



## Greetings

The success of the recent Sign & Digital Exhibition at the NEC was obvious to all who attended. Exciting stands, some with very special products and offers, some very interesting educational sessions and the opportunity to catch up with old friends (and possibly competitors) made the trip to Birmingham worthwhile. It seems all bodes well for our industry's shows and indeed the Print Show (being held at the NEC in September) announced that their stand sales have broken all previous records and the exhibition will be bigger than ever.

The print magazines, most business publications and no doubt many mail boxes have been full of GDPR advice, so there is little excuse for doing nothing. Setting up the required processes is not as daunting as one might imagine and of course many believe that this new legislation provides print companies with new opportunities. The BAPC is always around to provide assistance and members should not hesitate to get in touch.

Hopefully this issue of our newsletter is of interest and if you have any comments, or even want to submit an article simply e-mail it to [info@bapc.co.uk](mailto:info@bapc.co.uk)

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## ***Message from Mike***



### ***Handle people not processes!***

Not that long ago I bought some branded items for my home from the branch of a national retailer. I was delighted with the product and decided to purchase some additional items from the same source. In order to confirm price, delivery etc I called the outlet from where the goods were obtained.

After the usual inevitable wait the phone was answered and I placed my questions. I was advised that the matter would be checked out and that I would be called back with the required information. Unfortunately, after some time, (as expected) I did not hear from the supplier and so sourced another supplier.

I believe that this is reasonably typical of what goes on today, particularly with large organisations. When you phone it is fairly obvious that they are merely going through the process and one must question whether they really want business, or actually care about their customers

When I called to make my enquiry, I was not told with whom I was speaking, making it difficult for me to call back without having to repeat my original buying process.

Hopefully we in the print industry don't handle calls in such a manner and demonstrate a desire to help customers and handle them in such a way that they not only want to come back but inform their contacts how good and attentive we are. It is hard enough these days without scoring own goals as illustrated above

***Mike***

***Mike Moradian is BAPC Deputy Chairman and  
CEO of  
Print Express, London***

# **Business news**

## **GDPR**

The BAPC has assisted a number of members to prepare for the new data protection rules from General Data Protection Regulation (GDPR) which will replace the Data Protection Act in the UK from May 2018.

GDPR is designed to safeguard personal data of EU member states, with particular emphasis on transparency and accountability. It applies to all businesses in the EU and non-compliance will lead to substantial fines.

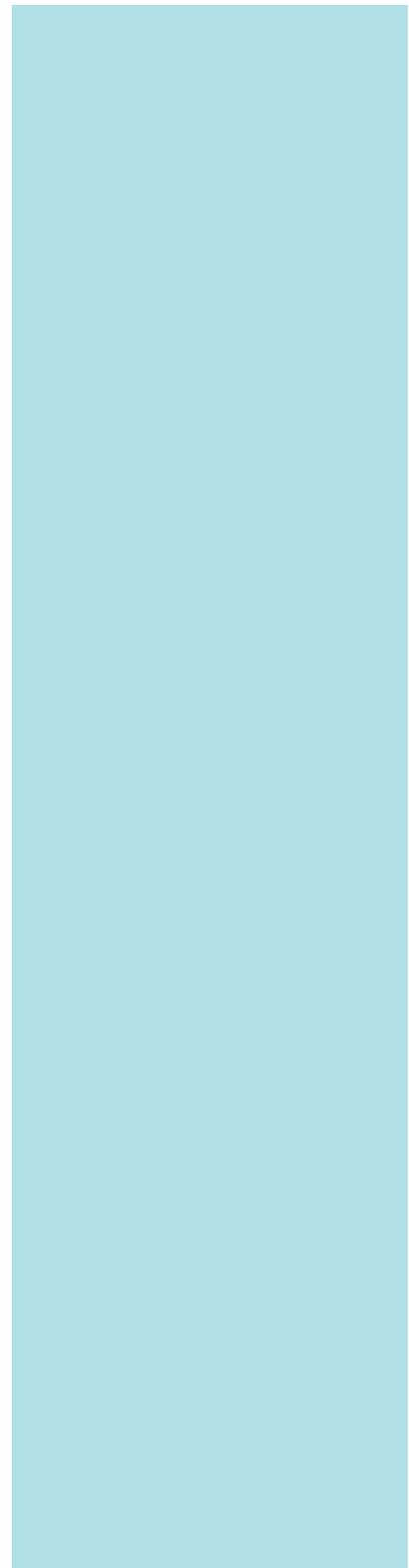
The new GDPR is a regulation which is intended to strengthen and unify data protection for all individuals within the European Union. The regulations will become law without exception from 25<sup>th</sup> May 2018. The government has confirmed that the UK's decision to leave the EU will not delay the commencement of the GDPR.

