

Greetings

They say that time flies when you are having fun. It is hard to believe that we are already entering the second quarter of the year. This means that we must be having a great time. Let's hope it is a profitable period for us all.

There is certainly a feeling of optimism within the industry with many companies doing all they can to diversify and add to their bottom line. Change is certainly a challenge but print businesses have to adapt in order to take advantage of the opportunities available. The BAPC can certainly assist and all you need to do is make contact.

One of the most satisfying occasions is when a company is recognised as being a cut above the rest and that is exactly what winning a reward does. It is not simply a boost to the ego but, certainly helps boost confidence and business as the recent winners of the BAPC awards clearly demonstrates. A number of organisations have now released details of their awards. This provides you with an opportunity to be recognised and duly rewarded. Entering is easy and as a first step simply visit the various web sites where you will find entry forms and details of the competition. Some of the awards up for grabs are Print Design & Marketing Awards (www.paperandprint.com) Solutions Awards (www.earthisland.co.uk) Print Design & Marketing Awards (www.paperandprint.com) Printweek Awards (www.printweek.com) Innovation Excellence Awards (<https://stationers.org/iea>) Apologies to any that we have missed. **Remember if you're not in it you can't win it!**

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Message from Mike



Trying some buying!

After many years of great service one of my devices came to the end of its days and had to be replaced. The company from whom I purchased the machine had for a long time provided me with excellent service and as we had built up an excellent relationship I had no hesitation in deciding to look to them for a replacement. However, as is more and more common these days, the company had been taken over. I telephoned to arrange to meet with the sales consultant to discuss my intended purchase, but the representative was unavailable and I was asked to leave my details so that he could ring me back. While waiting for the return call I decided to carry out some research to see what was available from elsewhere. I called a few companies, in some instances, had a discussion regarding my requirements and in others I left my contact details so that they could get in touch. All in all, I had telephoned 4 companies.

Imagine my surprise when I did not receive a return call from the incumbent supplier who I tried to make contact again to remind them of my requirements. Furthermore, of the 3 remaining companies I received a brochure from one, an e-mail promising to make contact from another and the third company actually made an appointment to come and see me. They turned up on time explained the benefits of the new device and so I placed an order with them. The whole exercise was frustrating as I wanted to spend money.

I find this sort of experience not uncommon when dealing with suppliers. It seems that nobody rings back and more importantly there does appear to be a lack of enthusiasm and desire to actually do business. They all turn out to be simply going through the motions, it is no wonder that so many businesses are having a difficult time. I cannot tar every company with the same brush but I'm really concerned at the lack of care and attention.

Hopefully, in my business and that of my fellow BAPC members, when someone calls to make an enquiry we handle the situation efficiently and provide the customer with proper attention. This lack of focus to actually do business is concerning, just think of the number and value of sales are lost and of course the lesson is – follow up every enquiry and actually speak to people rather than rely on e-mails.

Mike

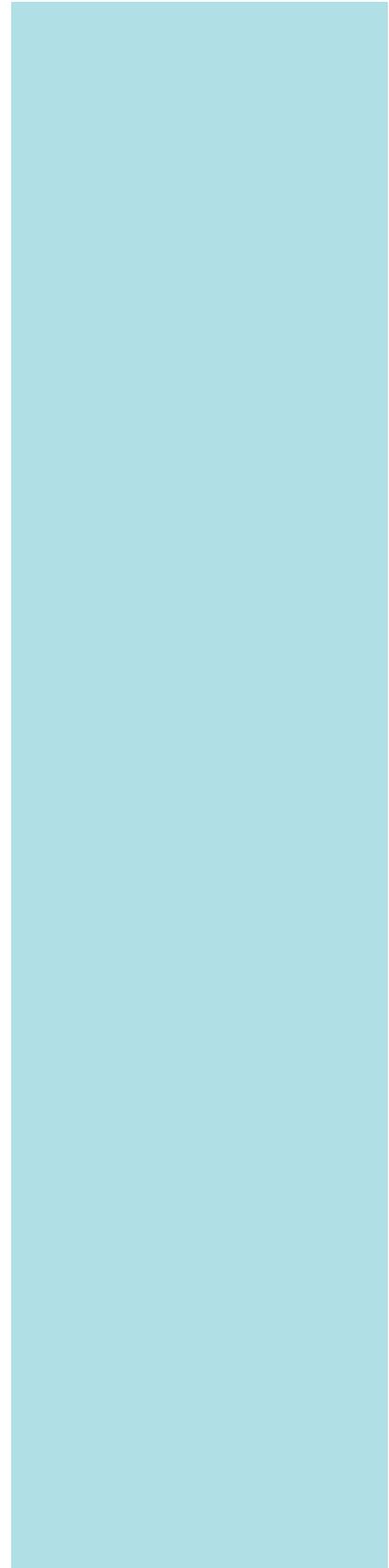
Mike Moradian is BAPC Deputy Chair & CEO Print Express, London

Business News

New tax bands and rates

The basic rate of tax is currently 20% and from 6th April 2018 the band of income taxable at this rate will be £34,500, the threshold at which the 40% will apply will be £46,350 applicable to those who are entitled to the full personal allowance. Additional rate taxpayers will pay 45% on their income in excess of £150,000. Tax on income (other than savings and dividends) differs for tax payers resident in Scotland.

