

RNI Reg. No. 65957/96

Print Miracle

The Official Journal of Kerala Master Printers Association



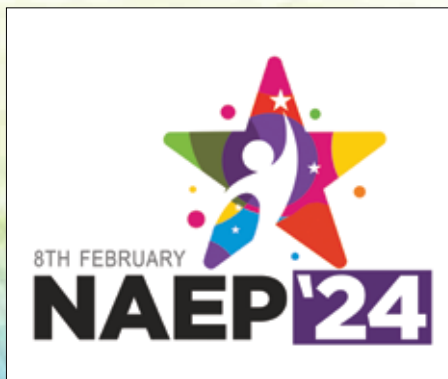
Print & Beyond

Seminar on future of printing

Future Schoolz
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16th NAEP
KMPA excels



drupa 2024
Trends and ideas





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Vol. XXVII No. 1
Jan - Mar 2024

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Published by Mr. R. Suresh, former President, KMPA on behalf of Kerala Master Printers Association, Cochin - 17 and printed by him at Screen Pack Offset Printers, Kalabhavan Road, Ernakulam North, Cochin - 682 018 for Jasmine Grafix.

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Dear Friends,

I welcome all our members to the latest issue of *Print Miracle*.

2024 has been another hectic year for KMPA's executive committee members, busy on their toes planning for the 8th edition of KMPA's flagship event Print & Beyond. As the President of KMPA, I felt elated at the grand success of Print & Beyond 2024. This year's seminar set a benchmark in terms of content, participation, knowledge sharing, product information, and networking. The feedback that I received from many of our esteemed delegates will vouch for it. Over 200 delegates attended the seminar held on 24th February, 2024, in Kochi.

Over the years, we have succeeded in scaling up the event to help printers grow, and also to familiarize the printing industry in Kerala to the latest trends and technological innovations happening on a global scale. I am happy that the seminar continues to grow as a fitting tribute to Late Josettan of Printers Castle, for his invaluable contribution towards the printing industry and KMPA.

I am also proud of KMPA's performance at the 16th National Awards for Excellence in Printing (NAEP) held in Mumbai in February 2024. I would like to congratulate Alois Graphics, Anaswara Offset Pvt. Ltd., Orange Printers Pvt. Ltd., Oruma Printers & Publishers Ltd., Print Gallery, S&S Associates, and Screen Pack Offset Printers for winning the prestigious award.

I would also like to congratulate Kulakkada Pradeep and Jose Thomas, honorary members of KMPA, for their outstanding achievements of making Future Schoolz internationally famous. Future Schoolz was honoured at Print & Beyond 2024 for becoming the first Fogra PSO Partner from India. They were acknowledged for their pivotal role in driving advancements and fostering excellence among print professionals, entrepreneurs and, students.

I would like to thank all our members who are continuing to put in their best to make the year a successful one.

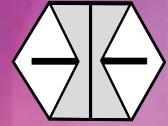
Regards,

A handwritten signature in blue ink, appearing to read 'Louis Francis'.

Louis Francis

President

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drupa 2024 is just round the corner, the right platform to search different new verticals in printing. Visitors from India will make up one of the biggest contingents, with global manufacturers eyeing the burgeoning, lucrative Indian market.

A new vertical for the Indian market should be the mantra in the mind of Indian visitors when they look at a new machinery or product at drupa. Like photo album printing using HP digital printers, for example. The HP machine is made for short run digital prints. Photo album printing using HP printers is a unique Indian discovery, which in turn gave HP a huge market for its printers in India.

For those looking for diversification in printing, head to Hall 4, Booth B30, to gain a lot of inputs on textile printing. drupa is the biggest global platform for the latest product launches. Visitors with a sharp acumen will always find the right product or machinery for their business, whether it be a compact post press machine or state-of-the-art machinery for diversification or production efficiency.

In the pre-drupa 2024 International Media Conference, Koenig & Bauer CEO Dr. Andreas Pleßke spoke about three trends - Sustainability, Digitalisation, and shortage of Skilled Staff - all of which, according to him, have impacted the global printing technology industry.

However, Dr. Pleßke doesn't need to teach Indian visitors about SUSTAINABILITY. While advanced economies always talk about limited fossil resources and carbon emissions, it's the emerging and developing countries that help in conserving fossil resources by making use of pre-owned machines. In a lighter perspective, most of the Indian visitors will be having a long list of spares to be bought at the exhibition stalls for sustaining their used machines at a cheaper price. On a wider scale, we have to learn from international best practices to reduce waste, consumption of energy and inks, and overall costs.

India is far ahead in DIGITALISATION compared to many advanced nations. It will be a big surprise to learn whether artificial intelligence (AI) has made any inroads in print technology at drupa. The Indian printers practice very little digitalisation in their print shops for marketing or to give support to customers. drupa will give lot of inputs for digitilisation of print shops.

The third trend addressed by Dr. Pleßke was the shortage of skilled staff in the printing industry. It is a world phenomenon especially after the COVID. Print industry CEOs of India should hope that their representatives who visit drupa and Europe would not be lured into job offers overseas.

Last, but not the least, I wish to congratulate our editorial team member Kulakkada Pradeep, Founder & CEO, Future Schoolz for the recent achievement of becoming the first official Fogra PSO partner from India. Mr. Pradeep has always been passionate about making improvements in the quality standards of the huge Indian printing fraternity. Two of our editorial board members, Kulakkada Pradeep and Biju Jose are travelling to Düsseldorf, Germany to cover drupa 2024 for our magazine. I wish them a great and fruitful experience.

Rajan P.S.

Editor

Print & Beyond 2024



Ceremonial lighting of the lamp at Print & Beyond 2024 by Raghendra N. Dutta Baruah, President, AIFMP. (L to R): Ramu Ramanathan, M. Krishnamoorthy, G. Raveendra Babu, Louis Francis, G. Venugopal, Raju N. Kutty, Prof. Dr. Rajendrakumar Anayath, Sahil Rao, Arvind Sekhar and Anuj Bhargava.

The Kerala Master Printers Association (KMPA) held the 8th edition of its flagship event Print & Beyond on 24th February, 2024, at Kochi's upscale Holiday Inn. The event was well attended with around 200 delegates coming in from various parts of the country.

Over the years, KMPA has successfully scaled up the event in line with empowering members to grow from a mere printer to a product creator, and also familiarizing the printing industry in Kerala to the latest trends and technological innovations happening on a global scale. The seminar is also held every year as a tribute to Late Jose Joseph, founder of Printers Castle, for his invaluable contribution towards the printing industry and the association.

Louis Francis, President of KMPA, warmly welcomed all dignitaries, delegates, and guests to the day-long event. Raju N. Kutty, Chairman, Print & Beyond 2024, introduced the

seminar as a tribute to the vision of Late "Josetta" for creating an association that pledged to give back to the industry. He also gave his overview on this year's theme 'Print@2030', and spoke on how disruptions and changes that are constantly occurring can be overcome by understanding them first.

Unable to attend in person due to official commitments, chief guest Dr. Divya S. Iyer IAS, Managing Director, Vizhinjam International Seaport Ltd, inaugurated the function virtually. She spoke in length on a variety of topics including the present day digital innovations, the tremendous



Louis Francis, President, KMPA



Raju N. Kutty, Chairman, Print & Beyond 2024



Chief guest Dr. Divya S. Iyer IAS, MD, Vizhinjam International Seaport Ltd. joins the event online.

opportunities thrown open by the Vizhinjam seaport to the printing and packaging industry and the need for having a packaging hub close to the port, the advantages of printed books and how it inspires creative thinking. She also urged printers in Kerala to look beyond business. "Look towards the nuances. Look at printing as beyond a business opportunity," Dr. Iyer implored. She also spoke about the future technologies, the huge role of packaging and printing in e-commerce, and the need to be eco-friendly. "For me Print & Beyond is looking into an era of diversification, diversification of print substrates, product, and technology."

Raghendra N. Dutta Baruah, President of the All India Federation of Master Printers (AIFMP) was the guest of honour. He spoke about the formation of the apex body and its role in promoting the printing industry in India. He highlighted the significance of events such as PAMEX for better networking and business building, and how awards like NAEP and seminars being conducted in 3 and 4-tier cities leads to better quality of products. "Moreover the integration of artificial intelligence with printing has opened umpteen possibilities. Smart machines with AI capabilities can learn about past printing jobs leading to



Raghendra N. Dutta Baruah
President, AIFMP

continuous improvement and efficiency and resource utilization." He spoke on how sustainable printing practices are becoming increasingly important. He also gave examples of how publishers are complementing their print editions with online ones and the need for print and digital media to work together.

