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QPP is an independent publication and not affiliated with any manufacturers or suppliers. QPP celebrates publishing the professional print trade's favourite magazine, formerly known as Copy Shop News (CSN), since May 1998.

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

Print Boom Forecast



Prominent print days in June include World Environment Day, Bike Week, Child Safety Week, and World Oceans Day. Diary-marked celebrations include knitting, making music, and the first day of summer. Now, I might be sticking my neck out here, but yes, it's World Giraffe Day. Followed by National Writing Day, World Refill Day, Sausage Roll Day, and National Mascot Day.

Somewhere amid all that is, of course, time to print lots of Father's Day cards.

Make hay while the sun shines.
 Peter, Perpetual In Print, Foulkes



4 News In Print

Hot news in print for quick print pros

8 New Products

What's new to print and finish with?

14 Digital Imagery

Digital Imaging Lead – Colourfast

16 PIP People In Print

Top movers and shakers

18 UEFA Euro Cup

Fixture poster to plan your matches

20 A Mediterranean Summer

A colourful Pantone collaboration with Nespresso



22 Paper Chase

Two Sides Global Campaign

24 Showtime

Tomorrow's tech, today

26 Green Issues

New Mimaki Eco-Friendly Ink Cartridges

28 New Profit Centre

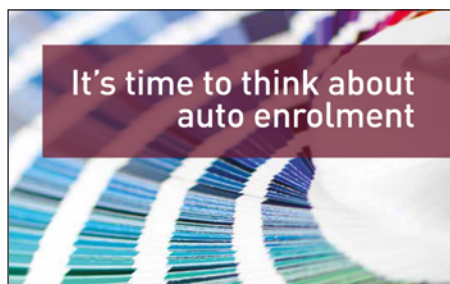
Best practice shared

32 Finda Product / Supplier

QPP preferred suppliers in print

34 Readers Scribes

Your jokes in print.



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.



KING CHARLES III BECOMES PATRON OF THE PRINTING CHARITY

Following a major review of more than 1,000 Royal Patronages and charity Presidencies, and marking the first anniversary of Their Majesties' Coronation, The Printing Charity has announced that His Majesty the King has accepted the role of Patron of The Printing Charity. This role was previously held by the late Queen.



Neil Lovell, Printing Charity CEO, said: "We are really delighted and honoured that His Majesty has agreed to be our charity Patron. "His Majesty's patronage is incredibly important to us, not just because of our long association with the Royal family, but as recognition of the work we do and services we offer for people who work or have worked in our sectors. As we approach our 200th year in 2027, we look to how best to develop our future services, it's a real boost to receive this news and the continued recognition for our organisation."

Every Monarch since Queen Victoria has held the role of Printing Charity Patron, and the King himself was Charity President in 1977. www.theprintingcharity.org.uk

PRINTED EASY INCREASES PRODUCTION CAPACITY

UK web to print specialist Printed Easy's investment in Tau RSC E LED inkjet technology from Durst, manufacturer of advanced digital printing and production technologies, will increase production capacity for labels and stickers by 300%.



The Letchworth, Hertfordshire, company's newest press runs at 52m/min and is configured with CMYK plus white high performance Tau RSC UV LED ink that has great resistance and durability.

The Durst Tau RSC E LED has already begun production and Managing Director Jon Lancaster said: "The Durst is faster than the machine it replaces and has some clear advantages. It works well on PP substrates with no primer and has a wider colour gamut. We've also got the new LED drying on it. Instead of a regular lamp that's on all the time, it switches on whenever there is pigment present."

Simon Cosh, Labels Business Development Manager of Durst UK & Ireland, said: "It is fantastic that Printed Easy has chosen Durst technology for its first investment in inkjet. Jon and his team are always investigating the latest, most innovative, effective and efficient systems to meet the business's needs and we look forward to seeing the Durst Tau RSC E LED positively impact production. Our market leading Tau technology with its unique capability of printing up to 12000 x 1200 dpi is proving to be a real vote winner for an increasing number of customers who see LED digital inkjet the future for their business."

www.durst-group.com

IFS suppliers to share their latest technologies



Automation will be a stand out theme at drupa for all the suppliers IFS represents in the UK and Ireland including baumanperfecta, Foliant, Petratto and Tecna.

"Ways to complete high quality, short run, quick turnaround work, faster, more efficiently and cost effectively will be the focus for many drupa visitors," comments Eric Keane, IFS Managing Director. "Our partner suppliers have responded to this need with numerous new technologies aimed at easily managing more complex job mix in a streamlined way."

A raft of innovative technologies are being presented by IFS's partners at drupa including:

baumannperfecta promises valuable insights into many exciting technological innovations relating to digitisation, automation and network integration. Technologies highlighted will include the fully automatic "Independent Line" cutting system for commercial printing and a high-speed cutter BP 92 with CutTronic Plus for small formats and digital printing. All systems are fully network integrated with pre-press data connection and MIS data feedback playing a key role.

Foliant a leading brand in both single and dual-side laminators, will present the most complete range of laminating machines on the market including the new Pollux and Castor NG systems. The successors to the flagship Pollux and Castor solutions feature more efficient design and a larger seven inch touch screen attached to an arm. The screen can be moved to the front when working with feeder or placed at the optimum height. New for both laminators is a HOT Knife that heats the blade to ~350°C (660°F), a Pallet Feeder available in two versions and an automatic deflection wheel that replaces the regular wheel supporting production on thin sheets. Also new is a Motorised Pallet Stacker option for B1 size machines and a new

Pallet Feeder option for all B2 or B1 Mercury and Taurus machines. The latter systems both feature larger seven inch touch screens attached to a movable arm for enhanced operator comfort. Last but not least, Foliant's Film Loader is now powered by a battery, which enhances its ease of use and can be operated for 30 cycles loaded with B1 sized film. Joining the Foliant Pollux 760 NG, Taurus 530 NG 4x4 and Mercury 530 NG at drupa will be the Vega 530 SF, Vega 400 SF, Vega 400A with Jogger and Gemini 400 NG-S, all with jammers.

Tecna will present new end to end solutions with enhanced automation, connectivity and performance designed to reduce cost and boost productivity. It will showcase 15 solutions, seven on its stand and eight on partner stands. New for high speed continuous feed finishing is the Tecna Revolution 50 cut and stack for commercial print applications with expanded features and automation, Tecna Revolution 50 book-block production with pre-glue, Tecna RoboTEC automated material handling and Sitma e-wrap, dynamic packaging for books and print related logistics. New for high speed cut sheet finishing is the integrated book production line from white paper to finished book featuring Tecna BookReady B3 dynamic cut stack solution and new embellishment features of the Tecna Stack 1212, B2 cut stack for books, commercial print and direct mail applications. TecnaConnect software offers enhanced connectivity, production monitoring, and performance improvement across Tecna portfolio. Partner collaborations include Canon (Hall 8a) running Tecna's Revolution 50 Stack 525iL with its newly announced ProStream 2000 and Tecna's Stack 1010 cut/stack system inline with the Canon varioPRINT iX3200 printer.

www.ifsl.uk.com

Plockmatic celebrate 50 successful and innovative years

This drupa year of 2024 also marks a significant milestone for the document finishing company Plockmatic Group, which celebrates half a century of innovation and success in the post press market.

Since its formation in Sweden in 1974, Plockmatic has continually evolved and has introduced several ground breaking technological advancements and solutions. With a combination of organic growth and strategic acquisitions, Plockmatic has established itself as a leading player in post press document finishing.

FROM SMALL BEGINNINGS

Founder Terje Söderberg acquired a patent for a sorting machine and, together with two partners, began building prototypes in a laundry room! The company soon expanded its range with new products such as staplers, folding machines, and various types of picking machines. The business expanded to larger premises in Essingen – and Plockmatic had arrived.

By 1976 the business had 30 employees and was looking to expand into international markets. Exhibiting at the CeBIT show in Hannover was a crucial milestone for the company, where it connected with competitors, printer suppliers, as well as potential agents and distributors.

BOOKLET MAKING IS OUR BUSINESS

Today Plockmatic is best known for its booklet makers. Its first such product was developed in 1985 and was capable of handling up to 20 sheets in both A4 and A3 formats, opening-up a market for organisations needing to produce smaller quantities of booklets.

The collaboration with print engine manufacturers began with Xerox, who took notice of the new booklet maker. A Xerox engineer was sent from Rochester to inspect the Plockmatic company and prepare them to become TQM and TQS approved. The first machine sold was a standalone offline booklet maker, but designed to appear as a Xerox product, with its characteristic grey colour.

By the late 1980s discussions had begun with Xerox to create the first inline products. Becoming TQM/TQS certified also began to open new opportunities. Plockmatic was contacted by Ricoh, and they were soon followed by several other developers of digital printers. Today, Plockmatic collaborates with most of the leading printer companies operating in the digital print world.

SQUAREFOLD TECHNOLOGY – THE GAME CHANGER

In 2003 Plockmatic introduced its signature SquareFold Technology in the PL104 SquareFold unit. This gave a stitched booklet the look and feel of a perfect bound document produced with squared spine – a completely new concept in its time. This technology was quickly incorporated into the booklet making range offered by Xerox and is now offered by all the main print engine manufacturers in their inline booklet makers, and across all the offline systems sold under the Morgana brand.

Another key development came with the 35/50 platform, which allowed these SquareFold books to be produced in up to 200 pages with up to 10mm thick booklets to further widen the range of applications produced by digital devices.

SUPPLY CHAIN BECOMES THE CORE BUSINESS

As production volumes increased the decision was taken to insource assembly, leading to Plockmatic's own factory in Latvia. Parallel to this move, a supply chain organisation was built up with subcontractors in the Baltic region and module assembly in Asia.

In May this year, Plockmatic will move to a new 10,000 square metre purpose built factory in Riga to allow for further growth in production and sales. The new factory is built entirely according to Plockmatic's specifications, enabling continued efficient processes, with sustainability as a guiding principle in its design.

