

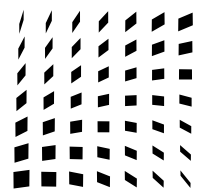


# PrintPromotion

## WRITING CONTEST

on the occasion of drupa 2008

**PRINT PRODUCTION –**  
MY WORK, MY PASSION, MY LIFE



print media messe  
**drupa**

world market print  
media, publishing &  
converting

düsseldorf, germany  
29.5. - 11.6.2008

learn<sub>4</sub>print



## DEAR READER,

It has been a long tradition for PrintPromotion to hold a contest for invitations to drupa. For drupa 2008, the heading was "Print production – my work, my passion, my life", and we were again pleased to receive very interesting entries from several countries. All contributions were examined very carefully with regard to their contents, structure and presentation. The contestants described the specific situation in their country, their own professional career and expectations, but also proposed concepts and ideas for improvements in the print media industry. Many of these proposals have confirmed us in our efforts to promote the print media, the training of skilled technical and managerial staff and the transfer of know-how in this industry.

This year, the prize, which includes return flight ticket to the drupa city Düsseldorf, accommodation, entrance ticket and daily transfer to drupa 2008 as well as a daily allowance, goes to the two winners:

**Mrs. Madhura Mahajan from India, and  
Mrs. Zippy Shiyoya from Kenya.**

Unfortunately, we can only publish the winners' contributions in full, but we also wish to share some of the brilliant ideas and statements proposed by other contestants with our readers. They can be found in excerpts after the winners' entries.

The drupa 2008 competition proves again that the print media industry is very much alive and has a promising future all over the world.

Congratulations to the winners and thank you to all contestants!

We hope that you enjoy this brochure.



**Roger Starke**  
**PrintPromotion Managing Director**

# PRINT PRODUCTION – MY WORK, MY PASSION, MY LIFE

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Please note that the following articles and excerpts represent the contestants' own personal opinions and not the official views of **PrintPromotion**. The information and data given below have not been verified by **PrintPromotion**.

# PRINTING IS HERE TO LAST

**Madhura Mahajan**  
India



*Mrs. Mahajan (35) is a senior lecturer of the Pune Vidyarthi Griha's College of Engineering and Technology, Department of Printing Engineering and Communication, Pune, India. Her special interests include research-related activities, client support, customer coordination, training and implementing systems. She is married and has one son. Her hobby is classical dancing.*

**It** was in the month of September 2007. I was in my lab with a group of 15 students working on their lab work. All were totally engrossed. It was their third consecutive day of work in the lab. We were working on an experiment to analyze and establish density and dot gain of 4 colour inks. The lab work was taking place in the offset machines lab. We had completed the analysis of cyan and magenta, and we were in the middle of completing the work for yellow. The group was divided into 5 to 6 smaller groups, and, in the midst of the practical on the offset machine, there was a big sound and the machine stopped. All eyes turned towards the feeder of the machine. A gear part in the feeder (pile lifting) had broken, and we all realized that though being close to the result of the experiment this suddenly was going to take a lot of time. I could see the dismay on each one's face. In any other situation where students are working, they would have been happy for postponement of the practical, as they would have got a period off. But here the students wanted to go to the workshop, get the part repaired (as it required welding) and start back the prac-

tical. And the students did so. They got the part repaired, fixed it, and we were back with our experiment. I was glad that my students shared the same passion of working, experimenting and getting results. And I hope this fire of working shall remain in them forever.

Teaching has been my profession now since 1996. My printing career started in 1994, the year in which I graduated. I completed my education from Pune Vidyarthi Griha's College of Engineering and Technology, Pune, India. Pune Vidyarthi Griha better known as 'PVG' is one of the oldest institutes in the city. It is now [2007] in its 98th year and shall be completing 100 years in 2009. This institute was started by a group of visionary socialists to increase the literacy level and to provide quality education in the society. This mission of the founders is still being continued in the same spirit and PVG is today the premier institute in printing technology in the country. After graduating I worked as a trainee engineer for a period of one year at M/s Parksons Packaging, Mumbai, which is today the largest producer of cartons. It has 2 fully automated plants in the country today. I am proud to be still associated with Parksons and take my students for a study visit to their plants.

My second job was with Tata Press Ltd., Pune for a period of one year, and then in 1996 I joined the college as a faculty member. PVG's College of Engineering was started in 1985.

Ours was the sixth batch. And I feel extremely proud to be part of this legacy in print education. As a teacher now, my subjects are sheet-fed offset, web offset and newspaper techniques. Teaching/learning is not the same as it was earlier. I remember that during my college days lecturing used to be one-sided engagement without the involvement of students in the learning process. We used to listen to everything our professors told us. But today, as a professor myself, I have to make an interactive session for the students. The students want a reason for every technical explanation. These interactive sessions help teachers to grow with students, and both teacher and student look forward for the next lesson.

**“When I enter my  
offset machines section,  
I feel the thrill,  
the enigma of the machine.”**

When I enter the shop floor (my offset machines section), I feel the thrill, the enigma of the machine. Operating the machine is as exciting as the printing result which I do myself, but I also involve my students to do every detail of the operation. Analysing a print is yet another passion of my life. I teach my students how to analyse the printability. A control strip is sufficient to indicate the performance of fountain units, the number of blanket washes, pressures, etc. Measurements and analysis is the prime focus in the industry now, and, if this is taught at education level, it shall help to shine through their careers.



*Students are involved to do every detail of the operation of the presses.*

Every year, I undertake three students' projects exclusively on the needs and problems of the industry, helping to create new and unique ideas to solve them. The problems range from cost reduction in manufacturing to technical difficulties or a new method of process control. I have worked in the past with my students on the performance of fountain solutions, U.V. printing and its implications in India, optimum use of IPA in fountain solutions, optimum use of fountain solutions during printing, paper bench marking, types of mottle, etc. Presently I am working on three new ideas. In one of the projects we are trying to find out the reproducibility in terms of grey levels when LPI is increased, but DPI is kept constant. This idea has been very well appreciated by IFRA, and we are awaiting the findings of the project. Also we are working on one paper related project and an ink related project.

My work gives me immense satisfaction due to the versatility of the job. It comprises teaching (my main interest), administration, research, and interaction with so many industry personnel throughout the year by way of visiting presses, meeting at exhibitions, conferences or inviting them to our institute. Students primarily help me to remain on my toes, force me to think ahead and help me to push for a knowledge society at large.

## **“My work gives me immense satisfaction!”**

A large number of alumni are also associated with the development of the department. Their valuable inputs and experiences are so beneficial for us to launch new print graduates year after year.

