



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 individual who certainly knows how to face the challenges of change is Nigel Toplis. Nigel is Managing Director of the Bardon Group which includes such companies as Kall Kwik, Recognition Express, Computer Explorers and Zip Yard. He is aware of the challenges businesses face on a day-to-day basis and has kindly agreed to provide this newsletter with his thoughts.

His regular column will look at some of the issues faced by businesses and you may find some of his views controversial. Please do let us have any comments. If of course you would like to submit your own article simply e-mail them to info@bapc.co.uk

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Message from Mike



It was with some sadness that I recently heard the announcement that Anton one of the largest sheet-fed printers in the UK had entered administration. This was a company that was a trailblazer when it came to investing in technology, they were pioneers when it came to new equipment and companies such as Kodak and HP Indigo benefitted from their entrepreneurial spirit.

However, learning from their experience can be a valuable lesson which can benefit everyone in the industry, particularly companies of a modest size. In that it is not just equipment that makes successful business, it is all the other factors as well. It is no good having the fastest ink-jet or digital printer that outputs work at the highest resolution, or being able to offer a variety of technical services if such facilities do not help attract real profitable trade.

The BAPC, over the years, has been reminding everyone that there is more to running a business than simply being able to produce. We need to have relationships with customers that benefit them and at the same time ensure that our organisations have an element of longevity and adequate returns..

Mike

Mike Moradian is BAPC Deputy Chair and CEO of Print Express London

Business News

Advisory fuel rates for company cars

New company car advisory fuel rates with effect from 1st March 2017 have been published. The guidance states: "You can use the previous rates for up to one month from the date the new rates apply." The rates only affect employees using a company car.

Engine	Petrol	LPG
1400cc or less	11p	07p
1401cc -2000cc	14p	09p
Over 2000cc	22p	14p

Engine	Diesel
1600cc or less	09p
1601cc -2000cc	11p
Over 2000cc	13p

Additional factors relating to advisory fuel rates

- Employees driving employer provided cars are not entitled to claim tax relief rates. Such claims should be based on the actual costs incurred
- The advisory rates are not binding where an employee can demonstrate that the cost of business travel in employer provided cars is higher than the published guideline mileage rates. The higher costs would need to be agreed with the HMRC.

It is recommended that for clarification on how these guidelines affect your business in particular that you consult with your Accountant.

Thoughts from Alec Sharples



Graphic Design: Deadly Sin No 2 - Money!

In the last issue of this publication I addressed the issue of cost over-runs in graphic design and promised to talk about money.

Design time is charged by the hour so you won't need reminding that time is money and it needs to be right up there at the start of the conversation. If it isn't, it'll end up being the elephant in the room which no one talks about. Until it's too late.

In calculating your quote, your designer will have weighed up all your ideas and requests and arrived at a time he, or she, believes will be needed to deliver.

Gathering all your thoughts and suggestions together in one go at the start helps to eliminate lots of time-hungry stopping and starting on your job.

In more than 25 years of estimating I know that this stop/start scenario is the one that gobbles up studio time more frighteningly quickly than anything else.

In isolation, those little 10 minute quick fixes look harmless. But it only takes a few of them and you've racked up a thumping great hour of extra studio time. Typically, our average design time is less than one hour per job. So six quick fixes can lead to an eye-watering 100% over run. This is not good.

Hey, don't get me wrong. this doesn't mean to say that you can't have any minor tyweaks because that's just plain daft. Any good designer will know that no one gets everything right first time and will have factored in time for minor adjustments along the way.

No, the bits I'm talking about are the ones which should and could have been seen before the project started which is why time spent at the planning stage is sooooo valuable.

Kicking off an new design project should be an exciting time but do be careful whne it comes to chargeable time.

Until next time.

Alec

Alec Sharples is MD of Finline Printing

Apprentices and Work Experience

The Stationers' Company has recently established an Education Committee. A key objective of this Committee is to facilitate entry of young people from Stationers' Crown Woods Academy and other "apprenticeship pools" into apprenticeship programmes. The focus is on the Printing, Publishing and Communications Industries.

The intention is for the Stationers' Company to support programmes to inspire students at Stationers' Crown Woods Academy and elsewhere to consider a career in our industries. The new apprenticeship regulations provides a greater incentive for companies to take on an apprentice and for young people to consider this path as an alternative to University.

If you would like to take on an apprentice, or even consider work placements, The Stationers' Company may well be able to help. There is an urgent need for a number of work placements this July for students from Stationers' Crown Woods Academy. These work placements can be a great way to encourage young people into our industry.

if you are looking for an apprentice or can provide a student with work experience simply e-mail communications@stationers.org -they will do all they can to be of assistance.