CONTINUED GROWTH

Plockmatic International's CEO Jan Marstorp has continued to expand the business, together with Salvatore Grimaldi, who acquired Plockmatic in 2005. Expansion has happened for Plockmatic through the establishment of the company's own subsidiaries and through the acquisitions of other existing post press businesses, including UK suppliers Morgana Systems and Watkiss Automation, plus the Italian perfect binder manufacturer KGS. The most recent acquisition of Intec Printing Solutions, based in Poole in the UK, is the Group's first steps into labelling and packaging finishing solutions.

Plockmatic has had a presence in the North American market since 2006 but established its own sales and support subsidiary in 2016 to better serve its rapidly expanding customer and dealer base in the US and Canada.

FURTHER INVESTMENT

At the start of 2024, Accent Equity acquired 60% of the Plockmatic Group to support and strengthen the growth plans over the coming years. With drupa soon upon us, the company plan to show up to twenty new product developments across the show both on its own stand and with inline solutions for various print engine manufacturers across the show.

Commenting on the 50 year celebrations, Jan Marstorp, CEO, said: "It's great to be celebrating 50 years in this vibrant industry and to be doing it in such a big way at drupa with all these fantastic new product launches. I'd like to thank all our staff, customers, dealers, and partners for their continued support of our wide range of products across this industry sector. We're looking forward to drupa and are expecting it to be a fabulous event which will give us a great platform for another strong year in 2024."



"The move to our new purpose-built assembly factory in Riga increases our production capacity as we introduce new product lines and new booklet making and feeding solutions to a wider range of digital print engine manufacturers."



The Plockmatic Group will be at drupa in Hall 8b – Stand A41, where they will be launching several new products, including the new PowerSquare 7000 range of production booklet makers; the latest in the ubiquitous DigiFold range – the DigiFold Pro Ultra; a completely new range of DigiBook perfect binders; and several new ColorCut digital die cutters from the Intec line-up, including a larger format version of the popular SC6500 digital die cutter, the SC7000Pro XL.

www.plockmatic.com

Opportunities for young minds in the UK print industry

Welcome to the vibrant world of print, where creativity meets innovation, and every day is a canvas waiting to be transformed. Young People in Print (YPIP) invites you to embark on an exciting journey exploring the dynamic and rewarding landscape of the print industry in the United Kingdom. Let's dive into the myriad of opportunities and valuable skills waiting to be discovered.

Diverse Career Paths: The UK print industry offers a plethora of career paths, catering to a wide range of interests and skills. From graphic design and pre-press operations to production management and sales, the print sector welcomes young minds with open arms. Whether you're tech-savvy, artistically inclined, or possess strong organisational skills, there's a place for you in this thriving industry.

Innovation at its Core: Contrary to misconceptions, the print industry is far from traditional. Embracing cutting edge technology, it continually evolves to meet the demands of a digital age. Opportunities to work with state of the art printing technologies, 3D printing, and other advanced processes are abundant, providing an ever exciting work environment.

Skill Development: Working in the print industry is an enriching experience that allows individuals to acquire a diverse set of skills. From mastering graphic design software and understanding colour theory to managing complex print production workflows, employees in the print industry develop both technical and soft skills. The hands-on experience gained is invaluable for personal and professional growth.

Sustainability and Eco-Friendly Practices: In recent years, the print industry has made significant strides towards sustainability. Young professionals in the field have the chance to contribute to eco-friendly practices, from using recycled materials to adopting energy efficient printing processes. Working towards a greener future is not just a trend but a responsibility



embraced by the print community.

Networking and Collaboration: The print industry thrives on collaboration. Young professionals can network with industry experts, attend conferences, and engage in collaborative projects. Building a strong professional network not only opens doors for career advancement but also fosters a sense of community within the industry.

Creativity Unleashed: Print is a visual art, and the industry is a playground for creative minds. Whether it's designing captivating marketing materials, experimenting with innovative packaging concepts, or creating stunning visuals for brands, the print industry provides an outlet for creative expression. Every project is a chance to turn imagination into reality.

In conclusion, Young People in Print (YPIP) encourages aspiring individuals to consider the dynamic and promising world of the print industry in the UK. It's a realm where innovation meets tradition, and every day presents an opportunity for growth and creativity.

Join us on this exciting journey as we shape the future of print together. The canvas is waiting – let's paint it with endless possibilities!

www.ypip.co.uk

EURO 2024 FIXTURE CHART

UEFA EURO 2024 kicks off in Munich on Friday 14 June and ends with the final in Berlin on Sunday 14 July. Plan to follow your favourite team here with dates, venues and schedule. Will England meet Scotland in the quarter finals? Check out your complimentary poster from the QPP design team.

As usual we will print you all an A3 version in next months magazine or if you are going large download the artwork here.

<https://files.colourfast.co.uk/files/EURO2024-WALLCHART-MASTER-QPP.pdf>



QPP PREFERRED SUPPLIER OF THE MONTH – ELMSTOK



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NICE POST

Doesn't it just make your day when you kick off with some 'nice post'? Maybe it goes back to opening real hard copy mail and sniffing



out the big cheques. What joy to receive a marketing initiative from the team at Innotech. True it was for our company dog, Printz, but he opens my post given any opportunity.

The Dress Your Pets To Impress kit is a very smart bandana to enter your best friend's picture with a chance to be acclaimed the 2024 Pets In Print trophy.

Kieran Dallow, Marketing Manager for Innotech, says, "Following National Pet Day, we wanted to do more to celebrate the role office pets play in keeping the print industry moving."

To win the coveted prize, take a picture of your pet sporting the Pets in Print bandana, share it on social media, include the hashtag #PetsinPrint and tag Innotech.

Details to request your complimentary bandana, how to enter and which judges to bribe with treats are available here: www.quickprintpro.co.uk/Dress-Your-Pets-To-Improve-For-The-2024-Pets-In-Print-Trophy.5975190.cms

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MÜLLER MARTINI

New Arizona 2300 Series

Responsive and fast turnaround short runs have become the mainstay for many print service providers since the last time the print industry gathered at Messe Dusseldorf eight years ago.

While agile print technology has been a key driver, bindery systems and software have evolved to deliver streamlined end to end completion. The growth in robotics has also enabled the increased adoption of ever greener button and touchless production.

Horizon is a trailblazer in both automation and robotics. At drupa, as part of its largest presentation at the show to date, it will launch the 500 cycles an hour Horizon BQ-300 fully automated single clamp binder with shortened job change over times and new template feature.

New, too, is the Horizon HSF-50D sheet feeder that can be part of the iCE StitchLiner Mark V, roll to booklet saddle stitcher. At drupa the line will be presented with the unwind unit leading to Hunkeler sheeter for feeding into the StitchLiner. The HSF-



50D enables the easy switching between roll feeding mode to cut sheet feeding mode. This supports variable pagination production.

Joining Horizon's portfolio as well is the new Horizon SPF-2000 booklet maker, the next evolution of the successful Horizon SPF-200 system. Featuring faster set up and greater automation it can run at speeds up to 4,700cph and produce A4 landscape booklets.

All have been developed to increase automation and place products into complete production lines with robot handling or robots that move pallets of work in progress around the operation.

One example is a robot arm placing book blocks printed on a Canon cut sheet press into Tecna's BookReady and feeding these into the Horizon BQ-300.

Horizon's drupa stand will also feature smart book solutions with an inline cut sheet press and robotic arm book production system incorporating Ricoh systems, plow fold book production with the new Horizon BBS-56 block making system for short to medium run book production and cut and stack smart binding in collaboration with Hunkeler.

For litho a B1 folder, will deliver

to a MiniCabs gatherer using an AGV robot. There will also be a Horizon StitchLiner Mark IV.

In total six robotic elements will be split between three systems moving work in progress from one station to the next production unit and three robot arms loading the next machine or loading a pallet.

Exploring these technologies and more will be four stand tours. They will cover smart book solution, workflow and latest products, new focused systems, and new conventional systems. There will also be tours on partner stands Canon, Fujifilm, Konica Minolta, and HP.

Eric Keane, IFS Managing Director, comments: "Horizon's newest evolutions and portfolio developments are focused on delivering streamlined and smooth end to end production with minimal human touch points. This drives the most productive processes while reducing the demand on skilled staff freeing them up to focus on areas where they can have greater positive operational impact."

www.ifsl.uk.com

CAN YOU PRINT ON BOXES – HORSE BOXES?

Vehicle branding and customisation specialist **The Vinyl Guys** recently worked with **Drytac Polar Premium Air** printable self-adhesive vinyl to complete an innovative project, cleverly transforming the look of a horsebox and giving the vehicle a new lease on life.

Founded in 2014, The Vinyl Guys work with customers across a range of markets, providing them with all manner of colourful and eye catching vehicle branding projects.

For their latest project, the company was approached by a new customer, who had spoken with other printing businesses in the local area about a somewhat tricky job. This involved producing a wrap for a horsebox that was not in the best condition due to the state of its surface.

While other print companies said that an all over wrap was not possible because of the condition of the horsebox, The Vinyl Guys team leapt at the chance to try and transform the vehicle. To start, Alex Liggett, Owner of The Vinyl Guys, spoke with the customer to get a feel for the type of effect she was looking for.



"The customer wanted to give the vehicle a new lease on life within a specific budget, so I explained the issues with the vehicle and how they related to the process of wrapping; trying to manage her expectations of what a wrap could do to her vehicle."

Alex and the team at The Vinyl Guys came up with a clever solution that would achieve the required all over wrap effect without further damaging the surface of the vehicle.

The team elected to print the base colour of the graphics, close to the actual paint colour of the van, on separate panels. These were then applied to the van a few millimetres away from the edges of the vehicle, as these areas were not suitable for wrapping due to silicone sealants, minor damage, and partially poor paintwork.

