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## Full automatic film lamination machine (YFMD)



				CONTRACTOR OF THE PARTY OF THE	THE RESERVE OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAME
Model	YFMD-720	YFMD-920	YFMD-1100	YFMD-1200	YFMD-1450
Max, Paper Size (W*L)	680*780mm	889*940mm	1080*940mm	1080*1200mm	1092°1450mm
Min. Paper Size (W*L)	210*297mm	300*390mm	300*300mm	300*300mm	400°500mm
Machine speed	0-50m/min	0-50m/min	0-50m/min	0-50m/min	0-50m/min
Paper gam	120-500gsm	120-500gsm	120-500gpm	120-500gsm	120-500gsm
Machine temperature	80-130°C	80-130°C	80-130°C	80-130°C	80-130°C
Laminating rollar diameter	Ф258mm	Ф320mm	0400mm	Ф400mm	Ф400mm
Machine power	18kw	20kw	23kw	26kw	26kw
Weight	2000kgs	2500kgs	4000kgs	4800kgs	5500kgs
Overall Dimension (mm)	5850*1500*1850	5850*1500*1850	7100*2000*1900	7300*2000*1900	8000*2000*190











## Configuration:

- 1.PLC system
- 2. Automatic paper feeder with pre-stack paper function adopts oil-free vacuum pump
- 3.Man-machine interface system ( HMI ) : color touch screen
- 4.Enlarged size of chromed plated heating roller with circulation oil heating system.
- 5. Both film cutter and paper cutter for customer's choice
- 6. Pneumatic pressuring system provides automatically stable pressure
- 7. Air expansion shaft, convenient to load and unload 8. The combination of air expansion shaft and braking device can adjust
- film release tension and speed. 9. Side pull lay device
- 10. Four pcs breaker cutter for opening a mouth and pneumatic jumping breaking structure to ensure finished goods without burn
- 11. User only need to input processing paper size on the touch somen, then can achieve film laminating and paper sitting. 12. Up and down double and-curvature device: for laminating thin paper.
- 13. Auto picker collector, with thin paper corrugated collector structure,
- up blowing structure, non-stop collecting structure, etc. suitable for collecting various thickness paper.
- 14. Outage protection device, when power interruption, it will auto release pressure and protect rubber roller.

  15. With optional film lifter which can put the roll film to machine instead
- of move the film by hand.
- 16. Two sets of pre-punching device

## Semi-auto Film Lamination Machine (YFMB)

## Configuration:

- Adopts frequency conversion which machine with stable running.
   Enlarged size of chromed heating roller with oil heating system.
- 3. Adopts high precision mirror heating roller, with oil heating system.
- 4. Air expansion shaft to release the film, convenient to load and release. 5. Color touch screen (HMI)
- 6. Front guide device which can feed paper with no spacing.
- Improved hydraulic device
   Improved electrical system.
- 9. Improved working switches and safety



CE











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BET ..

Model	YFMB-520	YFMB-720	YFMB-920	YFMB-1100
Max. Laminating Width	500mm	680mm	880mm	1040mm
Paper gsm	105-450gsm	105-450gsm	105-450gsm	105-450gsm
Laminating Speed	0-30m/min	0-30m/min	0-30m/min	0-30m/min
Laminating Temperature	≤130℃	\$130°C	≤130°C	≤130℃
Gross Power	10kw	13kw	15kw	16kw
Total Weight	800kgs	900kgs	1000kgs	1100kgs
Dimensions (L*W*H)	2200*1300*1300 mm	2200*1500*1300 mm	2200*1700*1300 mm	2200*1900*1300 mm

## **LARGE FORMAT PRINTING TRENDS FOR 2018**



verall, 2017 was a terrific year for the large format printing industry, with companies, collaborations, and innovations. The large format printing industry is such an evolving industry, so it's not necessarily easy to forecast what's in store for large format printing. In this article, we'll look at Large Format Printing Trends For 2018.

## 1. Textiles

Retailers, exhibitors, and designers like the much softer, more organic and natural look and feel of the fabric. Furthermore, the capability to fold, ship and also install at a reduced cost helps make soft signage and textile printing a trendy new market. HP has

an assortment of new innovative fabric media offerings such as HP Light Fabric and HP Durable Backlit Fabric.

## 2. Interior Decor

Architects and interior creative designers are following the personalization trend and are searching for brand new components and

functions to enable them to personalize interior environments. Digitally printed wallpaper, upholstery, window blinds, and canvas are simply just a small number of the completely new applications in this evergrowing market.

## 3. Packaging

The demand for smaller sized print runs for customized product packaging and labeling has fueled an enormous growth opportunity in product packaging. Digital printing has reduced the barrier for a lot of businesses to get into this segment that is mainly resistant from electronic alternatives . HP offers a number of products and solutions for this new packaging market.

One-pass Production Printing: As a result of the growing need for quicker turnarounds, improved production and decreased overhead expenses, single-pass printing devices are revolutionizing efficiency for both technical and graphics, along with sign and display applications. HP PageWide Technology is leading the pack in this revolutionary market.

## 600D CUSTOMER SERVICE

## What is good customer service?

Good customer service relates to the service you and your employees provide before, during and after a purchase. For example, it's how you interact with your customers. Improving your customer service skills can lead to greater customer satisfaction and a more enjoyable experience for them.

