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# PAPER POWER

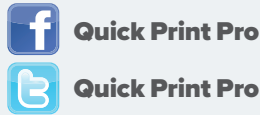
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Source: Confederation of European Paper Industries (CEPI), 2018  
CEPI represents 92% of European pulp and paper production





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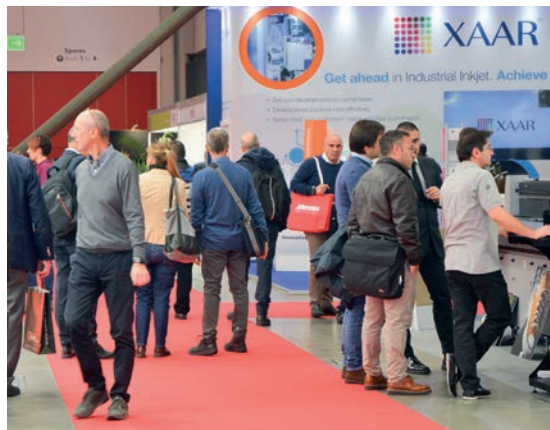


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# WELCOME



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## COMMENT

### Positive in Print



**When the going gets tough... well you know the rest of that one... the point is; Now is the time to be caught doing something positive in print.**

Lead by example with marketing in our favourite media. Be seen to advertise in print, on the web and email. Spread the word using the very products we promote every day. Marketing may not be an exact science but I know this to be true: If you do nothing. Nothing will happen! Set some best practice in print and others will join in.

Peter, fit for business, Foulkes

**SUBSCRIBE** Sign-up for free to our newsletter and discover all the latest news in print, upcoming events, special offers, new product launches and innovative trade and end-user campaigns. Just visit: [www.quickprintpro.co.uk](http://www.quickprintpro.co.uk)

It's time to think about auto enrolment

The law on workplace pensions has changed and every employer in the UK must put certain staff into a pension scheme and contribute towards it.

**This is called 'automatic enrolment'.**

It's important that you understand what you need to do — and when you need to do it. This will depend on your circumstances and those of your employees. To work out what you need to do and when you need to do it contact our auto enrolment scheme advisers on:

**0800 132100 or email [alan.hudson@meridan.co.uk](mailto:alan.hudson@meridan.co.uk)**

**Help is on hand from the Printing Industry Pension Scheme which has been running since 1986.**

Meridan Financial LLP is the appointed advisers for the Printing Industry Pension Scheme (PIPS) and are authorised and regulated by the Financial Conduct Authority (FCA). Not all Auto Enrolment services are regulated by the FCA.



# ARTSYSTEMS' DÉCOR EVENT — WIDE OPEN PRINT FORUMS

Nottingham-based specialist systems distributor and service provider, ArtSystems, has announced 8th April 2020 as the date for its first **Wide Open Print Forum**. Entitled the Décor Event it will take place at the DotDigital offices, London Bridge.

Hosting the event in conjunction with BPIF, LFR, HP, Dimense and ColorPro, ArtSystems will not only set out lucrative business opportunities arising from décor applications, but also address ways to break down the barriers facing print providers who wish to enter or expand their presence in the sector.

There will be presentations on a variety of topics including: the general print marketplace and the décor market in particular; how Latex technology can address the barriers to entry for the décor market; the bespoke wallcovering market and the opportunities it presents; and much, much more.

The Décor Event is the first in ArtSystems' new series of Wide Open Print Forums, each of which will respond to, and clarify, business opportunities arising from new and emerging print applications. The event will kick off at 10am and finish by 4pm.



There will be plenty of time during the day for Q&As to address any specific questions that attendees may have.

Russell Harpham, Sales & Marketing Director for ArtSystems, explains: "We identified the need for an open space where PSPs and décor designers can gain access to the latest product information by talking face to face with technology manufacturers, experts, and vendors. A space where they can ask their questions without feeling under any pressure to buy.

"Attendees to our first Wide Open Print Forum will be offered in-depth insights regarding the

latest technology and applications, which will help reinforce their confidence about entering or expanding their activities in the décor application arena.

"They will be invited to share knowledge with experts, while also forging invaluable networks with like-minded specialists, in an educational environment a world away from the more traditional, sales-oriented trade shows."

Russell added: "We firmly believe there is a real need for this type of event. This first Forum has been created in response to the torrent of requests we have received from users, vendors and resellers, all urging us to provide more knowledge-based activities.

"Thanks to this initiative, PSPs who want to discover more before embracing new and emerging technologies, but don't want to be sold to, can be confident that, at last, there is a worthwhile source of information at hand."

**Visit: [www.eventregistration.artsystems.co.uk](http://www.eventregistration.artsystems.co.uk) for further details of the agenda and to sign up to the event.**

## MIMAKI ANNOUNCES INNOVATIVE VIRTUAL EVENT

Mimaki has announced that it will host an interactive, action packed online event, dubbed **The Mimaki Virtual Print Festival**, designed to provide customers and prospects with a unique combination of information, product demonstrations, competitions and networking opportunities.

The event will comprise a series of group webinars and individual virtual meetings, starting the 24th March 2020, the same date that FESPA 2020 (1) was originally scheduled to open its doors, with Mimaki revealing new features and content every week until the end of April.

Replicating its original FESPA 2020 line-up, Mimaki aims to provide participants with a virtual experience that has as many of the benefits of the original event as possible. To achieve this, the company will offer customers, partners and prospects the opportunity to participate in product demonstrations, virtual FESPA 2020 stand tours, individual meetings to discuss specific business requirements and technology questions and live, knowledge sharing sessions with FESPA executives. Everything from signage, graphics, textiles, direct to object, 3D print and more will be discussed, with Mimaki encouraging an open dialogue with its industry peers from all market sectors.

Danna Drion, Senior Marketing Manager EMEA, Mimaki Europe, comments: "Mimaki is fully supportive of FESPA's considered decision to postpone its event and we look forward to participating in the rescheduled event once new dates are confirmed. While we cannot recreate the full experience of attending a FESPA event, we want to ensure that our customers and prospects still have access to as much of the latest product information and educational resources that we intended to share at FESPA 2020 as possible. The Virtual Print Festival allows us to offer the industry exactly that, enabling a host of different virtual interactions designed to inspire, engage and excite our customers and prospects as they see the range of applications and business opportunities enabled by Mimaki's latest solutions."

Highlights of The Mimaki Print Festival include:

**Industry Trends with Mimaki and FESPA:** Mimaki and FESPA collaborate to present webinars on the current trends, address market challenges and present the latest business opportunities within the print industry.

**Product Demonstrations:** Short video demonstrations, showcasing the full benefits and capabilities of Mimaki's latest technologies will be scheduled



regularly throughout the event. Headlining the video series will be the versatile Tx300P-1800 MkII, which offers both direct to textile and transfer printing.

**Virtual Coffee and Briefings:** Existing or potential distributors and customers can arrange a 1:1 meeting during the event to speak with an experienced Mimaki representative to gain a more thorough, tailored insight into Mimaki technologies or discuss individual business needs.

"Mimaki is once again breaking new ground within the industry with the Mimaki Virtual Print Festival providing an excellent opportunity for everyone to gain the information they would have done at FESPA, but without having to leave their offices or homes," comments Brett Newman, Chief Operations Manager at Mimaki's UK and Ireland distributor, Hybrid Services.

**For live updates on session announcements, competitions and more information about The Mimaki Print Festival, as well as how to register, attend and participate, visit [www.mimakieurope.com/virtual-print-festival](http://www.mimakieurope.com/virtual-print-festival) (1) FESPA 2020: FESPA has taken the decision to postpone FESPA Global Print Expo 2020, European Sign Expo 2020 and Sportswear Pro 2020 in light of the rapidly evolving situation regarding COVID-19 in mainland Europe. For more information, visit [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com)**

# PREMIER LABELS GROWTH TRAJECTORY WITH KM

Glasgow based Premier Labels has installed its first industrial digital label printing system, a Konica Minolta AccurioLabel 230 toner press, to serve its many high-end clients with top quality labels and fast turnaround, as the company scales up its digital offering.

Founded in 1987, Premier Labels provides high-quality labels to leading clients in a variety of markets from drinks, luxury fashion, gifts and cosmetics, to electronics and engineering. Servicing over 2,000 accounts in the UK and beyond since its inception, the Scottish printing company offers a personalised service and has expanded considerably over the past few years. This was complemented by a complete rebrand in 2018 and investment in new equipment to better reflect its ethos and ambitions for growth.

The most recent investment in the 23m/min, four colour, Konica Minolta AccurioLabel 230 press will significantly increase Premier Labels' offering and is the first industrial digital label printing press, as the company takes a big step up in its digital printing capabilities. The new toner based press will complement the existing servo-driven foiling and finishing machines.

Managing Director, Gary Kerr said, "We had been looking for several years for the ideal solution to allow us to expand our offering. We wanted a digital press that would service our discerning clients but also came at the right price point. When we became aware of the AccurioLabel from Konica Minolta about a year ago, we soon realised that we had found the right machine."

The Premier Labels team was immediately attracted to the high print quality that can be achieved on the AccurioLabel 230 press, which offers a resolution of 1200 x 1200 dpi. They also wanted a machine that was easy to operate and had a small footprint.

The AccurioLabel is a simple solution, which requires no chillers or compressors and plugs straight into a normal single phase electricity supply. Using Konica Minolta's long established toner technology, it can print on standard materials without pre-coating, which means there is no need to buy in special digital substrates or waste time in preparing media for the press. The press comes with Konica Minolta's own Label Impose software, which automates jobs, such as impositioning and step and repeat, and also offers support for variable data printing.

Gary added, "This press will help us respond quicker to customer demand.



We are also looking at some very exciting new technology that will combine our expertise in hotfoiling with digital print and more specifically with the capabilities of the AccurioLabel 230 press."

Steve Lakin, Label Press Sales Consultant for Konica Minolta Business Solutions (UK) Limited, commented, "As soon as we started discussion with Premier Labels, it became clear that the AccurioLabel 230 would be the perfect fit for the company as they embark on the next stage of their journey. The press will help them expand, open new markets and gain new customers, while taking full advantage of their existing hot foiling and finishing equipment."