The Vinyl Guys chose to use Drytac Polar Premium Air, combined with Weathershield Matte polymeric PVC over-laminating film, to create these panels. The company has been working with Drytac materials for several years and was fully aware of the benefits these products offer.

"I knew that while Polar Premium Air wasn't a high tack material, it was quite 'grabby' compared to some others, and would be a suitable material for the project," Alex said. "I carried out some patch testing on the worst of the areas of the van, did a visual proof of the customer's design along with a small test print to colour match, and the customer was over the moon with the plan!"

www.drytac.com

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Xeikon unveils new 1200dpi inkjet press

Xeikon has announced details of the next evolution Panther inkjet technology as they prepare for the world premiere of the Xeikon PX3300HD, a new 1200 dpi digital press that will be launched at drupa 2024. Developed for high quality labels, the five colour machine offers a 330mm printing width and speeds up to 70 m/min, even when printing with high opacity white. In addition, Xeikon PX3300HD utilises a newly developed ink series, PX-Cure LED HD, to ensure perfect curing, while supporting sustainability targets for converters.

“As inkjet technology continues to mature, there’s a clear need to update Xeikon’s Panther portfolio with a higher resolution option to meet specific customer requests. Consequently, we’re now introducing a 1200 dpi engine to complement the existing will extend the capabilities for printers



by giving them the tools to reach excellent quality at even 600 dpi product range,” states Jeroen Van Bauwel, Director Solution Design. “The new Xeikon PX3300HD higher productivity levels in a TCO-friendly way (Total Cost of Ownership).”

Combining superior image quality and resolution with remarkable productivity, the new press leverages Xerox W-Series industrial

inkjet printheads with dedicated waveforms and screening software developed by Xeikon. Furthermore, PX3300HD is fully prepared for hybrid printing to increase productivity, with the option to add Xeikon’s modular inline LCUs (Label Converting Units) and a large unwinder for longer uninterrupted production runs.

The highly efficient print workflow presented by Xeikon

PX3300HD is driven by the powerful Xeikon X-800 DFE (Digital Front End), supplying faster job turnaround and just in time delivery. Colour management is an integral part of the software: every X-800 comes with a Pantone license so customers can easily convert all the latest Pantone colours for their press and substrates. In addition, the basic press configuration offers efficient operational support with an in-line camera for quality inspection included by default.

Van Bauwel concludes. We are currently well underway with customer trials and will start sales at drupa. I’d like to encourage all attendees to make their way to Hall 11, stand A01, to experience the PX3300HD 1200 dpi press running live and discuss their future path in inkjet for labels and packaging with Xeikon.”

www.xeikon.com

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BLOG OF THE MONTH: STEPPING INTO THE FUTURE – KERNOWJET FLOORSHARK REVOLUTIONISE ADVERTISING

Top Bloggers Rights this month go to Ben Lean – Marketing Exec. Kernow Coatings. One of his blogs, “KernowJet Floorshark Revolutionise Advertising” has been showcased on Quick Print Pro’s Best Blogs In Print website. The stats add up to Ben Lean being awarded the print industry top blogger of the month accolade.

The surge in the use of printed floor graphics, especially evident following the pandemic, has sparked conversations about their future applications beyond social distancing messages. As we witness these messages proliferate, it prompts us to ponder the possibilities for floor graphics in advertising and promotions.



One driving force behind the popularity of floor graphics in recent years is the exponential rise in smartphone usage. Studies reveal that a significant portion of adults, approximately 60%, now prioritise looking at their smartphones overpaying attention to their surroundings while walking. It’s a decision that, though seemingly innocuous, poses potential risks. Consequently, we find ourselves increasingly fixated on the ground beneath our feet.

However, this fixation presents an unparalleled opportunity for businesses to leverage innovative floor graphics for advertising and promotional purposes. What was once considered the most underutilised advertising space is now being recognised as a prime canvas for captivating and attention-grabbing marketing initiatives.

Amidst this landscape, products like KernowJet Floorshark emerge as standout solutions.

www.bestblogsprint.co.uk/blog/stepping-into-the-future
www.BestBlogsandPodsInPrint.co.uk

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based on over 33,000 reviews.

[†]Trustpilot score is correct at time of printing.

New Graftyp self-adhesive PVC-free print films

Graftyp, a trailblazer in sustainability within the printing industry, has announced the expansion of its PVC-free range by introducing a new Graftyp Ecological Film (GEF) and enhanced formulations to two existing GEF films.

LATEST ADDITION: GEF-122PE

GEF122PE is the latest PVC-free long term solution with a permanent adhesive. Designed as a sustainable alternative for fleet 2D wraps, graphics, and decals on various surfaces, including trucks, buses, trains, and subways, it promises exceptional performance in long-term outdoor applications.

Key Features:

- Ideal for fleet applications
- Excellent flatness
- High quality processing
- Compatibility with UV, Latex and Resin inks

NEW OPTIMISED FORMULAS: GEF112RPE GLOSS AND GEF113RPE MATT

Graftyp has also enhanced the formulas of two existing PVC-free films, GEF-112RPE Gloss and GEF-113RPE Matt, along with modifications to the backing paper. These improvements ensure superior flatness, particularly on latex printers, and facilitate optimal handling during cutting



and application. With a removable acrylic adhesive, these optimised films are perfect for indoor and short term outdoor applications.

WHY PVC-FREE FILMS?

GEF PVC-free films offer numerous advantages:

- Solvent-free, non-hazardous adhesive
- Absence of PVC, phthalates, chlorine, and plasticisers
- More sustainable production process
- 100% recyclable production waste
- Choice of 12 GEF PVC Free medias and four PVC-Free laminates

SUPPORTING FIGURES

Figures from a 2023 life cycle assessment (LCA) underscore the benefits of Graftyp's PVC-free films. This comprehensive analysis, carried out by Enperas, an independent organisation affiliated with the renowned Belgian research centres VITO and EnergyVille, highlights the positive environmental impact of Graftyp's PVC-free films.

For your free sample pack, contact the team at Graftyp.

www.graftyp.co.uk
01827 300500

New Epson 76-inch industrial dye-sub printer

Following the success of the 76 inch SureColor F10000 and F10000H, industrial textile printers in 2020, Epson is introducing a new 76 inch textile printer. The SureColor SC-F11000 is a sophisticated, dye sublimation printer developed for textile production where high productivity, speed, quality and reliability are central to the success of the business.

The SC-F11000H has been designed for maximum up time, thanks to the new optional Jumbo Roll that enables continuous production and reduced downtime due to less frequent media changes, ideal for uninterrupted high volume production. The printer is perfectly tailored to applications in fashion, sportswear, home furnishings and soft signage.

The SC-F11000H features CMYK ink configuration and includes the addition of one of three ink sets: orange and violet; fluorescent yellow and fluorescent pink; and light cyan and light magenta.

Phil McMullin, Head of Sales for Commercial & Industrial, Epson UK, says: "In the dye sublimation sector, customers demand fast turnaround times, consistent performance, high quality output and reliability. With these requirements in mind, we've developed an industrial level dye sublimation printer that,



we believe, sets new standards. The SC-F11000 offers the highest throughput of all Epson LFPs and is equipped with four PrecisionCore Micro TFP printheads and a 'hot swap' bulk ink solution that's designed to keep businesses running."

"Our heritage is built on innovation, and this is one of those moments in which we're raising the benchmark for productivity in dye-sublimation."

The features of the SC-F11000 and SC-F11000H include:

- Optional Jumbo Roll (300kg maximum roll weight)
- Orange and violet ink (new additional ink sets)
- Up to 255m²/hr high-speed printing
- PrecisionCore Micro TFP printheads
- Epson Precision Dot Technology (blending three dedicated technologies for dye sub: Halftone, LUT and Micro Weave)

- Easy media setting (media loading lever front and back)
- Auto-adjustment technology including an integrated RGB camera
- Dryer (less ink transfer to media reverse and wrinkle elimination)
- Advanced Auto Tension Control (Ad-ATC) for accurate and stable media feeding
- Bulk Ink solution (with 10 litre or three litre ink boxes supported by 'hot-swap' function)
- User replaceable parts, including printheads
- Nine inch LCD highly intuitive touch panel

To further improve consistency, quality and reliability of supply, Epson manufactures all the components for the SC-F11000 and SC-F11000H, including printheads, ink and Epson EdgePrint Pro software.

www.epson.co.uk

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- ▶ VB-V-69
- ▶ VB-V-64+
- ▶ VB-V-69+
- ▶ VB-V-1070+

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Taking stock of the situation

Image editing has come a long way from basic cropping and pasting, with AI-powered tools now able to seamlessly alter and expand images. These tools are powerful but require skill to use effectively – human creativity remains essential. **Martin Christie** writes...

The story so far. In the beginning, there was paint. You could dab a symbolic brush into a sympathetic colour and use it to spread the same hue to fill in the gaps and expand an image to fit the space needed to print it. But other than that, there was very little option to change the shape and size other than cropping, stretching, or even pasting in something extra. I mention this by way of introduction to those who only know the digital world because before, when we worked with real hard copy prints, we didn't even have that option. We would intentionally choose originals that had extra space and margin that could be used to fill the expected void.

As a photographer shooting for a magazine, I would try to include an extra bit of sky that could hold a headline or ground below that could host a caption.

There was some pre-print editing that could be done in the darkroom, some of it very creative, and indeed, the tricks of dodge and burn with the light source are recognised by the use of those terms in current software. And there was post-print manipulation before Photoshop by liberal use of the airbrush to remove unwanted spots or even disgraced politicians to perfect an image. But this was all time-consuming, and the work of the specialist was, therefore, costly.