No matter the size of your business good customer service, needs be at the heart of your business model if you wish to be successful. It is important to provide good customer service; to all types of customers, including potential, new and existing customers.

Although it can take extra resources, time and money, good customer service leads to customer satisfaction which can generate positive word-of-mouth for your business, keep your customers happy and encourage them to purchase from your business again. Good customer service can help your business grow and prosper.

## Why is customer service important? It can help you:

- increase customer loyalty
- increase the amount of money each customer spends with your business
- increase how often a customer buys from



VOL

- generate positive word-of-mouth and reputation
- decrease barriers to buying (for example, if your business has an excellent reputation of customer service for refunds, you're more likely to entice a hesitant buyer to purchase from you).

## What good customer service skills look like?

Examples of excellent customer service skills include:

- treating your customers respectfully
- following up on feedback
- handling complaints and returns gracefully
- understanding your customers' needs and wants
- exceeding customer expectations
- going out of your way to help them.

## Tips on good face-to-face customer service

It's a good idea to provide customer service training to new and existing staff training. Here are some simple things your staff can do to encourage customer satisfaction. If you have a physical, bricks and mortar business, here are some tips for developing good customer relationships:

• Greet your customers as they walk

through the door. You can ask them how they are, or how you can help them.

- If your customers have to wait to be served (e.g. waiting for a table at a café, waiting to be seen in a doctors' office) it can be helpful to have someone, like a receptionist, greeting your customers and letting them know how long the wait is expected to be.
- Checking in on your customers while they're in your shop can also be helpful.
   Examples include asking them if they enjoyed their meal, or if they'd like you to help them find a different product. This can also give them a chance to ask any questions they might have.
- Knowing your product inside out is invaluable, particularly in a face-to-face business setting. Being able to immediately answer any tricky questions from your customers can help build trust and credibility.

## What to do...

- Find out how to provide good customer service
- Check out the Novel idea for a bookshop for a case study on addressing customer feedback.
- Get some tips on keeping loyal customers.







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## THE PRINT INTERNATIONAL PROGRAM GERMANY.

## ithout Training No PREPRESS AND MULTIMEDIA Progress...

In the fields of printing and media, the world faces a technological acceleration in development. Qualification with state-ofthe-art machines and equipment as well as modern management methods are urgently needed. A main focus in H.S is the twin concept of education export and technological transfer. H.S graduates work as multiplicators by transferring knowledge and skills for the benefit of their companies or schools as well as for their further career.

## **Pragmatic Studies With State-Of-The-Art-Technology**

Oriented towards the technological development in print and media, the school offers the program Print International conducted in English to meet the demand of training for foreign students or companies. With the program Print International, HS offers the course PRINT TOTAL - OFFSET OPERATING. The course combines Offset Printing, Plate-making and Quality Management with Prepress and Multimedia, Printing and Finishing • Digital workflow, • Computer-to-technology Technology as well as Basics in Printing •Digital printing, •Print-on-Demand Management.

Besides, individual company seminars or specific courses in Offset Printing, Publishing Operating or Printing Management can be organized upon • adhesive binding request.

## Below are the dates for the • Management Organization, • Cost upcoming program and the accounting • Estimating of jobs courses.

## **DATES:**

Print Media Operating - 2019: 19. 02. 2019 - 24.07.2019

**OFFSET PRINTING** - 2019: 06, 05, 2019 24. 07. 2019

**OFFSET MANAGEMENT Course PRINT INTENSIVE** PRINTING MANAGEMENT: - 2019 27. 06,2019 - 24,07,2019

Program Offset Operating **Course** 

- Hard- and software Basics Graphic Design Layout program InDesign Graphic program • Illustrator • Image Processing Adobe Photoshop • Web, Digital Photography
- Scanner technique
   Data recording, transfer, conversion, PDFOutput and further data processing • Prepress Technology

## **OFFSET PRINTING**

 Preparation of printing material
 Colour mixing • Press make-ready including good sheet • Supervising press and trouble shooting • Press adjustments in production Production of difficult jobs
 Digital printing /Computer-to-print • Imposition, film assembly, plate-making Maintenance of technical equipment • Densitometrie and colorimetrics • Standardization and quality control • Color Management • Brochure manufacturing • Folding Printing and Finishing Technology

## **PRINTING TECHNOLOGY:**

- Coating, gluing, drying (inline finishing), perfecting, networked oproduction,
- Connection prepress / press Data control

## Finishing technology:

• Imposing, folding machines and variations, creasing, grooving, • perforating, cutting, embossing, gathering, gang stitching,

## **Printing Management**

## **Training Facilities Print, Media And Finishing**

Due to the pragmatic approach, workshops have a total floor space of 1,400 square meters. The machine park includes Prepress, Media, Offset and Digital Printing, Plate-making as well as Finishing and ranks with the best-equipped in Europe.

## **Small Training Groups**

Instruction is given by specialist teachers within intensive schedule. Small training groups with **5 to 10 participants** facilitate close contact between students and teachers. Excursions and plant visits give insight into German print and media industry and machine manufacturers.

Printer Buyers Guide 39

## School and living surrounding

HS organizes introductory seminar, German course and extra-curricular activities. Assistance in acclimatization to life in Germany as well as counseling is granted. School assists in finding a decent accommodation in Biberach.

Print International in English aims to provide its participants the exposure to current best-practices in terms of skills, knowledge and effective use of technology as well as quality assurance and overall plant management.

