



Welcome to

GOING
GLOBAL

JANUARY 2021

2nd EDITION

A magnifying glass with a black frame and handle is positioned over a color calibration chart. The chart features a grid of various colored squares and is set against a background of blue and white geometric patterns. The text is overlaid on the left side of the image.

**ALL OF US,
RIGHT FROM PRINTERS
TO BOOK PUBLISHERS,
ARE **GOOD** BUSINESSMEN**

BUT ARE WE **GREAT**
BUSINESSMEN?

AND WHAT EXACTLY DISTINGUISHES
**GOOD BUSINESSMEN FROM
GREAT ENTREPRENEURS ?**

ACCORDING TO THE HAVARD BUSINESS SCHOOL

HERE ARE 6 MAJOR TRAITS,

ACROSS INDUSTRIES

THAT DISTINGUISH

GREAT FROM **GOOD**



1. They clarify & simplify the complex

They communicate very clearly and succinctly. Even on complex issues, they usually communicate with short words and sentences. Secondly, they have a unique ability to simplify the most complicated matter and state it simply. A very important factor in a business like ours where English or Education need not be taken for granted among associates, employees, vendors, workers, etc.

2. Embrace new thinking and concepts

Achievers have an eye for details, contradictions, possibilities for error, counter-trends, and opposing views. And one quality all of them have is that, they are excellent listeners who take in to consideration many viewpoints, learn from critics, and remain aware that trends could shift quickly.

Furthermore, they have the ability to recognise new ideas or thinking patterns and implement them in a manner that works best for their organisation.

3. Balance confidence with humility

Great businessmen lead by example. They inspire their team with their decisions and confidence; at the same time, display a humility that respects and encourages their team's best efforts.

They're great learners who view success as both an achievement and a ladder for improving their organization's ability to deal with its next wave of challenges.

4. Unite & motivate employees around a mission

What are we trying to accomplish? What is the organisation's definition of victory? What is our measure of success?

Great Businessmen weave the company's objectives and vision, constantly and broadly, from time to time, that ensures alignment and allows them to delegate responsibility for designing and implementing plans to achieve those ends to the maximum degree possible.

5. Set high benchmarks

Don't over commit and under deliver. Be it in term of a product or service. The classic Handbook of Leadership has defined the effective leader as 'someone who sets high standards and expresses caring.'

6. Stay Focussed

Never let distractions get in way of your objectives. Whether it is short term goals or long term objectives, just Aim, Focus & Go for it.

<https://hbswk.hbs.edu/item/6-traits-that-set-top-business-leaders-apart>





WHILE THESE ARE BROAD PARAMETERS,
LET US NARROW DOWN TO WHAT DOES & COULD
BOOST UP YOUR BUSINESS, POST COVID-19.



INNOVATE.

FIND DIFFERENT WAYS TO DO THE SAME THING.

