

# Northend and Ryedale Group lean on PrintYorkshire

Printers from Yorkshire and Humber have welcomed a package of practical and financial help from PrintYorkshire to help them adopt 'lean methods' of manufacturing.

PrintYorkshire has formed a partnership with independent industry forum, Vision in Print (ViP) and the Yorkshire and Humber Manufacturing Advisory Service (YH-MAS) to help printers learn these methods, which will radically improve efficiency and thereby profitability by eliminating waste in every area of production.

Sheffield-based printer, Northend, has already started down the route of lean manufacturing, which is the term used to describe how companies like Toyota work. It is a role model for many manufacturers that wish to emulate Toyota's level of quality and costs.

Strategic Development Manager at Northend, Dorothy Betts said: "We've started down the lean process route and although we're just at the beginning we're very encouraged that we'll see positive results from it. Vision in Print started by carrying out a two-day diagnostic and followed it with a series of workshops for employees, in order to advise them about what they should be doing to improve efficiency and reduce costs.

"We believe in best practice and had no choice but to look into lean methods of manufacturing because the industry is getting evermore competitive. We simply have to drive down costs for improved efficiency and profitability."

Ryedale Group, based at Kirbymoorside in North Yorkshire, will soon benefit from a two-day diagnostic so the company can compete not only with printers throughout the UK but also worldwide.

Managing director of Ryedale Group, John Boffnie explains: "Like all other companies, we're in this business to make a profit and it's getting harder to do when there's a constant stream of new entrants and new innovations into the market.

"By adopting lean methods we hope to increase productivity, improve customer service and ensure our systems are slicker so we can take on more business and compete with the rest of the world.

"We'll also take advantage of the Benchmark Index so we can get a very thorough perspective of the business, going beyond the core operational areas and addressing those such as marketing and finance."

Access to the improvement programme for smaller companies is via a diagnostic assessment, free with PrintYorkshire. There will be a two-day programme for companies with over 50 employees, where PrintYorkshire will contribute 50 per cent of the funding worth £550.

The purpose of the diagnostic is to isolate a specific problem or best practice opportunity where process improvement activity by ViP will deliver significant benefit at minimum delay.

Director at PrintYorkshire, Mike Hopkins said: "The printing industry is something of a hybrid, being both a manufacturing and a service industry, and for a company to succeed it must excel at both. It must also learn from the best and use techniques that have proved successful throughout the world."

PrintYorkshire, a partnership between Yorkshire Forward and the British Printing Industries Federation (BPIF), aims to ensure that the print and printed packaging sector in Yorkshire and Humber maintains its position as a major national player, builds upon its successes and excels as the region's next key cluster.

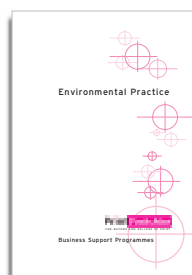
By sharing best practice, encouraging training and development, seeking out funding and enhancing networking opportunities PrintYorkshire aims to create the most productive and profitable print cluster in the UK, one that is up there with the best internationally.

## Training grants available

To help you achieve business success with a well-trained workforce, PrintYorkshire is offering grants of up to £500 towards the cost of a Training Needs Analysis and £250 towards the cost of subsequent training, if it leads to a recognised qualification or improvement in company performance.

The training can include an ongoing course such as an apprenticeship or technical certificate, a short one-day course or a longer-term management development programme.

Director at PrintYorkshire, Mike Hopkins said: "Most people will agree that training and education are vital to business success yet they're often under employed and under funded. Along with our partners, the British Printing Industries Federation and Yorkshire Forward, we will help businesses benefit from the opportunities that a well-trained workforce opens up. PrintYorkshire is also able to access additional funding as the business need is identified"



## PrintYorkshire NEWS in brief

Yorkshire Forward is arranging a meeting on 11th May for companies to learn more about the capability in the region for anti-counterfeiting, traceability and security technologies. This will be an opportunity for interested parties to hear about developments taking place in several organisations as well as market developments.

Come along with an open mind to meet potential collaborators. For more information and to register (for free) contact Harry Ziman at Yorkshire Forward: [harry.ziman@yorkshireforward.com](mailto:harry.ziman@yorkshireforward.com) tel: 07838 161754.

### B & B Press (Parkgate) Ltd

is the first company to benefit from a £500 environmental grant from PrintYorkshire. The Rotherham-based printer recently undertook measures to gain ISO1400 2004 certification and has used the grant to purchase specialist spill kits as part of its environmental certification.