## **ENTRANCE REQUIREMENTS**

Ability to speak and write English fluently. Basic knowledge in printing or prepress /multimedia is an advantage. Courses are designed for students with some working experience, skilled workers up to engineers and managers.

**Enrolment And Fees** Fees Upon Request.

## DATES AND PROGRAM UPON **REQUEST**

Individual company seminars or specific courses in

Offset Printing, Publishing Operating or Printing Management

Due to German law, foreign students are obliged to payment before being issued the student's visa for Germany by the German Embassy. Payment becomes due upon confirmation of enrolment, School and CMC LTD Nigeria will assist with visa formalities.

For further information please contact: confidencemediaconceptlimited@gm ail.com or

printersbuyersquide@gmail.com or Office line: 08029323908, Mobile: 08103893662,

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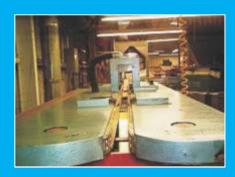














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Print Fact 18: December 21, 1913, was the first time a crossword puzzle

## Viscom 2019: More Live **Experiences for Digital Printers and Signmakers**

the window of the viscom fan shop, which will be decorated and labelled anew each day. More than just to be admired, some will also be on sale, with the proceeds going to charity.

## Themed guided tours of viscom planned

Trade visitors who want to help instead of just watch are welcome anytime at the "viscom live signmaking workshop". They're also invited to dive deeper into the real-world issue they care about in other "viscom workshops" and at the practice-focussed "Forum 13". For the first time, a clearly structured guide map available at the entrance and useful over the entire course of the trade show will tell visitors exactly which experiences are offered where and when at viscom. In addition, three themed tours will take visitors on guided tours not just of viscom but also of PromoTex Expo - International Trade Show for Promotion, Sports and Workwear and PSI – Leading European Trade Show of the Promotional Products Industry. In 2019, both shows will take place concurrently with viscom in Düsseldorf for the first time.

## About viscom

viscom in Düsseldorf is the hands-on trade show for signmaking and large format printing. Right at the beginning of the year, it kicks off the new business year for signmakers, print services providers, illuminated advertising specialists, media producers, exhibition stand builders and shopfitters, and car wrappers. Heavily focussed on real-world skills and experiences, the trade show lets them try out the industry's latest equipment, materials, processes and applications. The next viscom will take place in Düsseldorf from 8 to 10 January 2019, concurrently with the trade shows PSI - Leading European Trade Show of the Promotional Products Industry and PromoTex Expo -International Trade Show for Promotion, Sports and Workwear. Together, the three trade shows on advertising and selling, with more than 1,000 exhibitors and approximately 25,000 trade visitors from around the world expected to attend.

Prints Facts 16: Chef Homaro Cantu, of Moto in Chicago, started printing out delightful sushi entrees using a Canon i560 inkjet printer with edible ink in 2005. He also used a printer to print images onto edible paper and then flavored them to taste like the images. He also printed menus onto edible paper which would then be broken up into soup. His idea behind the edible paper was that it could be used to provide nutrients to people who were starving.



was published. It was created by a journalist named Arthur Wynne from Liverpool and it appeared in a Sunday newspaper, the New York World.

Print Fact 19: The fastest time to print 500 sheets by a colour desktop printer is 7 min 19 sec and was jointly achieved by the



Prints Fact 17: The oldest surviving book housed at the British Library is a Chinese copy of the Diamond Sutra by Wang Jie in 868 A.D (about 1,100 years ago). He commissioned a block printer to create a 17-and-a-half-foot-long scroll of the sacred Buddhist text, including an inscription on the lower right hand side reading, "Reverently made for universal free distribution by Wang Jie on behalf of

Hewlett-Packard Officejet Pro X551dw and Officejet Pro X576dw All-in-One printers as tested in Vancouver, Washington, USA, on 6 April 2012.



Print Fact 20: Ink making became a commercial process in the 18th century when the first ink factory was established in events make up Europe's largest alliance of Colonial American in 1742. Before that, printers made their own inks with lampblack and boiled linseed oil.

More cool print facts to come in the next edition...



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# Distribution Outlets

## ARTA STATE:

Jothol Computer Printing Press @94 Azikwe, Rd. Abia State.Mr T.J Olowohunwa 08056614802.

## The Saint House

Concept.MrOmenkwuEmeka08037403890.

Petral Digit Press @ Plot 1275 Nkwere Street, Area 11 Garki. Kate Ajuzie07040505557

Foamous Taste Print @ suite D62, Area 7 shopping complex Garki, MrNiyiAdesoye08033147452.

## ABUJA STATE: Larry Press Ltd

Block A2 Suite 9, Commerce Plaza 1, Beside Old Federal Secretariat, Garki Abuja 08029017855

AKWA IBOM STATE:Pampas Digital Ltd@1, Ibiam Street, off IkotEkpene Rd, UyoMr Z.S. Duro**08075528798**.

KWARA STATE: Kolak Graphics No 22, Shofoluwe Street, Murtala Muhammed Way, Ilorin Kwara State. 08036057551, 08093521028

## ANAMBRA STATE:

ITP Press Nig. Ltd @ 8, Obi lane Amercia Orts, Onitsha Mr. OkeyAnene08031710499

DOREEN TECHNOLOGIES NIG.LTD. @12 OhFIA Street Umuahia, Abia State, Nigeria.08036514178.

