



Greetings

BAPC Award winners announced.



At the presentation of the BAPC awards **Print4UK** won the title of **BAPC Business of the Year**. They were shortlisted in 2015 and 2016. The company was founded in 2008 by Adrian Ford and Chris Brady. The former production and pre-press directors respectively at a litho company, joined forces to create a digital print business that addressed the market trend for smaller run lengths. Now in its tenth year, Print4UK is one of London's leading digital print companies. Its client base has grown from a dozen in the first year to almost one hundred and includes top brands from high street banks, restaurants and museums to food and drink companies.

In choosing Print4UK the judges looked at the financial aspect of the company, its marketing activities and through secret shoppers gauged how it dealt with customers. Print4UK's Adrian Ford and Chris Brady collected the award. Ford said: "We are honoured to receive this award. We believe our 'Partners in Print' ethos was pivotal in this achievement. It provides clients with the feeling of having their own in-house experts on hand to oversee all of their requirements. One has even said 'You deliver pain-free print'."

Supplier of the year was TheMagicTouch. Who have been providing peripheral equipment and goods to the industry more than 25 years. Jim Nicol collected the award together with his sister Alison Nicol.

Severnprint was chosen as **Environmental Printer of the Year** – the award category sponsored by Two Sides – thanks to its reputation of being very

environmentally aware and its solid sustainable marketing credentials. Director David Pealing received the award on behalf of the company.

Sidney Bobb, BAPC chairman stated: *“This year was another fantastic demonstration of the expertise and industry excellence that exists. Just as in every year our independent panel of judges had difficult choices to make. It is clear what stood out for the judges for Print 4 UK was its commitment to customer relationships. Too often businesses can lose sight of this all-important element of the business. Print 4UK clearly values its message of cherish your customers to grow your business.”*

He continued: *“I also want to thank **Ricoh** for its generous support which enabled this year’s celebration of leading industry operations to take place.”*

Chas Moloney, Ricoh UK & Ireland Marketing Director, said: *“It is an honour to sponsor such an amazing event that acknowledges so many positive aspects of the industry. It is fantastic that some of the great work being undertaken by operations, day in day, out is recognised with these prestigious accolades.”*

The other short-listed companies were: N2 Group, Precision Printing, All Trade Printers, Xpress Image Communications, The Plastic Card Company, Tharsten Ltd, Renz UK Ltd, Duplo International, Morgana and Ricoh.

The awards recognise outstanding achievement within the British print and communication industry and the entries were judged by an independent panel. .



A major surprise at the ceremony was awarding **Simon Tabelin** of It Has To Be Brilliant **Honorary Life Membership of the BAPC** in recognition of all the work he does, not only for the Association, but for the sector as a whole.

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Message from Mike



Flexible Working Issues

Employment law changes more frequently than we realise, partly as a result of statute, partly as a result of tribunal decisions which then form case law. So it is always important to seek proper legal advice when dealing with staffing issues. For example here are some points that you may not be aware of:

All workers have the right to request a change in the hours that they work provided they have been employed for over 6 months and have not previously made a request. They can ask to:-

Change their start time

- Change their finishing time
- Change days worked
- Change days off
- Change the number of hours worked

Employees do have the right to submit flexible working requests for valid reasons. It is of course automatic to have the request granted. Requests can only be rejected for genuine business reasons such as :-

The burden of additional costs to the business

The inability to recruit additional staff

The detrimental effect on quality and performance

Employers do not have the right to ask for the reason for the request. Once a formal request has been made, employers should arrange a formal hearing to go through the request and once a decision has been made acceptance or rejection should be made in writing setting out the company's reasons behind the decision. Acceptance of the request does mean that there is a permanent change to the contract of employment and if an alternative solution is offered, technically the request has been declined and there is a need to justify the decision.

This short note does not cover the full aspects of staff working times, but I hope that this is a useful guide that will frame your discussions with your employment experts.

If there is anything you would like the BAPC to look at, simply make contact.

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

Business News

HMRC halts thousands of scam text messages

HMRC have announced that they have stopped thousands of taxpayers from receiving scam text messages *'with 90 percent of the most convincing texts now halted before they reach their phones'*.

HMRC's press release states:

'Fraudsters alleging to be from HMRC send text messages to unsuspecting members of the public. In these messages they will make false claims, such as suggesting they are due a tax rebate. Messages will usually include links to websites that harvest personal information or spread malware. This can in turn lead to identity fraud and the theft of people's personal savings.'