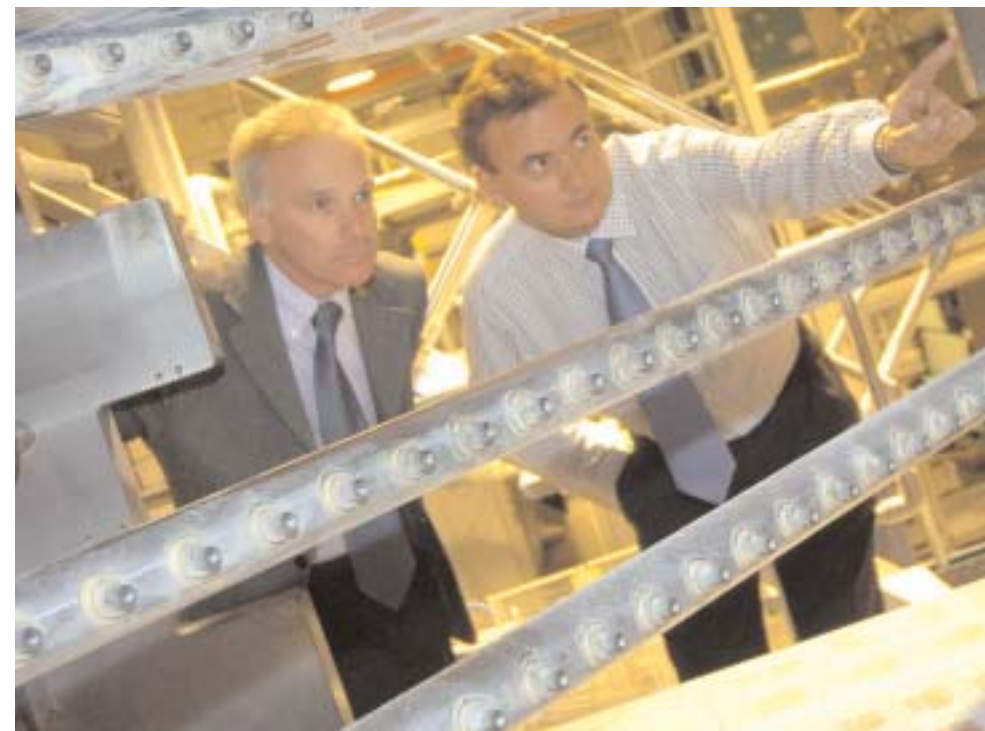
### PrintYorkshire at Northprint 2005

PrintYorkshire and the British Printing Industries Federation (BPIF) will share stand A124 at Northprint 2005 (19-21 April) to offer printers both regional and national advice: your free ticket is enclosed in this newsletter. Come and see us to hear more about PrintYorkshire's objectives for the year, including the major showcase event in October, which aims to create a major forum for the industry in Yorkshire and Humber to display their skills and services and to meet key buyers from across the UK.

# forum

PrintYorkshire FOR BUYERS AND SELLERS OF PRINT

SPRING 2005



PRINTYORKSHIRE'S MIKE HOPKINS (LEFT) AND POLESTAR PETTY M.D. LINDSAY ATKINSON, WERE FEATURED IN THE YORKSHIRE POST'S BUSINESS PAGES IN THE RUN-UP TO PRINTYORKSHIRE'S LAUNCH

# PrintYorkshire goes on show

This year sees the launch of a dedicated PrintYorkshire showcase 2005 forum for buyers of print and their counterparts in the print industry - to come together and share best practice and new innovation. 'Showcase' is an initiative backed by PrintYorkshire and will be the first of its kind for the region.

Speakers at the event will include representatives from Print Industries of Northern California (PINC), a long established association that provides valuable development programmes for the industry in the United States.

The US is undoubtedly recognised as a leader and innovator throughout the print industry and the PINC team will be sharing their knowledge and expertise with delegates at 'Showcase'. In addition there will be a host of other speakers from a series of different markets and industries all with the objective of providing genuine insight in to the future and needs of the print industry and its customers.

Showcase 2005 will take place on the 6th of October at the Royal Armouries, Leeds, as part of PrintYorkshire's commitment to bringing together buyers and sellers of print. The one day event will comprise of a series of seminars and workshops - the aim of which will be to share insight and inspiration. There will also be plenty of opportunity for delegates and exhibitors to network and the day will be concluded by an awards' dinner to celebrate the region's finest exponents of the print practice and its associated industries.

Mike Hopkins, PrintYorkshire said, " We have some great speakers lining up for this event and no doubt the PINC representatives will give us a real insight in to how successful print businesses are created across the pond! Given the US is usually some years ahead of us in these areas I think there will be some genuine opportunities for us to learn something new".

PrintYorkshire  
FOR BUYERS AND SELLERS OF PRINT

01924 203338 [www.printyorkshire.com](http://www.printyorkshire.com)



This project is part-financed by the European Regional Development Fund

# PrintYorkshire the launch event

More than 150 printers and buyers from across Yorkshire and the Humber attended the launch of PrintYorkshire in November, celebrating a new partnership between Yorkshire Forward and the British Printing Industries Federation (BPIF) to promote and advance the region's printing and allied industries.