The PIGS are flying!

The next PIGS (Print Industry Golf Society) golf day will take place on Wednesday 24th May at Westerham golf club. This is a lovely course, close to the M25 and easy to find. <http://www.westerhamgc.co.uk>

The day's fun will be from 9.30am for tea and bacon rolls, then tees from 10.00am for 18 holes in 4 ball teams, followed by drinks and a three course dinner.

Everyone will be made most welcome so bring along friends, customers and suppliers for this great networking opportunity and really exciting day.

As usual, it'll be all fun and at an affordable cost of only £60 per head it is the ideal opportunity to get away from the usual daily routine.

Simply contact Louise Gamage on 01892 522563 or e-mail louise@earthisland.co.uk

A view from Nigel Toplis



Get your business noticed

When you think how you might promote and market your business, collateral such as TV, radio, posters and press may be the first things that spring to mind.

Now might be the time to challenge that traditional thinking. At Recognition Express we've spent 38 years understanding what makes a promotion successful and how to generate brand awareness. We know that promotional merchandise offers more exposure and value for money than any other advertising medium out there.

Results

94% of recipients of branded merchandise remember the product or the company for over six months

BPMA research

The results generated by using promotional products knock the performance of traditional marketing methods out of the park.

Look at what you spent last year on traditional marketing methods and think about the success rates. Did you get more business as a result? I suspect the answer will be – "I don't really know – I think so". Marketeers using promotional merchandise to target customers can be far more precise. They have the names of everyone who received the item – and can track response rates accordingly.

Compare the cost of a small advertisement and the wastage factor of not hitting the right people against the cost of sending out 500 pens, mouse mats or fridge magnets to individually named targets.

With the right product you can ensure your brand gains maximum exposure.

A mug for example will stay with a customer many times longer than a bottle of whiskey and a mouse mat serves as a constant reminder of your company. A well designed fridge magnet will be seen by all the target's family and branded USB flash drives remain one of the most sought-after corporate gifts and are used at home and in business.

Used in conjunction with direct marketing, promotional products are probably the single most effective means of creating brand awareness. Because you know exactly who you are

sending the item to and can opt to spend either a few pence or many pounds per unit you can control your budget and can turn the promotional tap on or off as business demands.

Maximising the effect

Essentially there are three things a promotional item needs to be really effective – personal, usable and memorable. If you can achieve all three at the same time you will have found the right tool to promote your business. Products that are both usable and personalised will be kept and used time after time.

Personal

52% of recipients with branded products on their desks bought products or services from those companies:

BPMA research

The most effective product is one which is personal to the user. People identify with their company name or even better their own name – but make sure you always check and double check logos and spellings. Whilst a stylish pen with your name on is to be treasured and remembered, one with incorrect personalisation is also memorable but for the wrong reasons!

Thanks to digital technology today's marketer can order just one name badge, one mug or one t shirt at a sensible price– and those days of high volume minimum orders are long gone.

Useable

Over 50% of us have three or more free promotional products on our desk

BPMA research

In a B2B situation you're looking for a product that can be branded AND will stay on the recipient's desk for as long as possible. According to the BPMA research the 10 most desk items remain:

- Calculators
- Calendars
- Diaries
- Desk Pads
- Mouse Mats
- Mugs
- Notebooks
- Pencils
- Pens
- Post it. notes

A product that's useable is retained – a product retained is remembered and a product branded with your company details and personalised with theirs becomes a call to action.

Memorable

Spend some time putting a bit of creative thought into the choice of promotional item. Find out what he or she is interested in outside work and send them a useful branded related item. For example, golf balls or ball markers are always welcomed by golfers.

Something different or particular to an event or time of the year can also have the effect of

raising awareness in the mind of the recipient. A mug branded one side with your logo and personalised to the recipient on the other filled with small chocolate eggs and sent out at Easter will be remembered. Equally a chocolate advent calendar at Christmas will evoke fond childhood memories – and at the same time draw the recipient's attention to your brand 24 times!

It's time to take a fresh look at promotional merchandise. With thousands of products to choose from there's the perfect item for every business and every campaign.

Try this little challenge. Look at your least successful promotion and how much it cost – spend the same amount on a direct marketing activity with an innovative promotional item and the uplift in results will astound you!