BAYELSA STATE: Promomaster @ 306 Chief MelfordOkilo Rd. Yenizue-Epie, Yenagos. MrOnuwa Johnson **08034077272**.

BENUE STATE:Super Grafix, beside St. Joseph's Nyimaly, MakurdiMr Godwin Yor 08036588219.

## CROSS RIVER GOVT. PRINTING PRESS,

Calabar @ 17/19 Barrack Rd. CalabarMr Com. John Ushie**08054977422.** 

Bonzailm Prints Digital, @ 40, Mayne Ave. MrUbong Joshua 08064028034

MarkVenture 18 Oyo Efan Road Calabar 08027306490

## **DELTA STATE:**

EnduChuks Nig. Co @ 91, Effurun Warri Rd. Near Our Lady's High Sch. Mr. Chukwuyere08033190925

Brightway Printers Ltd. 11 Dawson Road Benin City **08055818995,08025910853** 

Imo State: Shack Design Prints, @ 5 kagha Street, OwerriMr Shack Ogbonna08036776275.

JIGAWA STATE: Government Press, Jigawa State @ Dutse. MrDaudaAdamu08033683056.

## **KADUNA STATE: Just Prints,**

LL7, Lokoja Road, Kaduna Mr. Eric Akande 08060744522

Alfa Press @ Muri Rd, off Lagos Street, Kaduna Mr

KANO STATE: Amity Industrial Printing, @51Yoruba Road Sabo GarkiMrOlaide Oni 08036893861.

ABIA STATE: Doreen Technologies Nig. Ltd. 2, Ohafia Street, Umuahia, Abia State. 080365514170.

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Shop Rite e.t.c

Mediaserve Ltd, @ 2, Tiga Rd. Bompai, Kano. Mr. K. Isaac, Ballie 08036423444.

RIVERS STATE: Printing Development Co, @ 2 Udi Street, P/Harcourt MrAgbro08033062106, Miss Amarachi07036476612

Digital Masters, @ 6, Udi Street, Mile 1, Diobu, P/Harcourt. Mr. Atiegoba 08033093886.

## **Diamond Dave Printing Press**

18, Abakaliki Street, Mile 1, P/H River State. Mr. Chimele Titia 08060702246.

## **Helpmate Consult Ltd:**

59 Ikwere Road, Mile I Drobu Portharcourt 08033100500

PLATEAU STATE: Feb Anieh (Nig.) Ltd. @ Shukura House, Katako junction, Jos. Esther Samuel

IMO STATE: Master Touch Digital Tech. Ltd. 17b, Chukwere Street, By Christ Church Road, Owerri, Imo State. **07035258408** 

## Osun State:

Aromolaran Publishers limited Along Ijebu-Ijesha Road Ilesha Osun State.

Bafem Printing Technology, 42, Obanla Street, Behind WEMA Bank, Akure, Ondo State 08028993748.

Goody prints: 17, Ondo Bye-Pass, Akure, Ondo State Tel: 08033589914

**Oyo State: Nuel Design Production** @ 15 Mokola Mkt. Street off Bolarnwa Street, Ago-Iiorin Area, Mokola Ibadan, Mr. OlatunjiOlumuyiwa 08023469830.

Odwa Printing Company Ltd. Eleyele Road Ibadan Oyo State.

**DELTA STATE: Mifibel Global Venture,** 150, Warri Sapele Road, Warri Delta State. 08037033185

Speed Digital Print: Speed White house, Beside Alafia Primary School, Mokola-Ibadan, Oyo State. **08055748053**, **08030750122** 

## Zamfara State:

Marcy Printing Press, Gusau, Zamfara State 08068160977

## Kebbi State:

TT-Intercomputers, Beside Police Barracks, Haliru Abdu Road, Opposite Pobicons. CST, BirninKebbi, Kebbi State.Mr A. OdunlamiTunde: 08035617603

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## OYO STATE: Topstar International

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**Bachar Advertising Company: 36,** IshauOlorufunmi Street I.L.O Sango – Ota, Ogun State Tel: 08023961876

Korm Publication: 42B, Ijoko Rd, Beside Redeem Christian Church, Sango, Ogun State.

Everlast Digital Print: 13, Lagos Abeokuta Express, Ogun State, 08085845270, 0704187788.

ONDO STATE: SILVERSMITH MEDIA PALACE 111, Aruwajoye Street, Igbakoda Ilaje L.G.A. Ondo State 01-8960208, 08057261058, 08037597907

**Federal Palace Hotel Airport Hotel** Silver Bird Galleria Hotel

**Grafic Link (MC Prints)** 9, Arogunmola Way, off Prince Fadina Street, Behind UBA Ota, Ogun State. Tel: 08085835636, 7052424456

SOKOTO STATE: Femografix Prints @ 146, SulganAtiku ,Atiku Road Sokoto State Kwara State:

Decency Printers Ltd: Nigidady off Ita-Amadu Ilorin Kwara State.

Kolak Graphics No22, Shofoluwe Street, MurtalaMuhammed Way Ilorin Kwara State MrAkintola- **08036057551, 08093521028.** 

LAGOS STATE:Rainbow Cards @ 13, Ogunsola Close, off IperuAkesan Street, Alaguntab B/Stop Alimosho ContactBukky**08055555981**. Petady Print @ 13, Babatunde Street, off Ogunlana Drive, Surulere, MrChinwindu 08034846789,

Heidelberg Nig. Ltd. @ 38/40 Association Avenue, Ilupeju.MrsFunmi08034513504.

