



**Welcome to**

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**GOING  
GLOBAL**

A stylized globe graphic is positioned behind the word 'GLOBAL'. The globe is composed of several overlapping, semi-transparent bands in various colors: blue, orange, yellow, pink, and green. The globe is set against a background of a dark blue space with numerous white stars of varying sizes.

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3<sup>rd</sup> EDITION





# THE MILLENNIAL ERA



A PRESENTATION BY

**MANOJ MEHTA**

– CHAIRMAN, INTERNATIONAL RELATIONS



**ALL INDIA FEDERATION OF  
MASTER PRINTERS**



DEAR FRIENDS,

WHILE WE SO OFTEN REFER TO THIS AS

**THE MILLENNIAL ERA,**

WHO EXACTLY IS THE MILLENNIAL?

202



Psychologist Jean Twenge

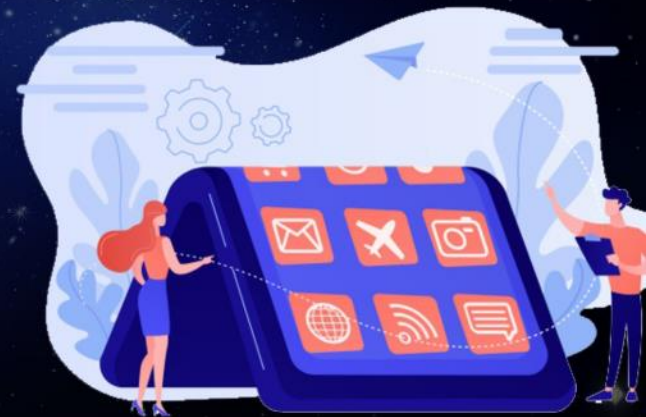
**defines millennials** as those born between 1980 and 1994....

While Nielsen Media Research has

**defined millennials** as adults between the ages of 22 and 38 years old in 2019.

There are numerous theories that define the **Generation Z** and what makes them tick. Overall, the Millennial can be summed up as:

- **SMARTER & DYNAMIC GENERATION**
- **ARE DIGITALLY SAVVY**
- **'USE & THROW' CULTURE**
- **IDEATE & INNOVATE**
- **ASPIRE FOR OFF-BEAT SOLUTIONS**
- **DEMAND MORE OUT OF LIFE**
- **LOOK OUT FOR ENVIRONMENTAL SUSTAINABILITY**



# WITH A PERSPECTIVE IN TO THE PRINT & PACKAGING BUSINESS THE MILLENNIAL CUSTOMER IS CONSTANTLY LOOKING OUT FOR:

- FUTURISTIC SOLUTIONS  
VIZ. A VIZ. ENVIRONMENT
- DIGITAL VIZ.A VIZ. TRADITIONS
- INNOVATION VIZ A VIZ.  
REUSABILITY
- INTERACTIVENESS VIZ.  
A VIZ. CUSTOMER-FRIENDLINESS



# EXPERTS AT MCKINSEY SEEM TO TOUCH THE MILLENNIAL PICK-POINTS

TAKE A LOOK AT EXCERPTS

FROM

David Feber,

Daniel Nordigården and

Nick Santhanam

describe what packaging

could look like in 2030



**TAKE NOTE OF THEIR VERSION OF INTELLIGENT & INNOVATIVE,  
MILLENNIAL PACKAGING**



**David Feber**



**Nick Santhanam**



**Daniel Nordigården**

**ACCORDING TO THESE EXPERTS,  
NEW-AGE PACKAGING COULD FOCUS MORE ON...**





# LONGEVITY

There will be concerns about food spoilage. Or that yogurt container you just bought that was supposed to last two weeks hit a temperature that caused it to spoil and you could not consume it? So, what if one does not have to throw away the product past its expiry date?



