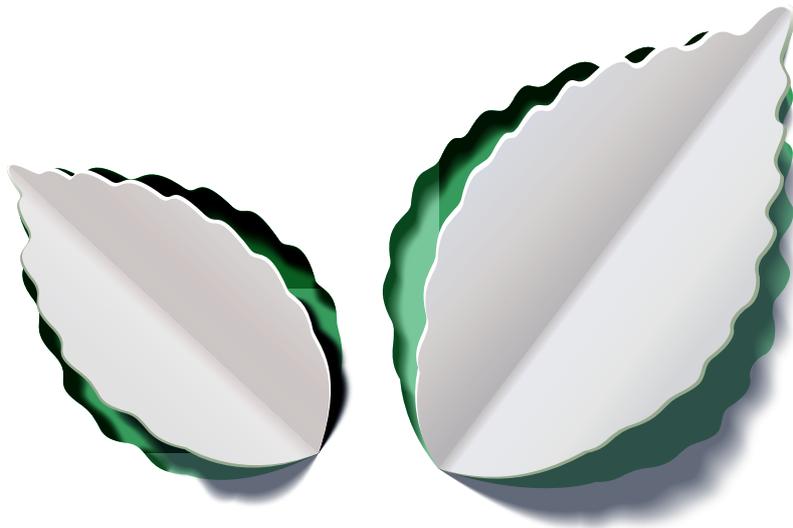


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PAPER LOVES TREES

European forests, which provide wood for making paper, paper-based packaging and many other products, have been growing by 1,500 football pitches every day!

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www.lovepaper.org

Source: Forest and Agricultural Organisation of the United Nations (FAO), 2005 - 2020
European Forests: EU27 + Norway, Switzerland and the UK.

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COMMENT

Build Back Better



upcoming growth and enter into the spirit of optimism.
 I've already got my Santa hat on.
 Peter, full of spirit, Foulkes

No apologies for borrowing an on-trend headline. It is always useful to use a parallel marketing message that has already gained impetus for free on all the news channels.

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



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

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.



FLEXPRESS MOVES UP TO MORGANA DIGIFOLD PRO XL

Leicester trade print business, Flexpress Ltd, has upgraded its creasing and folding capability by installing a Morgana DigiFold Pro XL from Morgana Systems. The new unit has replaced two older DigiFold units.

Commenting on the timing of the purchase decision, Steve Wenlock, Managing Director of Flexpress, said: "Since the pandemic, our whole strategy has been to do more work without increasing the staff count. This has meant a combination of automating certain things such as pre-press and dispatch and speeding up other operations.

"Despite having two machines, creasing/folding was often still tying up staff for too long, so it made sense for us to put in a faster machine. We had a couple of older Morgana machines which we were able to part exchange for the new Morgana DigiFold Pro XL, and now we can crease and fold on one machine with just one member of staff. The same volume of work used to take two machines and two staff members."

The changes seem to be paying dividends swiftly for Flexpress – Steve has just announced that September 2021 was the company's best ever month, with nine fewer staff than the previous best month.

"The run up to Christmas prompted us to get the



machine in as quickly as possible to cater for the upsurge in greetings card orders that we typically receive at this time of year."

Morgana DigiFold Pro XL is built with a unique, open design, and a suction feeder that handles stock sizes from 210mm to 1,300mm in length. This heavy duty automatic creasing and folding system is designed to complement mid to high volume digital and offset production presses. This top of the range model folds up to 6,000 A4 per hour, or in "crease only" mode 7,500 per hour. It has a maximum loading capacity 200mm. The top fed vacuum feeder, ensures stable production for long runs. Full cross perforation is also available, along with the ability to add up to five inline perforation/

scoring wheels. The machine is able to create up to 30 creases per sheet.

The decision of who to turn to for the purchase was not a problem for Steve: "We do also have a competitor's product, but each machine has its own advantages and disadvantages, so having both options keeps all bases covered. We've had an association with Morgana for many years and their kit seems to always "do what it says on the tin", and as they've always looked after us, we felt upgrading the Morgana DigiFold machines to the Pro XL made perfect sense."

With regard to the version of DigiFold, Steve added: "It's a more versatile machine, but, for us, it was all about the increased running speed." And as to the work that it will produce, he also said: "In addition to the greetings card work that we expect at this time of year, the machine will also be used for four page and six page brochures. We also pre-crease thicker saddle stitched booklet covers, and because the DigiFold Pro XL is quick and easy to set up, it's handy for doing these too."

The Morgana DigiFold Pro XL is designed to also complement the long sheet capabilities enabled in today's production printers. It features a standard pull-out extension that enables sheet sizes up to 1,300mm to be handled with ease.

www.morgana.co.uk

FOLIANT MERCURY 530NG ELEVATES PODDSPRINT

Poddsprint is turning lamination work around faster and managing longer run jobs after investing in a Foliant Mercury 530NG from Intelligent Finishing Systems (IFS).

The Croydon general commercial operation supports local businesses and blue chip operations. Family owned it is managed by third generation Directors Michael, Richard and Matthew.

Matthew Podd explains the decision to invest in the Foliant Mercury 530NG: "We looked at the machine five years ago and decided to go for an alternative, but we have had some issues and regretted the decision ever since. We decided enough was enough and revisited the Foliant option."

He continues: "We liked the Foliant because of its build quality, speed and ease of use. It is enabling us to complete the jobs we have better and faster."

Poddsprint's Foliant Mercury 530NG is a heavy-duty industrial laminating system, perfect for processing both digitally and litho printed B2+ sheets. It incorporates a Heidelberg suction feeder and a high speed bump separator as standard.

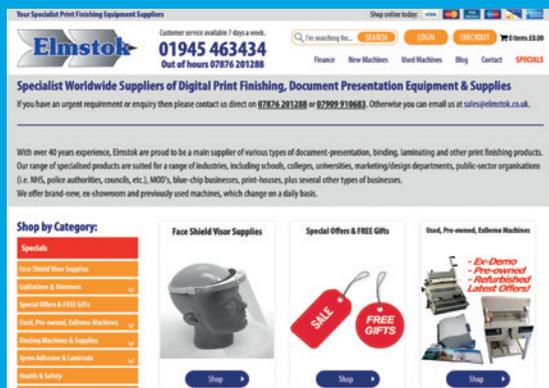
Optional extras include double sided lamination, embossed laminating roller and pallet stacker.

Matthew concludes: "This is the second machine we have bought from IFS. They are really good to deal with and very helpful. I highly recommend them."

www.ifsl.uk.com



PROFILE OF THE MONTH: ELMSTOK



Elmstok, a quick print pro favourite digital print finishing supplier offers a vast range of print finishing products for binding, laminating, Xyron Pro adhesive applicators, guillotine paper cutting, stapling, folding, creasing, booklet-making, duplicating machines and much more.

Elmstok also specialise in pre-owned and refurbished equipment. All are fully inspected and stored in their warehouse available for immediate dispatch, or viewing can be arranged before a purchase is made. Buying pre-owned can save you up to 50%, sometimes more! Trade in offers are also available for customers wanting to upgrade their equipment, with new stock arriving on a daily basis.

Ordering online is simple. Select your product, add to your cart and choose how you want to pay. Cards and BACs payments can be accepted, or if you prefer to speak to the team at Elmstok in person then please phone or email.

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ARTSYSTEMS BLOG: NOT ALL DOTS ARE CREATED EQUAL

Matt Manteit, International Sales Manager at Neschen Coatings, explains how innovative dot-adhesive technology is at the core of quick and easy installation of promotional graphics...

A large retail chain announces an upcoming Christmas promotion, and the supporting graphics need to be installed in over 1000 stores on windows, walls and floors. However due to time and cost constraints, it is not possible to hire professional installers for many of the stores, so who will install the graphics? Is it realistic to expect shop assistants to apply the graphics and achieve the same professional result?

The consequences are often seen in stores all over the world: decals with unsightly bubbles, creases and curled edges that cheapen and distract from the core marketing message. However, a solution exists. The solution is a material that is often overlooked because of price, but that ultimately saves time and money. A material which is so quick and easy to apply that even inexperienced, first time users can achieve professional results. Enter dot-shaped adhesives.

What is the point of using dot-shaped adhesive?

Self adhesive printing materials with a dot-shaped adhesive are extremely quick and easy to apply, by hand, without specialist tools or training.

Commonly, air becomes trapped under standard, full surface self adhesive films during installation and these pockets of air can be difficult and time consuming to remove, especially for the untrained applicator. In some cases, in an effort to remove bubbles, a decal can be damaged and require replacement.

THE DEVIL IS IN THE DETAIL

The size, positioning and distribution of the dots is critical for air removal, adhesive performance and reduced visibility of the dots on the final graphic. Air can be trapped, and issues might arise if the dots are too large or too small, too close together or too far apart, or not uniformly distributed.

Often overlooked but equally important is the liner. A high quality, double side PE liner is critical for stability and trouble free print performance. Cheaper alternatives use lower quality kraft liners, which are highly sensitive to heat or moisture and can result in costly print head strikes and tunnelling in the liner.

Fortunately solutions such as Neschen Easy Dot® which make graphics easy to install, reposition and remove and are readily available to help with your short term festive season graphics campaigns on windows, walls and floors.

www.artsystems.co.uk



EBBSFLEET HALVES PRODUCTION TIME WITH SUMMA F1612

Wide ranging print service provider Ebbsfleet Printing Solutions has praised the impact its Summa F1612 flatbed cutter has had on business, revealing the machine has enabled the company to significantly reduce finishing bottlenecks and half its production time.

Based in Gravesend in Kent, Ebbsfleet Printing Solutions offers a host of both small and large format print services. The company has more than 20 years' experience in sign making and works with a wide range of customers across a host of industries and markets.

A spike in demand for wide format print created a finishing bottleneck which was resolved by the installation of a Summa F1612 flatbed cutter in 2019 — a decision that Ebbsfleet Printing Solutions Director Sam Cherry described as 'instrumental' for the company and its success over the past two years.

