

 Plockmatic Group



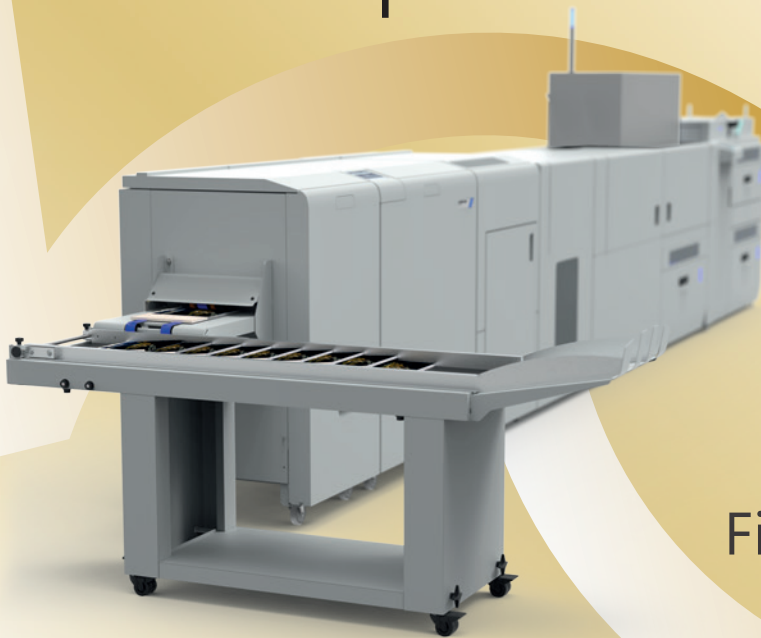
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Sharing best practice through both print and digital media, QPP magazine is in front of 36,000 quick print pros each month.

Each day the live web version is updated with the hottest stories in frontline printing, including news, views, new products and suppliers information.

Avid readers include Digital Printers, Commercial Printers, Copy Shops, On-Street Instant Printers, In-House Print Room Managers, FM and Conventional printers specialising in On-Demand, Short Run, Variable Printing, CRDs (Corporate Reprographic Departments), PSPs (Print Service Providers), Graphic Arts Businesses, Sign Suppliers and CAD Bureaus.

# Welcome Seasonal Summer Sizzler



As usual, we double up for the July and August issue to give everyone time to absorb what's new and plan for a fast re-start in September.

On top of that, the QPP audience of 6600 print businesses is at its busiest, with last-minute orders hot off the press to complete before we get a few days away in the sun. So this holiday time issue, in full glorious colour, is read all over the world!

Fear not dear print pros QPP will be delivering between the sheets, on the web, e-waves, blogs and social media.

Always happy to be pointed in the right direction...  
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# Halstan announces major investment at drupa

Halstan is introducing the Canon ProStream 2133 continuous feed inkjet press, the Tecna Revolution 50 AutoSetup sheeter and the Horizon BQ-500 ICE binder into its UK production facility in Amersham. These state of the art technologies will help automate Halstan's book production, and provide capacity to support its ambitious growth strategy.

The Canon ProStream 2133 represents the pinnacle of continuous feed inkjet technology, delivering exceptional print quality at high speeds, making it ideal for large scale book production. Halstan has been using Canon inkjet for the last couple of years in the form of the sheet fed VarioPrint iX3200. "Our clients have been blown away by the standard of print that Halstan is now producing. The Canon inkjet systems have helped us win significant new business and put Halstan at the forefront for quality in the book market" said Rupert Smith, Halstan's Chief Executive. "As volumes have built up, the next logical step was to move to the reel fed ProStream, not just to provide the additional capacity, but to further streamline production".

Halstan will also be the first in the world to take delivery of the



From left: Stefano De Marco (Tecna CEO), Andrea Del Bianco (Tecna Area Sales Manager), Jon Tree (Halstan UK Operations Manager), Jason Seaber (IFS Sales Director), Rupert Smith (Halstan Chief Executive), Alan Harbison (Halstan Managing Director) and Harm Jan Hulleman (Tecna Sales Director EMEA).

Tecna Revolution 50 AutoSetup roll to stack paper sheeter launched at drupa. The Revolution 50 AutoSetup offers significant advancements such as full bleed capabilities with automated page length and imposition changeover meaning it can change from one up to four up configurations, without touch points. "We produce such a wide variety of products that the automation Tecna now offer means we can switch between formats without stopping production" says Smith. "Products such as landscape booklets, music scores, oversized coffee table books and pocket sized notebooks can now all be produced with equal ease."

Halstan's diverse product offering includes perfect bound, thread sewn, and cased books, as well as saddle stitched booklets.

To support the additional print volumes that will be created as a result of these investments, Halstan is bolstering its UK bindery department with the latest Horizon BQ-500 ICE perfect binder with inline auto-trimming Horizon HT-1000V.

In addition, Halstan has re-kitted its German print operation with the latest Canon toner presses and saddle stitch finishing, with perfect binding to be introduced to the facility later in the year.

"We are thrilled to unveil our latest investments at drupa, which is a testament to our continued commitment to innovation and excellence in the book printing industry," said Smith. "We firmly believe that the future of book production will be driven by automation and not only will these investments help achieve this but

will push our quality standards to a new high."

Stuart Rising, Head of Commercial Print at Canon UK & Ireland, adds: "We value our continued partnership with Halstan, and are excited to see how they're utilising Canon technology to optimise their operation across all areas of business. The implementation of the Canon ProStream 2133 continuous feed inkjet press will enable the business to reach the next level of fully automated book production."

Both the Tecna and Horizon products will be supplied and serviced by Intelligent Finishing Systems (IFS). Jason Seaber from IFS said: "We are really excited to be working with the team at Halstan as they continue to build a very smart book factory. I am confident these new investments, and continued partnership with IFS, Horizon, and new partnership with Tecna, will be a fantastic success. We look forward to supporting all these new investments to ensure success and continued growth, and we appreciate the trust and confidence in choosing Tecna, Horizon and IFS."

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

## Healeys invests in production creativity refresh

**Creativity forms a central pillar to print production at Healeys. This commitment to delivering the best design capabilities and highest print quality is behind a £650,000 investment programme that has concluded with the order of a Horizon BQ-500 iCE Perfect Binder from IFS.**

The Ipswich B2 litho and digital operation has developed long term relationships with creative agencies, property and fine art markets as a result of its dedication to high end design. Ensuring the continued delivery of this was a vital element of the spend.

Healeys Managing Director, Philip Dodd, explains: "There are lots of amazing and different businesses in the industry including the large, production efficient operations and the successful online companies. We operate in the more creative space, offering something a little bit different, taking time to help with advice and guidance. We need to be confident that we can



give clients what they want. We also want to be as good as we can be, and the Horizon BQ-500 will help with that. It will ensure we can manage the work from our newest investments and enable us to produce a slightly larger book size. A lot of our work is short run, complex jobs and the binder will perfectly support that."

As for choosing the Horizon BQ-500 iCE Binder – the next generation of Horizon's highly

successful series of four clamp binders – he says: "It replaced our existing Horizon BQ-470 binder that was 17 years old. That was a great machine and we had very little downtime with it. We also have a StitchLiner Mark III that is five years old. The Horizon systems are robust and just work very very well."

Healey's Horizon BQ-500 iCE Binder is equipped with cloud based iCE LiNK workflow that provides access to an intuitive easy to use dashboard. It reports real time production analysis for improved efficiency and profitability, remote update capabilities and scheduled maintenance resulting in less downtime.

Concludes Philip: "We are now catching up after Covid-19. We have been having a strong year with May our best month so far and June shaping up to be good too. We want our technology to be as effective as it can be, and we know we can trust Horizon systems to do just that."

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

## Kyocera exceeds targets at drupa

Kyocera Document Solutions Europe enjoyed great success at drupa 2024. The organisation partook in the event for the first time, and both stand visitor numbers and closed deals exceeded their initial targets across successful 11 days.

Kyocera's inkjet experts showcased the company's production print solutions, the TASKalfa Pro 15000c and the TASKalfa Pro 55000c. This event has been an excellent opportunity for Kyocera to network, demonstrate its offerings, and share knowledge about new trends in commercial print. In addition, the organisation has been able to seal over numerous deals with customers during the show.

"drupa 2024 was a great success," says Takuya Marubayashi, President of Kyocera Document Solutions Europe Management B.V. "We are delighted with the reception our inkjet production print solutions received and the connections we made in Düsseldorf. It was incredibly rewarding to demonstrate the efficiency and quality output achieved by inkjet technology in person, and we are proud to be leading the charge on sustainable, affordable production printing for companies of all sizes."

The event saw the return of Kyocera's debut commercial printer, the TASKalfa Pro 15000c, which is designed for transactional and trans-promotional printing and book publishing. The device remains the perfect partner for print service providers, offering print speeds up to 150 pages (A4 simplex) per minute, 24 hour operation, and exceptional reliability with remarkable uptime. Meanwhile, drupa 2024 marked the European debut of the newest addition to Kyocera's inkjet portfolio, the TASKalfa Pro 55000c. This commercial high speed inkjet solution is emerging as a game changer in graphic arts, with its ability to print



vibrant colours on coated offset substrates.

Visitors to the stand enjoyed product demonstrations, one on one in-depth explanations, and print samples that displayed the stunning quality of Kyocera's production print solutions. The organisation spent valuable time listening to customer business requirements throughout drupa and worked through the partnership opportunities in the field of comprehensive commercial printing solutions.

Kyocera has a heritage in inkjet technology defined by its award winning printheads and inks. Their inkjet team held a press conference to share their unrivalled expertise with print solution dealers, partners, and customers which was an excellent opportunity to share with the international print industry how Kyocera stands out within a busy industry segment, thereby creating new opportunities in production print with its sustainable, versatile devices.