**WHAT IF WE COULD LOOK AT PACKAGING THAT KEPT FOOD, MEDICINES & PERSONAL CARE PRODUCTS LAST LONGER?**

# INTERACTIVENESS & PERSONALISATION

Wouldn't all of us appreciate liqueur packaging that is able to tell us how to make a cocktail? Two, when you scan it, it tells you, "You can make a cocktail, which suits you this way, because I know this is the type of cocktail you like and make. Here are the two other ingredients you need to buy."

And you're going to have it. So, it's becoming a personalized assistant to you.



**WHAT IF, MY VINEGAR BOTTLE TOLD ME 5 UNBELIEVABLE WAYS IN WHICH IT COULD BE USED & ANOTHER INGREDIENT I NEEDED TO USE IT EFFECTIVELY?**

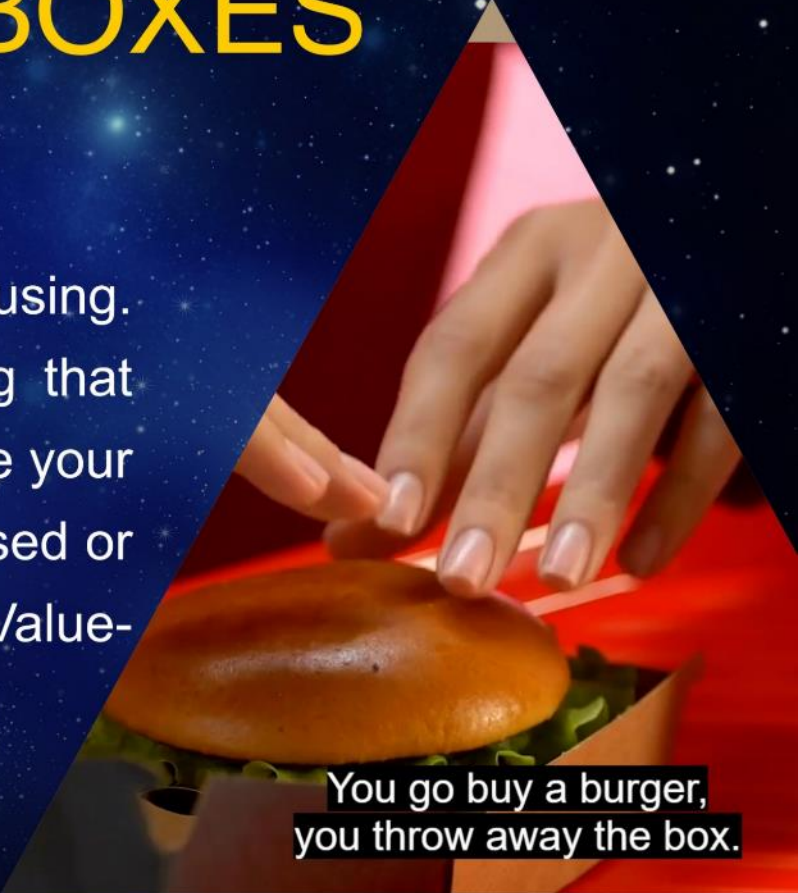
# SMART, EDIBLE BOXES OR BOTTLES.

We speak so much about recycling and reusing. Now, what if we could create packaging that could actually be consumed? Just imagine your pizza or burger coming in a vegetable-based or organic box. In other words, Complete Value-For-Money Containers

**WHAT IF YOU CAN EAT THE BOX?**

**WHAT IF YOU COULD BAKE THE BOX AND FEED IT TO YOUR PET DOG?**

**WHAT IF YOU CAN HEAT UP THE BOX AND PUT IT IN YOUR SOUP?**

A close-up photograph of a hand holding a burger in a red, triangular-shaped box. The burger is on a golden-brown bun with green lettuce and a tomato slice. The background is a dark, starry space.

You go buy a burger,  
you throw away the box.