Installed by authorised UK reseller ADAPT, the versatile Summa F Series cutter combines robust construction, accuracy and flexibility. Its multi-functional head enables users to install up to three tools simultaneously from a wide range of options, making countless applications possible. Since the tools and modules can be added at any time, upgrades are easy and cost effective. Automatic tool recognition, combined with digital and mechanical depth and/or pressure control, ensures precision cutting on a wide variety of materials.

Ebbsfleet Printing Solutions' wide ranging service offering means that it is finishing a whole host of applications on the Summa cutter, with the machine primarily being used to cut foam board, vinyl, di-bond and acrylic.

Sam Cherry said that this incredible flexibility has allowed the company to expand and grow at a rapid rate.

"Using the Summa F1612 to produce packaging work and mock-ups for various projects has helped us to significantly grow our customer base, while at the same time allowing us to save money on off-cuts," Sam Cherry says.



He continues: "I don't know how we worked without a Summa Flatbed in the first place. The amount of time saved with this machine has allowed us to half our production time.

www.artsystems.co.uk Wide ranging print service provider Ebbsfleet Printing Solutions has praised the impact its Summa F1612 flatbed cutter has had on business, revealing the machine has enabled the company to significantly reduce finishing bottlenecks and half its production time.

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www.artsystems.co.uk

IMAGEDATA GROUP EXPANDS PRINT CAPABILITIES

Imagedata Group has installed an HP Indigo 100k digital press to increase its print capability and reduce its carbon footprint.

Family owned imageData Group has been operating at the forefront of marketing communications and providing pre-media creative, print, fulfilment and installation materials for the UK's leading retailers and corporations since 1989. The company boasts a comprehensive print offering, specialising in high quality POS solutions for the retail sector, printed product support for manufacturing companies and high impact, print advertising campaigns.

imageData had noticed changes in its customers' purchasing behaviours, most notably the demand for shorter print runs from its retail clients, who were pressured from buyers to change pricing and deals at the last minute. Having always embraced cutting edge technology and recognising the benefits

of digital printing, imageData was keen to move forward as digital technology progressed and begin offering a wider variety of services to new and existing customers.

As a provider of personalised campaigns, the company saw an opportunity to move from B3 high speed digital printing to B2, which would open up a completely new area of personalisation. The company therefore decided to invest in an HP Indigo 100k Digital Press for its Willerby site to enhance its ability to offer customers the highest quality.

The introduction of the HP Indigo 100k Digital Press will allow the company to limit its carbon footprint by offering low environmental impact printing and reduce the need to travel between sites for various finishes. This will in turn contribute to its overall faster turnaround times, as it means products can be printed, finished, packaged and delivered to customers all from one site.



When commenting on the new installation, Pete Shaw, Production Director for imageData Group said: "As a company we have been looking at the B2 Digital market for many years. We now feel that with the quality and speed of print achievable on the 100K, it is the perfect time to invest in more energy efficient machinery that will not only help us to achieve our client's needs, but to meet them in a more environmentally sustainable way."

www.hp.com

BLUETREE BUY LUXURY BOOKS SPECIALIST KINGSBURY PRESS

Bluetree Group, parent company of Route 1 Print and Bluetree Medical has acquired South Yorkshire luxury books specialist Kingsbury Press.

The acquisition was completed with Bluetree incorporating Kingsbury Press alongside their existing brands. Bluetree will take over the Doncaster based, 60,000 sq ft site and retain the existing team with plans to continue driving the luxury books and publishing work.

The site comes with a B2 Heidelberg Speedmaster XL75, a B1 Heidelberg Speedmaster CX102 and a host of finishing equipment capable of producing luxury brochures and booklets for a selection of high end clients across the UK and the US.

Bluetree Group intends to use the deal to bolster their existing product range across their Route 1



Print brand and has long term plans to expand their existing booklet options and add new finishing types not currently available within the existing range.

Bluetree Co-CEO Adam Carnell said: "This is a huge day for Bluetree Group, not only are we able to offer a wider booklet and brochure offering than ever before to our clients, our businesses coming

together creates a wealth of opportunities in the business for our teams to grow and learn to utilise new technologies.

"We are committed to continuing to drive Kingsbury Press forward and working with their existing clients whilst opening the offering up to our reseller audience."

Carnell added "The team at Kingsbury have created an incredible business dedicated to 'The Art of Print' They will add a wealth of knowledge and experience to our business and we are delighted to invite all 37 colleagues to the Bluetree family."

The acquisition brings Bluetree close to a 700 strong team across their print and medical divisions. www.bluetreegroup.co.uk

ASHGATE SUPPLY MDT PRINT & DESIGN WITH KF640 BOOKLETMAKER

MDT Print & Design in Telford has installed a KF640 bookletmaker/square fold and trimmer system from Ashgate.

"It is ideal for our type of work, not only because of the formats it can handle but also because it finishes a range of stock," said Gary Steinert, Head of Design. "The opportunity came to upgrade because the trimmer on our previous bookletmaker had broken. We first read about the KF640 bookletmaker a couple of years ago but, due to the pandemic, had put the purchase on hold."

The company has a Versant 180 digital press which is the workhorse and a back-up Versant 80. It also has a highly active design department which designs at least 50% of the printed work. It is well known for short run, fast turnaround digital print, although it also prints T shirts and workwear.

The KF640 is the first bookletmaker of its size



and price to produce a maximum booklet of 320mm x 320mm and more common sizes like A4 landscape and 12" x 12" booklets. It will also handle a maximum sheet size of 640mm x 320mm which means that SRA2 sheets do not require pre-

trimming off the long edge on a guillotine prior to producing an A4 landscape booklet.

"We have regular orders for A5 orders of service for funerals and A6 booklets for a local school which until now we had finished by hand," Gary continued. "We were halfway through an order for 1000 booklets which had taken us quite a long time to finish by hand when the K640 arrived."

We were able to finish the rest of them the same afternoon, which will make a huge difference to our productivity."

"Because of the limit in formats we could finish by machine, we recommended customers to go for A4 portrait books but now they have a choice of A4 landscape as well. We also plan to offer a range of covers including laminated and foiled, which had to be finished by hand in the past."

www.ashgate.co.uk

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TEXART XT-640S-F ‘FASHION DROP’ TEXTILE PRINTER



Roland has announced the launch of the new Texart XT-640S-F, a flexible, hybrid direct to textile and direct to garment solution designed to meet the growing demand for short run printing in the apparel and textile industry.

A SHORT RUN PRINTER FOR THE ‘DROP’ GENERATION

Inspired by the rise of limited edition collections and ‘fashion drops’ — clothing items sold in small batches, heavily promoted via social media — the XT-640S-F is tailor made for short run printing. A digital printer with virtually no set up required, it can decorate different sizes, colours and types of garment within the same print run, as well as seamlessly switching from direct to garment and direct to textile without changing machine.

Targeted at apparel print houses and garment manufacturers, the machine can be used to create fashion, sports and leisurewear, apparel and street attire. It is also perfect for fashion houses looking to build prototype versions of a clothing item or create a one-off piece for a show.

Paul Willems, Director of Business Development and Product Management at Roland DG EMEA comments: “In recent months, we’ve been working in collaboration with a number of our Italian textile customers to design a flatbed machine that is purpose built for the ‘fashion drop’ generation. The result is the Texart XT-640S-F, our most flexible textile printer to date, and a product that will help garment manufacturers to capitalise on the demand for short run printing and incorporate it into their workflows.”

A FLEXIBLE, DURABLE AND ECO-FRIENDLY SOLUTION

The Texart XT-640S-F can print onto broad spectrum of fabrics including cotton, cotton rich blends, white polyester, denim and leather*. Its CMYK plus high density white set-up delivers vibrant printing onto both white and coloured garments. With excellent wash test performance and ECO PASSPORT by OEKO-TEX® certification, it also provides a high quality, eco-friendly solution for long lasting results.

The product is available in three bed sizes, with a vacuum table included, and offers an optional jig system enabling up to six garments to be printed in a single workflow. Operators can ‘load and leave’ instead of constantly supervising the print process, freeing them up to focus on other activities. A one litre bulk ink system is also available to reduce printing costs and minimise daily tasks.

A VERSATILE OPTION FOR SCALING BUSINESSES

The XT-640S-F is an agile, short run specific machine designed to sit alongside traditional production methods. There are no setup fees and a simple digital workflow allows for low production costs and quick return on investment, with realistic print costs of around €0,50 per garment**.

Willems continues: “Roland DG has always been known for leading edge technology development across different ink technologies and is now evidencing its ingenuity in the textile print arena. This solution provides an affordable mid-range option to textile businesses who want to step up or scale up existing operations, with the flexibility to deliver on their future growth ambitions.”

For more information contact QPP preferred supplier Your Print Specialists 0191 256 6889, email: info@yourprintspecialists.co.uk www.YourPrintSpecialists.co.uk

* Due to the wide range of leather available this fabric must be pre-treated and tested.
** Prices based on printing white + CMYK using 300x400mm jig, 720x720 resolution. Results may vary.

ARTSYSTEMS OFFER XATIVA MEDIA SWATCH BOOK

ArtSystems has announced the launch of a handy new printed sample swatch book for the Xativa range of wide format media. Designed specifically to help resellers and end-users, the new swatch book has more than 50 A5 sample swatches — printed with relevant graphics — covering five key application sectors including: CAD and technical; POS and exhibition; fine art and photography; interior design and décor; and sign and display graphics.

On the launch of the new swatch book, Tom Goddard, Media Product Manager at ArtSystems, explains: “We wanted a portable and easily accessible tool that would help resellers match customer requirements as easily as possible. By showcasing relevant graphics printed on the swatch samples, resellers and end users will be able to see both the quality of print and the underlying substrate finish prior to ordering a full sample print of their own artwork.”

ArtSystems is continually building its portfolio of more sustainable media products as part of its wider aim to support the growing demand for less environmentally impactful products, and the safe and correct disposal of waste.

