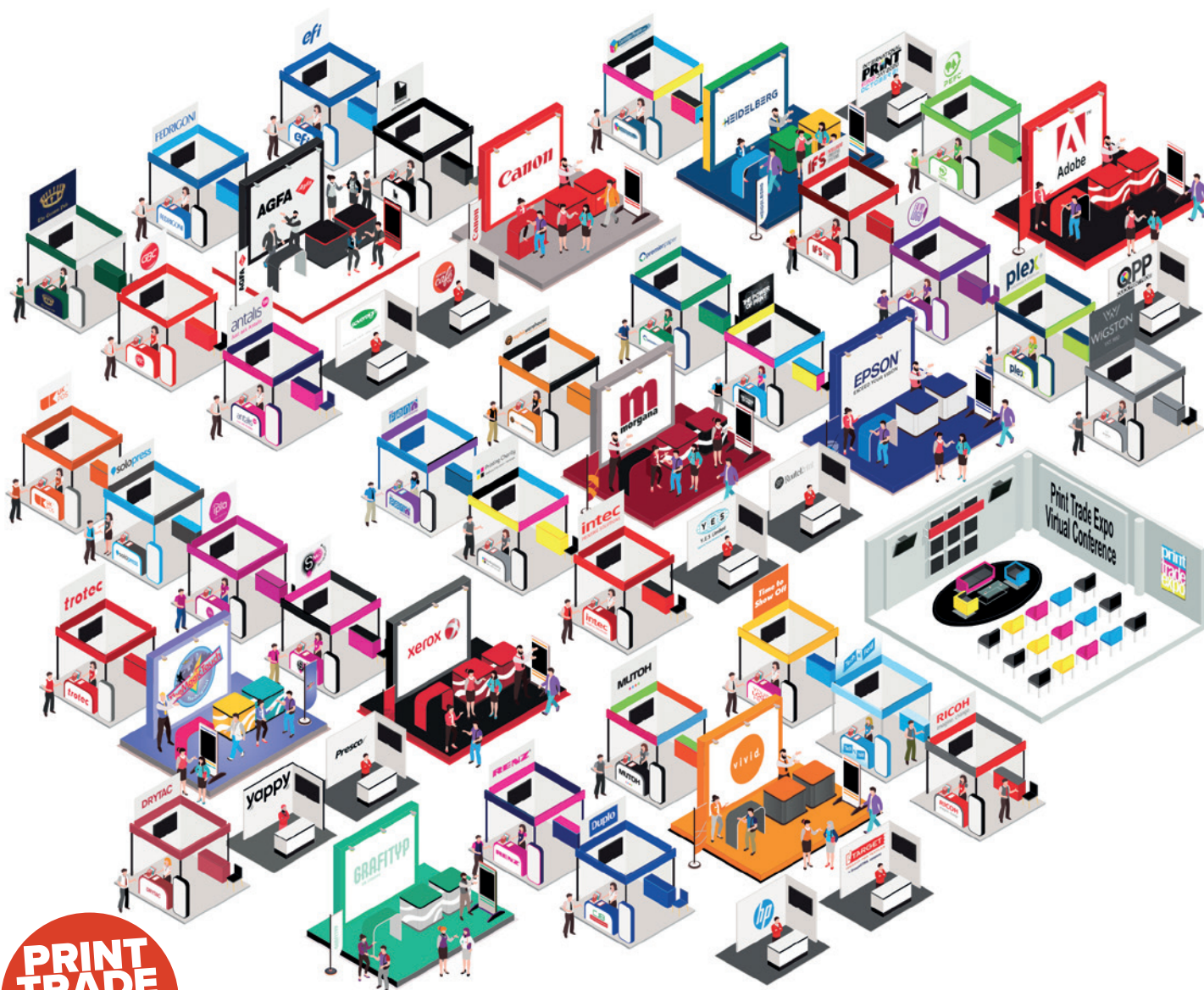




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## CONTACT

Quick Print Pro, Colourfast Group Ltd  
36 Cheltenham Place,  
Brighton. BN1 4AB  
Tel: 01273 674321  
Email: [editor@quickprintpro.co.uk](mailto:editor@quickprintpro.co.uk)  
Web: [www.quickprintpro.co.uk](http://www.quickprintpro.co.uk)

## EDITORIAL

Marina Peirce

## EDITORIAL ASSISTANT

Nyree Groome

## EXECUTIVE PUBLISHER

Maureen Foulkes

## CONTRIBUTORS

Lara Groome, Andrew Foulkes,  
Rebecca Leach and Dan Tester.

## FEATURES

Peter Foulkes

## DIGITAL IMAGING &amp; PHOTOGRAPHY

Martin Christie

## MAGAZINE PRODUCTION

Dean Cook

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

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# WELCOME



## COMMENT

### Positive in Print



**Time to spring out of those lockdown blues.**  
Being positive in print is contagious and something we should all be caught doing.  
We are banning the c-word

and have even changed our front cover text while proofreading. March on into Spring and lead by example, setting best practice in print as you forge ahead.

Try something new to get your entrepreneurial spirit working, we're thinking print embellishment, foiling and turning our print tactile.

As I tell our sponsors, if you do nothing, nothing will happen.

Peter, going for gold, Foulkes

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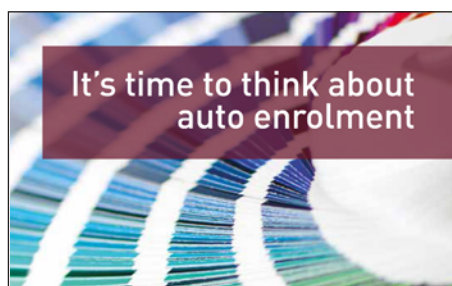
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The law on workplace pensions has changed and every employer in the UK must put certain staff into a pension scheme and contribute towards it.

**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.



# NEW RESEARCH REVEALS OPPORTUNITIES FOR PRINT

Canon Europe has revealed the results of its latest **Insight Report – ‘Creating Customer Value’** – which reveals the changing demands of the print buyer and the untapped opportunities for PSPs and in-house print rooms. The research uncovered that fewer than 20% are fulfilling the needs of their customers. At a time when brands are under more pressure than ever to achieve due to static or declining marketing budgets, 80% said they would welcome more creative input from their PSPs, representing a clear opportunity for print.

With a focus on measurement to prove the return on investment (ROI) of their campaigns, brands have drifted to digital, investing 46% of their budget in online marketing. But they're aware of the limitations in using digital only campaigns and that consumers are suffering from digital fatigue. The good news is that almost all survey participants (97%) said they used print alongside other marketing modes and that almost half (47%) frequently run integrated campaigns involving print. With over 33% of today's marketing budget devoted to print, it's seen as the bedrock of brand campaigns. What's more, 30% of communication buyers believe that print will continue to remain as important, or become even more so, in the next few years.

Brands need to be able to justify their investment in chosen marketing tactics and when they can see the effectiveness of print, they're happy to increase its share in their communications mix. In fact, 40% of brand marketers surveyed said they would invest more in print if their budgets were doubled. However, one in three revealed that they have no way of measuring their print campaigns.

In response to this, 86% said they would welcome advice on combining print with digital elements for a more integrated approach. The research also reveals that 80% of brands are looking to their print providers for fresh and innovative ideas that will enable their campaigns to cut through to their target audiences. In fact, 75% of brand marketers interviewed want their PSPs to be more



consultative.

Considering this positive news for print, the commercial print professionals that succeed will be the ones that change the way they interact with their customers by sharing their expertise and re-framing themselves as consultants. There's a clear, untapped business opportunity here: to extend their value beyond print and change the dynamics of the relationship with their customers to achieve growth.

Speaking about the Insight Report's findings, Mathew Faulkner, EMEA Senior Marketing Manager for Canon Europe's Professional Print Business, says: "What's clear from the research is that, while PSPs are getting the basics right, there's a gap between what customers want and what is being delivered. By using each customer interaction as a chance to demonstrate their expertise, PSPs can add value and help brands maximise the effectiveness of print. It's also an opportunity to prove print's ROI by showing them how it can be used to boost engagement or provoke an action at various stages along the customer journey. By working more

collaboratively with their customers and understanding more about their marketing campaigns, print professionals can spot more opportunities and show customers how it can be integrated within wider brand campaigns. As a result, PSPs will be able to not just fulfil an order but create customer value by going beyond the brief."

Building on this insight, Canon has developed its flagship Canon Ascent Programme to coach PSPs and in-house print rooms on building a closer working relationship with their customers and learning how to evolve their offering and deliver added value services.

## CANON'S INSIGHT REPORT

[www.canon.co.uk/business/insights/articles/insight-report-2020](http://www.canon.co.uk/business/insights/articles/insight-report-2020)

## CANON ASCENT PROGRAMME

[www.canon.co.uk/business/services/canon-ascent-programme](http://www.canon.co.uk/business/services/canon-ascent-programme)

## THE PEN WAREHOUSE SHORTLISTED FOR FAMILY BUSINESS OF THE YEAR



The Pen Warehouse has been shortlisted and is in the running for the Family Business of the Year Awards 2021. Awards up for grabs are by sector, regional and national. National titles are awarded in respect of entrepreneurship, innovation, small family business and spirit of family business.

Family Business United is a voice for the global family business community and an invaluable source of insight. It celebrates the contribution family firms make through the provision of employment, creation of income, as well as supporting local communities and charities.

Helen Dyl, Operations Director of The Pen Warehouse commented, "We're absolutely delighted to have been shortlisted for the Family Business of the Year Awards. This company was founded by my father, and our MD, over 25 years ago and is now in its second generation. Through hard work, brilliant vision, and an amazing team we

are still here today."

In addition to the Family Business of the Year Awards, to help boost the awards and celebrate the contribution of family firms, there is a People's Choice award (regional and national winner), and anyone can vote.

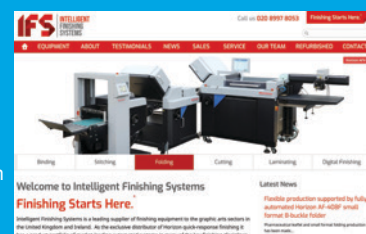
[www.familybusinessunited.com](http://www.familybusinessunited.com)

## PROFILE OF THE MONTH:

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# PARAGON CC LAUNCH APPRENTICESHIP PROGRAMME

Paragon Customer Communications (PCC), a leading provider of end to end omnichannel services for marketing, transactional, operational and workplace solutions, has launched its flagship UK-wide apprenticeship programme, named Ignite, following a successful 12-month pilot. While more than 60% of employers in England were forced to abandon on the job training schemes in the past year, according to a leading educational charity The Sutton Trust, PCC is bucking the trend with plans to roll its Ignite programme out across its production sites throughout the UK.