In a first of its kind, Arvind Sekhar, director of Sai Packaging Co., Bengaluru, had his topic for the day thrown open to an audience poll. A student of Dr. Edward Deming's philosophy of quality and management, Mr. Sekhar presented an informative session on the subject 'Is Industry Viable for Next Gen?' He delved



Arvind Sekhar, Director, Sai Packaging Co.



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on the importance of innovation, cost excellence and scale, and maintaining a supply chain excellence which requires enough data to face competition and the need to focus on the company's strengths. "It's very tough to get the talent for the printing industry. So it's about how we can attract the Next Gen. If they come, they will come out with some new innovations, new solutions to take the industry forward."

Sahil Rao, founder of Unbox Packaging and partner of Akruiti Print Solutions Pvt. Ltd., Pune, had clear thoughts on embracing technology not just as a luxury but as part of a company's strategy. He spoke about how Unbox started off with luxury packaging, instead of entering the mainstream monocarton industry, and how they diversified from commercial printing to producing gorgeous looking paper lamps. "Innovation isn't exclusive for vast brands with great resources. It begins with a spark of a thought; building upon it and watching it grow. Being innovative and doing things differently is the key that has always worked for us," is his advice. Mr. Rao also felt that small

labels are a passion. Mr. Bhargava spoke candidly about the challenges faced by the labelling industry and how they stand today in the global market. According to him customer requirements will double by 2032 and will see an upside down pyramid of premiumisation determined by quality, service, and price. On the business and technology fronts, he spoke about larger corporate companies consolidating and becoming market

"Small unit owners doing niche work with less automated machines will have to run the show with family members," he adds. Mr. Bhargava listed other trends for the future, including sustainability as the key driver in selection of print suppliers, environmental regulations tearing into budgets, disruptive technologies wiping off large value from the label industry, and need for continuous investments on innovations.



Anuj Bhargava, Founder, Kumar Labels



Sahil Rao, Founder, Unbox Packaging

to medium-sized businesses should go in for collaborations and outsourcing, instead of being burdened by heavy assets. Getting skilled labour is another challenge he feels is facing the industry. Regarding the future, Mr. Rao says that "it will be great to see a network of specialized units where everyone is focusing on their one niche."

For Anuj Bhargava, founder of Greater Noida-based Kumar Labels, labelling and

leaders in the packaging space, further creating technological, financial, and IP barriers for smaller competing entrants. "With AI and automation, machinery and maintenance will become more expensive, with consumables, parts, and software all controlled by machine makers."

Mr. Bhargava also pointed out that labour shortage will be the biggest challenge, especially for mid size players.

After a grand buffet lunch, the sponsors' session included keynote from strategic partners TechNova and Insight.

Post-lunch interactive sessions

Prof. (Dr.) Rajendrakumar Anayath, OSD to the Government of Haryana and former Vice Chancellor of Deenbandhu Chhotu Ram University of Science & Technology, Haryana, moderated the first interactive session with industry suppliers including T.P. Jain, owner of Monotech Systems Ltd., Awtar Singh, product manager at Komori India, and Shreerang Joshi, chief operating officer - channel sales at TechNova, elaborating on future preparations vis-à-vis disruptive technologies, the evolving market culture, the current challenges and measures being taken to mitigate them, and many more.

The next session had Ramu Ramanathan, editor of PrintWeek and WhatPackaging?, moderate the second panel discussion of the day, featuring industry experts Renil Thomas of Orange Printers Pvt. Ltd., Louis Francis of Xpress



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Sahil Rao, Anuj Bhargava, and Arvind Sekhar at the interactive Q&A session



Prof. (Dr.) Rajendrakumar Anayath's (extreme left) interactive session. (L to R): T.P. Jain, Monotech Systems Ltd., Awtar Singh, Komori India, and Shreerang Joshi, TechNova participated in the session.



Ramu Ramanathan's (extreme left) interactive session. (L to R): Renil Thomas, Orange Printers, Louis Francis, Xpress Labels, K.P. Uthup, Color-tone and Anoop Venugopal, Anaswara Offset participated in the session.

Labels, K.P. Uthup of Colortone, and Anoop Venugopal of Anaswara Offset Pvt. Ltd.

The discussion provided enriching insights into a variety of topics including quality perceptions in Kerala, the rise in demand for quality, speed to market, challenges in sourcing raw materials, numero uno digital printing in Kerala, adding machines and how to utilize them for packaging, current market trends, time management, R&D, green industry and low carbon footprints, labour shortage, AI and automation, upskilling staff, and other key learnings within the industry.

"I am in a dilemma to take the right direction ahead. Big Investments in Kerala market do not produce the desired return of interest. The digital segment has its own limitations. Firstly, investments are high, competitions are cut-throat, and there's difficulty in commanding a favourable price," explains veteran printer Uthup.

The evening session saw Kochi-based Future Schoolz honoured for becoming the first Fogra PSO Partner from India, and for its outstanding contributions to the industry. Future Schoolz has been instrumental in driving advancements and fostering excellence among print professionals, entrepreneurs, and students. Fogra is a research institute based in Germany conducting scientific research, testing,



Kulakkada Pradeep and Jose Thomas of Future Schoolz honoured by KMPA for becoming the first Fogra PSO Partner from India.

and certification for the printing and media industry.

G. Raveendra Babu, Vice President (South), AIFMP, extended felicitations to KMPA and the remarkable contributions made by printers in Kerala. He highlighted their collaborative efforts in fostering a vibrant print community, showcasing the power of unity and shared vision in driving the industry forward.

KMPA General Secretary G. Venugopal concluded the day's proceedings with the vote of thanks.


Compiled by: Kulakkada Pradeep











G. Raveendra Babu
Vice President (South), AIFMP



G. Venugopal
Gen. Secretary, KMPA



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Future Schoolz becomes India's first Fogra Partner

Q&A session with Kulakkada Pradeep, founder & CEO

Print Miracle caught up with founder and CEO of Future Schoolz Kulakkada Pradeep, a long-time member of Kerala Master Printers Association (KMPA) to talk about his recent achievement of becoming the first official Fogra PSO partner from India, what are the requirements to be a gold standard certified company, and what this means for the Indian printing industry at large.

Can you brief us about Future Schoolz and its role in the printing industry?

Future Schoolz is primarily a knowledge delivering company for printing, packaging, and allied industries. We identify the challenges in print production and deliver knowledge and support for seamless improvement. We do research and development for the printing industry, ensuring the optimum utilization of technology. While the Indian printing industry is entering a new era of optimism, we shall not shy away from maintaining standards, as it alone can help in times of difficulty. When more and more quality printers emerge, the



Kulakkada Pradeep, CEO, Future Schoolz

printing industry in India will be on par with the global market. This in turn will attract our younger generation to aspire for a career and business growth in the print industry.

We added consulting services after receiving requests for technical support. Today we provide quality and

productivity improvement services to many companies including the largest commercial printing press in India, packaging leaders, and also for publications of global repute. We also conducted feasibility study for a print research and quality testing lab exclusively for printing and packaging.





Kulakkada Pradeep with the Fogra team

Can you tell us something about Fogra? And how did Future Schoolz become India's first official Fogra PSO partner?

Located in Aschheim near Munich, Germany, Fogra conducts application-focused research, testing, and certification for the printing and media industry. The globally respected research institute for media technologies has a legacy of over 72 years of continuously contributing to the advancement of technology and standards in the printing industry. Fogra standards are well accepted and followed worldwide for press standardisation. With a certification according to PSO (ISO 12647), printing companies ensure a smooth process internally. Externally, they demonstrate their ability to produce in accordance with the high quality requirements of the internationally recognized standard and to comply with the colour specifications of their customers, considered to be indispensable tools for colour reliable print production.

Future Schoolz is the first official Fogra PSO partner from India. Being a Fogra PSO partner in India is itself a

significant achievement, since they are the considered as the topmost layer in India in this certification process. PSO partners are well trained experts who are capable of enabling printing and packaging companies achieve the Fogra PSO standard and certification.

