



British Association for
Print and Communication

Members' Newsletter

August 2017

Greetings

Hopefully it has been noticed that in recent times there has been an noticeable increase in hard copy marketing literature distributed. This is due in no small way to the effectiveness of the campaigns run by Two Sides and Print Power. In this issue we feature some of the benefits of joining these organisations who can help print businesses show customers that a combinations of print and e-messaging can be highly effective.

We are now in month eight of 2017 and hopefully businesses will be preparing their final quarter marketing campaigns, The BAPC is very happy to provide help and guidance so that the year can end with a bang.

Hopefully you enjoy this issue of our Bulletin and if there are any suggestions to make improvements simply e-mail or call.

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Message from Mike



July was certainly a month full of sports activities and the best tennis players in the world competed at Wimbledon. Whether you follow that sport or not (I don't) there were certainly lessons to be learnt. There they were, all the top players, winners and losers, with their teams which included their own medical staff, psychologists, fitness trainers, coaches, managers and special advisors. It's amazing that those people who are recognised as being superb at what they do have people there to help them to improve their game even further

If we look at ourselves running and managing businesses so that we can make a living to support our families and provide us with a comfortable lifestyle. the question is what help and support do we have? Certainly there's staff who follow our leadership, but how many of us have the array of support systems like successful sports people have. While we are not on our own on a desert island it does feel like that sometimes.

Sports people, musicians and actors all have the opportunity to practice and rehearse in front of their support crew who can give them tips and advice on how to be even better and certainly more effective. However we do not have that luxury, or do we? There are a variety of training opportunities to help us and our staff and there are many in the industry who will act as mentors and in doing so provide us with the little extra motivation when it is needed.

I consider myself particularly lucky in that in all the years I have belonged to the BAPC there has always been individuals around to help me with one thing or another and there has always been someone to talk to, or even cry on their shoulder.

We may not be world champions, or premier league footballers but we do have the opportunity to improve and get better if we only asked for guidance.

Why not give it a try?

Mike

Mike Moradian is BAPC Deputy Chairman & CEO Print Express London

Business News

This is the time of the year when many have holidays on their minds and often questions are asked regarding holiday entitlement.

Just about every worker is legally entitled to 5-6 weeks' paid holiday per year which could include Bank Holidays as part of the statutory annual leave.

Most employees who work a 5-day week must receive at least 28 days' paid annual leave. Part-time workers receive less paid holiday than full-time workers. They're entitled to at least 5.6 weeks of paid holiday but this amounts to fewer than 28 days as they work fewer hours per week.

Statutory paid holiday entitlement is limited to 28 days. For example, staff working 6 days a week are only entitled to 28 days' paid holiday.

Employers can opt to offer more leave than the legal minimum. They don't have to apply all the rules that apply to statutory leave for the extra leave. For example, a worker might need to be employed for a certain amount of time before they become entitled to extra leave.

Antalis Digital Academy

The Antalis Digital Academy is a centre of excellence for digital printing and technology. The centre based in Leicestershire is a hub of information for those interested in both large and small format digital print.

A whole range of training courses are on offer with details available from www.dgiital2business.co.uk/digital-academy

2017 Print Futures Awards winners celebrate their success

The winners of this year's Print Futures Awards received their awards, which are grants of up to £1,500 to help people aged 18 to 30 years pay for training, at an event kindly hosted by The Rt Hon. the Baroness Dean of Thornton-le-Fylde and organised by The Printing Charity at the House of Lords on 20 July.

