



British Association for
Print and Communication

Members' Newsletter

June 2017

Greetings

This is yet another bumper issue of our Newsletter and from the feedback received we seem to be on the right track insofar as content is concerned. However should you have any comments please let us know.

This month we remember a stalwart of the industry. Terry Ulrick was a great friend and supporter of the BAPC and will be long remembered.

We also have two items from Nigel Toplis, in addition to his valued business advice Nigel has written an appeal to politicians. Certainly we would like your views on the matter.

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Message from Mike



A couple of weeks ago I received this unsolicited message on my smart phone

These young staff members you're training, aren't you afraid that they'll learn everything they need to know and decide to leave?

I'm more afraid that they won't learn anything and decide to stay.

Of course it's absolutely true. but somehow or other when the subject is raised people in our industry seem to lose the ability to listen, or take action.

Training is not simply about making "junior" members of staff more competent in operating equipment, it's about personal development so that not only does the individual advance but the business develops.

In the past the BAPC has helped me. Why not use it to see how it can help you?None of us are perfect but with a little help we can be more effective than we currently are and of course any investment in training can see substantial returns.I run a business of a modest size and am convinced that any success I have had has been as a result of assistance from others within the industry who have shared their experiences with me and have provided advice that has either prevented me from making mistakes, or has put me on the right track. I still turn to contemporaries that I respect for guidance. The search for improvement never ends and while I am not at the top of the tree who knows what a mess I would have made without such assistance.Even those in a position of power within any company needs outside help to advance, indeed there is not a successful sportsman who does not have a trainer because they know that no matter how good they are with a little help they can become even better. Many really successful business people hire trainers and have mentors to help them achieve their end.

A message to Politicians

An appeal from Nigel Toplis

"Over the past few weeks all the major political parties have published their manifestos, setting out their plans for the future of the UK, taking into account key issues such as the NHS and Brexit.

However, although each party seems set on its targets, I appeal to all politicians to consider SME's before making sweeping promises that no small business can afford.

The problem with government regardless of political persuasion is that it has little knowledge of the workings of small business and what is worse shows little interest in the value of small businesses as a catalyst to economic regeneration.

Big business, by their very nature, can be cumbersome and impersonal and as such government sees the need to impose "rules" to protect workers' rights.

However, such regulations can't be "one size fits all". SME's - which make up 99% of private sector businesses in the UK, run on tight budgets with fewer members of staff, all of whom play key roles within that business.

If one member of a small print team is away for lengthy periods of time it has a huge impact on the business operationally and financially. Even if that business could afford a temp to cover, which is very unlikely, in many instances roles are so specialist or pivotal it would be difficult to fund such temporary cover.

In a big company of course they can carry extra workload or cover the cost of temporary labour because they are carrying "fat" - which we small businesses do not do.

With this in mind I urge all political parties to "wake up" to the fact small businesses are key to the regeneration of the British economy.

Whilst on the one hand they are encouraging people to set up their own businesses, on the other they seem to be unable to look at ways to nurture and support these small businesses. What happened to the Minister for Small Businesses?

Until governments, of all persuasions, give due regard to small businesses by putting their own resources into a small business department we will forever be battling to push water up a hill.

If political parties are looking to secure votes from SME business owners I would urge them to look at their manifestos and think about ways they could support not ruin small and medium businesses."

Remembering Terry Ulrick: Journalist, Editor and Founding Father of Print Futures

Terry Ulrick died suddenly, on Thursday 4 May, while visiting friends in Yorkshire.

While he grew up in Chislehurst, Kent, Terry was really a Londoner. He trained as a journalist which despite the many jobs and job titles (Commercial and Marketing Director) that is what he remained until his dying day.

Terry started with the Kentish Times in 1953. When he left in 1957 his reference stated: 'I have had many young journalists under me during my 30 years or so in the profession but none has impressed me more than Mr Ulrick...'

Terry moved through the industry working variously for firms such as Ebenezer Bayliss of Worcester, Waterlows, IPC Business Press until he joined BPCC, part of the Maxwell empire. The result was that Terry held the dubious privilege of being sacked by Robert Maxwell, three times. His final spell as employee was as the editor of Printing World. After that he worked as a PR consultant to Sun Chemicals, KBA and The Printing Charity until final retirement. Terry then threw himself into charity work most notably with the Samaritans. He started as a 'listening', manning the phone, until he became involved in fundraising and marketing.

In a long life what was his defining contribution? It was the creation of Print Futures. Print Futures was Terry's idea sealed over a glass and a meal with BPiF. He nursed it, resuscitated it, until it became a fixture in the industry's calendar and the success we celebrate today. Since it started in 2003 Print Futures has helped 157 young people train for our industry. It epitomised his love of people and belief in the young, with practical action.

