



Welcome to

**GOING
GLOBAL**

A stylized globe graphic composed of overlapping, semi-transparent colored bands in blue, orange, yellow, pink, and white, centered behind the word 'GLOBAL'.

25th JULY 2021

8th EDITION

A PRESENTATION BY

MANOJ MEHTA

- CHAIRMAN, INTERNATIONAL RELATIONS



**ALL INDIA FEDERATION OF
MASTER PRINTERS**



HELLO & NAMASTE DEAR FRIENDS!

I INITIATED GOING GLOBAL - THE MONTHLY, DIGITAL PRESENTATION LAST YEAR, IN TIMES OF COVID.

WELL, THE PANDEMIC STILL CONTINUES & INEVITABLY IT HAS TAUGHT US LESSONS. LESSONS TO TAKE CARE OF OURSELVES, FOCUS ON WHAT IS REALLY NECESSARY AND MOST OF ALL, UPGRADE OURSELVES FROM TIME TO TIME

BECAUSE, DEAR FRIENDS, THAT IS THE ONLY WAY TO:

SUSTAIN in these times

RISE beyond expectations &

THRIVE by achieving new heights of success

LET ME BEGIN BY CONCENTRATING
ON WHAT IS REALLY IMPORTANT
– 'SUSTAINING'

CUTTING COSTS FOR YOUR CUSTOMERS
& KEEPING YOUR BUSINESS ALIVE

As you are aware, many small & large business organisations had to cut corners, lay-off staff and even shut down. And in the manufacturing chain, Print & Packaging are at the end of the line.

In the long run, businesses spend a fortune on printing media & package design to build their brand and create memorable 'unboxing' experiences for customers.



**360° Solutions, Innovation, Sustainable Materials,
Digital Media, are some solutions.**

The Challenge

Uncertainty created by the pandemic posed many logistical challenges owing to disruptions in manufacturing and transportation. Together with pushbacks against globalization and free trade, supply chains have been constrained resulting in critical shortages of essential goods. Healthcare systems have been on a war-footing to increase their capacity of beds, supplies and trained workers.



Vantage - 3D Printing in Pharma Sector

Printers realised the digital versatility & quick prototyping of 3D printing that empowers swift mobilization of the technology. Rapid response to emergencies was possible even during severe disruptions in supply

chains as critical parts can be manufactured on-demand by any decentralized 3D-printing facility in the world by leveraging designs shared online.

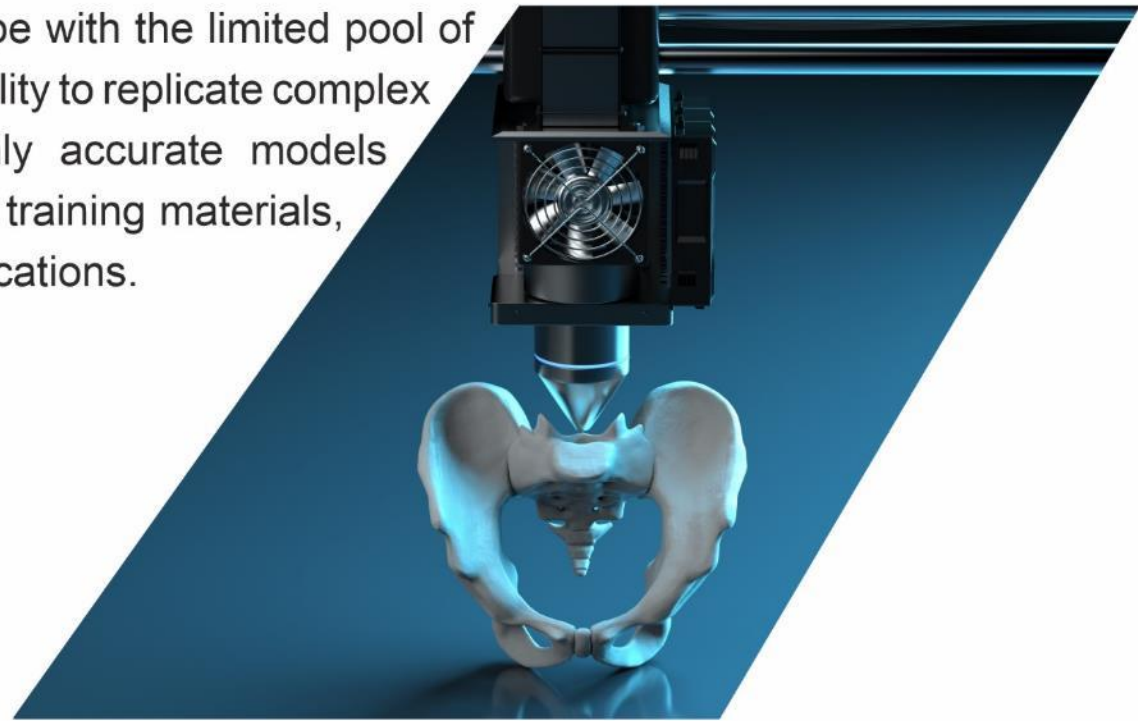
Moreover, the additive nature of 3D printing enables product customization & complex designs. Among a plethora of 3D-printing applications in the fight against COVID-19 include personal protective equipment (PPE),