HMRC have confirmed that they will never contact taxpayers who are due a tax refund by text message or by email.

HMRC's Director of Customer Services, Angela MacDonald, said:

'HMRC is focused on becoming the most digitally advanced tax authority in the world, and a big part of that relates to keeping our customers safe from online scammers.'

'As email and website scams become less effective, fraudsters are increasingly turning to text messages to con taxpayers. But as these numbers show, we won't rest until these criminals are out of avenues to exploit.'

'We have made significant progress in cutting down these types of crime, but one of the most effective ways to tackle it is still to help the public spot the tell-tale signs of fraud.'

To read details of the measures taken by HMRC and other advice on spotting fraud visit www.gov.uk/scam-text-messages

Print Futures Awards 2018

The Print Futures Awards help people develop their career in the UK printing, paper, publishing, packaging and graphic arts sectors.

What are the Print Futures Awards?

The Awards are grants of up to £1,500 to help individuals develop their workplace skills or assist new people to follow a pathway into employment with living and travel costs while studying and working.

Who can apply?

You are eligible to apply if you are a UK resident aged 18-30 years and are in an apprenticeship or studying for an NVQ in a UK print-related organisation, or are already working in the UK industry and want to further develop your workplace skills.

What will the interview be like?

Interviews, which are held in June, are relaxed and last about 45 minutes. A panel of two or three people from across the UK printing, paper, publishing, packaging and graphic arts sectors will ask you about your training and job, and how you will use your Award to develop your skills. It is your opportunity to tell them what you are doing and why you need the Award.

How can winners use their Awards?

Past winners have used their Awards to pay for UK courses to develop their workplace skills including marketing, publishing, project management, occupational health and safety, forklift and HGV training and licence, speaking and presentation skills for work, professional accreditation, and assistance with living and travel costs while studying and working.

When do the winners receive their Award?

The Awards ceremony will be held at The House of Lords in July. All winners become part of the Print Futures Awards Alumni Programme and receive information from the charity about initiatives we think might be of interest. All winners are asked by the charity to share their stories of how they used their grant and the difference it made to them.

The Printing Charity

The Awards are a Printing Charity initiative to help individuals gain a UK qualification, progress within their career or make the transition from education to employment. Since 1827 the charity has been supporting people of all ages working in the UK printing, paper, publishing, packaging and graphic arts sectors. Through its Welfare & Wellbeing and Education Partnerships programmes, it provides financial assistance for people in need and works with industry partners to attract and retain talent in the industry. Please see www.theprintingcharity.org.uk for more information.

Words of wisdom from Alec Sharples



Something stinks...

As marketeers of what you do, I'm sure you'll have spent many hours carefully crafting messages which you hope will resonate with your customers.

All that time and energy focused on buyers of your products; trying to get their heads to work out what you think they like and don't like. What's likely to press their buttons and get them to buy.

You've probably got access to streams of data, expensively and carefully gathered which helps you identify their buying patterns which you've poured over to try and identify those all elusive buying triggers.

And despite the detective work, all that data-crunching, how well can we really understand what motivates those whom we hope will become our customers?

There was a report in our local paper a week or two back which stopped me in my tracks as I pondered this very question.

The report recounted the story of a local takeaway restaurant which had just been awarded a Zero by our Local Authority's food Standards Department. Just in case you are in any doubt as to what this means – a top rating of 5 is reserved for the very best. Those businesses who employ the very highest standards of good practice and hygiene in the kitchen. Those tarred and feathered with a big fat Zero are likely to have been caught cooking and selling semi cooked abattoir waste – scraped off the floor. So, I think you get the picture.

So far, nothing that amazing. I've seen a few "1" ratings on my travels even if I hadn't ever encountered a Zero before. No, the amazing thing about this story was that shortly after the article was published, customers were still ordering food from the named and shamed establishment.

Food for thought perhaps?

Have fun and till next time...

Alec

Alec Sharples is CEO of Fineline Printing

Keep Me Posted

A Campaign to consider supporting

Keep Me Posted is a partnership of representatives from charities, interest groups and business who believe that every consumer has the right to choose, without disadvantage, how they are contacted by banks and other financial service companies, utility companies, media organisations, and other service providers. Increasingly businesses are restricting access to paper bills and statements and denying their customers informed choice. Research has shown that over 80% of adults want to choose how they receive important information such as bills and statements.