Future Schoolz will be providing the facility of inspection and evaluation in

India though the final inspection and evaluation will be done in Germany equipped with a state-of-the-art laboratory, know-how, and testing standards for analysing quality of print. While Fogra remains the final authority for inspection and evaluation, Future Schoolz will help the printing and packaging companies to comply



with these standards, which will reduce rejection rates, improve colour standardization, and speed up the production workflow. When the process standards are set right, it means the printing press can function much efficiently. Located in Kochi, our services will soon be made available all across India and abroad.

How can the Indian printing industry reap in the benefits of Fogra's high standards?

As exports of various products are on the rise among Indian printers, such as packaging, book production, etc., quality and consistency becomes pivotal. It becomes inevitable for printers to maintain globally accepted standards and processes of quality. These in turn will ensure customer satisfaction of the highest level. The certification is a proof that a printing company follows such globally accepted standards.

They are recognised worldwide through their validation in Fogra's official website. It can act as the best marketing tool. For print consumers and users, they can be assured of the best print reproduction which is a delight in itself.

For the industry, when the printing standards are raised, it will create more trust for Indian printers. They will be able to grab more quality work from overseas. India will be labelled as a prime destination for quality printing, and the industry will attract better talent. For brands, they can benefit from the smoother supply chain, and get the benefit of premiumisation of brand with reliable print quality.

Besides Fogra, Future Schoolz is also member of other standardization bodies like ICC, GWG, and CIP4. How have these memberships helped you in serving the industry better?

We added consulting services after receiving requests for technical support. Today we provide quality and productivity improvement services to many companies including the largest commercial printing press in India, packaging leaders, and also for publications of global repute. We also conducted feasibility study for a print research and quality testing lab exclusively for printing and packaging. Along the



journey, we became the first member in International Color Consortium (ICC) that promotes the use and adoption of open, vendor-neutral, cross-platform colour management systems, The Ghent Workgroup that defines standards for PDF, and CIP4 the organisation for CIP3 and CIP4 connectivity standards. The combined knowledge gained from these standardisation bodies, the expertise to solve print problems, process understanding, and scientific bend of mind led us to become the first official Fogra PSO Partner from India.

How has printing changed over the years? And how does Future Schoolz provide the necessary support?

Printing has become a matter of pure science, and with the technology around, upskilling is as important as implementing new standards. We believe that training and consulting are closely connected; one can't be implemented without the other. We are here to provide services to the print industry to run their business profitably and scientifically, focusing on print education, improving skill sets, implementing scientific methods for workflow efficiency, material and cost optimisation, standardisation, colour management, etc. In a nutshell, we provide consulting services and training services for printing, packaging, and allied companies.

What are the standardization criteria to meet Fogra requirements?

Compared to many other certifications, Fogra is not forced by brands; it is an all-encompassing set of standards which cover the entire gamut of print production. While other certifications are concerned with just printing alone, Fogra starts with the input file standards, without which you know printing can't be any better. It covers general examinations, qualified colour management, proof creation, platemaking, print job make-ready, and print run. This covers all areas quite practically, and a printing press needs to meet the required standards everywhere. Fogra commands respect and trust for the stringent standards it maintain and being neutral for around seven decades.

What gives Fogra the edge over other standards?

While other certifications are just compliant with some aspects of ISO 12647, Fogra PSO is ISO 12647. Some certifications merely look at grey balance aspects, whereas Fogra standards go much beyond and ensure standards right from the input file to a perfect print run, assessing every single parameter. The very name Process Standard OFFSET (PSO) suggests that it's not just a colour management certification. When all your processes adhere to set parameters, you easily achieve colour accuracy and consistency. This is why Fogra is considered to be gold standard in printing.

Compiled by: Biju Jose

KMPA excels at 16th NAEP

The 16th National Awards for Excellence in Printing (NAEP) & 2nd Global Print Excellence Awards (GPEA) were presented by AIFMP on 8th February 2024 at Hotel Sahara Star, Mumbai. The awards pose perfect opportunities to showcase outstanding ideas and innovative use of technology. As new technologies and techniques emerge, the awards reflected these advancements and celebrated those who have pushed the boundaries of what most consider impossible.

AIFMP conducted its first-ever NAEP ceremony in 1999 in New Delhi. The only award supported by the Government of India. The 16th edition of NAEP 2024 once again extends its legacy to confer on its awardees a one-of-a-kind recognition. In its quest for brilliance, GPEA 2024 is once again all set to celebrate those who raise the bar and take print beyond.

The 16th Edition of the National Awards for Excellence in Printing and the 2nd Edition of the Global Print Excellence Awards were hosted jointly by the KSPA Printech Park Cluster and Delhi Master Printers Welfare Association. It is the first time these affiliate Associations namely BMPA, MMS, DMPWA, and



Orange Printers, Thiruvananthapuram

KSPA have shared responsibility for organizing this edition. Around 1100 entries were received in 32 categories from all over India who each competed in their specific category. Scrutiny of nominations was done by eminent and international juries from Sri Lanka, and Poland along with India juries to select the winners judiciously and transparently.

Seven members from Kerala Master

Printers Association (KMPA) was the proud recipients of several awards in printing excellence at the 16th NAEP.

Orange Printers topped the list by bagging 9 awards. The other KMPA recipients of the award included: Oruma Printers and Publishers Ltd., Anaswara Offset, Print Gallery, Alois Graphics, S&S Associates and Screen Pack Offset Printers.

Compiled by: Biju Jose

Naresh Khanna conferred 3rd VCPLA

The 3rd Edition of the Viren Chhabra Print Leadership Award was held on 8th February 2024 at Hotel Sahara Star, Mumbai. Shri Viren Chhabra the doyen of the Indian Print Industry was instrumental and responsible for modernising and processing. He was the founder of the Printing Times the official journal of the All India Federation of Master Printers and an international goodwill ambassador. He was India's first Senior Director of the US-based Print Equipment Manufacturers Association known as the Association for PRINT Technologies.

The Viren Chhabra Print Leadership Award (VCPLA) is given to an industry person who have contributed to the development and growth of the



Indian Printing Industry and the building of its community activities.

Mr. Naresh Khanna, Editor of the Indian Printer and Publisher magazine was conferred the 3rd Viren Chhabra Print Leadership Award 2024 by the tennis legend Mahesh Bhupati and other AIFMP

dignitaries for his work in the Printing publishing and packaging industry in India over the past 49 years on 8th February 2024 during PAMEX 2024 at Mumbai.

The two preceding winners are Mr. Narendra Paruchuri of Pragati Offset, Hyderabad, and Dr. Rajendra Kumar Anayath, former Vice-Chancellor, Deenbandhu Chhotu Ram University of Science & Technology, Sonapat.

Mr. Raghendra N. Dutta Baruah, President of the All India Federation of Master Printers said "It is a fact that by honouring a personality such as Naresh Khanna, the AIFMP is acknowledging the contributions of the pioneers of Indian Printing & Media industry in shaping the trends of today".



Oruma Printers & Publishers Ltd., Thrissur



Anaswara Offset Pvt. Ltd., Ernakulam



Print Gallery, Kottayam



Alois Graphics, Kottayam



S & S Associates, Kottayam



Screen Pack Offset Printers, Ernakulam

drupa 2024 to offer broad spectrum of trends & ideas in print

drupa, the world's most important event for the printing industry will be held from 28 May to 7 June, 2024, in Düsseldorf. In these very volatile times characterised by large social and technological disruptions, as well as global megatrends, companies have to gear up; those who do not anticipate important developments and adjust accordingly will endanger their competitive edge and waste opportunities for the future.

drupa is being held at just the right moment for this. In an international comparison, the leading global trade fair for print technologies both demonstrates the state of the industry's art and a wide spectrum of innovations which will shape the future and offers a multitude of opportunities for high-calibre knowledge exchange, discussions, and networking with world-renowned experts from the industry.

