



British Association for
Print and Communication

Members' Newsletter

December 2017



Greetings

Welcome to the final issue of 2017 and what a year it has been. The Brexit negotiations seem to be moving into the next phase and we can be assured of one thing that every industry will be affected. Now is certainly the time to prepare strategies in order to deal with the inevitable changes that will occur. The BAPC is happy to help and all you have to do is make contact.

The response to our recent information highlighting the Chancellor's Autumn Budget was quite remarkable and so we make no apologies for again providing in this issue another synopsis of the announcements. Again, we recommend that in order to find out how the changes in legislation affect you, your accountant should be consulted.

We hope that you enjoy our monthly newsletter and if you have any suggestions as to how it can be improved please do let us know. This is a great opportunity to thank all those who have contributed throughout the year and mention how we do appreciate any comments made. We don't even mind criticism.

Nobody knows what 2018 will bring but it is hoped that it is profitable and peaceful.

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Message from Mike



Navigate your way forward

As the end of another year approaches it is a good time to review the progress of your business. It is so easy to just let things to continue to run as they are. However if you really want to develop you do need to identify how you can make the most of the market position you have established and decide where you want to take your business next.

To start with simply ask three basic questions:-

- Where is the business now?
- Where do you want it to go?
- How is it going to get there?

Address these issues and you should be on the way to broaden your horizons. This is of course no easy task but is an essential one if you want to develop. The BAPC can help assist you in your endeavours. so if you need guidance just get in touch.

In the meantime do have a great Christmas and a Happy, Peaceful and of course Profitable New Year.

Mike

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

BAPC Awards

Sponsored by Ricoh & Two Sides

The independent adjudicators are busy assessing the nominations with the winners being announced shortly - congratulations to the finalists who include:-

- All Trade Printers
- Duplo International
- N2 Group
- Positive Images UK Ltd
- Print 4UK Limited
- Renz UK Ltd
- Ricoh
- Severnprint Ltd
- Tharsten Ltd
- The Magic Touch
- The Plastic Card Company
- Xpress Image Communications

Business News - The Budget

Business

VAT threshold for small businesses to remain at £85,000 for two years

The government will have available £500million for 5G mobile networks, fibre broadband and artificial intelligence

Rise in Business Rates to be pegged to CPI measure of inflation rather than RPI

Personal taxation and wages

Tax-free personal allowance to rise to £11,850 from April 2018

Higher Rate tax threshold to increase to £46,350

National Living Wage to rise in April 2018 by 4.4% from £7.50 an hour to £7.83

Alcohol, tobacco and fuel

Tobacco will rise by 2% above Retail Price Index

Duty on beers, wine, spirits and most ciders will be frozen

Vehicle Excise Duty for diesel cars that do not meet the latest standards will be increased in April 2018 - this increase will not affect vans

Existing diesel supplement in company car tax to rise by 1%

The proposed duty rise for petrol and diesel cars due to be effective in April 2018 will be scrapped

Housing

Stamp duty to be abolished immediately for first-time buyers purchasing properties worth up to £300,000

In London and certain other areas where property prices are high the first £300,000 of the cost of a £500,000 purchase by first-time buyers will be exempt from stamp duty

100% Council Tax premium on empty properties

Health and social care

Additional funding for the NHS in England

£10bn capital investment fund for hospitals

£350 million will be made available for the NHS to address pressures this winter

Education (England only)

£40million training fund for underperforming schools

8,000 new computer science teachers to be recruited

Secondary schools and sixth form colleges will receive £600 for each new pupil taking maths or further maths at A-level or core maths

