – a gesture to help clean your clothes from the dust that will inevitably fly about.

Staff in shops and restaurants greet you with a bow and a hearty *irasshaimase*

(welcome). They put one hand under yours when giving you your change, to avoid dropping any coins. When you leave the shop, it’s not unusual for them to stand in the doorway bowing until you are out of sight.

Machines practice *omotenashi*, too. Taxi doors open automatically at your approach – and the uniformed white-gloved driver doesn’t expect a tip. Lifts apologise for keeping you waiting, and when you enter the bathroom the toilet seat springs to attention. Roadwork signs feature a cute picture of a bowing construction worker.

In Japanese culture, the farther outside one’s own group someone is, the greater the politeness shown to that person – which is why foreigners (*gaijin* – literally, “outside people”) are invariably astounded to find themselves accorded such lavish courtesies.

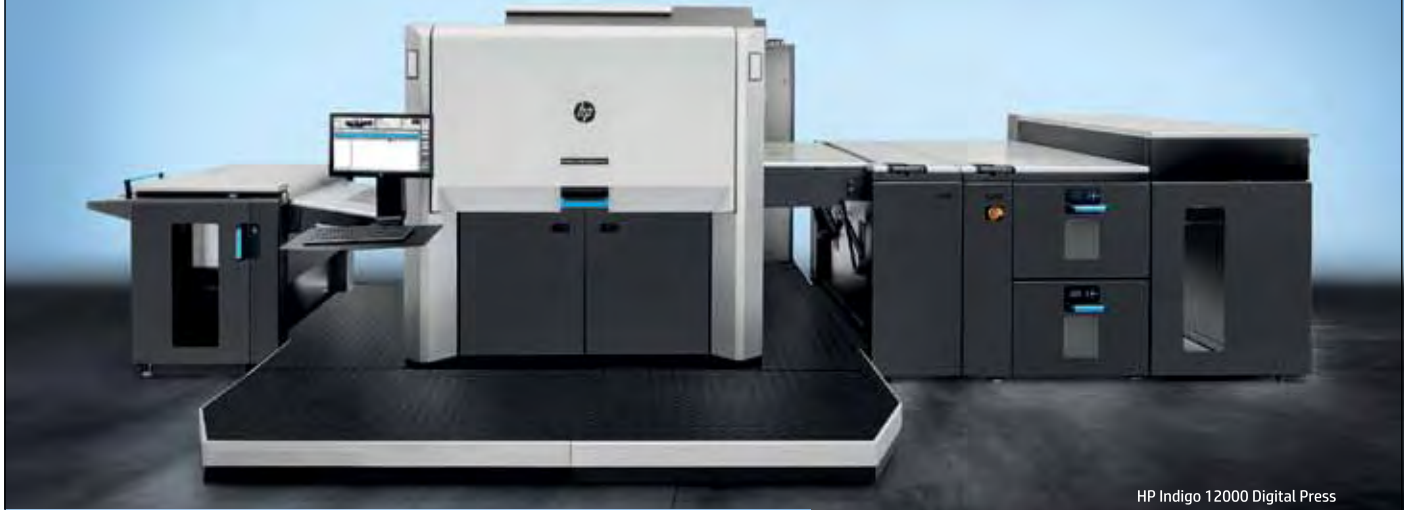
“Many of us grew up with a proverb,” said an elderly Japanese during a casual interaction ‘After someone has done something nice for us, we should do something nice for the other person. But after someone has done something bad to us, we shouldn’t do something bad to the other person.’ I think these beliefs make us polite in our behaviour.”

Much of Japan’s etiquette originated in the formal rituals of the tea ceremony and martial arts. In fact, the word *omotenashi*, literally “spirit of service”, comes from the tea ceremony. The tea-ceremony host works hard to prepare the right atmosphere in which to entertain guests, choosing the most appropriate bowls, flowers and decoration without expecting anything in return. The guests, conscious of the host’s efforts, respond by showing an almost reverential gratitude. Both parties thus create an

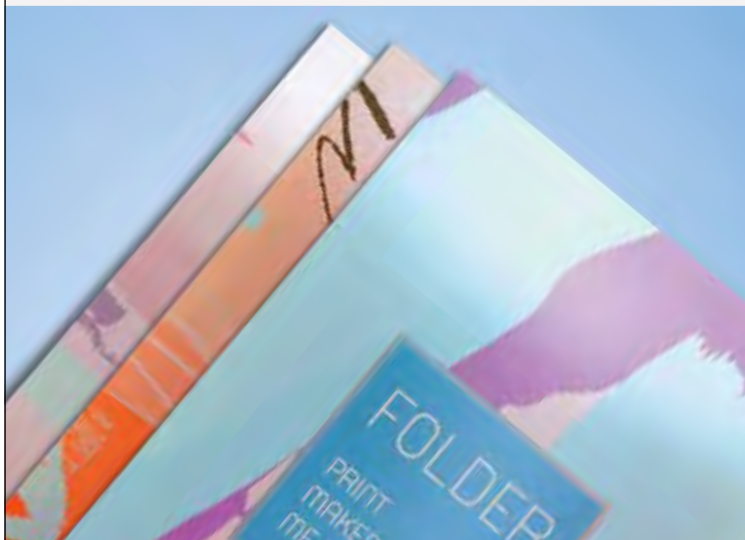


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environment of harmony and respect, rooted in the belief that public good comes before private need.

Similarly, politeness and compassion were core values of *Bushido* (the Way of the Warrior), the ethical code of the samurai, the powerful military caste who were highly skilled in martial arts. This elaborate code, analogous to medieval chivalry, not only governed honour, discipline and morality, but also the right way of doing everything from bowing to serving tea. Its Zen-based precepts demanded mastery over one's emotions, inner serenity and respect for others, enemies included. Bushido became the basis for the code of conduct for society in general.