The goals of the campaign are:-

- To ensure all consumers have the choice in how they receive their bills and statements by major organisations
- To ensure that customers do not face a financial penalty as a result of opting to receive paper bills or statements
- To ensure that Government, regulators and companies recognise the need for consumer choice, and to act to promote choice in this area

For further information please visit

www.keepmeposteduk.com

Sign & Digital UK

Mary Portas - special guest speaker

Sign & Digital UK announced that one of Britain's biggest names in retail, Mary Portas, will be headlining at the sign and display show taking place on **24 to 26 April, at the NEC in Birmingham**. In keeping with SDUK's theme for 2018 - *Creativity Brought to Life* - Mary Portas will deliver an inspiring keynote followed by a Q&A session during the show's opening day. Crowned "Mary Queen of Shops" by the UK media, retail and brand expert Mary Portas has long been a champion for SMEs. The celebrity guest speaker will use the Q&A session to share her expertise and industry knowledge with the show's visitors.

Rudi Blackett, event director at SDUK, said: *"Mary Portas's continued advocacy for independent retailers and the manufacturing industry makes her a truly inspiring guest speaker for our show visitors and exhibitors alike. We're greatly looking forward to welcoming Mary and hope visitors and exhibitors will bring their burning business questions to benefit from Mary's expert retail knowledge."*

Mary Portas, retail consultant and broadcaster, commented: *"I'm always excited to discover new emerging techniques from retail, sign and display industries which will be a big part of Sign and Digital UK. The merging of digital and traditional manufacturing techniques is now more important than ever before, and I hope to open a discussion about how these trends will impact SMEs in the modern retail landscape at April's event. With my Sign & Digital UK audience, I will aim to cultivate a new confidence in diversification. I look forward to rallying with business leaders from these adapting sectors and offering advice among small business owners who are looking to explore ways of getting ahead of their competitors."*

Speaking alongside Mary Portas at SDUK this year will be a stellar line-up of industry experts who will deliver a series of keynote talks, interactive sessions and panel debates across the three-day event.

For more information about the free-to-attend event visit www.signuk.com.

Sales tips from Nigel Toplis



Gaining New Business – an Aide Memoir

Sometimes we are all just too busy with our noses to the grindstone to take the opportunity to sit down and think about how we get new business. We know what we should be doing but sometimes it's hard to get motivated or we get a bored with doing the same old things, even though we know they work.

Whether it's existing customers or new customers the key to growing your business is get into contact, build communication and get in front of them.

For existing customers, it is about building a relationship and developing your key accounts which over time will reap the greatest rewards.

Getting new business from new customers is all about structure, focus, good organisation and a bucket of persistence.

You cannot spend equal resources across the board – you need to invest the most where you think you will get the best return – HOWEVER you also cannot afford to leave the hopper empty; it needs constant topping up; new customers need to be recruited regularly and so activity needs to be constant.

But if we want to run a successful business there are certain things we need to recognise and certain things we need to do.

Firstly, we need to understand that a business rarely grows in a linear fashion – but rather in steps. By and large we get a step change when we do something extra – not necessarily something new, different or inventive – but just by the simple act of doing something!

Here is my top tried and tested initiatives that **will** bring you business.

- **Make appointments to see customers** – to save time and increase effectiveness use a focused programme of activity such as the Grunt Programme 20-week Grunt Programme is designed to provide structure, repeatability and focus.
- **Get networking** - BNI, BOB, BRE, Chamber of Commerce and other business clubs are all good and proven options. The trick is to spend 18-24 months in the group, build a relationship with your best contacts and go onto another group. NOT networking is NOT a sensible option even if you don't like doing it!
- **Ask for referrals.** In past research 90% of existing customers said that if asked they WOULD refer. We may not be good at it but with friends, colleagues, suppliers, customers we have the opportunity to gain warm introductions.
- **Make the most of PR and Social Media.** These are high impact and free - you should use every opportunity to get your name in front of potential buyers.
- **Sign up to email marketing.** With the Central Marketing Programme, you can be sure that every month your customers building awareness of your business and of the products/services you provide.
- **Go on a marketing walkabout** – I prefer to call this 'greet, give and go' because the process should NOT involve selling but rather it is a means of introducing yourself to customers, for leaving your brand behind and for collecting important information about the customer
- **Do a direct marketing campaign** – I love direct marketing because you can target who gets the message, budget actual cost, control when you market, for how long and to whom and most importantly if we follow up the mailing we can measure the effectiveness. Direct marketing is an ideal communication tool for keeping customers informed, for generating brand awareness and for putting something in front of customer (A-z, catalogue, flyer) that just might get them interested in buying or at least thinking about their next event. You can be as classical or as inventive as you want with direct marketing. In our business, we know that the more personal you are, the more intimate you are with the mailing then the better the response and the more likely you are to get a positive response from the customer.
- **Maximise your website.** Websites work in many ways – provide information and expertise, generate awareness, create brand value and are useful for creating noise in the marketplace.