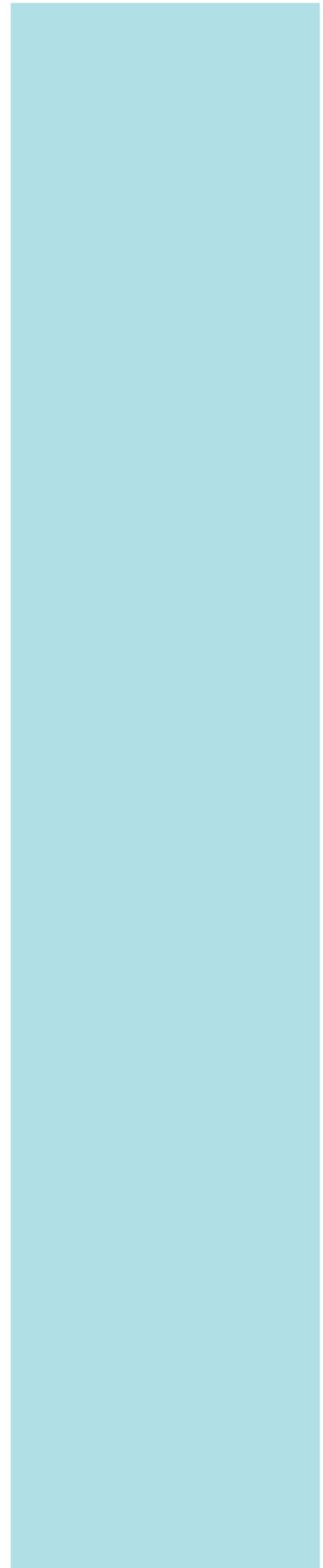
Infrastructure and transport

£320million to be invested in former Redcar steelworks site

£1.7bn transport fund for city regions

Additional funding for the Scottish, Welsh governments and Northern Ireland executive

Young person's Railcard extended to 26-30-year-olds.



Words from Alec Sharples



Dead Cert Flop to World's longest running Radio Show

If you've ever rolled out a campaign or idea only to see it flop here's a heartening tale from the world of radio.

A little while back, Nicholas Parsons was being interviewed on Radio 4's Today programme and was being asked about his role as quizmaster on "Just a Minute" and the programme's very shaky start back in late 1967.

Shaky might be a bit of an understatement because, as Parsons explained, it was so bad that it was almost binned.

The programme's creator was super excited about his idea and had worked closely with radio producer David Hatch to bring it to the airwaves.

After much persuading, the BBC allowed Hatch to record a pilot episode but to everyone's horror, it was a complete flop; certain to be ditched by the bosses at Broadcasting House.

But, so sure was Hatch that he was on to a winner that he threatened to resign if the BBC didn't agree to run a full series. Terrified of losing one of their star producers, the Beeb relented and the rest is history.

Not only was that first series a success but it has aired ever since making it the world's longest running panel show.

So, next time your next big idea takes an unexpected nosedive it might just be worth taking a look at the frail remains because it might just have a bit more life in it than you thought!

It might need a little dusting off, a few tweaks here and there, and maybe a little rethink in one or two areas but it could turn out to be your own long-running success story.

Food for thought perhaps?

Have fun and till next time ...

Alec

Alec Sharples is CEO of Finline Printing

WE SUPPORT



www.twosides.info

Consumers Trust and Prefer Print on Paper

This was the clear conclusion of the multi-country survey recently undertaken by Two Sides.

At the annual meeting of Two Sides Country Managers in London on the 23rd October 2017, representatives from Europe, North America, South America, South Africa, Australia and New Zealand discussed the results of the survey and will build upon the findings to ensure that print on paper remains the preferred and sustainable way to communicate.

Two Sides also plans to strengthen its global Anti-Green wash campaign which is targeted at major banks, utilities, telecoms and others. Over 600 organisations have been researched. Of these, 77% have been found to be using green wash in their marketing, usually in breach of local regulations, and, after being challenged by Two Sides, 60% have voluntarily amended their messaging – a great success story!

In a joint statement, Two Sides Country Managers stated:

“Our industry, spanning a wide variety of players including forestry, paper producers, printing, publishing and postal services, has a terrific record of reducing its environmental impact. As the world awakens to the need for a circular economy, print and paper users everywhere must be reminded about the natural recyclability and renewability of the materials we produce.

We are delighted that our surveys reveal continuing consumer preference for print on paper. Our task is to see that confidence remain and we will continue to actively challenge any organisations that misrepresent the great sustainability story of print on paper”

The latest Two Sides survey “Print and Paper in a Digital World” can be accessed at www.twosides.info/survey2017

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 only 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. Sourcing name badges couldn't be easier. Modern digital technology enables specialist companies such as Recognition Express to produce top quality personalised badges in any quantity from just one at very affordable prices.

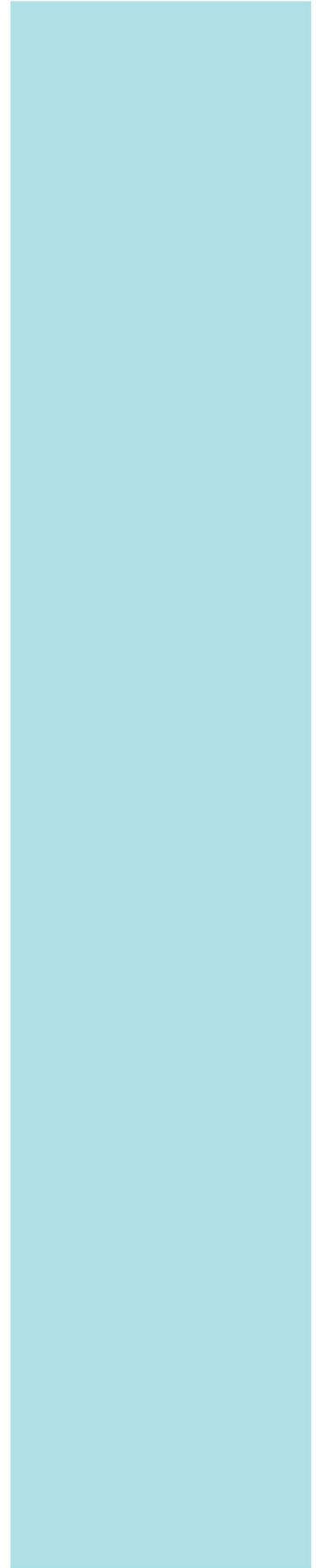
Consider introducing a branded uniform. This needn't be formal attire. A polo shirt in your corporate colour embroidered with your logo for example delivers a smart corporate look to customers whilst at the same time instils a sense of pride in employees and strengthens team spirit. Having a workforce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