<https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/the-future-of-packaging#>

# TAKE A LOOK AT THIS BRAND NEW INNOVATION BY McDONALDS



WHERE: São Paulo, Brazil

WHAT: UBQ, A Unique Material



## **McDonald's trays made from food waste.**

Your food here comes in what looks like a typical plastic tray. But the tray material is actually made largely from food waste and other trash.

Arcos Dorados, the largest independent McDonald's franchise in the world, which operates stores throughout Latin America and the Caribbean, is rolling out thousands of trays made from the material as it works to shrink its use of virgin plastic. The material, called UBQ, is made from a process that converts organic household waste into sustainable bio-based materials. Banana peels, chicken bones, and other food leftovers... cardboard and paper, diapers and mixed plastics... basically everything besides glass and metal, which we remove and send out to recycle is used to create UBQ, narrates Albert Douer - Executive Chairman of UBQ Materials, the Israel-based company that produces the material.



## THE WOW! RESULT OF PLASTIC REDUCTION PROGRAM IN 2018

An Initiative of Sustainable Development & Social Impact at Arcos Dorados.

The company has rolled out more than 7,000 of these trays in its Brazilian restaurants, with thousands more in production, and plans to expand the use throughout the country. When the reusable trays eventually wear out, they can be recycled through traditional recycling infrastructure.

The same material could also be used in other types of products, from flooring to furniture. "Imagine entire McDonald's restaurants made from UBQ," adds Douer, "or better, entire buildings."

<https://www.fastcompany.com/90596651/these-mcdonalds-trays-are-made-from-food-waste>

# LET US CHANCE UP ON THE INDIAN FOOD & BEVERAGE INDUSTRY

- The Industry is currently valued at INR **400,000 Cr** (2019).
- Fueled by growing population, increased urbanization and higher standard of living, this sector is poised to escalate up to INR **10,00,000 Cr** by 2025.
- Over & above this, the time of the pandemic has been a blessing in disguise for the sector as the emphasis has shifted more towards ordering through eCommerce portals and home delivery.
- There is a growing demand for hygienic and tamper-proof packaging with higher shelf life.
- Lifestyle change means people are shifting more towards packaged foods that can be easily consumed on the go.

# TOP **5** TRENDS AS PER MCKINSEY'S REPORT

RESHAPING THE PACKAGING INDUSTRY  
IN FOOD & BEVERAGES ARE:

**1**

eCommerce

**2**

Changing consumer  
preferences

**3**

FMCG and retail-margin  
compression

**4**

Sustainability

**5**

Digitalization and  
Internet of Things (IoT)



**THE EVER-GROWING FOOD &  
BEVERAGES PACKAGING IN INDIA  
COULD USE INNOVATIONS, RECYCLING,  
INTERACTIVENESS, PERSONALIZATION,  
AND MORE USER-FRIENDLY IDEAS.**

**AND MY DEAR FELLOW PRINTER  
WE CAN  
MAKE A DIFFERENCE!**

ANOTHER KEY PRINT VEHICLE  
THAT REACHES OUT TO  
THE MILLENNIAL GENERATION IS....