The wonderful thing about being exposed to so much politeness is that it's as contagious as measles. You soon find yourself acting more kindly, gently and civic-mindedly, handing in lost wallets to the police, smiling as you give way to other drivers, taking your litter home with you and never ever raising your voice (or blowing your nose) in public.

Wouldn't it be great if each visitor took a little bit of *omotenashi* home with them and spread it around? The ripple effect could sweep the world.

Why are the Japanese people so disciplined and organized?

1. Brought up to care about other people

A Japanese person is usually brought up to care about other people. As this value is implemented in the minds of Japanese people they tend to respect others and maintain their promises.

2. It's a cultural thing

Discipline is a part of the Japanese culture. Even a non-Japanese person who gets raised up in Japan can find it hard to not stick to the rules most people follow.

3. Their culture favors the community

The Japanese culture favors the community over the individual and as a result people tend to value discipline, harmony and all of the other things that could help the whole community live a better life.

4. A sense of shared responsibility



Japanese people have a strong sense of a shared responsibility. As a result of this way of thinking, they tend to feel very responsible for their environment, the place they live in and for others.

5. Tough environment

According to one theory, the fact that Japanese people live a tough environment where space is limited and lots of natural disasters happen has motivated them to be more coherent, organized and disciplined in order to survive.

6. The shinto principles

Shinto is a popular religion in Japan. One of the concepts of Shinto is to do one's best in regards to the task at hand. This could have helped shape the discipline of Japanese people.

7. They survived many natural disasters

The fact that Japanese people survived many natural disasters including the

Hiroshima/Nagasaki bomb could have helped them learn how to become more organized and disciplined.

8. They respect authority

An important part of the Japanese culture is the deep faith and respect for authority. Those kinds of beliefs make Japanese people orderly and organized as they trust the rules set to them by others including the government and rulers.

9. The crowded Japan theory

According to one theory, the fact that some places in Japan are very crowded have taught people to become more orderly and organized in order to be able to finish things on time.

10. Their feelings towards laws

Japanese people think of laws as things that are guided and enforced by the people. As a result, people watch for law violations as they feel responsible towards making sure laws are not broken.





Why are the Japanese so Punctual? Basic values that embody Japanese business people

No surprises: Punctuality, timeliness and sticking to commitments: The Japanese believe strongly in ‘no hidden surprises’ and are committed to a very high degree of predictability and consistent reliability (not just reliability). This is reflected in their business practices and everyday living, such that the train or bus schedule would read “Arrival: 8.23 p.m.” and the train or bus would pull in exactly at that time!

In fact, being on time every time, is the first step towards building trust and reliability in Japan. This is true both in business as well as personal relationships. Being organized and efficient, and adherence to deadlines (and a host of other similar virtues) are considered a way of life in Japan.

In India, arriving late for scheduled appointments is an acceptable practice. Perhaps, it owes itself to olden times when transportation was not efficiently organised and important people sometimes got held up and arrived late.

However, that has also resulted in situations where, if the relationship is strained, one person deliberately makes the other wait.

People in Japan, on the other hand, arrive for meetings at least 5 minutes before a scheduled 9:00 a.m. appointment! The simple logic is that it takes about 5 minutes to get seated and settled in and the meeting is supposed to START at 9 a.m.

Given the state of transportation infrastructure in India (roads and traffic jams

mainly), there may be several unpredictable factors that can affect one’s punctuality; However, lack of timeliness is not limited to meetings that require travel; the malaise of ‘flexible time’ seems to be sadly prevalent everywhere.

This practice of getting late can be overcome with advance planning and adequate preparation. At the very least, should one be getting late, it is important to inform well in advance so that the other person is not waiting and wasting time.

When the Indian associate says: “I will submit the report to you on Monday,” the Japanese side expects it on Monday morning 9:00 a.m. Japan time, and not anytime during the day. It is therefore important to keep the 3.5-hour time difference in mind, Japan being ahead, when doing business with Japan.

In India, on the other hand, as long as one submits the report before midnight, it is considered as being submitted on Monday. If there is any delay, the Japanese expect to be informed well in advance and not at the last minute or after the delay has occurred!

Given “flexible” business practices, it is quite usual for Indians to factor such delays in their project, while the Japanese are accustomed to extreme precision. This often causes a lot of friction in a team where both professionals from both nationalities need to work side-by-side.

“No problem” syndrome

An Indian professional seeks to impress the Japanese counterpart with speed and efficiency. This is seen in immediate

responses during discussions whereby the Indian says: “Sure, sure. . . no problem.”

The Japanese interpretation of this phrase is, “How can the Indians say ‘no problem’ without even taking some time to consider all aspects of the problem? Surely they would not be professional.”

What is needed in this situation is a response which goes like this: “We think we can do it, however, please give us 1 or 2 days to get back to you.” It may seem bureaucratic, but the idea is to assure the Japanese that the matter has been given the due thought it deserved.

After the meeting, the Indian side has to remember all the committed deadlines and then get back to the Japanese counterpart with a “Yes, it can be done and will be done by XYZ date.” Of course, in the end this submission must be timely.

Preparing for a meeting

In keeping with the “no surprises” approach, the Japanese ensure that the agenda is agreed upon well in advance and all the necessary people from their side are invited and duly briefed.

A seasoned senior Indian executives might walk into a meeting empty-handed whereas the Japanese side comes in with a daily planner/agenda book, copious notes, a writing pad and a few big files!

This great reliance on the powers of memory by the Indian executives may be a bit unnerving for the Japanese, who see it as a potential cause for the proverbial ‘slip through the cracks.’

The Japanese want to make it absolutely certain that nothing discussed at the meeting, whether of importance or not, is missed or forgotten. The Japanese interpret not taking notes or recording dates and schedules as a sign of “lack of seriousness.” What is needed for all Indian executives is to carry their respective note pads and make notes, even if they may not seem very useful. This will demonstrate the “symbolic” commitment to the relationship.