CREATE YOUR NICHE

LIKE THIS SECOND-HAND BOOKSELLER
WHO REVIVED HIS BUSINESS DURING THE PANDEMIC

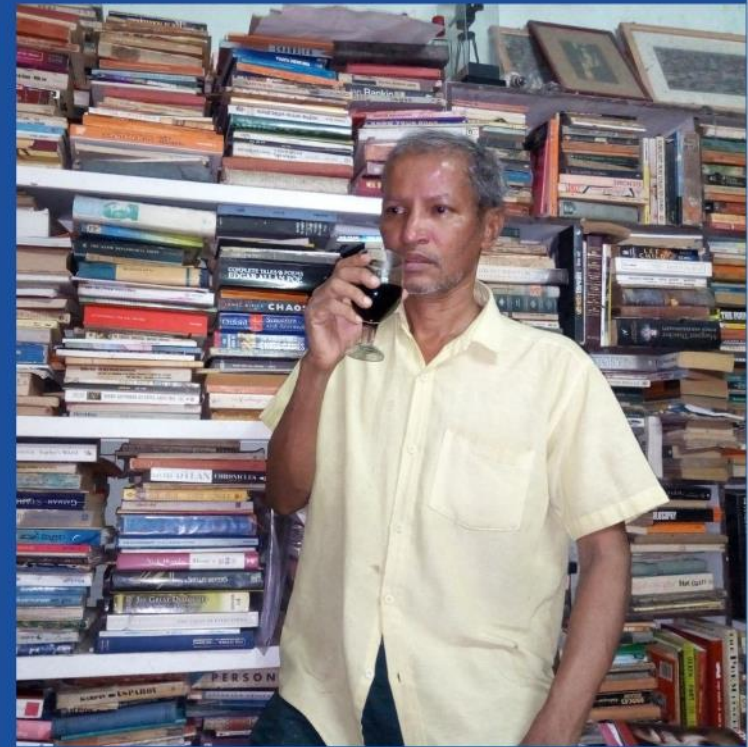
BY SELLING '**RARE BOOKS**' ONLINE

The Journey of Shashikant Sawant began when he was only 17. He sourced out old books for as much as ₹ 5 & sold them for ₹ 11 to IIT Entrance students, way back in 1981, when a plate of rice was ₹ 2.

That is CENT PERCENT PROFIT.

Reinvent Your Business

From 1981 to 2020, Shashikant's relentless pursuit for encouraging book reading made him adapt and change strategies, year after year. And finally, in March 2020, when the entire country was in lockdown, he came up with the idea of offering rare books online/as photocopies to the readers in his database.



Click Here for the Entire Story:

<https://scroll.in/article/982552/this-second-hand-bookseller-revived-his-business-during-the-pandemic-by-selling-rare-books-online>

THROUGH MAGAZINES, BROCHURE, PACKAGING....

WE PRINT & PACKAGING EXPERTS ARE ALWAYS

SHARING INFORMATION ALL THE TIME.

SO LET'S FIND NEWER, FASTER WAYS
TO DO THIS FOR OUR CLIENTS.

Look at the way this French
Brand made QR Codes a
passé by sharing information
with their customers in less
than 3 seconds.



**MAKE PEOPLE
ENGAGE WITH THE BRAND.
CREATE PACKAGING THAT ENGAGES
& INTRIGUES CUSTOMERS,
WHILE BUILDING BRAND IMAGERY.**

TAKE A LOOK AT HOW THIS PACKAGING WITH
ELECTROLUMINESCENT INK DESIGN

FOR BOMBAY SAPPHIRE LIMITED

MESMERISES THE TRAVELLERS;

AND AT THE SAME TIME LIVES UP TO THE BRAND
PHILOSOPHY – 'INFUSED WITH IMAGINATION'.



<https://www.youtube.com/watch?v=nTppXvsJkbc>

GOING ONE STEP AHEAD FROM THIS IS A PACKAGING SOLUTION THAT ACTUALLY LET CUSTOMERS KNOW WHEN & HOW TO CONSUME THEIR FAVOURITE BRANDS.

**THE AWARD WINNING GRIFFITHS BROTHERS
GIN LABEL TELLS YOU WHEN IT IS
COLD ENOUGH TO DRINK.**

Thanks to a Thermo-chromic (heat-responsive) varnish, a section at the back of the label, that turns blue when it reaches the optimum temperature. As the label warms up, the blue fades until you return it to the ice box to chill.



<https://www.youtube.com/watch?v=mUUXn8pLJEg>

NOT TO MISS THIS AMAZING IDEA THAT REINFORCES SHIFT IN THE WAY WE DRINK OUR **MORNING COFFEE**

'COFFEE MEANS CONVERSATIONS' HAS ALMOST BECOME A RITUAL. OR SO
IT HAS BEEN MADE BY THIS EXTREMELY INTERACTIVE COMMUNICATION BY

NESCAFÉ'

<https://www.brandingmag.com/2014/07/11/nescafe-pop-up-coffee-mugs/>

THE IDEA REINFORCES THAT SOLITUDE
MAY NOT ALWAYS BE A BLISS BY
ENCOURAGING THEIR COFFEE
LOVERS TO CHANGE BORING
COFFEE ROUTINES.