On a net area sprawling approximately 140,000 m² with 18 show halls, 1,427 exhibitors from 50 countries will present the entire spectrum of current trends and visionary ideas within print technology. Production of packaging and printed packaging are two areas which have also significantly gained in importance. Aspiring newcomers and start-ups will vie with major global players to display an impressive array of the latest technologies and solutions. BOBST, Canon, Comexi, Duplo, EFI, Epson, ESKO, Fujifilm, HEIDELBERG, Horizon, HP, Kodak, Koenig & Bauer, Kolbus, Komori, Konica Minolta, KURZ, Landa, Müller Martini, Ricoh, Screen, Windmüller & Hölscher, and Xeikon are some of the companies that have confirmed their participation.

drupa 2024 focus topics

Limited fossil resources and carbon emissions have caused sustainability to become an essential part of long-term company strategies. Depending on the use of resources, the print



and packaging industries are already using manufacturing procedures that save energy and resources today. drupa explains the important facts for sustainable production of print and packaging solutions and which trends are evolving within the sector in order to achieve the goal of a circular economy.

Digitalisation is changing analogue processes, while artificial intelligence (AI) is taking on more and more tasks in Industry 4.0. drupa presents top technologies across the industry's entire added value chain with a special focus on future and cross-sectional technologies. With this scenario in mind, topics like artificial intelligence, automation, circular economy, connectivity, platform economy, and printing/finishing 4.0 will be taking centre stage in the conference programme and expert forums.

Special forums

In times of constant change, disruptive processes and the resulting new business models, the drupa special forums are important aids for decision-making. They provide impetus and show best practices which the industry cannot do without. Together with its partners,

drupa relies on its impressive range of competence across the industry and the topics which concern the future of its target groups.

drupa cube (Hall 6/Booth F03)

Why is printing more important than ever in the digital age? Why do customers not always perceive printed products as sustainable? And how do you calculate your carbon footprint? These are just some of the issues that will be discussed in the drupa cube in 2024. In more than 50 sessions, the conference offers inspiration and expertise. The programme features five great keynotes from renowned international industry specialists and presentations about topics like increasing success in business, circular economy and sustainability, the future of print and packaging, as well as sessions and best practice examples regarding new business models and trends.

drupa touchpoint sustainability (Hall 14/Booth D60)

touchpoint sustainability deals with the role of the printing and paper industries in sustainable transformation



Image © Messe Düsseldorf / ctilmann

and offers an overview of current, mid- and long-term developments. Technologies from mechanical and systems engineering are especially important in this context, above all with regard to quality, process safety during production and sustainability. Digitalisation and artificial intelligence play key roles in accelerating the transformation process in the print and paper industries and realising scaling effects. Manufacturers, industry players, brands, and end-users together show how change can become reality

in their many exhibits at touchpoint sustainability. Visitors to touchpoint sustainability can also enjoy a broad accompanying programme.

drupa touchpoint packaging (Hall 3/Booth B31)

touchpoint packaging concentrates on visionary, intelligent packaging solutions and brings brand owners together with designers, print service providers, and converters. The involvement of students and young talents in partner projects with exhibitors

promises unique packaging solutions for folding boxes, labels, flexible packaging, and corrugated cardboard. Beyond this, there will be discussion of important questions regarding global megatrends and their impact on packaging production, for example sustainability or e-commerce. The five key topics of touchpoint packaging are neo-ecology, connectivity, glocalisation, consumer mind, and future regulations.

drupa dna (Hall 7/Booth 09)

Big ideas, tiny budget - for many young companies, it's not easy to make the right contacts and establish their fascinating and innovative solutions on the market. For this target group, drupa has created a special platform: drupa next age (dna). Newcomers, young talents, start-ups, and established companies can network on a level playing field, find matching partners for cooperation, and exchange innovative business ideas. For some participants, this is the first chance ever to present their businesses to an international audience of experts.

drupa touchpoint textile (Hall 4/Booth B30)

drupa touchpoint textile is the special forum for an innovative, fully networked production chain: from design to the finished product in various cutting-edge fields as well as the textile industry's business models.

The design competition 'drupa - textile design talents' will be held for the first time in 2024, where aspiring textile designers and newcomers will be given the unique opportunity to present their ideas and visions to a professional audience.

The forum is partnered by the German Institutes of Textile and Fiber Research Denkendorf (DITF) and the European Specialist Printing Manufacturers Association (ESMA).

Speakers from research, development, and industry will address issues such as printing and finishing technologies, workflows, market developments, and sustainability. The focus is also on trends and applications that are opening up new potential through the interaction of digital printing and textile printing materials.

Compiled by: Kulakkada Pradeep



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IPAMA hosts successful promotional meet



The Indian Printing Packaging & Allied Machinery Manufacturers' Association (IPAMA) organised a successful Promotional Meet on January 27, 2024, at Crowne Plaza Hotel, New Delhi, in collaboration with the Indian Institute of Packaging. The event witnessed the participation of key industry figures, including Mr. Sunil Jain, Chairman of the Indian Institute of Packaging and President of Rajoo Engineering Ltd; Mr. Sudeep Sarcar, CEO of IEM; Dr. Tanweer Alam, Additional Director-IIP; Mr. Barun Banerjee, CTO of Jupiter Laminators Pvt. Ltd; Mr. Rakesh from PHD Chamber of Commerce and Industry, representatives from esteemed organizations such as Dabur, Nestle, HUL, and exhibitors of IntraPac India, along with senior officials from IPAMA and the Indian Institute of Packaging. The event saw a total of 146

delegates in attendance from the Packaging Industry.

Dr. Tanweer Alam, Additional Director, IIP, addressed the audience during the Promotional Meet, providing insights into the IntraPac India Exhibition, highlighting the Institute's activities, and showcasing its contributions to the promotion of the Indian Packaging Industry. Mr. Sunil Jain, President, IIP, also commended IPAMA for its efforts in organizing the IntraPac Exhibition. Several IIP Alumni shared their perspectives on the occasion.

Representatives from IPAMA, Mr. Jaiveer Singh, President, and Mr. Vinay Kumar Gupta, General Secretary, updated the audience on exhibition details and the complimentary facilities available to exhibitors and business visitors. They announced that the Ministry of MSME had confirmed to provide financial assistance

to MSME Units under the Procurement & Marketing Support Scheme, alleviating the financial burden on these units.

Under the theme "The Future is Out of the Box," Mr. Jaiveer Singh expressed IPAMA's commitment to industry growth, pledging to make IntraPac India the largest packaging show in India after a few editions. They emphasized that IPAMA works solely for the development of the Indian Printing and Packaging Industry, not for profit, distinguishing it from other organizers with different motives for exhibitions.

The audience applauded IPAMA's efforts in organizing IntraPac India, expressing confidence in the success of the upcoming exhibition. The Promotional Meet concluded with a Vote of Thanks by Mr. R. Suresh Kumar, Treasurer, IPAMA.

