

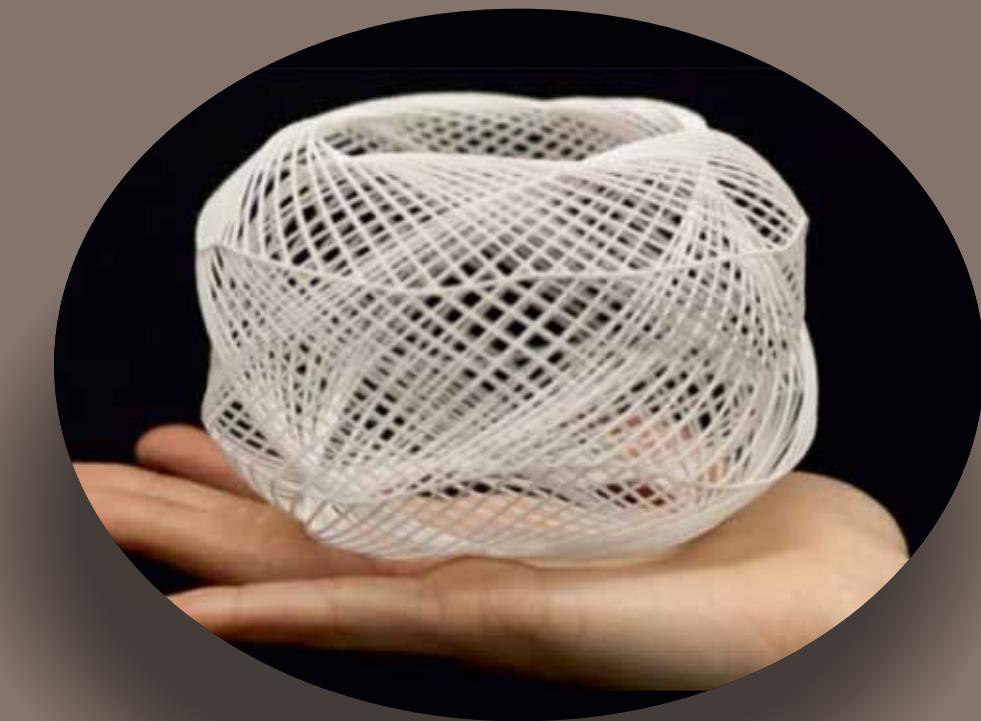


Print Miracle

RNI Reg. No. 65957/ 96

The Official Journal of Kerala Master Printers Association

3D Printing Take it or leave it?



KMPA hosts 'Romancing Print'



"Technical negligence in printing affecting estimation & cost."
Pradeep Kulakkada

Know your writer - Sebastian Pallithode
Novelist and short story writer

Obituary: V. Subramanian
(Former President MPLA & AIFMP)

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Print Miracle

The Official Journal of Kerala Master Printers Association

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March - June 2018

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Dear Friends

The Romancing Print 2018 event held at Palakkad was an enchanting event. Situated at the breathtaking Malampuzha dam it was a great experience to see the up and coming Printers of Palakkad coming together with KMPA to host an event that opens their eyes to the vast possibilities of Print. The Keynote speech by Mr. C.N. Ashok was enthralling as always. So was the session on Print Technologies of the Future by the savy and articulate Mr. Pradeep Kulakkada.

The theme of 3D Printing is one of the highlights of this issue and I am sure my readers will find the article by Prof. Lakshmi Priya to be quite interesting. 3D printing and the principles of Additive Manufacturing are intriguing subjects and how far a typical printer would find a business model in this subject would be something to watch out for in the coming decades.

We also have a thought provoking article on Technical negligence by Mr. Pradeep Kulakkada. It is definitely a must read for all of us since we can never be too careful.

I have always been amazed by how creative writers can find ideas for stories in the most unlikely places and subjects. A lot have been written about this over the last couple of years as we have been featuring prominent writers and how they came to put together their most important work. We have this time a feature on the story of the travails of a priest- Agnes Dei. The writer featured this time is Sebastian Pallithode who won the Samakalika Weekly award for best featured novel for "Agnes Dei". His experiences at the Mangalapuzha seminary where he spent a part of his childhood is quite touching. Please read about Agnus Dei on Page No. 24.

My term as Editor is now coming to an end and a new dynamic editor will be coming in who will keep giving you interesting content from the world of Print. Within my constraints I have tried to give you a glimpse of the world of Print in Kerala and it is now time to bid Adieu. So good bye friends and thank you very much for giving me this opportunity to work for *Print Miracle*!!

Thank you

Raju N. Kutty
Editor

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Editorial

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President's Desk



Dear friends,

It is very hard to believe how quickly two years has passed and that I am writing this message as part of transition to immediate past president. It was, of course, very busy two years as leader of a prestigious association of printers in the country.

I express my sincere thanks and gratitude with great pride to our honourable members for their wholehearted support and help during my two-year tenure as president. I hope, my team has tried their level best to take the association activities to new heights.

To recount our achievements, we had numerous successful technical, non-technical meetings and other activities across the country in general and Kerala in particular. Deliberations on various issues with Honourable Chief Minister of Kerala, Assembly Speaker, Industries Minister, Vice-Chancellors of various universities and other luminaries under our banner, to name a few.

We have successfully conducted 'Print and Beyond' seminar for two years. Our association feels proud for conducting the Governing Council (G.C.) meeting of All India Federation of Master Printers in Kerala. The prestigious meeting was held in God's Own Country after several years.

The 'Print Yatra', a novel initiative adopted by us, helped the association to reach out to the members and their units to strengthen the bonds of love, affection and unity. We could bring in amendment to certain obsolete clauses in our bylaw during the period.

I believe our efforts during these past years have begun to lay a foundation upon which a great move will continue to be built in the years to come

As I step down as the president of the association, I would like to thank my fellow executive members for their collective effort, hard work and commitment to the association. I would also like to express my sincere thanks to Mr. Rajesh, Secretary, Mr. Yeldho K. George, Treasurer, Mr. O. Venugopal, Coordinator, Mr. G. Venugopal, Immediate past president etc. for their support and guidance in discharging my responsibility as head of the association.

Colin Powell once said: "There is no secret to success. It is the result of preparation, hard work, and learning from failure." So, let's join hands for a successful journey under the new leadership.

Regards,

A handwritten signature in black ink, appearing to read 'S. Saji'.

S. Saji
President

KMPA hosts 'Romancing Print'



Mrs. Prameela Sasidharan, Chairperson, Palakkad Municipality inaugurating the programme by lighting the lamp

The 'Romancing Print 2018', an event showcasing latest information and technology in printing industry, organised by All India Federation of Master Printers (AIFMP) was a unique experience for the entrepreneurs in Kerala.

The mega event organised in association with Kerala Master Printers Association (KMPA) was held at Hotel Tripenta, Malampuzha, Palakkad, on June 24.

The programme was inaugurated by Mrs. Prameela Sasidharan, Chairperson, Palakkad Municipality. Vice-president (South) of AIFMP and the organising committee chairman O. Venugopal, welcomed the delegates.

Also present on the dais were Mr. S. Saji, President, KMPA, Prof. Dr. Rajendrakumar Anayath; Vice-Chancellor, Deenbandhu Chhotu Ram University of Science & Technology, Haryana, and Mr. S Manickam,



Prof. Dr. Rajendrakumar Anayath, Vice-Chancellor, Deenbandhu Chhotu Ram University of Science & Technology, Haryana addressing the entrepreneurs



Mr. C.N. Ashok, Managing Director, Auto Print, delivering the key note address



Mr. Kulakkada Pradeep, CEO, Future Schoolz



President Mr. S. Saji (left) and Romancing Print Organising Committee Chairman Mr. O. Venugopal, Vice President (South) AIFMP

Mr. S Manickam, President, Tamilnadu Master Printers Federation

Tomorrow'. Prof. Dr. Rajendrakumar Anayath was the moderator.

The participants in the panel discussion include Dr. B. Kumar, Anna University, Chennai, Dr. (Mrs) TKS Lakshmi Priya, Avinashilingam University, Coimbatore, Mr. C. Dinachandran, IPT, Shoranur, and Mr. Vinod Kamath, MIT, Manipal.

This may be for the first time in a seminar that head of the departments of various institutions from South India participated in a panel discussion. The event was concluded with a motivation speech by Dr. R. Chandrasekhar Menon.