For further advice and information please consult with your accountants.



Words of wisdom from Alec Sharples



What's the font.....

I don't think anyone knows how many Fonts or Typefaces there are in use today but the count must be thousands. But, should we use them all? Indeed, how on earth can you decide which ones to use and is it important

Well, choice it is important but don't get too hung up about it. If you're have a good eye for design and layout and if the fonts you choose right on the page then the chances are that you won't be far wrong.

But if you don't have a well-tuned eye?

Then you're just as likely to be creating something which looks like a ransom note and surely to put more people off than attract them.

Creating something which looks like a proverbial ransom note is not going to attract buyers to your website or....readers to your (well written but poorly presented) market piece. But good use of typefaces and their arrangement on the page will ensure readers cast more than a cursory glance in your direction.

Think about it and have fun till next time.....

Alec

Sign & Digital UK announces new Main Stage Theatre line-up, headlined by Mary Portas

<https://www.signuk.com>

Sign & Digital UK has announced its main stage theatre schedule and speaker line-up headlined by celebrity retail expert, Mary Portas. The country's leading trade exhibition for the sign making, display and digital printing industry returns to the NEC Birmingham from 24 to 26 April 2018.

In keeping with this year's theme – ***Creativity Bought to Life*** – the main stage theatre will double-up as a TV studio, capturing content and also using the studio as a base to film the many demos, workshops and exhibition stands across the show floor.

To celebrate the show's opening, visitors will be able to hear from celebrity retail and business champion Mary Portas, who will be interviewed on the main stage and then answering questions from the audience. After her main stage appearance, Mary will be visiting stands and demo areas at the show to interact with industry suppliers and experts and discuss the latest developments and innovations in the market.

The theatre's extensive programme of free-to-attend sessions runs across the three show days, covering a diverse range of topics: from interior surface décor to vehicle wrapping and the future of the industry. Expert speakers will be discussing market trends, practical applications and the profound influence of creative signage and display in customer experience. The recently published Sign & Digital Explains guides to added revenue streams will feature in a series of interactive sessions on every day of the show.

Another new initiative from the show organisers is the introduction of three industry panel debates to discuss current and future industry topics.

Tuesday 24 April's debate is headlined "**Bringing the modern workspace to life**" and leading names from the interiors and workspace design arena including agencies Align and Interaction, along with Roland DG UK, will look at the ways inspirational

graphics, printed textiles, signage and even wayfinding can bring the modern workplace to life.

On Wednesday 25 April, senior experts from Spandex, Hybrid Services/Mimaki, the BPIF -British Printing Industries Federation, Allen Signs, Signs Express and Epson will form a panel debating the future for the market. The panel will be chaired by Gareth Ward, editor of Print Business, and the discussion will touch on the next big thing, whether price will be even more of an issue or will customer service win in the future, and where wide format is headed next.

The Thursday 26 April debate, chaired by David Catanach, director of the British Sign and Graphics Association, is headlined "Running a successful business in the Sign & Graphics market" and the panel will comprise senior executives from Signbox, Hexis, Blackman & White, Signarama and DMA Signs. Topics to be debated include whether creativity is key to offering client solutions, and what the priorities are to keep your business at the cutting edge.

Event director, Rudi Blackett said: *"We're delighted to offer our 2018 visitors a wider range of learning and advice than ever before, with an exciting line-up of experts to deliver the education programme in the main stage theatre. This is addition to the three new Live Demo areas covering textile printing, décor and wrapping, and the new look Adobe and Corel theatres and Signmakers workshop."*

"This year's show sees new content for our core sign, print and finishing and display markets, as well as the design and creative, textile print, event build and interior décor sectors. Our engaging programme will highlight the growing opportunity in these areas."

Sign & Digital UK 2018 takes place at the NEC, Birmingham from 24 to 26 April 2018 and is free to attend for visitors. To enquire about exhibiting please contact the show team at Faversham House on 01342 332 000, email signanddigitaluk@fav-house.com or visit www.signanddigitaluk.com.