Compiled by: Sanjeev Varma

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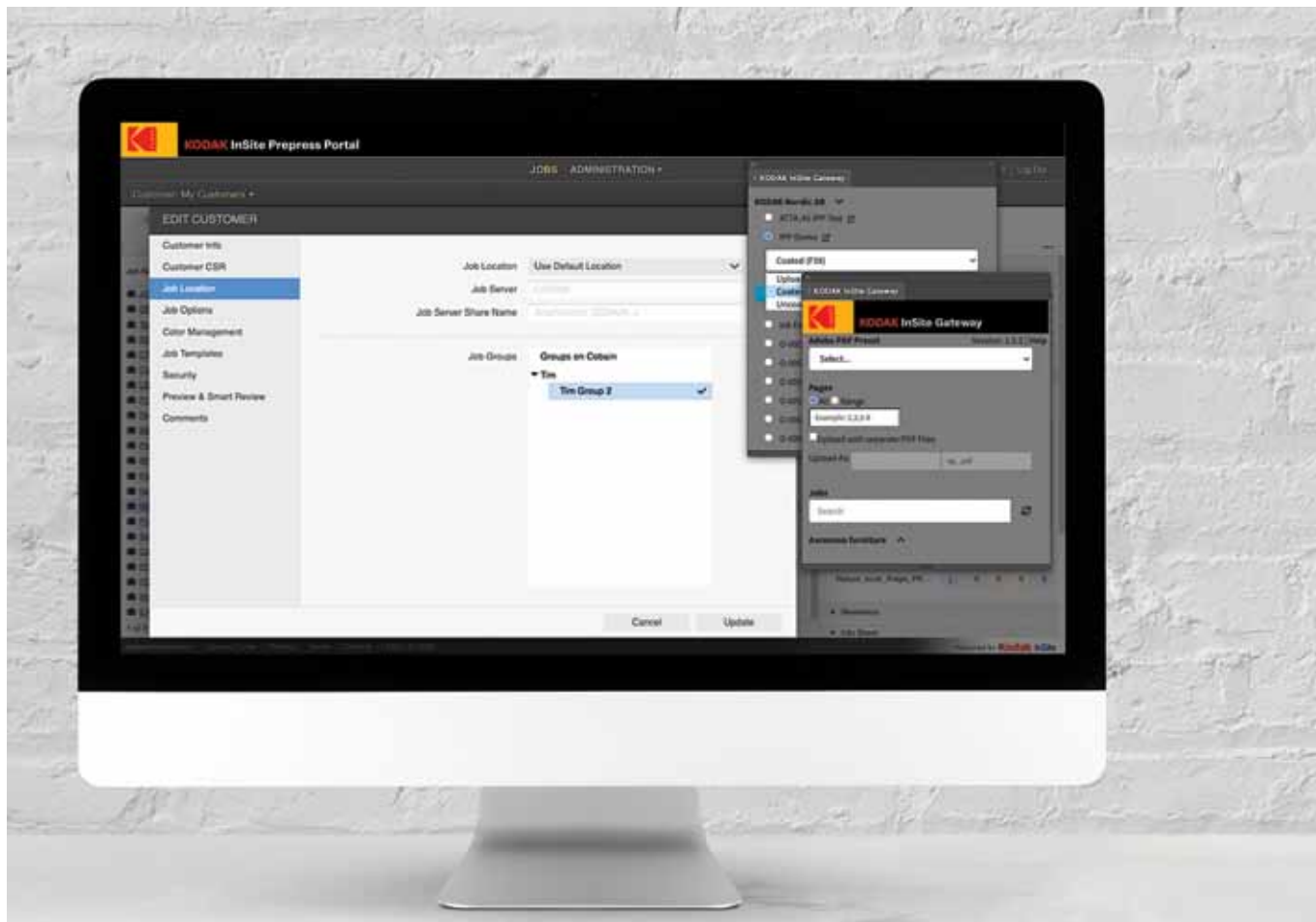
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Kodak launches PRINERGY INSITE Portals Version 10.0



Kodak has launched version 10.0 of web-based KODAK PRINERGY INSITE Portals that provide authorized users with 24/7 access from anywhere. With version 10.0, Kodak has upgraded the KODAK PRINERGY INSITE Prepress Portal (IPP) and the KODAK PRINERGY INSITE Creative Workflow (ICW) with multiple new enhancements. This includes improved usability thanks to collapsible Job Group lists in IPP to reduce the amount of scrolling.

The PRINERGY INSITE Prepress Portal allows printers and their customers to submit jobs, track progress, collaborate on changes, and proof and approve work. The PRINERGY INSITE Creative Workflow supports creative design/content creation, reviews, revisions,

approvals and asset management within a tightly controlled, task-based process.

The newly implemented two-factor authentication at login safeguards users' data and Personally Identifiable Information (PII). OAuth (open authorization) for Microsoft Office 365 is now integrated into IPP and ICW for greater security. And overall, the increased security within the IPP and ICW infrastructure helps to prevent malicious attacks.

In addition, the INSITE Gateway plugin (released in version 9.5) establishes a direct connection between the ADOBE Creative Suite and the PRINERGY INSITE Prepress Portal. This allows PDF files created with the creative software applications to be transferred easily, quickly and accurately to a job on the IPP server.

"The release of the PRINERGY INSITE Portals version 10.0 means all essential components and optional add-ons of the KODAK PRINERGY Platform are now up to date and consistent. The new version provides printers with increased performance, helps them meet customer requirements faster and error-free and makes the digital infrastructure for collaboration with customers and creative professionals more secure," stated Jim Barnes, Kodak's Chief IT Implementation Officer. "This launch is further evidence that Kodak continues to support its customers in the printing industry with the continuous development of its software solutions as a trusted partner."

Compiled by: D. Manmohan Shenoy

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[1] Compared to alternative B2 digital commercial solutions as of November, 2019.



India's favorite Bindwel BW2500 Perfect Binder

In the competitive realm of bookbinding, one model has risen to prominence for its unparalleled performance and innovation: the Bindwel BW2500 Perfect Binder. This machine isn't just a product; it's a global success story, marking Bindwel's position as a leader in the industry.

Bengaluru-based Bindwel is making waves in the print industry! Their BW2500 perfect binder is the best-selling model in India, empowering trade binders and textbook publishers nationwide. In January 2024, a landmark moment – Bindwel celebrated the sale of their 300th BW2500.

The Secret to the Bindwel BW2500's Success

Since its introduction in 2019, the bindwel BW2500 perfect binder has set a new standard for perfect binding machines worldwide. With over 300 units now enhancing productivity across the globe, Bindwel's Bangalore factory recently celebrated a significant milestone: the dispatch of the 300th BW2500 to Kalpana Art Printers in Aurangabad, a testament to the machine's unmatched demand and efficiency. Owner Arun Joshi joins a growing list of satisfied customers driving India's print revolution with this powerful Bindwel machine.



Arun Joshi, owner of Kalpana Art Printers, Aurangabad with the BW2500

Why do Indian printers choose the BW2500?

Anil Kumar Nair, Bindwel's Director of Sales, explains, "The BW2500 is the only

preferred model of trade binders and textbook publishers/ printers in India, who have requirements of 20,000 books per day and have constraints of space." It's all about maximizing output in limited space!

Built to Last: Superior Engineering

The Bindwel BW2500 perfect binder isn't just about speed; it's built for the long haul. Viswaprasad Nair, Bindwel's COO, reveals, "We use a special alloy of steel called EN31 for our guide rails... this provides a high level of hardness with compressive strength and abrasion resistance." This focus on quality means minimal downtime and lower long-term costs for Bindwel customers.

Mentorship and Innovation: The Bindwel Ethos

At the heart of Bindwel's success is a deep commitment to mentorship and continuous improvement. Veterans like Mr. Viswaprasad Nair, COO of Bindwel, emphasize the importance of innovative features and meticulous material selection to withstand the toughest working conditions. This ethos not only ensures the machine's durability but also fosters a culture of learning and excellence within the company.

The Bindwel Advantage: BW2500's Unmatched Features

The BW2500 stands out for its:

- High-Quality Binding: Enhanced notching, precise temperature control, and powerful cover nipping ensure top-notch binding quality.
- Intelligent MIS System: Offers comprehensive production data, improving operational efficiency.
- Durable and Efficient Design: Engineered for continuous, rigorous use, featuring materials like EN31 Alloy Steel for longevity and minimal main-

tenance costs.

- Tech Expertise: Designed for maximum output in half the space.

The Power of Expertise and Customer Trust

Bindwel's approach to machine design and customer service has cultivated trust and loyalty among users. Anil Kumar B Nair, Director of Sales, highlights the BW2500's popularity among trade binders and textbook publishers, praising its efficiency and space-saving design. This customer-focused mindset, combined with the machine's innovative features, has propelled the BW2500 to global success.

The Future of Bookbinding

Bindwel isn't resting on its laurels. "Since we started building this in Bengaluru, year on year we have introduced features that improve efficiency, reduce downtime and enhance binding quality," says Viswaprasad Nair. Anil Nair adds that, if you were to count as one book clamp as a certain capacity and capability in book production, as we go to press, Bindwel factory has shipped close to one thousand clamps in this financial year, a combination of 1, 3, 6 and 12 clamp perfect binders. This commitment to innovation keeps Bindwel ahead of the curve.

Bindwel's Vision for Bookbinding

As we celebrate the achievements of the Bindwel BW2500 perfect binder, we're reminded of the power of innovation and the importance of responding to customer needs. Bindwel's journey with the BW2500 is more than a story of a product; it's a narrative of how dedication, expertise, and a forward-thinking approach can redefine an industry.

Compiled by: Sanjeev Varma

Ricoh's digital products wins iF DESIGN AWARD 2024

Ricoh Company, Ltd. and RICOH IMAGING COMPANY, LTD. have won this year's iF DESIGN AWARD 2024 for RICOH Portable Monitor 150BW/150, RICOH IM C6010/ C5510/ C4510/ C3510/ C3010/ C2510 and PENTAX K-3 Mark III Monochrome in the "Product" category. Each year, Hannover-based iF International Forum Design GmbH, the world's oldest independent design organization, organizes the iF DESIGN AWARD.