medical & testing devices, personal accessories, visualization aids and emergency dwellings.



Personalised 3D Printed Face Masks are enabled by the mass customization capability of 3D printing combined with the use of 3D scanning. Moreover, 3D printing offers promising solutions to conserve the environment by advocating recyclable materials and reusability of respirators & filters.

3D Printing is also being used to provide training and visualization aids for healthcare workers to cope with the limited pool of trained personnel. The ability to replicate complex human anatomy in highly accurate models enables it to complement training materials, amongst many other applications.



<https://www.nature.com/articles/s41578-020-00234-3>



SCALING UP DIGITAL BUSINESS STRATEGIES

Companies that once mapped digital strategy in periodical phases of one- to-three-years are now scaling their initiatives in a matter of days or weeks. In one European survey, about 70% of executives from Austria, Germany and Switzerland said the pandemic was likely to accelerate the pace of their digital transformation across businesses & geographies.

The COVID-19 crisis seemingly provides a sudden glimpse into a future world. A world in which digital has become central to every interaction, forcing both organizations and individuals to further up the adoption curve almost overnight.

Clearly, this future world compelled one and all of us to a panorama in which digital channels become primary with a distinguished customer-engagement model, and automated processes become a primary driver of productivity—and the basis of flexible, transparent, and stable supply chains.

A world in which agile ways of working are a prerequisite to meeting seemingly daily changes to customer behaviour.

SURVIVAL STRATEGIES ACROSS ASIAN BANKS



Digital strategy in a time of crisis

April 22, 2020 | Article

In response to the pandemic, many institutions have swiftly migrated physical channels online. Asian banks moved quickly to shore up their operations and implement new approaches to mitigate operational disruptions. They prioritized several areas to identify issues or obstacles to business continuity and then experimented with new solutions and ways of working.

Many financial institutions formed a response-management unit composed of executive-level, cross-functional teams. These teams were empowered to make key decisions as well as communicate COVID-19 responses quickly and effectively across the organization. Asian banks also had to shift to remote working i.e. Work From Home for most employees. This move also required IT to ensure the organization's infrastructure and systems could support such a shift. In defining remote and work-from-home setups, bank executives considered both the level of human interaction required for certain tasks and the degree to which work can be segmented & individualized.



<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/digital-strategy-in-a-time-of-crisis>

SHIFTING TO NATURAL, ORGANIC & SUSTAINABLE



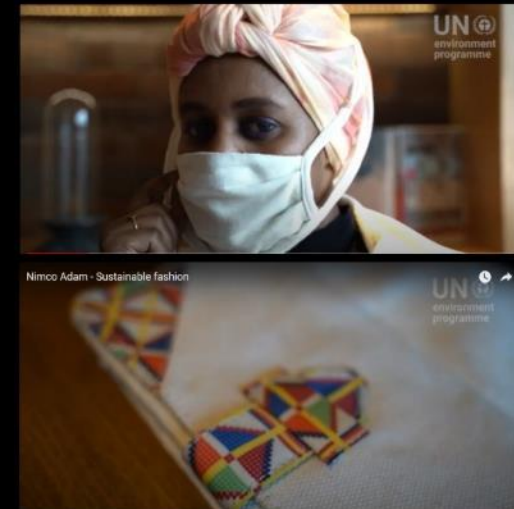
Designer Nimco Adam was known as the Queen of Tie Dye, spending hours plunging fabrics into vats of chemical dyes to use in her collections.

