



Greetings

While not particularly surprising the news that IPEX will no longer exist was no doubt received by all with some sadness. These four yearly exhibitions were one of the highlights of the print calendar, traditionally the event was held at the NEC where it just about filled every hall of the venue and provided a focal point for the industry. Hopefully this sad news will act as a spur to other exhibition organisers such as the Print Show to make their events bigger, more exciting and provide them with profit and longevity

Unfortunately, the popularity of the event has steadily declined as for a variety of reasons, some economic insofar as exhibitors were concerned. However, the main catalyst to its downfall is probably as result of the industry changing and while the organizers did all they could it was just not enough.

This is a valuable lesson for everyone in that we have to recognise the changing market place and do something about it before it is too late. The business today is very different to what it was in the past and print businesses have to keep their fingers on the button that is why it is so vital to participate in as many industry events as possible. It is through such activities that one can meet with contemporaries and find out not only what is going on, but what people think is going to happen. As the title of one of the BAPC conferences stated "Where there's change there's opportunity"

It is hoped you enjoy this issue and of course feel free to comment and submit your own items.

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Message from Mike



The advantage of GDPR

I've noticed that since the recent GDPR legislation came into effect there has been a distinct change in the way companies market to me. The number of unsolicited e-mails has dramatically dropped and those who previously wrote me have, as they should, been providing me the opportunity to opt out from receiving their communications, or to alter the type of contact I receive from them.

On speaking about this matter to some contemporaries they have agreed that the same has happened to them and mentioned that GDPR has provided an opportunity to unsubscribe from companies they don't really want to hear from. This has resulted in a dramatic reduction of e-mails that, in the main, are the type we glance at and then delete.

However, the drop in digital communications has meant that I receive more phone calls from companies trying to sell all sorts of things to me and there has been an increase in salespeople wanting to make appointments to meet me. Perhaps even more importantly when speaking to my clients I have managed to convince some to get back on the print bandwagon rather than taking the lazy way out by simply e-mailing their database.

It has also provided an opportunity to tidy up our own databases and bring them up to date. We no longer contact people with whom we dealt with years ago who are now retired or have moved on.

These new rules have encouraged me to be more focused when it comes to canvassing and although it is early days I am beginning to see the rewards.

This may well be a valuable lesson to us all in that typing a sales letter and sending it out by simply clicking a mouse is really an ineffective way to attract customers. The effect of speaking to people, could do wonders.

Mike

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

Business News

HMRC warns on tax refund scams

Fraudsters are sending scam e-mails and SMS messages that promise tax rebates to trick people into disclosing their account and personal details. HMRC is calling on people to stay vigilant in the fight against fraudsters, who are using e-mails and text messages to scam them out of their savings.

The tax authority is currently processing tax refunds after the end of the 2017 – 18 tax year. However, criminals are taking advantage of this by sending out scam e-mails and text messages to trick the public into thinking they have received a tax rebate so they hand over their account and personal details. Many of these fraudulent messages include links which take the user to dubious web sites where their information can be stolen. These sites are a focus of HMRC's efforts to tackle fraud. In March 2018, it requested 2,672 phishing web sites be taken down and received 84,549 phishing reports.

Income Tax for April 2017 – April 2018 will be calculated over the coming months and anyone owed a genuine tax rebate will receive a tax calculation letter by post.

It should be remembered that genuine organisations like banks and HMRC will never contact you out of the blue to ask for your PIN, password, or bank details – so be careful out there!



Shine School Media Awards 2018

The Shine School Media Competition will take place on Monday 2nd July at Stationers' Hall. Over 150 students and their teachers will be travelling from across the UK to accept their awards.