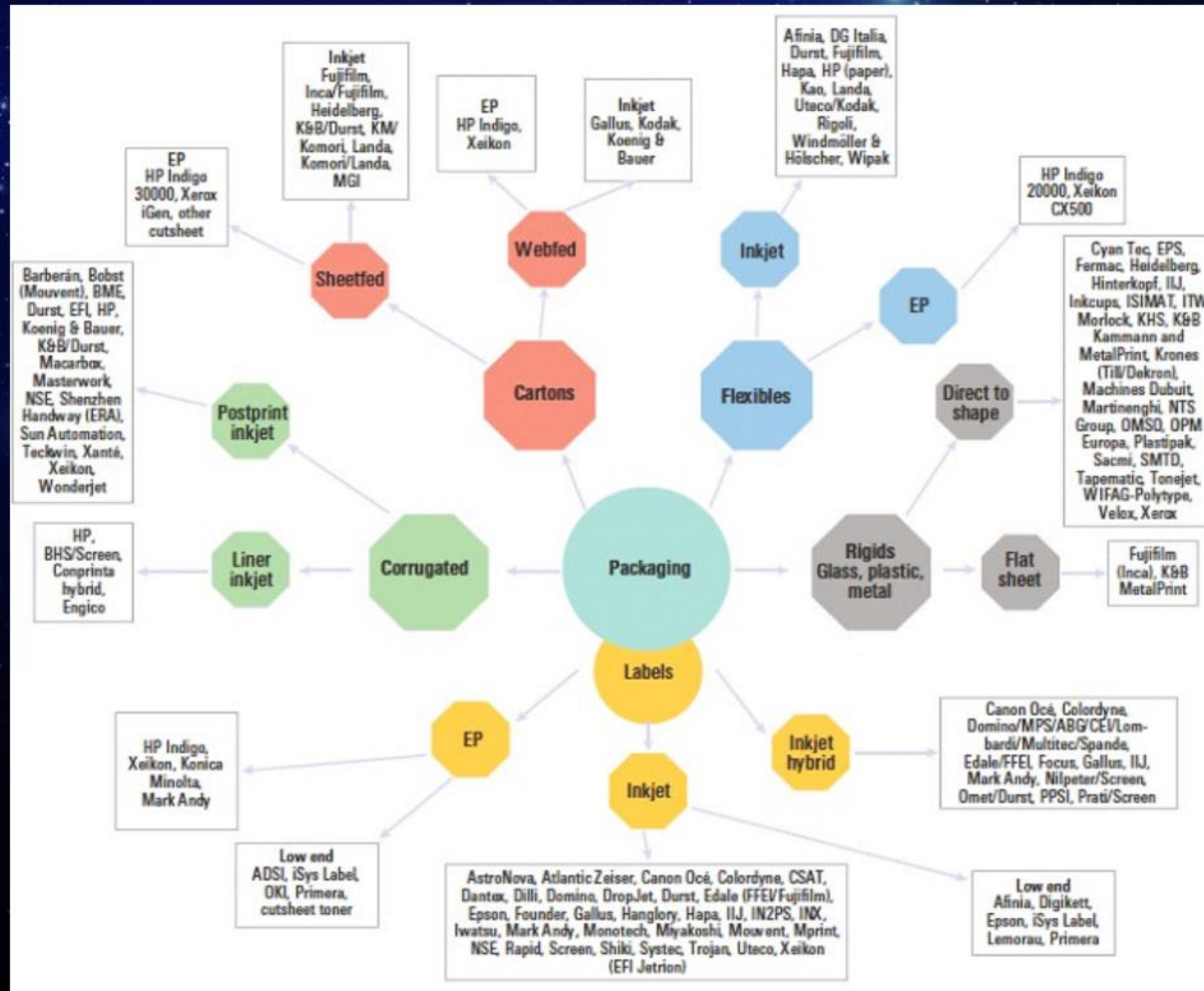


...**ANY GUESSES** ■



# LADIES & GENTLEMEN, IT IS THE LABEL SECTOR.

Take a look at this Packaging Matrix

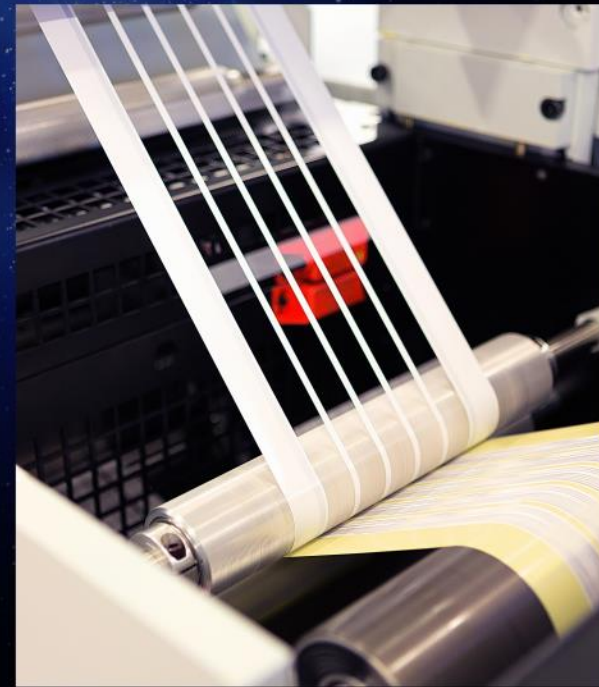


## LABELS SHOWCASE ADVANCED DIGITAL PRINTING

Interestingly, the use of digital print in packaging applications is most developed in labels owing to the well-established Electrophotography & Inkjet Presses.

Additionally, Hybrid Flexoinkjet presses that combine the agility of digital print for part of the printing process with the economics of flexo.

The digitization of finishing steps, such as foiling and spot varnishing, and their integration with digital print is growing, enabling the production of final labels in an end-to-end digital process.



# HOWEVER, THERE ARE ALSO BARRIERS TO ADOPTION OF **DIGITAL PRINT IN PACKAGING**

The digital presses and the key consumables – ink or toner – are more expensive than analogue print alternatives. The technical requirements of toner in the electro-photographic printing process and inkjet inks in the inkjet printing process are very different from

those of analogue inks, and the manufacturing processes for toner and inkjet ink are typically more complex, and operate at smaller scale and to tighter tolerances than analogue ink production.



In addition, the business model can be complex. In inkjet printing, the print head OEM may take a royalty on ink sales as compensation for ensuring the ink is compatible with the wetted parts of the print-head and for optimising the print-head operation to suit a particular ink, e.g. by tailoring the electrical waveform that drives the piezoelectric actuator to achieve stable and reliable jetting performance. The higher cost of digital print consumables in leading brands results from working with designers and packaging converters to optimise pack design for digital print in order to maximise the benefit while controlling ink coverage.

As the digital print technology scales up, costs will fall significantly, and participants in the digital print consumables supply chains are actively working on ways to achieve this.

