



New guide helps printers of the future

The I Choose guide to careers in the print industry has been launched in South Yorkshire.

Some 15,000 introductory booklets are being despatched to all secondary schools around South Yorkshire for every pupil aged 14 upwards. 500 binders have also been produced complete with lesson plans for teachers.

Richard Lukey of PrintYorkshire's Training and Careers Development Action Group (TACDAG) and Sector Manager at Business Link South Yorkshire comments: "Designed for students, the guide will provide careers information and an insight into what employers are looking for in terms of qualifications, skills and experience. It aims to show young people the wealth of job opportunities available in the print industry."

The *I Choose* guide has been funded by the South Yorkshire Learning and Skills Council and researched and written by Keith Glanvill of Business & Education South Yorkshire, with the support of 15 local print companies. He comments:

"*I Choose* provides young people with vital employer led careers information in plain language that they can understand. The information relates to actual jobs and opportunities available in this region and will make a major contribution to addressing the skills gaps that exist within this sector."

PrintYorkshire's Chief Executive Robert McClements adds: "We are particularly pleased to be supporting *I Choose*. By promoting it through our networks and encouraging engagement with the project, we are highlighting the importance of connecting employers with the future life-blood of the industry and vice versa. The project was initiated by our Training and Careers Development Action Group and we intend to roll it out across the Yorkshire and Humber Region and investigate the national opportunities" David Fehly from Broadsword, which printed the *I Choose*



Richard Lukey (centre) is pictured with Keith Glanvill (far right), CEG Development Manager Business & Education South Yorkshire, and Head of Careers of Oakwood Technology College Dianne Williamson (left) and Oakwood Technology College pupils.

guide, said: "There is definitely a shortage of young people looking for a career in the print industry. Young people applying for jobs with us often have little or no understanding of print and even fewer have relevant qualifications. We hope this guide will point young people in the right direction for gaining qualifications employers' value, which will benefit both themselves, local employers and in turn the local community."

As well as looking at relevant qualifications, the guide covers what career progression opportunities exist in this sector locally and where young people can access relevant training courses.

Most of the information was sourced directly from print businesses across Barnsley, Doncaster, Rotherham and Sheffield, including Askews Design & Print, Broadsword, Definition, Evolution Print, First Class Design, Johnston Press, Loxleys Print, Monks Printers, Pyramid Printers, PHP Litho, Proco, Prontaprint, Garnett Dickinson, Horner Brothers and The Polestar Group.

For more information on the guide, please contact **Business & Education South Yorkshire** on **01709 336 700**, email **info@be-sy.co.uk** or visit the website **www.be-sy.co.uk**.

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Addressing the issues



"This year's event was 30% bigger than in 2005 with more than 60 Yorkshire based print and packaging companies exhibiting."

Showcase2006 saw international leaders in the industry address critical issues such as the threat of the Internet as well as the environment and waste management.

The unique UK print and packaging buyers' conference coupled with an exhibition of the region's printing companies brought together speakers from both sides of the Atlantic and leading brands including Hallmark, Npower, Tangent Communications, The Environment Agency: along with BREW and RAY.

This year's event was 30% bigger than in 2005 with more than 60 Yorkshire based print and packaging companies exhibiting their world-class capabilities to buyers – with over 500 attendees from the UK and beyond.

Lisa Palillo from the international brand, Hallmark Cards, discussed the threat to the printing industry posed by the Internet, and how it is affecting Hallmark.

Lisa said: "At Hallmark we are using the web to our best advantage and investigating its many uses and possibilities, but ultimately our focus will remain on our core business and heritage – cards. There is something special about a hand written note or card and this is something that technology and more specifically the Internet can never replace".

The event gathered major players within the print and packaging industry including Jeff Richards from Npower, Michael Hallinan, Strategic Procurement Manager for Northern Foods, English Heritage's Elaine Pooke, Dawn Fitzgerald, Corporate Designer at The Environment Agency and back by popular demand the US Goddess of Print – Margie Gallo Dana.

**show
case
2006**

**Showcase
Success Stories**

Standard Bearer

Interest shown at the Carson Technical stand has led MD Harry Carson to consider establishing a series of educational talks on innovative technologies for the printing industry. Covering ISO print standards, closed-loop colour controls for sheet-fed lithography and ink reduction technology, the subjects had proved a major talking point at Showcase.