Tips from Nigel Toplis



Brand Your Way to Success

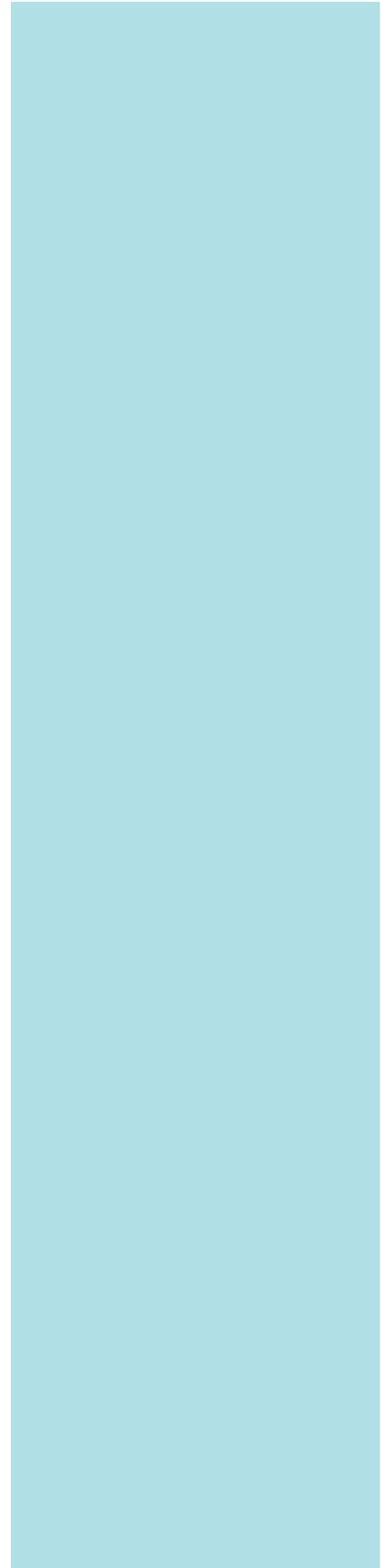
First impressions count. It takes just 30 seconds for a customer to form an opinion about you – good or bad - and it's all based on outward appearances.

The way you present your business and its brand visually is a key factor in determining its success.

Smart, consistent branding isn't just for large corporates. A stylish brand carefully carried through all elements of the business can make your company look more professional and give you the edge on your competitors. Your brand image conveys the values of your business and provides consumers with trust that will in turn become company loyalty. Low volume branded items can be just as cost effective as their off the shelf bland counterparts.

Branding needn't be over complicated. Most businesses have a logo which has one or two main colours. By using your company colour theme and adding your logo to brand items such as towels, clothing, aprons and linens you can create a distinctive personality for the business.

Name badges should be the starting point.



If your business involves face to face contact with customers, staff wearing a smart branded name badge present a professional image from the very first point of contact and begins the customer's relationship with your brand.

Consider introducing a branded uniform. This needn't be formal attire. A polo shirt in your corporate colour embroidered with your logo for example delivers a smart corporate look to customers whilst at the same time instils a sense of pride in employees and strengthens team spirit. Having a workforce that displays the professional attitudes of your company will provide consumers with additional understanding of the core values within the company.

Branded goods specialists can help businesses develop their brand strategy and advise on product choice. As an example, Recognition Express has almost 40 years of experience in the branded goods and clothing industry and has built up a network of trusted top quality suppliers.

Nigel

Nigel Toplis is CEO of The Bardon Group

Final call for entries to the 2018 Print Futures Awards

The Printing Charity is making a final call for entries to this year's Print Futures Awards, which are open to UK residents aged 18 to 30 years.

The Awards are grants of up to £1,500 each to help pay for training for careers in printing, paper, publishing, packaging, and graphic arts or to develop workplace skills in those sectors.

Applications are invited from people who intend or are studying, people already working in the industry looking to progress their careers, and apprentices and those studying for NVQs in print-related organisations.

The closing date for applications is 11.59 p.m. on **29 April 2018**. Please see <https://www.theprintingcharity.org.uk/print-futures-awards/> for more information and to complete the online application form.

Neil Lovell, The Printing Charity's Chief Executive, says: *"We've already had some great applications in but know there are many more people who could apply. The Awards are a good way for employers to put forward their rising stars or for individuals themselves to shout about what they are doing. Applications this year are online so it's easy to apply. All you need to do is put a good case forward for what you would spend the Award on and how it will help your career."*

Shortlisted applicants will be interviewed in London in early June by a panel of judges drawn from across the industry sectors and winners will receive their Awards in London in July.

Looking forward....

Date(s) - 24th - 26th April 2018

Event - ***Sign & Digital Exhibition***

Venue - NEC Birmingham

Details - www.signuk.com

Date - 21st June 2018

Event - ***Print Design & Marketing Awards***

Venue - Silver Srturgeon, River Thames

Details - www.paperandprint.com

Date(s) - 18th - 20th September 2018

Event - ***The Print Show***

Venue - NEC, Birmingham

Details - www.theprintshow.co.uk

Date - 15th November 2018

Event - ***Digital Printer Awards***

Venue - Marriott Hotel, Grosvenor Square London W1

Details - www.paperandprint.com

Date - 22nd October 2018

Event - ***Printweek Awards***

Venue - Grosvenor House, Park Lane, London

Details - www.printweekawards.com

Finally..

Did you know that this year Kall Kwik celebrate their 40th anniversary. Congratulations to all involved - my how the industry has changed!

Finally,finally

If you have a blog, opinions or even an interesting story you would like published simply send it to info@bapc.co.uk

Really finally, finally....

The BAPC has been helping a number of members ensure that they comply with the new GDPR legislation. Should you require advice or assistance please do not hesitate to get in touch.

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