To the Japanese, an eye for detail and perceived importance towards quality are very important.

I hope you enjoyed reading this article as much as I enjoyed writing for all of you.

Bye.

Onam celebrations reflected the unity and spirit of KMPA



Prof. Dr. K.S. Radhakrishnan inaugurating the KMPA Onam celebration 2017 by lighting the lamp

Onam has a perennial charm and cordiality attached with it. Apart from bringing back an air of nostalgia about good times that we yearn for and the desire to relive the wonderful era of a good king of the past named Mahabali, the season brings a spirit of brotherhood, friendship and happiness. Considering the convenience of all the members, Kerala Master Printers Association celebrated Onam on 17th September 2017 at BTH Sarovaram, Kochi.

A day of rain. A day of raining happiness

It was a day of heavy downpour, but the shower in no way cooled down the warmth of the celebrations. All the members of KMPA were present in the auditorium of BTH

Sarovaram in colorful attires and fine spirit to share their joy and cordiality.

The celebrations commenced at 9.30 am with the registration, and the function began at 10 am with a prayer song. Mr. Shajimon Antony, Co-chairman of Hospitality and Recreation KMPA, welcomed the guests. Mr. S. Saji, President of KMPA delivered a hearty presidential address, nimbly leading the audience to the spirit of the day. The chief guest Dr. K. S. Radhakrishnan, renowned writer, orator, academician and philosopher was introduced thereafter.

Listening to the Orator

Dr. K. S. Radhakrishnan officially inaugurated the celebrations lighting the lamp. In his erudite and profound speech the

renowned writer delved deep into the various nuances of Onam, in connection with the contemporary society. His words glowed with originality of thought and philosophic insights.

KMPA sponsored Annual Cash Awards were distributed to top scoring students from CUIET Calicut, IPT Shoranur and Vocational Higher Secondary Schools. Induction ceremony of new member to the association followed. KMPA presented a memento to the representative of Provin Technos for their regular contribution to KMPA Onam celebrations. Mr. G. Rajesh, the Secretary of KMPA delivered the vote of thanks, marking the end of official ceremony.

Royal entry of Maveli

Now it was the time for the grand entry





Annual Cash Award Winners for securing highest marks in Printing Technology from various institutions

- | | | |
|-----|---------------------|------------------------------------|
| 1. | Nivea M.J. | CUIET, Calicut |
| 2. | Arya Ajikumar | IPT, Shornur |
| 3. | Nimal C. | GVHSS for Deaf, Thiruvananthapuram |
| 4. | Hisana Nasreen K.M | GVHSS, Kunnankulam |
| 5. | Amal C.S. | GVHSS, Muttil, Wayanad |
| 6. | Anagha A.S. | GVHSS, Santhipuram, Kodungaloor |
| 7. | Surya S. | GVHSS, Muttara, Kollam |
| 8. | Sumesh C.O. | GVHSS, Pampady, Kottayam |
| 9. | Robin Xavier | GVHSS, Maneed, Ernakulam |
| 10. | Hilal Basheer T.K. | GVHSS, Orkkatteri, Kozhikode |
| 11. | Zepheniah C. Joseph | MM Oriental VHSS, Panayappally |
| 12. | Suhaila K.P. | GVHSS, Chelari, Malappuram |
| 13. | Athira Sudhakaran | GVHSS, Kalliassery, Kannur |
| 14. | Anfique Nasser | GVHSS, Maradu, Ernakulam |
| 15. | Sreeragi M. Nair | GVHSS, Wadakkencherry, Thrissur |
| 16. | Archana P. | GVHSS, Nattakom, Kottayam |

Awards for excellence in studies and extracurricular activities for children of KMPA members

- | | |
|----------------------|---|
| Prahlad V. Prabhakar | S/o Pranoj V. Prabhakar, Kalyan Marketing Associates, Ernakulam |
| Haifa Shoukathali | D/o C.K. Shoukathali, Oruma Printers, Thrissur |
| Kartik V. Nair | S/o G. Venugopal, Sterling Print House, Ernakulam |
| Aibel Sony | S/o Sony George, Southern Printing House, Kottayam |
| Delna Saju | D/o C.P Saju, National Offset Printers, Perumbavoor |
| Cerita Gerard | D/o Gerard T. Chandy, Jerrys Colorzone, Ernakulam |
| Alfiya Yousaf | D/o M.H. Yousaf, Hytek Offset Printers, Ernakulam |

of king Maveli. Mr. Haridas, who played the role of the majestic king, in every way, suited the grandeur of Mahabali. The man of the day was given a warm welcome by the audience. His stature as well as his jovial comments connecting the celebrations to some of the social issues triggered laughter from the audience.

Exhilarating cultural programmes

Cultural programmes performed by the family members of KMPA excelled with talents were a real treat to watch. Thiruvathirakkali, performed by the Ladies Forum members and the Jimikki kammal cinematic dance performed by the KMPA members were the real highlights. Spectacular dance performances and melodious songs made the day memorable. The programmes had a sweet ending with a sumptuous Onasadya.

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The Secret of My Story

Writing experiences of Short Story writer and Novelist **Subhash Chandran**

Subhash Chandran, arguably the most unique writer of contemporary Malayalam literature, has carved an enviable niche for himself by his short stories and a singular novel, which fetched him an avalanche of awards. Best known for his epoch making novel 'Manushyanu Oru Aamukham' which won almost all the prestigious awards in Kerala reserved for novels, Subhash Chandran is known as the author of Ghatikarungal Nilakkunna Samayam, Parudeesa Nashtam, Bloody Mary and Thalpam. His stories "Vadhakramam", "Sanmargam", "Parudeesa Nashtam" and "Guptham" have been adapted into films. He is the only writer to get Kerala Sahitya Akademi Award for both his debut story collection (2001) and debut novel (2011). He is also a recipient of Sahitya Akademi Award, Odakkuzhal Award and Vayalar Award. India Today selected him as one of the 20 young talents of Malayalam, while The Week selected him as one of the 50 young talents of India who excelled in various avenues. Subhash Chandran was the only Malayalam writer featured in the list of young Indian writers by The Times of India. Here, the ace writer narrates his creative experience on the night when his first remarkable story was born.