Proof positive

Fastek unveiled their latest PDF2proof product at Showcase: a softproofing solution, which allows clients to zoom, rotate, approve, reject or annotate pages on line, saving in both time and consumables costs. Free demonstrations are available for any Forum reader – call Barry Singleton on **0113 2439808** or e-mail him at **barry@fastek.co.uk**.

Robots in Ryedale

A North Yorkshire print company is set to become an international research base for robotic technology.

The Ryedale Group of Kirkbymoorside, has formed a Knowledge Transfer Partnership with the University of Leeds, to co-fund mechatronics graduate Ussama Rai on a two-year research and development project.

“Ussama will be working with us to further develop our process automation to deliver higher volumes and much quicker response times to help satisfy customer demand,” said Managing Director John Buffoni. “At the same time, we will become a major research base for the University of Leeds’ world-renowned mechatronics team.”

John, who is a member of the PrintYorkshire Directors’ Circle, has formed the partnership as part of his ongoing commitment to “lean manufacturing” techniques. The Ryedale Group was one of the first companies in the region to take advantage of PrintYorkshire’s practical and financial support to adopt lean manufacturing methods, designed to improve efficiency and profitability by eliminating waste in every area of production.

Ryedale leads the market in printed plastic plant labels for garden centres and homestores and is also one of Europe’s biggest producer of plastic cards, producing 30,000,000 per month. An early adopter of mechatronics technology, the company has installed a robotic system to cope with the ever increasing demand for its products.

“We have seen clear productivity benefits and improved customer service, which has enabled us to take on more business and compete on a global basis,” said John. “This partnership will enable us to further develop that technology, with a view to creating even more flexibility in a market which needs fast and efficient response to ever- changing customer demands.”

“The Ryedale Group was one of the first companies in the region to take advantage of PrintYorkshire’s practical and financial support to adopt lean manufacturing methods”

Mensa gets personal

Sheffield’s Mensa Printers told Showcase visitors about its latest £174,000 investment in variable data technology, which has doubled its output capacity on personalised documents.

The Xerox Docucolour 6060 adds to their recently acquired Xerox Docucolour 2045, Xerox Docucolour 12 and new variable data and customer relationship management software. The software was purchased with the help of Business Link South Yorkshire.

Mensa, which is celebrating its 50th anniversary this year, now has the capacity to print up to 7020 A4 sheets per hour digitally – more than double its previous capacity.

Leach goes large at Showcase

Huddersfield based print firm Leach Colour has good reason to praise PrintYorkshire’s Showcase event – a quarter of a million good reasons in fact.

Graham Evans, Sales and Marketing Director of the large-format graphic specialists comments: “It was a day well spent. Contacts we made and business discussions we generated at Showcase have brought us new business leads, worth an estimated £250,000.

“We were particularly showcasing our own innovations in large-format graphics: visitors to the exhibition appeared to appreciate not only the print quality of the graphics we produce, but also our design and installation service. Businesses and their marketing and design agencies have increasingly busy agendas and urgent deadline requirements. Taking the onus from them and producing ready-to-use exhibition and point-of-sale material, which adheres to their brand values, is proving particularly successful.”

Leach Colour, based in Bradley, Huddersfield, and with a sales office in London, specializes in large-format graphics, particularly for the retail, leisure and museum sectors.

“Showcase is a very strong affirmation of the talent which exists in the Yorkshire and the Humber region in printing technology and innovation,” said Graham. “We were delighted to be involved.”

Pindar unveils £7m investment

Pindar Graphics unveiled its new £7 million investment in a new bespoke printing press at Showcase. The Scarborough-based company has collaborated closely with MAN Roland to develop a 40-page, short grain, five-unit web press, capable of printing 40-pages at 60,000 copies per hour. Its configuration will also allow Pindar to standardise paper widths used on all its machines.

View of the surrounding area from the offices of J&G Environmental



Networking brings bottom-line benefits

Print and direct marketing specialist Blackburns has recorded major bottom-line benefits estimated at over £200,000 a year, following their attendance at the PrintYorkshire "Making Money From Waste" networking event.