The scheme provides opportunities for talented individuals to forge a career in the communications industry, developing key skills in print, digital marketing, warehouse management, litho print, print finishing and engineering.

Initially deployed at PCC's Dagenham site, the five year programme is designed to create pathways for young, talented individuals to further their education and grow with the business throughout the scheme.

Ignite apprentices undertake an initial 10 week rotation, working across the business production areas including digital print, goods in, machine enclosing and general admin roles, preparing participants for the evolving environment of the communications industry before embarking on the multi-year programme.

As a business PCC continues to invest in people, and the Ignite apprenticeship scheme is central to this philosophy, giving candidates the opportunity to progress within the business, whilst also developing new skills.

PCC already has 60 apprentices participating in various schemes across UK sites, however, Ignite will become the company's flagship programme, consolidating all on the job training into a single, market leading scheme.

The Ignite programme forms an integral part of PCC's corporate sustainability and people strategy, which plays a critical role in ensuring the company creates a progressive, supportive and healthy working environment. As part of the new groundbreaking partnership, PCC and The HomeServe Foundation will work together on a number of key initiatives, supporting the Foundation's vision of investment in skills through apprenticeships to aid the UK's economic recovery.

PCC now has a number of key frameworks in place to encourage leadership through social values throughout the industry. These include the Young Paragon Network, which encourages talented individuals from all Paragon sites internationally to work collaboratively to tackle business challenges, as well as the Quantum Leadership Group which brings together senior leaders to help integrate business and facilitate positive change.

While the company's Inclusion Council, with representation from different



Mason Kane, one of the first apprentices on the Ignite scheme, on site at Paragon Customer Communication's Dagenham facility

backgrounds, helps to manage the diversity process, and attract people within minority and low social mobility groups who might not consider communications as a career and those looking to build one.

Alison Jackson, Head of HR for PCC's Transactional & Service Divisions, said: "As a business we are extremely pleased to see apprentices are grabbing the opportunities presented to them with both hands, and enjoying considerable success by advancing along their career paths with extra training to get the certifications needed to progress within the last year.

"We strongly believe our partnership with The HomeServe Foundation will allow us to nurture and grow more young talent within the business moving forward, providing us with the tools and resources that will help us through every step of employing a vibrant community of apprentices."

PCC leaders joined Helen Booth, director of The HomeServe Foundation in the House of Lords on Wednesday 10 February as The Foundation presented the findings of its first quarterly research report into UK domestic trades skills (LINK) to the All-Party Parliamentary Group on Apprenticeships.

[www.paragon-cc.co.uk](http://www.paragon-cc.co.uk)

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

## WOMEN'S PRINT HERSTORY MONTH RETURNS

'Women's Print HERstory Month' coincides with Women's History Month to align the telling of stories that empower and inspire the fierce fabulous females of print, as well as young women and students entering the industry or considering print as a career. Launched in 2019 by GirlsWhoPrint.net, Women's Print HERstory Month returns March 2021, and Girls Who Print is mobilising the women in the industry, calling on them to join in and share their career and success stories through social media using the hashtag #PrintHERstoryMonth.

This mission is also a call to action to global businesses across all segments of the print industry to seize this opportunity and put the incredible female leaders who manage teams, develop technology, and shatter sales targets in their company front and centre, and share the incredible achievements of women in print with the world.

There are no limitations when it comes to how to engage with Women's Print HERstory Month.



Participants are encouraged to create or share content that celebrates the amazing women in the industry and send it out through social media using the hashtag #PrintHERstoryMonth. If you are in need of content, GirlsWhoPrint.net is creating a library of Q&A blog posts with community members, Podcasts From The Printerverse has a Girls Who Print podcast series, and many of the industry organisations around the world have 'Women in Print' initiatives worth highlighting and sharing in March.

Deborah Corn, Girl #1 at Girls Who Print, says: "Women's Print HERstory Month has never been

more important. The pandemic is disproportionately removing women from the global workforce and staying visible, celebrating our presence and successes loudly in a male-dominated field, is up to us. Everyone can show their support by following the #PrintHERstoryMonth hashtag stream and engaging with the content. A 'like' or a reshare or a retweet is an acknowledgement that the achievements of women in print matter."

Print shops can also set examples for their communities, and especially for workforce development, by participating in #PrintHERstoryMonth. Kelly Mallozzi, Girl #2 at Girls Who Print, explains why print businesses should share their female-led stories: "Simply put, you need to tell them, and we need to hear them. Leading by example and celebrating women and the value they bring to print businesses has never been more critical to the future of the industry and our ability to attract younger generations to it."

[www.girlswhoprint.net](http://www.girlswhoprint.net)

# FLEXIBLE PRODUCTION SUPPORTED BY HORIZON AF-408F



**Pharmaceutical leaflet and small format folding production has been made simpler and easier with the new Horizon AF-408F fully automated small format eight buckle folder.** The latest addition to Horizon's range of folders can be configured inline, parallel or at 90 degrees, with a Horizon T-406F/S six buckle 2nd station folder to provide a total of 14 buckle plates.

Building on the capabilities of the Horizon AF-406F folder, the 30,000sph Horizon AF-408F has been designed to respond to market pressures, such as, demand for shorter and more variable runs, increased labour cost, increased material cost, price competition and difficulty in finding skilled operators.

It also supports operation in a post Covid-19 environment where there is the additional need to adhere to social distancing guidelines.

Fully automatic set up is made easy via a 12.1 inch intuitive colour touch screen panel that provides simple and fast access to a wide range of pre-programmed folding template patterns and 200 job memories. They enable the easy production of pharmaceutical leaflets as well as small format folding for applications such as pamphlets, instruction manuals and guide sheets.

Key features include the ability to:

- support highly variable jobs and a wide variety of work in one pass;
- fold from A3 to A4 for brochures;
- complete an increased number of jobs with eight buckles for parallel folding;
- complete 96 page outserts for the pharmaceutical market;
- automatically set fold roller gap settings and scoring navigator guide positions for fast and accurate perforating, scoring and slitting;
- fit different types of folding rollers on the first and second stations;
- deliver stable feeding operation with a superior section feed system.

There are also a number of user-friendly functions including when the:

- registration guide on the first unit is micro adjusted the buckle stopper on the second is

micro-adjusted automatically for compensation;

- buckle stopper position on first station is changed, and total length of paper after folding is changed, the registration guide on the second unit is micro adjusted automatically;
- folding condition on the first station needs to be checked, the registration guide on the second station moves wider for 100mm so the operator can check the sheet easily;
- accordion fold adjustment is made easier with a new dedicated function;
- variance in sheet condition is managed by sheet thickness fine adjustment;
- changeover complete confirmation screen allows the operator to double check job completion to avoid any careless errors.

The Horizon AF-408F folder is fully compatible with Horizon's cloud-based iCE LiNK IoT workflow. It provides access to an intuitive easy to use dashboard that reports real-time production analysis for improved efficiency and profitability, remote update capabilities and scheduled maintenance resulting in less downtime. The information is accessible via smartphone, tablet or desktop PC and the software is designed for integration with third party MIS systems.

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

## IMAGECO INVEST IN NEW HP LATEX 800 PRINTER

**Leeds based wide format printing and signage company Imageco has become one of the first businesses in the UK to purchase a new HP Latex 800 W Printer, saying the device will take the quality of its printed output to 'another level'.**

The HP Latex 800 Printer series officially launched in March 2021 but Imageco opted to beat the rush and placed its order late last year, with the new device set to be installed within a matter of weeks.

Imageco had been seeking a new machine to replace an older Durst Lambda, which it had been mainly using to produce photographic backlit applications. Managing Director Nathan Swinson-Bullough said as the company was already running an HP Latex 570 printer with great success, he contacted HP to see if they could help.

"I knew that HP Latex technology could be the answer. When I was told a new model was being developed, I requested some test prints. We were blown away with the quality," adds Nathan. "It really does take quality to the next level."

As Imageco works across a number of sectors with a wide range of clients, Nathan said it was vital that any new printing device was flexible and able to handle various types of work. This, he said, is something that the new HP Latex 800 series certainly offers.

"The machine is extremely versatile; importantly for us, it can produce the backlit film for gaming



and retail, but we will also be using it to service lots of other applications," he said. "For example, the new fine text with white ink printing option opens up smaller label work, it also further supports our interior wallpapers, lightbox fabric and window graphics work.

"The list of what we can produce on the HP Latex 800 W is almost endless; we love to push ourselves and will get as creative as possible with the new machine."

Aside from the clear production benefits that the new HP Latex 800 series will offer to Imageco, Nathan spoke about the importance of sustainability when it comes to investing in a new printing machine.

The HP Latex 800 series uses water-based ink, which is perfect for interior print work, while he also pointed out that the machine has parts made from recycled plastic, further enhancing its environmental credentials.

Investment in the HP Latex 800 came towards the end of what was a challenging year for many print businesses. The Covid-19 pandemic led to a sharp decline in two of Imageco's core segments in the form of events and exhibitions, and retail.

However, Nathan said the company was able to quickly adapt to the situation, first helping with the production and distribution of face visors for the NHS, on a charitable basis, and later picking up printed work related to social distancing. They won 'The COVID-19 Extra Mile Award' at the British Sign Awards 2020 as a result of their efforts.

Throughout the pandemic Imageco continued to see steady levels of demand for exterior signage. Nathan explains that this part of the business was not impacted so much, with businesses taking the enforced downtime to rebrand and refresh their images, create new websites, and address their carbon footprints.

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

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There has never been a better time to enter the market for producing personalised apparel and customised gifts such as sportswear, cushions, mugs, phone cases and coasters. Businesses can easily and cost-effectively produce small promotional goods on hard substrates and textiles with the SureColor SC-F500, SC-F501 and SC-F100.

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# RESOLUTE GREEN BUTTON LINE UP NEW R-JET PRO.

**The R-Jet Pro is a no frills custom built DTG printer that utilises dual print head technology.** It is the latest addition to Resolute's popular Green Button DTG Systems.