**For further details on Konica Minolta Business Solutions (UK) Ltd, please visit: [www.konicaminolta.co.uk/en-gb](http://www.konicaminolta.co.uk/en-gb)**

## PJ PRINT ENHANCES PERFECT BINDING WITH HORIZON

General commercial Ipswich operation PJ Print, has chosen a Horizon BQ-270V single clamp perfect binder from Intelligent Finishing Systems to update its binding capabilities.

On investing in the like for like replacement for an existing ageing Horizon binder Ben Perkins, Managing Director, says: "It was time to replace the system we had. The choice was straight forward as we are very used to Horizon systems. As well as the binder we were updating we also have a StitchLiner, folder and a creaser. There was no need to look at what else was on the market."

He continues: "We like Horizon because the build quality of the systems is good and they are easy to use. The BQ-270V went straight in and is running very well. The quality of the bind has improved ten-fold and that is exactly what we were expecting."

As for return on investment Perkins says: "We got the binder because we needed it and it has been great. We are now being asked to demo for potential IFS customers."

PJ Print's 500cph Horizon BQ-270V single-clamp perfect binder offers high-quality perfect binding and on-demand production of variable thickness books.

It includes an automated, sensor activated digital caliper system which consistently measures book block thickness and automatically transfers



this data to the binder for quick, automated set-up for books of different thicknesses. It features a large 10.4" intelligent colour touchscreen, job programming, and a compact configuration.

It will handle litho print from the PJ Print's four colour Komori Lithrone S429 H-UV and digital print from a Ricoh Pro C7200.

**[www.ifsl.uk.com](http://www.ifsl.uk.com)**

# ILLUSTRATOR GETS CREATIVE WITH MIMAKI UV FLATBEDS

Illustrator and University of Huddersfield Graphic Design Course Leader, Brent Hardy-Smith has a raft of Mimaki technology at his hands when he needs to assist students with bringing their creative concepts to life through the medium of print. A devoted fan of the innovative brand's LED UV technology, he uses the university's UJF-3042 A3 flatbed to demonstrate everything from core colour principles right through to empowering students with competition entries, portfolio pieces and artistic work that helps them push their creative boundaries.

Keen to trial Mimaki's latest 2.5D printing capabilities, Hardy-Smith visited UK and Ireland Mimaki distributor, Hybrid Services for a workshop session with the company's showroom technician, Ashley Carr. "The opportunity to put the new JFX200-2513EX through its paces was too good to miss," claimed Hardy-Smith. "I'd always wanted to see how my designs worked at a larger scale, so having an 8' x 4' flatbed to play with allowed me to think bigger than ever before."

Utilising fine details, splashes of highlight colour, intricate patterns to be picked out with Mimaki's clear ink and complex textures, Hardy-Smith's designs offer the ideal test bed for putting the new flatbed through its paces. "We used a range of substrates, from metallic vinyl to clear sheets of acrylic to print to and with the new 2.5D feature, found the software easy to build up multiple layers to create textures," he stated.

"It was a pleasure to welcome Brent to our showroom and see how formidable a creative tool the new Mimaki printers are," said Hybrid's Chief Operations Manager, Brett Newman. "Ash's ability to get the most out of the printers combined with Brent's stunning artwork delivered some spectacular results."

The new Mimaki JFX200-2513EX is a powerful addition to the market leading JFX200 Series, offering new workflow and performance benefits in the popular 8' x 4' bed size. With increased speed when printing with white ink and new creative tools, such as the 2.5D print workflow for easily creating complex textures that make use of Mimaki's clear ink, the 'EX' model is the most adept flatbed in its class. The University of Huddersfield's art, design and architecture

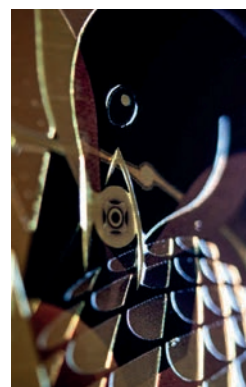


faculty has recently moved to the striking new £30million Barbara Hepworth building on its Western Campus, with a suite of Mimaki UV and textile printers that serve students from a range of courses.

"Being able to take print samples back to my students that further demonstrated the power of print made the day especially fulfilling," concluded Hardy-Smith. "Without great output, designs will forever stay in the software or on the sketchpad. We combined design, technical know how and cutting edge print hardware to deliver some really memorable work."

Brent Hardy-Smith's Mistlethrush illustration printed directly to brass made great use of the multi-layer capabilities of the Mimaki LED UV flatbeds as well as the clear ink.

[www.hybridservices.co.uk](http://www.hybridservices.co.uk)



## PRINCES PRESS ELEVATES BOOK PRODUCTION

Princes Press has increased collating capacity for perfect binding books with investment in a Horizon VAC-1000A collator and Horizon ST-40 stacker from IFS.

The Kenilworth family business doubled its collation stations to 20 with the addition of the ten station Horizon VAC-1000 collator and Horizon ST-40 high capacity stacker.

Owner Dave Plumb explains: "The collator has helped us with our job workflow and book production management. We have seen an increase in demand for perfect bound books and by adding the new systems we have doubled our capacity. The workload is a lot easier to handle now."

The Horizon VAC-1000 takes advantage of Horizon's unique feeding technology and continues the Horizon development concept of 'high speed', 'high performance' and 'high quality'. It performs a wide range of applications with flexible but powerful programming and user-friendly operation.

The productivity of the collator has been enhanced by the high-speed, high-quality Horizon ST-40. Any errors are delivered to the built-in reject tray for maximum non-stop operation and a continuously cycling tail jog keeps all sheets well positioned for superior stack quality. Offset stacking for book block separation is another advantage.

"Having the ST40 is like having an extra bin which is another gain," adds Plumb.

He concludes: "Both systems were a much-needed addition to our bindery. It was a case of having to have them to meet more demanding turnaround times. We are very pleased."

[www.ifsl.uk.com](http://www.ifsl.uk.com)



## PROFILE OF THE MONTH: ALLIED IMAGES LARGE FORMAT SCANNERS



Allied Images are the UK and Ireland Distributor of Contex large format scanners and Kurabo large format flatbed scanners.

Offer a new service to your customers with Atiz and Czur book scanners.

With more than 25 years of experience in large format imaging, Allied Images has the quality product line-up that can only come from understanding their customers and their needs.

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# Can inkjet trigger a fusion reaction?

Signature image quality on in-demand media. That's the beauty of the new Xerox® Baltoro™ HF Inkjet Press. With a powerhouse combination of High Fusion print engines and ink, plus 100% Xerox-developed, Xerox-manufactured print heads, you can spark a reaction like no other.

[xerox.co.uk/baltoroHF](http://xerox.co.uk/baltoroHF)

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# HP B2 INDIGO

HP has introduced a new commercial digital printing fleet setting new industry benchmarks in productivity, print quality and versatility to help print service providers stay ahead of changes in the industry.

HP Indigo announced the new generation, B2 commercial printing solution, the HP Indigo 100K Digital Press — now the world's most productive B2 sheetfed solution in the market.<sup>(1)</sup> The first press in HP Indigo Series 5, the HP Indigo 100K is designed for offset players to adopt highly productive, on-demand digital printing.

Customer beta testing, which commenced before the 2019 peak season, is now concluding at customer testing sites globally, including offset print service providers (PSPs).

The HP Indigo drupa commercial portfolio also launched the new B2 HP Indigo 15K Digital Press, based on the successful HP Indigo 10000 platform, selling more than a thousand units since launching at drupa 2012. The HP Indigo 15K is engineered to address the broadest variety of customer demands in a highly productive way. It now features greater media support, including for thick substrates, and ink versatility, opening new opportunities for PSPs.

Growing the capabilities of commercial inkjet printing, the HP PageWide T250 HD with HP Brilliant™ inks offers new versatility to expand application range with wider gamut printing on a broad range of papers.

## EASIER TRANSFORM TO DIGITAL PRODUCTION

Five new HP Indigo commercial portfolio presses feature cross-platform innovations that reinvent general commercial printing (GCP) for PSPs. Highlights include:

- The **HP Indigo 100K Digital Press** offers nonstop duplex digital printing, enables PSPs to deliver more than one million B2 million duplex sheets per month. Printing at 6000 sheets per hour<sup>(2)</sup>, the new four colour HP Indigo 100K press delivers significantly higher productivity compared with the HP Indigo 10000 series along with the look and feel of offset. This high performance is enabled by advanced paper handling and offset-like gripper to gripper design for precision registration, as well as unique Indigo digital advantages, including colour automation, calibration, fast switchover between jobs and media and five-input source feeder.



- The **HP Indigo 15K Digital Press** brings new quality with high-definition printing and FM screens, and versatility enabled by a wider range of substrates, now offering additional options with up to 600 microns (24 pt.). New inks include ElectroInks Premium White and Invisible Yellow. New high definition FM stochastic screens support increased sharpness for halftone text. The HP Indigo 12000 is upgradeable to new features of the HP Indigo 15K.
- The **HP Indigo 7K** is a 19-inch (SRA3+) digital press that offers a broader range of high-value digital applications with a media gamut up to 550 microns, with special inks such as HP Indigo ElectroInk Silver, high opacity Premium White, Invisible Yellow for security or unique applications and ElectroInk Easy Release ink for scratch-off applications. New features will be upgrade options to the HP Indigo 7000 series.
- The **HP Indigo 7eco** is an entry-level press with Indigo quality and productivity offering an economical and sustainable choice to sprint into digital printing.
- The **HP Indigo 90K** web-fed press supports simplex applications including banners, oversized B1 posters and wallpaper, incorporating new and patented algorithms for continuous print.
- **HP PrintOSX** unites the cloud platform applications with AI-driven service and support infrastructure to help customers get the most out of their press investment. Based on PrintOSX advanced technology, tools and know-how, customers can start building the Print Factory of the Future and reach operational excellence, automate production and innovate with high-value applications.

[www.hp.com](http://www.hp.com)

(1) Based on a comparison of competing digital B2 solutions as of March 10, 2020.

(2) 6000 sheets per hour in 3-color Enhanced Productivity Mode (EPM).

## HP PAGEWIDE WEB PRESS T250 HD WITH HP BRILLIANT INK™

The new flagship 22-inch continuous inkjet HP PageWide T250 HD, features HP Brilliant Ink and expanded media versatility for high-volume commercial, publishing, transaction, and direct mail applications.