Then, one day, she lost her sense of smell....

WATCH THIS: <https://www.youtube.com/watch?v=GRpJvIWSeGY>

The Designer for more than 55 fast fashion companies including retailer -Forever 21, has shifted from chemicals and synthetic materials. She now uses traditional African textiles woven from hemp, bamboo and even tree bark. Her dyes are natural, extracted from roots, like turmeric. Such changes have put her at the vanguard of sustainable fashion movement.

“As a designer it has been really important to stop and look at what I was doing, and really owning what it means to be sustainable,” she said. “And that means using what you have, paying fair wages, and finding ways to come together to be smarter and more sustainable in how we design and manufacture”, she said.



SUSTAINING THROUGH WHAT'S SUSTAINABLE

Lounge & Comfort wear, easy lucid fabrics, Active wear... Customers preferences & priorities have shifted since the Covid-19 pandemic owing to a transformation in the industry itself.

Bloomberg news reported in May that garment factories in Bangladesh, have seen \$1.5 billion worth of orders cancelled. Meanwhile, sales worldwide in the fashion and luxury industry plunged up to 70% from March to April.

For the global fashion industry, worth an estimated US\$2.5 trillion annually, being smarter and more sustainable might just be the way to recover from staggering losses caused by COVID-19.



<https://www.unep.org/news-and-stories/story/trend-sustainable-fashion-wake-covid-19>



SUSTAIN THROUGH INNOVATION LIKE THE GOD'S OWN COUNTRY - KERALA

Post Covid-19 the state is looking to create at least 100 co-working spaces across 5,000 sq ft out of capacity lying idle due to the lull in tourism. Kerala is mulling the use of houseboats, resorts & hotel rooms as Work-Near-Home (WNH) facilities.

The co-working spaces, including those created from buildings lying unused, are to be set up close to employee's homes for lesser risk to their health and optimal productivity.



THE STATE'S 'WORK-NEAR-HOME' INITIATIVE



“Work-near-home facility for employees could take care of problems like poor internet connectivity and power failure that IT firms face because their employees are working out of

their homes,” PM Sasi, CEO of Kerala Government-owned IT parks, explained. K-Fon, the state's high-speed internet project, is also expected to go live by December. Kerala's IT industry is excited because co-working spaces would save them rents & other overheads



<https://www.financialexpress.com/economy/what-kerala-doing-for-continuity-of-business-in-times-of-covid/1992430/>



INEVITABLE PACKAGING INFLUENCES COVID HAS INITIATED

<https://www.youtube.com/watch?v=ly9MyOmYG-w>

The packaging trends that currently determine the market & how COVID-19 will influence packaging innovations especially w.r.t confectionary & snacks. is aptly described by Karine Dussimon, Analyst - Euromonitor International



HOW BRANDS ACROSS CATEGORIES ARE LOOKING AT NOT JUST SUSTAINING BUT **RISING,**

BY ADAPTING TO CONSUMER'S NEW BUYING PATTERNS



ADDING VALUE & MORE HOUSEHOLD TIMES

Tough economic times & a boom in planned shopping online currently rule the roost. (*e-commerce for snacks alone went from 3% in 2019 to 5% in 2020, whilst impulse sales declined*).

Moreover, consumers shift from single-serve formats to multipacks and larger pack sizes for better value for money increases as there are also new snacking occasions owing to work from home & online schooling. Same goes for binge watching.



BIGGER ADDS VALUE



Often, larger packaging cannot just be seen as more affordable, it also needs to be adding value. For brand owners, boosting margins and value sales when single serve packs have lost momentum across retail and FS impulse channels means premiumising their offering.

UK Walkers launched with flavours of popular restaurants in bigger sizes than standard: From 32 to 50g for the grab-bag version, from 12 to 15 unit multipacks.

Kellogg's new range of snacks for homes in the US grew in size.