Nigel Toplis is MD of the Bardon Group

The Print Show

Success breeds Success

Following the recent success of both Print Week Live and Sign and Digital we all now look forward to the next major event which is of course The Print Show and now that exhibitions appear to be making a comeback there is a great deal eager anticipation in the air.

The Print Show has certainly grown since its modest start and in year three we see a change of venue to Telford. Last year was an expansion on the inaugural event and there is no reason to believe that this success will not be reflected in 2017. It is understood that in addition to many previous exhibitors returning there is a raft of new stand holders.

The Print Show will take place on the 11th - 13th October 2017 at the International Centre Telford. for further information visit www.theprintshow.co.uk

Innovation Excellence Awards

The Stationers' Company is making a final call for entries to the Stationers' Company 2017 Innovation Excellence Awards. The Awards are an opportunity for companies and organisations to be recognised for their innovation, creativity and best practice in product design, services, campaigns and business processes.

Tony Mash, the Stationers' Company Industry Committee Chairman, says: *"Past winners of 'Innovator of the Year': Ryedale Group, Sun Chemical, Heidelberg UK and DataLase have demonstrated evidence of further commercialisation and development of their respective innovations since winning the Award. That is just the kind of progress we at the Stationers' Company are seeking to encourage."*

The closing date to email entries to communications@stationers.org is **9 April 2017**. Application forms can be downloaded from <https://stationers.org/about/engagement-with-our-industries/innovation-excellence-awards/1735-innovation-excellence-awards-2017-new-categories-announced.html>

The Awards are free to enter and open to all companies and organisations in all sectors of the UK Communications and Content industries:

- • book, magazine and digital publishing
- • paper, printing and packaging
- • printing supplies including inks and coatings
- • printing machinery
- • office supplies
- • design and advertising
- • website design, computer and mobile games
- • newspapers, telecommunications and broadcasting

Entries are invited to any of the five new categories:

- Novel manufacturing technology in paper, print, print supplies and machinery, bookbinding or packaging
- Innovative application of digital technologies across all Communications and Content sectors
- Creative means of communicating with target audiences in the publishing, magazine, newspaper, advertising, books and broadcasting sectors
- Novel product designs for retail markets in office supplies and book retailing
- New communication programmes that enhance social development with a focus on community projects, education and the environment

Smart Directions Conference - A Digital Printer Initiative

The Smart Directions Conference will take place on the 25th May 2017 at the Royal College of Physicians, London. The focus of the event will be on seeking out ideas and inspiration that can help business to prosper and grow.

This year the key speaker will be India Ford who will show how the world's most powerful and successful people use their body language to communicate in a way which immediately engages, moves and inspires others. India will be joined by a host of industry experts including Jon Bailey of PtroCo, Simon Cooper of Exaprint, Lesley Graham of Wirralco, James Kinsella of Rout1 Print, Tony Kenton of It Has to Be Brilliant.

This one day event is free to attend simply visit <http://www.paperandprint.com/smart-directions/conference.aspx>

Hints & Tips

Don't promise what you can't deliver!

When selling, it is very easy to overpromise in our enthusiasm for our service, product, idea, creation. In our vision of how we hope it will be, we leave no room for failure.

The results will likely be disappointing. Not disastrous, but a little less than expected. No one will say anything, they just won't trust you quite as much next time.

Basically you've blown it!

If instead you undersell, pointing out all the possible weaknesses and how to resolve them, should they occur, you not only build a trusting relationship with your customer but you're able to solve any problems.

And if it does turn out the way you hoped, it is a bonus.

Print Design & Marketing Awards

Winning an award is one of the best accolades a company can achieve and it is not too late to submit your entry for the Print, Design & Marketing Awards. This annual event is one of the most popular within the industry and you have until the 28th April to submit your entry. remember if you're not in it you can't win it Visit <http://www.paperandprint.com/the-print.-design-marketing-awards-2017.aspx> for information..

Looking forward....

Date - 25th May 2017

Event - **Smart Directions Conference**

Venue - Royal College of Physicians, London

Details - <http://www.paperandprint.com/digital-printer.aspx>

Date - 29th June 2017

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

Venue - Silver Sturgeon, River Thames , London

Details - visit <http://www.paperandprint.com/digital-printer.aspx>

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 - 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 exhibition which seems to be attracting tremendous interest is IPEX and the BAPC hears that they have some great things planned - so keep your eyes and ears open.

And finally

Please remember the BAPC exists to help, so if you do have an issue, or if there is something you would like to discuss just pick up the phone..

And finally, finally...

Now is the time to submit your entries for the Printweek Awards. For information visit www.printweekawards.com