Advancements in the new HP PageWide T250 HD, also to be made available as upgrade options, include:

- HP Brilliant Ink delivers high-quality print with eye-catching colour, bold reds and dazzling blues with a glossy output. A new CMYK ink set offers an extended gamut, specifically designed to print with high quality on coated and uncoated offset media with one press.
- Expanded application range with the digitally printed HP Optimiser provides smooth colour gradients and fills by compensating for batch-to-batch mill variation on coated media while delivering high optical density with reduced show-through on offset uncoated media.
- Maintain quality and productivity via a built-in colour vision system and colour spectrophotometer. HP's Quality Image Check vision system monitors print quality in real-time and provides the operator with performance insights while running the press at speed. Capture more business and meet customer deadlines with printing at speeds up to 500 fpm (152 mpm).

### EXPANDING VERSATILITY

To match the productivity of the HP PageWide T250 HD, HP has teamed up with Harris & Bruno to create the H&B ExcelCoat ZRW Web Coater with



breakthrough UV and Aqueous coating capabilities for commercial and direct mail applications, delivering new levels of quality, productivity and economics. The coater will be available exclusively through HP.

HP Service Edge expands its offering with the HP PageWide Training Edge subscription service that keeps PageWide customers up to date with operator efficiency. This service fuels business success through ongoing training services. Customers maintain a competitive advantage with operators who are experienced, knowledgeable and armed with the latest technology information and best practices.

"HP continues to innovate with the HP PageWide T250 HD, offering commercial PSPs impressive quality and versatility to profitably grow their businesses on a proven press platform," said Eric Wiesner, general manager, HP PageWide Industrial Division, HP Inc. "Perfect for commercial print, advertising mail, publishing, transaction, and more, customers who adopt this technology enjoy leading-edge quality, blazing productivity, broad versatility and compelling economics in a press that is upgradeable."

[www.hp.com](http://www.hp.com)



# IU-1000F

Large Format UV-LED Printer

# NEW

## THE ULTIMATE PERFORMER BUILT FOR TOUGH, NON-STOP DIRECT PRINT PRODUCTION



### HIGH QUALITY & PRODUCTIVITY

Direct print stunning graphics at incredible speeds. Up to 43 boards\* per hour.



### VERSATILITY

Print on a wide range of opaque and transparent substrates. Built-in primer option for maximum media compatibility.



### MULTI-LAYERED PRINTING

Add striking effects to prints with the inclusion of high density White and Gloss inks.

#### Some key product highlights include

<b>5 print speeds including**:</b>	Highest speed mode:	Up to 116 sqm/hr
	Highest quality mode:	Up to 16 sqm/hr
<b>Maximum media capabilities:</b>	Print area:	2500 x 1300 mm
	Height:	110 mm
	Weight:	45 kg per sqm

Speed, quality and versatility make the IU-1000F the ultimate performer in large format direct printing. Create signs, exhibition graphics, interior décor applications, backlit displays, canvas wall art and so much more.

DISCOVER MORE AT [ROLANDDG.CO.UK/IU-1000F](http://ROLANDDG.CO.UK/IU-1000F)

\*Board size 1.2 x 2.4 m, draft mode, 635 x 400 dpi.

\*\*CMYK

Select images by depositphotos

# Roland

# ROLAND VS-300iS-GO FOR SAFE, ACCURATE OVERLAYS

Experience the new Roland VS-300iS-GO, a collaboration between two leaders in their respective areas of expertise, Roland DG EMEA and ink manufacturer Marabu GmbH & Co. KG\*. A purpose built digital flatbed solution for the printing of graphic overlays and membrane switches, the new VS-300iS-GO is compatible with a huge range of products, including consumer electronics, vending machines, office equipment, medical devices and more.

**A safe, agile and durable alternative to pure analogue** — As part of a unique, hybrid workflow, the new VS-300iS-GO prints colour accurate images, text and logos on to media before a layer of white ink is screen printed on top. Users enjoy all the advantages of digital print technology with low set-up costs, fast set-up times, easy re-prints, superb proofing capabilities, variable data printing, extra durability and an incredible quality finish. Moreover, Marabu's virtually odour free water based inks achieve the highest levels of safety, meeting the EN71-3 standard.

**Impressive colour gamut and accurate colour reproduction** — The new VS-300iS-GO is perfect for multi-coloured and highly detailed images



with smooth gradients. The easy to use software and wide colour gamut enable users to match colours quickly and accurately – ideal for corporate branding, hitting PANTONE™ or RAL® shades, or reproducing colours from a previous job.

**Huge potential across a wide range of markets** — Paul Willems, Roland DG's Director of Business Development and Product Management EMEA comments: "Roland DG EMEA and Marabu have combined their considerable specialist industry

knowledge to bring to the graphic overlay market this innovative purpose built solution. The new VS-300iS-GO offers the best possible results in terms of quality, durability and efficiency and enables easy access to this profitable market with low investment costs and compact, easy operation. The VS-300iS-GO offers huge potential to PSPs, servicing a wide range of markets."

Matthias Schieber, Marabu's Product Manager for Inkjet Products: "Marabu and Roland DG joined forces to provide a dedicated solution for applications demanding the highest quality images and durability. The ink series Maqua® Jet DA-RGO is a technically validated ink solution for industrial printing and at the same time it's designed to be combined with Marabu screen printing inks. Maqua® Jet DA-RGO completes Marabu's technological leadership in industrial applications as a complementary digital ink solution for hybrid workflows."

**To discover more about the new VS-300iS-GO visit [www.rolanddg.co.uk](http://www.rolanddg.co.uk)**

\* The VS-300iS-GO is only available from selected outlets in the EMEA region. Contact your local Roland or Marabu office for more information

## EXPRESS EXPO PACK FROM SNAP PRODUCTS

Promotional writing instrument experts, The Pen Warehouse, has introduced for 2020 softfeel finishes across bestselling product ranges Absolute®, Garland™, Supersaver® and the Contour Snap Products has teamed up with The Pen Warehouse to bring you another convenient, all in one solution to the time consuming task of organising delegate bags.

The Express Expo Pack is perfect for exhibitions and conferences, offering pre-selected promotional merchandise with one setup and delivery cost. The pack includes the Event 4oz Cotton Tote Bag, plus the Supersaver® Extra Ballpen and an A5 Mailer – all printed in-house with spot colour or full colour print and delivered straight to your doorstep.

Low MOQs are available and the packs can even be collated at an additional charge. Consistent quality and colour of artwork is ensured across all items and the packs will be branded and sent to your address within a fast five day lead time, offering a speedier turnaround than the standard seven day lead time of their other expo pack options.

Helen Dyl, Operations Director, states: "Because we understand the stress of organising exhibition packs for events, we want to provide a comprehensive service that takes care of the logistics for the customer while enhancing your event and creating a wide-reaching marketing message."

[www.snapproducts.co.uk](http://www.snapproducts.co.uk)



## ROLAND EJ-640 DECO PRINTER



**Roland DG EMEA has introduced the new EJ-640 DECO printer, using ecological water-based ink, designed for digitally printing stunning interior décor applications.**

Eco-friendly and economical - Developed specifically to meet the demands of the thriving interior décor market, the new EJ-640 DECO can produce customised wallpaper, lampshades, blinds, posters, exhibition graphics, outdoor promotions and so much more - supplying the ever growing consumer appetite for eco-friendly products and designs that stand out from the crowd.

"With low production costs and impressive versatility, the EJ-640 DECO delivers exceptional quality and durable print on a range of materials. It's the printer the industry has been waiting for," says Paul Willems, Director of Business Development and Product Management at Roland DG EMEA.

[www.rolanddg.co.uk](http://www.rolanddg.co.uk)

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# KONICA MINOLTA'S ACCURIOPRESS C14000 SERIES

Sales have started for Konica Minolta's new AccurioPress C14000 series, its first venture into the high volume toner printing segment. The AccurioPress C14000 prints at 140 pages per minute (ppm) in A4 and is 40% faster than any other toner based device from Konica Minolta. A second model in the series, the AccurioPress C12000, provides the same print quality and a similarly fast speed of 120 ppm.

Unveiled across the world in October, this new flagship cut sheet product will maximise customer value based on opportunities for business expansion, accelerate operational efficiency and improve total cost of ownership (TCO) with faster return on investment. The C14000 Series is also part of Konica Minolta's mission to support the transformation of its clients' companies, predicting potential challenges and creating solutions together. The presses will help customers that want to expand and streamline their businesses through advanced automation, fewer human touch points and higher productivity with tangible benefits leading to increased, high quality output with less waste.

Until the launch, Konica Minolta AccurioJet KM-1 inkjet press had been its flagship production model with a speed of 3,000 sheets per hour, designed more for high quality applications, similar to offset printing. The AccurioPress C6100s series for mid production print (MPP), on the other hand, are designed to support a highly responsive print room environment. The AccurioPress C14000 covers the gap between these two products in the high production print (HPP) segment, offering a higher print volume and longer duty cycle to reach new commercial print customers within the HPP segment requiring high productivity, efficiency of operations and quality for direct mail, brochures and catalogues.

Konica Minolta's IQ-501 Intelligent Quality Care enhanced auto inspection options offer expanded inspection performance, verifying print quality and now detecting streaks and spots as well as blemishes. The high quality prints mean maximum stability even during long run jobs, while better registration and quality increases total print volume. The new presses offer a highly reliable duty



cycle of 2.5 million, with double the toner capacity of earlier models.

Specific details on the new Konica Minolta AccurioPress Series – The unique features of the AccurioPress 14000 series make these products ideal for printers looking to increase productivity through efficiencies and speed to grow their business.

Output speeds of 140 and 120 ppm, plus the high resolution equivalent to 3600x2400 dpi and enhanced media capability up to 450 gsm, combines breathtaking speeds with outstanding image quality and unparalleled media flexibility.

New duplex banner printing up to 900mm, simplex banner length capability of 1300mm, envelope and embossed media printability gives customers the opportunity to print new types of work, such as four panel gatefold brochures and book covers for finishing offline.

To further improve efficiency and output, envelope printing can be accomplished using the standard fuser.

Finally, new technology used in the print engine dramatically improves image quality on textured paper stocks.