As its first commercial printing device, the TASKalfa Pro 15000c, made a lasting impression among print service providers looking to

improve productivity and efficiency. The sheet fed inkjet device reduces energy consumption and can produce over a million prints per month, meaning print companies can offer their customers more for less with Kyocera's solution. Meanwhile, the TASKalfa Pro 55000c poses exciting new possibilities in the world of graphic arts, providing comparable print quality to offset printing at a lower cost point. With rich colour reproduction and reduced TCO, the TASKalfa Pro 55000c is in-demand and set to revolutionise graphic arts.

"We would like to thank all of the drupa attendees who came to visit us at the Kyocera stand and see our vision for the future of inkjet technology," says Takuya Marubayashi, President of Kyocera Document Solutions Europe Management B.V. "Thank you also to the fantastic drupa organisers for their support in arranging a very successful event."

**If you would like to learn more about Kyocera's production print portfolio, please visit [www.kyoceradocumentsolutions.eu/en/products/production-printing.html](http://www.kyoceradocumentsolutions.eu/en/products/production-printing.html)**

## Tancia Group win award for Chili Calypso bottle

Tancia Group marked a significant achievement at the recent Manchester Big Promotional Trade Show, where they were honoured with an award for their innovative printing capabilities on their Chili Calypso Vacuum Bottle.

This standout product features the ground breaking UltraWrap 360 Max Print technology, which allows for high resolution, glossy designs to cover the entire surface of the bottle, extending up to the neck and covering all angles. This technology not only offers unparalleled design possibilities but also ensures that each bottle showcases vivid and detailed graphics that capture attention from every direction.

Tancia Group extends heartfelt thanks to the Big Promotional Trade Show and to Tom Robey of the BPMA, who presented the award at the show.

**To find out more about their extensive range and printing technology, contact their team at [sales@tancia.com](mailto:sales@tancia.com) or call on 01252 400270.**



# OnPrintShop reports record-breaking attendance

OnPrintShop has announced a highly successful showing at drupa, marked by significant footfall and vibrant reception from attendees. Over the first two days, the OnPrintShop stand saw more than 150 print industry professionals, all eager to explore the latest innovations in web to print technology.

Prominent partners from Portugal and Germany, in addition to the OnPrintShop core team, attended the event. Through this partnership, OnPrintShop gained a deeper grasp of the critical printing issues and goals faced by European printers.

The ability to converse in multiple languages facilitated richer, more meaningful interactions, enhancing the understanding of the regional market and enabling tailored solutions to meet the needs of European businesses better.

Stand visitors were particularly impressed with the comprehensive suite of solutions designed to drive growth and automate operations. Key features that garnered significant attention included:



- **B2All Storefronts:** The versatile storefronts, which cater to a wide range of business models, enable printers to serve both B2B and B2C clients effectively.
- **Online Print Store Personalisation:** Advanced personalisation tools allow end users to customise product workflow easily, enhancing customer satisfaction and engagement.
- **Order Management with End to End Automation:** A robust

system that automates the entire order process, from placement to fulfillment, reducing manual intervention and increasing efficiency.

Vice President of Sales Mr. Naimish Patel says, "We were thrilled to hear from many of our existing clients who stopped by the stand. They shared uplifting stories of development and success, largely attributing their achievements to OnPrintShop's efficiency and automation capabilities.

Naresh Devra, Vice President of Product Development, met with several major European print companies. The topic of these conversations was the necessity of reliable, safe online ordering platforms, especially for corporate and B2B customers. Mr. Devra emphasised how OnPrintShop's scalable solutions satisfy these requirements, guaranteeing reliable security and performance of ongoing business operations.

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

## Innotech kicks off a Football Skillz Camapign

Innotech is ready to add a kick to customers' workdays by sending them a competition standard football. As the UEFA EURO 2024 Cup heats up, customers can bring the excitement straight to their doorstep with Innotech's #Innotekkers campaign.

Between June 14th and July 14th, new and existing Innotech customers will receive their free branded football following their first online order exceeding £600 excl. VAT\*. (One per company).

Kieran Dallow, Innotech's Marketing Manager, explains, "Once you've got your hands on that Innotech football, it's time to show off your skills. We're calling all printers to step up and share a video of their best football tricks on social media. From fancy footwork to gravity defying moves, we want to see it all. You'll need to tag us in and include #Innotekkers in the post."

He adds, "We figured everyone could use a



little extra fun in their day. So, whether you're a football pro or just getting started, this is your chance to score a winner and liven up your workplace."

Innotech says there's no pressure, no competition, just pure enjoyment. "We're all about celebrating the spirit of creativity and camaraderie in the printing community. Who knows? Your video could be featured in our "Print's Top Trickshots" compilation, showcasing the incredible pent-up football talent in the print industry. It's your chance to shine and show the world what you're made of."

Order online, share your video on social media by tagging and using #Innotekkers in the post!

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## QPP PREFERRED SUPPLIER OF THE MONTH – SUPREME LABELLING



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MÜLLER MARTINI

# MUTOH Unveils Water-Based UV Digital Print

At drupa MUTOH Europe previewed a new digital printer called HydrAton 1642. This 64" (162 cm) wide roll to roll printer integrates innovative water based UV print technology, underlining MUTOH's on-going commitment to sustainable practices as well as safer work environments.

The MUTOH HydrAton 1642 wide format printer represents a new technology segment, featuring revolutionary print/dry technology and a unique ink film formation process on the printed media, collaboratively developed by MUTOH Japan's large format printer R&D division and Fujifilm's AQUAFUZE ink technology team.

The synergy between the HydrAton 1642 and AQUAFUZE ink technology will meet a multitude of market requirements. Featuring two AccuFine piezo drop on demand print heads, the HydrAton 1642 can print on a wide array of substrates without the need of a pre-coat primer or optimiser, including paper, synthetic fabrics, technical textiles, heat sensitive eco-friendly substrates, even PVC.



Prints have a very thin ink film, a soft feel and high scratch resistance.

Fujifilm's patented AQUAFUZE ink technology combines the benefits of UV LED and water based inkjet technologies in one ink

formulation. It features low temperature drying and excellent jetting stability. The inks are low odour and safety compliant. AQUAFUZE is a registered trademark of the Fujifilm Group.

[www.MUTOH.eu](http://www.MUTOH.eu)

## SWISSQPRINT UNVEILS FLEXIBLE AUTOMATION OPTION

swissQprint presented an automation option at drupa 2024, designed to maintain high productivity in flatbed printing by relieving operators of unloading tasks.

"More and more customers are looking to automate their printing processes while preserving flexibility," explained Carmen Eicher, Chief of Sales and Marketing Officer at swissQprint. The company has responded to such requests with its initial presentation of an unloading option. The new automation module removes processed media up to 3.2x2 metres from the flatbed printer's table, the idea being to ease the burden of handling large runs efficiently. Loading continues to be done by hand.

swissQprint gathered initial customer feedback as part of the development process. "drupa is now the perfect opportunity to show the conceptual study and collect broad based feedback that will go into final development," said Carmen Eicher. Thus tailored to market needs, the finished product should be available in 2025.

### VERSATILITY UNAFFECTED OR EVEN EXTENDED

swissQprint customers appreciate the diversity of applications their machines can handle. The company emphasises that the new unloading option preserves printer versatility and accessibility. Special applications, short runs and roll jobs are doable as before because the



unloading option undocks from the printer any time.

### PRODUCT PANORAMA AT THE STAND

The unloading option complemented a round-up of developments shown by swissQprint in live demos at drupa 2024. First and foremost was Kudu, the high end flatbed printer featuring top performance at an exceptional quality level. This was the model used to present the unloading option. Also on the stand was Karibu 2, highly efficient and versatile thanks to unique features. And last but not least: Nyala, the swissQprint flagship

that for the past nine years has been Europe's best-selling flatbed printer in its class.

swissQprint also inspired visitors with a wide ranging application gallery. The neon room proved especially popular.

### EXTENDED WARRANTY: 36 MONTHS

Customers appreciate the all round package of quality, reliability and service that swissQprint offers. The Swiss manufacturer has underscored this with a 36 month warranty on new machines, applicable to all models and configurations since April 2024.

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



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**SC7000 Pro<sup>T</sup>**

Precision cutting  
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**SC7000 Pro<sup>T</sup>**

Fully automated, compact sheet cutter,  
with superb wheel creasing!

Just like the SC6500, the SC7000 Pro<sup>T</sup> can handle up to 1,000 sheets of media up to 710mm long, but also includes the NEW excellent T-Series creasing wheel, with up to 2.5kg of force, delivering a more powerful, enhanced creasing capability for those with heavier/thicker media up to 450 microns!

This latest addition to the range is as fully featured as the SC6500 including the compact footprint and high performance output.

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# Epson DTF single-step pigment ink textile printer

**Epson showcased its new Monna Lisa 13000 at drupa; an affordable single step digital direct to fabric textile printer with compact footprint that delivers in-line printing using more sustainable pigment inks.**

The Monna Lisa ML-13000 is an innovative textile printing solution that requires no additional equipment for pre and post treatment, steaming and washing. The new direct to fabric printer comes equipped with three types of pre and post processing chemicals (pre-treatment, over coating, and density enhancer) in addition to seven colour inks. This makes it possible to integrate pre and post processing in a single step printing solution and contrasts with other conventional textile printers that require separate processes.

Pre and post chemicals are used only on the print area (dot-on-dot), enabling prints that bring out the texture of the fabric. The ML-13000 also enjoys a much smaller footprint compared with conventional textile printing equipment, allowing it to be installed in more confined and convenient working environments.