Says Colin Marsh, Managing Director of Resolute DTG, the R-Jet Pro has all the latest technology including offset dual print heads allowing for fast single pass printing. We've left the fancy bits it doesn't need in the factory keeping the build cost down. Our latest market research indicated price and performance was more important than luxury features in the current economic climate. That said the R-Jet Pro still benefits from a push button horse-shoe platen system with optical height limit switch including three sizes of interchangeable platens.

Driven by Resolute RIP and running on Resolute Premium Inks, the R-Jet Pro is a powerful



combination. It is designed to be walk up ready without using ink when on standby, this is a unique feature made possible by the properties of Resolute Premium Inks combined with their tried and tested iWICS (intelligent white ink control

system). Its industrial sized bulk ink system holds a full one litre of each colour including white. The iWICS system circulates the white ink through the printer and back into an automatically agitating storage tank. The R-Jet Pro looks after itself when not in use with nothing to shake and without using ink.

The printer is set to launch with attractive pricing and will include the new Resolute RIP software, mainland UK delivery, installation, training and a full 12-month on-site warranty. Printing a dark shirt with an A4 size image in just under 90 seconds at 2400dpi in a single pass and costing approximately 50% less in consumables than other higher priced systems the new R-Jet Pro is set to be a hard act to follow.

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

## NEW CANON IMAGEPRESS IS FOGRA CERTIFIED



**Since its launch in September 2020, over 100 Canon imagePRESS C10010VP cut sheet colour engines have already been installed across EMEA.** Built on Canon's proven imagePRESS technology, this exceptional high performer is helping customers to meet the tightest deadlines, reliably deliver volume output at high speed and achieve offset quality output. And the added bonus? The series is now Fogra PSD (Process Standard Digital) certified.

Customers across EMEA have highlighted how the imagePRESS C10010VP has enabled them to achieve higher levels of quality, colour consistency and production efficiency. Thanks to its ability to easily handle up to 400gsm and sheets of up to 1300mm in length, they can now produce a wider range of applications quicker than ever before with the machine's enhanced automation capabilities, saving time on lengthy manual processes.

UK customer Kingsley Print has seen a dramatic increase in production efficiency, helping the company to better serve its customers in the property, food, wine and coffee sectors. Managing

Director, Bradley Vaughan, says: "The imagePRESS C10010VP has cut our turnaround times down by 70% because we don't have to hand feed this machine with long sheets the way we used to. It can also take thicker stock, such as textured 400gsm, with no trouble at all. We can be more creative and confident in offering a wider choice of substrates to our customers. The versatility of this printer is hard to beat. On one day it can handle personalised print campaigns going out to thousands, and the next it can be producing high end print for a short run of 300 glossy property brochures. It's just what we wanted."

imagePRESS series is now Fogra approved – grade 'A' in print quality

In a further boost to the series, both the C10010VP and C9010VP models have also been awarded Fogra PSD (Process Standard Digital) certification. This standard recognises the high quality output from the imagePRESS series and its ability to produce accurate colour consistency across multiple runs at speed. The entire imagePRESS product range, including the imagePRESS C165 and

C910 series, has now reached the highest grade 'A' in print quality class in every paper and device controller combination.

Commenting on the early success of the imagePRESS C10010VP and its Fogra accreditation, Mark Lawn, Director of Professional Print Solutions for Canon Europe, says: "The feedback we've had from our customers has been tremendous and each one has been able to tell us a story about how they've achieved more and been able to fulfil their business ambitions with their imagePRESS devices. On top of that, receiving this Fogra gold seal of quality and performance is a real acknowledgement of our achievement in digital print and our commitment to delivering excellence. By investing in an imagePRESS C10010VP, our customers can also achieve Fogra accreditation for themselves, giving them a competitive edge when seeking to win new business and retain customers."

**For more information on the imagePRESS C10010VP series, visit the website [www.canon.co.uk](http://www.canon.co.uk)**



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# MORGANA RELEASES DIGICOATER PRO 400

Morgana Systems has announced the release of the Morgana DigiCoater Pro 400 flat sheet UV coater. The new device provides for a wide range of UV coatings to offer the perfect finish that enhances, protects and adds value to the printed sheet.

Commenting on the rationale behind the development and release of the product, Ray Hillhouse, VP Sales & Marketing for the Plockmatic Group Offline Business Unit, said: "With coated sheets already a fraction of the cost of lamination, we are now delighted to introduce a product that we believe can provide the lowest cost per sheet achievable on any UV coating machine in its class. Additionally, the unique curing system on the cold lamp UV unit uses significantly less power to cure when compared to other open lamp systems on the market.

"UV coated sheets provide for rub resistance and a more robust finish when the final piece of print needs to be frequently handled or passed through other finishing or mailing systems prior to completion. In addition, UV coating is widely considered as being a more environmentally friendly alternative to lamination, as virtually no waste is produced in the production process."

The Morgana DigiCoater Pro 400 can produce up to 45 metres per minute of coated print on the cold lamp UV system, with up to 60 metres per minute on the LED equipped machine. Both systems are suitable for inline and offline applications. A low coating coverage of only two to four grams per square metre is needed in order to cover the sheet.

Morgana HD LED and Cold UV coaters remove the risk involved with high temperature conventional UV coaters, eliminating any scorching of substrates or potential fire hazards. The coated stock is delivered at room temperature, meaning that there is limited opportunity for distortion or shrinkage of the sheets.

Options for the product include a duplex coating capability, and automatic feeding and stacking units. An optional IR lamp system



is necessary for coating wax based toner printed sheets.

Hillhouse continues: "Although the basic machine can be handfed, most, if not all of the machines will be supplied with one of our feeder options. The new VFL vacuum feeder appears to be the most suitable combination with the DigiCoater, offering a 2,000 sheets capacity and a quick reload. It also has the benefit of being able to run long sheets for new emerging applications. The VFX feeder will offer continuous loading of sheets through two bins, but is limited in sheet size to 660mm."

UV coating is rapidly being adopted as a means to enhance, protect and add value to both digital and litho printed documents, and is suitable for a wide range of applications including greetings cards, photobooks and calendars. A wide range of coatings are also now available from Morgana including gloss, matt, and anti-bacterial finishes.

The choice of feeder available:

**VFX Feeder:** Up to 5,400 sheet capacity; Two tray configuration allows for uninterrupted job production; Adaptive Fan Control automatically adjusts air flow for varying media; Advanced double sheet detection with infrared and ultrasonic sensors; Max sheet size 356 x 660mm; and can be used across all Morgana booklet making platforms

**VFL Feeder:** Up to 2,000 sheet capacity; Adaptive Fan Control automatically adjusts air flow for varying media; Advanced double sheet detection with infrared and ultrasonic sensors; Max sheet size 385 x 1300mm; Up to 600gsm dependant on machine configuration and stock

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

## NEW ROLAND VERSAUV LEC2 AND S-SERIES FLATBED

Roland DG has announced the launch of two new ground breaking solutions, the VersaUV LEC2 Series of UV Roll-to-Roll printer/cutters and VersaUV LEC2 S-Series of UV Flatbed Printers.

The VersaUV LEC2 Roll-to-Roll Printer/Cutter Series comprises the LEC2-330 width 762mm (30") and LEC2-640 width 1625mm (64") and focuses on optimising print quality and expanding media compatibility, delivering a truly comprehensive UV printing solution for a wide spectrum of print professionals.

Designed for both indoor and outdoor applications, the LEC2 Printer/Cutter series will appeal to both packaging professionals for creating mock-ups and prototypes, and to print companies wanting to add premium quality or special effects to a wide range of signs and graphics. Integrated cutting capabilities will also appeal to those looking for an all in one production solution.

Paul Willems, Director of Business Development and Product Management at Roland DG EMEA comments: 'We know that print businesses are deriving significant commercial value from the speed, simplicity and short print runs that UV enables. The LEC2-330 and 640 models provide even more revenue opportunities by broadening the types of roll-to-roll and semi-rigid media that customers can print on, as well as sharpening the quality of output.'



The wider LEC2-640 presents an attractive solution for a vast range of indoor and outdoor applications. The high opacity white ink makes it possible to print onto transparent materials, like static cling films, and produce graphics for window displays and promotions. Customers who choose to include clear ink in their ink configuration can also add eye-catching effects to custom wall coverings, as well as smaller applications like decals and stickers.

The VersaUV LEC2 S-Series Flatbed Printers offer the ultimate in versatility, printing easily onto a vast array of substrates and objects, both flexible and rigid, and will appeal to sign-makers, personalisation houses, industrial printers and packaging experts, looking for differentiated profit opportunities, shorter the time to market or to save costs in current times.



Comprising four flatbed models, the S-Series is offered in a range of configurations and sizes to suit production environments and requirements of all types. Available in two widths, 762mm (30") and 1625mm (64"), and in three length configurations (F200, F300 or F400)\*, with an

impressive printable height of 230mm.





\*F300 and F400 configurations available only with the LEC2-640S 1625mm (64") model.

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

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# SHARP LAUNCH TWO NEW HIGH-VOLUME MFPS



Sharp has announced the addition of two new high speed colour MFPS to its A3 line-up. The high performance MX-8081 and MX-7081 offer a host of productivity functions, best in class security enhancements and the same powerful workflow features and user interface common across the Sharp range. The models combine proven reliability with intuitive operation in a design for professional printing.

The new MFPS offer robust security features, such as a firmware attack prevention and a self recovery capability, which can identify a malicious intrusion and restore the machine firmware to its original state. The whitelisting feature helps protect the machine's file system from unauthorised access. Additionally, administrators can centrally manage select settings at the device using Active Directory® Group Policy.

The MX-8081 and MX-7081 include Sharp's award winning, easy to use user

interface, accessed via a 10.1" LCD touchscreen common across the Sharp line up, enabling those already familiar with Sharp devices to be ready to work with the machines straight away. Cloud connectivity further streamlines interacting with the device, giving easy access to commonly used applications including Dropbox, Microsoft OneDrive® for Business, SharePoint® Online, Box and Google Drive™.

The new models offer increased productivity with print speeds of up to 80 ppm, and scanning speeds of up to 120 ipm one sided and 240 ipm two sided. The new models also feature a highly efficient 300 sheet duplex single pass feeder that scans two sided documents in one pass, to ensure even large jobs are quick to finish.

The printer supports a maximum 8,500 sheet paper capacity that can be fed from separate trays on the MFP, allowing users to select different paper styles up to 300 gsm. The devices can additionally scan documents as editable text through the 'Scan to OCR' function. The new double feed detection feature, designed to stop paper jams by detecting skewed or multiple sheets fed into the machine, further enhances the reliability of the new models.