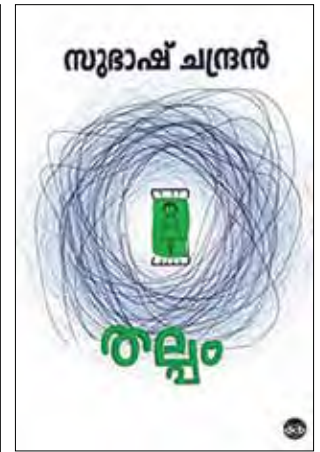
Once, as I was watching the detailed visual narrative of the catastrophe of Latur earthquake on my television set, a particular scene from the footages made a lasting impact on my mind. That was an awe-inspiring visual of the interiors of a watch repairing shop, casually captured by the Doordarshan cameraman – a close up shot of the collapsed wall clocks. I felt that the cameraman had captured this particular visual

of the nature's black humor, which stilled all the clocks, just for me. That visual, which was the historical document of a failed attempt to knock down time, forcefully kept me awake through the whole night.

That day's newspaper had carried a photograph of a kid in tears, who had not grown enough to discern the intensity of his profound loneliness, sitting amidst a cluster of corpses. On that night, my heart, laden with

the weight of both these visuals, gasped like a slave. Yonder from Latur, a fifty year old thief named Bukharam Vitthal, looked at me with eyes that darted a creative challenge before he spread out his sack on the floor outside a shop. Then an earthquake began within me, intent on toppling him from his slumber... At a remarkable moment, when Bukharam the thief, was about to vanish into the belly of the earth holding a kid in one hand and a

I wrote down my name beneath the story, and looked at the clock to know the time. It had stopped at some point in the night – the night of my creative toil. I didn't have an own watch. So, I sought out my father's winding watch. That had stopped too!



College, Ernakulam, was overwhelmed by the avalanche of letters from many readers who loved the story so profoundly.

Even today, my mother does not understand my stories. Frankly, I will never be able to write a story that can be enjoyed by my mother and me alike. Nevertheless, I am obliged to my mother and my other predecessors. I have loved my mother's charming expressions when she said, "I delivered you attune with a rhyme in makeeryam of the month of Makaram." I have admired her jokes targeted against herself, as when she said, "When I stepped into your father's house in bridal attires, your grandmother trembled with fear!" Today, when I read my stories objectively, I can find both these qualities in my stories.

Clambering on the rocks and caring every step, with great effort we scale the heights of a lofty mountain. On the top of the mountain, with a secret joy, we carve out our name on a rock over there with a sharp flake of stone. While doing so, we will be expecting that, one day someone who reaches there spurred by the excitement experienced by man alone in scaling great heights – perhaps none might ever reach there – should read our name engraved. Someday in the future, when an ineffable feeling of friendship throbs in the heart of the one who reads it, the second one would love the engraver who came close to God, preceding him.

It is for this love that I am writing.

Subhash Chandran

clock in the other, the voice of the singer P. Leela was heard singing 'Jnanappana' through the loudspeaker at Kadungallur temple, as if announcing the end of the night. The story had reached its concluding lines. Uttering these words, 'Ganesh Utsav of Thalany was indeed an amusing visual treat for the children', Bukharam vanished into the earth in peace.

I wrote down my name beneath the story, and looked at the clock to know the time. It had stopped at some point in the night – the night of my creative toil. I didn't have an own watch. So, I sought out my father's winding watch. That had stopped too! Laden with the

drowsiness of a hundred Shivarathris, I put the title of the story: Ghatikarangaal Nilaykunna Samayam.

Later, when the story won a literary contest and was published in Mathrubhumi weekly, my mother read it and asked me: "What sort of a story is this? I didn't understand a single word!"

Critic M. Krishnan Nair, who handled a literary column in Kalakaumudi, compared the story to a misfired cracker. I felt nothing but a pitiful love towards my simpleton mother and the scholarly critic M. Krishnan Nair. Because I, who was then a student of Maharaja's

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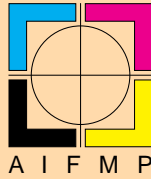
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Newly elected AIFMP Vice President (South) given a warm welcome at Kochi

It was a matter of pride for all KMPA Managing Committee members that Senior Member and Coordinator Mr. O. Venugopal has been elected as the new Vice President (South) of the All India Federation of Master Printers.

The election this time was a closely contested one and the KMPA team had taken lot of groundwork in trying to get the assignment for Mr. O. Venugopal.

The KMPA team led by Hon Secretary G. Rajesh, Treasurer Yeldho, Vice President Gopakumar and Jt. Secretary Haridas welcomed the newly elected Vice president at the VIP launch of Nedumbassery Airport, Kochi. Committee members G. Venugopal, T.N. Sajeevan, Ajith Jose, Biju Jose, Nazar M. and *Print Miracle* Editor Raju N. Kutty were present.



Expect Soon!!!

Rowing with The Tidal Waves of Printing

BY R. GOPALAKRISHNAN

Print Miracle announces a new column starting from the next issue, titled 'Rowing with the Tidal Waves of Printing' written by Mr. R. Gopalakrishnan, renowned writer, editor, publisher and layout expert who has carved a distinct niche for himself during forty year long prolific career. The column will feature the evolution of printing, its technological revolutions and commercial leaps viewed from the angle of his personal experiences.