Tom Goddard concludes: “We will update the swatch book as we add new media to the Xativa range, ensuring it remains relevant and includes the very



latest products. We’ve already sent out circa 150 copies, so are confident the swatch book meets the needs of our resellers and their end user customers.”

www.artsystems.co.uk

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* Finance example: ColorCut FB8000 RRP £9,999, deposit £1,000, balance of £8,999 on RLS scheme finance = 60 monthly payments of £194.83. Total amount paid on finance £11,689.80. Finance available through Bluestar Leasing. Applications subject to RLS eligibility and final underwriting. Available to Limited companies only. Written details will be provided upon application. RLS available on purchases above £5,000 only - standard finance available for purchases below £5,000. All prices, RRP or weekly finance deals, are subject to VAT and exclude delivery, installation and training, if required.

ADAPT THINKS GREEN WITH NEW PVC-FREE DECAL

Amari Digital Printing Technologies, part of the Vink group — has announced the immediate availability of the Decal PVC-Free range of substrates, offering print service providers (PSPs) the opportunity to add a host of environmentally friendly qualities to their graphics output.

Comprising two vinyl options and one laminate, the new range is free from heavy metals, phthalates, plasticisers and isocyanate-containing compounds, but offers the same feel, appearance and quality of conventional PVC.

However, unlike PVC materials, the Decal PVC-Free products are made with water based adhesives, and are therefore free of volatile organic compounds. Not only do they reduce the ecological footprint and protect human beings, they also maintain all the properties that generate decal effectiveness.

The range includes:

Decal PVC free P PE 65 UVP matte/gloss white — Decal PVC-free P PE 65 UVP is a new vinyl available in matte white and gloss white options. Supplied in rolls measuring 1,370mm x 50m, it offers outdoor durability of up to four years — opening up all sorts of application opportunities for PSPs.

Decal Free P PE 65 UVP PVC gloss clear — The second vinyl comes in the form of Decal PVC-Free P PE 65 UVP gloss clear. Also available in rolls measuring 1,370mm x 50m, it can be applied on smooth, flat and slightly curved surfaces and has an outdoor durability of up to four years.

Decal PVC Free P HT 65 UVP gloss laminate — Finally, the new range features Decal PVC-Free P HT 65 UVP gloss laminate, which, also supplied in rolls measuring 1,370mm x 50m, has an outdoor durability of up to four years and can be printed with water based, solvent, eco-solvent, UV LED and latex ink technologies.



All the new Decal PVC-Free products comply with the European regulation REACH, which controls the production and use of chemical substances and minimises their impact on human health and the environment.

On the new introductions to the product line-up, Dominic Bowen, General Manager of ADAPT, comments: “The Decal PVC-Free range is the first launch in a series of new environmentally-minded media products planned for ADAPT.

“Decal PVC-Free is the natural choice for print service providers wanting to reinforce their print offerings with more ecological solutions.”

To shop ADAPT’s full PVC-free range, visit: www.amaridigital.com/pvc-free



ANTALIS RELEASE XEROX COLOTECH+ GLOSS AND SILK

Xerox Colotech Gloss and Silk coated, the premium coated paper for digital printing, just got better with the addition of CO₂ neutrality.

Xerox Colotech+ papers are the benchmark for colour digital printing. Their unrivalled quality and performance are because of the Xerox commitment to product development, testing and quality control, all supported by their 100% performance guarantee.

As customers become increasingly environmentally conscious, print buyers and users are placing more emphasis on ‘green’ decision making criteria. Available in A4/A3/SRA3, Xerox Colotech+ Gloss and Silk already have some excellent environmental credentials, such as FSC™ accreditation and EU Ecolabel certification. However, these credentials are set to be boosted with the addition of the manufacture ‘carbon neutral’ status of the product.

Carbon Neutral Papers are an increasingly popular and environmentally responsible feature whereby the CO₂ produced in the manufacture of a product is calculated, and the cost reinvested into recognised and auditable carbon reducing schemes globally via the purchase of carbon credits.

Paul Savill, Product Manager, Office and Digital Papers, at Antalis comments: “We are delighted to see the addition of manufacture CO₂ status to the Xerox Colotech+ Gloss and Silk range, this enhancement elevates the product to an impressive four star rating on the Antalis Green Star System™, whilst



retaining all the guarantees, quality and pedigree you would expect from a Xerox product”.

www.antalis.com

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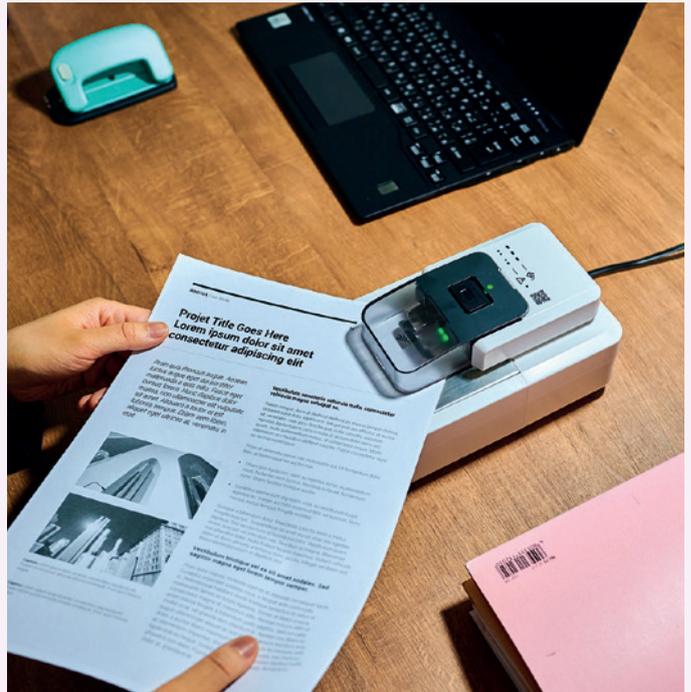
CANON INSTANT STAPLE REMOVER

Canon Europe announces the launch of the Instant Staple Remover-A1. The automatic solution, created by MAX CO. LTD. and exclusive to Canon, can be bought either individually or as a set with Canon's high speed imageFORMULA document scanners. The combination is perfectly placed to improve productivity for businesses needing to digitise or photocopy paper based documents at speed.

Staple removal is a crucial step when digitising documents and automating this activity can increase productivity for end users who are performing this task — as well as for centralised mailrooms and scanning bureaus. The Instant Staple Remover-A1 can automatically remove staples from batch documents of up to 30 pages and helps to prevent documents from being damaged during the process.

Sonis GmbH, which has been a Canon Partner for 20 years, has been testing a prototype model and has already experienced tremendous success with the new solution. Klaus Schwanitz, CEO of Sonis GmbH, comments, "The automatic staple remover revolutionises my customers' paper preparation enormously; no damaged documents, no contamination in the workplace and no risk of injury to employees due to manual staple removal. By using the automatic staple remover, our customers can significantly reduce the overall time needed to prepare documents."

Joseph Courts, Head of Product Marketing, Document Solutions at Canon UK & Ireland comments, "The pressure to digitise paper documents and workflows has grown over the past year. Staples can be a significant roadblock in the information capture process. Removing them manually takes a lot of time and effort, and there's a risk of tearing or damaging documents. By offering rapid staple extraction with the Instant Staple Remover-A1 alongside fast scanning through our imageFORMULA production scanners, we are providing a significant productivity boost for customers. Centralised



digital mailrooms and scanning bureaus, as well as in-house teams across government, banking, healthcare, logistics, manufacturing, and education will greatly benefit from the time and effort saved with our Instant Staple Remover-A1."

www.canon.co.uk/scanners/accessories/staple-remover-a1

ANTALIS' CURIOUS METALLICS LUXURIOUS GIN BRANDING



Antalis' Curious Collection Metallics papers were used for Shivering Mountain Gin's brochure cover, business cards, and the bottle label for both their Premium Gins.

Shivering Mountain Gin's distillery is in the Hope Valley of the Peak District. The location creates the perfect conditions for the botanicals used in the making of the gins and provided inspiration for the name and packaging of the brand.

The branding, packaging, merchandise and bottle design was created by The Allotment branding agency. The choice of sustainable print substrates was key to achieving the quality and effect the client and agency required to deliver the brand's story.

James Backhurst, co-founder and creative director of The Allotment has worked with Antalis through his career. Within the Curious Collection Metallics papers, he found the ideal stock to use for the Shivering Mountain Gin brand. The entire Curious Collection, including Curious Metallics, is carbon balanced by Antalis in partnership with World Land Trust, offering clients all the benefits of



beautiful papers with the advantage of helping to reduce environmental impact.

Curious Metallics Ink is a paper and board with a deep blue shade and a shimmering metallic lustre, bringing the desired mineral effect and complementing the copper foiling used in the design. Using weights ranging from 120gsm up to 300gsm, Curious Collection Metallics Ink was used for the brochure cover, business cards and the bottle label for the brand's Premium Dry Gin, while Curious Metallics Red Lacquer, a deep metallic red colour, was used for the Premium Pink Gin labels.

Both the client and the agency were delighted with the finished result. James explains: "We did lots of testing; the area of foiling on the brochure needed four blocks to ensure we retained the pattern details. The product performed brilliantly on both the heaviest and lightest weights. We also tested to see if the alcohol would make the colour run on the stock. The product's sustainability was also important – at The Allotment, we try to reduce the carbon footprint as much as we can."

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PIXEL PROPHET

IT ISN'T EASY BEING GREEN

Martin Christie thinks he missed a big opportunity working in the print industry. He could have been employed by a top rank Formula One team on an opulent salary, visiting exotic locations, and offering vital gems of insight on the importance and quality of colour.

As regular readers may know, I am a certified petrol head. It started with my first proper job as a trainee journalist and photographer on a motorcycle magazine. It involved both testing bikes and reporting race meetings. It also gave me invaluable practical experience in the days before computers of taking pictures and cropping, sizing, and laying out pages, which meant judging proportions and composition by eye rather than relying on dimensions displayed on a screen. It also trained me in photography when most of the calculations still had to be done in your head because you learned how difficult mistakes were to correct in the darkroom afterwards.

When Nikon introduced the first professional SLR with autofocus back in the 1980s, it was a game-changer. I can still remember a colleague who shot cycle racing coming back from the Tour de France with entirely pin-sharp images of the Peleton, which would have been impossible even for the keenest eye on manual, heralding a revolution in intelligent user aids that continues at an ever-increasing rate with digital devices.