Terry was much more, a Bon Vivant, a lover of good food, wine and cooking. A wonderful host with a sack full of stories told with wit and flair. To many he was a good and loyal friend to many including the BAPC.

.At The Printing Charity he earned the nickname of 'Father Christmas' not just because of his beard and curly white hair but because behind a sometimes grumpy exterior he was a warm hearted, generous human being. He will be missed by his family and many friends.



Duplo reveals Summer Festival 2017

The first look at Duplo's Summer Festival line-up is out.

Headlining for the opening night of the leading finishing machinery manufacturer's two-day musical celebration on June 14 and 15 are The Zufflers.

Having starred in Having starred at music tribute festival Glastonbudget for the last six years, eagle-eyed Duplo Summer Festival goers will spot Vivid Lamination's Marketing Communications Manager David Smith on bass for six-piece band The Zufflers.

Among the others taking to the stage will be Go Primitive from Rugby. The group was showcased by the BBC red button at Glastonbury last year and is releasing an album shortly. There is West London solo artist Ryan Webb who recently launched his successful single 'Lucky Ones' at the Hard Rock Café and Olivia Rose, an acoustic singer/songwriter from Kent who has just finished her first album My Roots. She will be singing selected tracks with her guitarist Jason Challis.

The Bush Doctors are also expected to draw the crowds. The Lincoln four-piece have played high profile gigs all over the UK and in Europe during their 17 years together. Lead singer Richard Askam is a world-renowned print industry public speaker having created the online "Share a Coke" campaign. He now advises print businesses on how they can use digital print and personalisation to unlock relationships between brands and consumers.

"There's already a real buzz around the event, we've got some fantastic performers lined-up and everything is being done to create an authentic festival atmosphere," said Sarah Crumpler, Duplo UK Marketing Manager. "Duplo has a reputation for bringing people together and doing things differently, this festival is set to take that to the next level!"

She added: *"The stage acts are not the only performers expected to be making headlines at the event. Duplo will also be launching its revolutionary new DuSense sensory coater. Alongside which will be a wide range of market-leading finishing technology from Duplo, Vivid, Renz and Friedheim complemented by workflow solutions from Infigo Software."*

The task of keeping everyone on track has been gallantly taken on by the print industry's Chris Rushton, from London-based agency, It Has To Be Brilliant.

For more information on the festival's amazing line up check out their Facebook pages linked from Duplo's website www.duplofest.co.uk/line-up/

Tickets are limited so please make sure you get online and register for your ticket <http://duplofest.co.uk/>

Thoughts from Alec Sharples



Your detailed flight plan

There's nothing new in seeing long-haul jet flying overhead but this one caught my eye as it sparkled brightly against the setting sun. Flying arrow straight and set firmly on its path.

I love everything about flight and marvelled for the thousandth time or more at the technology which made it possible for that cigar shaped vessel with a thin metal skin not much thicker than a baked bean can flying at such a height and speed.

But it was the dead straight flight path which made me pause for thought, the definiteness of purpose as it streamed on its way south. The planning of such a flight must have been immense.

The aircraft must have been fuelled and crewed with just enough of everything to safely reach its planned destination. All aboard that aircraft knew with absolute certainty where they were heading and all the planning and preparation centred on reaching that destination.

It doesn't take much of a shift of the imagination to start to compare this level of detail to the tactics seen in so many print projects.

People want a brochure or they want a presentation folder or they want this or they want that but beyond wanting the item the focus is so often on cost but precious little thought is given to the desired outcome. And it's the outcome which pays the bills.

You see, if you have a crystal clear vision what it is that you want an item of print to achieve then your return on investment will be way ahead of the game.

Top tip. Start with your end goal in mind. Decide who your audience is and what are the problems you promise to solve.

Getting right down to the finer detail on your next project and you'll be on to a winner!

Have fun, and till next time....

Alec

Alec Sharples is Managing Director of Fineline Printing



The Stationers' Company

Stationers' Digital Media Centre

Tuesday, 9 May 2017 saw the long-awaited formal opening by Greenwich Mayor, Olu Babatola, and Amali de Alwis, Chief Executive of Code First: Girls, of the Stationers' Digital Media Centre at Stationers' Crown Woods Academy in Greenwich.

The Academy is one of the first schools in the country to specialise in digital media and will produce generations of school leavers with an understanding of, and an interest in, the Communications and Content industries. It is part of the Leigh Academies Trust.