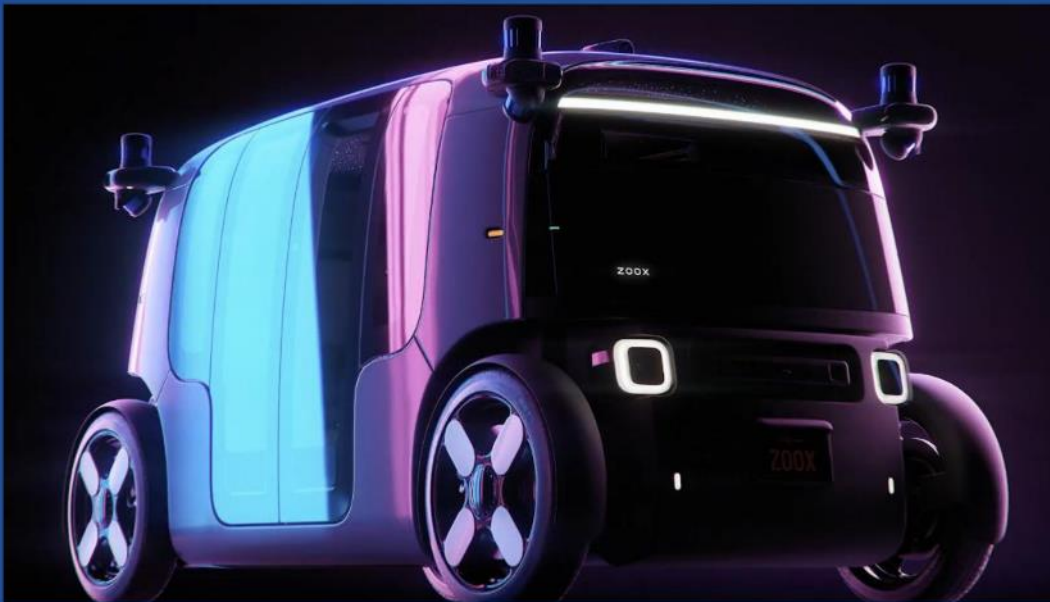
WHILE WE PRINTERS CAN THINK, INNOVATE
AND EMPLOY THE LATEST TECHNOLOGIES,
THE ONE FACTOR WE COMPLETELY MISS OUT ON IS TO
BILL CLIENTS FOR OUR EFFORTS

WHY IS PREPRESS NOT BILLED SEPARATELY?

After all, most of the files we get need extra work to make them print ready. Which means we invest time, man power, other resources, right?

Recently Deborah Corn in her podcast highlighted a million dollar question - **Why Prepress is not offered as a Premium Service by Printing Companies?**

Check out what she has to say about this and many other interesting topics on her Podcasts at:
<https://podcasts.printmediacentr.com/>



JUST ZOOX IT WITH THIS ROBOTAXI FOR RIDERS, NOT DRIVERS

Amazon's Self-driving Taxi-Zoox is a revolutionary example. Look at how this electric and fully driverless vehicle that has no driver's seat or steering wheel, actually carries up to four passengers who face each other.

<https://www.theverge.com/2020/12/14/22173971/zoox-amazon-robotaxi-self-driving-autonomous-vehicle-ride-hailing>



ROBOTIC END-OF-LINE SOLUTIONS ARE FAST BECOMING POPULAR IN THE PHARMACEUTICAL SECTOR

Kaufman Engineered Systems, is a note-worthy name in doing so for the Pharma industry. The Company can automate end-of-line pharmaceutical systems including a wide range of products such as plastic pill bottles, glass vials, open trays of cartons, blister packs and soft pill packets.