Baroness Dean, The Printing Charity's 2017 President, said: *"The awards have gone from strength to strength, with a record 275 applications and 78 winners this year. It renews my faith in the industry to see so many talented young people joining a very old industry but one that is now wide-ranging with modern technologies."*

Lord Black of Brentwood, Executive Director of the Telegraph Media Group and President Emeritus of The Printing Charity, said: *"The winners are coming into an industry with a bright future. The speed of change is not only exciting but producing so many opportunities across the media sector for people with dynamism and a commitment to lifelong learning."*

Neil Lovell, The Printing Charity's Chief Executive, said: *"Our reach this year has been incredibly diverse, with winners from the Shetlands to Cornwall and industry sectors ranging from pre-press and papermaking to graphic design. This fantastic result has been achieved in partnership with colleges, universities, industry and trade associations. We believe in the sector's future and that is what the awards are all about."*

At the event, The Printing Charity's Chairman, Jon Wright, paid tribute to Terry Ulrick, the driving force behind the Print Futures Awards, who sadly passed away this year. Setting up the awards in 2003 to help young people train to work in print, publishing, packaging and graphic arts was one of his proudest achievements in a 50-year-plus print career.

This year's winners are: Ben Abbiss, Jennifer Acton, Mary Ashcroft, Dieter Ashton, Amy Banda, Josh Bartholomew, Phyllida Bluemel, Laura Borrelli, Lily Bowden, Julia Bradley, Catriona Brazendale, Lucy Bryant, Catherine Buckmaster, Jodie Burr, Samuel Callard, Fiona Callingham, Lauren Campbell, Michael Cassidy, Ben Chamberlain, Szu-yun Chang, Hamish Chapman, Katharine Charleson, Benjamin Charman, Yin Yu Chen, Daniel Clark, Charlotte Coldwell, Emily Collis, Charlotte Cox, Stephanie Cox, Nicola Crane, Sarah Crookes, Costanza De Luca, Camilla di Liberto, Cecilia Dinwoodie, Jay Drinkall, Talitha Duncan-Todd, Rhea Evers, Charlon Flynn, Brandon Hartley, Alexandra Holmes, Kayleigh Hope, Georgina Hopkins, Lucy Hutchinson, Rosemary Iles, Georgia Irving, Emma Irwin, Gabrielle Keeper, Susannah Keogh, Laura Lindley, Hamza Loonat, Julia Marco Campmany, Hannah McAdams, Jonathan McIntosh, Jordan Mellor, Adam Miller, Samantha Miller, Sofia Niazi, Natasha Onwumezi, Nina O'Reilly, Linlin Pan, Holly Patrick, Hayley Pearce, Stefan Pintea, Thomas Read, Aine Ryan, Alexander Sharp, Danielle Shaw, Molly Slight, Christopher Smith, Marcroy Smith, Yosef Smyth, Niamh Tierney, Louise Upton, Lucy Vallance, Sam Wallis, Charlotte Whiting, Eleanor Wyatt, and Maria Zygogianni. For more information about the winners, see <https://www.theprintingcharity.org.uk/print-futures-awards-2017/print-futures-awards-2017-winners/>



Support important campaigns

The BAPC supports and works closely with two successful industry campaigns, Two Sides and Print Power

Two Sides promotes the sustainability of print and paper. www.twosides.info This includes the successful anti-greenwash campaign that tackles misleading statements made by large corporations why we should print less and move to e-communications.

Print Power engages brands and media agencies on the role and effectiveness of print media in a multi-channel market www.printpower.eu

Benefits

There are many benefits of membership which include;

- Facts, research and information on the effectiveness and sustainability of print you can use in your own customer communications
- Case Studies; providing valuable insight into the value and return of investment of print
- Personalisation of the popular Myths and Facts booklet, with the sound environmental arguments for print
- Regular newsletters and emails with news, inspiration you can use in your own communication
- Expert advice available, to help you with customer questions or communications

If you are not a member already, you should seriously consider supporting these campaigns directly. The membership fee is affordable and varies according to the size of your business.

For further information please contact Tandy tsw@twosides.info or telephone 01327 262920.

Thoughts from Alec Sharples



What would Mary Berry Do?

Photography has long been a passion of mine and whilst I take lots and lots of pics I'm none too quick at sorting them out.

But every now and then I set my mind to the task and get down to some serious house-keeping. And for me, that usually means deleting the bulk of the images I've taken.