Basal Press @ Thomas Salako Street Ogba.MrBabajideSalako08027571890.

Premium Graphics Ltd @ 29, AineObembe Street off Oluwaga B/stop Ipaja. Mr. OlusolaOgunfowore 08039150182.

Colour Fiesta 59, Palm Avenue, Mushin. Contact Hannah onuoha**09039775020**.

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Pomatpeters Nigeria Limited, 1 Pomat Drive Ahmed Mohammed Way, Abule – Egba Lagos.

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**ABUJA STATE: Hapicom Prints & Production** 17A, Borno Street, Area 10 Abuia. 09099425899, 07083647860

**ANAMBRA STATE: Thinkers Publishers** Near Madonna Catholic Chrch Agulu, Along Awka Ekwuluobia Road, Agola Anambra State, 08038393389, 08189979009

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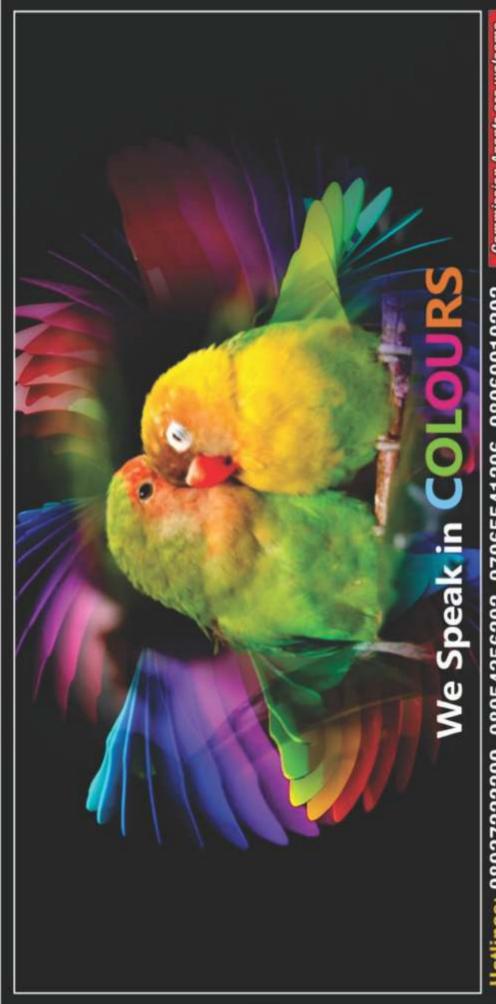


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**PRINT EXPO - 25 - 28 APRIL 2019 UK** 

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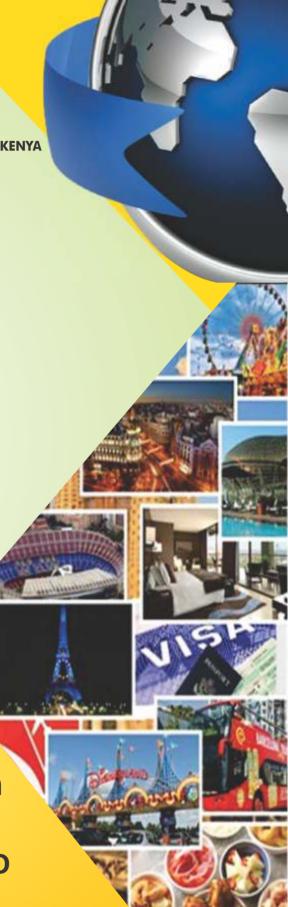
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## Ongoing Growth in Large Format Digital Textile Print

sector has experienced large growth lately, this expansion has been quite apparent within the wide and large format sectors.

When we speak about digital textile print, many people's minds are immediately

hile the wider digital textile print Sensient can now offer customers more Significant investment solutions to print any textile fibre.

> "We have created a wide range of inks for digital industrial printing with world-beating performance," Daplyn said, "Sensient's ink products are designed to integrate seamlessly with the leading digital textile



However, despite having acknowledged growth opportunities in wide- and largeformat digital textile printing, Daplyn issued a warning over the costs associated with this market. He said that a "significant" investment is required in order to be a success in this area, but the rewards on offer could make it worthwhile.

"Large-format textiles has traditionally been the domain of those already familiar with the market and supply chain," Daplyn explained. "The investment required to start-up printing with reactive and acid dyes can be significant.

"However, sublimation and pigment inks allow for new printers to enter the market with a low initial capital expenditure. It is still extremely important to understand the markets, applications and requirements to be able to offer value and compete against traditional textile print houses."

Leading on from this, Daplyn was keen to highlight his predictions for the market over the coming 12 months, with a heavy focus on his predictions for pigment printing.

"I would expect a further surge in pigment printing with new innovation and standards from the inks allowing this technology to compete more clearly with the dye based alternatives," Daplyn said. "There is a clear market drive towards more environmentally responsible printing and so inks that offer reduced water and energy consumption will emerge.