## ENVIRONMENTAL BENEFITS

The ML-13000 offers a far more sustainable approach to fabric printing. The traditional textile industry is responsible for approximately 20% of industrial waste water worldwide, however the ML-13000 can significantly reduce water consumption by up to 97% by eliminating pre and post processes required by conventional dye-based printing methods. It is also estimated that 35% of all materials in the textile supply chain end up as waste. However digital on-demand textile printing allows one to print just the right amount and therefore reduce stock waste and manage excess inventory. Epson's ML-13000 pigment inks and pre and post treatment chemicals meet environmental standards including ECO PASSPORT certified, bluesign approved, ZDHC MRSL Conformance Level 3 certified, and GOTS approved by ECOCERT.

## ADVANCED EPSON DIGITAL PRINTING TECHNOLOGIES

The ML-13000's superior image quality is delivered through Epson's high quality PrecisionCore printheads. Epson precision dot technology reduces banding and graininess, and its multi-layer halftone technology, which randomises the halftone dot pattern on each layer, reduces image degradation caused by dot misalignment. The ML-13000 also features symmetrical colour alignment for consistent colour overlap during bidirectional printing, and accurate belt position control technology automatically detects the belt feeding distance to ensure highly precise fabric feeding. The result is optimal quality and productivity, with superb reproduction of colour gradations, fine details, and complex geometric patterns.



## STABLE OPERATION WITH MINIMAL DOWNTIME

Stable operation with unprecedented usability is realised with the advanced cleaning mechanisms and automated adjustment functions. Nozzle verification technology detects missing dots that indicate nozzle clogging and adjusts ink delivery to maintain image quality and reduce printing errors. An easy to replace fabric wiper roll continuously wipes the printhead nozzles clean automatically, reducing daily manual maintenance work. An ink mist extraction system helps prevent ink mist from adhering to the nozzle surface. Thanks to high accuracy of printhead alignment technology and an automatic calibration function by an RGB camera, printhead replacement can be carried out including adjustments quickly.

## EASY OPERATION

Ease of use is enhanced by a 10.1-inch LCD touch panel that displays current printer status, operating instructions, and regular maintenance procedures, and by built in and hot swappable, dual 1.6 litre ink cartridges that allow uninterrupted production. GENESTA pigment ink and pre and post processing chemicals provide flexibility to print on a variety of fabrics such as natural, synthetic and blended fabrics for a wide range of applications.

## EPSON SOFTWARE AND LOCAL SERVICE SUPPORT

Epson Edge Print PRO X series RIP software supports Adobe PDF Print Engine (APPE) – the industry's leading technology and new 16-bit rendering and includes step and repeat, hot folders, print cost analysis tool and colour adjustment for matching spot colours. Epson Cloud Solution PORT provides a live view of printer fleet production, equipment utilisation, and service information to better manage efficiency and optimise printing workflow. Epson has sales offices, demo/solution centres and local service teams around the globe to support customers.

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

# Easy Cut Studio V6

**EasyCut Studio, a developer of signmaking software solutions, has announced the launch of Easy Cut Studio 6, with immediate and global availability. A fully updated and next generation version of its highly successful industry acclaimed vinyl cutting software. This will undoubtedly take your print and cut business to new heights!**

The new version introduces a range of new features, including larger workspace area, variable data printing and cutting, Import



embroidery files (PEC, PES, HUS, JEF, SEW, VIP, DST, EXP, MTC, XXX), more options to customise rhinestone designs, new special effects, convert square corners to rounded corners, nesting improvements, more path options to divide overlapping shapes,

enhanced colour management system.

Adds support for importing text from PDF and SVG files. Additionally, the update brings improvements to the Bezier and vector editing, to improve its user experience.

This update also includes more than 15 new Print & Cut drivers for the latest printers and vinyl cutters.

Easy Cut Studio 6 is meticulously crafted to harness the full power of macOS 14 and Apple Silicon,

delivering a browsing experience that's both fluid and lightning fast. And with continued support for Intel processors and macOS 10.12 and later, ECS 6 ensures a seamless experience across a diverse range of Mac devices. By integrating state of the art technology with years of feedback from our end customers and partners, ECS 6 maintains its status as the number one choice for reliable, feature rich sign design and cut software with uncompromising quality. [www.easycutstudio.com](http://www.easycutstudio.com)

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<sup>†</sup>Trustpilot score is correct at time of printing.

# New Plockmatic Colorcut SC Digital Die Cutters

Following on from the huge success of the SC5000 and SC6000 digital die-cutting units, the Plockmatic Group will add two new SC7000 units to the range. The products will be sold through the existing Intec and Morgana Systems channels.

The SC7000 PRO-T and the SC7000 PRO-T XL will join the current SC6500 to complete a line-up of highly versatile and compact digital die-cutters, producing sheets sizes of up to 520 x 720mm on a machine that takes up just over one square metre of floor space.

They key changes from the current model include the introduction of an active tangential creasing wheel, delivering a much higher quality creasing pressure, and the size of sheet that can be produced. Sheets of up to 450 micron can now be cut, kiss-cut, creased, and perforated all in one pass using the intuitive ColorCut Software package, developed specifically for the entire cutter range. The SC7000 Pro-T XL is the wider format version taking sheets up to 520 x 720mm.

Commenting on the introduction, Ray Hillhouse, VP Sales & Marketing for the Plockmatic Group Offline Business Unit, said: "These are exciting additions to our fully automatic digital cutter family. Designed as dual tool cutter/creasers, bringing together flatbed, sheet fed, tangential and contour cutting technologies, in a compact, affordable and productive unit. The range is ideal for commercial printers and digital print companies wishing to bring automated digital die-cutting in-house.



"As with the rest of the ColorCut SC range, these models are ideal for short production runs, proofing of large format work, marketing samples, or prototyping of work such as cartons, and now on larger sheet sizes. The expanded format fits perfectly with the ever increasing range of B2 digital printing devices, including the Indigo 10000, or the new FujiFilm large format toner machines. At drupa we will show these new SC7000 products finishing sheets produced on the FujiFilm Revoria Gc12500, utilising a wide range of stock."

SC7000 is a unique cutter/creaser – the first in its class to use a tangential creasing wheel, providing the ability to produce a high quality crease. The active tangential creasing wheel can crease at up to an impressive 2.5 kg of force.

Because these are digital systems, the SC7000 requires no dies, so cuts the time to market, and reduces the cost. Users can run jobs from a connected PC using the supplied ColorCut Pro5 software suite. Users can also

utilise a "standalone function" by positioning the cutter next to a power supply, and run jobs from internally held files, or from a USB drive. This is all controlled from the touch screen of the device.

For added flexibility, the "no wires" architecture means that users can use the standalone function, and even unplug the unit from wall sockets by running the cutter from a mobile power station. The whole range of cutters are quick and easy to use, even for those who are not trained in cutting operations.

An auto-feeder can stack up to 1,000 sheets of up to 340 x 710mm, and up to 545 x 740mm for the XL model. This includes custom sizes, with a self-centering function and air blade separation with extendable paper tray.

Job specifications can be delivered by a printed QR code or by retrieving information from the systems Job Library for repeat work. The software can happily cope with a mixed job batch session or rotated sheets. The marks for accurate positioning of each sheet are automatically enabled and produced by the included ColorCut Pro software.

Speed of an SC7000 cutter is up to 1,060mm per second. It can handle thick media and card up to 450 microns, in media sizes including A3+, SRA3, A4+, SRA4, up to a maximum media size 710mm long x 340mm wide. Minimum media size 279mm long x 180mm wide. Dimensions of the cutting unit: 832.58mm wide x 881.43mm deep x 1248.17mm high. It weighs in at 145 kgs.

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

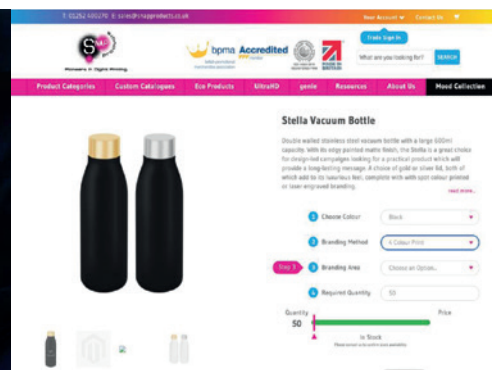
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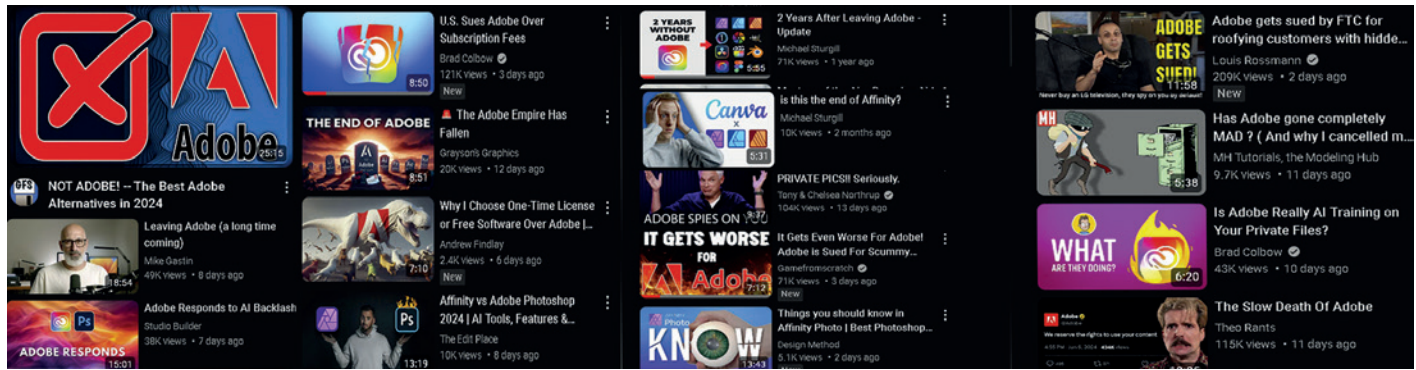
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# The end of empires or a new pretender?