[www.konicaminolta.co.uk](http://www.konicaminolta.co.uk)

## JETRIX LX18 FLATBED AT ASTRA SIGNS

When a rapid printer offers costs at just 10p a 6 x 4" and costs less than \*£350 (£349) to buy, there are many one day or single events which will pay for the printer and media then go on to make a healthy profit.

The first time you use the Mitsubishi CP-M15 dye sublimation printer it will be paying its way thanks to zero waste — every inch of paper and colour ribbon used — and new drivers to work with your own laptop choice.



The CP-M15 can print from 6 x 2" strip (only 5p cost) to 6 x 8", a single media roll making a total of 750 6 x 4s. It's a robust, compact unit guaranteed for two years, designed to be easy to load and use, with a head protected from dust and prints that lie near flat with reduced roll curl speeding up folder insertion and sales. It's the perfect partner for mobile, events and photobooth work — a true 'business in a box' for any photographer.

The M15 is cut from the same cloth as the other industry leading Mitsubishi Electric printers. Print quality and robust design remains at the heart of the unit, but now combined with the lowest price ever for a pro dye sublimation printer!

\*Prices exclude VAT and may vary depending upon the reseller.

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## SNAP PRODUCTS NEW STOCK OF HAND SANITISERS



In response to increasing demand for travel friendly antibacterial products, digital print specialists Snap Products are fully stocked with a large UK holding of hand sanitisers. All stock is ready to be branded in-house with spot or full colour print and can be fulfilled within a three to five day lead time.

Credit card and clip-on cylindrical style hand sanitisers are available, and all orders will be confirmed once the artwork has been received. With no stock being reserved, large orders can be facilitated upon request while stocks last. Full colour printing is available on a three day lead time up to 1,000 units.

Helen Dyl, Operations Director for Snap Products, comments: "We are pleased to offer a solution to the present demand for promotional merchandise of this nature and, as this is a fast moving product, we advise that you place your order and submit your artwork as soon as possible."

Contact [sales@snapproducts.co.uk](mailto:sales@snapproducts.co.uk) or visit [www.snapproducts.co.uk](http://www.snapproducts.co.uk)  
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# PIXEL PROPHET NOT SO BLACK & WHITE

Last month's column was all about having the right photographic equipment for a professional job, and also, more importantly, knowing how to use it. **Martin Christie** says the last bit needs to be stressed.

**I**n the last twenty years since digital photography stopped being a toy and became a tool, it has become so universally used, hardly anyone takes consideration of what the electronic eye is doing when capturing colour and detail. It's just somehow assumed that some magical process transforms the information passed through the lens to photo receptors, then sifted through processors, and then finally stored by another predetermined action will produce a completely faithful reproduction of the target image regardless of the circumstances in which it was captured.

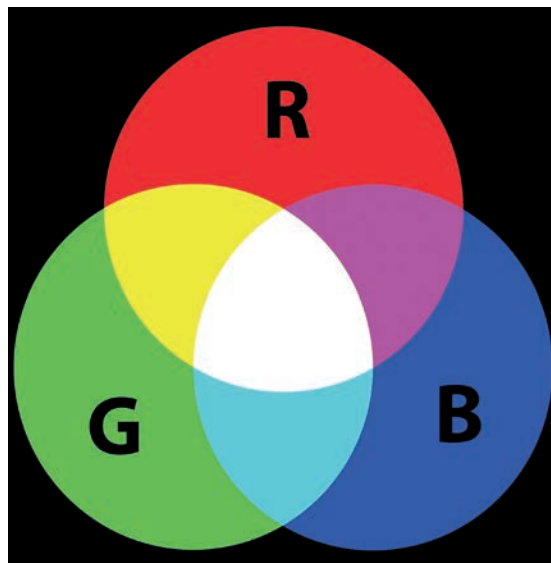
The nice bright high resolution screens of modern mobile devices disguise the quality of the picture projected. That conundrum generally only raises its head when we come to put the image into print, when a lot more quality and resolution is required. We know that, but the continuous and repetitive ritual of explaining to a new, or frustratingly even existing customer, that there is no magic wand that will completely turn the proverbial pig's ear into a silk purse. They may have to do with a cotton one at best.

So as the theme of last month was 'trust me, I'm a photographer'. This month, it's 'believe me I'm a printer!'

Apart from a blind faith in technology — probably inevitable when we all rely on it so much — it's a basic lack of understanding that the two mediums, the visual image and the printed one, are made up of entirely different components. So they are as different in composition as chalk and cheese.

The best way to compare them is to consider the nature of white and black — the two extremes on the scale of what we see and what a digital histogram will measure in the recorded pixels of an image. In simple terms, white light is the combination of all the colours of the spectrum which we only see when we pass it through a prism or when the sun comes out of an overcast sky producing a rainbow. Keep that beautiful creation of nature in mind as reference because black isn't in it. That's because black in visual terms is the complete absence of light. We need some light to see anything at all, but we need quite a lot of light to see any colours because we can only see the hue reflected from it by the light that shines on it.

In low light conditions, everything is a shade of grey, or in artificial light like street lighting



We see the colours of the rainbow as RGB which can combine to make pure white (left) but does not contain solid black or even a pure grey. That's why a digital camera can't register black even though it may look like it on the screen. Black can only be created for print by adjusting the information sent to the printer, which in CMYK can create black but not white (top right). Primary colours of Red, Yellow and Blue pigments however are able to make a vast range of colours for artists and painters (bottom right)

“... there is no magic wand that will completely turn the proverbial pig's ear into a silk purse.”

for example, an eerie yellow.

Even under street lighting, we know that a fire engine is red because we have it logged in our memories. But we only actually see red when it is back projected from a traffic light.

A digital camera doesn't have the massive data base of experience that our brains have — at least not yet. It can only take an intelligent guess at what a colour actually is, although you can give it a clue if you are able to provide a reference manually. Otherwise, as most people will choose, the guessing is left to a pre-programmed decision determined by the manufacturer in a factory when the device was made. And, however smart the marketing people try and claim their products are, they are still a long way behind the human eye and several hundred thousand years of evolution. They may have improved massively in recent years compared to the early days when people debated whether they would even catch up with film. The average phone now takes pictures comparable with entry level DSLRs back then. But certain things are just impossible, and one of those is seeing absolute black. It just cannot

register a colour that isn't there.

If you take the matter of colour to an extreme it becomes quite philosophical, like the puzzle of whether if a tree falls in the forest does it make a sound if no one is there to hear it? If we only interpret colour by the light that falls on it, how do we know it has any colour at all? It's probably a little too far fetched to expect to exchange epistemology wisdom over the shop counter. But it is to the point to consider whether black or white is actually colour.

## TURN THE MONITOR ON

In terms of a computer screen, a completely white screen will have nothing visible on it at all, not even a slight hue, whereas it will only be really black when it is switched off. What we see as black in an image is purely a simulation made up of the combination of red, green and blue pixels, and is actually a shade of grey albeit a subtle one.

So, in the visual world, if white is the combination of all colours and black the complete absence of them, in the print world the formula is entirely opposite. This is the

difference between the former which is called additive colour and the latter which is subtractive, where black can be made from the combination of all the other colours of ink.

There are, of course, some printers that can print white, generally by laying a white surface first then printing colour on top of it. But in terms of normal printing we don't print white, the base hue is the colour of the paper or other media it is printed on. This is what confuses customers because they can see white, but don't understand why it doesn't always look white when printed. After all they can go to the paint shop and buy a tin of gloss or matt but not appreciate that there is not one but many different shades of what is said to be white, dictated by the hue of the pigments suspended in the liquid.

Paper has the same issue as it is produced from bleached wood pulp and whether it is coated or not, will have a very slight colour hue under any reflected light. Exactly how white it looks will be dictated not just by the colour of the light source shining on it, but by the other colours printed on it as our perception will be adjusted by the comparison of the whole composition. So a dark image will tend to make the white look brighter.

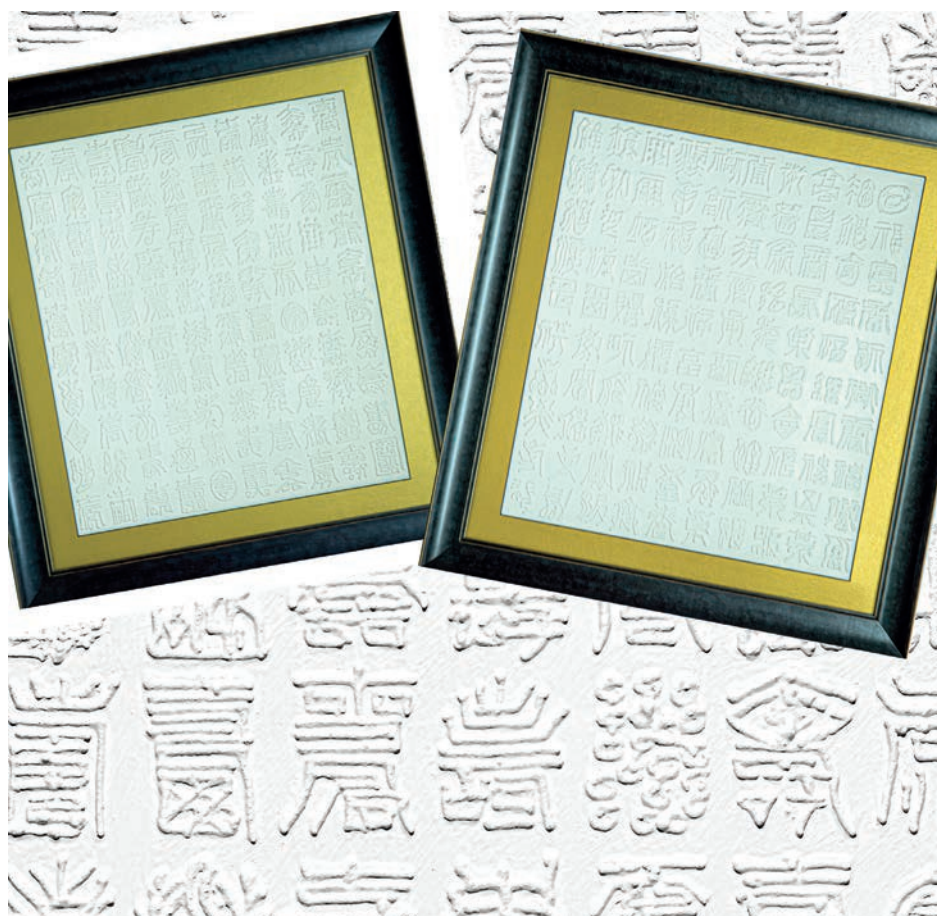
This may all be instinctive to the experienced printer but it likely to be a whole new encounter for the modern customer and hence the cause of issues at the shop front. We all get used to that lengthy stare, with a pause and query over whether it's too light or too dark, or the wrong shade of a particular colour.