Rice Krispies Treats Homestyle Bars are over 50% bigger than the standard 22 g Rice Krispies Treat bars.



<https://www.prosweets.com/news/prosweets-blog/packaging-trends-2021.php>

RISING THROUGH E-COMMERCE PACKAGING


- The Unboxing Trend is hotter than ever with people calling for everything & anything online.
- With the outbreak of Covid 19 Pandemic, e-commerce packaging market is expected to grow by USD 45.41 billion during 2020-2024, according to Technavio.
- Amazon's growth increased its revenue so much that Jeff Bezos now earns about \$2,500 per second, at the peak of lockdown Bezos earned over \$11,000 per second.
- Reduce/Reuse/Recycle is once again in vogue. Consumers are looking for biodegradable & compostable packaging, and are now more willing to pay extra for it.





<https://printmediacentr.com/e-commerce-packaging-past-present-and-future/>

COCA-COLA'S SUSTAINABILITY GOALS



 Using less new plastic: Coca-Cola sustainability goals 🕒 Watch later

● We get a clean
● waste stream
to recycle
and reuse

MORE VIDEOS

<https://packaging360.in/insights/top-5-packaging-trends-in-2020/>

PACKAGING MATTERS AND HOW MORE & MORE COMPANIES ARE RETHINKING TO MAKE IT MORE SUSTAINABLE

<https://www.youtube.com/watch?v=4w8l1m38UN8&t=45s>

**MARS IS COMMITTED TO
MAKE A BETTER WORLD**



**Plastic waste has
no place on land
or in our oceans.**



**We all have a
responsibility
to help fix this
issue.**

**The world we
want tomorrow
starts with how we
do business today**

AUTOMATION, A NECESSARY TOOL



TAKE A LOOK AT HOW AUTOMATION CAN
LEVERAGE YOUR LABELING BUSINESS

<https://www.teklynx.com/en/blog/how-to-automate-label-printing>



Label print automation is leveraged by businesses to eliminate the manual process of triggering a print job within a labeling environment. Print automation replaces the manual task of creating and printing a label with an automatic process that is faster and more efficient.



CORRUGATED BOXES, MANDATORY FOR MANY TYPES OF BUSINESSES

Online shopping results in receiving products in cardboard cartons. Clothes/Accessories/Bed Linen etc arriving via delivery are examples. It is safe to say that cardboard is becoming the leading trend in the packaging industry viz a viz plastic that was a cheaper alternative.



HERE'S CASCADES, A NORTH AMERICAN LEADER IN SUSTAINABLE PACKAGING SOLUTIONS

**Insulated
solution**



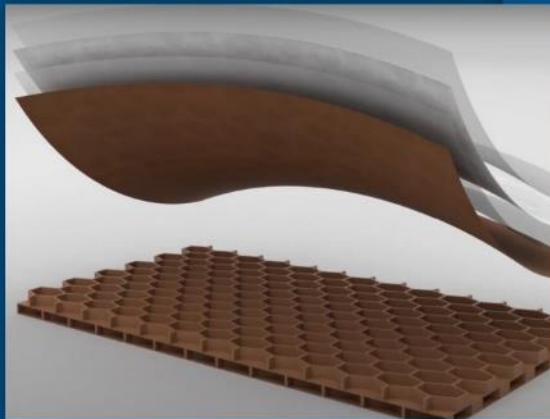
Play (k)



**Insulated
solution**



**Made from
recycled
fibres**



<https://www.youtube.com/watch?v=IZu9ckuGJ40&t=39s>

**INTERESTINGLY, AS MORE & MORE CONSUMERS ARE
DEMANDING ECO-FRIENDLY PACKAGING SOLUTIONS,
MORE & MORE COMPANIES ARE FINDING WAYS OF
SOURCING/MAKING ECO-FRIENDLY MATERIALS & QUICK,
HASSLE-FREE PROCESSES**



LUXURY PRODUCTS DESERVE LUXURY RIGID BOXES



Rigid boxes can make your luxury product stand out and elevate its brand value. How? They consist of two main components – the main structure made from chipboard, and the paper wrapping that encases it. In addition to its durability, the paper wrapping can be printed in numerous colours or embossed, as well as having different textures and finishes can truly customise your packaging.