Well, if **Martin Christie** believed everything social media feeds him, he would expect Adobe's immediate demise, as everyone would cancel their subscriptions and migrate to a cheaper alternative. That's if you take an interest in these things. Following a particular story will attract more and even more dramatic revelations that take you deeper into a black hole of scandal and conspiracy.

At the centre of it is the content of Adobe's recently updated Terms of Service, which includes some ambiguous clauses that, when studied closely, led many to conclude that agreeing to them would remove any personal rights to content, which would be passed on to the company to use as they wished.

Of course, terms and conditions are things we are all familiar with but have never really read very closely. They are usually guarded in legal phrases that make them almost unintelligible, and they are, therefore, capable of being translated into any meaning the reader chooses.

That's nothing new as any company that sells a product or service to us tries to cover its liabilities, as well as anticipate any possible consequences of the exchange.

That's been taken to a whole new level with the transmission of personal images and information on the internet and questions over who owns any right to it when it's in the public domain or shared in any social medium. The issue has been raised with almost every other platform, such as Facebook and Twitter, where there is an exchange of content and service. If these companies provide us with a product that benefits us, what do they expect in return?

Of course, many of those sensational strap lines attacking Adobe are designed

as much as to draw visitors rather than add any clarity to the stories. As that itself can be a revenue source for the user, it's a bit rich for the creator to accuse someone else of being mercenary.

Adobe was quick to clarify the terms, aware of the danger of fake news in the era of social media and the practical fact that most people only skim the headlines and skip the details. Having read and listened to the arguments on both sides, I would say there are still some grey areas.

While this column has predominantly covered Adobe products, I have always stressed that other software was available. It's all a matter of weighing up the pros and cons of a commercial decision.

In the IT era, many companies have come and gone. Often, they begin with small, enthusiastic start-ups and then are usually launched into unexpected prominence when factors turn to their favour, but equally, their rise to dominance can be its downfall as the talent required to launch them is not the management skill required to control a large company. All empires contain the seeds of their own destruction. They become too unwieldy, too complacent and confident of their own power and control until they fall apart at the edges. Historically, this could take decades or even centuries, but in the modern world, this can happen very quickly.

## ADOBE: FRIEND OR FOE TO THE NON-TECH SAVVY

I had an interesting insight during a meet-up with a long-term friend of forty years whose background was in human interface with machine intelligence. She left these shores for America to work for Yahoo (remember them), which for a while was dominant in early incarnations of what we now call social media. Headhunted by Google, she had risen to quite a senior and respected position to the extent that she spent some time explaining the development of technologies to companies worldwide, including, as it turned out, Adobe.

Over a beer in a Brighton bar, it was ironic that we had reached a similar opinion, as I started out as a photographer, very much as a digital Luddite, but was forced to become a part of the changes as my analogue world was consigned to the scrap heap.

As we chatted, it was increasingly clear she was determined to move on to new challenges away from the deceptive comfort zone of a global giant, and that has since come to pass, and it's Google that will be the weaker for that loss of talent.

Given her background, one of the more telling comments she made about Adobe was that the software was not very human-friendly and that more needed to be done

to make it accessible to people with less experience rather than assuming a certain skill level and competence.

Despite claims that you don't need any technical training to use the latest AI tools, as I keep repeating in this column unless you know what they are doing, they can be a complete waste of time.

Photoshop has become too fat and full of toys, many of which are never used, but Adobe has never been able to slim down the workspace because of the continuity of users over more than two decades.

The familiarity with a product that hasn't changed much on the surface all this time is one of the main reasons for sticking with it rather than starting again with something new and unfamiliar.

The problem is that so many features have been added, and it's very difficult to determine where they all are and what they do. It's like a toolbox where the tools have grown too big and numerous to fit in the box. But as I have also argued, by the same analogy, unless you know how the basic tools work and how you use them, you can't just leap onto the more complicated ones.

Adobe's critics would claim there's a more sinister agenda behind recent developments. Still, it's more likely to be marketing pressure to combat other AI companies — some large, and some that might become large overnight — who are exploiting the sales potential of the new golden child. It was always the policy of big companies to acquire or suppress smaller companies that showed promise or were a threat. Adobe has done this to its advantage over the years.

Critics have accused it of empire-building since the software went onto a one-line subscription many years ago. But while that did give it some direct control over its users, it did give the subscriber the benefit of updates, including the solving of inevitable bugs that were the bane of our previous primitive existence. Only older users will know the pain of having to find the original installation disc and spending hours getting it to install.

This is the issue with some single-purchase standalone alternatives that may be much cheaper and easier to use. While they may suit the occasional private user, for a business in daily use, having to buy regular updates or search for problem-solving solutions is not convenient when Adobe does most of it for you automatically. And if that doesn't fix it, with 25 million professional users worldwide, there's a good chance someone will have found and sorted the problem before you.

### Adobe General Terms of Use

Published 18 June 2024. Effective as of 18 June 2024. These General Terms of Use replace and supersede all prior versions.

JUMP TO SECTION

1. Your Agreement with Adobe
2. Privacy
3. Use of Services and Software
4. Your Content
5. Your Account
6. User Conduct
7. Fees and Payment

Our General Terms of Use is a legal agreement between you and Adobe. We know this language can seem complex, so as you're reading through our terms, we are providing summaries as a helpful overview of what you're agreeing to. Only the terms themselves are legally binding, not these summaries.

In any business relationship, you agree to a set of terms. These terms are our agreement with you for the use of Adobe products.

These General Terms of Use ("General Terms"), along with any applicable Product Specific Terms (see section 12 (Product Specific Terms) below) (collectively, the "Terms") govern your use of and access to our websites, web-based applications and products, customer support, discussion forums or other interactive areas or services and services.

One company making bold inroads into Adobe's dominance is Canva, which has at least four times the number of users at current estimates and is only likely to grow. You will all be familiar with Canva, as customers have been using it as the design software of choice for the mobile lifestyle. Most users take advantage of the free option, and a much smaller number opt for the much better-paid option. This is a well-thought-out and developed program designed for ease of use by non-specialists, but as a result, it is limited in scope.

Earlier this year, Canva swooped on Affinity, a UK-based software firm, with a tenth of Canva's customer base but a much broader potential in professional software for photography, graphics and design — a direct competitor in effect to a good slice of Adobe's Creative Cloud package. If you are looking to trim your monthly spending, this may be a good place to start shopping, as one of the fair criticisms of the Adobe suite is that you are paying for a lot of things you don't need, and there is a limited amount of pick and mix.

Affinity Photo looks and works very similar to earlier versions of Photoshop, which makes sense as they have not been trying to reinvent the wheel. In fact, if you were designing a new car, the last thing you would do is change how all the controls work. This means as a previous PS user, you won't have any problems adapting to the workspace as you might have, for example, if you went with Corel Draw, once a darling of graphic designers and still very much alive but quite different in essential usage.

Affinity Photo does not have any of the latest AI wizardry that Adobe has been piling into its software in recent updates. However, that is not necessarily a disadvantage, as it is still perfectly capable of doing everything needed for the print studio. One of the disadvantages of the increasing use of AI is that it demands greater computing power and immediate memory to perform its tasks. And just like Microsoft making more demands on

the hardware with Windows 11, there is an assumption that we can all afford to keep up to date with the latest generation of high-performance computers and that we are going to rely on them to do all the difficult work. In fact, rely on them to make decisions.

If you are looking for an Adobe alternative, all of these pros and cons need to be considered, and there are a number available if you look at your essential needs in the workplace. For photographic editing, it's not just the adjusting of exposure and colour but the ability to work non-destructively on the original image. Affinity Photo, like Photoshop, does this using layers.

By non-destructive, we mean not actually altering the original but effectively working on a copy or several copies so that changes can be made, adjusted, or discarded entirely at the discretion of the editor. In the days of film, we never did anything to the original negative, only adjusted the print.

### THE BASIC PRINCIPLE REMAINS

This is an important advantage unlikely to be shared by the customer, who is more likely to have trashed an original or saved it at too low a resolution. Even if the quality was there in the original capture, it has been lost forever. And it will need more than machine intelligence to restore or recreate it.

Adobe does have alternatives in Photoshop Elements, for example, which was introduced a long time ago when some of the more cautious developers must have been worried Photoshop would get too big for its boots and the skill of mere mortals. And then there is Lightroom, which is an easy transition for a photographer but utterly different in operation, so that's a whole new story.

It will be interesting to see how the latest controversy pans out and whether it will herald some significant changes in working with companies like Adobe, which has been in such a powerful position in the industry for so many years.

# Mutoh Europe announces leadership transition

**Mutoh Europe has announced that Frank Schenk will become Managing Director of Mutoh Europe nv and Mutoh Deutschland GmbH on July 1st. In this new role, Frank Schenk will be overseeing all sales, pre-sales, logistics, marketing, product and application support as well as after sales support activities for Mutoh throughout the EMEA business area.**

Frank Schenk, who has been General Manager Sales for Mutoh since July 2021, will be taking over the role of Managing Director from Mitsuo Takatsu, who has been leading the company since 2020. During his tenure, Mitsuo Takatsu has been focusing on strengthening the company's existing sales and marketing framework and to prepare Mutoh for sustainable growth in the EMEA area. Since the summer of 2021, Takatsu has been working closely with Frank Schenk to implement further



enhancements and drive the change process forward. Following successful transfer of his current responsibilities to Frank Schenk, Mitsuo Takatsu will be returning to Japan at the end of September 2024.

In his new role as Managing Director, Frank Schenk will continue to be supported by Mr. A. Ogawa, Managing Director, Chairman of Mutoh Europe and by Stephan Heintjens, who

was recently promoted to General Manager Applications, Marketing, Service and QA and who has been with Mutoh for more than 30 years.