The event, which was earlier held only in the National Capital, was delegated to other regions for the last three years and the hosting of the event has been now designated to the respective vice-presidents of the region.

KMPA, the apex body of printers in Kerala, expressed its sincere gratitude to



Group discussion moderated by Prof. Anayath

President, Tamilnadu Master Printers Federation.

Mr. C.N. Ashok, Managing Director, Auto Print, delivered the key note address which was precise but subjective. Presentation of

Mr. Kulakkada Pradeep, Teacher, Print Consultant & CEO, Future Schoolz, about 'Future in Printing' was well received by the delegates. After that there was a panel discussion on 'Print Education -Today &



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Mr. O. Venugopal, Vice-President (South) of the AIFMP, for selecting the Kerala unit to organise the flagship event of AIFMP.

This was for the first time a national seminar was held in Palakkad where nearly 150 delegates participated. Apart from KMPA members, participants include printers, academicians, students and entrepreneurs from Kerala, Tamil Nadu and Karnataka.

KMPA members and printers from Palakkad played major role in making the seminar a grand success.

There was adequate coverage for this event both in print and visual media. A full-fledged medical team with an ambulance was provided for the seminar to meet any emergency.

The delegates expressed their satisfaction

at the quality of the event and the way KMPA has conceived the entire programme.

It was the dedicated efforts of printers from Palakkad which resulted in the smooth and well organised conduct of Romancing Print. KMPA honoured both its members and non members from Palakkad who worked really hard to make this event a grand success.

Printers from Palakkad honoured by KMPA



Mr. Pramod S., Impressions



Mr. Shaji Damodar, Reflections



Mr. Rajesh T.K., Ambal Offset



Mr. Niyas C., Ethix Offset & Digital Printing



Mr. Santhosh T., Saravana Offset Press



Mr. Jayakumar, Vidyavijayam Offset Press

A business in 3D Printing for Printers - Take it or leave it?

Dr. TKS Lakshmi Priya



Printing is here to stay forever. This is the 'mantra' of the Printer community.

The amazing truth about Printing is that Printing forms an integral part of everyone's life, it serves every business in the world, and every day we come across thousands of printed products. There can never be a day when you can avoid print, there can never be a place without printed products, and there can never be a business without the need for printed products. Yet, there is a group out there, spreading the word that print will soon die.

Will Printing Die? In the perspective of the believers of print-will-die, the digital world will supersede conventional print and there will be no print on earth. To explore the truth in this statement, let us turn our discussion to how these two technologies impact the environment and the human health. On one hand, printing has been in existence for centuries and has been accused of using chemicals intensively and causing deforestation. But the industry has been vigilant and is following standards and procedures that mitigate the ill-effects of chemicals on humans, and in reducing the carbon-footprint of the industries. The process of Paper Recycling is another contribution towards a green environment. On the other hand digital technology is less than a century old and with its fast growth, has also brought with it umpteen health hazards. The rays from the computer's monitor, wi-fi signals, electro-magnetic radiation from smartphones, and the light from mobile phone screens are all hazardous to the human being. Researchers and Computer / Mobile industries are yet to explore on how to make environment friendly digital equipment. They are yet to succeed in developing an effective recycling process for electronic components. So given a chance, what would you choose, a technology that is conscious of the earth's resource or the

disruptive technology that comes with health hazards and environmental degradation? Yes, you would vote for the conventional printing technology but secretly hope the digital technology would win the race. Having said this, we must be re-assured that this unproven digital technology cannot 'kill' print.

The Reality: One fact remains:- the quantity of print-on-paper will take a dip during this period since the digital power is ruling. From a business perspective, the first query should be how to compliment the prevailing print-pack business in order to maintain a sustained profit. The answer lies in the evolutionary path of printing technology. Print has evolved from printing on paper and fabric to printing on glass, ceramic, rubber and almost any substrate. Then came the digital technology and Internet with e-publishing, print-on-demand, web-to-print, and cloud printing. Today we have 3D Printing, which requires no substrate at all. Printers have been printing text and images on physical substrates and publishing multimedia online, now we can print real objects.

3D printing opens up an artistic business for small volume production, which can be on-demand and highly personalized. Just as how the digital pre-press became a huge potential for creating new designs, reusing designs, and modifying designs; 3D printing brings in numerous options for exhibiting the creative skills in a new dimension.

A 3D printer is a machine that can produce a physical object from a blueprint. The blueprint is typically a three-dimensional drawing of the object, popularly known as CAD (Computer Aided Design). The design is fed to the printer, the 3D printer software converts the design into instructions for the 3D printer to print the 3D object layer-by-layer and the physical object is ready. This technique of printing a 3D object, can be

categorized as a manufacturing technique and is known as Additive Manufacturing. Here the object (or a thing) is printed by adding (i.e., printing) the raw material layer-by-layer along the z-axis, vertically upwards.

To start a business in 3D printing on a small scale, one should first fix the business objectives. Suppose the objectives are

- 3D printing business should complement existing business and is not the primary business
- Small- medium investment in terms of finance, space, manpower and working hours
- 3D printing is not for mass production, but for compliments, prototypes, samples, print-on-demand, personalized or customized jobs

The minimum requirements for including 3D printing in a printing or packaging unit are

- An appropriate 3D printer with its computer, software and accessories
- A Designer with experience in 3D modelling
- A Clean environment about 5' x 5' area, probably in pre-press

The probable jobs that can be taken up to augment the prevailing jobs with 3D products, are given in the following Table 1. For example, a printer who prints visiting cards can begin by giving complimentary 3D printed card holders to the clients. There are many online designs for Card holders, they can be customized as per the requirements or can be personalized to particular clients. Innovatively designed card holders may be given at a price. Innovation, creativity, and artistic approaches are the traits of printers and these when applied to the 3D printing business will definitely hit the bull's eye.

3D printing process: Now let us have a quick glimpse of the technicalities of the 3D printing process. The first step is to create

Table 1.A Plethora of Business Ideas in 3D Printing Source: Internet

Existing job	Probable 3D job to complement the existing job (illustration purpose only)	Existing job	Probable 3D job to complement the existing job (illustration purpose only)
Visiting cards	 Card holders	Christmas cards	 x-mas decor
Confectionery packages		Books, notebooks, newspaper	 Bookend
Smart phone package	 Mobile stand	Letter pads	 Personalised pens
Advertisement flyers	 Clips	Pharma packages	 Medicine box
Calendars	 Desktop calendar	Textile packaging, designer clothing catalogues, etc.	 Miniature mannequins
Labels for Cool drinks	 Promotion props	Printing & packaging solution for space crafts	 Spacecraft component

the 3D model, which can be done using a 3D modelling software like Blender, a freeware or proprietary software like Repetier or 3DS Max. (i) The design can be created from scratch or (ii) can be built by modifying an existing design or (iii) can be obtained from various sources on the internet. These models must be designed in accordance to the specifications and requirements of 3D printer in possession. The .stl files of these models are then imported into the Host environment of the 3D printer for slicing. The slicing is done using slicing tool which splits the design into thin horizontal slices each of which will be printed layer-by-layer. On Slicer tool, the designer can configure the number of layers, the thickness of each layer, etc. Normally the Slicer tool is integrated with the 3D printer drivers and helps in determining the duration for printing the object and the amount of filament (i.e., the raw material) required. The stages in the development of 3D printed products are shown in the following Figure 1.

printing are being conceived by high-school children. Turning to the marketing issue, it definitely has no shortcuts. Just as a Moving stone gathers no moss, no business flourishes without consistent marketing techniques. One HAS TO work along all avenues to promote the product.

Now for a word of caution. 3D printing comes with taken-for-granted right to replicate, reproduce, duplicate, copy, and imitate, transform, or morph. This taken-for-granted right when viewed through a legal microscope, indicates blurred norms regarding patents, copyrights, trademarks, and Intellectual Property Rights. There is no clarity as yet, about whether 3D printing has a certificate of clearing infringement and piracy rules. That a 3D printer can bring to reality any design created by a designer, makes 3D printers, a threat to big businesses and designers. 3D printed jewelry, bakery products, commercial products, medical appliances & human organs, construction

business lifecycle is shown in Figure 2. The same is applicable for including 3D printing into an existing business.

1. Investigation: Choose the type of 3D printing business: small scale or main stream or prototype printing only, etc. The requirements, for the chosen type of 3D printing business, in terms of manpower, machine, money, material, management are investigated.