It's because customers no longer consult a printer as an expert or even an advisor; much as I explained last month, they don't consult a proper photographer. They just create a file and assume it will be absolutely perfect.

As I deal with a lot of artists, I know they are particularly picky about colours, and often only certain colours, some of which are never going to be achieved by four, eight or even twelve colour composite printing. They have the advantage they can go to a craft store and get so many more base colours in oils and acrylic even before they start mixing them or watering them down. I do know of some printers who virtually refuse to deal with artists for that reason, but I have built up a good reputation by spending a little time talking them through the processes described in this column.

As they are generally creative and intelligent people, most of them listen, so it is worth the effort in the long run. It's usually the occasional amateur water-colourist who is over fussy and won't accept that a particular shade of pale yellow can't be matched perfectly and is puzzled why there isn't 'something' I can do. My answer to that is best kept to close members of staff. It cheers them up at least!

More of a trial can be the graphic designers. Now we have had two generations of them, many will have had no contact with the print world at all, and little appreciation that web and hard copy are so totally different.



“...everything was very delicate, it was three dimensional, and it was all white.”

Because they assume they are creative and intelligent they are often less receptive to professional advice in my experience.

### FENG SHUI

A recent project that tested almost all of the fundamental issues in this column came up when a Feng Shui artist was recommended to come to me after getting nothing but head shakes at other printers, even those who claim to be art specialists. His two original pieces of art consisted of 100 Chinese talismans in block on board, each character being a symbol of Happiness and Longevity. There was a deeper interesting history behind them as they were created from dried sand collected and blessed from temples in the Far East and set firm on the blocks. Problem was, everything was very delicate, it was three dimensional, and it was all white.

So they had to be photographed, but even then to register any detail in the characters I had to create some form of outline to separate them from the background otherwise it would just be a plain white sheet. To do that I experimented with some of the studio lighting I posted last month, bouncing the light, rather than pointing it directly at it, or using even equal lighting from both sides as I would normally do. With a little bit of trial and error I could simulate a

very slight grey relief — literally a visual drop shadow to identify the individual characters.

So far so good: perfect images for display on screen but the next challenge is how to print it, being white on white. This is where a sympathetic conversation with the artist is important because although the initial brief was to go for a very bright white art paper, my instinct was to steer him towards a more neutral target. As the intention was to create prints reflecting the spirit of the concept rather than an absolute one to one copy which was probably unattainable, I advised going with a more-off white ivory colour.

Although I had created a drop shadow effect around the characters, it was still important to show some texture in the original sand castings, so some subtle detail and contrast had to be applied in Photoshop using the RAW file filter. The choice of paper compensated for this and gave the eventual prints a less stark feel that the artist was more than happy with.

Of course it's a lot easier to cooperate with a customer who, by his nature, is calm and patient when you are talking through the process, rather than some intense and impatient 'creative' who's waving an iPhone at you saying 'yes but it's supposed to be this shade of orange!'

Stay sane out there. Until next time.

## NEW OWNER WELCOMED AT SIGNS EXPRESS LANCASTER

After more than eight years as General Manager of the Lancaster franchise of Signs Express and 35 years in the sign making industry, Lee Reynolds has taken ownership of the business following previous owner Thomas Somers' decision to sell the sign company.



From left: Aaron Davis (Network Development Director), Lee Reynolds (Owner) and Jonathan Bean (Managing Director)

A true industry veteran, Lee's knowledge and dedication to the company will prove to be a real asset in his ownership, and he expects to see many exciting new projects come to fruition in the coming months. Thomas will continue to provide support for the next few weeks to ensure a smooth transition.

Speaking of his new venture, Lee explained, "I want to continue to deliver the exceptional service and products our customers have come to expect from the Signs Express (Lancaster) team. I am confident that my experience and knowledge will continue to push the business to new heights."

Managing Director of Signs Express Ltd, Jonathan Bean, commented, "Having known Lee for many years, I am confident that he is the right person to take the Lancaster centre to new levels and we are all thrilled to work closely with him to help him achieve his business goals." [www.signsexpress.co.uk/branch/lancaster](http://www.signsexpress.co.uk/branch/lancaster)

## XEROX NAMES TALI ROSMAN AS 3D VICE PRESIDENT



Xerox has announced the hiring of Tali Rosman as vice president of Xerox's 3D Business. In this role, she reports to Naresh Shanker, chief technology officer of Xerox.

"3D is the most advanced of our five new innovation pillars in terms of bringing systems to market and generating revenue," said Shanker. "This requires a leader who thinks differently and can drive strategy as we move toward a commercial release of our liquid metal printer later this year.

Given Tali's extensive knowledge of the 3D industry, I am confident she is the right person to advance our programme in 2020 and beyond."

Rosman joins Xerox most recently from NICE, where she was vice president and head of business operations for the Americas. Prior to NICE, she was head of product strategy and operations for Stratasy, a leader in 3D printing technology. In her role, she was responsible for the annual planning process of the product group and developed dedicated sales channels for specific customer segments.

"Being part of the team transforming and revitalising this marquee brand is a unique opportunity," said Rosman. "I'm excited to see how Xerox becomes the leader in the 3D printing industry, helping 3D printing cross the chasm from prototyping to manufacturing." [www.xerox.com](http://www.xerox.com)

## PAPERGRAPHICS NEW BUSINESS DEVELOPMENT MANAGER



Papergraphics has welcomed Paola Cerchiai to the business as International Business Development Manager. The new appointment comes as Papergraphics focuses on developing its interior décor product range in the international markets.

"Paola is based in Milan and will work with our International Trade team in Belgium to help grow our customer base and brand presence in Europe, as well as developing our ROW export business" says John Selby, CEO of Papergraphics. Selby continues, "We're confident that Paola's appointment

## THE PRINTING CHARITY APPOINTS THREE NEW TRUSTEES

The Printing Charity has appointed Louisa Bull, Trade Union Officer at Unite the Union, Julia Palmer-Poucher, Group Production Director at Harmsworth Quays Printing, and David Phillips, Site Director, Dagenham and Manchester, at Paragon Customer Communications, to its Council, also referred to as trustees.



Louisa Bull heads up Unite's Graphical, Paper, Media, and IT Sector. She was an industrial officer in the Sector and its predecessor unions for the last 20 years. Having worked in the industry since leaving school, she spent several years in The Daily Telegraph's newsroom.

Louisa Bull says: "I have worked in the printing industry all my life and have always been passionate about lifelong learning. I am looking forward to helping the charity in its aims of encouraging new talent into the sector and championing upskilling as we continue to embrace technological change and innovation."



Printing has always been in Julia Palmer-Poucher's blood, having followed in the footsteps of her grandmother and uncle, who worked in print. Her own 24 year career with DMG has included roles in circulation and production prior to becoming Group Production Director where she has overall responsibility for the printing of all DMG newspapers and magazines. She is also responsible for the management and leadership of the Logistics Division of the Daily Mail and The Mail on Sunday.



David Phillips began his print journey in 2006 in the Planning Department at K2. A number of acquisitions led him to Paragon Customer Communications where, as Site Director at Paragon Dagenham, he is responsible for the day to day operations of one of the UK's largest print production facilities. A keen advocate of talent development, he plays a key role in the Paragon Apprentice Academy and intern programmes.

Jon Wright, The Printing Charity's Chairman, says: "Our new Council members bring a unique perspective across multiple areas of our sector, including newspaper and magazine production, logistics and large scale commercial print. Their knowledge and experience will be great assets for the charity." [www.theprintingcharity.org.uk](http://www.theprintingcharity.org.uk) @printingcharity

will help build on our already established presence in Europe, as well as foster new relationships with both large format resellers, and end-users, internationally."

Formerly Channel Sales Manager for official European Mimaki reseller, Bompan S.r.l, and previously working as Area Sales Manager with Viscom (Ritrama S.p.a), Paola has a wealth of experience within the large format sector.

"We're very excited for Paola to join Papergraphics; she's going to be a great asset to the business." says Selby. [www.paper-graphics.com](http://www.paper-graphics.com)





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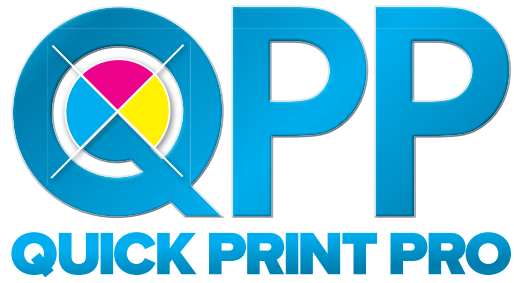
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Trinité  
Bram de Does 1982

Serif  
Realist 19  
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Serif  
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**G**  
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Grotesque 54  
**Lg**  
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Roger Roberson 1956

Sans-serif  
Grotesque 58  
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Avenir  
Adrian Frutiger 1988

Serif,  
Sans-serif 38  
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Officina  
Erik Spiekermann 1990

Serif,  
Sans-serif 49  
**Sc**  
Scala  
Martin Majoor 1991

Serif,  
Sans-serif 55  
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Base  
Zuzana Licko 1995

Serif  
Realist 57  
**Ar**  
Arnhem  
Fred Smeijers 1998

Serif  
Realist 68  
**Le**  
Lexicon  
Bram de Does 1992

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A.D. Farmer 1904

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Grotesque 66  
**Tg**  
Trade Gothic  
Jackson Burke 1948

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**Ng**  
News Gothic  
Morris Fuller Benton 1908

Serif,  
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**Fe**  
Fedra  
Peter Bli'ak 2002

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Quadrat  
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Swift  
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Joanna  
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Display 45  
**Ci**  
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Susan Kare 1984

Sans-serif  
Display 46  
**P**  
PEIGNOT  
A.M. Cassandre 1937

Sans-serif  
Display 92  
**Oa**  
Oakland  
Zuzana Licko 1985

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**Bl**  
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André Gürtler 1967