### **About our college**



*The Printing Department of PVG's College of Engineering is 22 years old; 14 batches passed out meritoriously.*

PVG's College of Engineering, as stated earlier, was started with printing engineering as its first course. Today there are six courses running in Electrical, Electronics and Telecommunications, Mechanical, Information Technology and Computer. Today the Printing Department is 22 years old with 14 batches passed out meritoriously. The department has bloomed into a full-grown tree giving its produce to the printing industry in India as well as abroad. The department has always tried to upgrade the curriculum and course contents as per the change and needs of the industry. There is a continuous liaisoning with the industry personnel and experts from the fields of offset technology, colour management, RIP, gravure and flexo, finishing and material testing who are invited to motivate and encourage the aspiring printing engineers regarding the technology, its scope and wide-ness in the industry.

The setup of various laboratories includes a Powerlook scanner, Eye one Pro colour management software from

Gretag, a SpectroEye spectrodensitometer, four single colour offset machines of varying sizes, a 2-colour gravure machine, ink and paper testing equipment, perfect binding machine, etc.

The technical education pattern is of four levels: Diploma, undergraduate engineering as well as post graduate and doctoral. There are 5 undergraduate printing engineering colleges and around 20 diploma colleges. But there are no postgraduate and doctoral programmes or centres in any universities. Approximately 500 print graduates and 1000 diploma holders pass out every year.

India is passing through a momentous change – in economy, in business, in society and entertainment. Similar is the change in the growth and development in the printing industry.

## The challenges today

„Losers find excuses while winners find a way.“ Its simplicity beguiles its truism, but that line has stuck with me since a long way and helped me to approach challenges such as these rather than backing away from them.

**“The printing industry in India is passing through a momentous change.”**

Today the department has two major challenges to be overcome. There is a need to start new post-graduate and doctoral programmes to give a research base to the department. It is very important to carry out research. We all know that. But what is important for us is to carry out research for the Indian environment, for the industry in India. The research should be for the Indian conditions of temperature and environment, water and chemicals, humidity and atmosphere and most important the people. It does not mean that we are not working on research projects. In fact we have been handling research-based projects to solve industry related problems or product development for almost six to seven years now, but what we need is a recognized course of PG (post-graduation). Wouldn't that be more professional? The department has been striving for this status a long time, and I am hopeful that the governing council for technical education shall approve it soon.

**“It is very important to carry out research – for the Indian conditions of temperature and environment, water and chemicals, humidity and atmosphere and above all the people.”**

The second most important challenge is to equip the department with latest machinery and equipment at par with the industry. This shall help our students to be acquainted with the latest technology as well as to be able to handle them at education level. The well-equipped department shall also attract more research and consultancy projects that are means of self-finance and self-dependency. That shall also draw a higher number of students for admission.

**“Preparing youth for a brighter and technologically prosperous India is my dream.”**

I am extremely hopeful about the printing industry in India, which is quite conservative though, regarding help to educational institutes. But I am sure the generations' change and the new generation shall be very positive and forward-looking. As it is said that teachers help build generations. So preparing youth for a brighter and technologically prosperous India is my dream. Every minute of my career I live with this passion and goal.

## Social developments

India is celebrating its 60th anniversary of independence. In the true sense, it is the golden period of post-independence. There are 540 million Indians between 18 and 34 years making up almost 55 % of the population. Today's youth have a huge advantage. No generation has ever grown up with the means and technologies and opportunities to dictate their own future and that of the country.

The economy of our country is booming with 9.2 % annual growth, and the service sector has grown the most. India was economically liberalized in 1991. Generations

born or grown up in that period of post liberalisation have been in relative affluence. The present young generation is unique. That's so because more and more parents want to give quality education to their children. The young women as well are striking out on their own; especially the urban woman knows that careers should take top priority and that she should be financially independent.

India has now touched the 1 billion count of population, out of which one third live at the margin. It's true that it's not possible for any government or a segment alone to help accomplish the crossover. So today, a lot of corporations from industry are partnering with the government to make a more humane and just society. This is in line with the vision of our Hon'ble Prime Minister Dr. Manmohan Singh in his 10-point social chapter. Socially, such developments will definitely give a brighter and prosperous future ahead.

Child education, child rights, promising youth and security for senior citizens, all shall lead to a better society. So there shall be an ever-increasing demand for all print media from textbooks, newspapers, packaging, security printing, large format printing, etc. Moreover, for the leaders of tomorrow, globalisation, social liberation and access to technology have not altered their essential Indianness.

## The future of printing

For the future, I see a steady demand for people with experience, knowledge in both digital and conventional technologies, packaging, both hardware and software. Increased information access and faster communication is now possible with the Internet. With printed matter or reading and writing, one creates an instant bond, and then starts an open communication. So this medium of communication is here to last without being shaken by any media.

**“For the future,  
I see a steady demand for people with  
experience and knowledge  
in both digital and conventional  
technologies.”**

Our city, Pune, is located in the western part of the country close to Mumbai, which is the financial capital of India. Our city population is approximately 50,000 lakhs [5 million] as on date. There are approximately 2000 presses in the city with thirty 4 or 6 colour-offset

presses. And more than 160,000 printing presses in active operation all over the country. All 4-colour presses in my region do an export business of around Rs. 2 crores [1 crore = 10 million]. Presses are using Indian as well as imported paper.

I strongly feel each one has a passion in life to do something worthwhile. Being passionate about your profession surely means having a desire to do something worthwhile for the society. Students lead a sheltered life when in school or colleges. It is the job of a teacher to make him aware or teach him the facts of real life, in his profession. If my students work hard and consistently improve their performances in their profession, I would say, I have been successful in contributing my passion to my students. One of America's greatest presidents, Franklin Roosevelt once remarked: “We cannot build the future for our youth, but we can build our youth for the future.”

**“I hope to have this  
passion forever!”**



# ... STAY WITH PRINT, AND THE SKY IS THE LIMIT ...

**Zippy Shiyoya**  
Kenya



*Mrs. Shiyoya (46) is a printer (graphic arts reproduction) and presently employed as a Design Manager, with cluster responsibility, by Tetra Pak Ltd., a food packaging multinational company based in Nairobi, Kenya. She has one adopted daughter and four in her care. Her hobbies are dancing, travelling, reading professional magazines, cooking, and, last but not least, shopping. Her special interests focus on empowering women. Quotation: "I get fascinated how much inner strength women have, yet they do not use it to build one".*

## Professional career

**I** started my professional career as an apprentice at African Medical Research Foundation (Amref), an international NGO, based in Nairobi, Kenya, in 1980. At that time, I had just finished high school and was idle when a friend working at Amref told me about a temporary job popularly referred to as Kibarua in Kiswahili, just to pass time... and that was my Grand Entrance into the Printing World!