What digital photography created was the pixel — the basic building block of an electronic image. It was quickly realised that you could copy that pixel and put a clone somewhere else. And so it began. While it may look like a crude action now, it is only a short leap in technology to the intelligent use of machine learning and memory we now take for granted. We can no longer just copy, but recreate and reimagine originals to an extent that was not only impossible before but almost unimaginable.

I introduce imagination for a reason because it's a very particular human creation, coming from some deep corner of the mind, and sparked by a complex series of senses, sights and memories, often completely unpredictable. As such, it is almost exactly the opposite



of machine learning — at least at the current stage of artificial intelligence. It's important to appreciate this despite the fact it may magic up apparently unexpected results. There is always, however obscure, a logical path behind them. If you can get your head around that, you will begin to understand exactly why AI works and why it sometimes doesn't.

It is an incredible tool, but it is, despite all the hype surrounding it, an instrument and not a magic bullet. It still needs guidance to point it in the right direction, or it will produce the sort of random effects caused by a computer desperately trying to search for some sensible solution to a problem that looks like chaos.

As humans, we can take that creative leap to join the dots because we know

where we want to end up. The electronic brain is desperately trying to juggle dozens of options without ever knowing which is the best — until we decide on it. In theory, it learns based on our choices, but if every task is different, it's a very steep learning curve, even for a computer.

Of course, in the print business, we are more concerned with the practical application of AI rather than producing fantasy landscapes and figures. It's more about altering backgrounds and subjects to suit size and content than conjuring up dungeons and dragons. Whether it is simply adding bleed to extend the boundaries of an image or altering its dimensions to fit, the problems have always been with us since the print bureau ceased to create original work and welcome the varied offerings of

customers' own self-generated files.

For some years, we have had content-aware, which works pretty well for simple filling of similar items and has a manual override to give a degree of control. It's actually quite a good guide to how further developments in intelligent editing work. People who regularly do crosswords get to know the mind of the creator and, therefore, tend to anticipate some of the more subtle information disguised in the clues. The more you use content-aware, you spot the things that may distract it from what you want it to do, and learn to avoid giving it too much of a challenge all at once. Small selected increments are better than big chunks, and more precise selection will save you time in the end. Always remember that if you end up with a few bits of unwanted debris, as long as you keep the marching ants active you can still use the old faithful clone tool to touch up. Even the basic fill tool still has a place — it doesn't have to be all high-tech just because you have it available if something else will do a better job and faster.

Of course, only experience and familiarity with the tools can teach you that. Still, it's a cautionary note to remember that there are always at least half a dozen ways to complete a task in Photoshop, and that a knee-jerk reaction to pick the very latest isn't always the best solution. It also underlines the dilemma of training new staff in a world increasingly dependent on one-stop apps. It may be convenient to just press one button and let the processor do the rest, but if you haven't got the slightest idea what it's doing, it's very difficult to correct it when it goes wrong.

So it is with Photoshop's Generative Fill and Generative Expand, which I have featured in previous columns, and are both remarkable features but with equally deadly flaws for those who use them without carefully inspecting the results. The more you ask them to do, the more chances things will go wrong — it's simple science. Adobe, however, claims that neither requires technical skill as part of their campaign in creative democracy. I think that is very much wishful thinking, or rather marketing dream over practical reality.

Generative Expand is the much smarter development of Content Aware, enabling a seamless extension of an image in any direction, within limits. Eventually, it runs out of things to expand without just duplicating itself and looking fairly unconvincing. But within that limitation, it does a pretty good job of replicating content in a realistic manner—including lines, patterns, and shadows, for example, which were always a challenge for less smart tools.

Generative Fill takes the concept much further in that as well as being able to cover a selected area in content from analysis of the original, it can also be prompted to introduce additional material from any other source available in the Adobe archives and doctored by the instructions provided to fit in the context of that original. Original versions did suffer from a lack of resolution, but that is now improving with updates, and there is an enhance feature included in the selections.

If you are not completely satisfied with the three options offered up, you can keep prodding it until you are, or just think out of the box and maybe change the wording of your original request so it better understands exactly what you want. Always remember, it's only a machine, not a magic lantern.

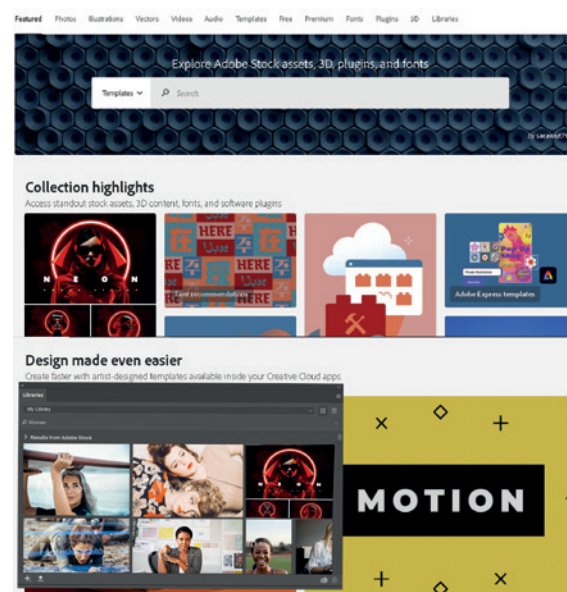
Something that has been in Beta testing and may well be in the regular version of PS by the time you read this is the ability to select an image from file and use that as the fill image in a selected place. This gives more personal options if you have a number of similar images and want to introduce a feature from one into another without the clumsy and time-consuming editing that would have been needed previously. So somebody could be strolling with their own dog on a lead — not a computer-generated one — even if it wasn't on walkies at the time of the photo.

Once you start thinking about the possibilities it's a huge step forward in what can be done as long as you have something reasonable as a base to work from. The familiar answer to the question of whether you can do something on the computer is usually 'possibly'. What you can do is still down to human judgement though customers will increasingly expect you to work miracles without incurring any cost.

The doctoring of images by the use of AI has massive implications in the wider world, but within printing we can only concern ourselves with

satisfying customer demand and expectations. And our aim, as always, is to be at least one step ahead of them.

By making it easier to blend images together seamlessly, it introduces so many possibilities in the creation of what is effectively original artwork, using files already in existence but in a different context. The area of design is a constant nightmare, with customers creating something from apps on their phones and expecting us to reproduce it professionally and in a suitable print format.



LOCK, STOCK AND BARREL

With Adobe, you can access a wide range of files, photos, artwork, and templates that are not only high quality but can also be licensed for commercial use.

Adobe Stock is an online resource from which you can add files to a library on your desktop. It also has a comprehensive search engine. It's not part of the Creative Cloud package as standard but can be added for a small monthly subscription.

If you subscribe, you accrue credits you can then use up on items you download for use, and the number of credits you spend is relative to the end use, and the licence terms required. It's all explained in the plan detail.

As a photographer, I have a large collection of images taken over a good number of years, sat on several hard drives, and randomly archived, so I have a reasonable chance of finding something I'm looking for. They are also mostly my copyright, so I can use them as I wish. If there is something I don't have or need something more up-to-date, I can look through Adobe Stock to see if there is something suitable there.

It's definitely worth a browse if you haven't been there before. It opens up a whole new realm of possibilities not available to the average customer, and it is continually updated by content from Adobe users worldwide. Some of it is already AI-generated, but all of it is of a very high standard compared to other web-based libraries that most people would otherwise be directed to. It's a lot more than a picture library.

<https://stock.adobe.com>

Solopress appoints Sarah Kilcoyne as Sales and Customer Success Director

Solopress has announced the appointment of Sarah Kilcoyne to the role of Sales and Customer Success Director, reporting directly to Simon Cooper.

Sarah joins Solopress following 14 years with Bluetree Group, where she held leadership positions including Head of Sales at Route 1, and most recently, Deputy General Manager of Kingsbury Press. During her career, Sarah has proven herself to be a popular and influential figure in the print industry, known to many as an effective leader, a charismatic sales operative and a proactive agent of change.

In this newly created role, Sarah will head up sales and customer experience for the Essex-based printer, with a portfolio of responsibilities encompassing customer acquisition and retention, developing Solopro (the company's bespoke account management service), and overseeing all aspects of customer support.

Solopress MD Simon Cooper said of the



appointment: "Recent growth has demanded that we create a high level strategic position within our senior management team to oversee sales and customer experience, and Sarah is the perfect fit. I think it speaks of the great strides

Solopress has made in terms of brand status, production capacity and corporate culture that we're able to attract top talent like Sarah from within our industry."

Sarah commented: "Solopress is the rising star of print, and my appointment is an amazing opportunity to be part of the next stage of its growth. I was very much drawn to the progressive management style and workplace culture here, and I look forward to driving new business, consolidating Solopress' renowned service levels and identifying new service offerings that can benefit customers."

Sarah joins Solopress as it celebrates 25 years in business, and shortly after it was crowned Company of the Year at the 2024 PrintWeek awards. Her appointment comes amid an exciting period of development for the business, characterised by ongoing organisational changes and transformational investments.

www.solopress.com

Celloglas is sold

RSM UK Restructuring Advisory LLP has accepted an offer from a consortium of trade finishers for the business and assets of Celloglas Ltd. This will result in the most comprehensive range of postpress services becoming available for customers from Lands End to John o' Groats.

Dara Changizi, a personal investor in this venture and also director of ACA, a large packaging post press specialist in Glasgow, says: "I see strong synergies for our respective companies moving forward. By working together, we become a stronger and more sustainable operation with reduced overheads, a broader spread of services and expertise to support customers."

Celloglas has sites in Leeds, Leicester and Reading. ACA has a base in Glasgow. Together these give a fantastic geographical spread.

Celloglas is well established in coatings, lamination, foiling, die-cutting and folder make up. ACA can supplement these services with over 70 different processes, not least folder glueing, nested tray production and our sterile BRCS unit. ACA will also be able to supply Celloglas with dies and formes to reduce their costs. This is an important, skilled and growing side of the business.