Serif  
Slab-serif 63  
**Co**  
Courier  
Howard Kettler 1955

Serif  
Slab-serif 79  
**Mm**  
Memphis  
Emil Rudolf Weiss 1929

Serif  
Slab-serif 84  
**Ca**  
Caecilia  
Peter M. Noordzij 1990

\*Ranking determined by sorting and combining lists and opinions from the following sites:

The 100 Best Fonts Of All Time - <http://www.100besteschriften.de/>

(to include top ten personal favorites from designers Jan Middendorp [corpda.com], Roger Black [rogerblack.com], Bertram Schmidt-Friderichs [tdc.org], Stephen Coles [typographica.org], Veronica Elsner [www.fontshop.com/fonts/foundry/elsner\_flake/], Ralf Herrmann [opentype.info] and Claudia Guminski [fontshop.com])

Paul Shaw's Top 100 Types survey - <http://www.tdc.org/reviews/typelist.html>

21 Most Used Fonts By Professional Designers - <http://www.instantshift.com/2008/10/05/21-most-used-fonts-by-professional-designers/>

Top 7 Fonts Used By Professionals In Graphic Design - <http://justcreativedesign.com/2008/09/23/top-7-fonts-used-by-professionals-in-graphic-design/>

30 Fonts that ALL Designers Must Know & Should Own - <http://justcreativedesign.com/2008/03/02/30-best-font-downloads-for-designers/>

Typefaces no one gets fired for using - <http://www.cameronmoll.com/archives/001168.html>

(to include all serious and reasonable opinions stated in the comments section)

# Table of FACES Familiar, & Notorious

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Futura  
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**O**  
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Formata  
Bernd Mollenstädt 1984

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Erhard Kaiser 2002

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Sans-serif Humanist 74  
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**J**  
Jenson  
Robert Slimbach 1995

Serif Garalde 35  
**Gr**  
Griffo Classico  
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**Gc**  
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Franco Luin 1993

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**un**  
uncial  
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**Bo**  
Bespulph  
Peter Baker 1996

# POSITIVE IN PRINT



**When the going gets tough...** well you know the rest of that one... the point is; Now is the time to be caught doing something positive in print.

- **Lead by example with marketing in our favourite media.**
- **Be seen to advertise in print, on the web and email.**
- **Spread the word using the very products we promote every day.**
- **Marketing may not be an exact science but I know this to be**

**true: If you do nothing. Nothing will happen!** • Set some best practice in print and others will join in.

## £££: HELP IS AT HAND

**Specialist lender Compass set to deliver the British Business Bank's Coronavirus Business Interruption Loan Scheme.**

At Budget 2020, the Chancellor announced that a 'Coronavirus Business Interruption Loan Scheme' (CBILS) will temporarily replace the Enterprise Finance Guarantee (EFG). As an accredited lender under the British Business Bank's EFG programme, Compass Business finance will be offering asset finance via CBILS to smaller businesses, predominantly in the manufacturing sector.

CBILS is now available and provides lenders with a Government backed guarantee for up to 80% of the outstanding balance of eligible facilities, potentially enabling a 'no' credit decision from a lender to become a 'yes'. It supports facilities of between £1,000 and £5m with the government covering the first six months of interest payments.

Mark Nelson, Director of Compass Business Finance, commented that, 'These are unprecedented times and amid the uncertainty, CBILS is one way in which we can extend finance to companies who may not otherwise have the required security. There are also many other finance options available to businesses who may need to release additional funds at this time or over the coming months.'



Financial stability is key to any business continuity planning, and during this time Compass are deepening their commitment to the market to be available and to help any business explore their options.

The British Business Bank are in the process of defining and agreeing the scheme's details, specifications and eligibility and therefore information is subject to change. You can keep up to date with the latest information via their website.

[www.compassbusinessfinance.co.uk/CBILS](http://www.compassbusinessfinance.co.uk/CBILS)

## FAST FORWARD TO EASTER

**YES!** They sent biscuits — Look ahead, get promoting your wares and remind your customers you are fit for business.

Send out something nice to celebrate Easter, or make available for customers calling at your shop.

Promote on social media and email, a poster in your window, A-frame at your premises?

Colourfast customers will be taking the biscuit when calling at our own shop, thanks to Andrew Poar at [www.EatMyLogo.co.uk](http://www.EatMyLogo.co.uk)



### BACKGROUND STORY

In 2014 a local businessman came into Ruth Poar's Celebration Cake shop and asked for some logo branded cupcakes to promote his business. This order sowed the seeds for what was to come next and shortly afterwards Eat My Logo was born. Ruth's husband, Andy, joined the business and together they have overseen expansion from a local cake shop to an award winning business selling products to many of the UK's best known businesses.

Eat My Logo is now housed in a 9,000 square foot bakery and every week the team create tens of thousands of edible logo branded products that are sent to hundreds of locations across the UK and beyond.

Eat My Logo's mission is to make Make Your Brand Tasty! and they do this by creating the best quality cakes, cupcakes and biscuits that are branded with your or your print shop customers logo or message.



### MEET THE EAT MY LOGO TEAM



An intro from Ruth and Andrew – "Our team work hard every day with big smiles on their faces and we are very proud of them all.


Every week our sales team deal with hundreds of enquiries from new and regular customers across the UK. These enquiries result in orders for tens of thousands of bespoke edible branded products, which our bakery team produces to be sent to hundreds of UK locations on a daily basis.


As a business we are really passionate about developing the Eat My Logo team and giving opportunities to young people. Seven of our current eleven strong team all joined us as apprentices and some of these now hold supervisory roles within the business.

The team take great pride in ensuring that all enquires are dealt with quickly and efficiently and we always get fantastic feedback about them from our customers."

**Visit: [www.EatMyLogo.co.uk](http://www.EatMyLogo.co.uk) or call 01772 472580**



  
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# VISCOM ITALIA 2020 KICK OFF FOR ITALY

InPrint Milan 2020 launches new website as Print Tech Industry welcomes co-location with Viscom Italia 2020.

## INPRINT MILAN

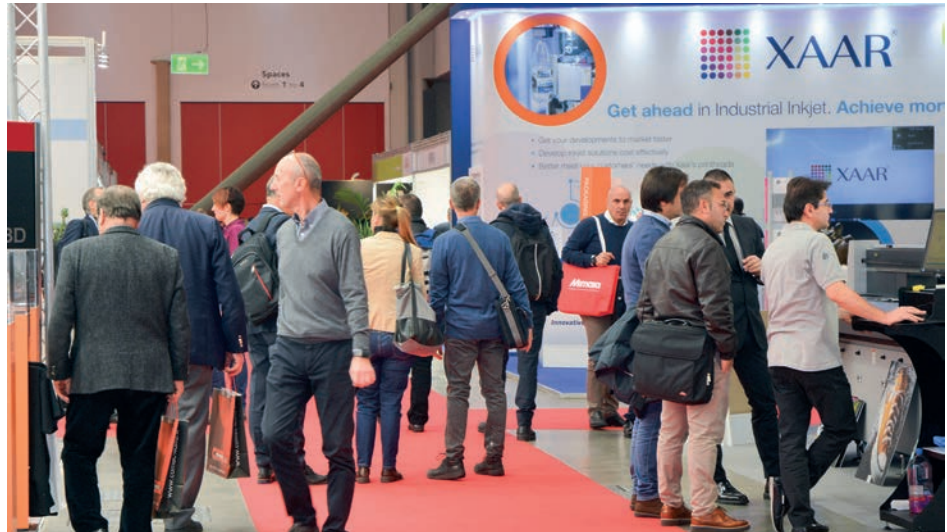
**P**rint tech companies in Italy and Europe have reacted positively to the latest announcement that InPrint Milan 2020, the Italian edition of the International Exhibition of Print Technology for Industrial Manufacturing, is to be co-located with Viscom Italia, Italy's premier international trade fair and conference on visual communication.

Perceived as a perfect match, the new collaboration with the renowned Viscom Italia event offers plenty of additional business opportunities for InPrint Milan participants. Both shows take place from 22 to 24 October 2020 at Fiera Milano. The freshly launched InPrint Milan show website now offers detailed exhibitor information and easy online reservation for companies who wish to connect with a rapidly growing range of future print tech markets.

"The co-location of two successful print tech events has created a new buzz as companies seek to reinvent themselves for the digital age", says Nicola Hamann, Managing Director of Mack Brooks Exhibitions, the organiser of InPrint Milan. "The print technology sector continues to open up for new products, services and channels, and our InPrint Milan exhibitors are excited to connect not only to a strong Italian market but also to new market segments in various industries".

The highly specialised InPrint brand focuses on progressive print technology in modern manufacturing, designed to facilitate the cost efficient production, conversion, or customisation of goods, parts, and packaging. Main applications include decorative finishings for tiles, flooring, interior decorations and furniture, functional printing on automotive components, printed electronics, customisation of consumer goods, textile, fashion and accessories, as well as packaging solutions for the food, medical equipment, and cosmetics industries.

For the first time, InPrint Milan will share one of Viscom Italia's exhibition halls, offering a powerful marketing platform for industrial print innovations at the heart of trade activities. Viscom Italia attracts an overall visitorship of more than 20,000 print service providers specialising in visual communication and design, including sign making, large format



printing, graphic design and digital print applications from industry sectors such as visual communications to interior decoration, from design to fashion, from the retail to the entire manufacturing sectors. InPrint Milan exhibitors therefore have access to an even wider range of potential visitors due to the co-location with Viscom Italia.

Both print tech exhibitions offer a supporting conference and event programme, providing plenty of speaking and networking opportunities for companies and experts who intend to make modern print technology even more relevant in today's manufacturing and communication processes.

Exhibitor information and online booking - InPrint Milan offers a unique opportunity for print tech providers seeking to expand partnerships in a range of new growth areas. Companies interested in exhibiting at InPrint Milan 2020 can request the new exhibitor



brochure or reserve their stand space online at [www.inprintitaly.com](http://www.inprintitaly.com)

Floor space is limited, therefore early booking is recommended.

The new exhibitor list for 2020 and the latest event and conference information will be published on the show website soon. InPrint Milan also offers a free e-News service with the latest updates in the run-up to the show.