# IN FOOD PACKAGING AND LABELS, THERE ARE TIGHT REQUIREMENTS

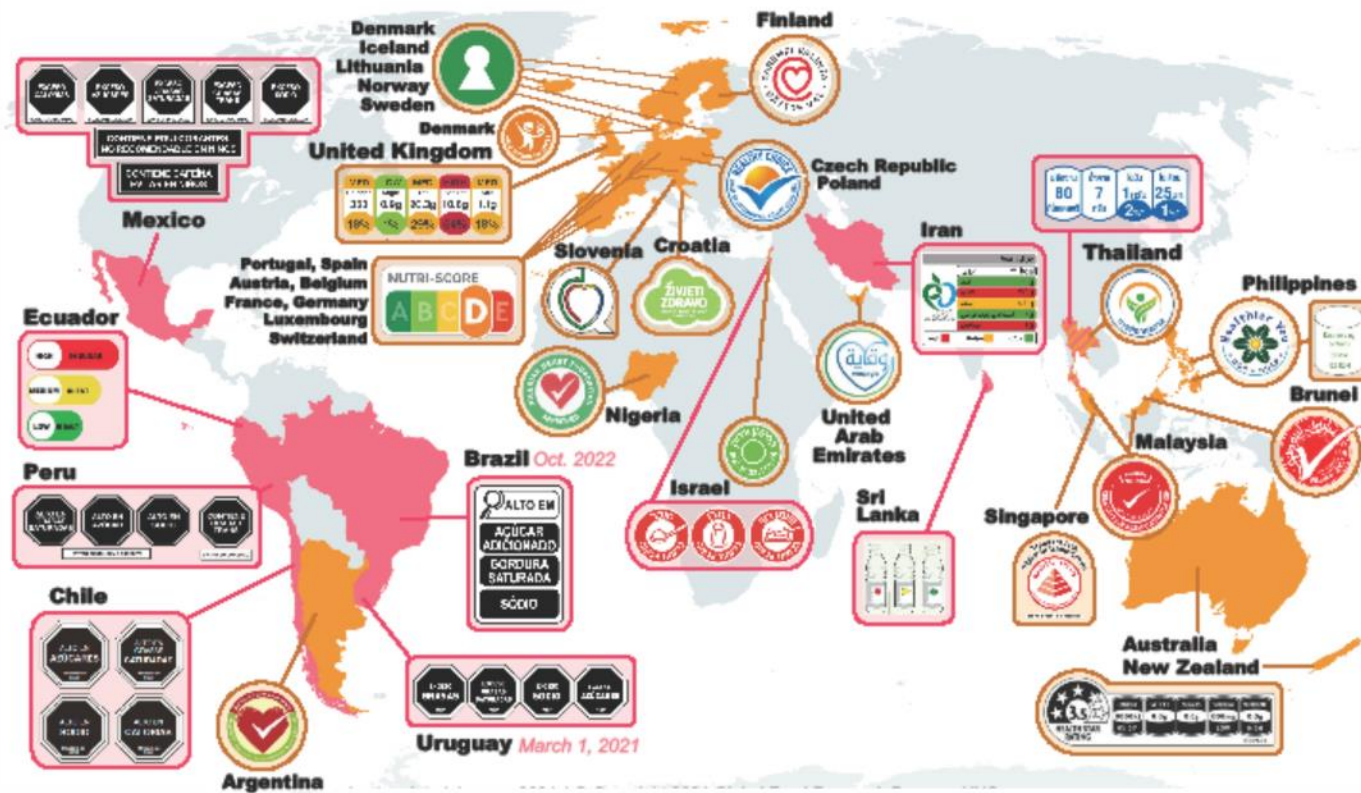
The requirements are pretty stringent. Especially in relation to low migration, taint and odour of (printed) packaging materials. The extensive use of UV-curable inkjet inks, particularly for labels as also for corrugated, cartons, flexibles, rigid plastic and metal, is a matter of concern for some – especially when used in sensitive applications. Low-migration variants are available, but at a premium cost. Aqueous inkjet is developing quickly but has its own strengths and weaknesses; and there are areas where it simply does not perform as well as 100% UV.

# COUNTRIES ACROSS THE PLANET EARTH FOLLOW THEIR OWN, SPECIFIC TYPE OF LABELLING

**MANDATORY**  
**VOLUNTARY**

Countries with **mandatory** or **voluntary** interpretive labels on packaged foods and drinks

GLOBAL FOOD RESEARCH PROGRAM  
University of North Carolina  
at Chapel Hill





COMING TO THE NEXT BIG THING IN CMYK  
BUSINESS THAT CONSUMES A LOT OF NATURE IS...

**THAT'S RIGHT. IT IS BOOKS PRINTING.**

BUT THE ENVIRONMENT CONSCIOUS MILLENNIALS  
HAVE COME OUT WITH WAYS TO PRINT BOOKS IN  
A WAY THAT CONSERVES MOTHER NATURE.



# DID YOU KNOW THIS ABOUT TREE FREE PAPER?

- The 5<sup>th</sup> Harry Potter book destroyed no forest at all—not even one tree. It was actually printed on 100% post-consumer, recycled paper. Not just trees but it also saved water, energy and reduced pollution levels.
- Paper, at least in a historical context, didn't have much to do with trees and forests until as recently as 1843.
- Egyptians made paper from papyrus.

NOW, IN RECENT YEARS, THE PAPERMAKING INDUSTRY HAS BEEN RETURNING TO ITS ROOTS AND EXPLORING ALTERNATIVE FIBRES TO DERRIVE TREE-FREE PAPER..



<https://bluecatpaper.com/5-things-you-dont-know-about-tree-free-paper/>



# THE NEW GREEN PAPER IS ABSOLUTELY TREE-FREE.

According to Nicole Rycroft, the first modern, tree-free commercial-scale pulp mill in North America was a "lightbulb moment" about the climate crisis.