As a temporary worker fondly referred to as "casual worker" in Kenya, my position was "Printing Auxiliary" – an apprentice in the graphic reproduction darkroom

and platemaking sections. Here, I was taught how to operate a graphic arts camera, prepare chemistry, process negatives, to make film assembly and retouching, and plate making. My main task was to reproduce USAID [United States Agency for International Development] manuals for printing. I remember coming in every morning and selecting three manuals, a large, medium and small one, in that order, exposing films in the darkroom, at 18 degrees room temperature, in red safety light and simply working away at these manuals all day. I would then develop, wash, fix the negatives, and then hang them outside on a clothes line like napkins to dry. I remember each lunch time sitting outside the printing department on a culvert just soaking in the sun from the cold in the darkroom, try to adjust my eyesight to see in bright daylight from the red safety light in the darkroom. The "funny" thing was, I did not know in one word the title of the job I did. I could only describe the process, the equipment, the chemistry.

**"As a kibarua in the graphic reproduction darkroom and platemaking sections, I did not know in one word the title of the job I did."**

After exposing the manuals, I stripped, imposed and then retouched negatives, then made plates. I remember enjoying myself doing this work. When we were not busy in the darkroom and plate making section, I joined the binding section where we collated these manuals and bound them by stitching or by hot or gold glue, moved them onto the guillotine for cutting and then wrapped them into bundles.

As an auxiliary you only did the repetitive manual work, not handling any machines or equipment; this was regarded as skilled labour reserved only for senior operators. As I was a young woman and doing this for fun, I had no inhibitions, so I could join the crowd and work along with them. The senior operators did not see me as a threat. In any case, they viewed me as a young girl, young enough to be a "daughter", so it was OK to help "dad" out, and in this process I learnt a lot.

It was at this time that the printing manager encouraged me to stay with print. He said, and I quote: “Zippy ... stay with print, and the sky is the limit ...”.

Later that year, I visited the Kenya Polytechnic to enquire about printing courses. I was interviewed to join the course, and because I could only explain the process of what I did, it was recommended that I join a basic course that will give me an overview of printing in general, after which I could specialize in one area. So, in September 1981, I joined a General Technical Knowledge course in printing, a part-time course as a self-sponsored student. At the Kenya Polytechnic, the Graphic Arts Department at that time only dealt with the industry, so at the end of my first term, the college sent my report card to my employer who was surprised at my initiative and very happy with my performance. So I got sponsorship for the rest of the course.

In 1981, I was promoted to Camera Operator, doing the same job with more responsibility, taking more challenges and decisions. As I had some training already, I could apply my knowledge in making good halftones, duotone, plan imposition work for books and stripping. I took up more responsibility and interacted with other departments on print.

In September 1984, I enrolled on a Graphic Reproduction and Plate Making Course for 4-year co-op work terms and “paid time” course terms, generally referred to as “block release”, which basically meant one term at work and one term at college. This was a City and Guilds Certificate of London course. I also enrolled myself for part-time night school where I did an Estimating for Printers course, a BPIF [British Printing Industries Federation] certificate, then a Management for Printers course, also at night school.

At the Kenya Polytechnic, the Graphic Arts Department was initially funded by the British government and supported by the industry in Kenya. However, in the 80’s, the funding stopped, and students had to provide for themselves most learning materials including films and plates for practical lessons. One of the areas that was most affected was maintenance of machines and lack of spare parts.

So the theory was great, but with no good practice. Those of us who were sponsored could apply what they had learnt at work, which is what the course required. This left me with a lot to be desired as Amref’s printing department specialised mainly in book work and very little in process work, producing mainly magazine covers with colour separation outsourced. We also had a separate department that did typesetting, so DTP was like the industry’s “new jargon” that we only heard and read of in pamphlets from drupa.

Another challenge that I received was that at Amref printing and publishing was regarded as a support function with no funding coming directly to the department. I was only able to convince management to sponsor me locally on a block release course; at my level. I did not get a chance to visit any trade shows or seminars.

On the other hand, the government of Kenya and the industry would sponsor people to attend different trade shows with the **drupa** trade fair crowning it all. We informally received news on new technology in the future only in pamphlets. We were also tested in exams on these technologies as we sat for external exams. I remember getting really fascinated by the future and would go – WOW!

**“I knew that I required  
more knowledge –  
to keep up with  
the times.”**

So, in 1989, I made a decision to leave for Canada for higher education as a self-sponsored student once again. The decision to go to Canada was purely financial, the Canadian dollar at the time was cheaper than the UK pound; in addition, Canada was a Commonwealth country and spoke English. I trained in graphic arts reproduction – production co-ordination during a 3-year co-operative programme of study with a placement for the final semester in Richmond/Indiana (USA) where we had to write a paper for the final exams. I graduated in 1992.

I returned to Kenya in 1993 where I worked briefly with an advertising agency in prepress production as a “Traffic Controller”, then very briefly back at Amref where I coupled up as a “Quality Control and Deputy Printing Manager”.

In 1994, I joined Tetra Pak Ltd., a liquid food packaging company, at that time as the “Prepress/Design Coordinator”. My main responsibility was to set up the prepress section, digitize artwork, and train the local repro supplier as to Tetra Pak flexo printing specifications. In 1999, I moved to Sales Administration/Design Coordinator, and in 2006 Design Manager with cluster responsibility.

Tetra Pak is a multi-national company with two converting factories in Africa. The Tetra Pak factory is based in Nairobi’s industrial area and specialises in flexographic printing. We have one printing press, one laminator, one slitting machine and two doctor machines. The factory employs 75 members of staff. In production, we have a mix of professionals ranging from printers, engineers, food technologists, customer

service, supply chain, finance to general administration. We are producing packaging material mainly for liquid food packaging in flexo line and process printing. Tetra Pak is the only company in the region printing on carton for food packaging in flexo line and process printing.

The challenges that I have encountered are in the knowledge of reproduction for flexo printing on liquid food “cartons” (mainly juice and milk). Specific challenges are:

- Inks must be food grade; this means that we are not always able to achieve the shade on the reference samples supplied due to pigments that are not allowed in the food carton industry.
- The Pantone colour guide adapted to communicate colour has a limitation, i.e. it is printed in offset on a clay coat substrate which is different from the flexo substrates and inks we use in flexography.
- The substrate used in liquid food packaging cartons is rough with heavy grammage compared to label printing and even offset printing substrates.
- The flexo process still uses repro reference curves based on offset printing, but fine tuned to the flexo printing process. We require specialised expertise in repro which is not readily available in my region.