In his current role as GM Sales EMEA, Schenk will be succeeded early in June by Mr. Daniel Morassut, who can look back on many years of sales experience in the professional print industry at OKI and SEIKO.

Commenting on his promotion to Managing Director, Frank Schenk said, "I am eager to continue the successful path set by Mitsuo Takatsu together with our newly formed management team and with the continued support of our experienced and dedicated Mutoh teams in Belgium and Germany. I am confident in the future business development of Mutoh in the EMEA region."

[www.mutoh.eu](http://www.mutoh.eu)

## New Inkcups European Service Head



**Inkcups has announced the appointment of Sebastian Tillen as Head of Europe Service. In this critical role, Tillen will oversee and optimise technical service and installations across Europe, strengthening Inkcups' commitment to providing dedicated support as part of its expanding European operations.**

A 28 year veteran of the print and packaging industry in Germany, Switzerland, and Vietnam, Tillen has extensive experience in production, technical service, manufacturing setup and business operations. Having begun his career as a Machine Operator, Tillen served as a Trainer and a Service Manager before going on to run his own carton packaging company for a decade. His most recent role was as Group Technical Director at Numaco Packaging, where he oversaw the technical setup, product development, and daily operations of two manufacturing facilities in Vietnam and China.

Gregory Harwood, Global Service Manager, Inkcups, comments: "The addition of Sebastian to our team will solidify and strengthen our service offering in Europe, reinforcing our European growth strategy with such strong talent. At Inkcups, we pride ourselves on our ability to offer customers a complete solution – equipment, inks, and supplies – all backed by expert service teams. With Sebastian on board, Inkcups Europe is poised to deliver high quality technical support tailored specifically to our European customers."

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

## Gary Bagstaff is the new Vice President of BSGA

**The British Sign and Graphics Association (BSGA) has announced that Gary Bagstaff, Managing Director of Print Sauce, has taken on the role of Vice President. He will work alongside the current President, David Allen of Allen Signs.**

This follows the announcement that the organisation has amicably separated from the ISA to rebrand back to the BSGA.

CEO Craig Brown says, "These are extremely exciting times for the association. We will maintain excellent close ties to the ISA and everything they can offer, while also ensuring we focus fully on supporting the UK sign industry. We are delighted to appoint an energetic, successful sign-maker in Gary to this important role."

Gary adds, "Being entrusted with the role of Vice President is a tremendous honour. I am confident that by collaborating with David, Craig, and the rest of the team, we will make significant positive contributions to our industry and to sign-makers of all sizes. I am certain that our members will benefit greatly from their involvement with the BSGA, and I eagerly anticipate assisting in any way possible."

manner, taking great pride in my journey and the fact that we remain a relatively small business. Being part of this association allows me to address the challenges that businesses like mine encounter and work towards providing support to our members."

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





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Baker Boys jump for 200K joy!

# Installations, investments and independence

Bakers sealed two major deals at drupa that are set to expand both their BakPac flexible packaging division, and their labels division. The deals together value nearly £2.25m investment for the Brentwood based, independent label and packaging manufacturer.

**W**hat started as a week focussed on the delivery and installation of their second Galaxy Packtech pouch converter into their new factory facility quickly escalated into one of the biggest weeks of deal-making for Steve Baker. His initial plan was to just visit drupa with sons Harry and Tom for exposure to the vast print industry and the new technologies within.

A change of mindset over a cup of tea the day before flying to Germany and they arrived in Dusseldorf on Wednesday 5th June with a mission.

Both Harry and Tom have been involved in the family business for a few years now and are very much the future succession of the company. The future of Bakers is looking very positive, particularly in digitally printed flexible packaging.

Having launched BakPac in 2020, with HP's Indigo 20,000 press they upgraded to the Indigo 200k in January 2024.

## SECOND HP INDIGO 200K FOR BAKPAC

Sometimes when you buy a press the sales hype does not meet the expectations. That first 200K installed less than six months ago has definitely met the hype.

For Steve and Harry Baker there was no need to hesitate so moved straight into negotiations with the HP team.

When asked about the latest investments for the business Steve Baker said, “We have been seriously impressed with the performance and productivity levels of the 200k that we installed in January this year. This has enabled us to go for and win larger contracts with confidence which is excellent news for our business. We are confident this growth will continue and to ensure we are able to maintain an excellent, fast service the second 200k press was an easy choice to make.

The way the HP team was able to react at such short notice to put this deal together was very impressive and I look forward to more collaboration with the guys in the future!”

Quote from Clare Revell, HP “I’m thrilled that we have agreed the sale of a second Indigo 200k flexible packaging press to Steve Baker and the team at Baker Labels, at drupa only six months after the installation of the first one! We couldn’t be happier to be associated with such a dynamic, successful, forward-thinking company. Congratulations to Steve and the team!”

Quote from Markus Weiss, General Manager, EMEA – HP Industrial Print, “Thank you very much for our long-term, successful, and trustful partnership. It’s a real pleasure to work with you and the entire Baker Labels and BakPac Team.”

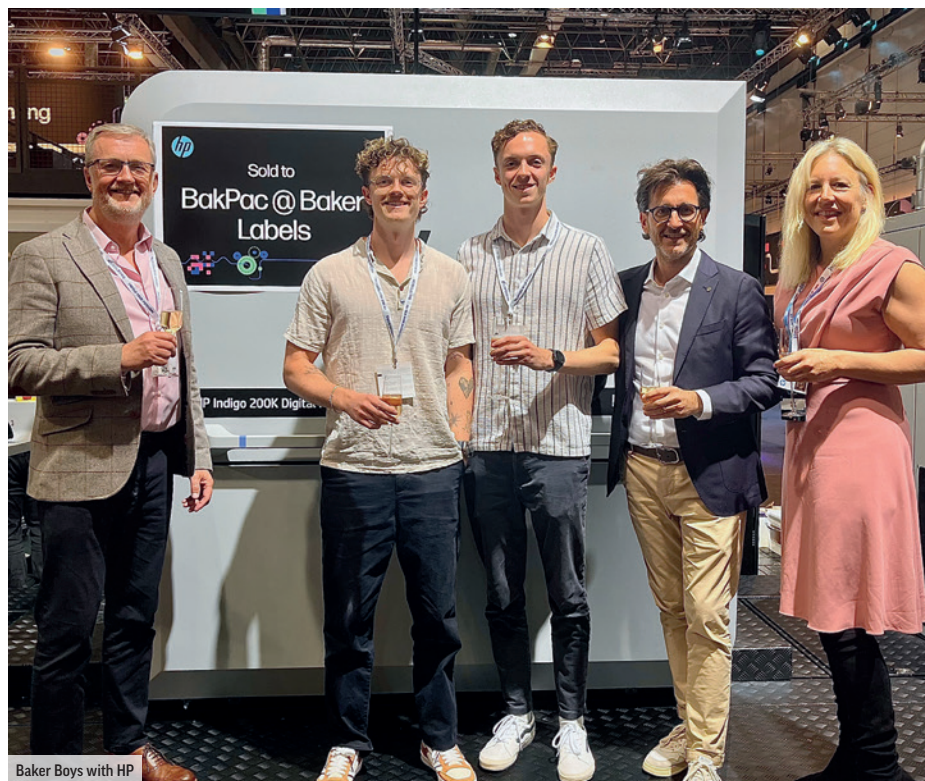
In buying a second HP Indigo 200K Bakers has chosen to continue down a path they know is going to work. The logistics of an installation date are yet to be agreed on but with the expansion of the BakPac production floor to a second facility, there is room ready and waiting.

### A NEW PARTNERSHIP AND A UK FIRST

Almost without pausing for breath, the Baker Boys then moved on to the Durst Group stand, where Tom Baker negotiated on an inkjet press he had recently been coveting. The Durst TAU 340 RSC will be Baker Labels’ first investment in the Italian-based manufacturer.

Of this investment, Tom Baker said, “This press will take our inkjet quality to a new level. The team will be excited to get their hands on this one!”

Quote from Simon Cosh, Durst Group, “I’m absolutely delighted that Bakers has placed their faith and invested in the Durst Tau RSC. It’s the first RSC with LED and the new Hawk Ai scanning system in the UK so the height of inkjet



Baker Boys with HP

technology. We look forward to a fruitful partnership that pushes the boundaries and capabilities of inkjet for labels and packaging.” The current plan is to see the Durst press installed in Baker Labels within the next three months.

### INDEPENDENCE

While other label producers are being absorbed by the larger groups, it’s the beauty of remaining an independent, family-run business that Bakers has the agility to make these kinds of quick, dynamic decisions that keep the company at the forefront of the industry. There are exciting times ahead. ■

[www.bakerlabels.co.uk](http://www.bakerlabels.co.uk)  
[www.bakpac.co.uk](http://www.bakpac.co.uk)



Tom Baker Signing the Durst deal



Baker Boys with the Durst Team

# All4Labels multi-unit HP press deal

All4Labels has announced a multi-unit, multi-year press deal as part of its continued strategic partnership with HP. The deal aims to bolster its portfolio in the journey to better connect brands with consumers through global, digital, sustainable, just-in-time, just-in-sequence product offerings.

**A**s a pioneer in digital label printing technology, All4Labels' vision is to completely digitise its production floors. With a 27-year relationship with HP, the global label and packaging leader continues to deliver high-quality sustainable labels, offering quick turnaround times, enhanced efficiencies, and simplified supply chains.

The continued partnership underscores All4Labels' commitment to meeting evolving market demands and delivering top-tier solutions with HP's cutting-edge technologies.

With its multi-unit press deal, All4Labels is expanding its digital footprint even further with a significant investment that includes several units of HP Indigo V12, HP Indigo 200K and the enhanced version of the HP PageWide Advantage 2200. Announced at drupa 2024, this strategic move solidifies All4Labels' position as a growing global player in the packaging converting industry. The early units of the agreement are being deployed in various geographies during the Summer of 2024.