Portable monitor "RICOH Portable Monitor 150BW/150" (RICOH)

A thin, lightweight, portable monitor with hand-drawn input with a finger or pressure sensitive stylus. 150BW connects cable-free to a PC or smartphone with WiFi and a built-in battery. It has a very minimalist form to keep focus on the screen and a minimal weight, despite the built-in stand to freely adjust the angle, so it is easy to carry about and supports new work styles not tied to an office. The non-protruding plug design enables quick installation and removal without plugging/unplugging cables. It is overwhelmingly light, just



560 g for the 150 without a battery and 705 g for the 150BW with a battery and wireless connection.

Digital full color MFP (multi-function peripheral)



"IM C6010/ C5510/ C4510/ C3510/ C3010/ C2510/ C2010" (RICOH)

This is the first multifunction printer to use recycled plastic for about 50% of the total body plastic weight. The high environmental performance helps realize an advanced circular society. Whilst this machine uses recycled plastic, which is more difficult to procure and mold than virgin material and tends to be darker in color, it harmonizes with the increasingly diversifying working spaces of today with the bright coloring required for workplaces and a neat and simple shape. It also improves efficiency with diverse document digitization and application linkage to fit the ways of working in the DX era.

DIGITAL CAMERA "PENTAX K-3 Mark III Monochrome" (RICOH IMAGING)

Monochrome photography was the starting point for photographic expression. Although color images

abound today, due to the popularization of color photography, digitalization, and camera functions on smartphones, this digital single-lens reflex camera for monochrome photography was developed for camera users who prefer monochrome film expression, or who want to master monochrome. This new camera captures the needs of camera users in detail and has its own unique value that was created through workshop style manufacturing rather than mass production.



About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been recognized as an arbiter of quality for excellent design. The iF Design brand is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication and service design, architecture and interior architecture as well as professional concept, user experience (UX) and user interface (UI). All award-winning entries are featured on ifdesign.com.

Sustainable printing: What the industry is doing now

According to the United Nations, as many as three planets' worth of resources may be required to sustain our current lifestyles when the population reaches 9.7 billion by 2050. This sobering statistic is part of the data gathered for the 17 Sustainable Development Goals that began in 2015.

Today, we understand how important it is for everyone to do their part in making sure they conserve the planet for future generations. The print industry is no exception.

Sustainability has been more than just a buzzword in the last few years. Innovations and re-examinations have created several changes to make processes and products more sustainable in the print industry. Understanding these sustainable printing practices will help businesses steer their enterprise into more responsible paths.

This article will focus on sustainability in the print industry – what is being done today and how businesses can become more sustainable in printing. It will also take a glimpse of what the future has in store for the sector.

What Is Sustainability?

Although everyone will likely have a grasp of what sustainability is, outlining the concept still helps, especially in the context of the print industry.

Sustainability here means access to and use of natural resources in a way that fulfills economic and commercial needs while still preserving them for future generations. In the print industry, several avenues for sustainability exist, including the materials or equipment used for printing, the printing process itself, and the management of waste.

At Duplo International, we have solar panels for sustainable energy renewable energy, landfill waste reduction strategies, and partnerships with companies known for their sustainable practices. More than



90% of our sales today are for products sourced from factories that adhere to the international standard for environmental management systems (or EMS).

Why Become More Sustainable?

On top of companies' desire to do their part in preserving the planet, there are several compelling business motivations for adopting sustainable practices. According to Forbes, in many places around the globe, companies can take advantage of tax credits and financial incentives when they become more sustainable. Improving efficiency and productivity also often coincides with becoming more sustainable.

The modern consumer prefers more environmentally conscious brands. According to an article published in the Business News Daily, a survey found that 66% of respondents and 75% of Millennial respondents consider sustainability when making purchasing decisions.

Given these facts, there is a real business case to be made for companies to adopt more sustainable practices. For those in the print industry, sustainability may be the only way forward.

Notable Sustainable Printing Practices

The following are a few of the most notable and recent innovations in sustainable printing:

UV Printing

UV printers, like the DuSense stand out from more traditional equipment because they employ an innovative drying method called UV curing. This method uses UV light to dry the ink in a matter of seconds – a fraction of the time it would take for printers that use heat for the same goal.

Not only do UV printers greatly reduce the turnaround times for printing, but they also use around 20% less ink than conventional printers. Despite their size, UV printers also use noticeably less energy than traditional print-drying methods.

The instant-on and off functionality common to UV printers also minimises the standby consumption between cycles, which lowers CO2 emissions as well.

The use of LED UV printers is a strong statement for both sustainability and efficiency goals.

Digital Printing

This method of printing does not rely on printing plates, unlike offset printing. Instead, digital-based images are printed directly onto a variety of media substrates. Digital printing presses can receive digital files, such as PDFs and desktop publishing files, directly and print them on substrates like canvas, fabric, cardstock, and paper.

The efficiency of digital printing contributes to sustainability. Digital printers produce less CO₂ emissions compared to more traditional printing presses. Many of these printers are also carbon-neutral, which means they cancel out the carbon produced as a by-product of printing.

Digital printing produces substantially less waste than conventional printers, mainly due to the process's non-reliance on printing plates. These plates degrade with use. After some time, printing plates need to be replaced with new ones, which adds to the waste produced colours.

Carbon Balanced Printing

Carbon emissions produced in the process of printing can be quantified and compared. Carbon balancing is achieved when the CO₂ produced during the entire paper and printer production and delivery have been offset. There are carbon balanced printers and carbon balanced papers in the market to make printing more sustainable.

With the help of the globally renowned organisation World Land Trust (WLT), companies can measure their carbon footprint and take steps to reduce and offset it. WLT performs carbon balancing by conserving ecologically important forests under imminent threat of clearance. They claim that using carbon balanced paper and printers is one of the most sustainable print solutions available today.

While this method may seem like using recycled paper, it takes that sentiment a step further. To produce recycled paper, mills still use fresh fibres from new trees. When these fibres are sourced from sustainably managed

forests, the overall carbon emissions are reduced.

Sustainable Printing Inks

Aside from making the process more efficient and using sustainably produced papers, companies can also take advantage of more eco-friendly inks for sustainable printing.

Roughly four billion kilograms of ink is used for printing around the world every year. That contains around 800 million kilograms of petroleum-based pigment. Eco-friendly inks forgo the very limited petroleum and are made from alternative raw materials like vegetables.

Soy ink is among the most popular of these eco-friendly options. Many renowned newspaper outfits such as the New York Times, Los Angeles Times, and USA Today use soy ink.

Another eco-friendly ink growing in popularity was developed by researchers from Colorado State University. Instead of using vegetables, they created ink from algae. This is revolutionary since the plant does not use fertilisers, herbicides, or genetically modified seeds. Above all, algae are in abundant supply. Right now, this ink can only produce a limited range of colours, but many organisations are already using it.

Other Sustainable Practices for the Print Industry

Here are a few more practices that do not necessarily focus on the process or materials used in printing but promote sustainability nonetheless:

- Equipment Practices

These practices focus on how to best make use of the printers – from sourcing to disposal.

Companies should carefully evaluate the need for new printers, especially if existing ones are still functional. When printers are no longer usable, companies should find the best way to recycle them. Proper disposal of printers ultimately leads to less landfill waste. Many manufacturers accept the old printers when companies upgrade them.

Old printers can also be resold. Even when the printer is no longer functional, its parts can still be used for repairs and replacements.

- Design practices

Designs can be reused with minimal to no changes. This reduces the waste produced in printing, especially if the process involves the use of additional materials like printing plates or inks. Bare packing had become a driving trend which eliminates the need for ink entirely.

- Logistical Practices

Whether it is employing a more efficient delivery system or developing better inventory management solutions, a more streamlined approach will result in fewer carbon emissions and less waste. Ordering printing supplies in bulk is one easily accessible way of improving sustainability.

In addition, entry level systems such as the PFI Blade B3+ gives businesses an affordable solution to make their packaging in house. This removes emissions caused from shipping, gives businesses control over what materials are used, allows them to only make what they need (on demand production).