The specific problems are mainly addressed by teaching my fellow professionals in offset the differences to flexo printing. My knowledge and experience in offset and now flexo printing has been very valuable here.

## Training institutions in Kenya



*Many people working in the printing industry in Kenya studied at the Kenya Polytechnic University.*

The Kenya Polytechnic is a public institution offering printing courses in Kenya. The college is funded by the government, but students pay a fee towards their education. The college has a good reputation in the region and many people working in the industry studied here. The Kenya government

has sponsored staff to the UK, mainly Watford College, for higher education in printing. Therefore, the knowledge in the industry has been good, and the industry is rich enough to invest in new technology.

One of the concerns I have is about training and succession planning. The staff with advanced training have either been absorbed by the industry, or moved into self-employment or even retired.



*The Heidelberg „Tiegel“ (platen) press, introduced in 1914, was a revolution for the entire industry.*

The printing industry in Kenya is facing a challenge as to both technology and strategy. The college staff requires training, learning materials and exposure to new technology and business models to deliver the courses that will benefit the industry.

The printing industry, on the other hand, needs to embrace and partner with the college by providing opportunity for industrial attachment. This arrangement would prepare students better for the workplace, while employers can get full-time employees directly from students.

We also have one other fee paying private college, the “Academy of Graphic Technologies”, based in Nairobi, Kenya, which offers short as well as diploma level courses in print technologies, graphic design, electronic design and electronic publishing.

The subjects that are presently important in training must include:

- New business models that will address the rapidly changing technology and management of change, e.g., lean manufacturing which is about doing more in less time, with less inventory, space and people.
- World-class manufacturing focusing on continuous improvements on quality, cost, lead time, flexibility and customer service.
- ISO quality management systems that will help business control or improve the quality of products and services, reduce cost or become more competitive.

- Environment and safety, occupational health and safety that improve workplace safety.
- A corporate social responsibility concept that encourages organizations to consider the interest of society by taking responsibility.
- Security printing, dealing with issues of forgery, tampering, or counterfeit.

I also suggest including other ancillary services that are beyond ink and paper, e.g. digital database management, electronics, inventory management, and web-based services, etc. As the world is digital we must take advantage of technology. The traditional courses must be addressed for relevance.

## Social developments

One of the social developments in my country that have an influence on the printing industry in general and the development of my business in particular is “free primary education” in Kenya. Basic education is required for intelligence and to drive out illiteracy thus empowering people. The printed material continues to be the medium of delivery to the education system in Kenya.

**“The printed material continues to be the medium of delivery to the education system in Kenya.”**

Printed information in my region and environment today is still the most reliable way of transferring and sharing information in our education institutions. The industry markets products and services through print, the government has the currency printed, the media uses print to inform the public of the news and other happenings, while religious institutions rely on the written word in their practices and beliefs. Printed information preserves history. Approx. 80 % of printed matter is still in use in my region.

The future of the printing industry in the competitive environment with electronic media represents a threat to the printing industry as more readers migrate to the Internet. However, traditional media channels like television, radio, telephone, outdoor advertising and print are still relevant in our economy as few users though growing in numbers can access the Internet.

On the other hand, printing has undergone a technological revolution from analogue to digital printing that enables direct imaging to the printing press. Some advantages in-

clude “print on demand” which brings about saving money on reworks, obsolete material, lead time, cost, etc. “Publishing from computer files to publication” is another dramatic transformation that brings about the printing of individual orders on demand avoiding the high production costs and distribution.

In packaging, customers require better quality materials, e.g. tamper-proof and safety features, deep-freeze products for example. This means that the printing industry is relevant, but must undergo a mind shift to compete with and complement other media. The industry is expected to decline or remain flat compared to electronic media.

In many of the statistical sources, the printing industry is not classified as a separate industry, so that information is not readily available. The majority of the commercial printers are small businesses that operate one production plant. The number of staff ranges from 50 for small-size shops, 200 for a medium-size shop to 500+ for a large-size shop. A large number of “casual workers” are employed as skilled workers with training done mainly on the job.

### Statistical data about the printing industry in Kenya

Printing houses / shops	446	*
Packaging printers	6	*
Packaging materials	34	*
No. of staff in the printing industry	16,000	**
Major printing shops	121	**

\* Source: Yellow pages, Kenya

\*\* Source: Kenya union of printers

### Kenya’s export and import statistics of printed matter 2006:

	in tonnes	in US \$
Total export volumes	5,241	33,740,492.17
Total import volumes	8,150	41,265,955.69

Source: Customs Department, Kenya Revenue Authority  
Compiled by: Centre for Business Information in Kenya, Export Promotion Council

In conclusion: Writing this report has provided valuable insight to me on the revolution the printing industry in Kenya has undergone over the past two decades.

**“The industry should take advantage of other media and build a single source of information.”**

# THE PEOPLE OF NIGERIA ARE IN A RUSH FOR EDUCATION, AND ONLY PRINTED BOOKS CAN LEAD THEM INTO THIS POSITIVE STATE.

**O. Sole Abiodun**  
Nigeria



*Mr. Abiodun is a certified printer at Nigeria Railway Printing Press.*

**THE** printing industry has been one of the driving forces behind the exponential progress that the country has achieved in education since independence. At independence in 1960, there were 9500 primary schools with a total of 985,087 students, 250 secondary schools with a total of 45,131 students, and 5 universities with 10,000 students. Presently there are 18,376 primary schools with 720,312 students, and 20 universities with 80,550 students. This tremendous expansion was possible mainly because the textbooks and other educational materials were printed locally. The printing industry in my country lived up to expectations by producing the required materials at reasonable cost and time.

There are seven dailies, the Daily Times with a circulation of 200,000 copies and the Punch with a circulation of 9,000 copies, as well as weekly newspapers, magazines and other periodicals. All of them have considerably contributed to a healthy press that has kept the public in Nigeria well informed. ....

... The technological change has also affected the printing industry in Nigeria. New modern printing and finishing machines have also been installed. Nigeria as a whole needs several independent training centres to cater for craft and technician training in major towns. ...

... The people of Nigeria are in a rush for education, and only printed books can lead them into this positive state. In Nigeria, we have four institutions of higher learning that offer printing technology as a course of study including publishing to the middle management level for the industry:

1. Yaba College of Technology, Lagos State
2. Kaduna Polytechnic, Kaduna State
3. Mohammed Abdullahi Wase Polytechnic, Kano State
4. Institute of Management Technology, Enugu State.

None of the thirty-seven universities in Nigeria, both federal and state government established, offers printing technology as a course of study, but they have printing plants in most of their administrative departments to take care of their stationery for economic purposes in their various offices.