"We have been working closely with HP in the development of the HP Indigo V12, spearheading its initial beta phases as well as recognising its ability to increase our growth in today's market landscape," said Günther Weymans, COO All4Labels Group. "This technology empowers large organisations and brands to swiftly adapt to market uncertainties and brand demands, enabling us to enhance our offerings and serve our customers better."

With a focus on innovation and sustainability, All4Labels is trailblazing its digital transformation through its dedication to simplifying supply chain complexities and embracing digitalisation to meet future industry demands.

"All4Labels values its longstanding partnership with HP, which extends beyond products and services by encompassing the entire global industry ecosystem," explains Weymans. "We appreciate HP's continued commitment to be technology leaders in machines, inks, software



solutions, data analysis capabilities, and disruptive innovation. This cooperation adds significant value to our business and underscores our shared commitment to delivering excellence across the entire value chain."

HP is leveraging its collaboration with All4Labels, by adopting new technologies and expertise to drive digital innovation in the packaging converting industry.

Through the strategic relationship, All4Labels is poised to shape the future of the dynamic packaging sector positioning itself as FUTURE Ready with HP.

Haim Levit, Senior Vice President & Division President of HP Industrial Print, expressed his enthusiasm, stating, "We are thrilled that All4Labels, a valued partner, has chosen to further our collaboration with a multi-unit deal for HP digital presses. By expanding their already remarkable fleet of HP Industrial presses, All4Labels underscores the tangible business impact of HP digital technology on ROI, while also emphasising our joint commitment to innovation, sustainability, and agility. This decision is a testament to the deep trust and mutual commitment that define our cooperation. We share the same vision in disrupting the label-converting arena, and this expansion strengthens our vow to lead the industry into a new era of digital transformation."

All4Labels has the ability to swiftly respond to brands needs and in return benefit from business growth, delivering powerful productivity across a wide range of media and accelerated time to market.

The multi-unit deal between HP and All4Labels marks a significant milestone in the journey towards digital transformation in the packaging converting industry.

Built on decades of field-proven HP innovation, the efficient, versatile, easy-to-upgrade digital presses offer unmatched scalability to profitably for the print industry to grow.

## THE HP INDIGO

V12 Digital Press is the first press to utilise the new industry-altering LEPx technology — a narrow web label press, printing at 120 linear metres per minute with all the capabilities of HP Indigo's technology for label production. The HP Indigo 200K's proven technology for on-demand, sustainable flexible packaging accommodates sustainability demands, reducing environmental impact and ultimately attracting more business. The HP PageWide Advantage 2200 offers converters the ability to produce high-volume label jobs, printing only what the customer needs and avoiding unnecessary media waste and setup time.

[www.all4labels.com/company](http://www.all4labels.com/company)

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# Antalis supports the 2024 British Society Graduate Challenge



**Antalis is delighted to have provided paperboard material Invercote Creato 300gsm / 345mic for the British Display Society's (BDS) Student Competition displayed at VM & Display Show 2024**

Each BDS Centre of Excellence was offered the opportunity to showcase its college and work of its finest students at the recent VM & Display Show, held at the Business Design Centre, London. This prestigious annual event is a great way to network with others in the industry and a valuable opportunity to demonstrate the student's skills.

Barbara Chapman, who heads up the education side of the BDS and has ten years experience as an Associate VM lecturer at several universities in and around London, set the brief. To complete the brief, students were to design for Matches Fashion, a large, high end luxury multi-brand business selling premium products in fashion and home. The campaign theme was quite simply 'White', and the strapline to the promotion was 'White Hot Summer'.

The students were briefed to produce two pieces of work: a pop-up space in Liberty London along with one of their side windows and a 4m x 4m mat within the Liberty store. The winners had the opportunity to display their entries at the VM & Display Show.

Four of the British Display Society's Centre of Excellence colleges, Hertford Regional, Hugh Baird Liverpool, Windsor Forest, and TU Dublin, entered the challenge. Graduates from Hertford Regional came in first place, with Windsor coming a close second and Liverpool and Dublin college students receiving runners up certificates.

Specification Consultant at Antalis, Claire White, comments: "Antalis is proud to have been involved with and supported this challenge,

encouraging designers of the future by providing the graduates with Invercote Creato, a sustainable and versatile paperboard, to deliver their designs. The results were amazing, showing such talent, innovation and creativity."

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

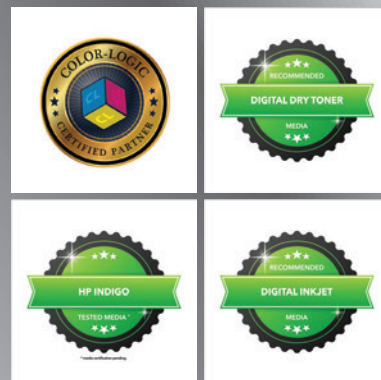


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# The Vivid stand at drupa explored new innovations

**Vivid Laminating Technologies unveiled an innovative breakthrough at drupa, revolutionising cutting processes and reducing production time.**

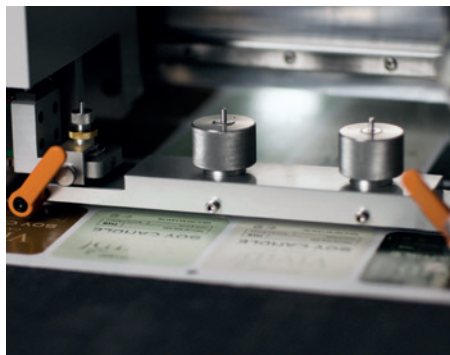
For nearly 40 years, Vivid Laminating Technologies aim has stayed the same – to add value beyond print. Vivid ensures their customers and partners achieve the most impressive print finishing results in the most cost and time effective manner. Vivid's highly experienced team work closely with their customers and partners. Ensuring everything they develop advances what their customers are already doing as well as making their lives easier and businesses better.

Veloton, proudly developed and manufactured in the UK, marks the latest innovation from Vivid. Lewis Evans, Director at Vivid Laminating Technologies, said,

“This patented technology is ground breaking and was one of the highlights on our stand. Not only is this of interest to new users, but the Veloton is also retro-fittable to any of our already installed Veloblade machines including the Volta and Nexus systems.

Veloton dramatically enhances cutting speeds, up to ten times faster. This advancement extends digital cutting capabilities, making it even more efficient and productive for businesses of all scales.

“drupa serves as the perfect stage for introducing new products, and we were thrilled



to unveil the Veloton to visitors,” Lewis added. “While there was much to explore on our drupa stand, we also have a line-up of undisclosed launches later this year.”

Among the showcased innovations at drupa was the VeloTaper, compatible with Vivid's Veloblade digital die-cutting systems. This fully automated flatbed taping system applies double sided tape onto various media and substrates precisely along the X and Y axis, seamlessly integrating with cutting and creasing processes for a product that is ready for assembly and perfectly accurate.

Visitors were also able to explore the new Zip Core Packaging Suite, a CAD/CAM packaging software that has been created to optimise every aspect of packaging design from start to finish. The software provides businesses with a wide range of tools that expedite the everyday jobs of packaging designers, graphic designers

and salespeople involved in the creation and production of packaging.

Increase margins and make more profit with the Veloblade, Veloton and Zip Core. Delve into an endless library of packaging templates, giving you an infinite choice of packaging opportunities.

Produced to enhance the Veloblade Nexus and Veloblade Volta range of digital die-cutting systems, Zip Core packaging suite is compatible with both desktop and cloud solutions. The software is integrated with Adobe Illustrator meaning you can apply graphics to your packaging designs whilst being able to view a 3D model of the structure before production.

Visitors also had the opportunity to explore the Easymount Hybrid, a multi-patented laminator featuring innovative 'hover' technology for enhanced ease of use when mounting. This modular system, adaptable to specific requirements, combines a roll-fed laminator and a flatbed applicator, eliminating the need for separate systems and optimising space and cost savings. The laminator's patented floating rollers ensure time efficiency and keep substrates in perfect condition.

Although Vivid exports its products to over 55 countries around the world, Vivid aims to expand its footprint in various markets, delivering its high quality solutions to a broader audience.”

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

## Registration opens for WrapFest's second event

**WrapFest, the dedicated show for the vehicle and surface detailing community, has announced that registration is officially open for its second edition, with super early bird tickets available for a limited time only.**

The event, organised by FESPA – the global federation of national associations for the printing community – will take place from 3-4 October 2024 at the prestigious Silverstone racing circuit in Northamptonshire, UK – the home of British Motor Racing. Vehicle wrappers, installers, race teams, fleet businesses, agencies, printers, sign makers, surface decorators, and detailers are encouraged to sign up to gain a unique opportunity to grow their business, improve current skills, and explore new revenue streams.

With a heightened focus on education and training, WrapFest will feature a range of experts from the world of design, materials innovation, and installation. Exhibitors will collaborate with WrapFest in developing the agenda and activities across the two days, with the show built around attendee interaction. Amongst the confirmed exhibitors are leading



suppliers, Adapt Amari Digital, All Print Supplies, William Smith, 3M, Garware Hi-Tech Films, and HP.

The event will also play host to the regional UK & Ireland World Wrap Masters heat, in which 24 wrappers will compete in a series of timed wrapping competitions, with the winner going on to compete in the World Wrap Masters Final at FESPA Global Print Expo 2025 in Berlin.

Duncan MacOwan, Head of Marketing and Events, FESPA, commented, said: “Following the success of last year's WrapFest launch, we are excited to bring the show back in 2024. The

sector continues to show tremendous growth, and WrapFest 2024 will reflect that, being bigger and better than before. The event will once again aim to connect our wider industry, in the hope of sharing knowledge and showcasing the latest innovation on the market. With the line up of exhibitors, features, and visitors at this year's show, WrapFest is positioned as the leading trade event for vinyl wrapping and vehicle customisation in Europe.”