"From a printer point of view, certainly ITMA in November 2015 saw the drive towards single pass digital printing gathering pace with several original equipment manufacturers announcing new platforms in this area. Such increases in speed of digital production combined with new sustainable ink technologies will push the textile printing market into a full digital

Looking ahead to the 2016 FESPA Digital Textile Conference, Daplyn went on to say that the event will provide a good platform for industry members to find out the latest on proceedings in the digital textile print market, be it for wide- and large-format work, or other areas of the sector.

"The Digital Textile Conference is a good platform to understand what is coming next and what we should expect to see in the mid to long term to sustain the growth within this sector," Daplyn said.

He concludes: "It is always great to share product news and connect with colleagues within the industry and importantly with those actively printing with digital solutions to see where the next development should come from."



drawn to applications such as t-shirt sand interior decorations. However, digital textile print is more than just garment-related jobs, with the wide- and large-format market proving to be one of the wider sector's key growth areas.

Cast your eyes towards this market and you will be greeted with many images of applications such as flags and banners, which are present in a host of industries around the world and, therefore, offer plenty of opportunities for work.

The potential for more expansion in this sector will be one of many subjects up for discussion at the 2016 FESPA Digital Textile Conference, which takes place on March 8 at the RAI Exhibition and Convention Centre in Amsterdam.

A selection of experts from across the global digital textile print sector will be in attendance to consider whether certain areas of this market offer growth opportunities, as well as how some of the latest technology can help companies exploit the work on offer in such markets.

## Reliability and quality in production

The 2016 FESPA Digital Textile Conference has attracted plenty of support from the wider industry, with many brands and experts having pledged their backing to the event. One such company is Sensient Imaging Technologies, which, in June of last year, acquired digital print specialist Xennia.

Speaking about this agreement, Dr Simon Daplyn, product manager for textiles at Sensient, said with the Xennia product portfolio now combined with its own range, printing systems, giving unsurpassed reliability and quality in industrial textile production."

In terms on what sort of an impact the acquisition has had on Sensient's position in the digital textile print market, Daplyn said that the company can now better address a growing demand in this sector.

"Direct textile printing is certainly in a growth phase. As more and more equipment is available to digitally produce print, both the quality and performance of the ink is becoming the clearest way to differentiate quality in the high end and fast fashion markets.

"Industrial digital printers designed for high-speed production of more than 1,000sq m/hr really require a focus on a high quality, reliable ink solution. These production machines are seeing a transfer from traditional analogue printing processes to take advantage of the digital benefits even at large production volumes."

Focusing in more on wide- and large-format printing within digital textile print, Daplyn said that this area of the market is "very busy" and is helping accelerate overall growth.

"Certainly the fashion industry is pushing for highly complex and vibrant prints to be delivered against very short lead times and the only way to achieve this is by digital printing," Daplyn said. "Markets for cotton, polyester and polyamide are increasing with fashion, sportswear and flag and banner all growth markets. The introduction of pigment inks will see a further acceleration in the adoption of digital for volume markets such as home furnishings."



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## TRENDS IN 2018 FOR THE PRINT MARKET

ith 2017 behind us, it is time to think about 2018 and what might be in store for print and printers over the next 12 months. My focus is on four topics essential to print in 2018:

- The Overall Macroeconomic and Business Environment
- 2018 Print Market Trends
- Kev Micro-Market Trends in Print
- Crucial Business Opportunities and Challenges for Printers in 2018

## The Overall Macroeconomic and Business Environment

First off, the most crucial determinant of 2018 trends will be the direction of the overall economy. Going forward, will the U.S. economy accelerate and pick up speed? Or, will it break down and fall into a recession after over eight years of slow growth? Or, will it continue the steady but lackadaisical pace of the past eight years? A case can be built for any of these three scenarios.

PIA's view is that the economy will most likely grow at a modest but increasing pace over next year. We believe the recent economic acceleration will continue with growth in the 2.5-to 3 percent range. This is a significant improvement over the past few years and is based on some form of corparate tax reform being enacted.

## 2018 Print Markets

Print will, of course, generally track with the economy in 2018. Over the last few years, most printers that survived the Great Recession have seen their sales recover, although it has taken a few years. The typical printer that managed to survive the recession still took a severe hit in sales over the years 2008–2010—a sales decline of almost \$300,000. On the plus side, survivors' sales swelled by over \$500,000 in the recovery phase of the cycle.On an annual percentage change basis, total sales of the average surviving printer (since many printers did not survive the recession) dropped by almost 10 percent in 2009 before stabilizing in 2010. Since the end of the recession, the average printer has experienced single-digit positive sales increases each year.

For 2018, we expect overall print sales to increase slightly, which would align with print's tendency to perform best in a mature recovery phase of the business cycle. If the economy continues to grow in the 2- to 3-percent range, print should do well, growing by 1 to 2 percent in total shipments. Of course, if the economy picks up speed, print will accelerate. Conversely, if the economy declines, print will decline deeper and faster.

What about printers' bottom lines? Over the last decade, the average printer's before-tax income as a percent of sales has been around 3 percent. If the economy performs as forecast, we expect the profit rate may rise slightly to around 3.2 percent. If the economy stumbles, the average profit rate would drop to 2 percent or less.

## **Key Micro-Market Trends in Print**

Within this overall sales and profit pattern there will be some key micro-trends. These include:

Profit Leaders Outshine Profit Challengers—While the economy and overall print trends are important, historically some

printers always outperform others. PIA's Dynamic Ratios program indicates that printers that achieve profit-leading rankings do so consistently. That is, achieving high profits is not a random occurrence but is achieved from strategic and operational excellence. Similarly, printers in the profit-challenger category typically remain in that category. This is not to say that printers that change their ways—improve themselves strategically and operationally—cannot move from profit challengers to profit leaders. They can, but the pattern will remain the same—about a quarter of printers will be high-profit printers and the remainder will basically break even.