Dara Changizi, Ian Fergusson and Richard Pinkney will all be stakeholders and directors of the new Celloglas and all 74 staff look set to remain.

www.celloglas.co.uk



Soyang appoints Damien Martin to senior hardware development role

Soyang Hardware, a supplier of wide and superwide format print production hardware solutions from many of the industry's biggest and best known printer brands, has announced the appointment of Damien Martin as Hardware Development Manager.

Damien joins Soyang with immediate effect. In his new role, he will focus on hardware sales, connecting with and visiting customers across the UK to help them identify the most effective wide format print solutions for their businesses. This will include hosting live machine demonstrations at Soyang Hardware's specialist facilities in Accrington and Cambridge.

Damien joined the print industry in January 2019, working in a hardware sales role supplying both roll to roll and flatbed printers, alongside other wide format equipment. Prior to his



time in print, Damien spent time working in business development, education, and even had a spell as the landlord of a local pub in Shropshire.

"We are delighted to welcome Damien to the Soyang Hardware team," Sarah Fenna, Sales Director at Soyang Hardware says. "He brings with him several years of experience working in wide format print sales and is well positioned to support new and existing customers with their investment in new technology."

www.soyang.co.uk

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GROUP A



FRIDAY 14 JUNE 2024 20:00 | MUNICH FOOTBALL ARENA

GERMANY — SCOTLAND

SATURDAY 15 JUNE 2024 14:00 | COLOGNE STADIUM

HUNGARY — SWITZERLAND

WEDNESDAY 19 JUNE 2024 17:00 | STUTTART ARENA

GERMANY — HUNGARY

WEDNESDAY 19 JUNE 2024 20:00 | COLOGNE STADIUM

SCOTLAND — SWITZERLAND

SUNDAY 23 JUNE 2024 20:00 | FRANKFURT ARENA

SWITZERLAND — GERMANY

SUNDAY 23 JUNE 2024 20:00 | STUTTART ARENA

SCOTLAND — HUNGARY

GROUP B



SATURDAY 15 JUNE 2024 17:00 | OLYMPIASTADION BERLIN

SPAIN — CROATIA

SATURDAY 15 JUNE 2024 20:00 | BVB STADION DORTMUND

ITALY — ALBANIA

WEDNESDAY 19 JUNE 2024 14:00 | VOLKSPARKSTADION HAMBURG

CROATIA — ALBANIA

THURSDAY 20 JUNE 2024 20:00 | ARENA AUFSCHALKE

SPAIN — ITALY

MONDAY 24 JUNE 2024 20:00 | LEIPZIG STADIUM

CROATIA — ITALY

MONDAY 24 JUNE 2024 20:00 | DÜSSELDORF ARENA

ALBANIA — SPAIN

GROUP C



SUNDAY 16 JUNE 2024 17:00 | STUTTART ARENA

SLOVENIA — DENMARK

SUNDAY 16 JUNE 2024 20:00 | ARENA AUFSCHALKE

SERBIA — ENGLAND

THURSDAY 20 JUNE 2024 14:00 | MUNICH FOOTBALL ARENA

SLOVENIA — SERBIA

THURSDAY 20 JUNE 2024 17:00 | FRANKFURT ARENA

DENMARK — ENGLAND

TUESDAY 25 JUNE 2024 20:00 | COLOGNE STADIUM

ENGLAND — SLOVENIA

TUESDAY 25 JUNE 2024 20:00 | MUNICH FOOTBALL ARENA

DENMARK — SERBIA

EURO 2024

ROUND OF 16

MATCH 37

SATURDAY 29 JUNE 2024 20:00
BVB STADION DORTMUND

WINNER GROUP A	
RUNNER UP GROUP C	

MATCH 38

SATURDAY 29 JUNE 2024 17:00
OLYMPIASTADION BERLIN

RUNNER UP GROUP A	
RUNNER UP GROUP B	

MATCH 39

SUNDAY 30 JUNE 2024 20:00
COLOGNE STADIUM

WINNER GROUP B	
3RD GROUP A/D/E/F	

MATCH 40

SUNDAY 30 JUNE 2024 17:00
ARENA AUFSCHALKE

WINNER GROUP C	
3RD GROUP D/E/F	

QUARTER

MATCH 45

FRIDAY 05 JULY 2024 17:00
STUTTART ARENA

WINNER MATCH 39	
WINNER MATCH 37	

MATCH 46

FRIDAY 05 JULY 2024 20:00
VOLKSPARKSTADION HAMBURG

WINNER MATCH 41	
WINNER MATCH 42	

SEMI-F

MATCH 49

TUESDAY 09 JULY 2024 20:00
MUNICH FOOTBALL ARENA

WINNER MATCH 45	
WINNER MATCH 46	

SUNDAY 14 JULY 2024

FIN

WINNER MATCH 49

GERMANY

SEMI-FINALS

MATCH 47
SATURDAY 06 JULY 2024 20:00
OLYMPIASTADION BERLIN

WINNER MATCH 43	
WINNER MATCH 44	

MATCH 48
SATURDAY 06 JULY 2024 17:00
DÜSSELDORF ARENA

WINNER MATCH 40	
WINNER MATCH 38	

FINAL

MATCH 50
WEDNESDAY 10 JULY 2024 20:00
BVB STADION DORTMUND

WINNER MATCH 47	
WINNER MATCH 48	

FINAL

20:00 OLYMPIASTADION BERLIN

—	WINNER MATCH 50
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ROUND OF 16

MATCH 41
MONDAY 01 JULY 2024 20:00
FRANKFURT ARENA

WINNER GROUP F	
3RD GROUP A/B/C	

MATCH 42
MONDAY 01 JULY 2024 17:00
DÜSSELDORF ARENA

RUNNER UP GROUP D	
RUNNER UP GROUP E	

MATCH 43
TUESDAY 02 JULY 2024 17:00
MUNICH FOOTBALL ARENA

WINNER GROUP E	
3RD GROUP A/B/C/D	

MATCH 44
TUESDAY 02 JULY 2024 20:00
LEIPZIG STADIUM

WINNER GROUP D	
RUNNER UP GROUP F	

GROUP D



SUNDAY 16 JUNE 2024 14:00 | VOLKSPARKSTADION HAMBURG

POLAND — NETHERLANDS

MONDAY 17 JUNE 2024 20:00 | DÜSSELDORF ARENA

AUSTRIA — FRANCE

FRIDAY 21 JUNE 2024 17:00 | OLYMPIASTADION BERLIN

POLAND — AUSTRIA

FRIDAY 21 JUNE 2024 20:00 | LEIPZIG STADIUM

NETHERLANDS — FRANCE

TUESDAY 25 JUNE 2024 17:00 | OLYMPIASTADION BERLIN

NETHERLANDS — AUSTRIA

TUESDAY 25 JUNE 2024 17:00 | BVB STADION DORTMUND

FRANCE — POLAND

GROUP E



MONDAY 17 JUNE 2024 14:00 | MUNICH FOOTBALL ARENA

ROMANIA — UKRAINE

MONDAY 17 JUNE 2024 17:00 | FRANKFURT ARENA

BELGIUM — SLOVAKIA

FRIDAY 21 JUNE 2024 14:00 | DÜSSELDORF ARENA

SLOVAKIA — UKRAINE

SATURDAY 22 JUNE 2024 20:00 | COLOGNE STADIUM

BELGIUM — ROMANIA

WEDNESDAY 26 JUNE 2024 17:00 | FRANKFURT ARENA

SLOVAKIA — ROMANIA

WEDNESDAY 26 JUNE 2024 17:00 | STUTTGART ARENA

UKRAINE — BELGIUM

GROUP F



TUESDAY 18 JUNE 2024 17:00 | BVB STADION DORTMUND

TÜRKIYE — GEORGIA

TUESDAY 18 JUNE 2024 20:00 | LEIPZIG STADIUM

PORTUGAL — CZECHIA

SATURDAY 22 JUNE 2024 14:00 | VOLKSPARKSTADION HAMBURG

GEORGIA — CZECHIA

SATURDAY 22 JUNE 2024 17:00 | BVB STADION DORTMUND

TÜRKIYE — PORTUGAL

WEDNESDAY 26 JUNE 2024 20:00 | VOLKSPARKSTADION HAMBURG

CZECHIA — TÜRKIYE

WEDNESDAY 26 JUNE 2024 20:00 | ARENA AUFSCHALKE

GEORGIA — PORTUGAL

Nespresso and Pantone's Mediterranean Summer

Step into a world where the vibrant hues of the Mediterranean meet the aromatic bliss of Nespresso. The partnership between Nespresso and Pantone is more than just a collaboration; it's a sensory journey.



Through a carefully curated palette and a range of inspired products, Nespresso and Pantone invite consumers to escape to the sun-drenched shores of the Mediterranean, one coffee cup at a time. As the aroma of freshly brewed coffee mingles with the vibrant hues of summer, it's not just a beverage — it's an experience, a moment of bliss amidst the beauty of the Mediterranean landscape.

THE COLOUR WORKSHOP WITH THE PANTONE COLOUR INSTITUTE

Through meticulous trend research and creative exploration, the Pantone Colour Institute embarked on a journey to infuse the Nespresso campaign with the essence of the nostalgic and glamorous 70s of the Mediterranean Riviera. The collaborative effort officially commenced at Nespresso's headquarters in Vevey, Switzerland, where the Pantone Colour Institute

and Nespresso joined forces to craft a mesmerising colour palette encapsulating the allure of the Mediterranean Riviera.

The Nespresso and Pantone collaboration is a homage to the allure of the Mediterranean. From the blue sea to the golden sands, every aspect of this partnership is steeped in the region's cultural richness. At its core lies the hero colour, "Mandarin Orange." Gregarious and fun loving, luminous, and hot, Mandarin Orange ignites our desire for summer fun and spontaneous adventure. Surrounding Mandarin Orange is a palette of complementary shades including "Habanero Gold," "Muskmelon," "Blue Iolite," "Aquarelle," and "Tofu," each evoking a distinct facet of the Mediterranean landscape.