Of course, the keyword there is aid. Despite all the electronic wizardry, it still needed expert hands to guide the camera and know when to press the button. And this principle has continued to this day despite all the many advances and advantages of artificial intelligence. And this human element of judgement brings us back to Formula One and the role I could have played in it.

As probably one of the most hi-tech industries outside of the space race, its engineers and designers have to be among the smartest in the world, with some of the most advanced tools at their disposal for calculating every minute detail down to the smallest micron. As a result, in the last decade, they have made extraordinary developments in the internal combustion engine's efficiency, energy recovery systems, and battery performance that have had spin-offs in all transport uses.

So you would think the simple matter of what colour you are going to paint your car wouldn't prove too much of a challenge or cause any major concern.

However, it would seem that it may be one of those blind spots that may result in so much attention being paid to the technology rather than the practical. A couple of seasons back, Ferrari boffins worked out that a coating of matte paint would be a few grams lighter and might benefit a few milliseconds of lap time in an environment where pole positions are won by millimetres. Unfortunately, this resulted in a car that looked a little more orange than the brilliant scarlet beloved of the brand's fanatical fans and was not well received. This very basic mistake could have been predicted by any printer who has to explain to customers why things can look different in real life and under different



Is it black, blue, or green?

lighting. Had they won more races, the hue might have won the critics over, but as they didn't, the paint job was binned, as well as some of the design features.

So now it is Aston Martin apparently digging out the Dulux comparison chart to explain why their British Racing Green mix failed to impress either on track or on TV screens during the 2021 season.

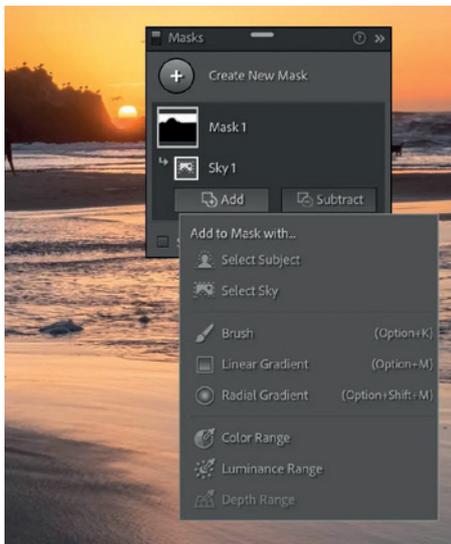
It may have looked spectacular in a perfectly lit studio environment at the launch. Still, in different daylight conditions and even under floodlights, the slightly metallic finish was highly vulnerable to the vagaries of reflected light. It could appear to be almost black or blue. Of course, we know that green is traditionally one of those colours that is difficult to print because we have to mix cyan, magenta, and yellow. Even those fine art printers with additional green ink have to juggle the other colours to get the right balance.

Even though green is evidently one of the most natural colours, being all around us in plant life, producing it artificially as a pigment, it has always been a problem. Not being a chemist, I can't explain why, but being a photographer and a printer, I could have saved Aston Martin a lot of money and embarrassment. The quote that great philosopher Kermit the Frog, as our prime minister recently reminded me, "it isn't easy being green" in more ways than one!

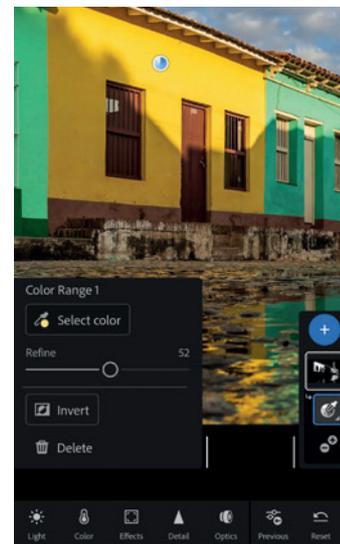
Incidentally, another team likely to swap colours for the 2022 seasons could be Mercedes but for a more practical reason that the black livery adopted to support the drive for diversity absorbs more heat, especially in some of the high temperature venues, than the highly reflective and therefore cooler silver. Not rocket science that one either.



Adobe Lightroom's new mask feature



Mask selection



Mask colour selection

MORE STEAMY WINDOWS

Last month I raised concerns about possible issues affecting us in the newly launched Windows 11. Still, it would seem that Windows 10 has not finished with us yet as increasing reports of print problems have been circulating since July, culminating in more recent network issues which many of you may have been hit by. You are not alone. Disruption amongst printers, particularly on networks, has been widespread, with common problems being the change of drivers, passwords, administrative control, etc.

So if you just thought it was your aged cable system that had thrown a wobbly, or your broadband router that had gone wrong, no, it was the boys from Seattle giving you an urgent update. But, of course, all Windows updates tend to be described as a priority, so even if you have placed a damper on their installation, how do you know which one is important and which one can be ignored.

One of the problems seems to be that while Microsoft works closely with some hardware manufacturers like Intel, it appears to have less communication and feedback from people like Xerox, HP, or any other major sources of devices that are also an essential part of the production line. So problems may only arise, as they have in this case, sometime after the update has been introduced, not before. Large companies may be able to afford the luxury of waiting for problems to be solved, but smaller ones, like most print on demand operators are, do not have that privilege or normally enjoy the patience of customers.

Microsoft will no doubt argue they cannot be responsible for all of the problems arising on all of the machines in the world, but we are talking about a company that has grown to be one of the richest on the globe by dominating the software market and making sure that it has a place in so many intelligent control systems.

At the time of writing, we are unsure how many of the issues have been resolved or whether more are on the horizon. Still, there isn't a massive amount of help online at the

moment. The advice of simply uninstalling the guilty update isn't entirely satisfactory if that also contains a security patch that really is vital.

Microsoft really needs to be more transparent and straightforward with all of its customers as it's not exactly battling serious competition that would steal its secrets. But there's probably more chance of a white Christmas.

Behind the mask

One update I am looking forward to is from Adobe, coming literally the week after we go to press and affecting both Lightroom Classic, the desktop application, and Photoshop's RAW processor, known as ACR. I have had a chance of a sneak preview of the features, which the developers modestly claim is one of the most significant updates in years. Whether it is or not, I'll be able to detail more when I have tried it in reality next month, but it certainly has the possibilities.

It's all about masking, which may not sound very exciting. Still, it's all part of the increasing use of machine learning in the selection of shapes and colour in images, making them easier to modify and making our workflow more efficient.

One of the crucial features of Photoshop has always been layers, and in the use of those layers to use selections to pick out or mask parts of an image and make changes that only affect that part. There have always been different ways of doing this, but they have traditionally been mostly manual and time-consuming.

More recently, in line with other apps and software, the task has been left to the programme itself. Its ability to recognise the difference between one pixel and another has been further tuned from simply spotting the difference between sky and subject, for example, or what was blue from green. Now more subtle shapes and colour hues can be singled out.

Photoshop's Camera RAW filter is a very powerful tool, no longer the exclusive option for solely native camera files, but does not have an option for layers. Nor does Lightroom. As a result, although both work extremely well on

separating individual colours, with options for hue, saturation and luminance adjustment of eight primary colours, they are or have been limited on shapes.

Selections had to be made using an adjustment brush, with a basic proximity mask protecting parts not selected, or even more basic radial or gradient filter. It was a significant limitation to Lightroom's strength in duplicating editing features to multiple files at a time, rather than doing them one by one in Photoshop. As a photographer, in my one time, I don't mind spending ages perfecting an image that represents my work, but on the company payroll, I need to be conscious of the customer's bill, so anything that helps that process is a big bonus in time and profit.

Perfect masking is helpful in basic printing tasks, like isolating a subject from a background or removing an unwelcome guest at a wedding party. More subtly, it can be used to pull out details in highlights and shadows of badly exposed photographs that are now the typical result of pictures from phones or other basic automatic devices. It may make it a much better picture, but at least it will make it a much better print and avoid that disappointing look at the counter when it doesn't look exactly like it does on the screen.

Back in the darkroom days, when you projected a negative onto a white baseboard, you could see the areas that were too grey or too white to print properly without a little manual assistance. Holding back the light on some parts or concentrating it on others either actually by hand-making shapes or little dodge tools like wands. Hence dodge and burn are still terms used to describe the process in digital terms, and the principle is the same.

By next month, I will have had time to find out how useful the new features are and select my top editing tips for the fastest results to common customer issues. At first glance, the new dashboard looks a little complicated, but once I've had a chance to get used to it, I'll be able to explain better how it can be made to work in the print environment.

JETRIX LAUNCHES TRAINEE PROGRAMME

InkTec's latest addition to the JETRIX team, sees the company initiating a trainee programme to bring more young people into the business. Dan Hutt has joined as a trainee JETRIX technician focused on supporting the engineers with the company's LED UV flatbed and roll to roll printer series.

New starter Dan Hutt joins the business with a wealth of previous printing experience. This includes maintaining and running the large and small format printers at one of the leading large format printers who offer solutions for signage, exhibition and display. Then he worked with Shirtworks who principally work with textile printers, where he was responsible for preparing artwork and running the printer.

Speaking about his new role, Dan said; "This feels like a great opportunity to pursue my interest in the large format printing industry, particularly as I really wanted to get into more of the technical side. The role will also mean that I get to go on-site to service printers and be the face of the company. Much of my time will be spent proactively in the field visiting our JETRIX customers, building relationships and working with them to make sure they get the best out of their printers."

www.inktec-europe.com



ANTALIS PACKAGING CREATES HEAD OF INNOVATION



Antalis Packaging has appointed its former Head of Business Development, John Garner, to the newly created role of Head of Innovation and Design to help customers respond to environmental challenges.

It's a challenge that has gained ground over recent times, accelerated by concerns about single use plastic and its impact on the world's oceans. Its resulted in a dramatic shift away from plastic packaging, which, in turn, has put pressure on the

pulp and paper industry to try to fill the gap.