I hate hitting the delete button because once done, they're gone for good but the upside is that I'm left with a much tighter, more concise and more rewarding record of whatever it is I've been lining up the viewfinder.

A week or two back I was sorting out some pics and was rather embarrassed to find that out of 22 images of a glorious sunset I found myself binning all but three.

I was vaguely aware that I probably had one or two half decent ones in the can but no more than that. But it was only when I finished and chucked out 19 rubbish ones that I realised I had three absolute corkers in my hands.

So, what's that got to do with the eating habits of the common house mite you might well ask?

Well more than you might think...

And I know because of all the copy I see on items of print at every turn. It's immediately obvious that there hasn't been nearly enough brutal and bloody clearing out to get to the very essence of the subject in hand.

It's just not possible to sit down and tap out a Shakespearian masterpiece in one go. There's going to be several takes and most likely, lots of them.

Once a draft is done just do what Mary Berry does when she's baking a loaf of bread and leaves it to rise, walk away and come back later. Looking at what you've written with a fresh eye always, always leads to much tighter, concise and more hard hitting copy.

So, go to it and hit that keyboard!

Till next time

Alec

Alec Sharples is MD of Fineline Printing



Digital Printing Awards 2017

Don't miss out- submit your entries today!

Be a winner at the Digital Printing Awards. Showcase your creativity in concept and design, as well as quality, innovation and impact in print and finishing. The Digital Printing Awards 2017 celebrates standout digital printing that realised great results.

There are sixteen categories to enter, as well as an overall "Supreme" award. The closing date for entries is 1st September and entry is free.

Judged by an independent panel of industry professionals selected for their relevant sector expertise and knowledge.

The awards presentation will take place on 9th November 2017 at the Marriott, London Grosvenor Square W1K 6JPF. For details, to enter and reserve places at the event visit www.paperandprint.com/digital-printer/awards

Tips from Nigel Toplis



E-mail Marketing

Email marketing should be a core component of any B2B marketing mix.

Not only is email marketing a great way of keeping in contact with existing customers and making contact with new prospects – **but** it is simple and inexpensive.

Moreover, if you have a series of emails already written, a proven system to hook into and a future commitment to add to the email suite – the you're streets ahead.

Email marketing objectives

Build brand awareness

Each email you send builds awareness of your business and brand, and keeps you on top of mind with customers and prospects.

Strengthen customer relationships

Email marketing enables you to build on your one-on-one relationships with current and potential customers.

Well-written, engaging emails that show brand personality help readers learn to know you, like you, and trust you.

And consumers buy from those they trust

Remind customers of who you are

It is possible that customers can't quite remember a supplier's name. If you remind them with your logo, reasons to buy or simply your 'from name', they are more likely to contact you or at least recognise you when you next call them!
Don't let their interest wane.

The key is repetition.

Increase enquiries – through repetition

Regardless how relevant your products and services are, in reality most recipients won't act on the first email they receive. Think about the times you have picked up a new product at the supermarket after seeing it advertised a dozen times.

Email works because it's...

Targeted

You can identify (and reach) any specific group of people who have the profile likely to buy or consider buying your products or services.

You can select them objectively – by demography, buying habits or because you know certain business sectors suit your business or simply by postcode, region or any other data you wish.

By being able to target your audience you ensure they receive only content specifically suited to their needs.

Cost effective

Email is more cost effective than most other methods of digital marketing. By and large, costs are made up of coordination time, a send rate charged by an email service provider and optional design costs.

Measurable

Email marketing draws precise and valuable metrics including delivery and opening rates. From there, you can follow-up potential leads and further target activity towards content that customers are most responsive to.

Easy to share

There are not many other types of marketing that can be shared as easily as this. With the click of a button, subscribers can forward your message or special offer to their colleagues therefore increasing your reach and credibility.