A PLETHORA OF RIGID BOX COMPOSITIONS

Rigid Boxes with a Separate Base and Lid



Slipcase and Tray Rigid Boxes



Rigid Boxes with Hinged Lids



Custom Rigid Box Packaging

<https://www.maxipos.com/blog/rigid-boxes-as-product-packaging/?cn-reloaded=1>



OVERALL, SURVIVING & RISING IN TIMES OF THIS PANDEMIC CAN BE SUMMED-UP AS:

EFFICIENT FINANCE MANAGEMENT

OPTIMAL UTILISATION OF AVAILABLE RESOURCES
VIZ. MANPOWER, TECHNOLOGIES, LOGISTICS, ETC.

BEING EQUIPPED FOR 'ONE WORLD' BY
GOING DIGITAL

UPDATING & EQUIPPING PERSONNEL WITH
THE LATEST TRENDS/TECHNOLOGIES

PARTICIPATING IN WORLD WINDOWS VIZ.
EVENTS LIKE DRUPA, WEBINARS, ETC.

BUT MOST ALL, TO
'THINK DIFFERENT'

MANY SMALL & MEDIUM ENTERPRISES HAVE SUCCEEDED
THROUGH INNOVATION IN IDEAS.



NEW BUSINESS MODEL FOR AN UPSCALE RESTAURANT



Seattle restaurant *Canlis* thought strategically & flexed itself to the new environment and its demands.

It transformed into three pop-up restaurants:

- 1] **A drive-through burger joint**
- 2] **Bagel shop, and**
- 3] **'Family meal' delivery service**



Co-owners, Mark and Brian Canlis along with their team, started redesigning the restaurant in anticipation of the state's announcement. Donated fryers have helped to keep up with the daily demand for burgers, and a shipping container was set up in the restaurant garden, where the bagels will be made.



Previous servers will act as delivery people, meaning all 115 employees have been kept on (although this wasn't compulsory).

A 72-HOUR PRODUCT LAUNCH, LIVE-STREAMED THROUGH BILIBILI



Chinese mobile phone maker Xiaomi collaborated with the video platform Bilibili for a 72-hour, live-streamed launch event for its Mi 10 5G phone during the height of China's coronavirus lockdown.

HERE'S HOW BILIBILI WORKS: https://www.youtube.com/watch?v=UOSp_BntpYk

The streaming event, dubbed “Life is Not Made for Defeat,” got around 12 million viewers & 2.6 million comments on Bilibili's trademark “bullet chat” format, which streams user comments across the screen in real-time.

HOW TO USE **BILIBILI** FOR MARKETING IN CHINA?



ASHLEY'S DIGITAL **#CHINA** WITH MASON KU





CHANGES AT CHECKOUTS

SKIP-CHECKOUT APP AIDS SHOPPERS LIKE THIS:

<https://www.youtube.com/watch?v=Ch7hTjH2qCs&t=10s>

With social distancing and self-isolation, stores saw a major increase in the number of customers using mobile checkout apps to avoid standing in lines.

The Result? Fairway Markets, among many others, ramped up the promotion of its skip-checkout app. At one point, the company was signing up more than 1,000 new users a day and has added additional servers to help process the extra orders.