In his new role, John's focus will be rooted in research, collaboration and education: "I am passionate about the environment, but I am also very aware that what we have seen happen during the last couple of years is a hasty reaction against plastics, which is effectively shifting the burden elsewhere – there is quite a lot of greenwashing out there now. Fibre based products

are recyclable so we won't see them floating in the sea, but they come with a carbon impact of their own, which cannot be ignored."

John will be looking at the wider picture and engaging with a range of organisations and institutions, including universities, trade bodies and the CBI, to help lead and influence the debate around packaging and understand what can be done to minimise the impact of all aspects of the supply chain and beyond. He will also be working within Antalis to research and develop new substrates and explore new technologies, such as robotics, that will help customers to meet their business needs. Antalis has already brought in several new plastic alternative products and will be bringing on new product streams in 2022.

"I'm really excited about the job at hand; I am looking forward to having lots of straightforward, honest conversations with people from all areas with a vested interest in ensuring packaging is as sustainable as it can be", adds John.

www.antalis.com

THARSTERN CUSTOMER-FACING STAFF

Tharstern has announced they have added three new MIS specialists to their team. They are split between the Customer Support team and the Implementation team.

Andrew Tramaseur formerly of Anchorprint and Jon Uttley from B-Print will be joining the team of implementation specialists.

Andrew has 30 years experience in the print industry and has used a few different MIS systems over the years, "I have 18 years of experience of using Tharstern and I'm looking forward to applying that as an Implementation Specialist, as well as learning new skills and working with print companies to help them manage the constantly advancing technology within the print industry."

Joining the Customer Support team will be David White. "Over my 25 years in print I have found Tharstern to be the MIS that has really captured my attention, so I'm really looking forward to expanding my knowledge of the system and being an ambassador for the Tharstern MIS."

Jon Uttley has worked in all areas of print production, from estimating to dispatch and IT support and development. His experience and knowledge of the Tharstern system is extensive, "I



From left: Jon Uttley, David White and Andrew Tramaseur

have seen the positives that Tharstern can bring to a business and I'm looking forward to helping the Tharstern users I work with achieve great things with their workflow."

After a turbulent 18 months for every business, Tharstern has started to see a rise in print companies approaching them to find out more about Tharstern and how they can improve their

workflows, "A spike in new business and existing customer enquiries meant we needed to grow our workforce with people who understand MIS and Tharstern specifically. We pride ourselves on being experts in MIS software so we're very proud to add Andy, Jon and David to the team." Lee Ward, Chief Revenue Officer at Tharstern.

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READY TO ROCK AROUND THE CHRISTMAS TREE?

Not quite yet? It's strange to be talking about Christmas but time flies and it's closer than you think, so here's some inspiration for an innovative Christmas company greeting.

We've seen a rising demand from businesses to give their employees, partners, and clients a customised Sprout pencil on a Christmassy card, thanking them for the past year's collaboration and wishing them Happy Holidays.

It's a greeting that gives back into the new year and beyond as the pencil can be planted to grow into a beautiful plant.

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So, cheers to all at The Magic Touch for the best received promotional product we used last year, so will be sending out to our newest customers next month.

Great team mementoes for hen and stag parties, golf tournaments, and rugby tours or even to help keep the chill out when walking the dog.

Using TMT CPM paper and the “White Toner” you print the leatherette wrap which has a self-adhesive backing to wrap around the 7oz hip flask. The whole thing printed, in a box, comes in at around a fiver. RSP? Anything up to £25 for a one off.

OK, back to the drink in hand, check you have some TMT CPM transfer paper and an OKI white toner printer, and then simply add the new 2021 hip flask, which now includes a funnel and gift box — stainless steel silver matt colour £4.50; Hip Flask black or brown leatherette wrap two piece (Pack of 10) £15. We ordered ours on the web, but you can phone or email.

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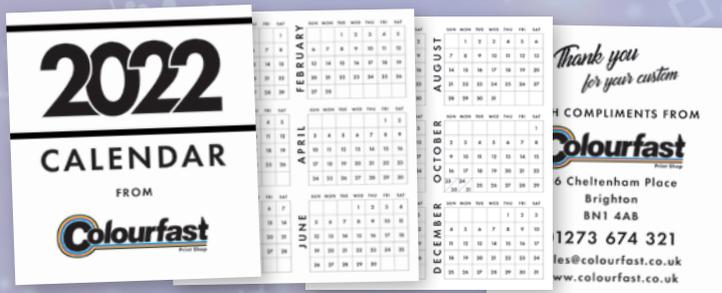
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Time to dust off your decorations and share some seasonal joy — “Merry Christmas Everybody”

Lead by example and publish your own party plans for personalised printed cards, special seasonal offers, cool calendars, mistletoe mugs, stockings stuffed with stationery and everything else we can add some glitter to.

Time to share your seasonal open hours to encourage your customers to do the same. C'mon, get personal this Christmas.

Don't stop at Christmas. It is worth planning some promotions now for the New Year. How about a complimentary calendar as a neat 4pp card giveaway? Good card though, quality does stand up.



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With construction still buoyant and health and safety signage still very popular, Graphic Warehouse has added Heras fence panel signage.

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Heras Fencing Covers are printed on mesh banner material which has a welded hemmed edge with eyelets to the perimeter. They make construction sites look great! The woven mesh fence material is perfect for concealing work from public view and advertising your brand at the same time. The open weave fabric reduces the concern of wind worries with increased air flow.

What size is a Heras Fence Banner Panel? 3375mm (w) x 1780mm (h) finished with angled corner or right angle for square cornered panels. **TRADE ONLY PRICE £48.99** plus delivery, (est. £14.99-24.99+VAT).

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WORKWEAR AND FASHION MEET

Are You Making The Most Of The Opportunities In Direct to Garment Printing? Tom Owers Pro Graphics Manager at Epson UK says...

An increased focus on sustainable practices, the move towards reshoring, and a review of the supply chain to deliver the right quantities at the right time. These trends, accelerated due to the impact of the pandemic on supply chains across different sectors, are redefining the industry and presenting fresh opportunities for direct to garment production.

With just 6% of the world's textiles digitally printed, there is a huge potential for growth for operations that are prepared to rethink their processes.

DTG technology responds to these trends by:

1: SUSTAINABILITY

Awareness of sustainability has seen considerable growth, particularly in the fashion industry. Consumers are increasingly demanding sustainable manufacturing practices. DTG printing provides significant reductions in water and electricity consumption in comparison to traditional screen printing. It also offers designers the flexibility to customise designs and produce exact quantities on site and on demand, with very little waste.

Employing and demonstrating a more robust approach to sustainability is becoming increasingly important to Epson and our customers. Epson's digital textile printing technology and chemistry expands design possibilities while minimising use of energy, water, materials, and time compared to conventional processes. At the same time our technology helps to reduce waste and transport impact by enabling production closer to the point of sale.

Epson's inkjet technology for textiles contributes to Sustainable Development Goals (SDGs) 6, 7, 8, 9, 11, 12 and 15. SDGs were adopted by United Nations Member States in 2015 to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

2: RESHORING

Fashion trends constantly change and there is an increasing demand for personalised goods.

As part of an increased focus on sustainable practices, many companies are making the move towards reshoring and local production to reduce transportation, and reviewing supply chains to deliver the right quantities at the right time.

Interest in this has been accelerated by the impact the pandemic has had on supply chains for businesses across different sectors. As a result, many companies are considering how reshoring can change their practices for the better.

3: ON DEMAND

By adapting to an on-demand business model customers have much greater control of production in terms of quality, turnaround times, cost and profitability.

There is a growing market for the printing of original and unique images and designs onto finished garments and the simplicity of the DTG print process makes it ideal to integrate into web 2 print platforms, essentially allowing anyone to start an online T shirt business.

Adapting to a business model where users print what they have sold eliminates the reliance on mass production, shipping and storage. With digital print, designers have the flexibility to customise designs and produce exact quantities on site and on demand. This results in very little waste going to landfill or being sent abroad for disposal.

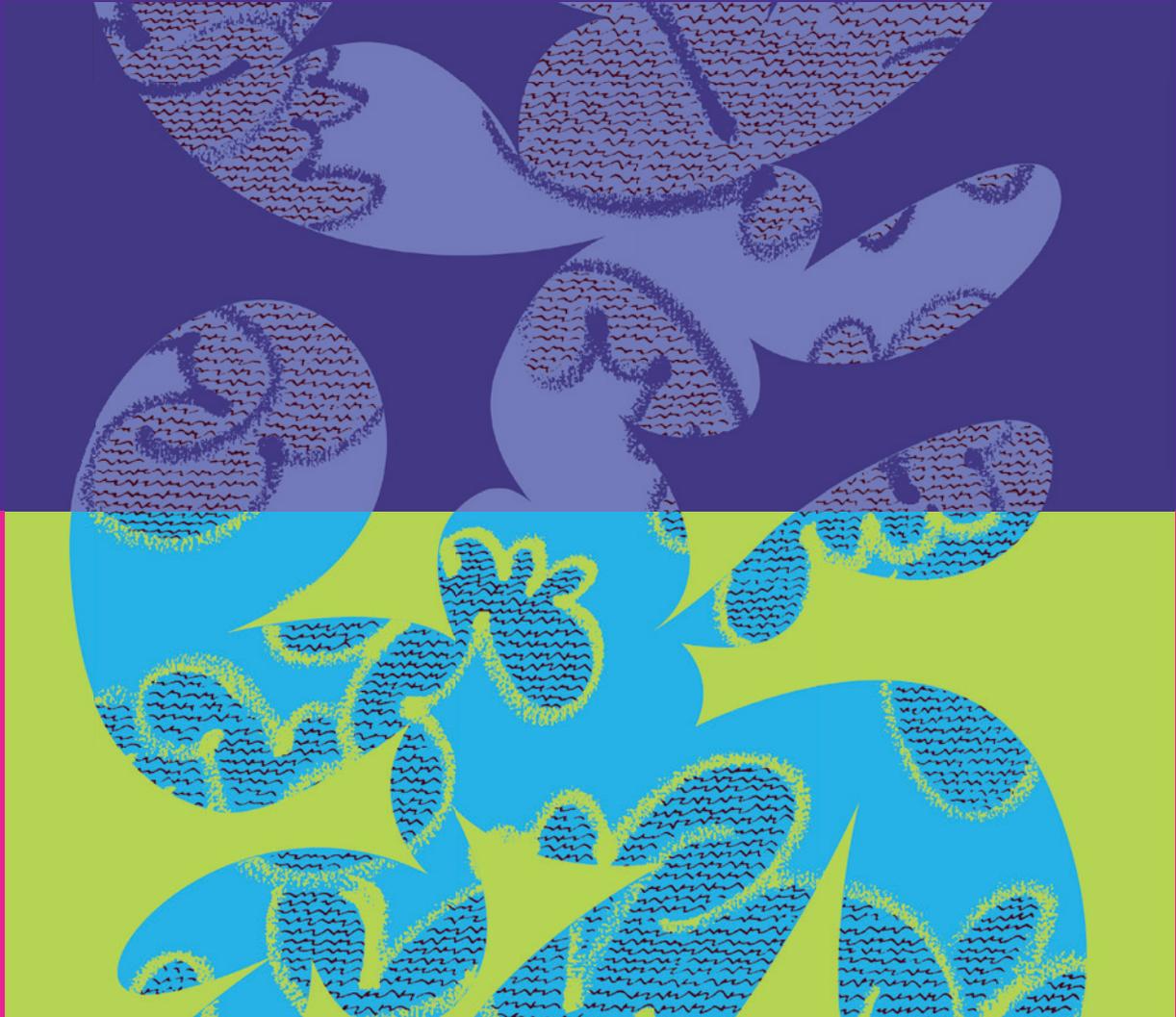
While the SC-F2100 has long been the benchmark of reliable DTG printing from Epson, the recently launched SC-F3000 has been developed for higher volume users who will benefit from its increased productivity with a low total cost of ownership.