Columbia Pulp, for instance, the new mill in eastern Washington State runs entirely without woodchips. So what does it use to make pulp? Well, for paper products like tissues and food containers, it makes pulp out of some of the hundreds of millions of tonnes of left over wheat straw, after farmers harvest their grain.

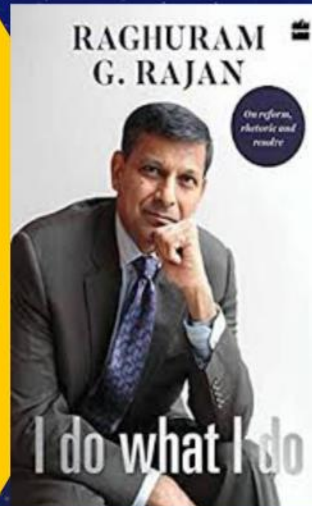


Nicole Rycroft

Founder & Executive Director of Vancouver non-profit Canopy, has been advocating for new technologies that take advantage of agricultural residues, food waste or old clothing, and turns them into everyday products, without the need for trees.

MORE & MORE PRINTERS WORLD-WIDE ARE OPTING FOR TREE-FREE PAPERS; AS MUCH AS PAPER MANUFACTURERS ACROSS THE PLANET EARTH ARE FINDING WAYS & MEANS OF PRODUCING THEM.

**ON THE OTHER HAND,  
INDIAN BOOK WRITERS  
ARE COMING OF AGE**  
enhancing interest & giving  
book printing a whole new  
dimension of Business  
Chronicles



Former Reserve Bank of India Governor-, Raghuram Rajan sold over 1,20,000 copies of his book '**I Do What I Do**', Piece on the business of business books in India. A good snapshot of the state of the market.

Then again, on 21<sup>st</sup> January, Mihir Dalal, Journalist - Mint, was chosen as the winner for his debut book, Big Billion Startup: ***The Untold Flipkart Story.***

INTERESTINGLY THE MILLENNIAL  
ARE ALSO AN EXPERIMENTAL GENERATION  
IN VARIOUS SPHERES OF LIFE;  
PRINT & PACKAGING, INCLUDED.

LET US LOOK AT HOW OUR INDUSTRY'S  
FUTURE IS FULL OF

**THE MOST  
UNTHINKABLE &  
UNBELIEVABLE  
POSSIBILITIES.**

# LOUDSPEAKERS OF THE FUTURE

The Institute for Print and Media Technology at **Chemnitz University of Technology** has created loudspeakers that are as thin as paper, with better sound quality.

A reality in the laboratories of the Chemnitz researchers, who back in 2015, developed the multiple award-winning T-Book - **A large-format illustrated book equipped with printed electronics.**

On turning a page, it begins to sound through a speaker invisibly located inside the sheet of paper.

**The T-Book was and is a milestone in the development of printed electronics**

Under the leadership of Prof. Dr. Arved C. Hübler, this technology trend, which is becoming increasingly important worldwide, has been driven forward for more than 20 years.