These afore-mentioned institutions of higher learning that offer printing as a course of study need modern equipment, machines, computers, etc. to carry out their obligatory assignment to the human resources of the Nigerian economy and the world at large. ....

... With the advent of computers and automation, the processes in prepress and offset printing have undergone revolutionary changes at an incredible speed causing problems with obsolescence. ... The successful employee must therefore restyle or retool his or her skill with an ever-changing work environment. Knowledge of systems and how to handle new equipment and processes is a necessity of printers, but also for electronic technicians and mechanics responsible for maintenance.

**“The successful employee must therefore restyle or retool his or her skill with an ever-changing work environment.”**

The workplace in the 21st century will require continuous upgrading of knowledge and skills. ... All levels of workers, from management to employee, from top to bottom, need to be educated on new technical facts and conditions so as to employ new knowledge to best serve company goals. Management should, therefore, be ready to train and retrain and accept costs of education and training as well as overall costs of capital investment in automating. ...

... The printing, publishing and converting industry in Nigeria has come a long way dating back to the mid/late 60s. The industry was then run by unskilled labour who had to make do with local materials to meet the needs of its local populace. The industry has been faced with a bigger market, improved technologies that offer quicker and better services up to the advent of the production of the earlier forms of computers, which on their own have gone through several changes.

The printing house owners and managers must make wise decisions to invest in new modern techniques for higher productivity in the print media which will encourage patronage over other media, and thus increase the number of jobs for printers. ...

... Most outdated machines in Nigeria today are being phased out and replaced with new ones in order to catch up with the trend of events. These old machines have no spare parts (genuine) to keep them on, and this applies especially to those small companies which cannot show any surplus or offer the usual bank security as a result of the bad economic situation in the country... so new technological machines are preferred in order to cut down production time and manpower and also to enhance the smooth running of the machines and the qualities of materials to meet the challenges of times. ... Second-hand equipment, unless bought as a reconditioned factory-built machine, will come out with little, if any guarantee. Therefore, this remedy is expected to be a challenge, too.

... The level of manpower required in the printing industry depends on the level of technology employed. ... Naturally, workers are expected to specialise in one of the process technical areas. ... Unfortunately, the new generations of machines have become more sophisticated than the earlier ones, thereby requiring the management of the printing house to embark on train-the-trainer programmes. The problem of generation gap is compounded by the increasing sophistication of electronic components of machines. These problems may be solved through the employment of highly-trained and skilled electronic engineers, but since this cadre of manpower is not easily available, the only alternative is to undertake staff development and training programmes ....

... In the developed countries of the world, measure of their development is no longer by the consumption of

paper, but by the consumption of computer services. .... Paradoxically, however, paper consumption will continue to be a strong basis of measuring development in some emerging nations of the world. While innovations are being carried out on printing and related machines in Europe and America, with a view to doing away with the traditional methods of machine operation, most printers are yet to master such traditional methods in Africa. The traditional colour separation in the offset printing process with three filters of primary colours is found in only few presses in Nigeria. It is not that the colour yield from such traditional separation is no longer valid or consumed, but the financial capacities of most printers to buy panchromatic films and set up and maintain effectively colour separation darkrooms is not there.

**“In the developed countries, measure of their development is by consumption of computer services, but paper consumption will continue to be a strong basis of measuring development in some emerging nations.”**

... There is a popular saying that “seeing is believing”. And truly in the printing industry, it is rather seen than heard of. As such, the standard of any product is determined by its quality... The quality of a job and its durability gives the consumer a great confidence in the printing industry. In the 80s up to the early 90s, the standard of printing was very shabby in Nigeria. If I may say, there was no diversity in printing. The processing of jobs was usually done by handicraft. ... The new technique ensures good and improved quality. ...

... I am optimistic that, come the new technology in Nigeria, the rays of hope of becoming a quality printer and a printer to the world will start to brighten up on the Nigerian print scene. It is time we became tech-inclined and achieve the enviable feat of print exporter. ... The electronic media will be seen as a welcome addition to print media and not as a substitute.

# THE EFFORT TO SPREAD LITERACY TO THE MILLIONS IN INDIA IS KEEPING THE INDUSTRY GROWING.

**Amrutharaj Harikrishnan**  
India



*Mr. Harikrishnan (39) is a senior grade lecturer at the Department of Printing and Media Engineering, Manipal Institute of Technology, Manipal University, India. His special interests are packaging, binding & print finishing as well as machine maintenance. Mr. Harikrishnan is married and father of two daughters. His hobbies are photography and freelance writing.*

**I** am proud to be born in a printing family. From my childhood I was fascinated by the spinning of the giant fly wheel of the treadle press, rhythmic sound during printing, and the skill and talent of printer. This passion became an obsession which made me to take up this beautiful trade as my career and made what I am today. A scanner operator turned printing plant engineer turned academician.

I was fortunate enough to be a participant in the “Upgrading Course for Specialist Teachers” organized by PrintPromotion in the year 2007. This training in particular gave a lot of add-on to my career. Numerous industry visits all around Germany, as well as theoretical teach-

ing with practical oriented training by specialised and highly experienced teachers made me to learn the new avenues of printing technology in a most appropriate manner. As an academican, this training is the greatest achievement in my life as I could see, feel and experience live the innovative developments that are happening in printing and media technology. ...



*The Department of Printing and Media Engineering of Manipal Institute of Technology which is a constituent institute of Manipal University has built a strong edifice since its inception in 1993 to become one of the leading print institutes in the country.*

During the last 15 years India has emerged as a strong economical power in the world market. The current annual turnover of all the components in the Indian printing industry is about Rs. 60,000 crores [1 crore = 10 million]. The average compound annual growth rate has been higher than 12 % over the last 15 years. Our packaging industry is currently growing at a rate of more than 16 % a year. The print market in India is projected at euro 12.81 billion (Rs 69,315 crore) by 2008, a growth of 47.5 % from 2003 and is poised to achieve 60 % growth by the year 2012 and can generate phenomenal increase in employment opportunities. ...

... Print media continues to be a dominant part of the communications industry, currently representing 50-60 % including newspapers, magazines, books, packaging items, security, publicity items, billboards, labels, etc.



*Students of the Department of Printing and Media Engineering. The department has an excellent infrastructure and state of the art facilities to give hands-on training along with theoretical teaching.*

In the field of packaging, flexography has grown to about 60 % (soon to reach 75 % within a decade). The offset process mainly contributes to magazine (60 %), newspaper (85 %), book (60 %), and packaging (10 %) printing. Gravure is predominantly used for magazines and catalogues (40 %), books (25 %) and packaging (25 %). Digital or variable printing (print on demand) for direct mail, labels, etc. is about 8 %.

