



I WISH YOU A
HAPPY CHRISTMAS
AND WELCOME YOU TO A
BRAND NEW ERA

AN ERA THAT WILL LEAVE
THE PAST BEHIND
AND OPEN ARMS TO
ALL THINGS NEW





MY DEAR FELLOW PRINTERS,
LET US INVITE A **HAPPY NEW 2021**
WITH NEW POSSIBILITIES
AND A NEW DIGITAL ISSUE OF

‘GOING GLOBAL’



Friends,

Going Global will be a Monthly Digital Presentation for all my fellow printers; that will probe in to, reflect & nurture the CMYK industry from a global perspective.

All Editions of '**Going Global**' will focus on encapsulating the latest in print & packaging across diverse categories of the business, span brands, company strategies & promotions; as well as touch up on innovations & technologies that have or will make a difference. Not to mention, motivate & encourage my dear fellow printers to push the bar and set new **standards of excellence** in our business.

Friends, you are also welcome to post your contributions that will enrich the overall presentation.

Best Wishes
Manoj Mehta





Welcome to

GOING GLOBAL

25TH DECEMBER 2020

- 1ST EDITION



WITH **INNOVATION** &
DIGITAL POSSIBILITIES



GOING GLOBAL

WITH A **PLETHORA OF PRINT &
PACKAGING SOLUTIONS**





WITH **NEW TALENT**
& A SPECTRUM OF
UNIMAGINED
RESOURCES



GOING
GLOBAL



WITH **NEW BEGINNINGS**
THAT USHER
BRIGHTER HORIZONS





BECAUSE EVERY **NEW BEGINNING** COMES FROM
ANOTHER BEGINNING'S END.

-SENERCA



I, **MANOJ MEHTA,**
THANK & WELCOME YOU
TO A **NEW BEGINNING**
FOR ALL OF US
THAT LETS US



ALLOW ME TO BEGIN BY
EXTENDING MY THANKS TO
SHRI KAMAL CHOPRA

PRESIDENT

ALL INDIA FEDERATION OF
MASTER PRINTERS
AND

CHAIRMAN

WORLD PRINT COMMUNICATION
FORUM (WPCF)



I ALSO WELCOME ON BOARD THE OTHER AIFMP OFFICE BEARERS



GEN. SECRETARY



G. N. Visvakumar

TREASURER



Harjinder Singh

VICE-PRESIDENT (NORTH)



Ashwani Gupta

VICE-PRESIDENT (EAST)



Vihu Meyase

ALL INDIA FEDERATION OF MASTER PRINTERS' - OFFICE BEARERS



VICE-PRESIDENT (WEST)



Manoj Agnihotri

VICE-PRESIDENT (SOUTH)



C. Prakash Babu

JOINT SECRETARY



Tirathraj J. Joshi

PAST PRESIDENT



Dibyajyoti Kalita



MANOJ MEHTA,
CHAIRMAN
- INTERNATIONAL
RELATIONS,
AIFMP

A GLIMPSE

AN INDUSTRY ICON WITH COVETED DESIGNATIONS



PAST PRESIDENT

- ALL INDIA FEDERATION OF MASTER PRINTERS
FOR THE YEARS 2006 & 2010

FORMER CHAIRMAN

- EXPORT PROMOTION CELL, AIFMP

PAST PRESIDENT

- BOMBAY MASTER PRINTERS ASSOCIATION
(BMPA)