Integrated

Email marketing complements face to face, telephone and other direct marketing activities. For example, mailing a product sample with covering letter can raise awareness of a product but a follow-on email based around a similar theme can remind and possibly lead to the sale.

Nigel

Nigel Toplis is CEO of the Bardon Group

Be a winner at The Solutions Awards

Every business likes to be recognised and promoting the fact that you have won an industry award is a really effective way of impressing existing customers and prospects. The ever-popular Solutions Awards with 13 categories has something that would fit most in the sector. Awards for design, digital, direct mail, finishing, wide-format, labels packaging are only examples of the areas covered.

It's easy and free to enter, simply visit www.earthisland.co.uk for information, or give them a call on 01892 522563

The presentation ceremony will be held at CafedeParis and that event provides a great opportunity to mix with peers, suppliers and even entertain customers.

Lend a helping hand

In the July issue of the Newsletter Nigel Toplis made an appeal for support for his ambitious plans to cycle for 9 days in support of **Well Child** - an extremely worth cause that helps sick children and their families deal with the consequences of serious illness and other complex issues.

Nigel has advised that the response to his request has been most heart-warming but he really wants to raise substantial funds. It's easy to confirm your support simply visit

www.justgiving.com/fundraising/Nigel-Toplis

It is appreciated that we all receive requests from charities but this a somewhat special case - please dig deep!

Exhibition News

The organisers of **The Print Show**, being held at Telford International Centre from 11th - 13th October 2017 have advised that the event has almost reached capacity insofar as exhibitors are concerned. Visitors will have the opportunity to examine a vast array of print and finishing technology in addition to having the opportunity to attend a number of focussed business seminars.

Since its inception the exhibition has shown steady growth and is now a must attend event for everyone operating in the industry. For further details of the event visit www.theprintshow.co.uk

Similarly **IPEX** which will take place from 31st October until 3rd November 2017 at the NEC will be full of innovative print solutions, equipment, machinery and consumables and will provide visitors with a variety of opportunities to enhance their businesses.

At the show there will be a number of keynote presentations and it will host the Smart Directions conference, by Digital Printer Magazine. To find out more visit www.ipex.org

Registration for these spectacular events is open, so now is the time to reserve your place.

Looking forward.....

Date(s) **1st June - 31st August 2017**
Event - "**Stationers not Stationary**" *Exhibition*
Venue - Guildhall Library, London EC2V 7HH
Details - www.stationers.org/events/html

Date - **3rd August 2017**
Event - *Lecture by Helen Esmonde*
Venue - Guildhall Library, London EC2V 7HH
Details - www.stationers.org/events/html

Date - **11th - 13th October 2017**
Event - **The Print Show**
Venue - The International Centre, Telford
Details - visit www.theprintshow.co.uk

Date - **16th October 2017**
Event - **Printweek Awards**
Venue - The Great Room, Grosvenor House. London
Details - www.printweekawards.com

Date - **31st October - 3rd November 2017**
Event - *IPEX*
Venue - NEC, Birmingham
Details - Visit www.ipex.org

Date - **14th November 2017**
Event - *The Solutions Awards*
Venue - Cafe de Paris, London
Details - Tel 01892 522563 www.earthisland.co.uk

Date - **23rd November 2017**
Event - *Print & Digital Innovations Summit*
Venue - Intercontinental, London - The O2
Details - www.printinnovationsummit.co.uk

Date - **23rd November 2017**
Event - *The Printing Charity Annual Luncheon*
Venue - Stationers' Hall, London
Details - www.theprintingcharity.org.uk Tel - 01293 542820

Finally..... Another notable date is May 2018, which is when The General Data Regulations comes into force. Now is the time when businesses should start preparing and as a first step ensure that their databases are relevant and current.

Finally, finally... Please do let the BAPC know what you think of this publication. Your thoughts be they complimentary or otherwise will help ensure that the Bulletin remains relevant and helpful. Also, feel free to submit articles for publication. Simply e-mail info@bapc.co.uk