2. Feasibility: Check the feasibility of running the business with the identified requirements and cost analysis. If found close to feasible, make compromises, seek solutions to challenges, re-draft objectives and requirements to make the proposal perfect.

3. Development: Set up the business and go into beta-production.

4. Introduction: Introduce the products

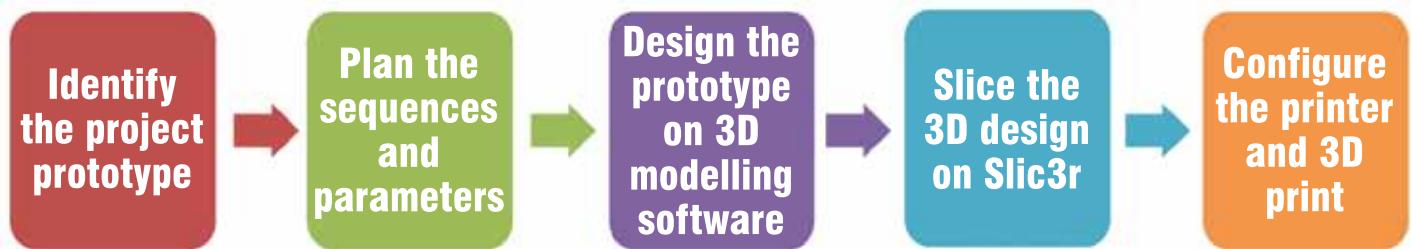


Figure 1: 3D printed product development

The innovation in realizing the 3D object, the complexity in designing, the type and amount of filament consumed and the time taken for printing the job contribute to the cost of the product.

Challenges in 3D Printing: The challenges that existing printing and packaging units may foresee, in order to include 3D printing into their businesses would primarily be in identifying an expertise in 3D modelling and secondly, in marketing the 3D printed products. 3D modelling is a passion among the next generation youth. Gaming, animation, computer graphics, music and albums are common in their vocabulary and pass time. Today even schools offer 3D printing as extra-curricular course and we hear that marvelous ideas and designs in 3D

building blocks, and even satellite components have already become a reality, and the list still expanding.

Preliminary Analysis: Before we miss this prosperous futuristic train, it is worth making a preliminary analysis and understanding the business lifecycle. A typical

into the market, create awareness, and promote the business. Check profit margins. Do not be pulled back by the death valley of the business growth curve.

5. Growth: Explore new avenues to promote 3D printing. Collaborate, combine,

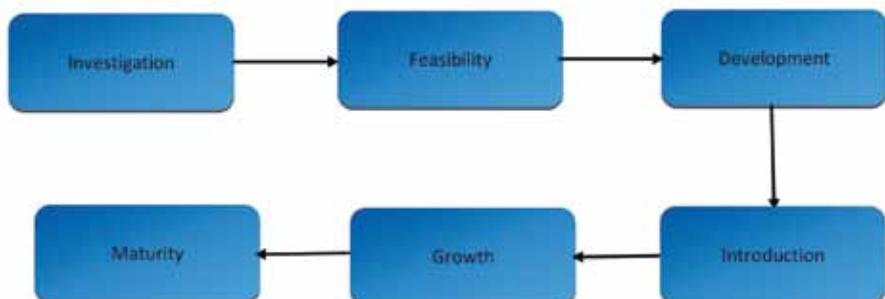


Figure 2: Stages of a Business Lifecycle

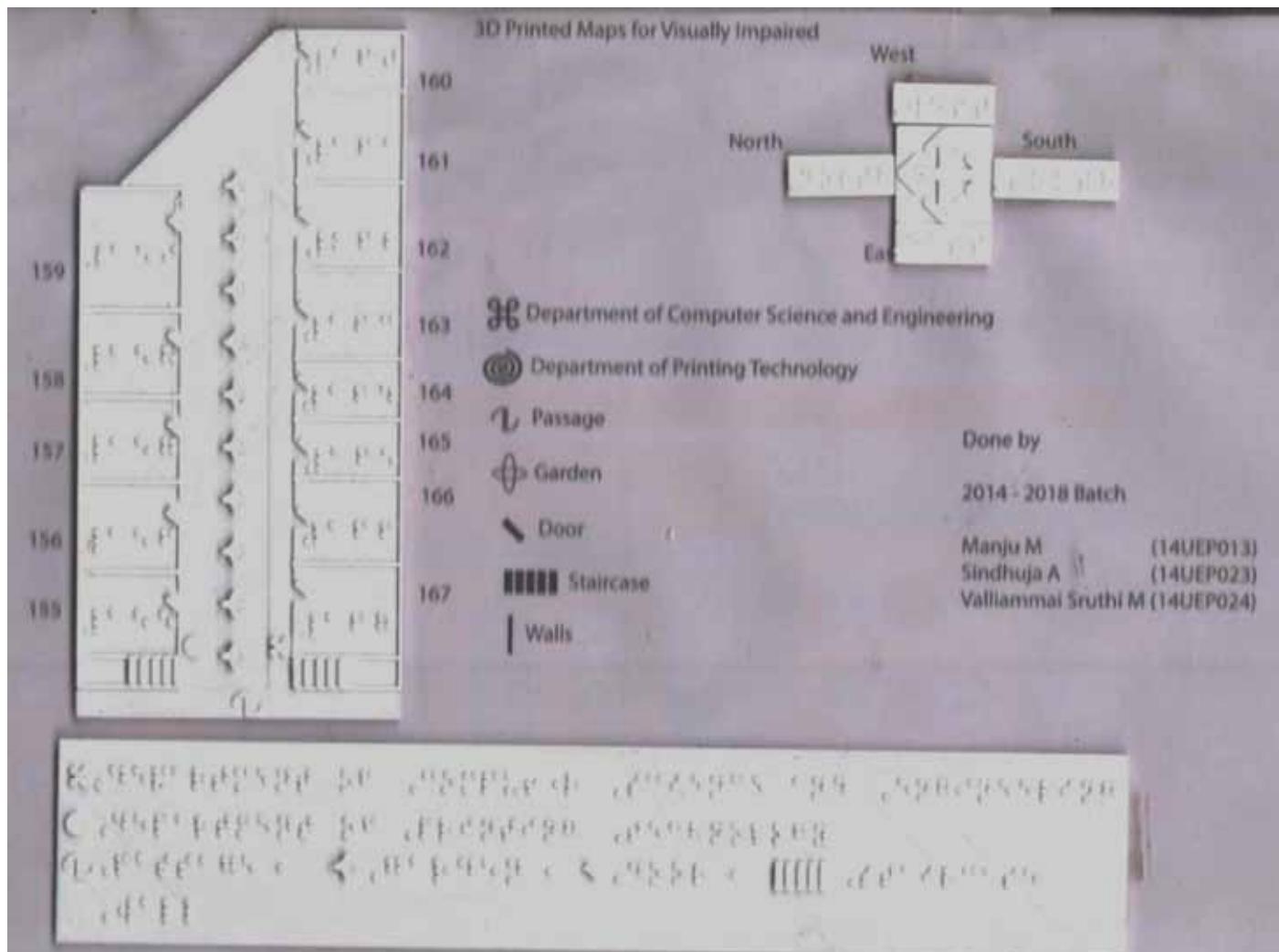


Figure 3: 3D Printed Floor map for Visually Impaired

do whatever, to give it a steady growth. Keep an eye on quality, infringement laws, standards, environment friendliness, and business ethics.

6. Maturity: By now the business is mature is no longer an unknown ship for skillful maneuver.

Proof-of-concept: One batch of students at the Department of Printing Technology, Avinashilingam University, has fabricated a 3D printed floor map of the department indicating the classrooms and laboratories with braille, for guiding visually impaired persons.

In Figure 3, the 3D printed map, the reference directions and the legend are seen in white. These are mounted over an acrylic sheet with indications in English.

Conclusion: Having had the opportunity to lead you to the 'maturity' stage, I conclude this article, leaving you to take a mature decision of maneuvering your "Print/Pack Business Ship", either hooking 3D printing along with it or letting go the 3D printing opportunity.