HERE'S A DETAILED INSIGHT IN TO ROBOTIC PICKING PHARMA INDUSTRY PRODUCTS, AUTOMATED PACKING, PALLETIZING, AUTOMATIC CONVEYING OF PHARMA CONTAINERS, FULLY-AUTOMATIC STRETCH WRAPING SYSTEM & MORE



<https://www.kaufmanengsys.com/industry-leaders/pharmaceutical>

SHOCK OR SURPRISE



GET THEM TO NOTICE YOUR COMMUNICATION.



<https://www.youtube.com/watch?v=K3uet2xo66M>



Like this advertisement with **3D Effects**. Its **5G technology** installed at the Chengdu mall shocked the watching world. While this might be an exaggerated example of getting customer eyeballs, strong ideas with technology can be extremely effective in communicating a brand story.

UPGRADE & UPDATE

TO BE AT PAR WITH YOUR CUSTOMERS



APPLICATION OF ROBOTICS & ARTIFICIAL INTELLIGENCE IS ON THE RISE, ACROSS BOTH PRODUCT & SERVICE INDUSTRIES. TO SERVE THEM, ONE MUST STAY IN TUNE WITH THE HAPPENING TRENDS & TECHNOLOGIES

CONSIDER DOING THESE ON A REGULAR BASIS

**Join
International
Webinars /
Seminars**

**Attend Print
Technology
Forums**

**Participate in
International
Events &
Exhibitions**

**Study
World Trends
in Print &
Packaging**

**Subscribe
to Print
Magazines,
News Journals**

BE PREPARED.

EXCESSIVE DEMAND COULD BE ON THE WAY.

The world consumes over 60 billion sqm. of label-stock per annum; that is an average of 5 billion sqm a month. Over and above the Boarding passes and baggage tags, which are estimated at over 6 billion passengers annually and equates to 35 million sqm of boarding cards and a similar quantity for baggage tags converted annually.

While there has been a decline in consumption of non-essential commodities due to the pandemic, it is also estimated that the Consumption could shift towards more of the essentials. In the long term, it could be the reverse.