Ben Lake, Senior Product Manager, said: "We are proud to strengthen our leading MFP technology with these new models specifically designed to deliver best in class print speeds and productivity features. Coupled with Sharp's award winning user interface, security and advanced functionalities, the MX-8081 and MX-7081 deliver one of the most robust and reliable MFP experiences on the market."

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

## HAHNEMÜHLE LAUNCHES INNOVATIVE 'NATURAL LINE'

For the first time Hahnemühle, together with its partners of the Creative Art Alliance Schmincke and da Vinci, organised the CAA Digital Creative Days. All three companies set-up an inspiring entertainment and information



programme as virtual substitute for Creativeworld/Paperworld trade fair that normally takes place at the end of January. Dealers, distributors and end customers received all the news about Hahnemühle's high-quality artists' papers virtually directly from the Hahnemühle team via their electronic devices from the comfort of their own home.

January 2021 saw the global launch of the Natural Line — premium, innovative and vegan artists' papers. With the new papers Hemp and Agave as well as the already established and popular Bamboo paper, Hahnemühle focuses even more on resource saving papers. The high number of environmentally friendly fibres bamboo, hemp and agave used in the production of the papers is unique on the market.

With the product launch of the mixed media paper Bamboo in 2008, consisting of 90% bamboo fibres and 10% rags, the company is increasingly focusing on fast-growing and sustainable fibres for artists' papers. Over the years, other Bamboo papers and books for various painting techniques have been added to the range. Today, Hahnemühle's "Natural Line" includes the artist papers Agave Watercolour for watercolour painting, Hemp Sketch for sketching, Bamboo Mixed Media for various painting techniques and Bamboo Sketch again for sketching.

The official launch of the Natural Line is available on Hahnemühle's Youtube channel.

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

## COLOR COPY NEW COLORLOK TECH. FOR INKJET PRINTING

Antalis UK has announced that all A4 and A3 Color Copy Original paper will now come with ColorLok® Technology making it suitable for inkjet as well as traditional dry toner printing.

Color Copy Original is the well established, perfect paper for digital colour printing. It is synonymous with a high white shade and a very smooth surface making it ideal for office or graphical art printing.

The latest ColorLok® Technology now makes the paper ideal for use on inkjet printers, giving improved boldness to black print and enhanced vibrancy to colours, all with faster drying times.

Color Copy Original is manufactured to be carbon neutral and can be further carbon offset with Antalis' 'door to door' offsetting scheme aimed at helping customers achieve their sustainability goals.

Tim Percival, Category Director - Office and Digital Papers at Antalis UK, commented, "Color Copy Original has been a key paper in our office and digital paper portfolio for many years now, but the addition of new ColorLok® Technology takes it to another level. It's ideal performance on inkjet printers gives our customers more scope for producing high quality in-house print. And with sustainability becoming an increasingly important buying decision, the fact that it is carbon neutral makes Color Copy Original an even more attractive product."

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





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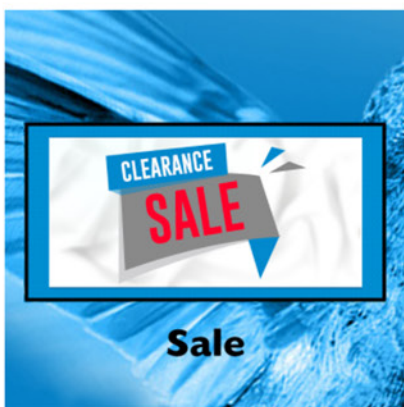


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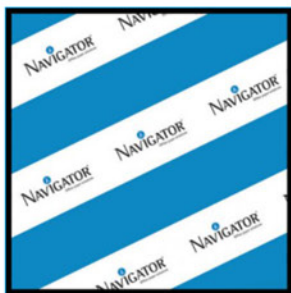
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# PIXEL PROPHET A COLOURFUL HISTORY

The adage that a picture is worth a thousand words has probably never been truer. **Martin Christie** says when complex issues are reduced to tweets that average less than 50 characters, it's evident that an image is far more likely to catch and retain the general public's attention.

**O**ne such image that stuck out doing the rounds of social media recently was a wonderful Victorian photograph of a proud soldier, a veteran of the Crimean War. Similar photos were familiar to photography buffs and historians. Still, this one crossed into popular culture because it challenged the contemporary assumption that anything produced before the 21st century was necessarily dull and distant, like a forgotten and faded memory.

But in the middle of the nineteenth century, the newly invented camera was not an antique. It was cutting-edge technology, a wonder of the age as, for the first time, everyone could see real images of real people and places that were not just paintings and able to be viewed not long after they were captured. And most importantly, they could be reproduced as copies at will and distributed around the world. It was almost instant too as the photographer would generally develop the negative himself, on the spot. There were no processing labs or high street printers in those days. In fact, the photographer would often make his camera with bought-in parts, a proprietary lens, a light-proof box and a bellows for adjusting the focusing distance between the light source and the unexposed coated glass plate that acted as the film.

The actual shooting was slow. There was no shutter as such — the lens cap was simply removed and held for a number of counted seconds before being replaced. No technical aids here — apart from a headrest which was often employed to keep the subject from moving and ruining the shot.

Not that Colour Sergeant William McGregor, 1st Battalion Scots Fusilier Guards, would have needed any help. He would have been used to standing ram-rod straight on the parade ground and in the legendary Thin Red Line at the Battle of the Alamo. McGregor was among soldiers photographed later in Aldershot by Robert Howlett, a pioneering photographer who also shot the iconic portrait of Brunel in his stovepipe hat alongside the massive chains of the Great Eastern.

Of course, what makes the portrait so striking is that it is not black and white as it was originally taken. In fact, it has been painstakingly brought into full colour using very modern techniques in Photoshop by sampling the historic uniform and equipment in detail to get as close to an authentic reproduction as possible; it's not a computer-generated replica.

It was only possible because of the amount of detail in the original, which should not have been such a surprise. Despite its age and lens technology, it was well advanced at the time from telescopes that had been tracking the heavens for two hundred years, and although the film plate was no more than A5 in size, that's still a lot of potential pixels when scanned professionally. And of course, this is an optical transfer of an image with no electronic compromise to interfere with its quality.

As such, it illustrates the perfect marriage of old and new



Colour Sergeant William McGregor, 1st Battalion Scots Fusilier Guards

technology. In fact, using the latest AI tools for sampling and blending colour hues, images look authentic and not artificially plastered over the subject. The lifelike tones of skin and hair are instantly recognisable to the human eye, as are the more subtle shadows and highlights cast when light is passed over the fabric, wood and metal.

The crude airbrushing of detail, which was such a hallmark of early Photoshop, is thankfully banished to be replaced by something that is much more pleasing to the human eye. That's why the photo stands out as it looks as crisp as the day it was taken; and not some obvious fake avatar. And McGregor looks as fresh and alert as the day he faced the Russian guns in 1854.

So this is partly due to the skill of Robert Howlett in the first place, and partly the power of Adobe Sensei intelligence, but mostly due to Doug Banks' expertise, who specialises in the restoration of historic military images. Doug not only carefully researches the exact colour of uniforms and equipment but also subtle blends and tones them so they look as they would have been worn and used in action at the time, and not like some museum waxwork. The results speak for themselves.

How it is done can be explained in much more detail if you search online but essentially, it is using masks, layers and blending modes which have been explained in previous columns here as part of printing tips. What will become apparent is that to be done well takes time and careful application. It is not the work of a few moments and a couple of fancy filters, which brings me round to the reason for using this example as a rebuke to the often asked question of whether 'something' can be done on the computer. It can be done, but miracles take a little longer and cost a lot more!

However, much the smug marketing people claim to have re-invented photography at the push of a button, you will still need the intelligent eye of a human composing the image if you want anything at all worthwhile that will pass quality control and the test of time.

Knowing what can be done, how long it will take and what it will cost is one of the most important assets we have at hand in a print shop where we still have at least some direct contact with the customer, rather than them negotiating with some

impersonal application online. And it's one we should hang on to and promote vigorously in this uncertain economic climate. Along the same theme of frequently asked questions is just how large an image will go. It's not a simple answer, which is why an internet algorithm that simply counts the number of pixels is not a precise solution. How it is expected to look, even how far away it is expected to be viewed, are some of the essential details hidden in the basic sharpness and clarity of any image, whether analogue or digital.

While we tend to say that traditional film was relatively seamless, there was a limit beyond which you would pick up graining by the nature of the chemistry involved. It is more dramatic with digital as there is a very clear definition between one pixel and another. The more pixels you have, the less difference there will be between them, but the mathematics are the same.

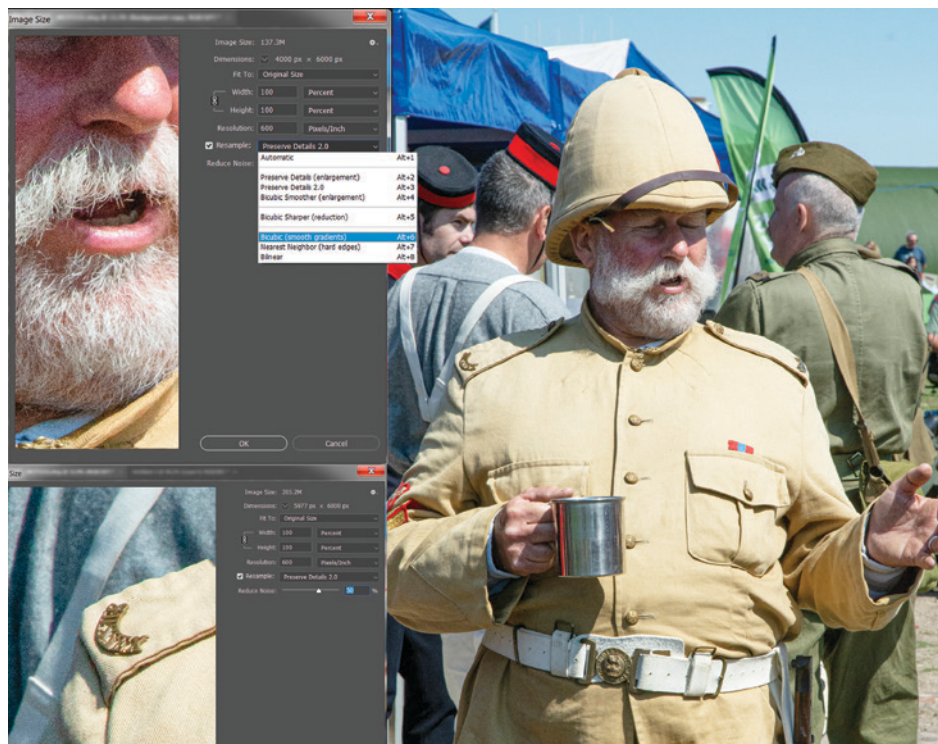
With film, it was very obvious that a negative was out of focus when it was shot and that nothing you could do with optical enlargement would make it any sharper. In fact, it's quite the reverse. With digital, it seems more obscure, hidden in the depths of resampling pixels and the mysterious art of interpolation, which I will try and make more simple here.