The government has also confirmed that the UK will replace the 1988 Data Protection Act (DPA) with legislation that mirrors GDPR post-Brexit. This means that any business, large or small, will be required to comply with GDPR – which deals with secure collection, storage and usage of customers' personal data

Failure to comply with the regulation can result in heavy fines of up to 4% of the businesses' annual turnover.

For further information visit <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

Do not hesitate to contact the BAPC if you wish to discuss the matter further.



# ***Duplo continues to change the game with their second duFest***

***Summer festival taking place on 28<sup>th</sup> June 2018***



Back for a second year, Duplo's celebration of Creativity in Print will again see their Addlestone based head office and warehouse transferred into a festival field, with a full-blown stage, bar, football screen and festival style food concessions.

This year's event will take place over one day and will once again see homegrown music talent taking to the stage from midday until 10.00pm, performed by the great and the good of our industry.

One area will be dedicated to Duplo's headline-making systems – which will include special guest speakers, that will be revealed closer to the event – along with the creative solutions of event partners joining in the celebration.

Andy Benson Duplo UK MD commented. "During my early days of joining Duplo on the back of last summer, all our customers spoke to me was about the DuFest event. 12 months on, we plan to evolve the fun and celebrate print, listening to music from some of the industry's best talent, as well as share in the success or pain of the England's Football team at the World Cup"

Doing another Open House would have been more straightforward, but we wanted to bring people together to celebrate print.

Duplo's Summer Festival attendees will be encouraged to join in the fun, put on their best festival attire, and enjoy themselves!

Further information and tickets are available at [www.duplofest.co.uk](http://www.duplofest.co.uk) Numbers will be restricted due to space. Please register early to guarantee your attendance.

# *Tips from Nigel Toplis*



## ***Creating your legacy through exit planning***

Passing your business on to someone else is all about planning – so you better get started

One of the first things you should be planning when you set up or buy your business is when to leave. It might sound counterintuitive, but it is certain that you will depart the business at some point, either by selling, handing it over to children or simply passing away. Whatever happens, you want to avoid a situation where you are desperate to sell, where you have done no planning or where the business is no longer attractive to potential buyers. That's why a strategic approach to exit planning is critical.

### **The business lifecycle**

Your business will have a natural lifecycle. Running a company is a journey and so you need to create a map for the future that considers various options, routes and rewards. Start off by thinking about what you want to be doing in five or ten years' time and how much you want or need to earn during your life as a business owner. Following this, timely business planning and focused growth targets will help you achieve your goals.

### **Valuing the business**

It can take two to three years to prepare a business for sale and create an attractive proposition. You need at least two – but preferably three – years of accounts showing positive growth. But the value of your franchise itself will always come down to profit. Independent accountants use a multiple of sustainable transferable operating profit (STOP) – that is operating profit, excluding owner drawings, lifestyle benefits, tax, interest and any 'extraordinary items'.

Generally, accountants will calculate an average STOP over three years and add a multiplier. Different accountants will tell you different things: in my experience, a business in good health will be worth somewhere between 1.75 and 2.25 times STOP. At the most it may stretch to a multiple of 2.5.

## **Getting a top-end multiple**

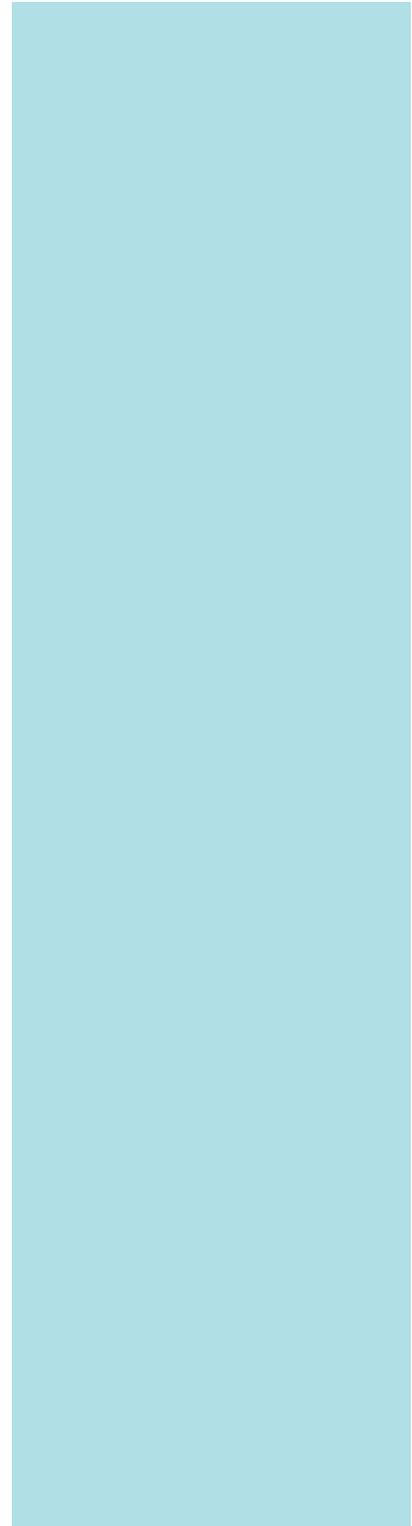
Buyers are put off if they sense any fear or panic in the seller or if they glimpse any undue risk in the business. You can reduce any perceived fear or risk if you have experienced staff with defined roles and relevant qualifications. Moreover, if you can show you're following set business system and taking advantage of tools and processes, it gives the buyer added comfort. Knowing that the business has the back up of sound processes and systems that work – bodes well for their future as the business owner.