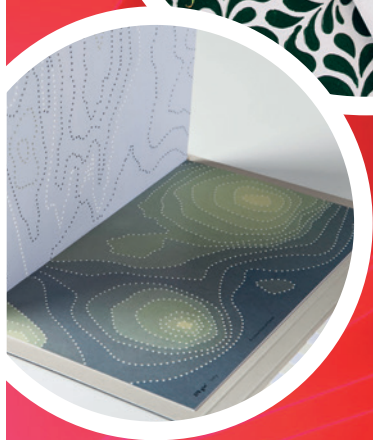
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# Updated Myths & Facts for 2024 – Sustainable Paper Packaging & Print

Two of the most popular Two Sides resources, the Myths & Facts and Packaging Facts booklets, have been updated to take in the very latest research, facts and findings about paper and paper packaging, as well as the latest Trend Tracker report from Two Sides.

The new Myths & Facts booklet explores nine common myths, from ‘European forests are shrinking’ to ‘Paper wastes precious resources’, before busting those myths by using a series of irrefutable facts. Meanwhile, the new Packaging Facts booklet sets out eight clear reasons why paper packaging is the natural choice for brand owners, retailers and consumers.

Two Sides thanks Antalis, who supplied the paper for the print version of the new Myths & Facts booklet. In keeping with the booklet’s content, Antalis chose the recycled Cyclus Offset paper, which has exemplary sustainable credentials.

“We are pleased to have supplied our premium Cyclus Offset for this highly informative booklet,” said Katie Farr, Marketing & Communications Manager at



Antalis, “which is designed to oust common environmental misconceptions, inspiring and informing businesses and consumers using engaging, fact-based information about the sustainability of print, paper and packaging.”

### GET SOCIAL

Along with the online and print booklets, articles, fact sheets, research and The Page magazine, Two Sides offers a range of social media content to showcase the sustainable facts about our

industry and its products.

This content is available free to members to distribute through their own social media channels to inform their staff, customers and business partners about print, paper and paper-based packaging.

The content includes short videos, quick facts and images that can be easily shared, covering areas such as the recycling rate of paper, the growth of European forests and the renewable nature of the paper industry.

We suggest posting a piece of content at least once every month to ensure that the facts about print and paper continue to be seen and remembered.

Members of Two Sides can access the full range of our social media content by emailing [enquiries@twosides.info](mailto:enquiries@twosides.info)

### PRINT VS DIGITAL

The fascinating series of Insight articles by Two Sides is getting larger. The latest article tackles the widely debated subject of whether print or digital communications are best for the environment and society in general.

Whether it’s companies pushing their customers to communicate online or schools and colleges using more digital resources for the education of children and students, there’s been a gradual movement away from printed materials. But while it may be financially beneficial for the businesses and institutions involved, it may not be preferred by those using the materials.

Titled ‘Which is Best, Digital or Print Communications?’, the new Two Sides Insight article explains the issues involved and the facts about print and digital, with clear direction for organisations and individuals on how to choose the media that best suits them.

“This new Insight article enables people to make their own minds up about how they prefer to be communicated with,” explains Josh Birch, Marketing Executive at Two Sides UK. “There are a lot of confusing messages out there about whether print or digital is better for the environment so we wanted to give people the facts.”

<https://twosides.info/UK/updated-myths-facts-for-2024/>

## Second life for Antalis exhibition stand

Antalis has donated part of its exhibition stand to a school for students with special educational needs (SEN) in Leicestershire, close to the company’s UK HQ

Antalis creates its exhibition stands with future use and recyclability in mind. Made from sustainable and recyclable materials from the Antalis Visual Communications product portfolio, the stand, in the form of a market stall complete with striped awning, formed part of a larger exhibition stand at the 2023 Responsible Packaging Expo in London.

The ‘market stall’ has been donated to Maplewell Hall School in Woodhouse Eaves, Leicestershire, which specialises in preparing SEN students for adulthood. The donation was facilitated by Coalville CAN, a Community Benefit Society that provides spaces, support and opportunities to the local community. The market stall is being housed in additional learning space provided to the school by Coalville CAN.

Following its delivery, the reassembly of the



stall formed part of a problem solving exercise for students. Now fully reassembled it is being used by students as part of their young enterprise studies in which they are learning how to set up and run a business, as well as allowing them to visualise a physical store and house their crafts, designs and business ideas.

Marketing Executive at Antalis, Liz Fletcher,



comments: “We design our exhibition stands to be as sustainable as possible, which includes finding opportunities to reuse them once their life as an exhibition stand ends. We are delighted that our market stall has been put to such good use thanks to Coalville CAN and the students at Maplewell Hall School.”

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

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# Nyala Illuminates Banbury Litho's Packaging

Since 1978, Banbury Litho has built a rich history in traditional lithographic processes, listing the National Portrait Gallery and Aston Martin as two of its many prestigious customers. From these roots the company evolved with a multi-million pound, purpose built factory, specialising in short run individual packaging for high end brands.

With excellence and innovation pre-requisites for Banbury Litho's packaging success the business wanted to invest in a new machine that would meet its print quality and efficiency demands. Over two years of extensive testing and research culminated in the installation of a swissQprint Nyala at its site in Banbury in March this year.

## NEON AND RELIEF PRINT INNOVATION

The combination of the Nyala's process colours, along with neon pink, neon yellow, white and varnish, aligns perfectly with the increasing demand for visually striking packaging and digital print. The colour options allow for highly creative bespoke designs, crucial in the age of social media where presentation is key, particularly in the demanding fragrance and beauty sectors.

The Nyala also elevates Banbury Litho's capabilities in relief printing, an important aspect of its short run, high end packaging projects. The ability to print on a variety of materials, including fluted packaging and corrugated board, further solidified the Nyala as the correct choice for the business.



Matthew Plant, Managing Director at Banbury Litho said: "Our investment in the Nyala further enhances our bespoke offering, particularly for our influencer market ventures where packaging and its unboxing are an integral part of the brand experience on platforms like Instagram. The neon inks and relief printing are a huge step forward, ensuring our packaging makes an immediate visual and sensory impact."

## KEEPING UP WITH DEMAND

The Nyala not only brings more value added printing options to Banbury Litho, it also ensures the business can respond to the increasing volume for its packaging and digital print services. Previously, demand outstripped the capabilities of the business's existing machinery, even with 24/7 operation. Now with the Nyala's impressive output of up to 206 square metres per hour, the multifunctional flatbed printer is ensuring production can more than keep up with customer orders.

## A SUSTAINABLE ADDITION

Sustainability also played a crucial role in Banbury Litho's decision making process. The company's dedication to sustainability is complemented by the Nyala's advanced engineering. Demonstrated by swissQprint's ISO 20690:2018 certification, the energy efficiency of the Nyala keeps power consumption minimal. Its reliability and precision conserve inks and save time and resources, minimising wastage. Additionally, the use of Greenguard Gold certified UV-curable inks aligns with Banbury Litho's goals to minimise the environmental footprint of its printing.

swissQprint UK Sales Manager Steve Pridham said: "We're always conscious that our customers want a machine that produces exceptional results, sustainably. Banbury Litho's commitment to these values made the Nyala an ideal fit and the perfect way to influence its innovative high end packaging and digital print solutions."

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

# Flow Group launch new leaflet distribution

Yorkshire mailing house and print marketing specialist, The Flow Group, has expanded its service offering with a six figure investment into the launch of a new brand, Leaflet Distribution Company (Leaflet Distribution Co.), a portal service to help simplify the UK's leaflet print and distribution sector.

The Brighouse based award winning, multi-million pound turnover group, has developed the portal to bring convenience, simplicity, and speed to leaflet distribution, as well as eco credentials.

The launch of Leaflet Distribution Co. has resulted in the creation of two new roles for a full time junior developer and a sales apprentice and follows The Flow Group's expansion into large scale, national carbon balanced direct mail and leaflet distribution with the Greener Mail brand last year.

The Leaflet Distribution Co. portal is a fully automated offering, which puts the customer in full control of a leaflet drop campaign from start to finish – demographic targeting, design, print and distribution.



With a focus on the 'why' behind a marketing campaign, it also provides prompts and advice to users on how to generate the highest possible ROI from a campaign. Design is also provided for those who want a full turnkey solution. 100% carbon balanced print will be rolled out later this year.

Speaking about the launch, The Flow Group

director, Andrew Robinson, said: "With shifts in client interactions heading increasingly online, we launched Leaflet Distribution Co. to do exactly that: offer all our services, all online.

"Our customers can now order what they want, when they want, 24/7 and see transparent progress of their order. The platform is the cleanest and easiest to use currently on the market and, much like online pizza delivery, they can see a timeline of where their order is at from the moment it is placed through to completion.

"We can also provide a leaflet design service, and most importantly, we incentivise and provide the ability to book multi-stage campaigns as this generates much higher returns. We've loved creating this new brand, and we're sure our clients will love using it.

"This investment is key to our continued business expansion, and we are also excited to have welcomed two new people to the team to support our growth trajectory."

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

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# YES Group Partners with Epson DTG and DTF



YES Group, a supplier of direct to garment printers, direct to film printers, industrial embroidery machines and UV printers, has announced a strategic partnership with Epson UK to introduce their advanced line of hybrid DTG (Direct to Garment) and DTF (Direct to Film) printers to the UK market. This partnership features the flagship Epson SC-F3000 DTG printer, a versatile and innovative hybrid printer designed to meet the growing demands for high

volume printing amongst UK businesses.

Since its inception in 1995, YES Group has been dedicated to providing top tier equipment, training, and service to businesses across the UK. As a family owned business, YES Group prides itself on its deep industry knowledge and commitment to customer success. The current Managing Director, John-Paul Burton who began his career as a machine mechanic, brings a

hands-on approach and a wealth of experience to the company's operations.