About the author:

Dr. Mrs. T.K.S. Lakshmi Priya is the Head of the Department of Printing Technology which was started in 1996 under the Faculty of Engineering of Avinashilingam University for Women, Coimbatore, Tamilnadu. The Department offers an Undergraduate Engineering course, B.E, in Printing Technology since 1996. The Department strives to impart latest technologies to the students in various modes, namely seminars, visits to mega printing exhibitions, hands-on workshops

and on-site training at renowned printing presses. On these lines the Department has conducted two 3-day hands-on workshops on 3D printing for their students, during which the students designed and printed 3D prototypes on Plasto 200 machine which is a 3D printer that uses biodegradable plastic material in filament form for 3D printing. This Article on 3D printing has appeared in the Special Issue of Printing Times printed and published by the AIFMP in June 2017. In lieu of the discussions on 3D printing done during Romancing Print 2018 at Palakkad, this article is being reprinted in Print Miracle. The Department is looking forward to collaboratively work on such proof-of-concept projects with the printers and explore new avenues for business opportunities. Please feel free to post your queries at tkslp.dr@gmail.com.



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Gallus looking into a smart future

Gallus Innovation Days 2018: launching a new digital label entry level press

St. Gallen, June 2018 – Already on the first day of the “Gallus Innovation Days”, almost 300 visitors came to the headquarters of Gallus to St. Gallen to see the innovations of the Swiss manufacturer of label printing machines. This year, Gallus, a member of the Heidelberg Group, continues this success story for the third time in an even larger exhibition area. During the “Gallus Innovation Days 2018”, which take place from 26 – 28 June 2018, Gallus print experts present how digitization will change the label industry and how Gallus is going to support their customers to manage this drastic industrial paradigm shift.

Gallus Smartfire - Getting started in digital printing made easy

What would the Gallus Innovation Days be without a machine premiere? With the Gallus Smartfire, Gallus is presenting a starter model for digital narrow web label printing. This means, the Swiss full-range supplier is expanding its product portfolio with another digital printing press, which is deliberately positioned as an entry-level model. “With the Gallus Smartfire, we are also focussing on new target groups who are looking for a smart entry into digital label printing,” explains Michael Ring, Head of Digital Solutions at Gallus. “The Memjet technology allows us to offer an inkjet printing press that produces labels with a quality of 1600x1600 dpi while still keeping the investment costs at a low level.”

The Gallus Smartfire prints with the well-proven Memjet print heads with water-based inks, which means that these labels are eco-friendly and leave a minimal ecological footprint. The Smartfire uses an ordinary power outlet, needs no exhaust equipment, is extremely compact, and emits no VOC (Volatile Organic Compounds), thus making it the perfect press for any work environment.

“The name says it all, the Smartfire is absolutely easy to operate via a self-explanatory touch panel,” says Michael Ring. With this digital press, only a few prepress skills are required to create professional

CMYK 4-color inkjet labels. Just as easy are the replacements of the ink-containers and the exchange of the print head. Furthermore, this machine also delivers finished die cut labels, all produced in one pass and ready for shipping on the reel, just like Gallus customers know it from the other presses. For this purpose, a finishing unit is attached, on which the labels are laminated and cut. This can be either done individually by the integrated cutting plotter or by fast and cost-effective punching with the semi rotary die cutter at the end of the inline finishing unit.

So, one thing is for sure: Proven Memjet print quality matched with profound Gallus label know-how makes the Smartfire the ideal entry-level machine to get started in digital label printing.

Gallus Labelmaster Advanced, the perfect choice

Hot on the heels of the successful debut of the Gallus Labelmaster Advanced during Labelexpo 2017 in Brussels, this machine will now be presented to the public in St.Gallen with automatic transverse and longitudinal register control, which further emphasises the ease of use of this press. The process change from flexographic printing unit to screen printing unit is easy to handle, too. With just a few simple steps, the two printing units can be exchanged using a sliding carriage and then be reconnected to the machine base. Equipped with one screen printing unit and eight flexographic printing units, the Labelmaster Advanced presented in the Print Media Center at Gallus impresses with its high



Already on the first day of the Gallus Innovation Days numerous visitors came to see the premiere of the new Gallus Smartfire.



The Gallus Smartfire guarantees a simple and affordable entry into digital label printing.

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final speed and its absolute register accuracy, without any manual readjustment after each job change.

file to the finished label in one pass", the Gallus Labelfire proves that it is the only digital printing press in the world where almost all inline finishing processes are

speeds up the service organisation's response times.

Gallus customers also benefit from the almost completed integration of Gallus sales and service organizations into the Heidelberg Group. This means that Gallus will be able to access Heidelberg's worldwide service network in the future. Gallus customers will now benefit from the dense global network of Heidelberg local service organisations and thus faster on-the-spot services.

Gallus Screeny – Industry 4.0 now also in rotary screen printing

The fact that Industry 4.0 also reveals its effects in rotary screen printing will be impressively demonstrated at this year's Gallus Innovation Days. The data of the Screeny A-Line screen plate used are read in by a scanner and then used together with the live data of the press. During the printing process, the live data of the screen printing process can then be shown online. In addition, the complete manufacturing process of a Screeny A-Line printing plate will be shown by using the automatic wash-out system from Gallus and the new Phoenix UV-LED direct platesetter from Heidelberg. This screen plate is also the plate that will be used for the live demonstrations on the Gallus Labelmaster Advanced in the Print Media Center Label.



Swiss precision – close-up of a Gallus Screeny A-Line screen printing plate.

Gallus RCS 430 – the benchmark in label printing

For over ten years now, the Gallus RCS machine system has been setting the benchmark in terms of print quality, productivity and flexibility in narrow-web label printing. The success of the Gallus RCS 430 is based on its unique combination of a modular design, outstanding process flexibility and a high level of automation. Thanks to maximum, end-to-end automation, the Gallus RCS' extremely short job

The new Gallus Labelmaster Advanced is characterized by a special platform design and can be configured according to individual requirements.

Gallus Labelfire 340 - Digital label printing, now with extended digital and screen inline finishing functions

Additional inline finishing functions for the industrial digital label production on the Gallus Labelfire are some of the main topics in the Print Media Center at Gallus Innovation Days. Upstream, this hybrid printing machine is equipped with a fully integrated screen printing unit, which enables a professional opaque white on transparent substrates that can be digitally printed over. Positioned downstream is the new Digital Embellishment Unit (DEU), which is able to carry out inline coating digitally and apply matte, gloss and tactile spot coating effects to the substrate web in various thicknesses as haptic relief effects. What is new is that by using metallic foils, this relief effect can be executed in metallic looks, which was previously not possible on any digital printing machine.

In keeping with the principle: "From the

possible. This means that this press can be used just as reliably and flexibly as any conventional label printing press from the Gallus product portfolio.

Heidelberg and Gallus Lifecycle services

Digitization at Gallus Services increases machine performance

The new service offerings from Gallus fit hand in hand with Industry 4.0 and ensure that label printers benefit from higher availability of their machinery. Gallus and Heidelberger Druckmaschinen are working on many specific projects which advance digitization in print shops and deliver added value to customers. For example, the "mCall" enables automated ticket manufacturing, in which the printing press independently communicates all the necessary machine data to the Gallus helpdesk. This does away with the initial telephone calls and emails otherwise required to log the case, which is precisely how mCall



The Gallus Labelfire is shown at the Gallus Innovation Days with extended inline finishing processes in screen printing and digital finishing.



The new Gallus RCS 430 has been equipped with state-of-the-art control technology so as to be ready for the future.

changeover times and minimum paper waste deliver optimum operational cost-efficiency.

Gallus impressively demonstrates this flexibility by showing fast job changes from flexographic printing unit to flexographic printing unit at top speed using the flying imprint process.

Gallus ECS 340 – the top seller

Since its launch, the Gallus ECS 340 has been the top-selling label printing machine with short web path. Nearly 500 machines worldwide provide daily support to Gallus customers in the label printing sector, helping them to increase productivity and cut costs. The outstanding web feed and the

very short web path are decisive in delivering the excellent register performance of the Gallus ECS 340. At the Gallus Innovation Days, Gallus experts explain how multilayer labels can be produced by using a special web shifting unit. This proves that the Gallus ECS 340 has everything it needs to produce a variety of different labels.



The Gallus ECS 340 with further enhanced productivity and the new high-performance matrix stripper can execute complex die-cutting contours even at high production speeds.



Mr. Uday C Patel, Founder – Line O Matic Graphic Industries receiving 'Outstanding Entrepreneur' award from Smt. Maneka Gandhi, Hon'ble minister for Women & Child development, Government of India on 14/4/2018 at Federation of Gujarat Industries (FGI), Gujarat.