In the early days of digital photography, not long after this magazine started the long and winding road through the new science, cameras were only two or three megapixels which was fine for internet use as the system couldn't handle anything bigger. But when it came to printing, even filling an A4 with clear pixels was a challenge, so a number of software developers began working on mathematical formulae that would improve the performance of the limited dimensions of the digital files. In simple terms, if you need ten pixels but you only have five, you have to fill in the gaps with the most likely clones. That's the basics of interpolation. It's just a fancy word for the computer making an educated guess; with all the potential for error implied, the larger the guess was required.

Inevitably some outrageous claims were made for this digital magic potential so that a lot of people thought anything could be enlarged — almost infinitely without any consequential loss of quality. But while some images would emerge from this mathematical manipulation relatively unscathed, others, especially people, were not treated so kindly.

## CLEVER PROCESSING

Cameras in all manner of devices have, of course, improved and deliver many more pixels these days, but the simple maths are the same. If you are going to need more dots than the file contains, you are going to have to create them artificially. This is where the software has improved even more than the cameras in recent years, but the progress has been overshadowed by the headline specifications of the latest mobile phones. It's the processing that can do the real magic, not the device alone. It is



“...a few simple steps can make all the difference to print output. If you are using Photoshop CC, the tools are at your fingertips though not often used, hidden as they are in the image >> Image size dialogue box.

important to appreciate that most of the apparent ‘clever stuff’ modern portable devices can do is done by digital processing internally and artificially, not by any breakthrough in the optical lens's real performance — quite the opposite. Instead of being the essential seeing eye of the camera, the lens has become just a small porthole.

So, understanding interpolation, what it does and how it does it is an important part of the digital print equation to satisfy the customer who just thinks his expensive mobile has done it all for him. Without even bothering to explain the technicalities, a few simple steps can make all the difference to print output. If you are using Photoshop CC, the tools are at your fingertips though not often used, hidden as they are in the image >> Image size dialogue box.

In the same way that Photoshop can sample colour by choosing an individual pixel or several closely matching colours, interpolation can pick two, four or sixteen target points to recreate a larger version of itself. It may sound simple, but the effects of each choice have quite different results. They are known as Nearest Neighbour, Bilinear and Bicubic in that order, and you can choose to select a particular one to suit the image, whether enlarging or reducing in size for print.

You have to manually make this choice as the default will be an automatic sampling that works adequately but does not give you the fine control you may need to make an expert print. Nearest Neighbour is the simplest, which is effectively adding a clone which may be sufficient for single colours, but on anything else will tend to produce the jagged edges we know as pixelisation as it struggles to decide what comes next. Bilinear takes a larger sample and makes a smoother image, but it is likely to result in more blur overall and may not be suitable for some images with detail.

Bicubic is really the best of both worlds, sampling the most associated pixels and creating the best compromise with sharpness and smoothness. But there's more! Because expanding any digital image tends to produce electrical interference (which we call ‘noise’), the digital equivalent of grain with traditional film. This can also be adjusted in the dialogue box. Reducing noise will make the image softer but may make a more pleasing result depending on the subject. If it needs to be sharper, you may need to live with a certain amount of noise. These options will be clearly seen in the preview box so you can make your choice and tailor your adjustments accordingly.

Other tools can do more fine-tuning of images in Photoshop or Lightroom. I have described these tools in previous columns, but using the Interpolation options available is the simplest, least time-consuming way of improving a print image, and therefore your reputation as a printer, even if the customer will claim it was just taken with a very good camera!

You can see more of Doug Banks work at [www.instagram.com/dougbanksee](https://www.instagram.com/dougbanksee)

# COMPASS BUSINESS FINANCE NEW HEAD OF MARKETING

Compass Business Finance has appointed a new head of marketing as it continues to expand its services as a specialist finance provider. Sarah Crumpler joins after working with Compass in a consultancy role for the last three years.

The announcement has been made as Compass celebrates its 15th anniversary with the launch of a new website and move to a new headquarters on Medway Wharf in Tonbridge, Kent.

Achieving year on year growth, Compass brings a unique offering to the market, operating both as a broker and a finance company with its own loan book. Choosing to specialise in industry, professions and renewables finance, Compass has successful relationships with a variety of funders enabling them to structure finance solutions that are both flexible and competitive.



In addition, the continued association that Compass has with the British Business Bank

has enabled the company to be among the first providers of asset finance to bring the Regional Growth Fund, Enterprise Finance Guarantee and currently, the Coronavirus Business Interruption Loan Scheme to the market.

Mark Nelson, director of Compass Business Finance, said: "We want to see our customers grow, innovate and thrive, and to help make their ambitions a reality. Sarah Crumpler's broad marketing experience will be another asset to a team that has done a phenomenal job through the challenges of the past year."

Sarah said: "I'm proud to join Compass in a permanent role. They're a fabulous team to be part of and I'm looking forward to helping them scale even further to support more businesses."

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

## TAILORMADE DESIGN ACQUIRED BY SANDBOX

Tailormade Design Ltd, a greeting card and paper product publisher, has been acquired for an undisclosed sum by Hong Kong based Sandbox Group.

The group, established by Cris and Greg Holmes, comprises Sandbox Industries Ltd, Pinecone Design Ltd and Tailormade Design Ltd, which continues to operate under the rebranded Tailormade Creative Design Ltd.

The acquisition reinforces Sandbox's commitment to vertical integration, combining design, manufacturing, quality, and the flexibility in pricing needed to enhance market stability in today's competitive surroundings.

Tailormade Design Ltd, established in 2001, is a specialist publisher of own brand greeting cards and paper products, including stationery, gift wrap and gift bags, working with retailers around the globe, from design to distribution. The existing team will remain with the new company to drive



the business forward.

"We purchased Tailormade Design in order to expand and enhance our portfolio of companies,"

said Greg Holmes, Sandbox Group's CEO. "We know that the new business will provide the long term approach we need to secure a positive future – a strong workforce, a business friendly environment and superb creative, manufacturing, and distribution.

Cris Holmes, COO Sandbox Group, added: "Our track record speaks for itself, producing over 200 million cards a year for many of the major retailers and charities on a global platform. We're proud to provide differentiation in the marketplace, with all our designs created on a bespoke and exclusive basis.

"The company focuses intensely on relationship building with its customers, retailers and partners. Our international approach offers a global vision of emerging trends, innovative packaging options and new revenue streams which we can continue to offer to our valued customer base."

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

## JOANNE HINDLEY NEW MD AT PETER SCOTT PRINTERS

Joanne Hindley has dedicated 26 years to Peter Scott Printers, a commercial lithographic and digital printing business established in 1960, and a traditionally male dominated sector. Joanne started as Office Junior, and has progressed through various roles including Commercial Director. She is so highly valued in the company, she has been promoted to Managing Director.

Andrew Stephenson MP attended a ceremony at the premises to award her the promotion as a special surprise. Due to COVID-19 rules it wasn't possible to celebrate as it normally would be, however Andrew was on hand to give her the honour and a bottle of vintage champagne.

One of the largest projects Joanne has undertaken was overseeing the move of premises



in April 2020 to Heasandford Industrial Estate in Burnley, following a £200k investment in a £1m factory. The move was planned pre pandemic and PSP had a surge of demand to deal with at

that time too, with items such as essential local authority work, including signposting and social distancing signs. It was achieved whilst remaining fully operational and open for business.

They now have more capacity, quicker turn-around times and are looking forward to the future, under Joanne's very capable watch.

Joanne Hindley said "I'm absolutely delighted and honoured to be given this role, and very proud to be working with such a wonderfully supportive team."

Andrew Stephenson MP added, "I was delighted to visit Peter Scott Printers following their successful move, and to congratulate Joanne on her much deserved promotion."

You can see more about Peter Scott Printers on their website: [www.peterscottonprinters.com](http://www.peterscottonprinters.com)

# 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.

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# MORGANA DOUBLE PURCHASE FOR BFE, BRISTOL

Business Forms Express Ltd (BFE), Temple Cloud, Bristol, has added two more pieces of Morgana print finishing equipment to its post-press operation — a Morgana AutoFold Pro and an EBA6660 guillotine.



**T**he new purchases join other Morgana products, including a Morgana AutoCreaser Pro 33A purchased in August 2020. The new AutoFold Pro is now connected to the AutoCreaser.

Commenting on the additions, Sam Winsor, Sales Director at the company, said: “Our team are used to the high quality of equipment that Morgana provide. We had an ageing Morgana folder — this needed updating to the new model in line with the changes to our product mix. We are seeing the demand for folding work growing with the increase of leaflet printing, folders, and brochures.

“We were also keen to add a new guillotine — we have a larger model that is suitable for chopping down large A2 sheets, but we needed something a bit more nimble for the growth in our digital print sales. That is where the EBA came in. It is very operator friendly and ensures that we can keep up with our cutting requirements.”

With regard to the overall picture for the business during lockdown, Sam Winsor adds: “Whilst we have seen a downturn in sales, from £300k per month pre-Covid to £220k

currently, our plan is to invest and try and sell through the current pandemic rather than sit still and wait for something to happen.

“We are predominantly a lithographic business forms printer — continuous stationery, NCR books and pads, A4 laser sheets, and some general commercial work — all under the umbrella of being a trade printer. In 2018 we made the conscious decision to move ourselves into the digital printing market. This has shown dramatic growth, going from zero to around £11,000 per month at the end of 2020.”

With regards to the customer base, Winsor says: “We focus totally on being a trade house, so rely on the orders from third parties. Our extensive customer base includes printers, print managers, and office supplies companies. Our printer clients feel 100% safe in sending work to us.