THE LIMITED EDITION COLLECTION

From coffee to machines, every piece in the Nespresso Limited Edition Collection is a testament to the Mediterranean allure.

The indulgent Sunny Almond Vanilla Flavour Over Ice for Vertuo reminisces of a cruise into a Mediterranean summer. This new flavoured coffee comes in a collectable Habanero Gold packaging. The Vertuo Pop machine injects a burst of colour into daily routines, while the compact Essenza Mini provides big coffee moments. Accompanying these machines is the Aeroccino 3 milk frother, ensuring velvety froth for indulgent coffee experiences.

EMBRACING THE MEDITERRANEAN SPIRIT

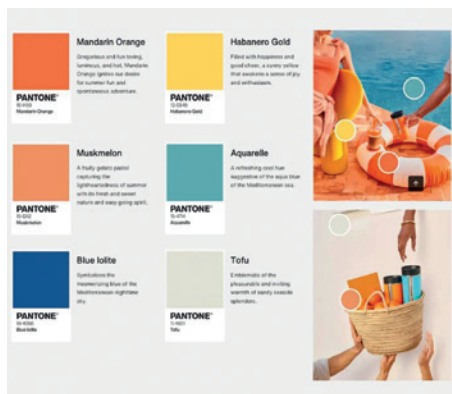
No coffee experience is complete without the perfect accessories. The Pantone Limited Edition Mug, adorned in Mandarin Orange, invites consumers to savour Nespresso moments in style. Meanwhile, an array of coffee accessories, from travel mugs to coasters, adds a touch of Mediterranean charm to every sip.



EXPERIENTIAL EVENTS AROUND THE WORLD

Nespresso will bring the essence of the Mediterranean summer to life through a series of experiential events in key markets worldwide. From pop-up cafes on bustling city streets to immersive installations in serene coastal towns, consumers will have the opportunity to indulge in Nespresso moments surrounded by the sights, sounds, and flavours of the Mediterranean. These events will not only showcase the limited edition collection but also offer guests a chance to escape to a sun-drenched paradise, if only for a fleeting moment.

With each cup of Nespresso coffee, infused with the vibrant hues of Pantone's palette, consumers will be transported to a world where summer never ends and every moment is infused with warmth and joy. ■ www.pantone.com/uk/en/nespresso-pantone-collaboration-unforgettable-summer



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Two Sides global campaign reports increasing greenwashing

Two Sides has challenged over 2,650 organisations found to be communicating greenwashing messages to their customers. Over 1,180 organisations have, so far, removed misleading anti-paper statements.

Economic pressures remain the driver for much of Greenwashing, and many organisations that have relied on paper to communicate with their customers are increasingly transitioning their customers from traditional paper based services to digital platforms in a bid to reduce costs. The switch to digital is often justified by misleading and unsubstantiated environmental marketing messages such as; "Go Green – Go Paperless" or "Choose e-billing and help save a tree," - but this is just Greenwashing.

Consumer preferences are being ignored in the digital switch. Data from the 2023 Two Sides 'Trend Tracker' report revealed that 55% of European consumers believe environmental arguments from companies to switch to digital communications are misleading and are about reducing costs.

Furthermore, the research was clear that 76% want the choice and do not want to be forced to digital communications.

With increasing focus on corporate sustainability other sectors, such as tissue and paper based packaging, now experience Greenwashing with misleading and unsubstantiated marketing of products which claim to be more sustainable for many reasons including new and alternative sources of fibre.

Two Sides Europe Managing Director Jonathan Tame says, "These greenwash claims not only violate established environmental marketing regulations but they are hugely damaging for an industry known for its strong and consistently progressive environmental record. Far from 'saving trees,' a healthy market for forest products such as paper encourages the long term growth of forests through sustainable forest management. Many of the organisations we challenge are surprised to learn that European forests have been growing by 1,500 football pitches every day."

Globally, Two Sides has engaged over 2,650 organisations making misleading statements about paper.

In Europe, to date, 749 companies have removed unsubstantiated claims about paper, including AXA Insurance plc, Calor Gas, O2 Telefonica, Menton, Bredband 2 and Citygross, to name a few.

"It remains vital that these misleading messages are challenged to ensure that the industry's great environmental record is recognised and that the livelihoods of thousands of industry employees are not

damaged by the spread of misleading and opportunistic greenwash marketing," Tame said.

Two Sides estimates that, due to the vast reach of some of these organisations, unsubstantiated claims have a long lasting damaging effect on consumer perceptions of paper and threatens a sector that employs over 640,000 people in more than 112,000 European businesses. The financial impact of greenwashing is also of global concern if these messages continue without challenge. Research conducted by Two Sides and Censuswide in 2021, found that in the European mailing and postal sector alone, greenwashing threatens the loss of €337 million of value annually to the industry.

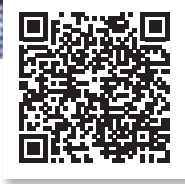
The Anti-greenwash campaign continues to be a priority for Two Sides and continues to urge companies not to use unsubstantiated and misleading environmental claims about going paperless in all their communications.

"We are grateful for the cooperation of the hundreds of organisations that have changed or eliminated greenwashing claims from their messaging, and we are also thankful for the many industry stakeholders and members of the public who send Two Sides examples of greenwash," Tame concludes.

Please send any instances of greenwash to greenwash@twosides.info
www.twosides.info



Watch the latest Two Sides Insight Interview With Sarah Lesting, Head of Sustainability Solutions Consulting at LEIPA Group and Managing Director for Leipa UK.



Over 1,180 Companies Removed Misleading Anti-Paper Statements

Print, Paper and Paper Packaging have a great environmental story to tell



www.twosides.info

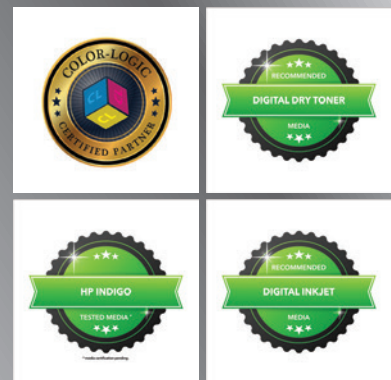


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drupa debut for Morgana DigiFold Ultra

The new Morgana DigiFold Ultra is a creasing/folding machine with full bleed trim capabilities. It can slit, cut, crease, perforate, and fold in one pass. It is robustly designed to complement mid-to-high volume digital and offset production presses.

Being exhibited for the first time at drupa 2024, the DigiFold Ultra builds on the capabilities of the DigiFold Pro XL by adding the slitting and cutting functionality for full bleed trim applications. High-quality applications such as full bleed six or eight-panel brochures become an easy task even for A4 (8.5"x11") finished formats.

DigiFold Ultra's long sheet trimming capability is a strategic complement to the latest printing presses which now offer duplex printing on longer sheets. Rather of adding a free standing guillotine for the trimming of 560mm long sheets, the Ultra allows customers to fully leverage the capabilities of their new presses, with its ability to trim sheets of up to 1,300mm.

The standard product comes with dual folding knives, one DynaCreaser, two slitting knives and one cross-cut knife. The Ultra maintains the high productivity seen on the previous generation Pro XL platforms – up to 6,000 A4 / 8.5 x 11-inch sheets per hour. There are also attachments such as the Trim Waste Conveyor Belt and BST-4000 Belt Stacker which make the Ultra suited for longer unattended production runs.

Commenting on the latest addition to the



offline product range, Ray Hillhouse, VP Sales & Marketing for the Plockmatic Group Offline Business Unit, said: "The DigiFold Ultra maintains the high productivity speeds of the Pro XL platforms. Adding trimming and cutting capabilities means that we can automate even more stages in the production of the finished product. Helping to reduce the number of manual steps required in the print shop means less room for error. This is an affordable, robust, high speed solution for businesses looking to reduce operator involvement and instead focus on activities that drive profitability and growth."

Features of the DigiFold Ultra include:

- User friendly user interface: key in media parameters and select from standard trim, crease and fold patterns or create custom jobs as desired. No need for external connections to computers.
- Save job settings for quick and easy production (unlimited)

- Loading capacity up to 200 mm / 7.9 inches
- Utilises latest technology with Plockmatic Group's vacuum feed capability. Adaptive Fan Control automatically adjusts air flow for varying media sizes and weights
- Ultrasonic double sheet detection
- Up to 30 creases per sheet – avoiding image cracking or toner flaking on heavier media
- Full cross perforation available, plus up to five in-line perforation/scoring wheels.
- Up and down crease in a single pass with the included DynaCrease and (optional) Static Creaser modules
- Equipped with both a belt stacker for folded sheets, and a delivery tray for non folded jobs
- Easy blade system allows for quick changes of blades without the need for any tools. Changing between different tools/blades can be done in less than a minute.

www.plockmaticgroup.com

Tecnau present tomorrow's finishing, today

Tomorrow's Finishing, Today will be showcased with a raft of new cutting edge innovations at drupa 2024 by Tecnau, supplied in the UK by IFS.

First to be introduced is the Revolution 50 AutoSetup series, a groundbreaking solution for automated roll to cut and stack applications that maximises uptime and reduces labour cost. Its full-bleed capabilities with automated page length changes and web impositions – from 1up to 4up with no touch points - represents an industry leap forward. Commercial and direct mail printers will be able to move easily across applications, eliminating set up times and associated operating errors.

For short run book printers seeking productive, easy to use and simple to maintain solutions for their digital print operations there is the new Revolution 50



StreamFolder series. The state of the art solution for roll to glued book-blocks can incorporate a single (StreamFolder 5152) or double-channel (StreamFolder 5154) delivery system, with book by book delivery option. It runs at up to 200m/min and offers on the fly and automated format change and semi-automated imposition change. Highly productive continuous book-block production without manual intervention can be powered by the Tecnau RoboLoad, a pick-up robot that autonomously palletizes the output.