The Stationers' Digital Media Centre is the result of an enormous amount of hard work and collaboration between a number of parties including the school, the Stationers' Company, and Leigh Academies Trust.

Financial support for the centre has come from the Stationers' Foundation, which launched an appeal bringing in contributions from members of the Company and from Leigh Academies Trust. At the event, Kevin Dewey, Chair of Governors and a Past Master of the Stationers' Company commented on the Company's contribution by saying "the money we have raised to pay for this wonderful facility today has come from ordinary men and women from our livery company."

The centre was planned and kitted out with furniture and equipment supplied at a discount thanks to Liveryman Tim Crabtree of Abbotts Office Solutions, who will be celebrating their centenary next year, Corporate Member Simon Drakeford of Office Power and Chris Riley of Verco Office Furniture. Mike James, a Court Assistant of the Stationers' Company, commented at the time of delivery, "this collaboration is a great example of how our Livery Company with its 600 year-old history is still important to its trades and how, by working together, we can support all the trades and the charitable aims of the Company".

Perhaps the most important aspect of the afternoon was the opportunity to see students using their state-of-the art equipment to work on film, audio, journalism, broadcasting and other digital projects.

David Millar, Executive Principal of the Academy said: "The Stationers' Digital Media Centre will enable students to learn new skills to become business leaders of the future, giving them the edge in the highly competitive jobs market."

For further information contact Deborah Rea

E-mail communications@stationers.org

www.stationers.org

A view from Nigel Toplis



Generating Customer Loyalty

As any business matures you work through the five key stages of 'sales development':-

- . Prospect
- . Customer
- . Client
- . Friend
- . Lover

So, moving from a 'no relationship' situation to a 'total relationship' position.

Business to business is all about building relationships – the stronger and longer the relationship then the greater the prospect of repeat business, the greater the breadth of product you will supply and the less price is a factor.

As a business owner a key nay crucial role is to build relationships with your clients.

There are a number of things you can do.

Most importantly you need to ***continually*** communicate with your customers.

People often make the mistake that simply because they are a customer they will remain loyal. Why would they? It is a presumption that has been the downfall of too many businesses.

An interesting **NB** – in research over the years some 65% of customers who left their supplier did so NOT because of price; NOT because of product failure: NOT because of location **bus because they did not feel valued!**

Do not assume that just because they are already dealing with you, and you have a good relationship that you need not keep in touch.

I would argue that keeping in touch with existing clients is even more critical then communicating with the new prospects.

Firstly it is five or six times harder to get business from a new customer than from an existing client.

Secondly if you lose a good existing client then you have lost real income not simply potential income.

Thirdly you have always got something to say to a client – demonstrating a new product, reminding them of an upcoming event or simply providing information about your business.

Building and particularly sustaining relationships takes time and effort.

You may not have the time to personally visit each customer as often as you wish, but that doesn't mean you can't build a meaningful and sustainable relationship – you just need to be organised and set up a structure of communication to ensure the client gets regular contact from you:

- < Personal visit (when possible)

- < Regular mailings

- < Monthly telephone call

Nigel Toplis is MD of the Bardon Group

INTERQUEST Announces 2017 London Digital Book Printing Forum

Eighth Annual Event Takes Place June 27, 2017 at the Royal Institute of British Architects (RIBA)

INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced the 2017 London Digital Book Printing Forum. The event will take place Tuesday, June 27, 2017 from 9:00 to 17:00 at the Royal Institute of British Architects (RIBA).

"We are seeing a surge of developments to optimise the supply chain, print books as close as possible to the end consumer, use personalisation to add value, and take advantage of the synergy between print and digital content. We look forward to the event to discuss these powerful projects that are fuelling the growth of digital printing in Europe." said Gilles Biscos, President of INTERQUEST.

This year the forum will focus on four major areas:

- **Cost Reduction:** all surveys recently conducted by INTERQUEST among publishers in North America and Europe show cost control/reduction as a primary concern and a top opportunity for respondents.
- **Digital Print Quality:** for most publishers, the quality of monochrome books produced digitally has now become a non-issue. Colour, however, is a different story—the publishers we have interviewed have indicated that matching offset printed books with digital technology remains a top challenge for them.
- **Business/Profit Opportunities:** printed books sales have done relatively well in the past two years, but the future is somewhat uncertain and the competitive pressure very high. Publishers and printers are looking for ways to differentiate themselves and new business models/applications to add value.
- **International Perspectives:** taking advantage of peers' successful experiences, developments and ideas in other countries is viewed by printers and publishers as a major benefit of INTERQUEST events.