For hotel and food and drink businesses an attractive brand can also give you the opportunity to create an additional revenue stream through the sale of branded souvenir items. Hotel guests enjoying a luxurious branded bathrobe may want to buy

one to enjoy at home. Diners appreciating the branded atmosphere of a restaurant could be tempted to purchase branded merchandise to remind them of the experience and strengthen their loyalty towards the brand.

Branded goods specialists can help businesses develop their brand strategy and advise on product choice. For 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. (www.recognition-express.com)

Nigel Toplis is CEO of the Bardon Group



The Printing Charity celebrates 190-year milestone

The Printing Charity celebrated its 190-year milestone at its Annual Luncheon on 23 November at Stationers' Hall, London, with over 180 guests from the printing and publishing industries.

The Rt. Hon. the Baroness Dean of Thornton-le-Fylde, this year's guest speaker and the charity's 2017 President, said: *"When The Printing Charity was founded in 1827, you could say it was the new kid on the block when you consider that the industry has been around for over 600 years. As with the industry, The Printing Charity has changed and through the great people, young and old, working in it, is as needed today as it was when it was founded. The charity still has two retirement homes for people who have worked in the industry. Care of the elderly was the founding principle of The Printing Charity, but today it also affects the lives of so many young people in supporting their education and entry into the sector through its Education and Partnerships work.*

The printing industry is a key economic contributor to the UK. It employs around 116,000 people in 8,400 companies and, with a £13.8 billion turnover, it's the world's fifth largest producer of printed products, with a positive trade balance of £775 million last year.

"I never forget that I had my time in this great industry born of the printed word. I'm proud of its role in our democracy and our institutions; and its relevance in keeping pace with a vastly changing world and providing the routes so often to those changes. Its contribution in communications availability goes far beyond simple economics. It's at the heart of a healthy, functioning democracy. The institutions and their role and history in our industry are to be valued and treasured."

At the event, Jon Wright, The Printing Charity's Chairman, reflected on the charity's year, saying that it has been developing its welfare and wellbeing services to meet the multiple needs of the people it supports of all ages. He explained the charity works on multiple levels from financial assistance and signposting to specialist services to simply being a friendly voice at the end of the phone for people experiencing hardship.

Four of the 78 winners of Print Futures Awards this year were invited to exhibit samples of their work at the event: Mary Ashcroft, a recent textile design graduate specialising in print; Katie Charleson, a homewares designer using traditional screen-printing and digital print techniques; Cecilia Dinwoodie, founding editor of illustration and music-zine, *Cool Brother*; and artist and illustrator, Sofia Niazi, who runs a community Risograph printing press in London.

About The Printing Charity:

The Printing Charity is proud of its heritage and since 1827 has been supporting people of all ages working in printing, packaging and publishing. Its charitable aims include promoting independence, protecting dignity and furthering education. It meets the needs of those it helps through one-off and regular grants, and working strategically with industry partners to attract and retain future talent in the industry. Please see www.theprintingcharity.org.uk for more information and follow

@printingcharity

Digital Academy

Adobe Digital Design Workshop

Who's the course for?

This course is aimed at creative professionals familiar mainly with print design who are keen to explore possibilities of new emerging trends like User Experience, App Design and Responsive Web Design. This one day course will give you great wealth of information on Adobe's latest digital design technologies and applications including Adobe Xd, Adobe Muse and Adobe Spark. Join Martin Perhiniak, Adobe Certified Instructor and Expert and gain new skills that you can put to use straight after attending this training.

When does it take place ?

6th December in the Digital Academy

How do you find out more ?

Here is a link to full details <http://www.digital2business.co.uk/digital-academy/digital-academy-adobe-digital-design-workshop>

There are two free places available for BAPC members - first come first served.

Finally...

Please remember this is your newsletter. If you have any items which you believe are of interest simply submit them.