**“Print media continues to be a dominant part of the communications industry.”**

Our country's domestic needs of printed materials are enormous. With a population of over one billion, 16 official languages and a literacy rate of 55 %, the print media has an indispensable role to play. Educational printing is on the rise. The effort to spread literacy to the millions in the country is keeping the industry growing. With India being on a growth path, there is hardly any multinational which has not stepped into the Indian market. Commercial & industrial activities are on the rise. With the vast population of middle class in India, consumerism is on the increase. Thus growth in the area of printed packaging is on an accelerated mode. Print communication, in today's context, involves dissemination of information, on the media of the customer's choice. ...

... 95 % of the needs of the printing industry (cost wise & volume wise) is catered for by 8 % of the established modern printers. Potential customers are much bothered about cost, quality, time and other relevant aspects. In the present business industry, losers become gainers and gainers become losers. ... The ones who are going to survive in the market are the innovative ones, who are ca-

pable of providing digital and data management. ... Customisation and personalisation will demand short run, on demand jobs, with rich colours. ...

... The Indian packaging market is currently worth Rs. 650 billion (approx US\$ 14 billion) which represents 2.3 % of the world market. The food processing industry alone needs to double its capacity. The fastest growing packaging segments are laminates and flexible packaging, especially PET and woven sacks.

... The Indian newspaper industry is the fastest growing newspaper economy in the Asia Pacific Region. Its turnover is expected to touch Rs.1450,000 million this year, compared to Rs.130,000 last year. There are 5,600 dailies and 15,000 weeklies; 20,000 periodicals in 21 languages have a combined circulation of 142 million, while 170,000 titles are published in 24 languages every year. ...



*The facilities in the Department of Printing and Media Engineering include well-equipped laboratories for digital printing, offset printing, flexographic printing (see picture), screen printing, printing image generation, colour science, packaging, binding and print finishing as well as quality testing laboratories.*

... We all know that technological concepts in and around the world are changing rapidly. Today what we learn is insufficient or obsolete tomorrow. ... The present technology demands not just experience but the ability to convert the requirements of the customer to workable specification immediately.

**“The ‘code’ of success in this 21st century is ‘Learn, Unlearn and Relearn’ and ‘Reduce, Reuse, Recycle and Recover’.”**



# CONTINUAL EDUCATION AND CONSTANT TRAINING BOOST THE GROWTH OF ANY COMPANY

**Joshua Iyiola**  
**Nigeria**

*Mr. Iyiola is the Chief Executive Officer (CEO) of OLAomoOLA PRINTING INDUSTRIES Ltd. in Ibadan/Oyo State, Nigeria. He is a professional printer, publisher and stationer.*

**A** childhood ambition to engage in the printing profession fuelled my passion to join one of the oldest newspaper printing houses in Nigeria, the Nigerian Tribune, after my secondary education. Prior to that time, the strong and passionate love I always had for printed symbols in books, newspapers and magazines made me swear to learn the magic of producing books when I passed out of school. ...

... Printing and publishing are glamorous and paying business in Nigeria. The market is full of challenges, but high demand for information, education and its allied materials make it equally rewarding. ... As private commercial printers, the challenges that we (at OLAomoOLA) meet on a daily basis include how to integrate our jobs with technological innovations taking place in the modern printing world in the face of inability to acquire modern printing machines and to blend with the trend of developments in printing due to the backward economy of the 3rd world countries. ...

**“My strong and passionate  
love for  
printed symbols made  
me learn the magic of producing books.”**

... As continual education and constant training for the workforce are essential factors boosting the growth of any company, our training unit under the umbrella of research and development handles the training responsibility. Middle-level manpower staff is trained and re-trained in-house while senior staff is sent out to universities at home or abroad as dictated by the needs of time. ...

... There is increasing awareness on the part of printing experts to move with global developments and rub shoulders with their counterparts in foreign lands. ... As a result of this, we have now in place bodies like the Association of Professional Printers of Nigeria (ASSPPON), the Institute of Printers (IOP), and the Association of Nigerian Printers (ANP) as well as the Chartered Institute of Professional Printers of Nigeria (CIPPN). ...

The wide gulf that exists between Europe and third-world countries in the area of scientific knowledge is another factor that would help elongate the subsistence of printing. ... Europe acts as the cabin generating the ideas that create printing tools for global use, the third world stands as the major secondary market place for the disposal of these products. As Europe develops and advances in the field of printing and technology, so the need to educate, inform, train and teach third world countries expands and extends. This trend shall no doubt continue for an unspecified period.

**“As Europe develops and  
advances, the need to  
educate, inform,  
train and teach third  
world countries expands  
and extends.”**

Printed information is an albatross that stretches and firmly plants its fingers into every aspect of people's lives everywhere in the world. In government, business, schools, education, mass media, business transactions, advertising, cultural exchanges, etc., printed information has major roles which it plays now and which it will continue to play in this context. ...

# THE FUTURE OF THE PRINTING INDUSTRY IN NIGERIA IS BRIGHT

**Osinowo Olubunmi A.**  
Nigeria



*Mr. Olubunmi (37) has a higher national diploma in printing technology which he used to obtain a Master Degree in Business Administration in Adekunle Ajasin University, Akungba, Ondo State, Nigeria. He was the pioneer/nascent production manager at the first direct imaging (SM DI 74) press in West Africa at Planet Press Ltd. in May 2001. His hobbies include travelling, football, brainstorming, writing and meeting people.*

**PRINT** production has been a source of joy to me. My passion for it made a remarkable mutation from the conventional belief that printing technology is for the illiterates, people with no clear educational inclination, which was proved otherwise. Entering into the career, had been solely the idea of my father, who could not afford to sponsor my immediate career to be a medical doctor, and that incidentally brought me into the apprenticeship scheme for four years in a small scale print shop in 1986, after which I was admitted to study printing technology. ...

... Nigeria has three polytechnics that offer basic training in printing technology – Yaba College of Technology (YCT) in the west, Kaduna Polytechnic (KADPOLY) in the north, and Institute of Management Technology (IMT) in the south. They provide training from certificate courses to Higher National Diploma (HND).

**“Printed information has greatly helped in the development of my region.”**

...Printed information has greatly helped in the development of my region and its environment because it serves the following functions:

- Maintains functional relationships
- Enhances understanding in human interaction
- Serves as a platform for knowledge transfer (directly or indirectly)
- Provides a common denominator for measuring and enhancing societal progress
- Acts as vehicles for record keeping (promotes commerce)
- Acts as a platform for handing down traditions
- Eliminates confusion of ideas, concepts, programmes, etc in individual or group-related issues
- Serves as means of warning
- Is used as a means to guide actions or processes, etc
- Serves as a vehicle to express feelings

The future of the printing industry in Nigeria is bright... The establishment and growth of an efficient national printing industry is an important improvement of the educational level in Nigeria.