Print Processes Winners—The current trends regarding print processes will continue in 2018 regardless of what happens to the economy and overall print markets. Print processes that will grow relatively fastest over the next 12 months include:

- Inkjet—both wide format and production
- Wide-format digital and inkjet
- Digital toner based

Fast Growing Print Market Segments—The current trends for specific print market segments will also continue over the next one to two years. These print market segments will likely grow at relatively higher rates than other sectors: - Packaging and specialty packaging - Labels and wrappers - Signage - Direct mail - Point of purchase

## Crucial Opportunities and Challenges for Printers in 2018

As described above, the 2018 environment will be challenging yet full of potential opportunities. Here is my checklist for printers as they contemplate their businesses for next year:

## Plan for the worst but be ready to capitalize on opportunities

There is no doubt that the risk of an economic downturn is rising. At the same time, there is also increased opportunity for the economy to break out of the tepid recovery and accelerate. What to do? Educate and energize your management team and entire workforce to the possible economic and print market scenarios for the coming year. Remind them that the end of the year is the time to think about what went right, what went wrong, and what needs to change for next year in their areas of responsibility.

Additionally, remember that increased risk is not a reason to delay or eliminate investments. While the risks are high, the rewards are also high.

## Make time for strategic thinking and defining your business

Strategic thinking is always imperative for success but it is even more important in a changing environment. When it comes to strategy in the printing industry, printers should address the dual issues of product/service focus and value-added ancillary services. Financial performance typically correlates with specialization by a printed product or vertical market. Also, diversification into various ancillary services usually correlates with higher profits. Printers need to re-think where they are in this process and consciously define their own business models.

## Take a fresh look at pricing, estimating, and utilizations



of lower costs, higher prices, and/or increased sales. Too often, printers focus on costs and sales and ignore pricing and utilization rates. Profit leaders have higher profits for two core reasons—lower costs or higher prices. Develop a more nuanced and complete view of the relationships between costs, price, and utilization rates. The fact that a typical printing job is composed of 40 percent fixed costs and 60 percent variable costs provides printers with a lot of discretion in pricing.

## Focus on education and training

Printers can gain a competitive advantage in human resources management. Profit-leading printers have a much stronger focus on human resources management, particularly training and education. Implement a "high performance work system." - Be all-inclusive in benefits, awards, profit sharing, and bonuses. Employees should perceive equity in sharing gains in good years and pains in bad years. - Be transparent in sharing information on financial status, business plans, strategies, etc. - Develop knowledge workers. Invest in education and training opportunities for employees. - Link performance and reward. Reward employees based on individual performance, their team's performance, and the firm's performance.

## Pay more attention to people costs

The profit gap between profit leaders (printers in the top 25 percent of profitability) and profit challengers (the remaining 75 percent) averages 10 percentage points—a whopping difference of \$1 million in profits for a \$10-million-a-year printer. Since roughly 40 cents of every dollar of a typical printer's sales is expended on people (wages, salaries, benefits, and payroll taxes), managing people and their costs is a key determinant of profitability. Profit leaders are able to use less labor per sales dollar because they abide by the classic dictum of substituting capital for labor. Profit-leading printers employ an average of more than \$15,000 in net assets per factory worker employed compared to average printers.

## Prepare for tighter labor markets, higher compensation costs, and tougher recruiting

Finally, two out of three of our possible economic and print market scenarios point to significantly tighter labor markets. For printers this means be prepared for:

- Increased wages and salaries to hold on to your workforce
- More labor turnover as employees take advantage of the increased job openings
- Tougher recruiting to fill vacancies

## Take advantage of any tax law changes

Keep an eye on any changes to both personal and corporate tax laws and evaluate your business practices accordingly. Be ready to take advantage of changes in investment and depreciation rules, pass-through options, and other aspects of tax changes. Don't wait until the end of the year to see how your business might be impacted.

At Printing Industries of America we will continue to focus on providing our members with the programming and services they need to maneuver in the coming dynamic environment.

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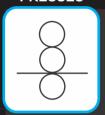
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# FOR SALE

## 2007 HEIDELBERG XL 105 10 P

185 Million Impressions, Perfecting 5/5 10/0, CP 2000 Press centre, Preset, Autoplate, Alcolor Vario, Ink Temperature Controlled Rollers, Perfect jackets plus, Combistar technotrans watercooled, Cleanstar plus, Grafix Powder Spray, Automatic Blanket Roller & Impression Cylinder Wash, Non Stop Feeder and Delivery.

Ref: 7569



## 1999 Heidelberg SM 74 5H



Impressions 119 Million, Maximum sheet size 520 x 740mm, CPC 1-04, CP Tronic, Alcolor, Technotrans, Chrome Impression Cylinders, Preset, Autoplate, Automatic Blanket & Roller Wash, Grafix Alphatronic Spray, Steel Plate Delivery.