The bottom line is, if you want the business to be worth more, you have to make it be worth more. Develop a robust profit line, show consistent growth and create strong brand awareness in your local market. Also, keep equipment, software and processes up-to-date. Having a mix of clients – and not being too reliant on a few – builds further value and creates higher multiples.

But finally, run a happy ship. After all, positivity breeds success.

***Nigel***

***Nigel Toplis is CEO of The Bardon Group***



# ***Lionel Barber named as The Printing Charity's 2018 President***



The Printing Charity is pleased to announce that Lionel Barber, Editor of the Financial Times, has accepted its invitation to be the charity's 2018 President.

Lionel Barber says: "At a time when the print industry faces diverse and important challenges, The Printing Charity does crucial work in both protecting the industry's heritage and supporting its future. I am delighted to be involved with the charity as its President this year and look forward to meeting the many people who make the British print industry, which I have been a part of for almost 40 years, such a rich and varied business."

Since his appointment in 2005 as Editor of the FT, he has helped position the FT as one of the first publishers to successfully transform itself into a multichannel news platform. During his tenure, the FT has won many global awards for its journalism, including four Newspaper of the Year awards, which recognise the FT's role as a '21<sup>st</sup> century news organisation' and the new [FT.com](http://FT.com) being named Website of the Year at the 2017 Press Awards.

He has co-written several books and lectured widely on foreign policy, transatlantic relations, European security and monetary union in the US and Europe, and appears regularly on TV and radio around the world. He has interviewed many of the world's leaders in business and politics, including Donald Trump, Barack Obama and Angela Merkel, and received several distinguished awards, including the St George Society Medal of Honour for his contribution to journalism in the transatlantic community.

Neil Lovell, The Printing Charity's Chief Executive, says: "We are thrilled to have Lionel Barber as our President this year. He follows many distinguished charity Presidents, including the late Baroness Dean, and will, I am sure, enjoy his involvement this year. The Chair of Trustees, Jon Wright, and I look forward to working with him."

## Looking forward...

Date(s) - April - July 2018

Event - **A series of workshops (organised by Antalis)**

Details - [www.digital2business.co.uk/antalis-academy](http://www.digital2business.co.uk/antalis-academy)

Date - 21st June 2018

Event - **Print Design & Marketing Awards**

Venue - Silver Srturgeon, River Thames

Details - [www.paperandprint.com](http://www.paperandprint.com)

Date - 28th June 2018

Event - **Duplo's Dufest Summer Festival**

Venue - Duplo, Addlestone, Surrey

Details - [www.duplofest.co.uk](http://www.duplofest.co.uk)

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

Event - **The Print Show**

Venue - NEC, Birmingham

Details - [www.theprintshow.co.uk](http://www.theprintshow.co.uk)

Date - 15th November 2018

Event - **Digital Printer Awards**

Venue - Marriott Hotel, Grosvenor Square London W1

Details - [www.paperandprint.com](http://www.paperandprint.com)

Date - 22nd October 2018

Event - **Printweek Awards**

Venue - Grosvenor House, Park Lane, London

Details - [www.printweekawards.com](http://www.printweekawards.com)

## Finally

One of the most satisfying activities is winning an award so ensure that you take steps to enter as many as you can. If you are unable to do so make sure that you attend the ceremonies, not only will you have a great time but you will see how beneficial it is to be recognised by the industry.