... With more state-of-the-art printing companies springing up, the projection on the volumes of printed products will hit a staggering sum. ...

**“With more state-of-the-art printing companies springing up, the projection on the volumes of printed products will hit a staggering sum.”**

... I attended a series of in-house promotion courses with Heidelberg Nigeria Limited in the form of seminars, workshops, conferences, CDs etc. which afforded me the opportunity to know the latest technology in printing. ...



Bunmi and Peter Bahr (Heidelberg trainer) with a Speed-master 74 DI.

**“My passion for this job has been great, with a successful life and interesting work.”**

If I have another opportunity to come back to this world, I will surely be a printer.

## **TRAINING, TRAINING, TRAINING IS THE MANTRA OFTEN REPEATED BY PRESS MANUFACTURERS AND PRINTERS ALIKE**

**Olusiji Orija**  
Nigeria



Mr. Orija (34) started his career in the printing industry in Nigeria as a conventional lithographer in 1995, then worked with several commercial printing houses and at the same time as a freelancer for some small printing shops. Having completed a digital prepress course which included reproduction/photography/desktop publishing in the year 2000, he now has a partnership printing house that produces business forms, folders, journals, brochures, training manuals, etc. He is single. His special interests include international community, environmental protection, support for the less privileged, business, new findings and human rights. His hobbies are table tennis, cycling, jogging, snooker, reading and writing.

**OUR** children and students today would be without knowledge and couldn't have finished their education successfully if there were no printed textbooks and such like.

... Printing technology changes at the wink of an eye. Virtually all prepress work is now done with computers. ...



*Printing technology changes at the wink of an eye! Conventional lithography – the working process that Mr. Orija undertook as a lithographer in 1995, and ...*



*... the digital prepress studio that has overtaken it!...*

Challenges in my country include:

- Poor electricity supply
- Lack of proper exchange of know-how among the local printers
- High cost of the equipment like computers and machines in a country with poor economic growth
- Lack of qualified technician personnel to repair and service equipment
- Health problems due to emission from most of these machines

- Movement to an all-digital printing environment. As a mid-sized printing firm we might not move quickly enough. This could well lead to loss of jobs, especially the press operator job.
- Unwillingness of the customers to adjust to digital print production because of the high cost
- Environmental pollution due to CO<sup>2</sup> emission from the generating power supply and waste chemicals.

Nonetheless, as a trained and qualified printing shop we have determined to solve most of these problems that we encounter. Among many solutions is the newly bought bio-generator. We also organized an effective professional printers union - a medium whereby we meet to exchange relevant information about the print production systems. ... Above all, we organised an awareness programme to inform (prospective) customers as well as our personnel about the benefits of digital prepress. I followed a special course to be able to solve some technical and mechanical problems. The waste chemicals are brought to a recycling centre, so that we do not endanger our bio-ecosystem.

So far, I'm very delighted to be in the printing industry, considering the flexibility and the future prospect in the industry. It's the delight that drives the passion in me for print production. ...

**“I'm very delighted  
to be in the printing industry,  
considering the flexibility  
and the future  
prospect.”**

In Nigeria there are about 3000 to 4000 small and medium-sized printing houses. The large printing houses are about 900 to 1300 in numbers. The entire industry in Nigeria has approximately 48,000 permanent staff, while up to 8000 employees work on temporary contracts or at part-time basis. The industry has annual revenues above 800 million US\$. The import value of printing and book-binding machines was US\$ 5.7 million in 2002, and US\$ 8.5 million in 2006. The import volume of printer products was 700.540 tons in 2006. The export number of printed products increased from 331,819 tons in 2005 to 395,157 in 2006. The total printing volume in 2005 was 1,520.000 tons, and in 2006 it was 1,700.102 tons. Thus, the total printing volume increased at 2.5 % . ...

... There are seven famous dailies in Nigeria and each has its own print production plant. The biggest among them are the Daily Times that circulates 300,000 copies every day, the Tribune with a circulation of 250,000 copies, and the Punch with a production of 150,000 copies. All these

are excluding weekly newspapers, magazines and other periodicals. ...

... The demand for books, e.g., is linked to the demand for education. In the past years, the number of students enrolling in schools has risen which resulted in larger quantities of printed books ... and materials like phone books, labels, advertising brochures and catalogues. Most printing houses offer four distinct services: Design and other prepress services, printing, finishing (which includes folding, cutting and binding), and fulfilment, which includes packing, storing and shipping.

**“The demand for books is linked to the demand for education.”**

... The printing industry in Nigeria has a competitive environment. Most demand comes largely from the advertising and product needs of business customers. The profitability of individual printing firms is closely linked to effective sales and marketing operations. Large printing companies have scale advantages in purchasing materials like paper and ink, in serving large clients who have regional or national needs, and in making efficient use of expensive presses. But small printing companies can compete effectively by offering better local service. Annual revenue of a small printing firm averages US\$ 35,000. Digital technology is changing the competitive environment of the printing market. ... However, one dream and passion is to see the printing industry in Nigeria competing with the international printing market.

The following factors contributed to the development of the printing industry in the past five years: The Internet, which helps to transfer data and files quickly. Secondly, good road networks and improvement in power supply across the country. And thirdly, the advent of the cell telephone, which bridges the communication gap between the printer and the customer. Electronic media like TV, radio and Internet, which is growing fast in Nigeria, poses challenges to print media. But print media will continue to attract patronage over other media and do better in a country like Nigeria where 49 % of the population live in the rural areas with no electricity supply. Even those that live in urban cities mostly abandon their electronic appliances due to epileptic power supply. ...

... A stored book or printed information lives longer than any other form of communication media and requires no energy. ...Printed information is indispensable in a society like Nigeria and in the West Africa region as a whole. Printed materials like newspapers; magazines, publicity,

packaging materials and others have contributed greatly to the economic, social and political welfare of the nation. ... There is a high percentage of illiteracy in the rural areas in the entire region. The only easy and cheap way they can be educated (learn how to write and read) is through printed information. ...

**“There is a high percentage of illiteracy. The best way to teach how to write and read is through printed information”**

Training, training, training is the mantra often repeated by press manufacturers and printers alike when asked how to increase and maintain productivity. Most sheet-fed press manufacturers offer training for their customers' press operators during and after installation of a new press. But unfortunately, this applies only to a small group - the large companies. Most commercial printing houses usually buy fairly used machines without the benefit of training. Training of operators in Nigeria is very expensive since training institutes need to have the state-of-the-art machinery. There are also an inadequate number of vocational schools and training centres having these hi-tech machines.