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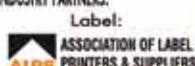
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Obituary

V. Subramanian

Mr. V. Subramanian, was the second generation printer of M/s. Viswanathan Printers & Publishers Private Limited. He is friend in need to his fellow printer. He always stresses his views and points which he wanted to convey. His press has been continuing the printing publishing of text books for colleges and carrying publication works for several years.

He was the President of MPLA in the year 1983-84. After fulfilling the President of MPLA he took over the President of AIFMP for 1985-86. As Secretary of MPLA, he took active part in conducting the 20th



All Printers Conference and Machinery Exhibition (PAMEX) in the year 1981 in Madras. A memorandum was given to then Chief Minister M.G. Ramachandran for setting up of permanent exhibition centre in Madras as exhibitions will facilitate with the latest technological advancements in the field of all the industries.

V. Subramanian was closely associated

with MPLA from 1968-70 as Treasurer, 1970-73 as Joint Secretary, as Secretary from 1973-81, as Vice President from 1981-83. He was also the Editor of Coramandal Printer from the year 1978-2006.

His father late S. Viswanathan was the founder member of MPLA. His father was also President of AIFMP in 1955-56.

In his tenure of AIFMP President there was printing paper shortage/price rise etc. were been discussed in the GC meeting of AIFMP. He was also instrumental in NAEP awards by encouraging Small / Medium Printers who happened to be in large numbers throughout India to participate.

He expired on 11th February 2018. It is a irreparable loss to the printing fraternity.

KMPA conveys its heartfelt condolences to the bereaved family.



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Technical negligence in printing affecting estimation & costing



Kulakkada Pradeep

Estimation and Costing is the base of any print job in business. There are certain parameters for each and every press to arrive their own calculations. It may vary from establishment to establishment and process to process. In Estimation most of the parameters are made on assumptions not on actual facts. In many cases estimation does not meet the actual costs. It is because of many factors including the men, materials and machinery. But influence of these factors is almost similar in all presses.

Some other factors that are affecting directly in print production but least neglected due to various reasons are 'technical negligence' in estimation and costing. But it plays a vital role. In many cases these factors, technical elements, affects heavily and in majority of cases the management is ignorant about many of these aspects. In my experience, many of the print owners are not aware about the utility of software, chemistry used in press or the grain direction of the paper. But these are neglected, non-cared items creating continuous headache but treated for the wrong causes.

It is an attempt to go through some of the technical negligence that affecting estimation and costing directly.

Mainly the technical factors affecting estimation and costing is coming under following headings

- a. Pre Press
- b. Press
- c. Post Press
- d. General

Pre Press

Origin of majority of the problems in press and post press are due to the technical

negligence or wrong application in prepress. In many presses, prepress is the least neglected area and press gets high care and consideration. The pre press having sufficient Software, equipment and solutions, the utilization of the resources is not scientific and logical. There are many factors neglected in the handling of files whether files created in house or files received from outside. Whenever we are thinking about to start a design section, we purchases a computer with high storage space, high speed and with a graphic card. No other things are coming into consideration.

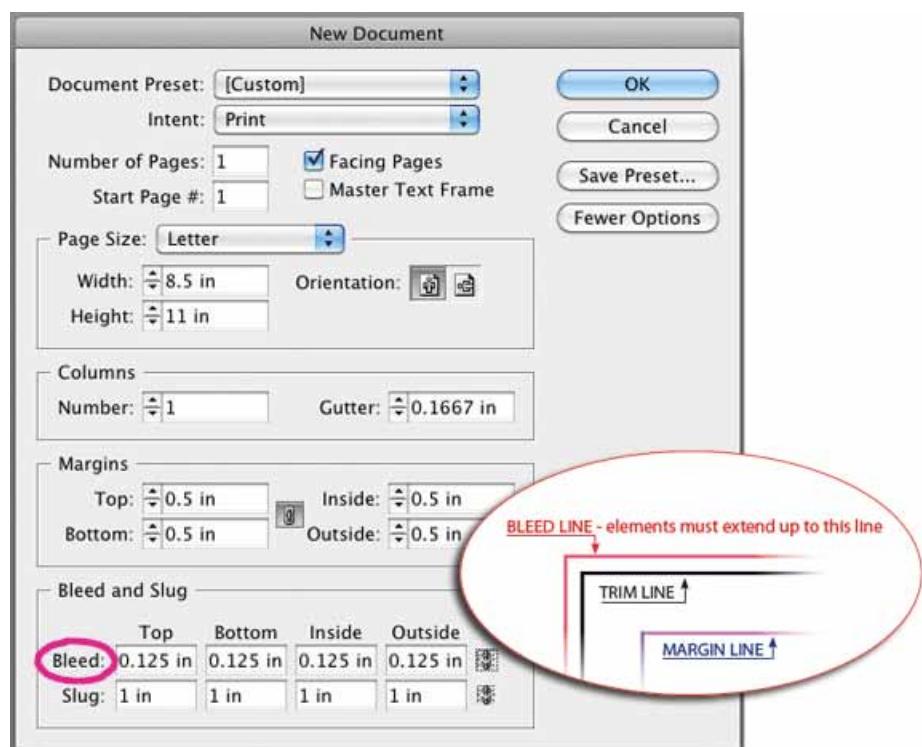
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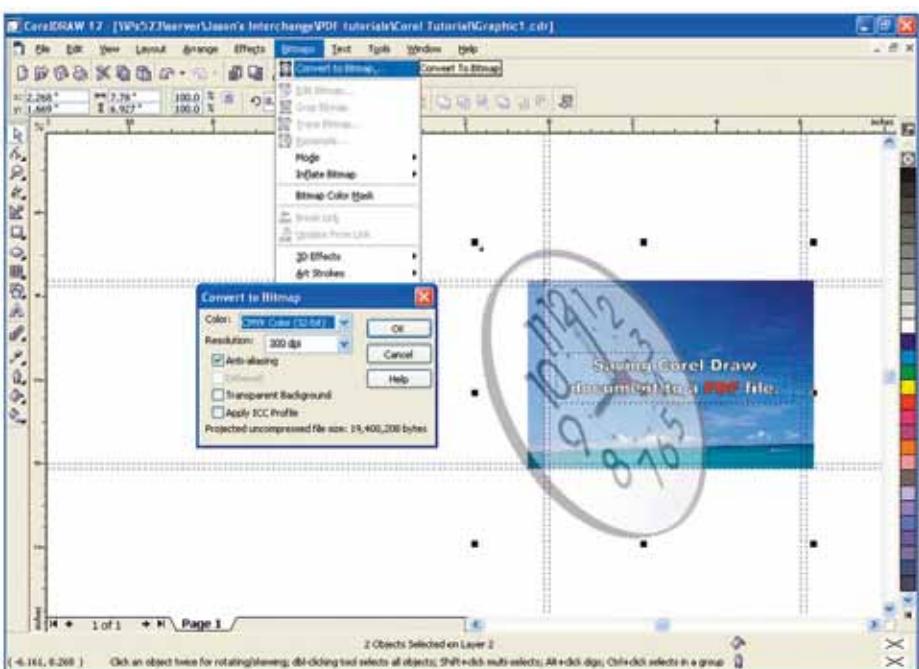
The computer we purchase has a default system setting. It includes the setting of

profiles, Indent bit styles, monitor calibration etc. It is general equipment using of various purposes. So it is our prime duty to customize our computer based on our requirements. For graphics work colour management has a crucial role. So setting of profile indent, selection of profile based on the nature of substrates, presets values etc are very important and unavoidable. Negligence in any of the above will lead to quality loss and rejection of work or time wastage for colour setting in press during printing.