All New Inking & Damping Rollers 2 Months Ago, Recent Gripper Service Ref: 7709

## **BOBST SP 102 E**

Year: 1990, Maximum Speed 7,500 SPH, Maximum Cutting Pressure 250 Tons, Pre Loader, Non-stop feeder, Operators side pull side lay, Four front register lays, Quicklock chase with centerline, 1mm cutting plate system, Stripper with frames and equipment, Pre make-ready table, Non stop delivery Ref: 11390



## 2006 KOMORI L 528



SAPC - Semi Automatic Plate Change, Komorimatic Dampening, PQC, KMS, CIP 3, AMR - Automatic Make Ready Plate, Cylinder Cocking, Chromed impression cylinders, Automatic Ink Roller Blanket & Impression, Cylinder Wash, Weko Powder Spray, Impressions: 39 million Ref: 7633



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2005 MBO T530 4/4 FOLDER
Maximum Sheet Size: 530 x 730 mm, Minimum size 105 x 105 cm, Round
Pile Feeder, MBO Ms Controls, Fold Unit 1 4 Plates, Fold Unit 2 4 Plates,
Stitting & Scoring, AS6 DC Mobile Delivery, Ref: 7149



2008 POLAR 92 X
Programmatic, Static Back Gauge, 2 Speed Back Gauge, Airlable, Spare
Knife, Variable Pressure Clamps, Air Table, FFM Guarding Ssytem.
Ref: 7677



2009 Heidelberg CD 102-6 LX Impression Count: 153m, Press Center CP 2000, Alcolor, Autoplate, Presel Plus feeder and delivery, AutoPlate loading, Automatic washers, Ink temperature control with water cooling, Extended delivery, Ref: 7725



1996 VEGA 700 FOLDING CARTON GLUER
To produce sideseam and lockbottom cartons, Lockbottom hooks and former plates, Pafra APC electronic glue system with 2 guns, Batch counter/licker and totaliser, Compression/delivery section, Ref: 11412



2001 HEIDELBERG SM 52 4 Impressions 129, Maximum Sheet Size 460mm X 520mm, CPC 1-04, CP Tronic, Alcolor, Technotrans Chiller, Autoplate, Automatic Washups, Powde Spray, Ref. 7695



2005 MBO T530 4/4 FOLDER Max Sheet Size: 530 x 730 mm, Round Pile Feeder, MBO Ms Controls Slitting & Scoring, A56 DC Mobile Delivery. Ref: 7149



2007 HEIDELBERG SM 102-2 95 Million Impressions, Autoplate, Presets, Automatic Blanket Roller Wash, CP 2000 Press Control, Manual Ink Ducts, Alcolor Vario, Powder Spray. Ref: 7692



2001 POLAR 78 ES GUILLOTINE
Computer Programme, 2 Speed Back Gauge, Variable Pressure Clamp
Air Table with Blower, Two Knives, Rear Table Guard, FFM Guarding
System, Ref: 7703



2007 HEIDELBERG CD102-4+LX
142, Million, CP2000 Press Center, Alcolor Vario, Ink Temp control
Preset, Autoplach, Automatic Blankel Roller & Impression wash, Preset Plus
Feed/Delivery, Anilox coater, Extended Delivery, DryStar IR dryer, Weko plus powder
soray, Ref. 578



2005 SAKURAI MS 72 A II Automatic High Speed Screen Cylinder Press Maximum Sheet Size: 720 x 520mm, Speed: 3,600 SPHPrintable Thickness (mm) 0.1 – 0.8, Automatic Rear pick-up feeder, Trumax UV Dryer, Ref: 7702



2003 GALLUS R200BS GRAFICON
10 Colour Letterpress Label Press, 10 x UV Drying Units, Web Cleaner, 3
Screen Units, 3 Sets of Tooling, 2 x Rotary Die Stations, Waste Rewind,
Product Rewind. Ref: 7712



1999 MULLER MARTINI PRIMA 6 x 370 Feeders, 1 x 1529 Cover Feeder, Prima Stitching Unit with 2 Stitching Heads, 1 x 360 3 Knife Trimmer, Practico stacker, Complete with Pump & Manuals. Ref. 7550



1994 Heidelberg GTO 52 Z+ Royse Alcohol Damping, Quick Plate Clamps, Geared for Numbering, Numbering & Perforating Unit, Powder Spray. Ref:7592



2003 MULLER MARTINI CORONA C15 PERFECT BINDER
15 Feeders, Log Loaders, Corona C15 Binder, Cover Feeder Computer
Setting, Signature Recognition, Drying Coveyor, Zenith 3 Knife Trimmer.
Ref: 7649



2012 HEIDELBERG XL 75 8P
147 Million Impressions, Press Center, Preset Plus feeder and delivery,
Auto Plate XL fully automatic plate loading, Ink temperature control with
water cooling, Prinect Inpress Control, Instant Gate, Wall screen, Ref: 7726



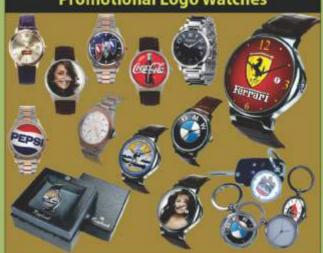
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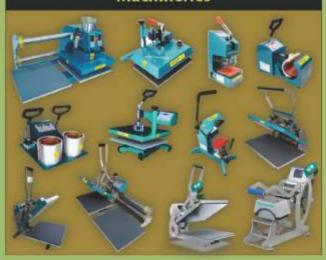
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