The 2017 London Digital Book Printing Forum is sponsored by leading players in the market, including Canon, Crown Van Gelder (CVG), Intelligent Finishing Systems (IFS), Mondi, Ricoh, Tecna, and Xeikon. It is supported by The Association of Learned and Professional Society Publishers (ALPSP), The British Association for Print and Communication (BAPC), The British Printing Industries Federation (BPIF), The European Publishers Council (EPC), The Evangelical Christian Publishers Association (ECPA), The Federation of European Publishers (FEP) The Independent Publisher Guild (IPG), The International Association of STM Publishers (STM), The Publishers Association (PA); as well as *The Bookseller*.

For more information regarding the Forum, please visit:
www.inter-quest.com/focused-forums/2017London

About INTERQUEST, Ltd.

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Its most recent studies are *Digital Book Printing in Europe: Market Update & Forecast, 2015-2020* (2016) and *Digital Book Printing in North America: Market Update & Forecast, 2015-2020* (2016). Since 2006 INTERQUEST has organised Digital Book Printing Forums in New York, Paris, London, Frankfurt, Amsterdam, Brussels, Lucerne, Toronto and Montreal. INTERQUEST can be reached by calling 00-1-434-979-9945, or by email at iquest@inter-quest.com.

Summer exhibition and lectures

Stationers' are holding a 3 month exhibition at The Guildhall Library in Aldermanbury, London, EC2V 7HH from the 1st June to 31st August

The exhibition covers the themes of Education, Newspapers, Skills and Copyright in our industries.

This is the first time in its history that the Stationers Company has held a three month exhibition and indeed, any exhibition away from the Hall.

There will be a public lecture held each month:-

- 1st June given by the Stationers' Company Clerk, William Alden on the history of the company - 'Can I order 1000 A4 pads please? Sorry there must be some confusion!'
- 13th July by Margaret Willes - 'Famous Stationers' through the centuries'
- 3rd August by Helen Esmonde, Past Master and first lady Master 2015/2016 - entitled 'From Genesis to Google' – the role education plays in the future of our industries

The exhibition is **free** to the public during the opening hours of the Library in Aldermanbury

Tickets for the lectures are available on the stationers' website and also the Guildhall Library website
<http://www.ghlevents.eventbrite.co.uk>

<https://stationers.org/events.html>

<https://www.cityoflondon.gov.uk/things-to-do/guildhall-library/events-exhibitions>

Solutions Awards

Star Date 14th November 2017

Who are the awards for?

The awards are open to everyone in the graphic arts industry whether a printer, designer, brand owner, creative, finisher, paper nerd, IT whizz, eco warrior, student, apprentice or a believer in the effectiveness of print>

What are the judges looking for?

Something exciting, new and innovative ideas - not simply subjective quality of print, but a real world solution to a customer problem. What's the story behind the product, the human element of the journey? This can be achieved by providing a written explanation and/or a sample of the finished design or print job if possible.

Where will the ceremony be held?

Once again the event will take place at the magnificent and exciting Cafe de Paris, London. This is going to be a special occasion imprinted in the minds of all who attend.

Check it all out by visiting [www.earthisland.co.uk/ solutions awards](http://www.earthisland.co.uk/solutions-awards)

The awards will be sponsored by Arctic Paper, EFI, Iggesund, Infigo Software, Mondi, Morgana, Optimus, Premier Paper Group, Storenso, Xerox, New Vision Packaging and Motion Cutter.

Hints & Tips

The Assumptive Close

If you expect to land the job

You must assume that your prospect *wants* your services and your expertise and you must assume that your prospect will order from you today.

It is vital that you carry this attitude with you at all times. In other words, you must stop sizing up your prospects by prejudging their intent to order.

Salespeople are often their own worst enemies, in that they kill the sale long before the prospect has a chance to buy. For example, imagine that you have travelled to your prospect's place of business and as you arrive at his office, you are greeted by an unkempt, old run-down building. The windows are filthy and the curtains are worn and tattered so you start to mumble to yourself, *"I can't believe I've come all this way for nothing, this fellow isn't going to buy anything. I'm wasting my time."*

So you go into the meeting half-heartedly. You don't even bother to ask any probing questions; you quickly make a condensed presentation, and as your self-fulfilling prophecy predicted, leave without an order.

A few weeks later, you're having a drink with a friend who sells printing for one of your competitors. You begin to smile as he tells you about an account in a decrepit-looking building he had just visited. *"I know the account, it's a complete waste of time"* you say. *"Not at all"* he responds *"I just got a great order from them and found out that they spend over £100,000 a year on printing!"*

If had been aware of this, would you have handled this account differently? Of course you would have. You would have gone into the meeting with a different attitude - and it is this attitude that you must carry with you at all times. In other words, stop sizing up your prospects and treat each and every one of them as if they are going to give you that £100,000 order.