Files handling, Saving & Storage

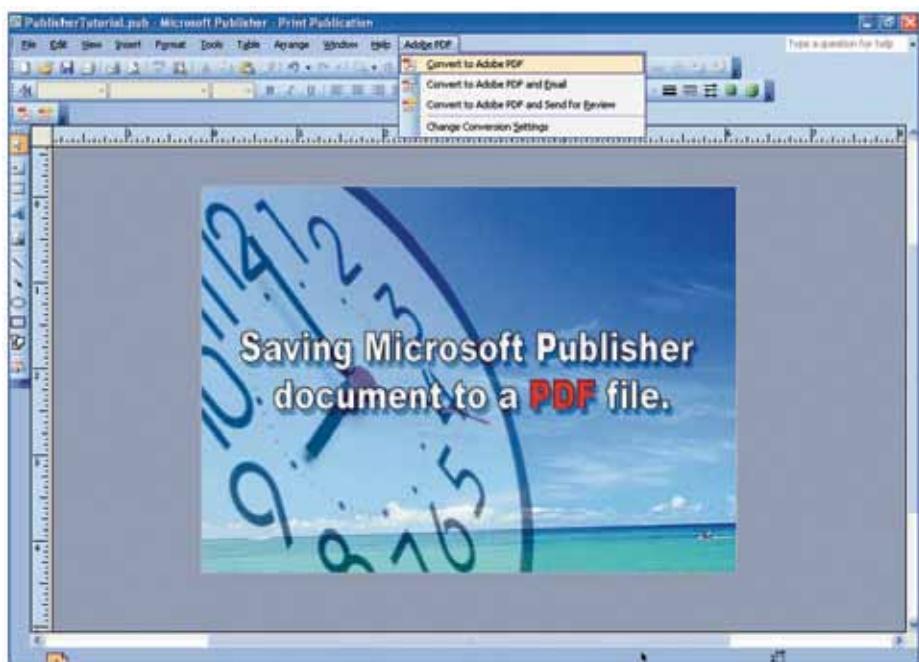
File saving and handling is a wonderful story in press. There are no standards to follow and each and every designer has their own way to save a file in the system. So it is very





difficult to recall such a file by another person. They mercilessly open an Illustrator file in Corel Draw without considering whether it is vector or not or not considering the profiles. It is quite shocking to find that nobody find any harm in such a technical negligence.

The 'format' of file saving is another case of negligence regularly experienced. Many of the prepress people are not aware about print engines, the language of ripping and about the technical problems based on this. The chapters of colour management are not yet open for many of the designers and prepress people. It is my personal experience, that many of them are not familiar with the terms 'profile' or 'Render'. Wrong usage of design elements and wrongly maintained equipments are also creating many problems which are not even identified. Say for e.g. for file saving a file as PDF for offset printing, most of them select 'High Quality Print' which is the best option for printing in desk top printers only.



Software

Even today most of the Press owners are not bothered about using licensed software. Pirated software has many limitations not visible during the process of Pre press but identified only after printing. It is creating heavy loss frequently. In other part, the software manufacturers are least interested in providing support in regional languages. It leads to the omission of certain fonts during printing. Though they are international players and professionals in these fields, their reluctance to support the local language is an important matter of discussion. Without providing any such support, some companies threaten the press owners with anti-piracy raids.

Press

In Press floor there are many technical factors affecting the print quality. It includes the use of chemicals, water, ink-water balance; make ready operations, wrong combination of consumables and static electricity. In many cases, the knowledge of press floor managers is not sufficient enough to find out the real problem. The problem of water can be solved by installing a RO Water plant.

But who is responsible to manage the ink-water balance and how it is possible.

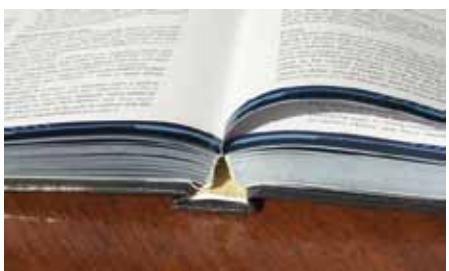


According to my studies, none of the manufacturers of ink or chemicals in India not having sufficient data regarding this, though it is a crucial factor dictating quality. In most of the presses, the usage of Iso Propanol has no control. Common Purpose industrial alcohol is generally used in printing industry. Most of the owners of the press or Floor Managers are not at all bothered about the usage of 'chemistry' in press. Same fount-additive (fountain solution) combinations are used for different machines with different speed and sizes. Unfortunately all these negligence adversely affects directly in costing but are very rarely identified and considered while estimation & costing sheet is prepared. Here the wrong combinations of press chemicals creating problems and problem solving is a time consuming affair which affects production, cause time delay in delivery and is a cost in the brand image. Most of the problems in printing create issues in drying and post press operations.

Post Press

Post Press is the least cared but most important sections in press. There is no standard operating procedure in post press in many of the presses. Nobody is bothered about the grain direction of paper during the imposition, selection of anti-setoff power for lamination purpose, temperature of hot melt glue etc..., but has a prime role in the finishing of product. These factors highly influence the estimation and costing part also.

Many people are producing high quality products, but packs the products in an odd manner. This may damage the products or leads to the deterioration of the goodwill of the company. Possibly, it leads to the chance for the collapse the estimation and costing. Handling and storage of post press materials are also in an easy manner, which is so crucial in production timing and error free implementation.



General Negligence

Everybody in the press is so conscious about printing machine and its production. They are talking about maintenance in full mouth; but the concentration is always in production. So lack of preventive and proper maintenance always exceeds the

fire safety most of the press owners are very casual. Everybody thinks that everything is safe and therefore the press is not equipped with sufficient fire safety equipments. A small fire accident will sufficient enough to collapse almost all estimation and costing parameters.



budget allocations for maintenance. Use of equipments and accession are least considered and poorly maintained. Power is one of the costly items which cannot be considered in the true spirit. In between the unhealthy competition most of establishments fail to find a provision for future expansion and depend on financial institutions totally for funding. Majority of the big presses finds its start as a small scale unit and expanded the canvas of the press gradually. So the mindset of the owner still remains small and limited. These invisible factors have an important role in defining estimation and costing. In case of press safety, machine safety, life safety and

Final Word

Many professional institutions in India are conducting various training courses in Printing and Packaging. It is sure that none of the institutions are addressing the real problems of the print market. The professionals from these institutions are not at all capable enough to understand, undertake and solve the problem logically or scientifically. No analysis on real time problems and no healthy discussions regarding the present or future market trends. The 'heart' of printing is really lies in between the lines of printed books, but unfortunately most of the students does neglect it and never finds the 'heart' 'inside.'

Exploring the conflicting inner world of priestly life

SEBASTIAN PALLITHODE, NOVELIST AND SHORT STORY WRITER

A prominent novelist in Malayalam, Sebastian Pallithode is the recipient of Samakalika Malayalam Weekly in 1998 for his debut novel 'Agnus Dei', an avant-garde novel that won praise from the Jury members consisting stalwarts like O V Vijayan and M Krishnan Nair. Hailing from a remote village in Alappuzha, Sebastian Pallithode has a poetic writing style closely resembling the charm of biblical psalms. Apart from Agnus Dei, he has penned many novels including Jeevikkunnavarde Manassil and Aakashamokshathinte Vathil. His biography on Clint, Nirangalude Rajakumaran, is the first biography written about the child prodigy. Mr. Sebastian opens up about the circumstances that led him to write his Award winning novel – Agnus Dei.



Not many have ventured to explore the inner world of a priest's life and his struggles. Choosing a theme less explored and less discussed for my debut novel was not very intentional. To be frank, I have never thought of writing such a novel. I will tell you the circumstances that led me to write my novel Agnus Dei.

The Backdrops

I was born in a remote village in Alapuzha named Pallithode. I loved to read books. But, in my village, there was not a single library. (There are still no libraries. A couple of times, I tried to realize one. But never succeeded) So, I had to rely on the libraries belonging to monasteries and seminaries to quench my thirst for books. Thus, I got many friends

who were Catholic priests. In fact, I have read more books of theology and philosophy than many priests who read it for securing marks in the examinations. The philosophers and theologians, whom I encountered in the books, became a part of my soul.

My visits to the renowned Mangalapuzha are still etched vividly in my mind. The alluring landscape of the famous seminary aroused the poet in me. By nature, I was very observing. The minute things like the cobwebs hanging in the corner of the room and the spider in it grabbed my attention. The library of Mangalapuzha, the Periyar that flowed adjacent to the massive seminary, the priests, the kitchen, Maria chedathi sitting there slicing vegetables, the rubber plantations...

My days of youth traversed through

an era of poverty. I belong to the youth of nineteen seventies marked with the despair and existentialist thoughts. The hangover of the Second World War was still looming on us. It was a turbulent times and we witnessed Naxalism, the death of Varghese, national emergency and so on.