- Workflow Automation

Workflow automation and connectivity has huge amount of sustainability benefits for example it assists printers at imposition to optimise the print to efficiently fit more print on a sheet as many sheet. Automation also reduced errors, meaning less waste, overall optimising processes to use minimal resource such as energy, manpower and materials.

What Does the Future Hold for Sustainable Printing?

According to Radixweb, much of the drop in print volumes experienced in several print substrates in the last couple of years will be permanent. This reflects a more widespread trend across the print industry. While this may sound like unfortunate news, there are other rising

opportunities for the sector. The boom of e-commerce alongside the increasing popularity of small- to medium-sized retail business will mean a rising demand for print in packaging.

Despite the uncertainty in some areas of the industry, sustainability will continue to be a focal point. As demand for print fluctuates, it will be increasingly important to shift attention to keeping processes as efficient as possible. Technologies that produce more results for less resources will become more and more common. Innovations in inks

and substrates will continue to flood the market as companies look for more viable and sustainable alternatives.

Conclusion

Sustainability is now the main focus for enterprises in different industries. This is also true for companies in the print sector. The need for more sustainable printing practices is apparent not just for preserving the environment, but in a business sense as well.

Sustainable printing practices improve efficiency and overall

productivity. The modern consumer also gravitates towards brands that promote sustainability.

Companies should employ efficient technologies and eco-friendly materials to become more sustainable. Improvements in equipment, design, and logistical practices also contribute to the reduction of carbon emissions.

A strong emphasis on sustainability now will position companies to better take advantage of further improvements in print techniques and technologies when they become available in the future.

Three things you need to know about digital embellishments

For decades, printers and marketers have used embellishments for high-end brands and products. Designers and embellishing printerries enhanced the look and feel of items by incorporating complex designs and techniques to make them ooze quality. Luxury. Exclusivity. But today, this type of high-end embellishment is no longer limited to high-end brands. Instead, digital technology makes embellishments possible for regular labels and packaging in various markets. Exclusivity at an affordable price – who would say no to that? Embellishment through digital printing offers a lot of opportunities. Heed the warning on the box, though. Learn from your peers and let me talk you through the most common three questions I got when the printing industry asked how to make digital embellishment a success.

Digital embellishment and the modern print customer

You don't have to look far to see the emergence of digital embellishments. The advantages and possibilities of this technology have developed at a rapid pace. Today, printing, converting, or finishing equipment suppliers are showcasing digital embellishment



solutions that promise to meet the high expectations of the modern print customer. My question is: do they really deliver?

Like digital printing, digital embellishment opened a new range of business opportunities that attracted early adopters. And as these early adopters share their experiences and trigger more printers into exploring what digital embellishments could add to their portfolio, I found these early experiences also raise more questions on how to explore this technology the right way. Rightfully so if I may say so.

As Xeikon adds digital embellishments to its portfolio of digital solution printing solutions, we also closely monitor the embellishments trend, market questions, and user experiences. Our ongoing collaborations with customers, brand owners, suppliers, and colleagues helped us not only understand the opportunities

this emerging digital embellishment technology holds, but – even more importantly – the challenges that come with.

Truth time? You won't unlock the opportunity if it doesn't solve the challenge you're facing. And in our experience, these are the top three questions we most often get when it comes to digital embellishment:

1. "Is what I see on my screen what will actually be printed?"

Many printers say that they have existing designs that work for conventional technologies but wonder if they will work for digital embellishments. Let's face it, a lot of the conventional tools out there limit the design possibilities and more often than not need additional design approaches.

The Xeikon Fusion Embellishment Unit (FEU) however provides the flexibility to adjust, create, or manipulate embellishment designs on the spot. This engine has editing software on board that lets the operator change a wide variety of effects, thickness, text, etc.

This software also enables you to adjust a flaw in the design or process that prevents you from having a good result during setup. It might even improve the result when you compare

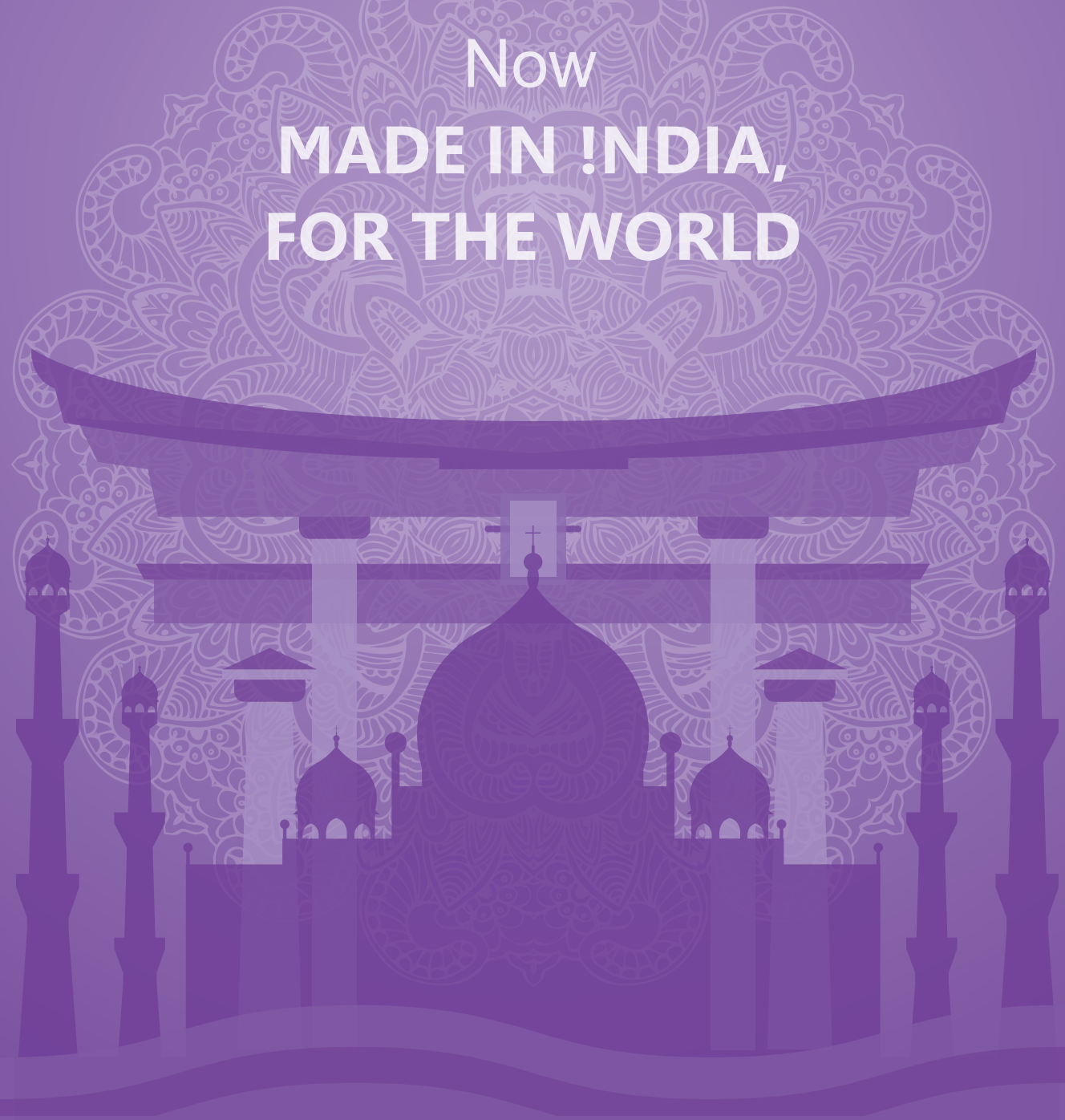
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it to conventional technology. And even better still – you might not even have to do anything at all, not even go back to pre-press. Just wait and see the magic happen.

Customer approval is another significant advantage of the FEU. You can now invite your customer to the machine at the beginning of the process. Whatever results the customer wants to see can be printed in a matter of seconds. This is a massive asset for getting orders in and, once the customer agrees, executing them quickly and getting them done. When time-to-market is of the essence and nobody has any time to waste, I daresay it will become a must-have option in your business offering.

2. “What about the quality and register of digital embellishment?”

Of course, quality and register are the holy grail for embellishments. You can have the best designers, best foil, best product – you name it – but if the quality or register is off, it means nothing except for an unhappy customer.