Mr. Gopalakrishnan, who was the editor of famous Children's monthly 'Poompaatta', has also edited a number of literary works including encyclopedias, books, journals and dailies. Besides, he has also held the positions of secretary and Chief Executive Officer of Kerala Lalitha kala Academy and Kerala Sahitya Academy. He has won the award for the best book of printing from the State Government for five consecutive years.

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Newly elected office bearers of AIFMP honoured by KMPA



KMPA President S. Saji felicitating AIFMP President AMMSG Ashokan

Print & Beyond, which discusses the latest technological developments taking place in the world, will be held on 3rd February 2018.

Before the official launch of Print & Beyond, there was a detailed presentation on the philosophy of Print & Beyond, along with its history and its vision for the future.

The Office bearers were felicitated with “Ponnada” and the President Mr. AMMSG Ashokan as well as the Vice President (South) Mr. O. Venugopal spoke about their vision for the federation during the upcoming term.

The Hon Secretary Mr. Arvind Mardikar who joined a bit late (due to his flight being a bit late) was also felicitated and he also spoke to the audience about his experiences.

Newly elected office bearers of All India Federation of Master Printers (AIFMP) were honored by Kerala Master Printers Association on 14th October 2017 at Grand Hotel, Kochi. Mr. AMMSG Ashokan, the new president, Mr. Arvind Mardikar, the new Hon. General Secretary and Mr. O. Venugopal, the new Vice President (South) were the dignitaries honored by the Association of the grand evening.

The Fourth edition of Print & Beyond was officially launched by Shri. AMMSG Ashokan, President of AIFMP, during the function.



AIFMP President AMMSG Ashokan officially launching the 4th edition of Print & Beyond



Arvind Mardikar, Hon. General Secretary, AIFMP and O. Venugopal, Vice President (South) AIFMP being felicitated





MOHR SETS THE PACE FOR INNOVATIVE TECHNOLOGY IN THE FINISHING PROCESS

Made in Germany, Mohr Paper Guillotines are sturdy, hydraulic driven. Available in three different sizes 56cm, 66cm and 80cm. Available in 2 configurations ECO the basic model and NET the full option model.

The ECO model is a basic version with a 5.5" monochrome display. The NET model comes with an 18.5" touch screen display and is suitable for the integration into the digital workflow.

The highlights

- Wide range of programming options
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- Minimum expenditure of maintenance thanks to innovative materials
- Digital workflow integration (only NET model)



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PAMEX 2017 Road show conducted at The Grand Hotel



Pamex 2017 Road Show inaugurated by Tushar Dhote, Chairman, Pamex 2017

Pamex Road Show heralding the Pamex 2017, the International Exhibition on Printing and Allied Machinery Industries, which will be held on 18-21 December 2017 at Bombay Exhibition Centre, Goregaon, Mumbai, was conducted on October 14th at the Grand Hotel, M.G.Road, Kochi.

Mr Tushar Dhote Chairman, PAMEX 2017 made a detailed and graphic presentation on the specifics of Pamex and the audience were mesmerised by the extensive groundwork done by Mr Dhote and the AIFMP team to build up Pamex into the biggest print exhibition in the county.

The Office bearers felicitated Mr Tushar Dhote with a memento and Ponnada and appreciated his humongous efforts for the printing fraternity. Entertainment programmes performed by the family members of KMPA followed the functions, which were concluded with a dinner.



Know your member...

SIGNTEK: A SHINING SIGN OF QUALITY AND FRIENDSHIP

P.L. YACOB, Partner, SIGNTEK

In the year 1999, four friends joined hands to set up a Signage solution providing company offering vinyl cutting, Digital Printing and other services along with the product sales related to signage industry. The firm which was named SIGNTEK emerged at Paramara Road, Ernakulam, a renowned strategic centre of indoor / outdoor Digital printing & graphic designing, thanks to the epoch-making Computer Park, their predecessor. The four friends were P.L. Yacob, Saji Joseph, P.P. Ousepachan and Seby Thomas. The rest of the story is an integral part of the legendary Printing Street itself, which would grow as one of the most happening centres for graphic designing and laser printing in the years to come.

Flash Back

In fact the actual story began in 1997, with Seby Thomas, who had set up a Sign fabrication company with modern CNC vinyl cutting technology, which replaced the complicated time consuming sign making craft into a fast growing sign making industry. The place of establishment was in Palarivattom, Ernakulam, named Title Graphics, which carried out various sign services like sticker works, graphics designing, vinyl cutting, Sign board works for both clients and sign makers. Those were times, when Digital sign making & graphic designing was on a budding stage in Kerala.

Other three friends, from Sreemoolanagaram, Aluva – P.L. Yacob, Saji Joseph and P.P. Ousepachan, who had been working in Saudi Arabia for years, simultaneously decided to withdraw to their homeland and enter some lucrative partnership

business. Thus, they left the Gulf countries and landed back in Kerala. Their meeting with Seby Thomas gave birth to the idea of launching a new firm, uniting vinyl cutting, graphic designing, digital printing and sale under one roof. And Signtek was born in 1999 with four Managing Partners and four employees.

Period of Transition

Signtek began with Korean, DGI brand sign cutting & Printing machines along with ENCAD NOVAJET PRO digital printing machine, which they had sourced from Hongkong-China after visiting printing exhibition, as their asset. Yacob recalls that in those days 1 litre of ink cost ₹14,000! The end of twentieth century and the beginning of twenty first marked the transition of advertising from hand painted hoardings to flex hoardings designed on computer. Rightly positioned, Signtek capitalized on this transition, actively involving in flex printing and vinyl cutting and sales.