VICE PRESIDENT

- FAGPA

FORMER CHAIRMAN

- NATIONAL AWARDS FOR EXCELLENCE
IN PRINTING



INITIATED

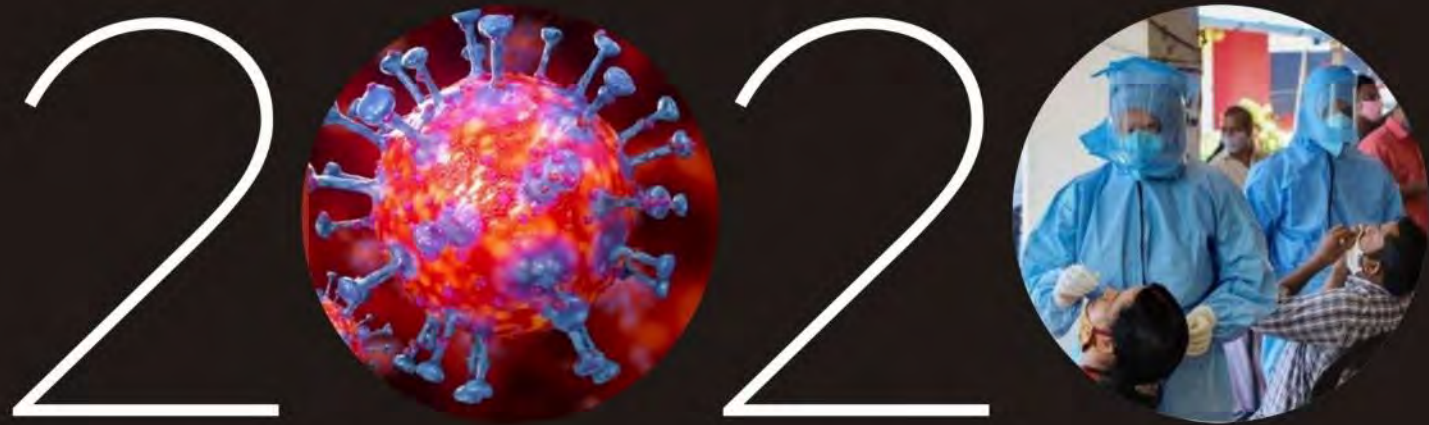
PRINT SUMMIT,

ROMANCING PRINT,

**PRINT & PACKAGING
CONCLAVE – KSPA,**

**COROMANDEL PRINT
CONCLAVE – MPLA,**





THE YEAR OF THE PANDEMIC

OR
THE YEAR WHEN EARTH PRESSES
THE REFRESH BUTTON?



1918 PANDEMIC



**EVEN AFTER 102 YEARS OF EVOLUTION,
NOT MUCH HAS CHANGED...**

... EXCEPT FOR
THE CHANGES,
THE LESSONS & THE FACT THAT
WE ARE ONLY
BUT LESSER MORTALS
BEFORE
MOTHER NATURE.

LET ME START WITH
WHAT IS THE NEW NORMAL
IN OUR INDUSTRY?



NEW NORMALS IN PRINT & PACKAGING

ACCORDING TO DUPLO

- 1 “Working practices were already evolving; the COVID-19 situation has just massively accelerated a change that was already taking place.”
- 2 The Pandemic has made the WORK FROM HOME an acceptable culture worldwide
- 3 The need for Automation has been at an all time high. Printers will be running with lesser people in factories, reduced numbers that are able to work at the same time, run lengths will become even shorter, and the number of different jobs will increase.
- 4 So, companies that bounce back are the ones that are able to put in place a fluid, automated, end to end workflow and processes, using the relevant software solutions and automated mechanical solutions to address each step of the process.

<https://www.duplointernational.com/article/new-normal-whats-store-print-industry-covid-19-and-beyond>



DIGITALIZATION WILL TAKE US **BEYOND OUR BOUNDARIES**

**As per the BOSS MAGAZINE,
DIGITAL IS AT THE FOREFRONT**

It could be a while before we see the whole effects of Covid-19, but one thing we do know is that the way people work has changed forever.

While technology has played an important part in our working lives for years, it's never been so heavily relied upon for things such as video conferences and communicating with team members. This is likely to bring about a rise in home printers being purchased for those working from home. Printing is still essential, especially if you need to make hard copies of important documents, or if you need to 'print, scan and send back'.