www.epson.co.uk/products/printers/large-format-printers



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THE GREAT RECYCLING RATE OF PAPER — LATEST STUDY

Consumers are becoming increasingly conscious of their impact on the environment, and the majority of UK consumers believe the recycling rate of paper isn't very high. This low consumer awareness is worrying when paper is, in fact, one of the most recycled materials in the world with a recycling rate of 74%.^[1]

EU paper recycling rate is 74% — Paper Recycling Rate Undervalued — Paper is one of the world's most recycled materials. In Europe 74% of paper, 56 million tonnes, was collected and recycled in 2020.

^[2] Paper Packaging has an even higher recycling rate of 85%.^[3]

56 million tonnes of paper collected and recycled in 2020 — However, the study reveals 46% of UK consumers believe that paper and paper packaging is wasteful and highlights a real lack of understanding of the high recycling rates. Only 17% of UK consumers believe the recycling rate exceeds 60%. 15% think it is less than 20%, 34% between 20-39% and 34% between 40-59%. 18-24 year olds have the biggest misconception relating to

recycling, with just 12% believing the recycling rate exceeds 60%. Paper compares favourably to other recycling rates: Glass 74%, Metal 80%, Plastic 42% and Electronics 42%.^[3, 4]

Recycled And Virgin Paper (Fibre) Equally Important And Sustainable — Recycled paper (fibre) is an essential part of the fibre mix. In 2020, paper for recycling made up 56% of fibre used.^[5] In Europe, on average, paper fibres are recycled 3.8 times^[6] and, after several uses, the recycled fibres degrade. Virgin fibre, from sustainably managed forests, is therefore always required to maintain the paper cycle.

Pulp and paper industry sources 56% of its fibre from paper for recycling — The study found that only 9% of UK consumers understand that European forests are growing, when between 2005 and 2020, European forests grew by 58,390km²^[7] — that's an area larger than Switzerland and equivalent to 1,500 football pitches of forest growth every day.

Between 2005 and 2020, European forests

grew by an area the size of Switzerland — The industry is relatively energy-intensive, but it also has a proven commitment to energy efficiency and is Europe's biggest industrial user of renewable energy. This explains why the sector is responsible for comparatively low greenhouse gas emissions, at 0.8% of the European total.^[8]

Only by highlighting these myths and explaining the facts can people understand the true sustainability of paper as a raw material within the circular economy.

"This report shows there are many environmental misconceptions surrounding print and paper products," says Jonathan Tame, Managing Director of Two Sides Europe. "We need to inform consumers of the high recycling rate and how paper is an important raw material in the circular economy."

Sources: 1. CEPI, 2020. 2. European Paper Recycling Council, Monitoring Report, 2020. 3. Eurostat, 2019. 4. Global E-Waste Monitor, 2020. 5. 6. Cepi Key Statistics, 2020. 7. FAO, 2020. 8. European Environmental Agency, 2020.

www.twosides.info

ESKA BLACK: STARS SUSTAINABILITY AND LUXURY

Antalis are the exclusive stockists of Eska Black — a black solid board with natural texture and minimal environmental impact. Specially designed for luxury graphical and packaging applications, this 100% sustainable board boasts minimal environmental impact, with maximum added value.

Eska Black extends Eska's renowned range of products, offering a deep black, sustainable packaging and graphical board application option which has low impact carbon emissions. Antalis is set to launch the new range in May 2021, giving consumers a fashionable, premium board solution.

Eska Black's high rigidity adds to the luxury feel of



the board, while its clever three layer construction, with the core layer made of 100% recycled fibre, sandwiched between two deep black virgin fibre liners, results in a top quality, 70% recycled solid

board — the perfect balance of sustainability and opulence.

Available in three weights: 1000mic, 1500mic, and 1750mic, all of which are easy to cut, die, crease, score, gouge, mill, punch, drill, and emboss/deboss.

Steve Chappell, Graphical Board Development Manager at Antalis, commented "Eska Black is a solid black, due to its black core. It is a robust product that is very cost effective. Like all of our products, it can also be fully carbon offset via a choice of schemes offered by Antalis. We are delighted that Eska Black has recently been used for the cover and stand of the prestigious Dorchester 2021 calendar."

www.antalis.co.uk

ANTALIS ADDS NAVIGATOR TO PAPER PORTFOLIO

The Navigator range offers an option for every printing need. Available in A4, lightweight Navigator Eco-Logical 75gsm uses fewer natural resources whilst guaranteeing a premium quality performance — it's perfect for everyday printing. Navigator Multifunctional Universal 80gsm — available in A4 and A3 — has a silky touch and is guaranteed for use on all printers and copiers. Navigator Expression 90gsm is a bright white, extra smooth paper, which offers excellent print contrast for superb ink lift for high quality colour documents; available in A4 and A3. With superior thickness and smoothness, Navigator Presentation 100gsm — also available in A4 and A3 — can be used for double sided printing, while for the best image definition, Navigator Colour Documents 120gsm is perfect for high resolution, full colour documents; available in A4.

All products in the range from 80gsm upwards are coated with a special Ultra High Definition (UHD) surface treatment that provides excellent printing quality on inkjet due to smarter ink absorption.

Engineered for excellent runnability, Navigator papers ensure superior print performance and jam free printing to deliver the best results.

FSC™ certified and carrying the EU Ecolabel, Navigator is a range of quality



papers with low environmental impact. The Navigator Company prioritises responsible forestry, with biodiversity conservation also an important aspect of their forestry model.

Paul Savill, Product Manager office and digital papers at Antalis commented: "The Navigator range really offers our customers exceptional quality in every respect, from how their printed document will look and feel, to how well it runs in their printers and copiers. We're delighted to add Navigator to our range, giving our customers even greater choice."

www.antalis.com



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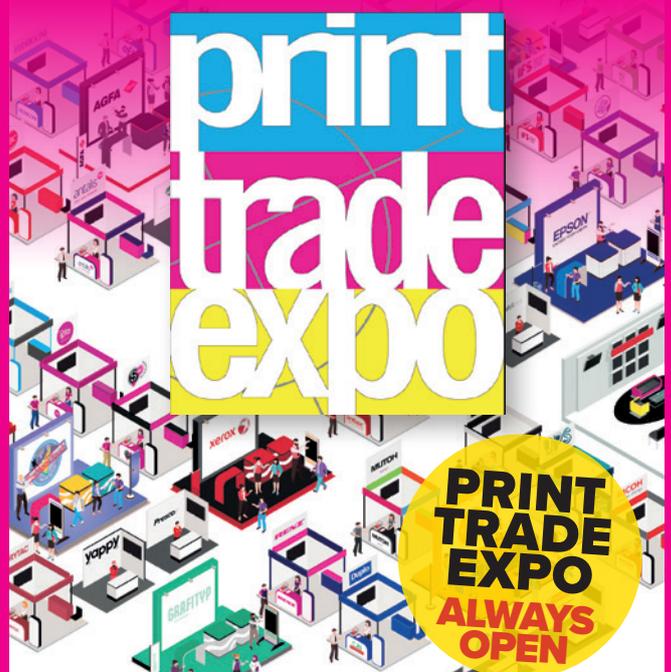


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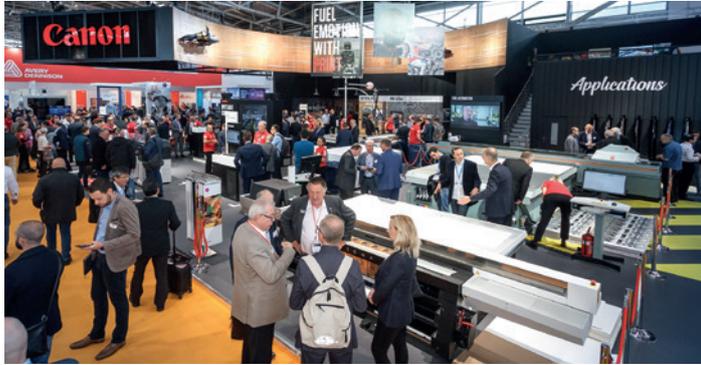
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SHOW REVIEW FESPA 2021

Breaking news from the recent global print expo in Amsterdam. More to follow in the next issue when news of new products and processes reach our shores.



Canon introduced both the Colorado 1630 and Arizona 135 GT printers. The new Colorado demonstrated how you can access all the proven advantages of UVgel technology at a smart investment level. The modular architecture of the Colorado 1630 helps users to configure the printer to their unique business needs by adding options such as FLXfinish — an LED curing technique that adds flexibility for a matte or gloss finish to each print — a second media roll and double sided printing.