The works of Signtek were channelized mainly through the advertising agencies of state. Thus their major clients were leading jewelers, textiles brands, Cellular service companies and builders like Josco Jewellers, Seemati, Jayalakshmi, Vodaphone and Skyline Builders.

Signtek, which focused mainly on indoor printing and in shop branding in the initial stages, gradually extended their field of operation into outdoor, opening new vistas. Clients like MCR, PRINCE TMT and Joy Alukkas were added to their clientele in the course of time.

Favorite of Mobile companies

Yacob is proud to reveal that Signtek had the privilege to print the flex hoarding used for

the outdoor branding of then leading mobile phone company named BPL, which later became Hutch and Vodafone.

Giant mobile phone companies had printing specifications and quality specifications. To meet their demands, Signtek purchased high quality machines from world renowned brands like EFI Vutek and HP Scitex. They maintained excellent quality in printing from the very onset, which helped them emerge market favorite in flex printing.

Later, Signtek included leading mobile companies like Idea, Reliance and the short-lived in their clientele.

Foraying into Lazer Printing

The printing street, which was a silent area when Signtek was launched in 1999, gradually emerged a bustling street which offered complete laser printing solutions. Yacob and his friends watched the street growing, and Signtek itself grew with the street. New flex printing units were set up on either sides of the busy street and thrived together. The friends felt the need for a kick start into laser printing. The year 2016 marked the entry of Signtek into laser printing. A Xerox Versant 80 was installed. Today, customers from all parts of Kerala are coming to Printing Street and meet their needs at one or other printing shop.

Looking back with satisfaction

Yacob and friends feels very satisfied, when they looks back to the bygone days. A deep believers, they sees everything as the grace of God, without whose blessings the achievements could not have been accomplished. The partners



P.L. YACOB
Partner



P.P. OUSEPACHAN
Partner



SAJI JOSEPH
Partner



SEBY THOMAS
Partner

have an enviable cordiality and friendship maintained all through these years. Yacob and friends make sure that all the staffs are happy and content. Most of the staffs who were with them from the onset are still with them. They love Signtek.

Many people who are interested in printing come to pay a visit at Signtek to watch the printing process and learn from the very beginning. Yacob and friends are very happy to welcome them and are ready to contribute to their knowledge.

Future Plans

Yacob and his Partners very well know the ecological harm created by flex. Hence, they are seriously looking forward to the possibilities of shifting to cloth printing, and adopted new printing technology in 2013, based on water based inks with LED UV curing technology which enables freedom to select any printing medium including paper and replace harmful solvent inks to water based inks, in to a width of 3.2 meter and up to 50 meters length. They have already associated with the branding of

Coir Kerala, which was totally done on cloth. Apart from this, Signtek is also involved in many other green initiatives.

Family

All of the three partners except Ousepachan, lives in Sreemoolanagaram. Yacob's family is with his wife and has one daughter and a son. Ousepachan living in Padamugal, Kakkanad and has two sons and a daughter, Saji Joseph has two daughters and a son, SebyThomas has two sons.



Kerala Master Printers Association

UPCOMING MAJOR EVENT

Print & Beyond
Seminar on future of printing

Saturday, 3rd February 2018

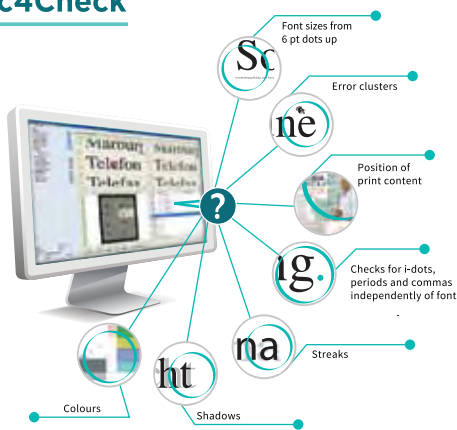
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Seminar on Safety at Workplaces

With the objective of creating enthusiasm amongst members to give due attention to Safety at workplace, a Seminar on Safety at Printing Presses was organized by KMPA in association with M/s. Technova Imaging Systems Pvt. Ltd, Mumbai on Monday, 23rd Oct 2017 at KMPA Hall, Desabhimani Junction, Kaloor.

The Seminar covered key themes like Ideal safety tools and methods in printing industry, sharing of best safety practices at shop floors in a press and handling of emergencies. Mr. S. Saji, the President of KMPA inaugurated the Seminar, while Mr. Binu V Punnen, Senior Manager of Technova introduced the subject.

Mr. Pradip Ghasis, DGM Corporate Safety – Technova, who was the main speaker at



Pradip Ghasis, DGM Corporate Safety - Technova, addressing the gathering

the Seminar, gave valuable insights to the participants on the measures to be taken at

the workplace to ensure safety. Mr. G. Rajesh, Secretary KMPA expressed vote of thanks.



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ASAP ACTIVITIES

IDUKI ITI CAMPUS SELECTION

Campus selection Interview under the aegis of ASAP was conducted at ITI Idukki on 12th July 2017. Mr. Unnikrishnan, Mr. Manmohan, Mr. G. Venugopal and Mr. Kulakada Pradeep attended the function representing KMPA.

As part of Campus selection, theory and practical tests were conducted for all students, from which 22 were shortlisted. After the personal interview, the selected 22 students were allotted to 9 presses in Ernakulam. As a part of orientation, students were given Press visit at Sterling after briefing at KMPA hall on August 9th

Final Assessment theory and Practical test were conducted for 3 completed batches of Certificate in PRESS. On 28th and 29th of October at Calicut SDC, Kuttichira and SDC Medical College Campus. Practical test was conducted by external examiner Mr. Deepu from CUIET.

ASAP SKILL EXPO AT THRISSUR

ASAP Skill Expo was held at Thrissur on 15th July at Thrissur. Education Minister Prof. Ravindranath inaugurated the Expo. The Minister also paid a visit to KMPA stall.