## REVOLUTIONISING THE PRINTING INDUSTRY

The Epson SC-F3000 DTG printer represents a significant advancement in printing technology. This hybrid printer offers unparalleled versatility, enabling businesses to seamlessly switch between direct-to-garment and direct-to-film printing. With its high quality output, user friendly interface, and robust build, the Epson SC-F3000 is poised to revolutionise the custom apparel and promotional products industries in the UK.

## KEY FEATURES OF THE EPSON SC-F3000 DTG PRINTER

Hybrid Functionality: Easily transition between DTG and DTF printing for maximum flexibility.

- High Quality Output: Achieve vibrant, durable prints with Epson's state of the art printing technology.
- User Friendly Interface: Intuitive controls and software make

operation simple, even for beginners.

- Robust Build: Designed for reliability and longevity, the Epson SC-F3000 is built to withstand the demands of high volume production.

## A PARTNERSHIP BUILT ON EXCELLENCE

The collaboration between YES Group and Epson is a testament to both companies' commitment to excellence and innovation. This partnership will allow YES Group to offer its customers the latest in printing technology, backed by Epson's renowned quality and reliability.

"We are thrilled to partner with Epson and bring their exceptional hybrid DTG and DTF printers to the UK market," said John-Paul Burton, Managing Director of YES Group. "This partnership aligns with our mission to provide our customers with the best equipment and support to help their businesses thrive. The Epson SC-F3000 is a game changer, and we are confident it will greatly benefit our clients."

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

# CUSTOM BEER AND CIDER CAN WRAPS

Chorley-based Eat My Logo offers a fantastic range of branded alcoholic beverages, including their award-winning beer and cider cans. Their selection includes a 4.2% American IPA, a 4.6% Pilsner, and a 4.6% Cider, each with a fully customisable can wrap, making them a perfect tool to promote your business or celebration.



The 4.2% American IPA features resinous Cascade and Chinook hops layered over a malty caramel base, with dry hopping from Mosaic and Simcoe adding a bold finish to this exceptional brew. Their 4.6% Pilsner, crafted in the continental style, is skilfully layered with Pilsner and Vienna malts. Tettnang and Bobek hops contribute to its gentle warmth and subtle notes of citrus and floral aromas. Finally, their medium dry 4.6% Cider is well-rounded and moreish, with a slightly tart finish achieved through the perfect balance of blended cider apples.

Last December, Eat My Logo was awarded the Gold BPMA Food and Drink award for their branded beer and cider cans, with judges being not only impressed by their impact within the promotional world but also by how they could enhance celebrations.

The minimum order volume and pricing in place for their Beer and Cider cans, make these a great option for a whole host of applications. From gifting and giveaways to premium events.

<https://eatmylogo.co.uk/product-category/custom-beer-cans>

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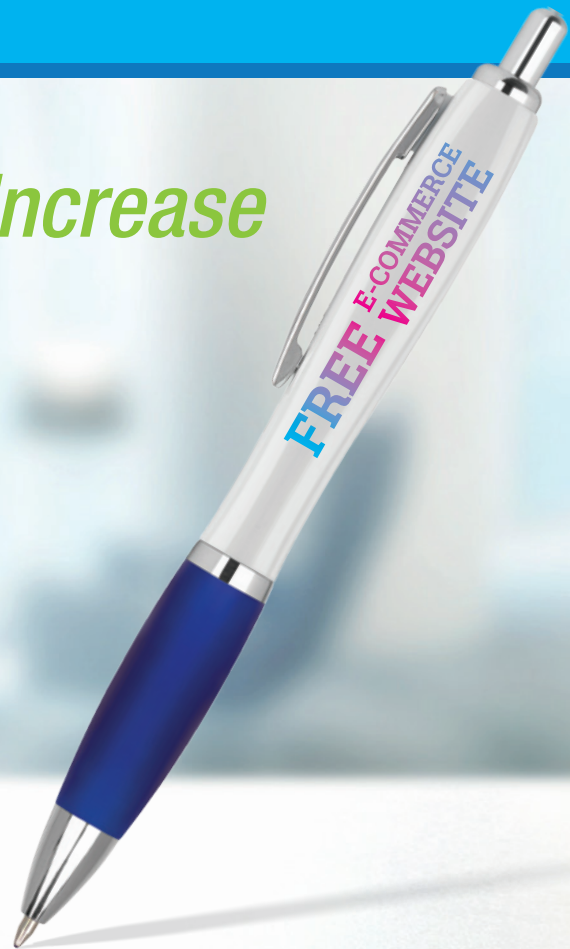
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# Something to share?

## TOO FRUITY

I've been telling people about the benefits of eating dried grapes; it's all about raisin awareness.

## DRESS TO FRILL

This guy goes into a bar and sits down. He hears hey nice tie. He looks around and doesn't see anyone. He again hears hey that's a nice tie. He looks around and still sees nobody. He hears it one more time and says hey bartender, who keeps telling me I have a nice tie? The bartender says the peanuts. They're complimentary.

## I'VE STARTED GROWING HERBS

I've started growing herbs in my garden. To help identify them I'm growing them in alphabetical order. My neighbour asked me, "How do you find the time?" I said, "Easy, it's right here next to the sage."

## BARGAIN TV

Got a brand new 40-inch flatscreen TV for sale if anyone wants it for 50 quid. Volume don't work but you can't turn it down for that price.

## FOOTBALL FEVER FUNNIES

I didn't do very well in my football teamwork exam... I didn't pass!  
 My partner just ended our relationship because of my obsession with football. I'm quite sad about it – we'd been dating for three seasons.  
 My brother plays football for a team called the Musketeers. They've started the season well with three wins and a draw, all 4-1 and one 4 all.  
 Playing football is addictive and I want to stop but I just can't seem to kick the habit.  
 My girlfriend is the star goalie of her local football team... she's a keeper.  
 A wife says to her husband: "Choose, it's either me or football." The husband responds: "Give me 90 minutes to think."

What do you call someone who stands inside the goalposts and stops the ball from rolling away? Annette.

## PRESSING MATTERS

Why was the senior printer always calm? It had a lot of resolution.  
 What did the elderly printer say to the young printer? You need to work on your paper trail.  
 What did the elderly printer say on its birthday? I'm feeling printastic!  
 Why did the senior printer win the award? It was always on the right track.  
 Why did the elderly printer start a blog? It wanted to share its ink-sights.  
 Why was the senior printer always patient? It had a lot of paper-ience.  
 What did the elderly printer say at the job interview? I'm ready to make an impression.

## PUN-TASTIC PROSE

Why was the printer always the life of the party? It knew how to make an impression.  
 Why did the printer break up with its scanner partner? It couldn't handle the constant "I'm not picking up your signals" argument.  
 Why did the printer break up with his local council? He couldn't handle the constant paper cuts.  
 How does a printer solve a problem? It tries to think outside the "box."  
 What did the high capacity feeder say to the paper tray? "I'm the input to your output, let's stick together."  
 Why did the printer become a detective? It was great at identifying the paper trail.  
 Why was the printer always so calm during paper pileups? It had a lot of sheet control.  
 My printer and I had a paper jam, but we managed to work it out.  
 I told my printer a joke, but it didn't find it very funny. It said the humour was too black and white.

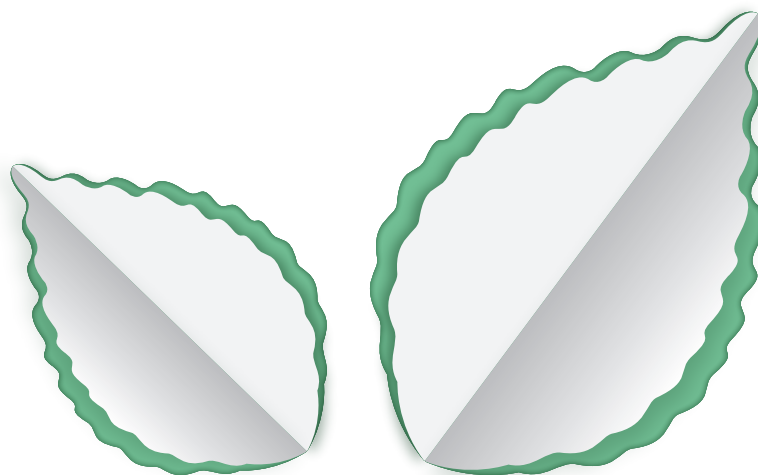
I tried to write a letter to my printer, but it refused to accept my Toner of Affection.

My printer always seems to have a lot of "paper" work to do.  
 My printer has a great sense of humour. It always delivers the punchlines.  
 I asked my printer to help me with my art project, but it said it wasn't interested in any paper crafts.  
 My printer is a real page-turner. It's always ready for a new chapter.  
 My printer told me it's running low on ink, but I think it's just going through a dry toner phase.  
 My printer is a real standout. It always makes a bold impression.  
 My printer is very eco-friendly. It's always looking for new ways to reduce its paper trail.  
 I used to have a fear of printers, but I got it sorted out. It was just a paper phobia.  
 My printer and I are best friends. We always make a great impression together.  
 I thought about making a pun about printing, but I didn't want it to be too graphic.  
 I heard printers have a lot of jokes, but they're all paper thin.  
 The printer was making a lot of noise, so I told it to keep it down to a whisper.  
 My printer is a real copycat, always trying to emulate the other machines.  
 I asked my printer if it wanted to hear a joke, but it just stayed unresponsive.  
 I asked the printer to tell me a joke, but it kept saying, "Error: Or not found."  
 What do you call a printer that tells dad jokes? A toner of laughs.  
 My printer is the only one who truly understands my inky thoughts.  
 My printer is always making bad jokes, but I still find its humour ream arkable.  
 Why did the printer become a detective? It wanted to investigate the case of the missing ink.  
 What's a printer's favourite dessert? Paper-cotta pudding.



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