Supported by the Stationers' Foundation, the Shine School Media competition brings together some wonderfully talented and enthusiastic young students from a diversity of schools from all over the UK. In 2018, it has been inspiring to see

the quality of the writing and imagery in some of the school publications - both online and in hard copy. This year Shine has also attracted some amazing sponsors such as Google and Getty alongside BOBST UK, PICON, The Printing Charity, Heidelberg, Denmaur Papers, Pureprint, Print Week, The Telegraph, The Week magazine, the Copyright Licensing Agency and Hearst Corporation.

Annie Hotton, Chair of Shine says, *“Our ambition is to make the Shine competition accessible to every student. We believe it is vital that all schools and students have this amazing opportunity. The Shine School Media Awards are designed to support and encourage future career opportunities. By entering their school newspaper, magazine or website, the Shine project can offer students a pathway to find new concepts and challenges, to work towards their dreams and ambitions and also win some exceptional prizes along the way.*

Following the Awards Day, you will find all the photographs of the winners and their prizes on the website www.shine-schoolawards.org. You will also find the 2018 Winners' Book ready for download.

Tips from Nigel Toplis



Your customers buy you!

Being a successful business owner is about becoming the 'first port of call, the supplier of choice' for customers. You are the competitive advantage of your business so demonstrating your expertise is paramount.

The fact that you sell print, displays, promotional items and a heap of other 'stuff' is almost irrelevant. What customers want to hear is how you can add value to and enhance their business.

Ask yourself ***'what it is that gives you a competitive advantage in the marketplace?'***

It is up to you to demonstrate product knowledge, apply your intellect and build relationships.

Product knowledge together with an established brand, expertise, intellect and experience in business are critical competitive advantages in our business and what make you stand out from the competition.

In most cases you will know more about the product than your customers but you must position yourself as an expert in all aspects of 'business communication.

Your range throughout is vast, so you need to know what's possible, what's sensible and most importantly what's right for the customer - you need to be the expert in sourcing, producing and supplying the appropriate product at the right price.

Here are a few things about you that can be promoted

- **Your Brand**
- **Product range** (vast)
- **Expertise** and experience
- **In-house production** (fast turnaround)
- **No minimum order** (order what's needed)
- **Marketing expertise** (help clients to promote)
- **Design capability** (provide options)
- **Single source supplier** (brand control, save time/cost)
- **Personal contact** (dealing with business owners)
- **Local** (client deals with someone close)
- **One-stop supplier** (You have the widest range of products and are very much a single source supplier)

In other words believe in yourself and your clients will believe in you

Nigel

Nigel Toplis is CEO of The Bardon Group

Power of Print 2018 - Now open for booking!

This year's **Power of Print seminar** will take place on Tuesday 6th November 2018 and is open for booking.

Hear from 11 leading industry experts who will offer thought-provoking ideas and inspiration for our industry to take-away. Sharing their knowledge, with first-hand experiences, on how print is a unique, powerful, and effective channel of communication.

This 'not-to-be-missed' seminar, now in its 8th year, has established itself as a must-attend event.

This event is always a total sell out so to avoid disappointment and for more information visit www.powerprint.info

The number of welfare grants made by The Printing Charity up by 28%



The Printing Charity held its 191st Annual General Meeting on 12th June at St Bride Foundation, London, attended by industry guests, members, Trustees, and staff.

Reporting on the charity's 2017 performance, Jon Wright, The Printing Charity's Chairman, announced that its financial and practical support helped 1,296 people. It gave 986 welfare grants, an increase of 28 per cent on the previous year, reflecting the fact that some beneficiaries were helped more than once; 724 people were helped across welfare and unemployment support; and almost 500 people through its education initiatives, which included a 56 per cent increase from 2016 in the number of Print Futures Awards given. The number helped with redundancy support was less than expected, impacting the overall number of people helped compared to 2016.

The Printing Charity is developing its services and moving away from measuring its impact solely by the number of people helped. The charity's future measures will incorporate its impact including areas such as signposting to specialist services as well as the number of grants and interventions made.