TRAINING OF TRAINERS (TOT)

7 newly inducted faculties for Printing were sent for TOT (Training of Trainers) course conducted and completely sponsored by ASAP with the help of external agency. It was done at Grameena pattana Kendra resort at Trivandrum on 26, 27 & 28 of October from 9 am to 10 pm. This course is intended to develop teaching skill, self-motivation, skill to face and interact with others, ASAP management information system (MIS) etc.

All the participants were highly impressed about the training they got and thanked me for giving them a chance to attend the course.



Education Minister Prof. Ravindranath visiting KMPA stall

Innovative ink from Xerox to change economics of commercial

Xerox India, a part of Xerox Corporation, world's leading enterprise for business process and document management, today announced the launch of Xerox Trivor® 2400 High Fusion Inkjet Press that produces high-quality results direct to offset coated paper on the Trivor 2400, removing the need for intermediate coating processes, primers or added hardware.

The Trivor 2400 High Fusion Inkjet Press allows print providers to expand their inkjet media range to produce cost-effective, higher-value personalized jobs such as direct mail, catalogs, magazines and color books. High Fusion Ink is specially formulated to optimize printing and drying on offset coated media including matte, silk and glass stock from 60

to 250 gsm, up to 250 feet per minute.

Speaking on the launch, Balaji Rajagopalan, Executive Director - Technology & Channels, India and International Business - Xerox India said "We are thrilled to announce the launch of Xerox Trivor 2400. It's an exciting time to be in inkjet. According to InfoTrends, production colour inkjet print will account for 57% of the total production digital colour page volume by 2019. This represents a tremendous opportunity for print providers and the time to get in the inkjet game is now."

"For many commercial printers, the cost savings derived from inkjet technology was offset by the expense of pre-or-post coating the paper or having to purchase

specialty inkjet coated paper. We aim to offer transformative inkjet offerings that not only enhance production economics but also enable greater productivity and flexibility – while at the same time allowing an easier path to entry," he further added.

"The speed, great color range and ability to print on regular offset coated stock with no pre-or post-treatment makes the Trivor 2400 High Fusion Inkjet Press a breakthrough innovation in production inkjet," said David Zwang, principal consultant, Zwang & Co.

While High Fusion Ink is optimized for commodity offset coated papers, it also runs on a range of uncoated media, providing cost-effective redundancy for a versatile set of print jobs.

Konica Minolta showcases its Future Ready Production Printing Line-up in major Indian cities

Konica Minolta Business Solutions, a global leader in advanced imaging and networking technologies showcased its state of the art production printing solutions across major urban centres including Cochin, Delhi, Hyderabad, Ahmedabad and Mumbai.

The customer meet received an overwhelming response from the attendees wherein more than 100 customers in each city were briefed about the benefits of Konica Minolta's cutting edge production printing solutions.

The aim of the customer meet was to strengthen customer connect across cities and to serve sheer requirements of the customers in the Production & Industrial Printing segment. The meet was based on the theme "Future of Printing" wherein Konica Minolta showcased its product line in the Production Printing segment and is now gearing up to showcase its industrial presses in the

upcoming customer meets. With the event KM shared their future growth path with the products and solutions.

Konica Minolta India has successfully emerged as one stop solution provider for printing needs right from foil preparation to output delivery including Pre Press, Press & Post Press operations. Konica Minolta's portfolio of Production Print solutions includes presses like; bizhub PRO 1100; MGI JETvarnish series; KIP 800 Colour Series; KIP 7170; KIP 770 and Accurio Press C2070/C2060, Bizhub Press C1100/C1085

The company recently also participated in Print Expo, 2017 in Chennai showcasing numerous high-potential digital presses like bizhub Press C1100/C1085, Accurio Press C2070/C2060, bizhub PRO 1100 & KIP 7170, wide format printing solution and the Web2Print solutions at the Expo.

"With India witnessing rapid changes in



the industrial printing segment, the need for cutting edge digital printing solutions is at an all time high to stay in the competition. Our solutions come as a reflection of our commitment to set new standards in this lucrative and demanding industry," said Daisuke Mori, Managing Director Konica Minolta Business Solutions India.

The five city customer meet was flagged off from Cochin and has been organised in Delhi, Hyderabad, and Ahmedabad and was recently held in Mumbai where Konica Minolta focused on reinforcing the success of its previous customer meet by bringing the best of solutions.

Heidelberg sparkles in Label Expo Trade Fair 2017

The latest labeling solutions from Gallus, a subsidiary of Heidelberg Druckmaschinen AG (Heidelberg), stole the limelight in this year's Label Expo trade fair in Brussels at the end of September. Numerous orders for the Gallus Labelfire digital label press as well as for the new Gallus Labelmaster platform are evidence of Heidelberg's leading role in this market segment. Customers were impressed by the new Gallus Labelmaster press platform and have placed a large amount of orders.

"The labeling market is an important part of our growth strategy," explained Rainer Hundsdörfer, the company's CEO. "We're focusing on the globally increasing demand for labels, produced both digitally or in the

conventional way. We're convinced that our Gallus range will provide a great amount of potential for Heidelberg."

Gallus Labelfire

The new service provisions from Gallus are fully in line with Industry 4.0 – they facilitate higher machine availability for label printers. Gallus and Heidelberg are working together on numerous concrete projects which will bring digitization in the companies forward and offer customers actual added value.

As opposed to the digital label presses found on the market which only print digitally and incorporate label postpress activities into a downstream process, the Gallus Labelfire produces finished and die-cut labels in just

one production run, guaranteeing faster production times in conjunction with less paper waste.

Gallus Labelmaster

After the successful premiere of the Gallus Labelmaster during the Gallus Innovation Days in September 2016, Gallus also presented the Gallus Labelmaster Advanced line with multiweb feature (several webs are processed simultaneously and are merged to produce the end product).