The 'UVgel Wallpaper Factory' production set-up, featuring the Colorado 1650 and Fotoba motorised Jumbo Roll Loader JRL 170 in combination with the Cutter XLD 170WP and Rewinder REW 162, showed a complete end to end solution. The Colorado Wallpaper Factory is designed for maximum throughput and with the set-up, customers have a fully automated solution for the production of high quality customised wallpaper.

Showcasing a real 'UVgel Universal Factory', a second Colorado 1650 was connected to a Fotoba Jumbo Roll Rewinder and a Jumbo Roll Loader on the stand, demonstrating how customers can print long run applications, with no need for an operator, enabling 24/7 production.

The Arizona 135 GT opens up a host of new opportunities, delivering the proven benefits of Canon's award winning Arizona series. The Arizona 135 GT is the only printer in its segment with a field upgradable Roll Media Option (RMO) to print on flexible media.

ProCare, the established after sales services model for the Colorado printers, is now also available for the Arizona flatbed printer series creating a unified service approach beneficial for end customers and sales partners

Canon also showed the capabilities of its new UV LED ink set on the Arizona 135 GT. The new IJC358 ink set has superior adhesive properties, making it ideal for applications that involve printing on more complex materials, such as plastics. The higher flexibility of the IJC358 ink also means that it is more likely to remain adhered to the media both during the finishing processes and during the application of the finished media to a surface, such as a wall or glass.

www.canon.co.uk

Durst Group presented a wide range of end to end solutions for digital printing applications under its slogan "From Pixel to Output".

Durst Group launched P5 a solid technology platform in 2018 that scores with its outstanding versatility and efficiency. P5 350 is a hybrid solution for both roll to roll and flatbed printing and covers a substrate width of 3.5 metres.

In addition, the Durst Automat feeder and stacker system can be used to equip the entire P5 product line – which includes the P5 210/HS, P5 350/HS and P5 250 WT — for full or three quarter automated production



The operator is actively supported in the operation by various features. Access to two rolls via the Multiroll option makes material changes much easier in practice. In addition, the Dualroll option allows printing on two rolls with a maximum width of 1.6 metres. Moreover, when processing rigid materials, up to six boards can be printed in parallel. Light barriers at the infeed and outfeed as well as an all round protection system ensure the necessary production safety for personnel and machine. The high speed version P5 350 HS with a maximum printing speed of 700 m²/h, which is more than double compared to the standard model, in combination with Durst Automat and the corrugated option, is the ideal solution for entry level digital corrugated printing for the packaging and display sector.

The P5 Sublifix sublimation ink delivers vibrant colours, sharp images even on difficult media such as black back or backlit for light boxes or flags. In addition to the CMYK inks, light versions of cyan, magenta and black are available to expand the colour gamut. Another interesting feature of the Durst P5 TEX iSUB is the integrated finishing unit, which can be used to directly sew and stitch media.

www.durst-group.com

Kongsberg PCS showed its compact new C20 – the smallest high speed production table on the market – together with the unique VariAngle Tool which enables cutting at any angle from 0° and 60° at high speeds.

While the new Kongsberg C20 is the smallest in the Kongsberg C Series range, visitors saw how it packs all the professional features of its bigger counterparts into a compact size of just 1.6m x 1.4m.

With the VariAngle Tool fitted to the C20, historic constraints for designers are removed, giving them total freedom in the creativity of their 3D displays. The Kongsberg VariAngle completely removes the need to stop production when changing tools, drastically reducing setup times and increasing cutting speed.

The stand also featured one of its larger digital cutting solutions, the Kongsberg C64. Attendees witnessed how, when coupled with the Kongsberg Motorised Roll Feeder, continuous production of high volumes of wide format soft signage and textile jobs are made simple."

With the Motorised Roll Feeder, innovative features work together to achieve the perfect final cut — even on the most challenging and tensile substrates. The built-in Kongsberg iPC software compensates for any distortion, while a curve registration algorithm determines exact cut size, taking into account all material properties for shrink, stretch or melting.

www.kongsbergsystems.com

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UK GOVERNMENT GREEN CLAIMS CODE



Joanna Stephenson, Managing Director at PHD Marketing

International print and packaging marketing specialist, PHD Marketing, has shared insight and perspective on the changes likely to affect packaging suppliers, printers and brands as a result of the Green Claims Code, new guidance published by the UK Government's Competition and Markets Authority (CMA).

The document aims to tackle the ongoing problem of greenwashing by applying six key principles that all sustainability claims must adhere to. The changes, which cover on pack, off pack and digital communications, aim to level the sustainability playing field, increase consumer protections and rebuild trust.

Joanna Stephenson, Managing Director at PHD Marketing, elaborated: "Across the retail industry, we've seen sustainability take centre stage even in the tough Covid-19 market conditions and naturally, the topic of packaging dominates a lot of this discussion. With greenwashing and misleading claims, the umbrella term of 'sustainability' has lost any edge or marketing punch – it's just white noise to consumers now. Shoppers want more information and are prepared to dig deeper to understand the true nature and credentials of a product.

"With information available at the touch of a button, brands are aware that they have to 'walk the talk' in terms of the circular economy and sustainability but communications can become a little fuzzy when the marketing department gets

involved. This guidance ensures clarity for all and should drive a new standard in sustainability communications, which brands and retailers, along with their supply chain partners, should welcome."

The new Green Claims Code provides six simple principles that all claims must adhere to, as well as examples of how to apply them. Sustainability claims: must be truthful and accurate; must be clear and unambiguous; must not omit or hide important relevant information; must make comparisons fair and meaningful; must consider the full life cycle of the product or service; and must be substantiated

PHD Marketing partners with some of the world's leading print, packaging and labelling businesses to deliver bespoke marketing campaigns in an increasingly crowded market. The business advises its B2B industry clients on best practice in external communications and believes that the Green Claims Code will prove to be a great opportunity for innovative companies and a major cross-sector force for good.

Joanna added: "Sustainable thinking is always at its best when brands view it as an opportunity to 'do good', not an obligation or box ticking exercise. We're proud to work with some of the most innovative print and packaging business around the globe, that demonstrate what an ingenious and resourceful industry we operate in. As an expert in corporate communications, which is the key area influenced by the new CMA directive, we're excited to see how businesses rise to the occasion, audit their existing sustainability claims and build a stronger, more robust and transparent packaging sector for the future."

To view the UK Government's new CMA Code, please visit www.gov.uk/government/publications/green-claims-code-making-environmental-claims www.phdmarketing.co.uk

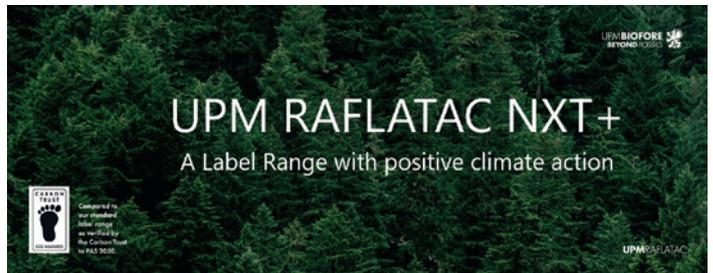
ANTALIS LAUNCH THE NEXT GENERATION OF SUSTAINABLE SELF ADHESIVES

Antalis is launching the new and improved version of the Graphic self-adhesive range from UPM Raflatac, RAFNXT+, the world's first label material to be verified by The Carbon Trust.

The importance of providing customers with sustainable and high-performance products continues to increase in today's environmentally aware society. RAFNXT+ helps to mitigate climate change, drawing from responsibly managed forests and decreasing carbon emissions.

RAFNXT+ is a new range from UPM Raflatac, a line of high quality, self-adhesive sheets. The lower grammage backing paper of RAFNXT+ (3gsm lighter) is FSC certified, allowing Antalis to classify the whole range as FSC Mixed Credit. The face paper in the new range remains the same as previous Raflatac Graphic products, so the high-quality printing performance is unaffected.

RAFNXT+ is the world's first label material to be verified by The Carbon Trust, an achievement accomplished as a result of the product design's smarter use and choice of natural resources, and the use of less raw materials, energy and water.



Ben Cahill, Product Manager at Antalis comments, "We are pleased to be the exclusive self-adhesive sheet distributor for UPM Raflatac in the UK, and their new RAFNXT+ range provides customers with a fully FSC certified product, which also has the advantage of being the world's first label material to be verified by The Carbon Trust".

www.antalis.com

LOVE HERO ECO-MINDED FASHION ON DEMAND

Kornit Digital has announced that London based LOVE HERO fashion label uses Kornit's sustainable, digitised, on-demand production capabilities to deliver its complete line of nature themed apparel.

With a vision of bringing together brilliant imagery inspired by natural elements and landscapes with a fundamental philosophy of introducing biodegradable fabrics, eco-conscious production processes, and waste free sales modelling to consumers, LOVE HERO turned to Creazioni Digitali and its Kornit Digital on-demand production capabilities to fulfil the brand's



creations. All fabrics are traceable and certified via their block chain platform, retraced, to minimise their eco footprint. Cut and sew operations take place in Portugal.

"Producing on demand takes a lot of the risk out of what will or won't sell," says Scacheri. "Brands like ours need to create ethical clothing, so consumers become aware that it's possible, on demand. Selling made to order lifestyle apparel is very likely the way of the future."

LOVE HERO is currently engaged with Kornit on the mechanics of imprinting silk, biodegradable nylon, and other diverse materials to support Joshua's brand vision. One such application involves two-sided fabrics—nylon on top, with cotton on the reverse.

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ARE YOU READY TO SHAPE A NEW FUTURE

Phil McMullin, Pro Graphics Sales Manager, Epson (UK) says... The fashion industry has found itself under the spotlight for a number of reasons.

The 2021 The World Economic Forum report states it generates 5% of global emissions, making it potentially the third most polluting industry after food and construction. The Fashion CEO Agenda 2021 pointed out that 73% of the world's clothing ends up in landfill.