The success of digital embellishment lies in its ability to live up to, or even exceed, the quality and register of conventional methods. But, in all the event recaps, websites, and brochures you have read about digital embellishments technology, do any talk about actual quality and register? Do they know and provide you with what is needed to make it a success?

My guess is **no**.

We are proud to say that at Xeikon, we do. We decided that bringing a digital

embellishment engine on the market was only an option if we could provide an effective solution.

Our Xeikon FEU is equipped with a Corona unit and flexo priming station to solve any issues with the print result caused by substrate or ink/toner. Coated or uncoated, film or paper, ink or toner – there are no restrictions. Plain and simple.

The FEU also has three buffer stations. These stations mean that you don't have to run meters of material through the machine during the setup process before you can inspect the quality. Instead, you can print one image, stop, rewind through the buffer system, and inspect the result. By giving you a dedicated area to check the result, a process to minimize waste, a single print set up, and of course, the software to tweak the parameters and design to get a good result, the Xeikon FEU provides the tools needed to quickly and easily reach a level of quality that satisfies the customer.

And what about the real elephant in the room? Register...

Conventional printing methods will continue to be used in the future -- think of bigger runs that require flexo speeds but then need embellishment and maybe even variable embellishment. But conventional printing techniques can have distorted print images due to printing plates that produce a stretched or skewed print.

Register issues can happen in both conventional and digital printing methods. However, in the Xeikon FEU, we snuck in a feature that allows you to embellish printed reels from whatever printing technique you might have without worrying about register issues.

Other digital embellishment equipment suppliers provide a print-on-demand solution triggered by a mark. That is as far as the “register” goes.

We take a different approach, offering a fully dedicated camera system that inspects the printed web, notices any type of distortion, and adjusts to assure a high-level register for each and every repetition and single image within that

repetition. Regardless of the direction or type of distortion, the print image is always adjusted to the web image.

For example, when printing labels, you have the confidence of knowing that every single label is individually inspected, compared, and adjusted, so you will have a perfect register during the complete run. Always.

3. How do I get started in Digital Embellishments?

The use of digital embellishment will continue to grow, opening many new opportunities. So, even though it might be early, it's worth considering, researching, and potentially investing in digital embellishments capabilities.

Having said that, we also recognize this investment is a big step. That's why, in addition to hardware and software, we also offer you the service and support you need to get started.

The process can begin with a discussion with the Xeikon Solution Services team. Our dedicated team of experts can explain what embellishment technology is and its benefits to you and your customer. These conversations help you learn if this technology is a good fit for your organization and how you can use it to expand your business.

If it is a match, the discussions with our team can go deeper, exploring your business and performing benchmarks, TCOP, and ROI calculations. We'll even throw in business analysis and a hands-on evaluation of your existing designs, substrates, etc., to actively help you get the best results from the engine. You're not going at this alone.

Adapting to your needs and struggles

In the end, no matter how great this new embellishment technology is or how fascinating it is to see it grow, the success of the technology lies in how well it is adapted to the needs and actual struggles that are out there.

No doubt there will be many questions and “what if's?” out there, but with the right supplier, you can turn your question marks into exclamation marks!

Courtesy: Wesley Belmans, Xeikon Solution Services

Remote Director: groundbreaking digital proofing solution

ICScolor's groundbreaking digital proofing solution, Remote Director, addresses the need for brands to access perfectly rendered Pantone colors using Pantone spectral values from the Remote Director color library.

Traditionally, most other digital proofing software uses the LAB value of a spot color to display the color. However, this can be problematic as LAB only gives you 3 data points of the color space. For example, Adobe products will interpolate and render the LAB differently than other software products, confusing users about the correct visual appearance.

Using spectral values to define a spot color goes a step beyond the LAB color space to enhance accuracy with 36 or more data points. Remote Director's proven color technology includes their

spectral blending engine, which uses industry-standard formats to render spot colors precisely as stand-alone, or blended with process or other spot colors.

The new version updates Remote Director's Pantone Library and includes all PMS colors from Pantone's spectral definitions without interpolation. This update allows the system to correctly render their spot colors to the display for accurate digital color proofs, a feature unique to Remote Director. Remote Director also warns the user of any color interpolating from LAB and not utilizing spectral definitions.

Another feature of Remote Director is the ability for brands to add their own spot colors to the Remote Director proof server's library. Any spot color not in the library is measured and added as

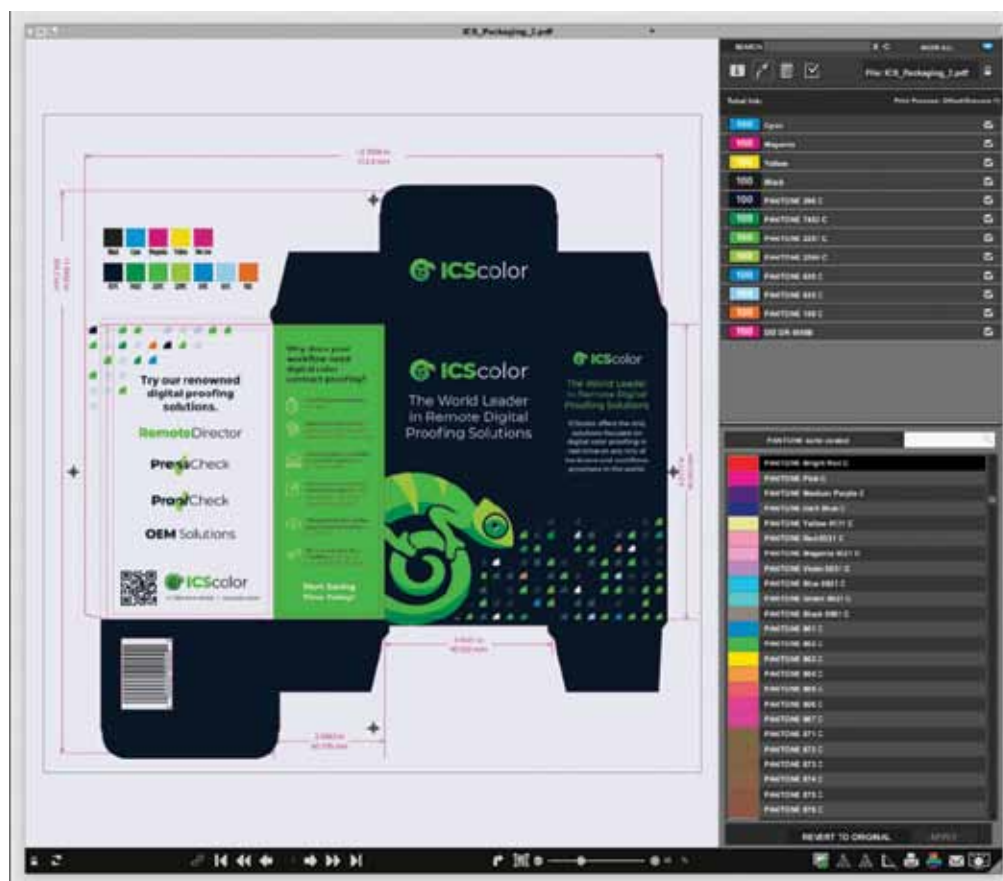
a custom color. Consistent colors are critical in brand identity and recognition. A classic example is Coca-Cola red. If the brand's color was just slightly off—too pink, too blue, too magenta—it would baffle consumers and send the iconic brand into a quality assurance dilemma. In other words, any brand's unique colors can be imported and customized in spectral libraries, and then Remote Director will precisely render them. Any PDF proof added to Remote Director with proper Pantone and named channels uses spectral colors within Remote Director's spectral blending engine to display the accurate color on the proof.

Remote Director uses Color Exchange Format (CxF) handling to import and export color. CxF is an international standard allowing seamless, worldwide digital communication of

all commercially significant aspects of color. CxF is defined in a completely open way so that all aspects of a color can be communicated, even when the application and the required color communication features are unknown. The update from Pantone assures the same precise view when using the new colors in your design.

The bottom line is that Remote Director is the only accurate way for a brand to see digital color proofs with accurately rendered Pantone and custom brand colors – either stand-alone or blended. Using spectral definitions and Remote Director's proven spectral blending engine will produce far more accurate proofs than any software could do with only interpolated LAB values and take the guesswork out of your color proofing.

Courtesy: Dan Caldwell In Articles, Industry Trends





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