# YES! THEY SENT BISCUITS!

There really is no better way to create a positive feeling towards a brand than to give the target audience something tasty to eat.

Whilst we can't pretend that our products will provide long term subliminal brand marketing, we do know that they are a fantastic way to generate excitement and goodwill towards a brand that will last long in the mind.

More and more Distributors are now choosing our *'Surprise & Delight'* range to help promote their client's brands alongside traditional promotional products.

So if you are looking for a product that will always generate a positive reaction from the recipient, whether a customer, a prospect or a staff member, then the Eat My Logo range is the perfect choice.

**01772 472 580**

[EMLSales@eatmylogo.co.uk](mailto:EMLSales@eatmylogo.co.uk)

[www.eatmylogo.co.uk](http://www.eatmylogo.co.uk)



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# THE BIG PROMOTIONAL TRADE SHOW – REVISED SPRING DATES

In light of the rapidly evolving situation regarding COVID-19 and taking into account announcements by the Irish Taoiseach, Scotland's First Minister and others and following further discussions with all of the venues, The BIG Promotional Trade Show has taken the difficult decision to re-schedule all four of their spring shows. They believe this to be in everyone's best interest.

The BIG New Products Trade Show autumn dates remain the same.

The revised spring dates are as follows:

**The BIG Promotional Trade Show – Dublin, 3rd June 2020:** The Ballroom, Red Cow Moran Hotel, 22 Naas Rd, Fox-And-Geese, Dublin 22. Show open: 10.00 am – 3.30 pm

**The Big Promotional Trade Show – Surrey, 10th June 2020:** The Esher Hall, Sandown Park Racecourse, Portsmouth Road, Sandown Park, Esher, Surrey KT10 4AJ. Show open: 10.00 am – 4.00 pm

**The BIG Promotional Trade Show – Manchester, 16th June 2020:** The Point, Lancashire County Cricket Club, Emirates Old Trafford M16 0PX. Show open: 10.00 am – 4.00 pm

**The BIG Promotional Trade Show – Glasgow, 24th June 2020:** The Argyll Suite, Glasgow Crowne Plaza, Congress Rd, Glasgow G3 8QT. Show open: 10.00 am – 3.00 pm

"Our first priority and our duty of care is for the health and safety of our staff, show attendees, contractors and the venue personnel, and that will always be the case. We would like to take this opportunity to thank our exhibitors and distributor visitors for their support, especially over the last few days."

Showcasing many of the industry's leading companies, the exhibitions will feature 60 of the top suppliers of promotional merchandise and services from the UK and Ireland at conveniently located venues.

New exhibitors who have recently joined the shows include IF Solutions, Prodir, Customer Focus, Benchmark, Penna Clothing and Your Gateway who will exhibit alongside returning exhibitors including PF Concept, Senator, BagCo, Promotional Ceramics and Latex Promo.



Visitors will experience a comprehensive range of products and services providing the latest innovative ideas and marketing solutions available to the industry. The shows are trade only and designed to cater only for bona fide distributor companies where promotional merchandise is the primary business; a strict door policy will be in place.

Free parking is available at all venues and refreshments are provided throughout the day.

Visitor registration is now open at:

[www.thebigpromotionaltradeshow2020.eventreference.com/visitor](http://www.thebigpromotionaltradeshow2020.eventreference.com/visitor)  
[www.thebpts.co.uk](http://www.thebpts.co.uk)

## NEW DATES ANNOUNCED FOR PRINTWEAR & PROMOTION LIVE! 2021



**Printwear & Promotion LIVE! 2021 will take place from Sunday, February 21 to Tuesday, February 23.**

The annual exhibition for the garment decoration industry was originally planned to take place from Sunday, January 24 to Tuesday, January 26, but in view of unprecedented circumstances has been rescheduled.

Event organiser Tony Gardner said: "Owing to the postponement and



rescheduling of a large number of shows at the NEC because of the recent escalation of the coronavirus pandemic, P&P LIVE! 2021 has been put back four weeks. We fully expect at this time to return to our January dates for 2022."

Further details regarding the 2021 exhibition will be announced shortly.

[www.printwearandpromotionlive.co.uk](http://www.printwearandpromotionlive.co.uk)





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**Rapid Production**



[vivid-online.com](http://vivid-online.com)

# TWO SIDES ANTI-GREENWAS

Since 2010, the Two Sides campaign has changed or removed misleading environmental claims of over 500 organisations, including many of the world's largest corporations.

2019 was the busiest year to date for Two Sides' Anti-greenwash campaign. Globally, 388 organisations were found to be using unsubstantiated claims about print and paper's impact on the environment.

Two Sides are pleased to report that 131 of those organisations engaged in 2019 have removed or changed their messaging. This brings the total number of companies to over 500 since the campaign began in 2010.

During 2019 in the UK, Two Sides worked with 30 organisations to remove or amend their messages about the impact of paper. These organisations include; Aviva, Adobe, Nationwide Building Society, NatWest and over a dozen local councils.

In on-going efforts to cut costs, many banks,



telecom providers, utility companies and even governmental organisations are encouraging their customers to switch to digital services by using unfounded environmental claims such as "Go Green – Go Paperless" and "Choose e-billing and help save a tree".

Jonathan Tame, of the Two Sides global team, says, "Not only are these claims in breach of advertising rules, but they are hugely damaging to an industry which has a solid and continually

improving environmental record. Far from 'saving trees', a healthy market for forest products, such as paper, encourages the long term growth of forests through sustainable forest management. Many of the organisations we engage are always surprised to learn that European forests have actually been growing by 1,500 football pitches every day."

Jonathan Tame concludes, "Tackling greenwash is an ongoing challenge that requires significant resource to research, monitor and engage so many organisations. Because of the huge reach of some of these organisations, these unsubstantiated claims about paper have a damaging effect on consumer perceptions of paper. For this reason, the Anti-greenwash campaign will continue to be a priority of Two Sides.

Two Sides continues to actively challenge major organisations found to be misleading consumers by using environmental claims about the use of paper.

[www.twosides.info](http://www.twosides.info)

## PREMIER RETURN TO PULLABROOK WOODS

For the fifth year in a row Premier Paper, their customers and the Woodland Trust returned to Pullabrook Wood on Dartmoor; to plant and maintain native woodland in the area.



The group was split into two teams for the day, to cover more ground and more of the days' jobs. The first team took to a recently cleared 20 x 20 metre plot; a wall of conifers had recently been removed to allow for new native plants and trees to strive.

The first task was to clear the area of brush and debris before planting around 100 saplings; an understory of hazel, hawthorn, cherry and rowan. Once the last tree had been planted the team set about installing chestnut stakes around the perimeter, providing fencing to keep out deer whilst the saplings grow.

Elsewhere the second team had revisited a previous planting site at the location to remove stakes and tubes from five years ago, the saplings now successful, healthy trees. The stakes were sent to be dried out so that they could be used again whilst the tubes were stored ready to be reused for further planting.

After a brief lunch break the group removed stakes and tubes from previously planted hedgerows and planted some extra saplings to help fill gaps where the previous ones had either failed or been damaged. Some volunteers joined together to help rake and plant seeds to create a wild flower meadow.

Hussein Ismail, Premier Paper's Marketing Manager commented, "It was great to return to Pullabrook Woods, revisit and work on some of the areas that we've planted in the past. We were incredibly lucky with the weather and everyone worked really hard to ensure all of the tasks were complete – it was a rewarding day."

Pullabrook Woods is located in the Bovey Valley, not far from the village of Manaton. Once home to a number of medieval farmsteads; the woods are now home to dormice, kingfishers, bats and buzzards, as well as countless species of insects, plants, trees and fungi. Whilst in river Bovey, that runs through the woods, you'll see salmon, trout, dragonfly and various other wildlife native to the area; a great spot for a walk out with the family and dogs or even a cross country run.

[www.woodlandtrust.org.uk](http://www.woodlandtrust.org.uk)

## THE PEN WAREHOUSE INTRODUCE THE PEN FOR LIFE™



**The Pen for Life™ is a beautifully crafted fountain pen which uses a refillable converter in place of disposable ink cartridges.** The converter can be topped up with fresh ink taken directly from a glass bottle, which means no empty cartridges to throw away, minimal mess and no risk of ink contamination as the converter is self contained.

The durable, high quality design of the Pen for Life™ allows customers to opt for a product which lasts a lifetime, encouraging consumers to think more carefully about their buying choices and effectively helping them to move away from the throwaway culture of single use. While The Pen Warehouse looks to expand the Pen for Life™ range over the coming months, the Tournier Fountain Pen is available to order immediately and can be enhanced by laser engraving for a truly long lasting finish.

The company has provided detailed care guidelines for ensuring optimum performance and lifespan from the Pen for Life™, along with tips for creating eco-friendly homemade inks and contact information for fountain pen repair services across the country.

[www.pens.co.uk/news/blog/pen-for-life.php](http://www.pens.co.uk/news/blog/pen-for-life.php) or email: [sales@pens.co.uk](mailto:sales@pens.co.uk)

# TRIAL IN PROGRESS



Why move from your 80gsm standard house white to a less wood lighter 75gsm?  
It feels, acts and prints the same. The test is on!

Discover full results in the next issue of Quick Print Pro

# YPS STRENGTHENS DIGITAL TEXTILE PRINTING

Your Print Specialists' (YPS) trailblazing journey into digital textile printing continues with the announcement of a new agreement with Epson to resell the SureColor SC-F series of dye-sublimation printers. The printers are designed to easily and cost effectively produce fashion items, sportswear, home textiles, soft signage and more. YPS will add the full range of products to its digital textile printing portfolio and demonstration models will be based at its showroom and planned Your Print Institute hub.

Georgia Brown, Sales Director for YPS, comments, "The Epson range fits perfectly within our existing range of direct to textile and dye-sub printing, finishing and service solutions, making YPS one of the leading companies in this exciting and fast growing sector. We have already introduced an innovative approach to the market through our development of a Digital Textile Print Community in collaboration with industry ambassadors, which provide opportunities for skill based learning to students and potential entrepreneurs. Our relationship with Epson means we can extend these opportunities throughout the UK and we aim to launch our Your Print Institute Newcastle Hub later this year.