Up to the minute production statistics are reported by Tecnau Connect - the Industrial Internet of Things (IIoT) system. The powerful tool that drives availability and performance, highlights root causes of errors and stoppages intrinsic to finishing lines and organisational processes. Its preventive maintenance package eliminates unexpected stoppages and plans necessary action.

Tecnau has also revealed a number of performance boosts across its portfolio including increased speeds for the Zero Speed Splicer u55 / r55 at 250m/

min together with the TC 1550 HS series of Dynamic Perforator & Punching at 250m/min, while the Revolution 50 Stack 5x51 now supports reliable cutting and stacking at printer speeds up to 200m/min.

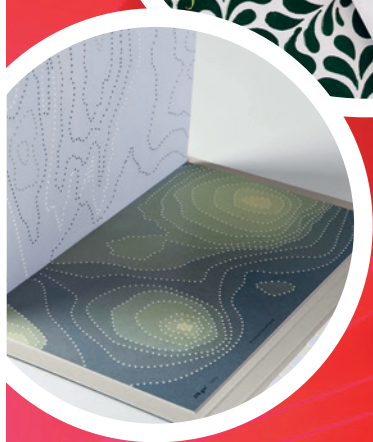
There are also enhancements for wider web widths up to 584mm for its entire Revolution 50 portfolio to further align with market trends and customer needs.

Jason Seaber, IFS Technical Sales Director, comments: "These newest technologies and enhancements have been developed in response to customer feedback and as part of Tecnau's commitment to continuous improvement. The result is the most advanced and efficient print finishing portfolio available that equips operations to meet today's production demands."

www.ifsl.uk.com

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Mimaki Engineering introduces eco-friendly carton ink cartridges to worldwide market



Manufacturer of industrial inkjet printers, cutting plotters, and 3D printers, Mimaki Engineering Co. Ltd., has announced the global launch of its carton ink cartridges. This revolutionary move replaces traditional plastic cartridges with an environmentally friendly paper alternative, marking a significant stride towards sustainability in the printing industry.

The carton ink cartridges were initially introduced to the Japanese market in May 2023, and roll out to the rest of the world starts immediately, with availability in the UK and Ireland expected later this year. Designed for use in Mimaki's eco-solvent printers, these cartridges retain exceptional performance while significantly reducing environmental impact.

By transitioning from plastic to paper, Mimaki has achieved a remarkable 68% reduction in plastic usage per cartridge. This innovative approach is projected to eliminate approximately 44 tonnes of plastic and 65 tonnes of CO₂ emissions annually, underscoring Mimaki's commitment to a greener future.

Moreover, the lighter weight of carton ink cartridges translates to an estimated eight tonne reduction in CO₂ emissions during transportation, further contributing to a decarbonised society.

Recognising its ground breaking design and eco-conscious packaging,

the ink cartridge received the prestigious Industrial Packaging Category Award at the 2023 Japan Packaging Contest.

INNOVATING FOR A GREENER FUTURE

In alignment with the Sustainable Development Goals (SDGs), Mimaki continues to champion resource recycling management and technology.

Mimaki is also working towards sustainable solutions in various sectors, with the latest innovations including:

- **Neo-Chromato Process:** This innovative technology facilitates material recycling, leading to a substantial reduction in CO₂ emissions through the re-use of textile materials.
- **TRAPIS:** The textile printing pigment transfer system enables printing on fabrics without the need for specialised techniques or expertise, promoting efficiency and sustainability in textile production.
- **M2COA:** An automated packaging system for industrial product printing, which addresses labour shortage issues in the print service business by streamlining operations.

In addition to these solutions, all of which will be on display on its drupa 2024 stand, Mimaki has implemented environmental measures such as reducing cushioning material in 2L ink packs across all ink producing plants as of March 2023.

Furthermore, in the UK, Hybrid Services' "Let's do More" recycling scheme continues to reward customers with a valuable rebate, whilst assisting them with their print waste management for Mimaki's current SS21 cartridges.

www.mimakieurope.com

NEW GREEN & SUSTAINABLE PROMO SHOW

The Green & Sustainable Promo Show will focus on the many sustainable, recycled, eco and green products



released into the promotional merchandise and wearables marketplace this year.

With more than 50 key industry suppliers and brands exhibiting, the 2024 midseason shows will be at London / Elstree and Leeds.

6 June 2024 – The Dupont and Gate Suites, DoubleTree by Hilton London Elstree, Barnet by-pass, Borehamwood WD6 5PU. Show open 10am-4pm.

11 June 2024 – The Norman Hunter Suite, Leeds United AFC, Elland Road, Leeds LS11 OES (head for the Fullerton car park on Elland Road). Show open 10am – 4pm.

Exhibitors include: XD Connects, Neutral, PF Concept, United Brands of Scandinavia, BIC Graphic, midocean, Laltex Promo, Preseli, Hainenko, Direct Textiles + Bags, AODACi, CHX, Promotional Ceramics, Senator Pens, Bagco, Crystal Galleries, Pencom, Adpads, Bizz Badge, Prime Time, Bags HQ, Kingly, Everything Environmental and many more.

Registration is open and can be found here:

www.greenandnew2024.eventreference.com/visitor
www.thegnps.co.uk • enquiries@thegnps.co.uk

Sustainability from production in the region with swissQprint

Doing business in an ecologically sound way is a guiding principle at swissQprint, the Swiss manufacturer of high quality large format printers. With a strong focus on regional supply chains, the company strives for production that is as environmentally friendly as possible, while also embracing its corporate social responsibility.



swissQprint sources 70% of its machine parts from suppliers within an 80 km radius, which minimises CO₂ emissions in the manufacturing process. 3000 parts go into a swissQprint large format printer. A strategy of short delivery distances for their procurement is central to the company's sustainability policy.

Assembly all in-house

swissQprint develops and builds its printers 100% in-house at headquarters in Kriessern, Switzerland. Machine covers and mechanical parts all come from suppliers within a 10 kilometre radius of Kriessern, reducing the environmental impact and boosting the regional economy. As an example, the massive machine frame is built in a welding shop one floor below in the same headquarters building.

CONTRIBUTING TO THE REGIONAL ECONOMY AND SOCIAL PROJECTS

With a major proportion of Swiss companies (80% in total) among its suppliers, swissQprint underlines its commitment to Swiss industry. One of the local suppliers is RHYBOOT, a social economy enterprise that provides living and working spaces for people with disabilities. This partnership exemplifies swissQprint's endeavours to do business in an ecologically as well as socially sound way.

www.swissqprint.com

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Abbotprint gets creative with AccurioShine 3600

Konica Minolta has announced that East Sussex based Abbotprint has selected the AccurioShine 3600 press with iFoil One to produce embellished greeting cards in short runs and for specialist jobs. By taking advantage of digital print technology, Abbotprint is benefiting from greater flexibility, ease of setup and value for money.

Abbotprint's Director and owner Brian Frost commented, "The new solution allows us to move a lot of our thermography work to the AccurioShine 3600. We are picking up new low volume work and can be more creative in the design and finishes offered on greetings card design, using the embellishment options of the AccurioShine 3600."

A key advantage of the Konica Minolta's digital high end embellishment device is the cost savings versus conventional methods of thermographic varnishing and foiling. Equally



important has been the increased speed of turnaround, enabling the company to be highly competitive. Combined, this means Abbotprint can increase revenue and profits by opening new lines of business.

The new solution fits in well with Abbotprint's

existing litho, digital, thermographic varnishing and conventional foiling equipment, as Brian explained, "With no need to worry about dies, the customer just sends the artwork and we can easily produce bespoke samples as required. We can also transfer sheets from our Konica Minolta AccurioPress 12000 and use them on the AccurioShine 3600 to add embellishment."

Brian added, "Interest in our highly flexible offering using the AccurioShine 3600 with iFoil One has been huge – it really makes us stand out in the market because of its abilities and high quality results! We can offer new options to smaller greetings card publishers on stricter budgets. This flexibility has proven to be vital for a UK customer who had a request from a German stockist wanting designs in German. They can now supply this with no additional costs."

www.konicaminolta.co.uk

HP latex drives business growth at OPG



National fleet vehicle graphics specialist OPG Ltd. has openly praised the impact HP Latex printing technology has had on its business, revealing how it has allowed the company to move into new markets and enhance its sustainable strategy.

Based in Lanarkshire, OPG has been serving the market for more than 30 years, working with leading brands such as Sainsbury's, NatWest, FedEx, Boots and McDonald's. While OPG specialises in vehicle graphics, the company also offers an extensive range of branding services to give customers a wide choice of options when it comes to print.

With such high profile clientele, attention to detail, accuracy and the quality of printed work is of paramount importance to OPG. For this reason, the company works

with HP Latex printers, with the technology being the beating heart of production.

Tristan Harrold, Technical and Operations Director at OPG, said the impact of the HP machines cannot be understated. He said such has been the success that OPG has experienced working with HP Latex printers that this is now the technology of choice for the company.

"Whenever we buy a new machine, it will always be an HP printer. That really tells the story of what HP means to OPG; it is pre-determined and decided what we are going to do," Tristan said. "We really like the HP Latex printers for their ease of use, reliability, and colour repeatability. The machines are also faultless, and I don't have to worry about them. I always tell my team they are spoilt by how



good the machines are."

Gaining an edge with sustainability

Tristan said an added benefit of working with HP Latex printers is their ability to produce work that aligns with the company's sustainability objectives. All HP Latex printers run water based inks, which are significantly kinder to the planet than solvent, eco-solvent and UV inks.

This, Tristan said, fits in with OPG's wider sustainability strategy, which is to offer customers access to eco-friendly services that cover printed output from start to finish.