Delegates heard that the print industry in Yorkshire makes a substantial £1.35 billion contribution to the region's economy and provides employment directly for nearly 20,000 people.



VICTOR WATSON, CHAIRMAN OF THE BRITISH PRINT INDUSTRIES FEDERATION AND OF THE PRINTYORKSHIRE INITIATIVE, WELCOMED GUESTS TO THE LAUNCH AND INVITED EVERYONE TO TAKE AN ACTIVE ROLE IN FORGING TRUE BUSINESS PARTNERSHIPS.

Project Director, Mike Hopkins, told the audience: "PrintYorkshire aims to ensure that the print and printed packaging sector in Yorkshire and the Humber maintains this position, builds upon its successes and excels as one of the region's key clusters."

Response from the industry has been very positive,



PRINTYORKSHIRE AND YORKSHIRE FORWARD REPRESENTATIVES, PICTURED AT THE LAUNCH EVENT, DISCUSSED THE VITAL ROLE PRINTYORKSHIRE COULD PLAY IN THE CLUSTER STRATEGY FOR ECONOMIC DEVELOPMENT IN THE REGION.

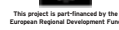
one delegate: Mark Walkington of Acorn Web Offset, particularly valued the event as a networking forum.

Yorkshire Forward's Stuart Macfarlane commented: "Yorkshire and the Humber is at the forefront of the cluster theory of economic development, actively investing in key business sectors to accelerate economic growth and encourage higher value added business.

"By sharing best practice, encouraging training and development, seeking out funding and enhancing networking opportunities PrintYorkshire aims to create the most productive and profitable print cluster in the UK, one that is up there with the best internationally."

Richard Gray, Chief Executive Vision in Print commented "This will really put print on the map in the Yorkshire and Humber region. It's a brilliant model for other RDA's to follow:"

ROBERT MCCLEMENTS, PROJECT CO-ORDINATOR, TOLD DELEGATES THAT PRINTYORKSHIRE WAS ALL ABOUT CREATING REAL BUSINESS OPPORTUNITIES FOR THE INDUSTRY.



This project is part-financed by the European Regional Development Fund

## Adding more green to the mix -and it's free to all our members

Environmental Awareness Sessions



Business Support Programmes

PrintYorkshire will offer

**£500**

towards the cost of implementing projects that contribute to better environmental management practices.

Print companies in Yorkshire and the Humber benefited from **FREE AWARENESS SEMINARS** last month, which discussed good environmental management practices.

We ran the seminars in conjunction with charitable trust, Groundwork Leeds, at Groundwork's Environment and Business Centre in Morley. Delegates heard how good environmental management practices can go hand-in-hand with the cost efficient operation of a modern factory.

Attendee David Hainsworth from Otley-based print stationery specialists William Sinclair & Sons, said:

"The seminar provided good basic grounding in current environmental legislation and also the connection between good environmental practices and good business sense. It was very useful to meet other print companies at the same stage as ourselves, in terms of ISO standards reviewing and if the industry takes it up I see a strong opportunity for future, more intensive seminars dealing in-depth with specific elements of the legislation and how we can cost-effectively meet those challenges."

## Patently positive

The launch of PrintYorkshire in November has inspired a Wakefield-based designer to flag up the region as a printing hotspot, to buyers both nationally and internationally.

After attending the launch in November, Shaun Stanley, a director at Print Forms Group, vowed to assist PrintYorkshire in helping the print and printed packaging sector excel as a key element of the digital industries cluster.

Designer of the BroCard - a unique credit card sized brochure patented by Print Forms Group - Shaun is proud of his achievement and realises the benefits PrintYorkshire can bring in helping his innovation get the recognition it deserves.

He says: "We're unusual in that we are printers who own a patent for a product on which we don't add our own copyright or company details, so we feel it could benefit businesses around the world. We will be seeking guidance from PrintYorkshire on how to best spread the word about this marketing tool and do all we can to support the initiative in return."

Project director at PrintYorkshire, Mike Hopkins comments:

"It is testament to the skills and expertise around Yorkshire and the Humber that we have a print company which owns the patent to a product with global potential. It is successes such as these that we hope others in the region will achieve with our help."

## Forming new partnerships

We're pleased to announce that we've given our backing to an application to Yorkshire Forward from Leeds University to create a Centre for Industrial Collaboration in Digital Printing.

The centre will help print-related SMEs to improve their competitiveness - a key objective for PrintYorkshire.

Project director for PrintYorkshire, Mike Hopkins comments: "The project aims to bring the region's abundant academic expertise together with the technological and business strengths of the print industry across Yorkshire and the Humber, to assist in expanding product range, increasing production efficiency and reducing waste. We are delighted to give it our support."