“Adding digital to our portfolio gives us another avenue to explore and win more trade customers. Short run work or jobs requiring variable data are typical of the work coming our way from printers who are either too large to focus on the small jobs, or not suitably equipped or skilled to handle them yet.”

## MORGANA AUTOFOLD PRO

The Morgana AutoFold Pro is an automatic folding machine designed specifically for the professional digital or litho printer who has the need to fold pre-creased sheets.

Controlled by the same innovative seven inch SmartScreen panel as other machines in the Pro range, the AutoFold Pro is instructed on how long the pre-creased sheet is and which fold to produce. All settings and adjustments are made using the new SmartScreen, and as only symbols are used, operation couldn't be easier.

The free standing folding unit is designed for folding digital stocks using Morgana's patented flying knife technology, developed to prevent the scuffing and marking on digital stocks that are caused by folding using conventional methods. The unit is capable of folding up to 6,240 sheets per hour, and takes stock of up to 0.4mm thickness and sheets of up to 630 x 385mm with the optional long sheet conveyor.

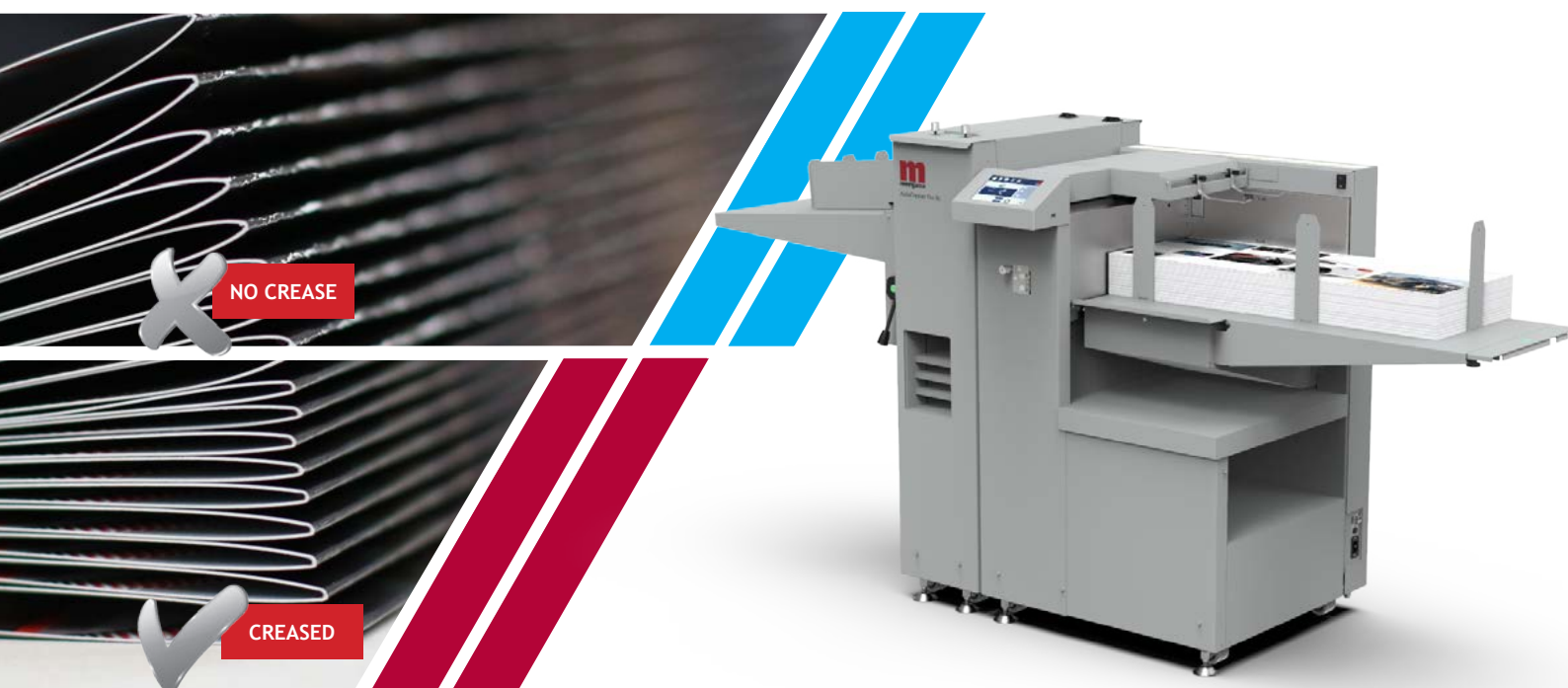


## EBA 6660 GUILLOTINE

The EBA 6660 is a compact guillotine with a cutting length of 650mm, and an electro-mechanical blade drive and clamping system. It is ideal for the busy printshop. Incorporating the latest IR safety guards, the product is delivered with its own stand complete with storage shelf.

Full details of Morgana's product line-up can be found at: [www.morgana.co.uk](http://www.morgana.co.uk)

# Eliminate unsightly cracking with the NEW Morgana AutoCreaser Pro XL



The **NEW Morgana AutoCreaser Pro XL**, with its cost efficient vacuum top feeder, is an easy to use automatic paper creasing system that eliminates unsightly cracking on digital stock.

Running accurately at a maximum of **8,500 A4** sheets hour, this is our most productive creaser to date. The new AutoCreaser Pro XL takes a sheet size of **385mm x 1300mm** with the table extension, this comes as standard with this new machine. Morgana's new Adaptive Process Control (APC) monitors sheet feeding in a closed loop process, delivering the most outstanding performance and reliability.



The **NEW Morgana AutoCreaser Pro XL** can be linked to the AutoFold Pro

# PRINT TECHNOLOGY IKEA: SHOULD IT PRINT CATALOGUES ON DEMAND?

With advancements in technology, should IKEA continue to print its iconic catalogue on demand rather than cease it? According to a print expert, IKEA should.



*"Print doesn't replace digital marketing, it enhances it, driving people towards products and services that they didn't know they want..."*

would have allowed a more targeted approach to their customers.

Gary Peeling heads up the Precision Proco Group, renowned for leading the way in print solutions and using the latest technology. The company — which operates from sites in London, Sunderland, Sheffield and Nottingham — creates products for scores of high street brands and popular online sites.

According to Mr Peeling there has been a huge amount of growth in requests for printed products, even in the digital age. "The fact is there seems to be a misconception that there is no need for print," he said.

"But the truth is that marketers the world over are now recognising the fact that offline is the new online and that print is a trusted medium, as well as having longevity.

"Print doesn't replace digital marketing, it enhances it, driving people towards products and services."

Mr Peeling's words are borne out by research carried out by Royal Mail, which revealed that 63 per cent of people said they would rather browse through products in a catalogue, rather than in-store or online.

At the same time 65 per cent of people reported that they enjoyed browsing catalogues in their own time, while a staggering 75 per cent said that looking at catalogues gave them ideas for things to do or buy.

The CEO believes that IKEA should have adopted 'print-on-demand' technology, which meant that customers could still get a catalogue, but a version tailored to their specific interests.

"Rather than browse through hundreds of pages to find what they're looking for, through print-on-demand it is easy to produce a smaller version — say for someone wanting to look at everything to do with kitchens or bathrooms," said Mr Peeling.

"Then all the associated products can be in that particular catalogue which can be created in a really cost effective way. It allows businesses to create targeted and relevant printed products to engage with their customers."

He added: "Print doesn't replace digital marketing, it enhances it, driving people towards products and services that they didn't know they want yet, so while stores are closed the catalogue would have helped tremendously.

"It doesn't need charging, bandwidth or negotiation with your kids using a device for YouTube — it's perfect for me-time with a cuppa and browse during lockdown, which would really deliver some 'Wonderful Everyday'."

Research carried out by the DMA (Data & Marketing Association) also highlights that a large percentage of people trust information they read in a printed document rather than something they see online.

"In this world of fake news and social media people like the tangible benefits of something they can touch and interact with," said Mr Peeling. "They have more faith in it and a lot of high volume eCommerce clients are also recognising the fact that modern print technology closes the gap between offline and online.

"Modern day print and the solutions it offers are a huge asset to any company which wants to put a shop window in their customers' homes."

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

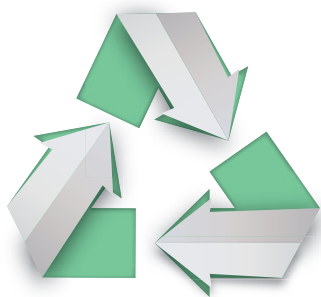
**T**he leading furniture retailer made the decision in December to no longer offer a hard copy of its much-loved catalogue, which at one time had a greater distribution than the bible.

But according to the CEO of one of the UK's top print companies, IKEA could have used a new solution which



Gary Peeling heads up the Precision Proco Group

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# PRINT TRADE EXPO STAND WALKABOUT

Take the 2021 grand tour and navigate a trail to include what stand has cake, who has show offers and find out what time the bar opens.



**T**o justify your time being well spent of course there are an array of stands with new product launches, live demonstrations, software to play with and training in the seminar arena. No need to battle the elements as you can set off from your office desk or home armchair. [www.PrintTradeExpo.co.uk](http://www.PrintTradeExpo.co.uk).

To justify your time being well spent of course there are an array of stands with new product launches, live demonstrations, software to play with and training in the seminar arena.

## HAVE A PLAN OR FOLLOW YOUR INSTINCTS

Enjoy the show you can visit between lockdowns, in fact at any time of day, 365 days a year. Don't forget to pick up the promotional bug you can catch between shows available on the QPP stand Q2.10.