Nigel

Nigel Toplis is CEO of The Bardon Group

It's almost here!

PrintWeekLive!

The conference programme for [PrintWeekLive!](#) has been unveiled and features many of the industry's biggest names, including the new global chief executive of the UK's largest print management company.

David Kassler, global chief executive of Williams Lea Tag, will make his industry debut at the event, where he will offer a fresh perspective on some of the challenges and opportunities facing the modern print industry. He will provide insights about ['The Customer Experience'](#) and the role channels can play especially in Digital Transformation.

The conference programme will offer valuable take-away content that will benefit attendees' businesses and deliver on the 'inspire, innovate and initiate' strapline of the event. When combined with an exhibition featuring the leading equipment and services suppliers and an informative workshop programme, **PrintWeekLive!** becomes an unmissable event.

Other keynote speakers on day one include Hobs Group chief executive James Duckenfield on ['The innovation imperative'](#) where he will share hard-earned insights on why innovation is imperative for the survival of your business. Patrick Headley, Go Inspire chief executive, will share his thoughts on [how the industry can embrace the imminent introduction of the new General Data Protection Regulations](#) as an opportunity, rather than fear it as a threat.

Jenny Shutt, associate director at leading accountancy group Grant Thornton UK will detail how changing your approach to working capital can result in better business performance, often equating to at least 5% of turnover. Solopress co-founder and managing director Aron Priest will mix [inspiration and hard-learned business lessons](#) in equal measure and talk about how he and his business partner decided when was the right time to sell.

Day one will be rounded off by Simon Biltcliffe, founder and chief executive of Webmart. He will highlight [how delegates can and should look at new markets](#) and new potential clients.

Kicking off day two's conference programme will be Mike Newman, issuing a call to action for printers to embrace their manufacturing expertise with his session ['Lead supplier or whipping boy, your choice.'](#) BPIF chief executive Charles Jarrold will discuss the [changing role of print in a multichannel world](#) and Paul Holohan, chief executive of print M&A specialist Richmond Capital Partners will use his session to cover topics from [preparing for the sale process, spotting obstacles to a successful sale.](#)

Michael Burman, managing director of FE Burman will then talk passionately about why [printers need to regain their position as trusted communications experts](#). The conference programme will be wrapped up with a keynote from Harler director Dominic Harris, who will talk about ['the future of print buying'](#) and one of the key questions facing brands owners: in-house versus outsourced print management.

On day one, PrintWeek's Jo Francis will talk to a group of young printing industry entrepreneurs about their experiences and how they were inspired to get into print and the lessons they've learned. To coincide with National Apprenticeship Week, day two will feature a panel of printing industry apprentices sharing their industry journey so far and their aspirations for the future.

As well as an inspirational conference, [PrintWeekLive!](#) will feature a show floor crammed with the latest tech and applications from companies including Canon, Epson, Heidelberg, Imprint-MIS, Riso, Tharstern, Vivid Laminating Technologies, Xeikon and Xerox, to name but a few and manufacturer-led workshops.

Places at the conference sessions will be strictly limited, [register](#) now and secure your spaces.

Book your place at www.printweeklive.com

Data from Two Sides

A question of trust

In the world of marketing and media, gaining and keeping a consumer's trust is high on the list of priorities. Without trust in a brand, whether that brand is a newspaper, a social media platform or frozen fish fingers, consumers will quickly look elsewhere for their news, opinion or something to cook for tea. And once that trust is gone, it's very difficult to get back.

Over the past 18 months, the issue of trust itself has become a major news topic, with politicians at every level placing Fake News at the top of their agendas. Depending on who you listen to, it's been responsible for everything from the outcome of the European referendum to influencing the US presidential election.