Do you know of a young person working in our industry who deserves some recognition?

Why not nominate a colleague for the Young Stationers' Prize?

Now in its fourth year, the prize recognises a high-achiever in the communications and content industries who is aged under 40.

The judges will be looking for demonstrable achievements in the nominees' careers so far, an outstanding contribution to the sector in which they are working or success outside their immediate world of work in interesting ways which are relevant to the ethos and trades of the Stationers' Company.

Nominations or applications from all of the Stationers' industry sectors are eligible; including but not limited to, printing, packaging, publishing, media, digital and social media, marketing and public relations, journalism, libraries, archives, and copyright.

Past winners of the *Young Stationers' Prize* are: Ella Kahn and Bryony Woods, founders of Diamond Kahn & Woods Literary Agency; Angela Clarke, novelist, playwright, and columnist; and Katie Glass, of the Sunday Times.

To enter, the nominator or applicant should include: a brief CV; a short statement by the nominator (or a personal statement); and at least one additional letter of reference. Candidates or nominators can submit any supporting materials or specimens of work which they believe will strengthen their application.

Applications may be sent by email to ys@stationers.org, or by post to Young Stationers' Prize, c/o Stationers' Hall, Ave Maria Lane, London EC4M 7DD. If sending by post, please consider also sending us and email with your contact details.

The deadline for applications is Thursday, 22 June 2017.

The prize, a trophy kindly donated by *The Worshipful Company of Pewterers*, will be presented at the *Young Stationers' Annual Dinner* in Stationers' Hall, on Monday, 24 July 2017.

Tickets to the Dinner at which Dr Simon Heffer will be the guest speaker can be purchased online: <https://stationers.org/events/event/0/53-events/144-young-stationers-annual-dinner.html> As this is a Young Stationers' event we ask older Company members to include a qualifying young person (under 40) in their party.



Print & Digital Innovations Summit

Plans for this year's Print & Digital Innovations Summit are well advanced. This major event will take place on the 23rd November at the InterContinental London - The O2.

Attendees will have the opportunity to meet face-to-face with many of the industry's solution providers and hear from a variety of thought leaders through topical seminar sessions.

Attendance is FREE and delegates will have the opportunity to look at the opportunities available through

- 3D Printing
- Augmented reality
- Cloud printing
- Signage
- Holographics
- Packaging & labels
- POS
- Web to Print and so much, much more

For more information and to book online visit www.printinnovationsummit.co.uk

Looking forward

Date(s) **1st June - 31st August 2017**

Event - "*Stationers not Stationary*" Exhibition

Venue - Guildhall Library, London EC2V 7HH

Details - www.stationers.org/events/html

Date - **1st June 2017**

Event - **Lecture by William Alden MBE DL**

Venue - Guildhall Library, London EC2V 7HH

Details - www.stationers.org/events/html

Date(s) - **14th & 15th June 2017**

Event - **Duplo's Summer Festival**

Venue - Duplo Offices, Addlestone, Surrey

Details - www.duplofest.co.uk

Date - **27th June 2017**

Event - **London Digital Book Printing Forum**

Venue - Royal Institute of British Architects (RIBA)

Details - www.inter-quest.com/focused-forums/2017London

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 - **13th July 2017**

Event - **Lecture by Margaret Willes**

Venue - Guildhall Library, London EC2V 7HH

Details - www.stationers.org/events/html

Date - **3rd August 2017**

Event - **Lecture by Helen Esmonde**

Venue - Guildhall Library, London EC2V 7HH

Details - www.stationers.org/events/html

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(s) - **14-15th June 2017**

Event - **Duplo's Summer Festival "Celebration of creativity in print"**

Venue - Duplo's offices in Addlestone, Surrey

Details - www.duplofest.co.uk

Date - **14th November 2017**

Event - **The Solutions Awards**

Venue - Cafe de Paris, London

Details - Tel 01892 522563 www.earthisland.co.uk

Date - 23rd November 2017
Event - **Print & Digital Innovations Summit**
Venue - Intercontinental, London - The O2
Details - www.printinnovationssummit.co.uk

Date - 23rd November 2017
Event - **The Printing Charity Annual Luncheon**
Venue - Stationers' Hall, London
Details - [www.theprinting charity.org.uk](http://www.theprintingcharity.org.uk) Tel - 01293 542820

Finally...

Please remember that the BAPC exists to help. If you have an issue, or need advice ,or guidance don't forget to make contact.

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