**Pub Time:** <https://printtradeexpo.co.uk/detailed-stand/the-crown-pub>  
Next visit must see list...

### QUADRANT ONE

Q1.1 D The Crown Pub  
Q1.2 D Fedrigoni  
Q1.3 D EFI  
Q1.4 D GBC  
Q1.5 D AGFA  
Q1.6 D Two Sides  
Q1.7 D Antalis  
Q1.8 S Sovereign  
Q1.9 S Xeikon  
Q1.10 Canon

### QUADRANT TWO

Q2.1 D Cartridge People  
Q2.2 C Heidelberg  
Q2.3 D IFS  
Q2.4 D Eat My logo  
Q2.5 D Plex  
Q2.6 D Wigston Paper  
Q2.7 D International Print Day  
Q2.8 D PEFC  
Q2.9 C Adobe  
Q2.10 S QPP

### QUADRANT THREE

Q3.1 D The Pen Warehouse  
Q3.2 D Graphic Warehouse  
Q3.3 D Premier Paper  
Q3.4 D The Printers Charity  
Q3.5 C Morgana  
Q3.6 D Power of Print  
Q3.7 D Intec  
Q3.8 S YES  
Q3.9 S Route1  
Q3.10 C EPSON

### QUADRANT FOUR

Q4.1 D UK POS  
Q4.2 D Solopress  
Q4.3 D IPIA  
Q4.4 S Snap Products  
Q4.5 C XEROX  
Q4.6 D Trotec  
Q4.7 C The Magic Touch  
Q4.8 D Drytac  
Q4.9 D Yappy.com  
Q4.10 S Presco

### QUADRANT FIVE

Q5.1 C Grafitype  
Q5.2 D Renz  
Q5.3 D Mutoh  
Q5.4 D The Finishing Alliance  
Q5.5 D CJB Printing Equipment  
Q5.6 C Vivid  
Q5.7 D Technifold  
Q5.8 S HP  
Q5.9 S Target Transfers  
Q5.10 D Ricoh



The new Epson EISC+ is located near Meerbusch, Germany, and accessible virtually across EMEA. The 500m<sup>2</sup> space provides access to Epson's full range of robotics solutions and other specialist industrial products, while permanently housing its complete SCARA robotics range.

Launched in December, Epson customers across Europe can now access multi-lingual Epson technical experts based in EISC+ to develop, test and demonstrate products and bespoke solutions. At a time when physical meetings or interactions remain challenging, EISC+ offers new ways to host personal meetings with business partners, make new contacts and explore new technologies through a physical and virtual showroom, tv studio or even an exhibition booth.

Volker Spanier, Head of Robotic Solutions at Epson in the EMEAR region, explains: "We are all having to get used to new ways of working and interacting with each other. For Epson, working with our customers and partners is an essential part of our business which is why I'm proud that the new generation EISC+ provides enhanced access and improved support for customers and partners. The space offers an innovative way to experience our products first-hand with bespoke advice from our experts while also listening to our customers' and partners' needs."

Epson's EISC+ was rolled out in November with its first virtual event showcasing Epson's robotic solutions. Epson invited robot distributors to experience first-hand the possibilities that the space offers to view products and test new solutions. Their feedback was resoundingly positive and the distributors described their impressions of the new offering. Paul Johan, Managing Director at Hupico bvba from Belgium, explains: "The flexible, hybrid nature of this space is ideal for explaining the extensive Epson robot and automation portfolio and means we are not bound by time and can react quickly. This is a great opportunity, and we are very much looking forward to trying this out with Benelux customers."

Filippe Carrondo, Managing Director of EPL Mecatrónica from Portugal, adds: "The advantages of the EISC+ are clear and we already have customers in mind who would benefit from a studio session. With the opportunity to integrate our own local content into the centre, we are able to win new customers as well as convince existing ones of new solutions."

Guilio Zunino, Business Development Manager at Sinta s.r.l. Italy, says: "Unlike other virtual booths, this space means we are able to present applications that we might not even be able to do ourselves due to lack of space or unavailability of products. The concept opens up a new world for us, and we are confident of the benefits."

The EISC+ concept was brought to life by Format Werbeart, a long-term partner of Epson. Interested retail partners can register their preferred date on a website specially developed for this application.

[www.epson.eu/isc-plus](http://www.epson.eu/isc-plus)

## HYPER LINK TO EPSON VIRTUAL SHOWROOMS

A must visit stand is Q3.10 as Epson have just launched a new European Industrial Solutions Centre — called the European Industrial Solutions Plus (EISC+) - a hybrid demonstration centre that incorporates a virtual and physical facility for partners, distributors and customers to experience Epson's products and solutions.

[www.printtradeexpo.co.uk/print-trade-expo-epson-uk-ltd](http://www.printtradeexpo.co.uk/print-trade-expo-epson-uk-ltd)



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# COUSIN COMMITS TO CARBON BALANCING

London based print production agency COUSIN has committed to Carbon Balancing its entire paper consumption in 2021. Offsetting the projected 6,000 tonnes of paper used by COUSIN's clients this year will enable World Land Trust to protect over 600 acres of threatened, carbon-rich habitat.

Matt Booker, Founding Director at COUSIN says, "COUSIN thought long and hard about how to make a commitment that delivered the best value in terms of positive impact. We wanted this commitment to not only reflect our values, but also the values of the brands COUSIN works for, and by extension for their customers also. Choosing Carbon Balanced Paper to offset the carbon impact of the paper we purchase on behalf of some 60 premium and



lifestyle brands was therefore the most logical step."

As well as being issued regular certificates highlighting the amount of carbon offset and land preserved, COUSIN's clients will also be able to proudly use the highly visible World Land Trust

Carbon Balanced Paper logo on their printed literature.

Greg Selfe, Sales & Marketing Director for Carbon Balanced Paper, adds, "Brands are increasingly searching for ways to reduce the impact of their marketing communications. Carbon Balanced Paper offers a simple and credible way for businesses to not only offset their carbon impacts, but to also help protect some of the most endangered habitats on Earth. COUSIN's commitment on behalf of its clients to use Carbon Balanced Paper will make a considerable contribution to World Land Trust and its efforts to protect the forests of Khe Nuoc Trong, Vietnam."

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

[www.worldlandtrust.org](http://www.worldlandtrust.org)

## NAVIGATOR IS ONE OF THE WORLD'S BEST



The Navigator Company achieved a Sustainalytics' ESG Risk Rating score of 17.2 in December 2020. This is an improvement over previous years and allows the company to maintain its "Low ESG Risk Company" status for investors.

The ESG Risk Ratings by Sustainalytics measures a company's performance in terms of sustainability by evaluating exposure to material ESG (environmental, social, and governance) risks and how the Company manages those risks.

Navigator ranks 5th among a list of 79 global companies assessed by Sustainalytics in the Paper & Forestry industry cluster and 4th in the subset of 62 global companies in the Paper & Pulp cluster.

The Navigator Company's rating and its high position in this ranking are a result of the company's ongoing work to integrate sustainability as a priority in its business model, demonstrating its ability to anticipate and manage ESG risk in its day to day activities.

The company requested an ESG Risk Rating from Sustainalytics in preparation for the launch of Portugal's first green Commercial Paper (worth €65 million) through the contract signed with BBVA in 2019; the financial conditions of the contract are linked to the sustainability score obtained by the company and are subject to annual review.

The Navigator Company is the only Portuguese company on the Executive Committee of the World Business Council for Sustainable Development (WBCSD), a key organisation globally for sustainability that brings together some of the world's biggest companies.

In January 2020, The Navigator Company was recognised by the Carbon Disclosure Project (CDP) as a global leader in corporate action on climate and achieved an important place in the organisation's A-list for climate change.

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

## TWO SIDES GLOBAL ANTI-GREENWASH CAMPAIGN

Since 2010, the Two Sides campaign has successfully influenced the change or removal of misleading environmental claims by more than 700 organisations, including many of the world's largest corporations.

With huge pressures on the economy banks, telecom providers, utility companies and even governmental organisations are increasingly focused on switching their customers from paper to digital services to cut costs. All too often their customer communications attempt to mask these cost-saving efforts, justifying the switch with unfounded environmental marketing appeals such as "Go Green – Go Paperless" and "Choose e-billing and help save a tree."

"Not only are these greenwash claims in breach of established environmental marketing rules, but they are hugely damaging to an industry which has a solid and continually improving environmental record," says Two Sides Managing Director Jonathan Tame. "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."

Globally in 2020, Two Sides engaged 320 organisations making misleading statements about paper. So far, 134 of them have removed such statements from their communications and Two Sides continues to engage the remaining organisations. The organisations were throughout Europe, North and South America, South Africa, Australia and New Zealand. This brings the total to 710 companies that have removed misleading greenwashing statements since the campaign began in 2010.




In 2020, in Europe, 106 companies removed unsubstantiated claims about paper, including EDF energy, Eon, Marks and Spencer, Sparkasse, Volksbank-Raiffeisenbank, BHV/Le Marais and SNCF.

"Greenwashing is a serious issue for our sector, and we have seen a worrying increase driven by current economic pressures", Tame says. Because of the huge reach of some of these greenwashing organisations, their unsubstantiated claims have a damaging effect on consumer perceptions of paper and threaten a sector which employs 1,096,000 people in more than 115,700 businesses in the EU and UK. [greenwash@twosides.info](mailto:greenwash@twosides.info).



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# MORE PRINT PROFIT WITH NEW PRINT PRODUCTS

We know everyone needs a bit of extra help in these challenging times so we thought we would share a few useful online tools you may find particularly handy:

1. **Test your raised spot UV designs for FREE:**  
That's right. This is not a generic sample. You can actually send your own artwork file, up to A4 size and Flexpress will print and embellish it with their impressive raised spot UV absolutely FREE. You won't even have to pay for postage. Find out more here.
2. Printed books are a growth market. In 2021 sales exceeded the previous bumper year of 2012 so if you're not pushing them now, you should be. Flexpress can offer you all the support you need for all types of books and booklet printing: stapled booklets, soft and hardback books, wire-o and plastic spiral bound books and with instant online pricing and most prices cheaper than the big four online trade printers you'd be crazy not to check them out.
3. Are you still hand-taping presentation folders? Or worse still: gluing on pockets? Why bother when they can take away the hassle at incredibly competitive prices? With a choice of over 30 standard templates including: single or double



pocket, interlocking or glued, with and without capacity AND a choice of nine, yes nine laminated finishes (plus a spot UV version). Discover the range here.

Flexpress are a trade only printer based right here in the UK. They've been around since 1989 and print everything in-house using their own team and equipment. With B2 HP Indigo and LED UV litho up to SRA1, supplemented by a sophisticated range of finishing machines, they have the equipment necessary to fill any gaps in your supply chain.

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

## BEANIES MEANZ HATS!

With the spring weather arriving with its usual wind and rain TheMagicTouch has endorsed the Beanie Hat as one of their key products to use as the perfect sales and marketing tool. It's a "one size" fits all and does what it's meant to do; keeps your head warm!

Over many years TheMagicTouch has pioneered and assisted customers in using personalised samples to generate new business affordably. The availability of the Beechfield Beanie Hat range of various colours featuring colour co-ordinated printable panels (round and rectangular) makes the decoration and personalisation of the product easier than ever before.