With the rise in Fake News coinciding with the rise of social media, there's a clear link between the platform news is delivered on and the veracity of the information. But what that link is and what difference the medium makes is still under debate, so Two Sides commissioned a global survey, asking over 10,000 consumers in ten countries about the issue of fake news and what difference reading stories in a print newspaper makes. Their response firmly holds print newspapers up as the more trusted source of news and the medium that offers a deeper understanding of a story.

Out of all UK respondents, 76% agree that Fake News is a worrying trend, while just 16% trust the news stories they read on social media. This compares to 39% that trust the news stories they read in printed newspapers. Consumers also look towards print for greater depth, with 63% agreeing with the statement that reading news in a print newspaper provides a deep understanding of a news story. When given the same statement for social media, only 45% of respondents agreed with it.

These findings tally with a recent study by Magnetic, the marketing agency for magazine media in the UK. They wanted to find out the influence trust has on brand advertising and how consumers view different media environments. They found that magazine brands provide a trusted environment for advertisers, with a net score of 70% on a single question of trust, compared to 30% for social media. The report explains this stark difference by saying that magazine brands are seen as relevant, reliable and expert, all of which are significant factors underpinning trust in media brands.

"Trust is high on the agenda for clients right now," says Ffion Turner, Business Intelligence Board Director at MediaCom, "so it's key to be able to distinguish the elements that make a brand trustworthy in the eyes of the consumer. Any insight that can demonstrate the value of context and prove the rub effects of media brands is invaluable for advertisers."

Knowing that brand owners and media planners are keenly aware of the importance of placing their adverts on the right platform, the Two Sides study then asked UK consumers about their advertising preferences, in particular their response to online ads and whether they paid any attention to them. The results pointed towards online advertising not only being routinely ignored, but branded irritating and irrelevant. Of over 1,000 consumers interviewed, a massive 78% don't pay attention to most online adverts, while 69% find them 'annoying and usually not relevant'. When asked about actual times they have clicked on an online ad, 72% stated that they couldn't remember the last time they willingly clicked on one, while 63% said they do their best to block or avoid them.

It's clear from these results that online advertising isn't working. Many people are choosing to ignore most of the ads they see online – which, for brands keen to capitalise on the reach and cost-effectiveness of digital marketing, should be a very worrying trend. Some of the answer of why people actively avoid clicking on digital advertising may lie in the lack of trust consumers have for online content. In the Two Sides survey, 59% of respondents stated that they don't trust many of the advertisements they see online. This echoes the most recent Edelman Trust Barometer, which reported a 13% lift in trust for traditional media, reversing a five-year decline to reach 61%, while trust in social media dropped two points to just 24%.

“As trust in social media sinks, there is better news from traditional media,” says Ed Williams, CEO of Edelman UK. *“Once hollowed out by a decade of systemic shocks – from disruption of the internet, to Trump and the advent of fake news – a majority of us now say we trust newspapers and broadcasters.”* It's been a bumpy ride, but it seems the tide of trust is turning back to the traditional.

For information on Two Sides and how to join visit www.twosides.info

Looking forward...

Date(s) - 28th February - 1st March 2018

Event - **Packaging Innovations**

Venue - NEC, Birmingham

Details - <http://www.easyfairs.com/packaging-innovations-birmingham-2018/packaging-innovations-birmingham-2018/>

Date(s) - 7th - 8th March 2018

Event - **PrintWeek Live**

Venue - Ericsson Exhibition Hall, Wasps Arena, Coventry

Details - www.printweeklive.com

Date(s) 20th - 22nd March 2018

Event - **Taking Print Further** (with Kodak, Morgana and others)

Venue - Morgana's offices 9 Davy Hill Knowhill Milton Keynes MK5 8HJ

Details - www.kodak.com/go/tpf

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

Odds & Sods.....

The Print Show has reported record early stand bookings for the 2018 exhibition and believe that this will be their largest and most exciting show yet.

The Print Design and Marketing Awards are now open for entries. For details visit www.pdmawards.co.uk

Earth Island publications have announced that companies can now submit their entries (at no charge) for the Solutions Awards. For information visit www.earthisland.co.uk

Finally....

If you have an article, blog or opinion you would like published simply send it to info@bapc.co.uk

Finally, finally....

Please do let us have any suggestions, comments you have on the monthly Bulletin - we can take criticism!

<http://www.bapc.co.uk/> Tel +44(0)20 8736 5862 E info@bapc.co.uk

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