The Epson SureColor SC-F series printers bring a new level of functionality, ease of use and affordability to the market. Users can save time and money producing high quality soft signage, sportswear, apparel, promotional items, accessories and gadgets on fabrics, garments and rigid substrates. "We always want to deliver the very best for our customers and this is what they get with Epson. The printers are unrivalled in terms of reliability, excellent performance and low running costs. The UltraChrome DS Inks ensure vibrant output and the superior printhead technology means minimal downtime and maximum productivity," adds Brown.



Phil McMullin, Pro Graphics sales manager at Epson UK, comments, "We are pleased to announce YPS as an approved value add partner for our dye sublimation printers, the Epson SureColor SC-F series. YPS has a deep knowledge of the textile market developed over many years and an enviable reputation for integrity when advising customers as well as providing excellent support and backup. These are qualities at the core of Epson's offering and we are therefore looking forward to developing our partnership over the coming years."

An Epson F500 has been installed at YPS' showroom in Newcastle. **To book a demonstration: [www.yourprintspecialists.co.uk](http://www.yourprintspecialists.co.uk) or email: [georgia@yourprintspecialists.co.uk](mailto:georgia@yourprintspecialists.co.uk)**

## ANSTEY SEES PATTERN OF GROWTH IN DIGITAL WALLPAPER

Traditional wallpaper manufacturer Anstey says it expects the digital side of its business to grow further into the new decade, following a steady increase in the department — now running six HP printers — throughout 2019.

Anstey has a history dating back over a century and is the UK's largest contract wallcovering printer. Based in Loughborough, its premises were formerly used as a print house by Ladybird Books and Anstey continues this legacy of producing work destined for family homes around the world: its high quality wallpaper is sold by some of the sector's best known brands.

The company uses 19 different processes to produce its high grade wallcoverings including, since eight years ago, digital printing techniques. Six years ago, Anstey began its journey with HP and supplier Papergraphics, and now uses four HP Latex 3200 production printers alongside two HP Latex 360 printers for proofing. Since then, digital has grown to represent a significant part of Anstey's turnover, with every sign that the rapid growth rate will continue in the year ahead.

"Digital is just one arm of our business but it is increasing year on year," says Lee Renshaw, Production Manager, Anstey. "In general, digital printing offers many benefits to us as a wallpaper manufacturer and to our customers: shorter runs, a quicker turnaround, unlimited colours, and different print effects that none of our other processes can replicate.

"Since the HP Latex machines were installed, replacing a printer from another brand, we have experienced high levels of consistency and print quality, an improvement in machine reliability and less operator intervention."

Anstey has recruited new staff in both its digital printing department and its design studio to meet increased demand for digitally printed wallcoverings, providing employment opportunities while expanding its business. Owing to the significant growth of digital in a short time frame, Anstey and HP have also



worked together to ensure the whole company is familiar with the modern technology.

"Digital is very different to other print processes," explains Lee Renshaw. "It is more technology focused, with emphasis on elements like file transfer, control maintenance and a calibration schedule. This presents new challenges to our employees but by working with HP we've provided in-depth training across different departments including technical, production and engineering. Our whole model of business is changing and growing."

Anstey also benefits from its own Technical Account Manager at HP, a sole point of contact within HP's engineering team with whom Lee and his team have weekly calls to discuss any new requirements and opportunities which may have arisen.

Looking ahead to 2020, Lee says Anstey's digital department is expecting to increase its output again — thanks to both new customers and re-orders — and to expand further into international markets.

[www.anstey.uk.com](http://www.anstey.uk.com)

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# MK DONS KICK OFF WITH NEW GRAPHICS



The box office at Stadium MK — the home of MK Dons Football Club — is now almost unrecognisable with eye catching wall graphics printed on Drytac® ReTac Textures media, after the decision was made to bring printing in-house.

Comprising a 30,500 all seater stadium, an on-site 304 room hotel and events spaces for conferences, meetings and parties, the Milton Keynes stadium caters for more than just football fans. When a project to add graphics to doors in the hotel was more expensive than expected, the Stadium MK team looked at options for investing in its own printing equipment and producing its own graphics for the complex.

Sue Stead, at Hotel MK, describes herself as a 'print geek' so was excited by the prospect of researching print options and operating the new systems once they were installed. Together with two directors, Sue decided to invest in a Roland TrueVIS VG2-640 printer/cutter and an Easymount laminator.

"The print room was set up in September and by October we had started to print wall graphics for our box office," Sue explains. "We'd received some samples of Drytac ReTac Textures and chose the linen finish for the wall graphics."

Drytac ReTac Textures is a 150µ (6 mil) printable, matte white phthalate-free polymeric PVC film with a choice of embossed finishes — linen, sand, canvas and woodgrain — which add depth and visual appeal to static, flat images as well as a touchable quality. The product includes the ReTac ultra-removable adhesive backing which enables easy application, multiple repositioning, and clean removal.

In the case of the MK Dons box office project, the ReTac Textures wall graphics were installed by a professional decorator who specialises in wallpaper — and was unfamiliar with the Drytac self-adhesive product — but Sue Stead expects to handle application in-house from now on owing to its ease of use.

"I love the whole ReTac range and ReTac Textures linen is absolutely wonderful," she says. "It's easier to put up than other products we have used and looks great."

"The new wall murals have made such a difference to the space. Seeing them go from a design on paper, by our in-house designer Dave Corley, to the walls is amazing. We are blown away by the potential — we've been putting pictures on everything!"



The next projects for Sue and Dave were to add graphics to the directors' boardroom featuring the logos of MK Dons and sponsor Suzuki, and FestiveL, a New York City-themed Christmas event. Drytac ReTac Textures is ideal for a variety of applications including interior décor, retail displays, trade show graphics and labels as well as custom wall murals, which gives Stadium MK potential to expand its service offering: the team intends to start selling graphics, printed in-house, to conferences and events held at the complex.

ReTac Textures is compatible with solvent, eco-solvent, UV and latex printing technologies and is available in widths up to 1,370mm (54"). It offers exterior and interior durability of up to five years.

[www.drytac.com](http://www.drytac.com)

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# READERS' SCRIBES SOMETHING TO SHARE?

## WHO GOES THERE?

A gnome is in the garden busily destroying some bushes when a house cat appears.

"What are you?" asks the cat.

"A gnome," comes the reply. "I steal food from humans, I kill their plants, I make annoying music at night to drive them crazy, and I love mischief.

And what, may I ask, are you?"

The cat replies, "Um, I guess I'm a gnome."

## POT HOLES BUDGET

One morning a local highway department crew reaches their job site and realises they have forgotten all their shovels.

The crew's foreman calls the office and tells his supervisor the situation.

The supervisor says, "Don't worry, we'll send some shovels... just lean on each other until they arrive."

## WIFE WANTED

A man inserted an 'advert' in the classifieds: "Wife wanted."

Next day he received a hundred letters.

They all said the same thing... "You can have mine."

## GIVE ME SOME GOOD NEWS

A secretary walked into her boss's office and said, "I'm afraid I've got some bad news for you."

"Why do you always have to give me bad news?" he complained. "Tell me some good news for once."

"Alright, here's some good news," said the secretary. "You're not sterile."

## TAKE YOUR KID TO WORK DAY

An eight year old girl went to the office with her father on 'Take your kid to work day'.

As they walked round the sales office she started crying and getting cranky.

Her father asked what was wrong.

As the staff gathered round she sobbed loudly, "Daddy, where are all the clowns you said you worked with?"

## IDEAS FOR A MUSICAL

A guy kept boring his friends by going on and on about his ideas for a musical based on his life.

Eventually one of them said to him, "Look man, there's no need to make a song and dance about it!"

## FOOTBALL HEAVEN

Two 90 year old men, Mike and Joe, have been friends all their lives. When it's clear that Joe is dying, Mike visits him every day. One day Mike says, "Joe, we both loved football all our lives, and we played football on Saturdays together for so many years. Please do me one favour, when you get to Heaven, somehow you must let me know if there's football there."

Joe looks up at Mike from his death bed, "Mike, you've been my best friend for many years. If it's at all possible, I'll do this favour for you.

Shortly after that, Joe passes on.

At midnight a couple of nights later, Mike is awakened from a sound sleep by a blinding flash of white light and a voice calling out to him, "Mike — Mike."

"Who is it? Asks Mike as he sits up. "Who is it?"

"Mike — it's me, Joe."

"You're not Joe. Joe just died."

"I'm telling you, it's me, Joe," insists the voice."

"Joe! Where are you?"

"In heaven", replies Joe. "I have some really good news and a little bad news."

"Tell me the good news first," says Mike.

"The good news," Joe says, "is that there's football in heaven. Better yet, all of our old friends who died before us are here, too. Better than that, we're all young again. Better still, it's always springtime and it never rains or snows. And best of all, we can play football all we want, and we never get tired."

That's fantastic," says Mike. "It's beyond my wildest dreams! So what's the bad news?"

"You're in the team for this Saturday."

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## PRINTERS VERSUS SALESPeOPLE

What's a copier salesman and a pint of Guinness got in common? A black suit, white collar and the ability to be a pain in the arse!

## SALES DATABASE NOUS

A salesman and his manager are reading head stones at a nearby cemetery.

The salesman says "Crikey! There's a bloke here who was 152!"

The manager says, "What's his name?"

The salesman replies "Miles, from London!"

## WHATEVER

What did the fish say when he hit a concrete wall? 'Dam'.

What do Eskimos get from sitting on the ice too long? Polaroid's.

What do prisoners use to call each other? Cell phones.

What do you call a boomerang that doesn't work? A stick.

What do you call cheese that isn't yours? Nacho Cheese.

What do you call Santa's helpers? Subordinate Clauses.

What do you call four bullfighters in quicksand? Quatro sinko.

What do you get from a pampered cow? Spoiled milk.

What do you get when you cross a snowman with a vampire? Frostbite.

What do you get when you cross an elephant and a skin doctor? A pachydermatologist

What has four legs, is big, green, fuzzy, and if it fell out of a tree would kill you? A pool table.

What is a zebra? 25 sizes larger than an 'A' bra.

What lies at the bottom of the ocean and twitches? A nervous wreck.



**FELIX THE COPY CAT**

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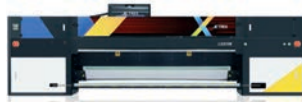
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Follow the instructions on what type of advert you want to place and what you want to sell.

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