CLICK HERE TO KNOW MORE

<https://thebossmagazine.com/covid-print-industry/>

ARTIFICIAL INTELLIGENCE HAS BECOME THE **NEED OF THE HOUR**

Novel Corona Virus and the explosion in demand for home-delivered goods means FedEx and other shippers are pushing the limits of what robotic arms can do.

Nearly every company across every industry is looking for new ways to minimize human contact, cut costs and address the labour crunch in repetitive and dangerous jobs.



<https://www.wsj.com/video/the-robot-revolution-is-happeninglike-it-or-not/33C97F82-2E8B-4371-B635-C3DE3E375671.html>

WE ARE TURNING TO AUGMENTED REALTY



More and more companies are exploring how they can bring brand experiences in to the homes of their consumers with AR.

LOOK AT HOW ELLE MAGAZINE COMES TO LIFE VIA AUGMENTED REALITY

<https://www.facebook.com/GeekGoesChic/posts/1095794713806874>

IN INDIA ALSO.

AR & VR HAS CAUGHT THE MARKETER'S FANCY



From Tata Motors launching TIAGO to AXIS BANK's Mobile Application, these digital applications have not just entered the Indian markets but are also here to make it big.

TAKE A LOOK

<https://www.dnaindia.com/business/report-indian-brands-wake-up-to-augmented-and-virtual-realities-2260850>

UNDOUBTEDLY, THE NEW NORMALS ARE
HERE TO STAY LEADING TO A 360 DEGREE
SHIFT IN THE WAY PEOPLE LOOK AT
PRINT & PACKAGING.

AND THERE IS
MORE
GOOD NEWS



ACCORDING TO **MEMJET** THERE WILL BE **A RISE IN:**

Market Opportunities



There is no question that the pandemic has had an impact on the printing industry. Some market segments have seen signs of growth; this gives us reasons for optimism.

Packaging



As consumers have been forced to isolate at home, demand for goods through eCommerce sites has soared. As we begin to recover, demand for goods through e-Commerce sites is likely to continue, as will demand for corrugate and folding carton packaging to ship those products.



ACCORDING TO **MEMJET** THERE WILL BE **A RISE IN:**

Flexible Packaging



The COVID-19 pandemic has increased demand for flexible packaging, which is considered more hygienic due to limited handling. Another positive result has been the rise of food and beverage delivery services; which also expands the use of this type of disposable packaging.

Labeling



Labels are part of the supply chains of basic necessities and they serve as a vital tool for conveying information. As a result, the market has experienced an increased demand for food, hygiene, and pharmaceutical labels, as well as labeling information related to eCommerce sales. Short runs on a regular and increasing basis have become the norm.

<https://www.dnaindia.com/business/report-indian-brands-wake-up-to-augmented-and-virtual-realities-2260850>

IN A NUTSHELL, I WOULD SAY THAT
THE FUTURE IS HERE, NOW.



LET US LOOK AT
WORLDWIDE INNOVATIONS
WHEN THERE WAS
ONLY AN **IOTA OF**
TECHNOLOGY



GOING GLOBAL

IN RETROSPECT



CASE IN POINT IS
THE CLASSIC EXAMPLE OF
PRINGLES

IN RETROSPECT

CASE IN POINT IS THE CLASSIC EXAMPLE OF **PRINGLES**



Fredric John Baur was an American organic chemist and food storage technician notable for designing and patenting the Pringles packaging.

Baur filed for a patent for the tubular Pringles container and for the method of packaging the curved, stacked chips in the container in 1966, and it was granted in 1971.

CLICK HERE FOR THE ENTIRE STORY ► https://en.wikipedia.org/wiki/Fred_Baur

GOING GLOBAL

– WITH RESPECT TO OUR WORLDS



THE WORLD WITHIN
MENTAL & SPIRITUAL
CONSCIOUSNESS



**THE PHYSICAL
WORLD**
TASTES &
PREFERENCES



SOCIAL WORLD
STATUS & STATURE



**THE OUTSIDE
BEYOND
ENVIRONMENT**

A large industrial printing machine is shown in a factory setting. On the left, several large rolls of purple paper are stacked vertically. The machine itself is dark grey and blue, with various rollers and mechanical components visible. A black rectangular box is overlaid on the image, containing white and orange text. At the bottom of the image, there is a horizontal bar with four colored segments: pink, blue, yellow, and grey.