Those days, when I wrote stories, I had no patience to send my literary creations to mainstream magazines and wait for seeing it printed. In front of me were other cultural magazines, who were ready to pay me for my stories. Fifty rupees for a story was very valuable amount for me those days. So, I was never really concerned of taking the pain to strive to achieve a place in mainstream Malayalam literature. Writing was a solace for my hunger!



Later in life, when I came to the realization that if I had spent my energy writing for these magazines which never succeeded in carrying my writings to a wider audience, I felt deep remorse. I wanted to create something worthwhile, which would bear my signature.

Inspiration from real life

During this time, a priest who was a close friend of mine, who wrote exquisite poems in Malayalam, all of a sudden abandoned his priesthood. (Original poems are included in the novel). It was about the year 1984, when Liberation Theology was finding favor among priests. Priests, spurred by the ideals of Liberation Theology, reached out to marginalized people. My protagonist Father Joseph was one such a man. But, he had to face severe criticisms and challenges from the conservative ecclesiastical authorities. He was heartbroken, but stuck to his convictions and stand; and he eventually decided to leave his priesthood and go abroad.

This event spurred the writer in me to create my first novel – ‘Agnus Dei’. It is a Latin word which means ‘The Lamb of God’. When I began to write the novel, I had only the central character - the priest - to rely upon; everything else took shape on the process. I have included many living characters in my novel given them different names. The pivotal character named John is me. The dialogue that you read in novel as taking place between John and Father Joseph is in fact real conversations between me and the priest. There are many deeply personal sorrows that a priest has to go through during his lonely life that is set apart for God. Unlike the original priest, who is the prototype, my hero Father

Joseph does not leave priesthood. He survives the test and the tempest at the climax.

After writing the novel, I sent it by post to a number of magazines, only to see it coming back by the next post. I think they found it difficult to connect with the unusual theme. Almost five years passed.

The joy of recognition

One day in 1998, I learned about the Novel Contest organized by Samakalika Malayalam Weekly. The prize money Rs. 25,000 during nineteen eighties was a big sum those days. I sent Agnus Dei as my entry. The contest was held in a very grand way with three greatest literary figures of the time as its Judges: O V Vijayan, M. Krishnan Nair, M. Thomas Mathew and M. Jayachandran Nair.

During that time, I was working as a clerk in Judiciary department. One day, I had some unexpected visitors to my office. The Assistant Editor of Samakalika Malayalam Weekly was accompanied by the photographer. My novel had won the coveted literary prize! My joy knew no bounds. At last my creative efforts have been aptly rewarded!

Unforgettable Moment

The Award ceremony, held in BTH Hall, Ernakulam was one of the most colourful literary gatherings to be held in that times. Almost all the prominent writers were present for the ceremony. In the midst of an elite audience and electrifying ambience, I received the prestigious Award from legendary

അരുൺതുന്ന് ദേയി
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M T Vasudevan Nair. That was truly the happiest moment in my life! In my reply speech, I said: “I am receiving this award as if I am accepting ‘pattum valayum’ from the Maharaja of Malayalam literature”. Prof. M. Thomas Mathew praised the brevity of the novel and the language that resembled the biblical psalms.

Soon after the declaration of the Award, the novel was serialized in Samakalika Malayalam Weekly, and later it was released as book by DC Books. Its latest edition has been published by Theo Books. Even now I am recognized in the literary field as the author of ‘Agnus Dei.’

An English translation of Agnus Dei is ready for publication. Soon, you will be able to see the celebrated novel among the prominent fiction books in English arrayed on the racks of noted book stalls.

Other Works

Even though Agnus Dei is his most noted novel, personal favorite of Sebastian Pallithode is ‘Jeevikkunnavarde Manassil’, written in the backdrop of Anglo Indian Life. Other noted works in fiction include Aakash Mokshathinte Vathil, Joothatheruvu, Clint - Nirangalude Rajakumaran etc. He is also a recipient of Ponjikkara Raphy Award for his collection of short stories in 2004. He has also translated a number of great classics by famous authors like Dostoyevsky, Kafka, Chinua Achebe and so on. His biography of the late Pope John Paul 2 is regarded as an exceptional work with no parallels.

The dream project: Future Schoolz



The dream Project Future Schoolz started with a humble beginning at Cochin on the second Saturday of July when the lamp of knowledge was lit by our beloved Prof. Dr. Rajendrakumar Anayath the print Oscar winner of Asia. The ceremony was presided by Mr. O. Venugopal –Vice President (south) AIFMP. President of AIFMP Mr AMSG Ashokan inaugurated our website.

We were blessed by speakers Mr. S. Saji, The President KMPA, Capt. Dinachandran C. Principal IPT, Former Principal Mr. P.P. Dinesan, Dr. Mrs. Lakshmi Priya, HOD Printing-Avinasilingum University Coimbatore and Mr. P. Deepu, HOD, Printing Technology, CUIET. Round table discussion was very vibrant with the Participation of Mr. G.

Venugopal MD Sterling Prints, K.C. Sanjeev MD, Intimate Machines & Mr. Neelkandan, Managing Director Squaredots. We were supported whole heartedly by KMPA members by their vibrant presence. Friends and Family members cheered the occasion.

Future Schoolz is an innovative learning platform to bridge the gap between new technologies, businesses and people. Future Schoolz endeavours to train and equip young aspirants to the Printing Industry with the Hard and Soft skills which enable them to become professionals in their chosen domain. It is a platform that helps small, medium and large businesses to sharpen the skill sets of their resources and to grow profitably, without fearing. It has no fixed

courses and syllabus. Both are developed based on the time to time requirement of the industry with independent or integrated technology. The initial courses will include Costing and estimation in Printing, Pre Press management, Colour Management, 3D printing in Advertisement and Augmented Reality in Printing.

The well experienced teacher and Printing Technologist Mr. Kulakkada Pradeep, honorary member of KMPA, is the Chief Executive Officer, who is responsible for visualizing the courses and methodologies. The ceremony started with welcoming speech by Miss Jisha Future Schoolz and ended with vote of thanks by Miss Niranjana Pradeep Director Future Schoolz.

Know your member...

AV PRINTERS: RACING TOWARDS GLORY

MOHAMMED VIJAS, AV PRINTERS

AV Printers is a name to reckon with in the printing industry in Kerala's commercial capital Kochi. It is a dream comes true for Mohammed Vijas, the owner of the sophisticated printing entity.

Vijas, a economics graduate, started his ambitious journey in 2001 with a small-time screen printing unit. It was not a commercial unit when it started. His family has a business of mattresses and pillow in Nettoor near Kochi. Printing was not a business for Mohammed Vijas, but a passion. It was the sheer grit and determination that made Mohammed Vijas to start the screen printing work in 2001. Since its inception, Mohammed Vijas's firm has been growing by leaps and bounds over the past years.

AV Printers has carved out its own niche in the printing milieu since last 14 years of its operation on Paramara Road, an area in the heart of the city.

"I started my business on Paramara Road with a Hashimoto single colour printing machine. As the printing industry gone for a sea change, I also have to opt for new machineries. I introduced the four-colour Komori 426 machine in 2007 with an investment of Rs. 69 lakh to stay in race to face the challenge," says Mohammed Vijas.

Another machine of the same brand, Komori 440, insatalled in 2015 with investment of Rs. 80 lakhs.

"As the digital revolution took place in printing industry, I also decided to be a part of it. I introduced the Konica Minolta 1085, a sophisticated printing machine in the world of digital printing with an investment of Rs. 55 lakh." under the umbrella of 'Truetones', a new business arm of the existing entity.

"Earlier I was dependent on other units for plate-making . It was very time

consuming and expensive. In the later stage, I added Topaz CTCP Machine of Kapoor Imaging (pvt) Ltd. to my industry for image setting. This helped me to save a lot of time and manpower," Mohammed Vijas says. Its investment was Rs. 50 lakhs.

Started the business with an investment of Rs. 1.25 lakh, the unit has now grown into a multi-million entity. The three-employee printing unit has 35 staff members at present. The 3-crore investment business group now has a turnover of over Rs. 4. crore per annum.

The soft-spoken Mohammed Vijas, the man with a success story in the printing industry, is optimistic about his future endeavours. "I am satisfied with the latest technological development in the industry. The Kerala Master Printers Association is also keen on updating the skills of the workers," he says.

Mohammed Vijas says there is no short cut to success. Hard work and dedication

is mandatory to achieve success in life. Maintaining good rapport with customers and quality of end-products are must to stay in contention in the competitive world.