Until today, there are only four higher institutions of learning that offer printing as a course of study. Sadly to say, none of these schools have printing equipment. Nevertheless, the future belongs to the technically superior. Thus, as far as printing technology improves rapidly, training and re-training of prospective prepress and press operators and skilled worker respectively should be focused on technical skill and digital print systems. Most of the printing machinery on the market nowadays is automated. For this reason as well, there is a need for every printer and machine operator to be a computing literate. More importantly, subjects like maintenance engineering, graphic art, reproduction photography, colour separation, costing and estimating, and sales and marketing management should be taught. It would be a great advantage if computer typesetting could be taught at secondary school level and industry careers among the youths could be promoted because they are the future employees in the printing industry. ...”

# PRINTING HAS NO END

**Michael Oshodipe**  
Nigeria



*Mr. Oshodipe has been in the printing industry since 1998. He is a printer at Karrington Enterprises Limited in Nigeria and studying for a Bcom degree (specialisation in economics) at the University of South Africa.*

**SINCE** I joined the company (Karrington Enterprises), I have realized that the way the printing industry is going worldwide shows that the SKY IS THE LIMIT, because printing has no end. I have seen so many types of old and new, modern machines that I am amazed how people invented and manufactured all these types of printing machines, how they think of what to manufacture, and the process they are going to pass through before achieving the product. ...

... The company I am working with has many new modern machines from prepress to finishing level. For prepress we have some latest computers for design and layout, and we have access to a team of highly skilled desktop publishing experts with experience in all the popular page layout and design software packages. In the press room, our comprehensive range of printing comprises a choice of single or full colour presses for the production of up to A1 size posters, high volume book printing, magazines, newsletters, calendars, annual reports, catalogues, etc. Many of the staff have travelled overseas for training in all aspects of printing from prepress to finishing level, to countries like Germany, Belgium, Italy and South Africa.

... Which subjects are at present important in training? This starts with cost estimating, knowing the difference between gsm of papers, cards and board, but the most important subject I know is printers estimating, materials, introduction of printing, business communication and printers' machinery. ...

... The method of printing has changed, ... it also gives more printing companies in the industry privileges to move to world class printer... The future of the printing industry is for those that have the privilege to acquire electronic equipment in order to be at the top of the list with the quality of printing. ...

# PRINTING IS LIFE!

**Johnson Oluwole Shoneye**  
Nigeria



*Mr. Shoneye (36) is a printing assistant to the American oil giant Exxonmobil and a former production manager of one of the newly installed digital presses at a company established in 2000. He is married and has two children. His special interests focus on community development. His hobbies are football and environmental landscaping.*



*Mr. Shoneye and his family*

**I** got to live a particular life in that I got to know printing. After my high school, the available companies I could work with were printing companies. I proceeded to study printing technology at the first higher institution in the country where printing was even the first course to be offered with medicine. ...

... There are quite a lot of challenges on the job every day, such as high labour turnover, government policies, some mechanical faults (25 %) and chemical faults (7.5 %). The chemical problems actually happen every day on the machines due mainly to the consumables, i.e. fluffing, emulsification, sticking, glazing, static electricity, etc. ..."

... Basically, there is this "death" of training equipment in some of the schools training students for a certificate, national diploma and finally higher national diploma. It is only on excursions to some advanced companies that you can see all these machines working. Even the training you are given at school is quite different from what you meet when actually placed on the job, which means that only the company can give you further advanced training on the job, while the IOPN (Institute of Printing in Nigeria) is not chartered and recognised by the government.

**“Training at school is quite different from what you meet on the job.”**

Information communication technology is the other watchword of the day as the world is a global village, and printing technology is moving at jet speed. Computer training is very important considering the fact that most of the machines are now computer-based and computers are user friendly.

**“Printing technology is moving at jet speed”**

The developments in the socio-political area have direct bearing and influence in the printing industry because most of the printing industry's production such as posters, books, handbills, calendars, souvenirs create awareness and are used as a form of thank you in some social places, which eventually increases the volume of jobs, especially during electioneering campaigns, which brings an influx of orders for posters, handbills, etc. in all the regions of the country. This also promotes culture, creates awareness and makes communication to be real 2-way, i.e. information and feedback among people. ...

**“Printed information creates awareness, helps in the promotion of commerce and the dissemination of knowledge.”**

... Printed information is also important because it helps in the promotion of commerce, it allows people to know what the government has in stock for them, and it helps in the dissemination of knowledge. ..."

# PROFESSIONALS ARE EXPECTED TO INTEGRATE TRADITIONAL PRINTING SKILLS WITH MODERN METHODS

**Charles Zimba**  
Zambia



*Mr. Zimba (36) is a printer by profession and currently working as a lithographer, which is a management position at the Ministry of Works & Supply Government Printing Department in Lusaka. In 2007-2008 he did a PrintPromotion learn4print online course ending with the "Expert for Prepress Certificate". Mr. Zimba is married and has three daughters. In his spare time, he goes to church and loves making friends. He also likes watching movies and enjoys adventures.*

**PRINT** production is one of the most affected industries in Zambia when I view the pace of change in printing technology and when I compare what is attainable elsewhere. Yet in our present time and scenario, professionals are expected to integrate traditional printing skills very accurately with modern methods of printing. Such broad competence does not exist, and if it exists it is in limited mind set. Quite a challenging endeavour!

Most of the printing materials used by the department are specialised imported products. This is the main source of concern as it is the cause of frequent loss of valuable time for production due to procurement systems which are in place, but are very cumbersome and time-consuming. The usual difficulties regarding inadequate and irregular funding also persist. These greatly frustrate efforts aimed at streamlining operations for greater efficiency. ...

... The Treasury of Zambia released 11,191,666,667.00 Kwacha only for the procurement of printing equipment (e.g. two Speedmaster machines) in preparation for the 2006 presidential, parliamentary and local government elections. This greatly enhanced the Government Printing Department's capabilities, including the printing of full-colour jobs. Five officers were trained to operate the machines. ...The Government also procured four Printmaster machines, one Stitchmaster, one guillotine and one folding machine. ...

Printing is my life, passion and my hope for my daily living.



*The Government Printing Department of the Ministry of Works & Supply handles numerous printing orders, e.g. materials for the Constitution Review Commission, legislative forms and documents for the National Assembly and Electoral Commission as well as the National Budget.*





*Machine operator checking the plate cylinder of the Speedmaster SM-74 installed at the Government Printing Department.*

**“It was not by chance  
that I opted to work in the  
printing industry.”**

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