These issues, and the environmental implications of mass production, from the water consumed to the carbon footprint created and the waste generated, were increasingly being discussed before the global pandemic.

With supply chains disrupted, and new approaches encouraged in recent months, there has been an acceleration in the fresh opportunities available to reshape the industry.

Three potential scenarios were identified by the Repeat, Repair or Renegotiate? The Post-COVID Future of the Apparel Industry study from the School of Industrial and Labour Relations at Cornell University. They are:

- **Repeat — a return to pre-pandemic practices.**
- **Regain — an acceleration of pre-pandemic changes, such as supply chain consolidation, automation and near-shoring by leading buyers and suppliers.**
- **Renegotiate — redefining an industry in which changes to structure, sourcing and governance are integrated and mutually reinforcing.**

The study that interviewed 29 apparel industry experts working in Asia and globally, between August 2020 and March 2021, said regain was the likeliest, driven ahead by changes



in process (supply flexibility) and production technology. Repeat takes the least effort but may be unacceptable to investors, regulators, worker advocates and the majority of suppliers, while renegotiation takes the most effort and depends on lining up investors, regulators, unions, campaigners, and suppliers.

It concluded, for the industry, renegotiation that could be the most hopeful. Not without its challenges, as it depends a collaborative approach, it could change contract terms and formulas and reshape power relationships particularly those regarding sourcing and governance.

Historically, buyers have held the balance of power. For renegotiation to be a success that balance should be adjusted more equitably and take into consideration the demands of suppliers including wages, working conditions, and worker rights.

To achieve this, and help prevent greater 'supply

flexibility' turning into more of the same, or more pressure and risk for suppliers and their workers, while sharing new value along the supply chain with suppliers and workers, it suggests:

- **Public regulation of supply chain practices — legal liability for apparel brands and retailers.**
- **Investor pressure for increased transparency in sourcing and supply chain practices.**
- **Campaigns against buyers' practices combined with shifts in consumer expectations** for the leading fashion brands that could lead to reputational and financial damage.

We at Epson have another suggestion — reimagine. Redesigning how apparel is created on demand from design to delivery by adopting digital print production capabilities.

Using direct to garment (DTG) and direct to fabric (DTF) systems producers can enjoy:

- **Design freedom and creativity with the ability to adapt artwork quickly and easily.**
- **On demand flexibility by printing just what is needed, when it is needed.**
- **Just in time delivery eliminating storage requirements.**
- **Local production/reshoring for reduced transportation costs and carbon emissions.**

With entry level to industrial solutions available, Epson can support on demand operations as they adapt and grow their business to meet brand demands.

We can help them reimagine their approach to apparel production that addresses the key industry concerns while delivering products buyers want.

www.epson.co.uk/verticals/business-solutions-for-professional-graphics/textile

HOW TO CREATE DOUBLE-SIDED WINDOW GRAPHICS

Gareth Newman, Academy Manager at Drytac says... Window graphics are now regarded by many brands as a key part of the marketing mix.

These graphics are an inexpensive form of advertising that retailers can easily apply themselves to windows in order to capture the attention of passers by.

But why not take this a step further and maximise window space to capitalise on more marketing opportunities inside the building too? Double sided window graphics allow marketers and brands to do just this, with such applications reaching consumers both inside and outside stores.

This double impact marketing can also be achieved without affecting the amount of natural light that would otherwise be blocked when using other forms of large format print marketing materials such as posters or signage. Specialist films allow light to pass through and continue to brighten up the store.

In addition, installation time is drastically cut when using double sided window graphics over



other forms of applications. As the film vinyl is printed on both sides — either with the same or a different design — it would only need to be applied once rather than having two separate pieces of print.

In terms of the type of material you can use for these applications, there are a number of options available. You could opt for a clear media such as Drytac ViziPrint Deco with five layers of print: mirrored CMYK, white, black, white and forward facing CMYK. Another option would be a white block out material that can be paired with a clear print media. Here, you can pair the adhesive white block out film, printed with a forward facing

graphic, with a reverse printed graphic on a clear film — all without the need for white ink.

For this secondary method, one product that would fit the bill is Drytac Polar Blockout, which can be paired with Drytac SpotOn Clear Gloss or Polar Premium Clear Gloss to achieve this effect.

When it comes to mounting the graphics, a clear double sided mounting adhesive can be applied to one side of a double sided print on synthetic paper or other cardstock. This can be done using any printer that can print double sided pieces, including standard, residential printers. Options for this method include WindowTac and ReTac Duo, both of which are available from Drytac.

We are yet again approaching the busiest time of the year for retailers and with shoppers back on the high street this year. Shops look set to be busier than ever in the lead up to the festive season. Capturing the attention of consumers will be vital and double sided window graphics offer shops a clear advantage in the battle for customers.

www.drytac.com

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HP DRIVES ECO-FRIENDLY PRINT WITH POPAI

Jane Rixon, Large Format Production Business Development Manager at HP Inc. UK & Ireland, explains how the company is working with POPAI to promote more sustainable printing practices...

Demand for more environmentally friendly print has been on the rise for some time now, not least in the retail sector where print businesses are coming under increasing scrutiny from their customers to provide more eco-conscious solutions.

The type of printed work associated with the retail sector is often created for short term use. Applications such as point of sale materials, posters and banners are only temporary features in shops and, as such, need to be as recyclable as possible so as not to impact a company's environmental footprint.

Sustainability is a critically important part of HP's strategy and accordingly we are committed to helping print service providers to identify more environmentally friendly solutions to achieve their own goals. As part of our commitment, HP has recently joined POPAI — part of the Shop! global network — to help promote the adoption of more sustainable printing practices in the retail sector.

HP has always been fiercely dedicated to the environment and our impact on wider society. This on-going commitment is expertly summed up by HP founder Dave Packard, who said many years ago: "The betterment of our society is not a job to be left to a few. It is a responsibility to be shared by all."

In 1991, HP got ahead of the market by launching a campaign called HP Planet Partners, which offers our partners a simple and convenient way to recycle original HP inkjet supplies, computer hardware and rechargeable batteries.

This simple, yet extremely effective, system means that all returned products are recycled properly and processed to recover valuable plastics and metals for new products. Millions of tons of waste have been diverted from landfill.

While other companies have attempted to replicate such a programme, the high cost of maintenance unfortunately meant that they were forced to stop. Thankfully, here at HP, we have been able to continue with this initiative, which, running for more than 30 years, is contributing to zero landfill.

Furthermore, HP has launched the world's first laptop manufactured with high quality recycled plastics material saved from the ocean, courtesy of the company's \$2m plastic washing line that opened in Haiti in 2020.

So, how does this fit in with POPAI and the retail sector? HP's technology is used to produce a wide range of materials for the retail industry and, as such, we saw becoming a member of POPAI as the ideal opportunity to connect with companies operating in this market and spread awareness of our eco-conscious print solutions.

Whether this is by helping a print business cut down on the amount of waste material they create during production through the investment in more efficient printers or reducing their overall impact on



the environment by switching to water based inks such as HP Latex Ink, HP is a pioneer in this area.

Take for example HP Latex printers; these are the leading solutions in the market for companies that are looking to improve their environmental credentials, while at the same time retaining an excellent quality of printed output.

HP Latex printers all run water based inks, which are significantly kinder to the environment than solvent based, eco-solvent, UV and UV gel inks. This immediately improves your environmental image and is something you can pass on to your customers.

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"Look, he's hiding the flowers under the table!"

"Hey, why are all the cards the Ace of Spades?"

The magician was furious but couldn't do anything; it was the captain's parrot after all.

One day the ship had an accident and sank. The magician found himself on a piece of wood, in the middle of the ocean, and of course the parrot was by his side. They stared at each other with hate but did not utter a word.

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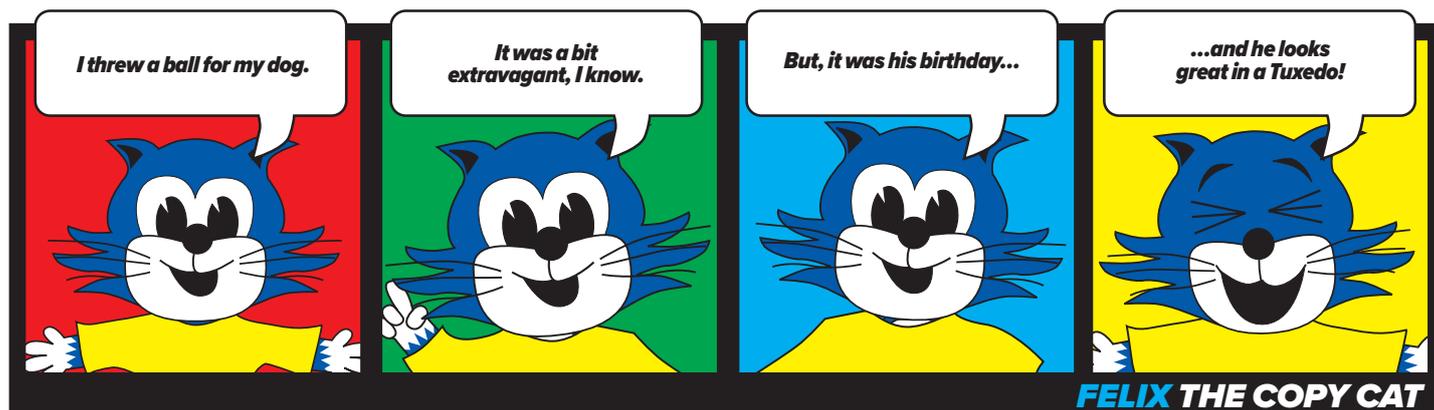
What's orange and sounds like a parrot? A carrot.

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

Built with our unique, open design, the suction feeder handles stock sizes from 210 – 1300mm in length, useful for applications, such as covers for landscape booklets, book covers for oversized perfect bound books, multi-panel brochures and many other applications made from these long sheets. An additional static crease option can be installed to enable the full range of crease and perforation options.

Running efficiently to fold up to **6,000** A4 sheets per hours and in crease only mode up to **7,500** sheets per hour, making this is our most productive creaser/ folder to date.