Addressed by J&G Environmental and the British Print Industries Federation (BPIF), the event has been staged by PrintYorkshire in venues across Yorkshire and the Humber, aiming to give printers a practical insight into how to approach waste management.

Blackburns' Group Manufacturing Director, Graham Garrod said: "The PrintYorkshire event galvanized us into action. We had been talking about the need to further improve our recycling and waste management systems and the practical guidance we received made us do something about it – the results have been outstanding."

Blackburns has achieved £160,000 a year savings by recycling paper and added a further £36,000 a year savings by recycling non-paper items such as polythene and cardboard. In addition they have rationalised the use of pallets between the two divisions and saved another £23,000 a year.

Robert McClements, PrintYorkshire Chief Executive, comments: "The impact on the bottom-line created by this level of saving is equivalent to major increases in sales. If we can encourage best practice across the region it will increase competitiveness and ensure a robust environmental strategy."

Go to page 5 to find out how to get your free copy of the *Printer's Guide to Waste Management*.

To find out more about future networking events please contact Caroline Copley at PrintYorkshire on **01924 203338** or visit **www.printyorkshire.com**



Significant interest in Platinum

Harrogate-based Platinum Print exhibited the capabilities of their latest investment – the COMBI-UNICA folding and gluing machine – at this year's Showcase2006.

The COMBI-UNICA has a capability for a wide range of folding and gluing applications but with only 'one pass through' required thus guaranteeing both quality and speed, making it ideal for envelopes, small boxes, medical files, DVD wallets and other presentation items. Platinum reported significant interest from trade and non-trade attendees. For a presentation of the machine's capabilities please contact Andy Hudson on **01423 881158**.

New Project to aid successful retirement

Leading adult learning organisation The National Institute of Adult Continuing Education (NIACE) outlined their new project geared towards encouraging people to better plan for their retirement at this year's Showcase2006. The Successful Retirement project will promote all methods of retirement planning, across the Print sector in Yorkshire, at a time when planning for the future is a salient point for all, particularly in light of low expectations surrounding the future of the state pension, and an ageing population. For further information please email **lynsey.harris@niace.org.uk** or contact Lynsey Harris on **07717 447269**.

New Networking concept proves a great success

PrintYorkshire's new concept of networking proved a great success during November for print company managers and directors in Yorkshire and the Humber.

The BPIF and PrintYorkshire pooled their resources for the first time to come up with a new exciting programme of planned seminars taking place throughout 2006 and 2007. As a result of member feedback, there is a strong focus on business growth and cost reduction and CRM techniques.

The next round of networking events will take place in January and February, providing a great opportunity to learn from the experts about CRM and BPIF core services, sales and lean manufacturing as well as marketing and aggregated purchasing.

This winter's networking events will take place at the following venues:

- **West Yorkshire** – Oulton Hall, Leeds (Jct 44 M1) on 24 January
- **Humber** – The Country Park Inn, Hessle (Nr Humber Bridge) on 25 January
- **South Yorkshire** – Tankersley Manor, Barnsley (Jct 36 M1) on 1 February

A free copy of the *Printer's Guide to Waste Management* will be made available to networking attendees who have not yet received one.

To find out more about the joint networking events please contact Caroline Copley at PrintYorkshire on **01924 203338** or visit **www.printyorkshire.com**, or **www.britishprint.com**

Showcase Success Stories

Vision Colour Print preview new ID at Showcase

Vision Colour Print directors viewed Showcase2006 as the ideal platform to deliver an exclusive preview of their new identity, which will be officially launched during 2007.

Leeds-based Vision's recently created guise certainly stood out from the crowd, drawing attention from all corners.

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Showcase2006 – Feedback Questionnaire What you told us...

We met potential suppliers or customers:

1-10 potential customers	88%
1-10 potential suppliers	100%

Showcase should be held every 1-2 years **80%**

Seminars rated Good to Excellent

Learning from the USA	59%
Effective tendering	71%
The internet – threat or opportunity	64%
Environment	80%
The great debate	66%
Entertainment networks	62%
Stayed longer than 3 hours	61%

New attendees (did not attend Showcase2005) **75%**

WINNER of the free place at the Yorkshire International Business Convention:
Richard Shaw at The Print City Leeds Ltd.