Using the various image transfer techniques available from TheMagicTouch enables almost any potential customer's design/logo/image to be emblazoned in either single or indeed full colour. The company also recommend decoration using Premium Flock as the finished effect is stunning and resembles embroidery in many recipients' eyes.

However, creating the personalised sample is just the beginning, the product must then be forwarded to the target customer with a simple message to be conveyed of "No artwork cost, No set-up cost and the first one is free". When sent to local and existing customers the samples always generate a positive response



and create the opportunity to sell. Please note the cost of a decorated Beanie Hat using any of TheMagicTouch transfer methods is around £2 each which is less than a cappuccino on the high street!

"Obviously if 10 + samples are supplied and no orders are taken then a review of your selling skills and target judgement needs some assistance, which again TheMagicTouch are more than happy to assist with during one of their weekly Zoom product marketing sessions incorporating CRM tips and advice.

"This method of marketing, especially when done for local businesses, sports clubs, associations, charities, schools and indeed almost anyone, offers great potential. TheMagicTouch exemplifies the benefits of digital transfer technology with the ability to produce "one off" affordable samples. The same marketing method applies to mugs, High Viz

jackets, notebooks and many other affordable products when personalised.

"However, if customers opt not to follow this cost effective method of generating business then what options do they have? Many cannot afford the increasing cost of pay per click to promote their website, many don't want to employ sales staff (in case they become a competitor in the future) and most online platforms charge high commission rates making the finished product more expensive. More importantly, this method promotes local businesses working with other local businesses something we consider very important at this challenging time and in the future." – TheMagicTouch

**For further information or to arrange a Zoom demonstration telephone 01582 671444, email: [contact.sales@themagictouch.co.uk](mailto:contact.sales@themagictouch.co.uk) or visit [www.themagictouch.co.uk](http://www.themagictouch.co.uk)**

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Following feedback Graphic Warehouse have merged all the Social Distancing/Covid products with all the tradition LFP and display trade services. It's completely white labelled and is available for you to download and distribute NOW.

Step two, add your business details as our shop in Brighton has - Feel free to use it prospecting and with quotes. Communicate with you customers and show off your new product range.

It's really important now more than ever that you remain in contact with your customer base. Make sure they do not forget you are here to support them when they are ready to promote themselves and communicate with their customers. Having a new catalogue is a great excuse to contact everyone your business has touched in the past plus everyone also on you new customer wish list.

It's simple, download this catalogue and send it to you customers to promote Artwork Ready Covid-19 Products. Budget Screens, Acrylic Screens, Pop Up Displays, Roll up Banners, PVC Banner and Finishing Processes, Mesh Banners and Finishing Processes, Stickers (Self Adhesive Vinyl) and their Applications, Floor Graphics – Slip Ratings and Uses, Direct to Board Printing – PVC Board, MDF, Dibond (Aluminium Composite), Correx (Flute board), Cardboard Printed Correx and its uses, Composite Board (Dibond, Hoarding Board), PVC Board (Forex, Foamex) and its uses, Bundle Deals – ideas for your customers. PLUS, all your year round pre-Covid and post Covid quick print products, Posters – Waterproof, Canvas Printing, Wallpaper



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Step three, as business picks up you will be busy with on-demand print jobs. Now is the time to advertise and promote. If selling is your responsibility and you haven't time, then appoint this project to one of your team members.

Trust [www.GraphicWarehouse.co.uk](http://www.GraphicWarehouse.co.uk) as they only sell to quick print pros, they understand pre-press, offer free white label branded delivery direct to your customer or to you. Get access to a trade supplier with £1m of kit at your disposal.

Yes, business is back and it's bigger!

## SOLOPRESS LAUNCH 'VALUE' RANGE



The Southend based printer has announced a new range of low cost print products called **Solopress Value**. This new, competitively priced range covers office essentials such as business cards, letterheads and compliments slips, allowing end users to acquire a comprehensive set of branded business stationery without blowing the budget.

The range doesn't end there — promotional print is addressed with cut price options on flyers, folded leaflets, posters and stapled brochures, while signage needs are met with great deals on roller banners and Foamex boards.

According to Solopress MD Simon Cooper:

"We've introduced this low cost range in response to circumstances that many print buyers are encountering right now.

The market has been significantly subdued by recent events, with budgets getting squeezed across the board. However, there's certainly a desire among businesses to persist and even expand promotional activity where possible as they endure the current crisis.

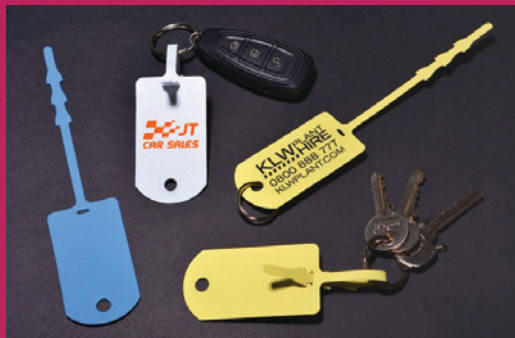
We wanted to support resellers as they strive to meet the needs of businesses operating under difficult circumstances. Solopress Value allows resellers to offer an entire suite of printed materials at rock bottom prices, or to let customers pick and choose from the range, rationalising in certain areas while investing more heavily in others."

Solopress Value achieves these price reductions through limiting the range of custom options in each category. In doing so, Solopress is able to offer an affordable yet practical print toolkit, while passing on savings to customers.

As a result, the range enters the market for standard commoditised products with extremely competitive pricing. At a time when budgets are squeezed more than ever, Solopress Value affords welcome savings for buyers and marketers alike.

**Solopress Value is available now: [www.solopress.com/value](http://www.solopress.com/value)**

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Sovereign print from your artwork or can offer a free design service branding key tags with bespoke messaging for promotions and colour logos.

**Tag these details for your QPP preferred print trade suppliers. Tel. 01443 816414, email: [sales@sovprint.com](mailto:sales@sovprint.com), or visit: [www.sovprint.co.uk](http://www.sovprint.co.uk)**

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# READERS' SCRIBES

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Interviewer: You're asking for a pretty high salary for someone without any experience.

Interviewee: Well, this job is going to be super hard since I don't know what I'm doing.

### TEACH A MAN TO FISH

Give a man a fish and you will feed him for the day. Teach a man to fish and he's going to spend a fortune on gear he'll use twice a year!

### NHS RULES OK

The Health Minister was making an annual visit to a hospital. As always, he was looking for something to beat the NHS with to show how badly run and loss-making things were there. He checked all the books and then did his tour. While on the tour he turned to the Hospital Manager and said, "I notice you buy and use a lot of bandages. What do you do with the plastic middle out of the roll?"

"Good question", noted the Hospital Manager. "We save them up and send them back and every once in a while. The supplier then sends us a free bandage roll. We like recycle whenever possible."

"Oh", the Minister said somewhat disappointed that his unusual question had a practical answer. The Minister continued with his tour. On the next ward he asked, "What about all these coloured casts you dispense. They seem to be rather a waste of money?"

"Ah, yes", replied the Hospital Manager, realising that the Minister was trying to trap him. "We ask that any patient wishing a coloured cast donates £1 which is far in excess of the 10p the colouring actually costs".

The Minister was determined to fluster the Hospital Manager. So on they went to the male ward. "Well, what do you do with all the remains from the circumcision surgeries?"

The Hospital Manager responded, "Here too, we do not like waste. What we do is save all the little foreskins and send them to the government in London and about once a year, at this exact time, they send us a complete knob".

### WHAT A SHOWER

I have a friend who tried to take a selfie in the shower, but the image was too blurry. He had selfie steam issues.

### LOCKDOWN BANTER

Working from home was okay but, I missed my colleagues. My office was so small. I had to leave the room to change my mind.

### VERY TALENTED HORSE

A horse had won a gallop off in a sunset role in a dozen TV Westerns in a single week. He neighed to a colt in the next stall, "All this churning of the midnight oil is wearing me down. I no longer know if I am coming or going."

"You can't continue this way," agreed the colt. "Why not consult your veterinarian? He'll probably prescribe complete rest."

"Not a chance," sighed the horse wearily. "He's also my agent."

### SNAIL FEELINGS

A snail was involved in an accident that resulted in his shell being torn completely off.

Hearing about the accident, one of his friends rushed over (as much as a snail can rush) to his friend's house.

"I heard about your accident!" he exclaimed, and then asked, "How are you feeling?"

The recovering snail answered, "Sluggish."

### LOCKDOWN PERKS

- No one expects you to run — anywhere.
- People call at 9 pm and ask, did I wake you?
- People no longer view you as a hypochondriac.
- Things you buy now won't wear out.
- You can eat dinner at 4 pm.
- Your investment in health insurance is finally beginning to pay off.
- You quit trying to hold your stomach in no matter who walks past your window.
- You sing along with Alexa to her choice of music.
- You can conduct your own job appraisal.

### MORE LOCKDOWN JOKES

- Ran out of toilet paper and started using lettuce leaves. Today was just the tip of the iceberg, tomorrow romaines to be seen!
- I'm not talking to myself; I'm having a parent-teacher conference!
- Nail salons, hair salons, waxing centres and tanning places are closed. It's about to get ugly out there!
- So many coronavirus jokes out there, it's a pundemic!
- If there's a baby boom nine months from now, what will happen in 2033? There will be a whole bunch of quaranteens!
- Two grandmothers were bragging about their precious darlings. One of them says to the other, "Mine are so good at social distancing, they won't even call me!"
- The World Health Organisation announced that dogs cannot contract Covid-19. Dogs previously held in quarantine can now be released. To be clear, WHO let the dogs out"
- My husband purchased a world map and then gave me a dart and said, "Throw this and wherever it lands — that's where I'm taking you when this pandemic ends." Turns out, we're spending two weeks behind the fridge!

### ONE CUP EVERY MORNING

I have one cup of coffee every morning to start the day off right...

The other ones are to keep me out of HR, help me form sentences, and fuel my razor-sharp wit!

### SH...

A politician asked a well-known author, "Did you know that 'Sumac' and 'Sugar' are the only two words in English, that begin with the letters 'Su' but are pronounced like 'Shu'?"

The author replied, "Sure."

### LIGHT READING

I'm reading a book about anti-gravity. I can't put it down.



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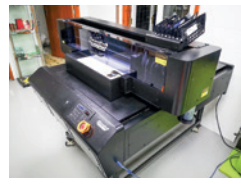
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***100's Products with Instant Templates***

***Fast Turnaround***

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