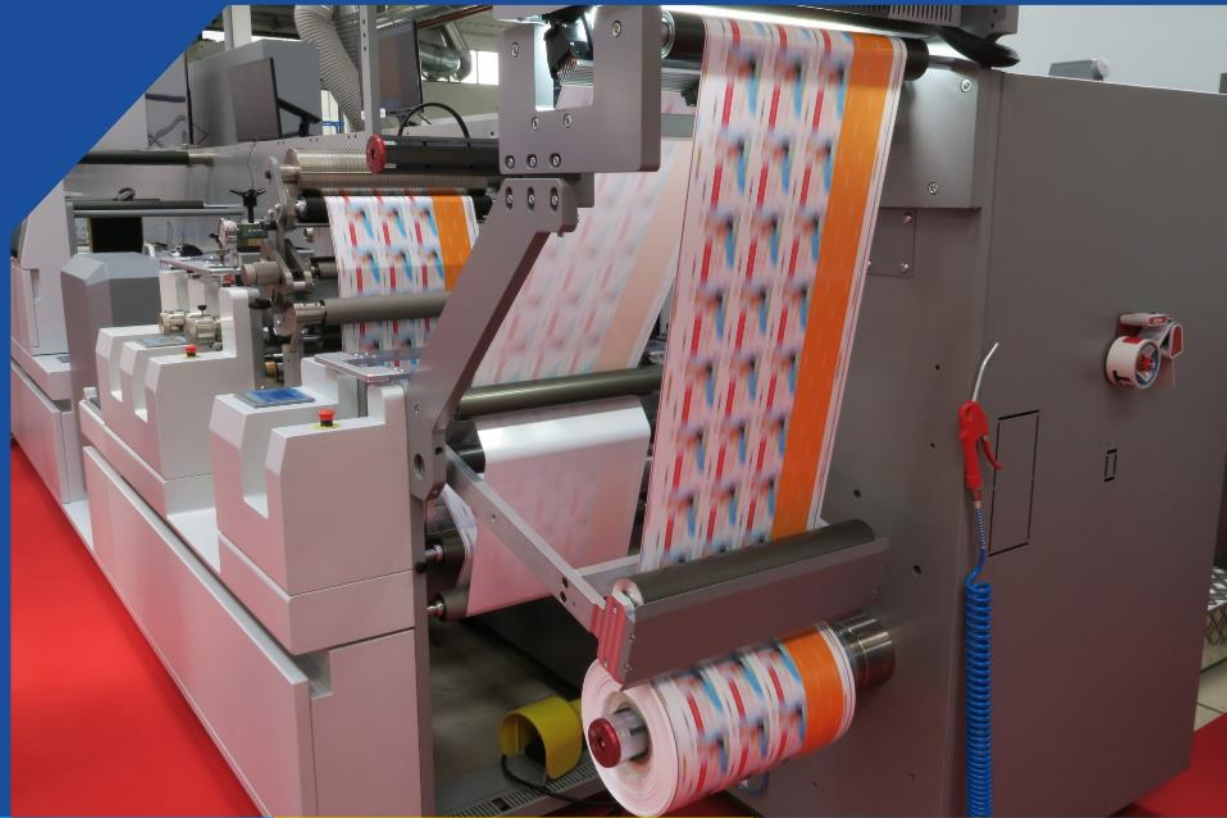


LOOK OUT FOR NEWER WAYS, TRENDS & TECHNOLOGIES

- Over the last decade, there have been many advances in flexo print quality. Finer screens and improved cell structures in aniloxes, New flat-top dot plate technologies, and Improved press stability at high-speed operation, to name a few.
- These have been coupled with innovations such as extended gamut printing and automated registration, which have reduced make-ready times and improved job changeover efficiency.



- Developments like these have enabled flexo to compete for higher-quality jobs, while improving the economics of flexo in the short to medium run length area – although the cost of flexo plates and the number of times these are reused remains very important in determining flexo run-length economics.



PARTICIPATE ON
BROADER,
INTERNATIONAL
PLATFORMS.



Notice how this Numero Uno International Event for global print technologies is turning challenges in to opportunities by going virtual this year.

Virtual **DRUPA 2021** is encouraging worldwide print businesses in a manner that we never, ever imagined.

<https://www.drupa.com/>



drupa

no. 1 for printing
technologies

INVEST & BENEFIT FROM INDUSTRIAL TOWNSHIPS WITH PRINT CLUSTERS

- They address the needs of Print & Packaging firms, as well as Export Oriented Units
- They are well-equipped with Print & Packaging Related Infrastructures
- Strategically connected to faster modes of transport
- Have rural manpower in close vicinity
- Are often backed by Government Advantages



My Dear Printers,

BEGIN 2021
WITH THE POWER OF





You are **just 1 email**
away from a great client
enquiry.

Just as you were the last
time it happened.



You are **just 1 idea**
away from a life-changing
breakthrough.



You are **just 1 phone**
call away from converting
an enquiry into your most
valuable client ever



You are **just 1 decision**
away from an amazing
opportunity.



You are **just 1**
conversation away from
your largest ever order.



LET US ENSURE THAT THE
YEAR 2021 WILL MAKE US
**DREAM BIGGER,
PUSH HARDER & BRING US
CLOSER TO THE ASPIRED
NUMBER 1 SPOT** IN OUR
RESPECTIVE PRINT OR
PACKAGING CATEGORIES



ONCE AGAIN,
WISHING YOU A
VERY HAPPY NEW YEAR &
A HAPPY REPUBLIC DAY!

GOD BLESS!

THANK YOU!