# FROM SINGLE-SHEET PRODUCTION TO ROLL-TO-ROLL PRINTING

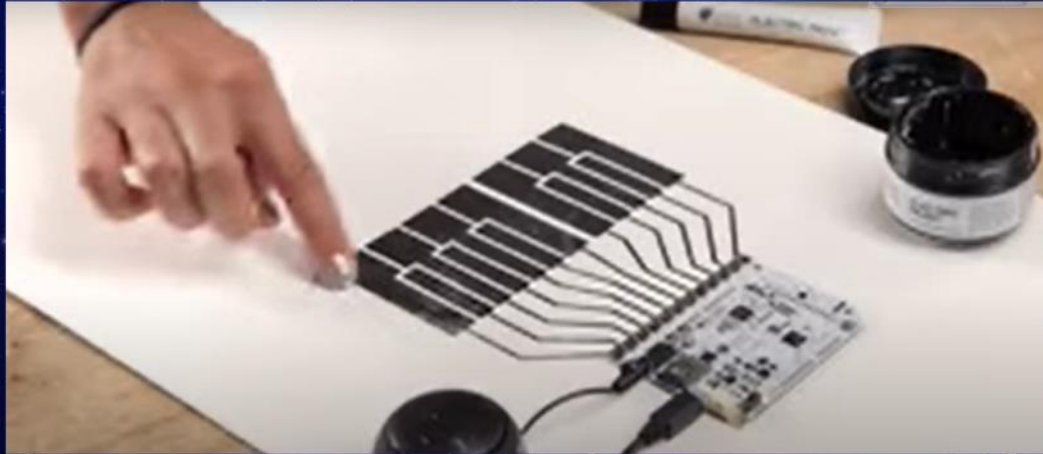
Up till the recent past, the sonorous paper loudspeakers from Chemnitz were manufactured in a semi-automatic single-sheet production process. A process where ordinary paper or foils were printed with two layers of a conductive **organic** polymer as electrodes. A **piezoelectric** layer was sandwiched between them as the active element, which caused the paper or film to vibrate.

Loud and clear sound was produced by air displacement on one hand; while on the other, the two sides of the speaker paper could be printed in color.

The researchers at the Institute of Print and Media Technology are now looking for a new way towards cost-effective mass production.



# PRINTING + INK + CONDUCTIVITY = UNIMAGINABLE APPLICATIONS



BARE CONDUCTIVE MAKES  
THIS INNOVATION, INTERESTING;  
TAKING PRINTING TO NEW HIGHS OF CREATIVITY

<https://www.youtube.com/watch?v=I0HpZRQkths>



**IF THERE IS AN IDEA,**  
THERE IS A PRINT TECHNOLOGY



**IF THERE IS PRINT TECHNOLOGY,**  
THERE IS A WAY TO MAKE IT WORK



**IF THERE IS A WAY TO MAKE IT WORK,**  
THERE IS NO STOPPING YOU...



SO MY DEAR FRIENDS,

THINK THE  
UNTHINKABLE;  
IMAGINE THE  
UNIMAGINABLE;

**JUXTAPOSE, MERGE  
EMOTIONS WITH  
TECHNOLOGY,  
CREATIVITY WITH FUN**

**& COME ABOARD TO  
THE MILLENNIAL WAY OF PRINT LIFE!**

TO SUM IT UP, I WILL LEAVE YOU WITH THIS AMAZING CLIP OF  
**70 YEAR OLD GRANDMA MADE FAMOUS  
BY HER 17 YEAR OLD GRANDSON!**



<https://www.youtube.com/watch?v=7rgd2m-Cb4s>

**AAPLI AJI IS TODAY A YOUTUBE STAR WITH 600,000 SUBSCRIBERS & 8 MILLION VIEWS EACH MONTH ON HER SOCIAL MEDIA PAGE!**

Not to miss, a feather in her cap  
- A YouTube Creators Award !

Her journey began when her 10th Grade Grandson – Yash, thought of putting the 1<sup>st</sup> Video of 'Bitter Gourd' recipe on YouTube.

**And then, only the sky was the limit!**

**....AND THAT, MY FRIENDS, IS WHAT THE GENERATION Z IS ALL ABOUT. MAKING THINGS HAPPEN!**



The background is a dark blue night sky filled with numerous small, bright stars of varying colors, including white, yellow, and green. In the center, there is a large, golden, stylized crown or starburst graphic composed of several overlapping triangular shapes. The text "THANK YOU! GOD BLESS!" is centered in the lower half of the image, overlaid on the crown graphic and the starry background. At the bottom of the image, there is a horizontal bar divided into four colored segments: pink, light blue, yellow, and grey.

**THANK YOU!  
GOD BLESS!**