Tristan said OPG selected the machine primarily as it was new to the market and was seen as a good fit. However, since OPG began running the device, Tristan said the company has discovered a host of benefits, many of which are linked to its white ink capabilities.

"The addition of white print capability is something we use a lot in workplace branding projects. We had been using workarounds to create what the HP Latex 800W printer can deliver as a normal feature," Tristan said. "For example, previously we had to produce white text separately; now we can do it at the same time."

"It has also opened up new markets for us. Prior to installing the HP Latex 800W we weren't capable of work such as a blackout, double sided print – but this is something we can now deliver with the new machine."

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DesignNBuy a must visit at drupa

As the printing industry continues to evolve at a rapid pace, staying ahead of the curve is imperative for business success. That's why Design'N'Buy, a web to print company, is shaking things up at drupa 2024, the world's leading printing industry trade fair.



Visit them at drupa 2024 and discover how Design'N'Buy can transform your printing business! www.designnbuy.com/book-meeting-drupa.html

They will show you their innovative web to print solutions and discuss how they can help you thrive in today's dynamic market.

Here's why printing businesses can't afford to miss them:

1. LEVEL UP YOUR WEB-TO-PRINT GAME

Personalised printing is on the rise, and customers expect tailored experiences. Struggling with outdated online ordering systems? Design'N'Buy unveils next generation web to print solutions designed to streamline your workflow and boost customer satisfaction.

With Design'N'Buy, you can easily incorporate

personalisation options into your web to print website, allowing you to meet the diverse needs and preferences of your clients. Discover features that make online printing a breeze for you and your clients.

2: SEE THE FUTURE OF PRINTING IN ACTION

Time is money, especially in the printing industry. Forget static pitch and presentations! Design'N'Buy brings the future of printing to life with interactive demos and engaging experiences. Visit them and explore groundbreaking technologies that are revolutionising the industry and see how you can leverage them to gain a competitive edge.

3: NETWORK WITH PRINTING EXPERTS AND PROBLEM SOLVERS

Their founders and team of experts will be there to answer your questions and tackle your printing challenges. Whether you need advice, want to explore collaboration opportunities, or are looking for solutions to your challenges, the networking opportunities at DesignNBuy's booth are unmatched.

Get personalised advice on optimising your operations, maximising efficiency, and finding solutions that perfectly fit your business needs. So don't miss this chance to connect with Design'N'buy. www.designnbuy.com/company/drupa-2024-designnbuy

4: DISCOVER HIDDEN PROFIT OPPORTUNITIES

Design'N'Buy goes beyond basic printing solutions. They will show you how to unlock new revenue streams with innovative features and services. Learn how to personalise your offerings, expand your product range, and attract new customer segments - all with the power of their platform.

5: JOIN THE PRINTING REVOLUTION

drupa 2024 is about shaping the future of print. Design'N'Buy is at the forefront of this movement, providing the web to print services and resources to help printing businesses thrive in the ever evolving landscape. Be a part of the change and explore how Design'N'Buy can empower your business to succeed.

www.designnbuy.com

ONPRINTSHOP TO SHOWCASE HIGHLY ADAPTABLE PRINT

OnPrintShop, the web to print enabler for 2000+ businesses, is scheduled to participate in drupa 2024. Visitors will witness a magnificent show of highly adaptable and agile w2p capabilities to bring in real and consistent revenue. Senior solution specialists will be available for in-person consultation and live demo at <https://onprintshop.com/events/drupa-2024>



Helping print businesses launch, build and grow is the objective OnPrintShop thrives for. As per its recent statement, their w2p solutions have been revamped to move beyond the market requirements. Known for advancing print innovation with intelligent automation, OnPrintShop experts will unveil several new age solution evolutions - enhanced B2B/B2C storefronts, solutions for print franchisees and trade printers, large formats, web to pack, label printing along with 300+ pre-integrations across CRMs, MIS, automation tools and a wide vista of personalised print products.

To make the stand experience more immersive and impeccable, OnPrintShop experts have scheduled the live demo in multiple languages. Visitors can look forward to the following in the live drop:

- Best in class w2p performance and speed
- In-demand B2B features like volume pricing, quick order lists
- Aesthetic 3D product visualisations
- Intelligent analytics and reporting tools
- Upgraded new age designer studio
- High performing marketing automation tools and personalised content strategies
- Intelligent workflow automation

"We are constantly innovating how to leverage emerging technologies to push the boundaries for print possibilities. To help our clients be at the edge with print possibilities, we upgrade our solution every six months - making its solution more agile, versatile and seamless. The all new OnPrintShop is razor focussed on efficiency to help PSPs beat competition and be future-ready", said Naimish Patel, VP-Sales, OnPrintShop.

www.onprintshop.com

SIGN TRADE SUPPLIES NEW ONLINE TRADE+ ACCOUNT

Sign Trade Supplies Ltd (STS) has introduced Trade+, a new online account status designed to add greater value to approved trade customers.

Trade+ members will have additional access to special offers, competitive pricing, and exclusive products. To join, customers simply need to register on the website at <https://signtradesupplies.co.uk/pages/trade-plus-account>

Garrick Dartnell, head of marketing for STS, says, "Trade+ is an important development for us. It is designed to benefit our valued trade customers and allow us to manage the relationship more effectively. Through Trade+ we can offer exclusive products and pricing and provide customised special offers."

He continues, "With our history as a supplier solely to the sign industry we are excited to introduce Trade+. We will continue to expand our trade only products, systems and services alongside supporting the industry with competitive trade pricing.

Garrick concludes, "STS has a vast array of products, many of which are components that customers put together to build unique, customised signage solutions. Trade+ clients will enjoy a host of new benefits, special offers, and initiatives that will allow them to grow their relationship with us. Our core business objective is to help our customers be more successful, and with Trade+, we believe we are establishing an excellent pathway to achieve this."

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Something to share?

AIRPLANE DRINK

An airplane encountered some turbulence. It started juddering and rocking noticeably from side to side. The flight crew wheeled out the drinks cart to keep the passengers calm.

The attendant asked a businessman, "Would you like a drink?"

"Why not," he replied unkindly. "I'll have whatever the pilot's been having."

TO P OR NOT TO P

A couple of pranksters broke into the local police station and stole all the toilet equipment. A spokesperson was quoted as saying, "We have absolutely nothing to go on."

FATHER'S DAY JOKES

How does Darth Vader like his toast cooked on Father's Day? On the dark side.

How did the dad and his kids watch the fishing show on Father's Day? They live streamed it.

How did the celebrity dad keep his cool on Father's Day? He had many fans.

Why didn't the dad want to swim with the sharks on Father's Day? It would cost him an arm and a leg.

How much did the son charge his dad for fixing his roof on Father's Day? Nothing, it was on the house!

What does the pig give his dad for Father's Day? Lots of hogs and kisses.

What do hermit crabs do on Father's Day? Shell-abrate their dads.

Why don't they have Father's Day sales? Because fathers are priceless.

What do you call a person who is not a dad who makes dad jokes? A Faux Pa.

What did the cheerleader bring her dad for breakfast on Father's Day? Cheerios.

Where did the cow family go on Father's Day? The moo-vies.

Why did the bean children give their dad a

sweater for Father's Day? He was chili.

What did the puppies make their dad for Father's Day breakfast? Pooched eggs.

What makes more noise than a child jumping on daddy's bed on Father's Day morning? Two children jumping on daddy's bed!

What did the Panda give his daddy on Father's Day? A bear hug.

What did the waiter say to the daddy dog when he served Father's Day dinner? Bone-appetit!

What did the Martians wear to Father's Day dinner? Space suits.

Why couldn't the digital clock make dinner for Father's Day? He had no hands.

Why did the kids give their dad a blanket for Father's Day? Because they thought he was the coolest dad.

FATHER'S DAY KNOCK-KNOCK JOKES

Knock Knock... Who's there? ... Olive... Olive who? ... Olive you Daddy!

Knock Knock... Who's there? ... June... June who? ... June know any Father's Day Jokes?

Knock Knock... Who's there? ... Bacon... Bacon who? ... Bacon cake for Father's Day.

BEST DAD JOKES TO TELL ON FATHER'S DAY

What did the horse say after it fell? I've fallen and I can't giddy up.

What did one plate say to the other plate? Dinner's on me.

Why did the boy bring a ladder on the bus? He wanted to go to high school.

What do you call a can opener that doesn't work? A can't opener.

Which days are the strongest? Saturday and Sunday. The rest are weekdays.

Why did the orange stop halfway across the road? It ran out of juice.

What did the accountant say while auditing a

document? This is taxing.

What do you call a moose with no name? Anonymoose.

Why didn't the sun go to college? It already had a million degrees.

Where do cows get their clothes? From cattle-logs.

What do you call fake spaghetti? Impasta!

Why are fish so smart? Because they swim in schools.

What do you call a factory that makes okay products? A satisfactory.

What did the janitor say when he jumped out of the closet? Supplies!

What did the ocean say to the beach?

Nothing, it just waved.

Why do seagulls fly over the ocean? Because if they flew over the bay, we'd call them bagels.

I only know 25 letters of the alphabet. I don't know y.

How does the moon cut his hair? Eclipse it.

What did one wall say to the other? I'll meet you at the corner.

What did the zero say to the eight? That belt looks good on you.

PRESSING MATTERS

Why did the printing press break up with its girlfriend? It said their relationship was too one-dimensional.

Why was the ink cartridge feeling blue? It had the cyan blues!

How does a printer keep its cool? It uses its paper fan!

What's a printer's favourite punctuation mark? The comma because it gets to take a break!

Why was the printer feeling confident? It had a strong paper-trail!

Why did the printer break up with the guillotine? It said they just couldn't cut it together.

Why did the elder printer refuse to retire? It had too much inking to keep going.





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