VR USED TO CREATE CLOUD FASHION SHOW

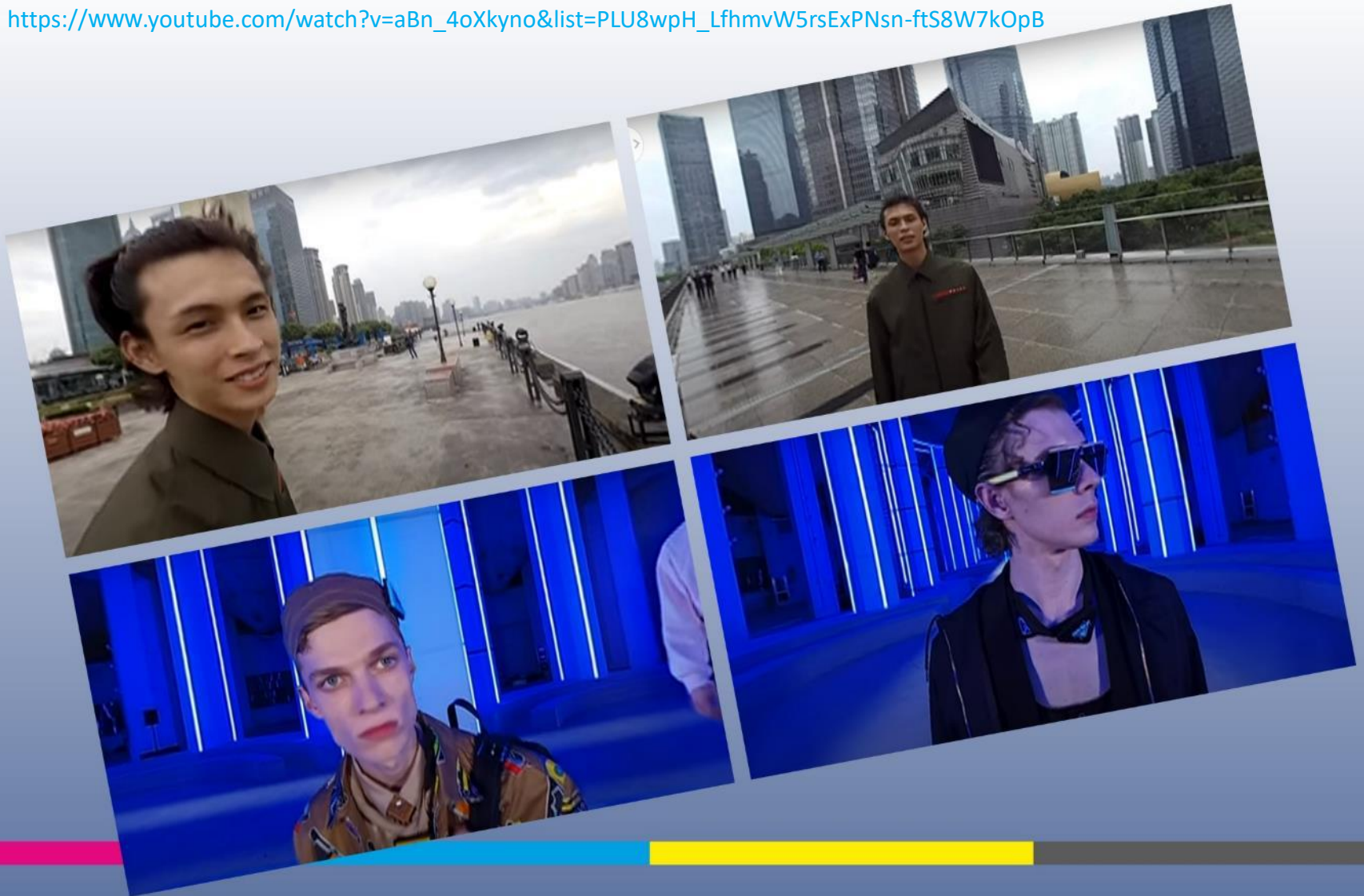
During Paris Fashion Week, Lanvin collaborated with video platforms Douyin, Yizhibo, iQiyi, and luxury e-tailer Secoo to create a cloud fashion show. The brand also invited fashion bloggers and boyband UNINE's Jiayi to stream LIVE the show's behind-the-scenes action under the hashtag [#lanvinCloudBasedRunway](#), resulting in over 5 million views.



A LOOK AT PRADA'S VR SPRING/SUMMER 2020 MENSWEAR SHOW



https://www.youtube.com/watch?v=aBn_4oXkyno&list=PLU8wpH_LfhmvW5rsExPNsn-ftS8W7kOpB





**ALWAYS'S REMEMBER
MY DEAR FELLOW PRINTERS,**

IN A CRISIS, LIES AN

OPPORTUNITY

IT IS UP TO US

TO RISE ABOVE!





OPPORTUNITIES THAT HAVE MADE
PRINTERS, RESTAURATEUR, FASHION LABELS,
RETAIL BRANDS & MANY MORE BUSINESSES TO
SURVIVE, RISE & SUCCEED.

THANK YOU!

GOD BLESS!