SO WHERE DOES **PRINT & PACKAGING**
COME IN TO THE PICTURE?

LET US SEE...

THE WORLD WITHIN

BEING AWARE & CONSCIOUS

THE CONSCIOUS CONSUMER IS TAKING ON TO **MANY NEW OPTIONS** TO LEATHER, MILK-BASED PRODUCTS, ETC.

VEGAN LEATHER FROM COCONUTS IS A GREAT EXAMPLE TO CITE

Malai is a flexible, durable biocomposite material with a feel comparable to leather or paper. It is water-resistant and because it contains absolutely no artificial 'nasties' it will not cause any allergies, intolerances, or illness. It is a completely vegan product!

<https://www.facebook.com/watch/?v=262179111554854>

- **ECO-FRIENDLY PRODUCT INNOVATION**
- **GUILT-FREE INDULGENCE**
- **CAN BE USED INVARIED PACKAGING**

THE PHYSICAL WORLD

FINDING NEW-AGE ALTERNATIVES



NEW-AGE PACKAGING TARGETING THE MILLENNIALS

LIKE MAKING SOUTH INDIAN VADAS, WITHIN MINUTES:

https://www.youtube.com/watch?v=Dwh0oPPPj_k

- INNOVATIVE PACKAGING
- MAKING THE TEDIOUS PROCESS OF MAKING VADAS, MADE EAST
- BACKED BY A GREAT COMMUNICATION DEMONSTRATING ITS HASSLE-FREE USAGE



SOCIAL WORLD

PRODUCTS THAT UPGRADE & ELEVATE



A RARE BOOK WITH ELABORATE
PAINTING HIDDEN IN GILT EDGES

WATCH THIS 1925 COPY OF RUDYARD KIPLING'S
"KIM" FROM CORNELL UNIVERSITY LIBRARY'S
DIVISION OF RARE AND MANUSCRIPT COLLECTIONS

https://www.youtube.com/watch?v=Dwh0oPPPj_k



- USES A TECHNIQUE KNOWN AS FORE-EDGE PAINTING.
- CONSIDER IT AS A COLLECTOR'S ITEM OR A PERFECT GIFT FOR CONNOISSEURS D'ART

THE OUTSIDE WORLD

TOWARDS A BETTER ENVIRONMENT



<https://www.kickstarter.com/projects/terraplanter/terra-planter-the-inside-out-hydroponic-planter-pot>



MY DEAR FELLOW PRINTERS,
WITH **DIGITAL TECHNOLOGY** BY OUR SIDE,
I WOULD SAY THAT



EVEN **SKY** IS NOT THE LIMIT



TO SUM IT UP,
WE PRINT & PACKAGING
EXPERTS **CAN** GO
 **GLOBAL**

BY EXPLORING THE POTENTIAL OF THESE | s

| **DEAS** THAT ENHANCE CONSUMER EXPERIENCES

| **NNOVATIONS** THAT MAKE LIFE HASSLE FREE & SAVE TIME

| **NTEGRATION** OF NEW-AGE IDEAS WITH AGE-OLD
HABITS/MANNERISMS/TRADITIONS

2021

SO, LET US USHER THE YEAR 2021
BY MAKING WAY FOR MORE PROGRESS
BY REACHING OUT FOR

**NEW HORIZONS,
NEW METHODOLOGIES
& NEW OBJECTIVES.**





WISHING YOU
ALL A VERY
MERRY CHRISTMAS
AND A
HAPPY NEW
2021!





THANK YOU!
STAY SAFE &
GOD BLESS!