Remember to book your places early for the next round of networking events, West Yorkshire was a sell-out.





Printers form a queue for the waste guide

Print and packaging firms gathered from across Yorkshire and the Humber in October to attend the official launch of PrintYorkshire's "Printer's Guide to Waste Management."

It was standing room only for the 70+ who attended the event at Mitsubishi Lithographic Presses in Leeds. The guide is a major milestone for PrintYorkshire, which is championing environmental responsibility in the industry.

The guide has been produced to provide all those within the printing industry who are concerned with waste and its management, with an easy guide to minimising printing waste and to the many and various regulations with which the industry has to comply. It aims to make the waste manager's life easier by providing a summary of the waste rules and regulations which are currently in place across England & Wales, and a checklist to keep up to date with obligations.

PrintYorkshire's Chief Executive Robert McClements comments: "We are working closely with BREW (Business Resource Efficiency and Waste Programme) at Yorkshire Forward. We are grateful for their input and financial assistance. PrintYorkshire has also carried out a research project to inform the future strategy of support for the print industry and we are looking forward to being heavily involved in its implementation with Envirowise."

Guest speaker at the launch event was PrintYorkshire's President Victor Watson CBE DL with excellent presentations by Terry Maloney and Dale Wallis following the presentation, there was an opportunity for guests to view Mitsubishi's new state of the art D3000TP Tandem Perfector, and their two new colour presses; D3000LX-6 and D1000LS-6.

MISSED OUT?

Get your free copy now – contact Caroline Copley on **01924 203 338** or email caroline.copley@printyorkshire.com

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News in brief



Pinders' Kate Tuckett with the five 'C'mon' hand puppets

Vauxhall C'mons get the Pinders treatment

City print experts Pinders have put their cutting edge digital technology to an unusual new use, producing cutouts of five woven hand puppets made famous by a major TV advertising campaign. The puppets, known as 'C'mons', have featured in the cult TV advertising campaign for the 2007 model Vauxhall Corsa. The five 'band members' are called Moo, Blue, White, Red and Cherri and even have their own fan site and songs.

Pinders has produced cardboard cutouts of the cult figures on behalf of designers Allread Burgess, for use in Vauxhall showrooms in Sheffield, Chesterfield and North Derbyshire.

The farmers and the cowboys should be friends....

PrintYorkshire has taken the print management message to buyers in the U.S. Chief Executive Robert McClements was keynote speaker at the recent Boston Print Buyers Conference, explaining how print management can offer more than brokerage.

"Print management is only now emerging in the U.S. and buyers were keen to understand the U.K. experience," said Robert. "I used an American analogy from the musical 'Oklahoma' which suggests the cowboys and the farmers should be friends! Print management is a service which is often provided by printers. The challenge for printers is to show they are more than farmers by providing buyers with a comprehensive service. Print management companies may offer access to a share of a large contract and there are print companies who will choose to cooperate – provided neither party behaves like a cowboy.

Major U.S. groups have been purchasing print in the UK through print management companies, utilising the latest software to streamline ordering, purchase, payment and reporting processes. The recent acquisitions of WilliamsLea and Astron suggest that there is evidence of more than a passing interest.

Horner Brothers wins PIC contract

Horner Brothers has secured a two year Print Management contract with Partnerships in Care, the UK's independent provider of specialist mental health care and related services.

The Rotherham-based print group will be responsible for the manufacture, procurement and stock management of a portfolio of products, including marketing print, operational forms and corporate stationery.

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NTA lunch briefing for Printers

The National Training Awards (NTA) are hosting a lunchtime briefing session for printers at The Polestar Group's Sheffield site on 22 January. The NTA awards are the UK's accolade for businesses, organisations and individuals who have achieved lasting excellence and success through training and learning. The lunchtime session will give attendees a chance to learn more about the awards and the benefits of training.

Places at the briefing are limited. If you would like to reserve a place or nominate someone to receive an invitation please contact Lora.Bolton@ukskills.org.uk or call **0207 612 9268**.