Neil Lovell, The Printing Charity's Chief Executive, said: *"We work across two extremes, from supporting people in crisis to championing the sector we are proud to represent. We are focused on finding ways to build strong partnerships and greater awareness of the help and support we offer and 2017 shows the strides we continue to make."*

At the AGM, Jon Wright and Steve Sibbald were re-elected as The Printing Charity's Chairman and Deputy Chairman respectively.

Guest speaker, Benjamin Charman, a trainee project manager at Paragon Customer Communications and a 2017 Print Futures Awards winner, outlined the advantages of completing an apprenticeship that led to his current role working on two high profile projects, one of which is to reduce data security risks.

The second guest speaker, Tom Hall, a partner at Future Proof CIC, gave an overview of the process and headline findings of the Impact Report the charity commissioned to help it understand its beneficiaries and stakeholders better and inform the shape of future activities.

Highlighting the practical support, the charity gives to young people, the event included an exhibition of work by eight University of the Arts/London College of Communication students studying photojournalism and documentary photography. Tom Barlow Brown, Carola Cappellari, Maxime Cossé, Sebastian Garraway, Claudia Greco, Marcin Nowak, Baldassare Sciacca, and Tom Walton produced the work in response to the charity's live brief to capture the essence of what print means to them.

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, paper, 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*



Special day at Fujifilm

Fujifilm's latest offering the JetPress has caused quite a stir and to clearly demonstrate the capabilities of this technology and to show how else they can help Fujifilm have announced an open day will take place in their Bedford premises on the 19th July 2018. All are welcome, simply visit http://info.fujifilm.eu/jetpresslive_uk.html where you can find further information and register your attendance.

Turning a new Page: Two Sides publishes a unique new micro-magazine

Two Sides has launched "**The Page**" – a short format magazine with exclusive content for the print and paper industry.

Created by Two Sides, in partnership with Duplo and Antalis, *The Page* with its easy-to-digest 16-page format, will complement the UK's established print industry news publications. Full of facts, information, research and innovation from the world of print and paper, the new magazine will be published three times a year

To receive your own free copy visit www.twosides.info/the-page

Vote, vote, vote

You can now cast your vote to select the winners of The Solutions Awards. Visit www.earthisland.co.uk for full information. At the same time why not reserve your place(s) for this ever-popular event which takes place at the Cafe de Paris

in London on 13th November 2018. Its always a sell out - so book early to avoid disappointment

Looking forward...

Date(s)- April - July 2018

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

Details - www.digital2business.co.uk/antalis-academy

Date - 19th July 2018

Event - **Jet Press 720S Open Day**

Venue - Fujifilm Unit15 St Martins Way, Bedford MK42 0LF

Details - http://info.fujifilm.eu/jetpresslive_uk.html

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

Event - **The Print Show**

Venue - NEC, Birmingham

Details - www.theprintshow.co.uk

Date - 22nd October 2018

Event - **Printweek Awards**

Venue - Grosvenor House, Park Lane, London

Details - www.printweekawards.com

Date - 6th November 2018

Event **Power of Print Seminar**

Venue - Stationer's Hall, London

Details - www.powerofprint.info

Date - 13th November 2018

Event - **Solutions Awards**

Venue - Cafe de Paris, London

Details - www.earthisland.co.uk

Date - 15th November 2018

Event - **Digital Printer Awards**

Venue - Marriott Hotel, Grosvenor Square London W1

Details - www.paperandprint.com

Date - 22nd November 2018

Event - **Printing Charity Annual Luncheon**

Venue - Stationers' Hall, London

Details - E-mail lucy@theprintingcharity.org.uk or call 01293 649367

Finally...

Hurry! hurry! hurry!

Now is the time when you should be submitting your entries for The Print Week Awards. - with over 20 awards there is a category to suit just about every business. For further information visit www.printweekawards.com



<http://www.bapc.co.uk/> T: +44(0)20 87365862 E:info@bapc.co.uk

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