"There were some problems in the industry when the GST was introduced by the union government. Now, we have learnt to adjust with the new law. Everything is okay now except some minor issues," he says smilingly.

Talking about his future plans, Mohammed Vijas says: "I have plans to introduce a print finish unit in 2019. The machinery will cost around Rs. 80 lakh to Rs. 1 crore."

Mohammed Vijas is leading a happy life with wife Mrs. Binu Vijas and three children in Nettoor, a suburb near Kochi. Among the three children, elder one is pursuing graduation in engineering and the second child is a Plus-1 student. Third child is yet to join the school.



Industry News

Komori Corporation Forays Into India Business

Aims to establish a strong foothold in Indian market

In a move to strengthen its footprints in India, Komori Corporation Ltd., a Japan-based leader in offset presses, Digital press, PESP products and banknote/security presses commences its India journey; establishes India subsidiary, Komori India Pvt. Ltd. Earlier, the company was operating in India through its sole distributor INSIGHT Group.

Komori is already a market leader in India through INSIGHT group with a market share of over 40%. Furthermore, through this move, Komori plans to strengthen and scale its operations even further in India and sub-continent. In a bid to have a strategic hold in the Indian market, the company will be introducing customized printing presses suitable for Indian market.

Komori is also amongst the top 2 companies worldwide, who is involved with currency printing for many countries including Indian Rupee and is undisputedly amongst the world's largest companies manufacturing offset presses for various applications of commercial printing like brochures, calendars, books, high-quality magazine publications and packaging printing like cosmetic boxes, liquor boxes, pharma boxes etc.

"With the launch of India office, Komori aims to strengthen and enhance Komori's presence in India and nearby countries. We



Satoshi Mochida, Yoshiharu Komori, Sangam Khanna, Eiji Kajita, Hirofumi Hoshino

are very excited to start our India operations. With the India footprint, we'll be able to provide the world-class quality and strong support to aid the Indian market. We will use the best of global and local processes to provide the highest value to our customers and maximize the customers benefit", quoted Hirofumi Hoshino, Managing Director, Komori India Pvt. Ltd.

With the acquisition of Insight's Komori division, Komori India will continue to retain all the employees of Insight in its new team

and this will help in ensuring absolute continuity with the existing sales and service activities.

About Komori Corporation:

Japan-based Komori Corporation, a premier manufacturer of sheet fed and web offset presses, Digital press, PESP products and banknote/security presses, provides world-class technology especially suited for today's highly competitive printing marketplace. Delivering the highest level in print quality coupled with impressively fast make-ready and JDF connectivity through open systems architecture, Komori presses help printers to achieve higher productivity levels essential for increased margins and business growth.

Komori Corp. is presently in its 95th year (founded in October 1923). Komori is the second largest manufacturer of printing presses in the world.

Komori's relationship with the Indian market began quite a while ago. The first Komori press for the Indian market was delivered in 1954. The machine exported was a full-size (37 inch/640 mm) single-color press equipped with a stream feeder.



Hirofumi Hoshino, Sangam Khanna, Ajay Aggarwal

Industry News

Sonic Labels installs Gallus ECS 340 9-colour flexo press

Sonic Labels, the first-generation printing business firm, established in 2011, serves the plastic houseware, pens and cosmetic industries.

The Mumbai-based print firm invested in a Gallus ECS 340 9-colour flexo press with Cold Foil/ Lamination and Chiller for printing self-adhesive, shrink sleeve, in-mould labels and unsupported films.

"Buying the Gallus ECS 340 is a crowning milestone for a business in nascent stages of growth.

In short, it's a dream come true," said Kapil Vaidya, who runs Sonic Labels in partnership with Aditya Ojha.

"The Gallus ECS 340 supports our near-term objective of supplying high-quality labels at affordable rates with turnaround-times as short as 48 hours," Ojha said enthusiastically.

Aditya heads the marketing and design at Sonic Labels, while Kapil oversees the technical and financial aspects of the business.

"The industrial grade construction of ECS 340 with automations like job data recall, electronic pre-setting function along with short web paths and light weight sleeve systems aid faster job set up. Features like dynamic print pressure, zero gap print, enclosed ink tray systems, chilled impression cylinder ensure very high quality print with minimum waste," said Kapil.

Fire-powered by the tried-and-tested Gallus sleeve technology, the ECS 340 has an exceptionally short web path of just 1.1m that slices production waste significantly, resulting in cost-effective label production.

"Raving reviews simply reaffirm the excellent after-sales support and service we have experienced first-hand. The Heidelberg team has been a huge pillar to rely upon. We look forward to taking our business to a new level to deliver sustained growth and



(From left): Kapil Vaidya and Aditya Ojha with the brand new Gallus ECS 340

profitability.

"The ECS340 boosts our production capacity to cater to customers' distinct and diverse requirements.

We are targeting new revenue avenues, including the cosmetic, lubricant and liquor segments, in addition to existing business," Kapil Vaidya added.

"Gallus ECS340 continues to be the best-seller in its class of equipment.

Configuration.

flexibility is a compelling advantage for this flexo press that can be freely extended by adding two modules at a time. The modular design also helps accommodate embellishing techniques such as flexographic and screen printing, cold foil and rotary die-cutting," adds Pravin Mahajan, (AGM - Gallus) from Heidelberg India.

OBITUARY

Smt. Aleyamma Thomas (Kunjamma) aged 84 years, mother of Benny Thomas, PRINTEC, passed away on 12th June 2018, following a brief illness.

We express and convey our heartfelt condolences to Mr. Benny Thomas and to all the members of the bereaved family. May the Almighty give him the courage to face this tragic loss, and may the departed soul rest in eternal heavenly peace.



The Sivakasi Master Printers' Association

New office bearers of the Association



Sri. P. Sampathkumar

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Sri. V.Ganeshkumar

Vice President

Sri. V. Sudarson

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Sri. D.Anandharajan

Joint Secretary

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3D Printing
Take it or leave it?

KMPA hosts 'Romancing Print'

"Technical negligence in printing affecting estimation & cost."
Padmapriya Kulakkaala
Know your writer - Sebastian Palithode
Novelist and short story writer

Oblatory V. Subramanian
(Former President IMPLA & AFMP)

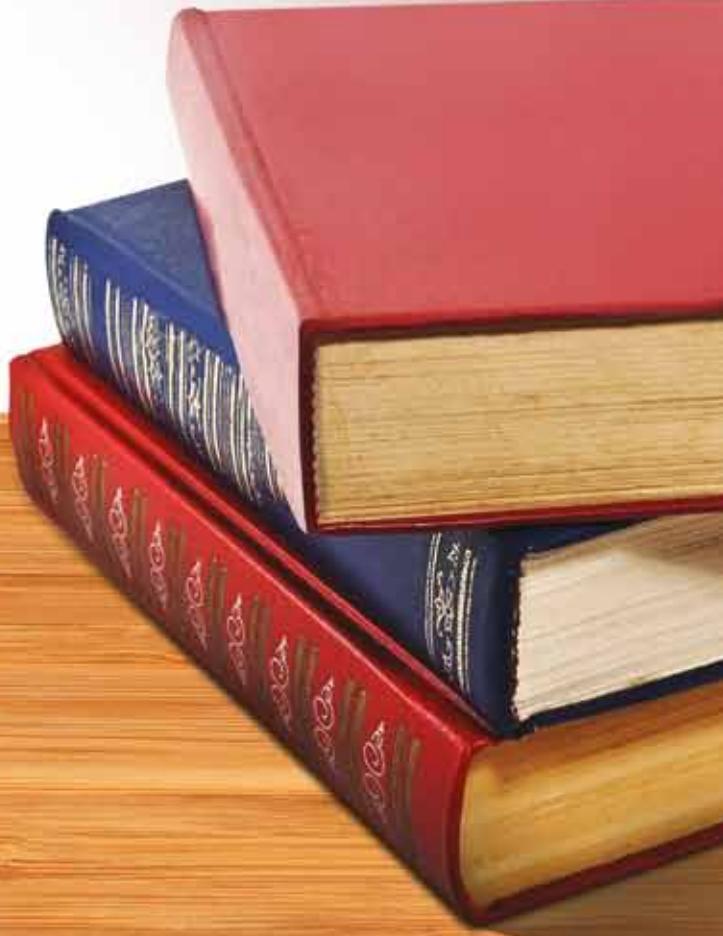
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