Thanks to its modular design, the Gallus Labelmaster Advanced line impresses with top levels of flexibility and a high degree of automation. The press provides label printers with maximum process variability.

Heidelberg Presses are most productive in the Industry, reveals Smithers Pira Report

Smithers Pira's newest report – "Real production capability of pre-owned sheetfed litho presses" – analyzes the impression count of almost 450 pre-owned sheetfed litho presses under 10 years old from five different manufacturers. Averaged across all platform sizes, the report finds that Heidelberg presses are 24.1% more productive than all other manufacturers' machines when comparing the overall impression count of all machines in all formats. In the case of the Speedmaster XL 105/106, the press is 66% more productive than all the competitive machines. Smithers Pira costing model showed 11% lower production costs per 1,000 sheets.

"When we studied the data available online for the used equipment market, we started truly understanding the reality of how much more productive Heidelberg equipment is versus our competitors," said Global Head of Marketing, Heidelberg Druckmaschinen

AG, Andy Rae. "But to have the data verified by a respected organization such as Smithers Pira, it now shows the whole industry the astounding proof of Heidelberg productivity."

The Proof is in the Productivity

The study analyzes the output of B1, B2, and B3 machines – with a primary focus on the two larger format sizes. For all B2 (29") presses, Heidelberg's average annual impression count is 68.5% higher than the machines from the other four manufacturers. Across all

B1 (40-41") formats, Heidelberg presses (Speedmaster CD 102 and Speedmaster XL 105/106) are an average of 36% more productive.

When comparing the average production costs of Heidelberg B1 presses to competitive equipment, both the XL 105/106 and CD 102 formats were more cost effective in producing 1,000 sheets. Heidelberg's entry

level B1 press, the Speedmaster CD 102, even outperformed the "highest specification" competitive model in terms of lower production costs.

"What this study proves is that buying a new press from another manufacturer, regardless of purchase price, means that you will be paying a higher cost per sheet," said Rae. "Even with a 25% purchase price premium, Heidelberg machines only need to produce 8.75% more to justify the price difference versus our competitors' machines as shown by the PIA White Papers. This report proves that we far and away exceed that!"

To conclude, Smithers Pira states, "This additional productivity provides a significant competitive advantage to Heidelberg machines... the analysis shows that the profit opportunity for Heidelberg machines is significantly higher than for the competitive models."

Malabar Graphics installs first-ever Heidelberg Speedmaster SX 74 in Kerala

Malabar Graphics of Payyanur - North Kerala - installed the first-ever, brand new Heidelberg Speedmaster SX 74 in God's own country. "Adding the Heidelberg Speedmaster SX 74 to our portfolio is a huge step in the right direction for us. The SX-74 opens up new dimensions in our addressable markets. We are also happy to be associating with Heidelberg, one of the most trusted brands in the business," states Mr. Chandra Mohan, who owns Malabar Graphics.

A super-efficient press, the Speedmaster SX-74 combines the path-breaking technology of the Speedmaster XL class with the tried-and-tested SM platform. Shorter make-ready and throughput times, and production speeds of up to 15,000 sheets per hour, render the SX 74 cost-effective for short-run jobs and

frequent job changes.

Heidelberg's Intellistart feature is incorporated in the SX-74 to facilitate faster job changes and high level of automation. The next job can be prepared, while the current one is still running on the SX-74. Intellistart compares the current press status with parameters for the new job to generate steps required to change jobs intelligently and dynamically, based on the comparison. Intellistart also provides schedulable setup times and constant time savings with each job change, by reducing 70% of the operating steps to be carried out on the control station by the press operator.

"The SX-74 is integrated with Prinect Press Room Manager, the software that intelligently links available information to automatically

deliver print jobs to production at the right time. The Prinect Press Room Manager promotes quick and reliable processing, and presetting of data to reduce paper wastage and setup times," adds Ganesh Venkataraman - DGM sales, Heidelberg India. The in-built "Color Fast Solution" software in the Speedmaster SX 74 speeds up the inking unit's response by 50 to 70 percent, leading to lesser wastage and higher productivity. Picture: Mr. Chandra Mohan of Malabar Graphics with G.Venkataraman DGM Sales Heidelberg India "We are happy with the after-sales service and support from Heidelberg India. With the new SX- 74, we are looking forward to exploring new revenue avenues, while strengthening our existing client base," Mr. Chandra Mohan concludes on a positive note.

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OBITUARIES

Smt. A.K. Kamalam, mother of Mr. K. Prakashan, Sun Papers, Ernakulam passed away on Sunday, 24th September 2017, following a brief illness.

Sri. M.S. Thomas, father of Mr. Roy Thomas, Managing Director, Orange Printers Pvt. Ltd., Trivandrum passed away on Monday, 9th October 2017, following a brief illness.

Sri. Govindan, father of Mr. Anil G., Partner, Orbit, Ernakulam passed away on Friday, 12th October 2017, following a brief illness.

Sri. Jayakumar Naik, owner of Vasanth Industries, Kochi, passed away on Monday, 30th October 2017, following a brief illness. He was a senior member and past treasurer of KMPA (for 8 years).

Sri. Gopinathan Nair, father of Mr. Girish, Colour Image, Thrissur passed away on Friday, 20th October 2017, following a brief illness.

Smt. Kamala Raveendran, w/o of Mr. P.R. Raveendran (aunt of Mr. Devakumar, Modern Graphics, Ernakulam) passed away on Saturday, 28th October 2017, following a brief illness. Mr. Raveendran was Chairman, Machinery Committee, KMPA.

Kerala Master Printers Association express and convey heartfelt condolences to the bereaved family. May the Almighty give them the courage to face this tragic loss, and may the departed souls rest in eternal heavenly peace.



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