



Greetings

It may be that we are all getting older but this year seems to be flying by, summer is over and we can look forward to shorter days and darker nights. October is traditionally one of the busiest months of the year for our sector and hopefully one of the most profitable. Some say that the industry and business is not what it used to be but as Mark Twain commented "*When I was younger, I could remember anything, whether it happened or not*".

We certainly have a great deal to look forward to this month. The sold-out Print Show and IPEX will be opening their doors. Both exhibitions deserve a visit and if you have not yet registered to attend it is strongly recommended that you do so now. From the feedback received these major shows contain exciting products not to be missed by anyone.

This is also the month when you can submit your nominations for the BAPC Awards, (kindly sponsored by **Ricoh** and **Two Sides**), covering Business of the Year, Environmental Printer of the Year and Supplier of the Year and the BAPC looks forward to receiving a host of entries.

The BAPC is not the only organisation recognising success, Digital Printer, Print Week, Earth Island (Solutions Magazines) are a sample of organisations presenting awards. Please enter, if not too late, any or all of the competitions, but at the very least do attend the events - you will have a really sparkling time.

Hopefully, you find this issue of our newsletter interesting and helpful and if you do have any suggestions as to how it could be improved simply pop an e-mail along.

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Message from Mike

A few years ago while attending a BAPC conference I was totally surprised when I was presented with Honorary Life Membership of the organisation. I had no idea that this was coming and was truly dumbfounded. I heard the applause as I approached the stage to accept my certificate and in my excitement comprehended few of the very kind words uttered by the presenter. It's hard to relay the pride and joy going through my body at the time and it must be the same for anyone when they win an award.

The evening passed in a haze and all sorts of people were congratulating me and buying me drinks. I do believe that our Scottish Chairman even dipped his hand into his sporran, but whether he took any money out is another matter.

It goes without saying that receiving an accolade is incredibly gratifying and it certainly filled me with a new air of confidence. Despite the award being one to me personally my business benefited, perhaps as a result of increased confidence, or maybe as a result of my using the prize as part of my businesses marketing activities.

In a nutshell both the company and myself profited from winning.

There is no doubt about it, as was said in an old advert, being honoured feels good, tastes good and does you good. And if it is your company winning it is that recognition by a third party as being a cut above the rest. Just think what you could do to increase profile with your customers, suppliers and peers if you were acknowledged as a winner. With some effort the results of any marketing activities could certainly make a difference to your bottom line.

The BAPC is now seeking nominations for its awards. It is looking for Business of the Year, Supplier of the Year and Environmental printer of the Year. I urge you to consider putting your name forward and nominating those you feel merit an award. Once the nominations are in you just have to wait while an independent group of specialists carry out their investigations and select those who are successful..

Remember if you're not in it you can't win it!

Mike

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

Business News

Pensions Auto Enrolment Compliance

The Pensions Regulator has started to carry out spot checks to ensure that employers are complying with their auto enrolment duties and that they are providing staff with the workplace pensions they're entitled to.

According to The Pensions Regulator these inspections help them to understand any challenges employers are facing, and whether The Pensions Regulator needs to make any changes to their guidance. This also enables them to identify employers who fail to meet their duties, and take enforcement action where necessary.

These checks will continue over the coming months and they will provide statutory notices to employers that have been selected in advance of any visits.

There is a concern that some employers are not following correct procedures and during the course of their inspections they have come across a number of instances of employers agreeing to opt staff out of a workplace pension before they have been enrolled. This is not in accordance with the rules.

According to The Pensions Regulator:

"Some employers claimed they were unaware as to the formality of their duties or process they needed to follow, and had simply been trying to do their staff a favour by offering them the option up front. But whether the motivation was genuine, or whether they were simply trying to get out of paying their staff the pension contributions they were due, the result was the same - they were in breach of their legal duties. Eligible staff need to be enrolled first, and can then opt out. one of the cornerstones of automatic enrolment is capitalising on inertia, and it has proved very successful so far in helping people who might never have saved for retirement before".

It is recommended that in order to ensure that members are complying with the legislation that they consult with their professional advisers.



The search is on!



Certainly, you would like the world to know how good you really are and how you provide your customers and clients with a remarkably good service. The recent raft of award ceremonies draws people's attention to the winners who no doubt use their accolade as a spur to a special marketing campaign. The end result being more business for those acknowledged companies. As we all know "***Success breeds Success.***"

The BAPC is now offering ***you*** the opportunity to be recognised and unlike some other awards – it is free to enter, you don't have to submit examples of your work and you don't have to attend some lavish expensive function in order to find out if you were successful. It's simple - you think your good then tell us, or even ask your customers to put you forward.

The winners are selected by an independent panel - so bribing BAPC Council members will not work, but of course the BAPC and would gladly accept donations - they won't help you but we will be happy.

There are only a few categories :-

Business of the Year - Are you that little bit above the rest?

Environmental Printer of the Year - The words say it all

Supplier of the Year - Is there a supplier who stands out from the crowd?

Entering could not be simpler, all you have to do is email info@bapc.co.uk provide us with contact details of either yourself or the organisation you are nominating and we will do the rest.

The winners will be treated to a special luncheon hosted by Ricoh and Two Sides this year's award sponsors.



Words from Alec Sharples

Is your day 80% Crap and only 20% Happiness?

Have you ever fancied cutting down your working day and getting rid of the clutter?

Getting rid of all of the complete rubbish that lands on your desk with a dirty great splat because, instinctively, you know most of it doesn't matter but you feel duty bound to deal with it.

Well, you're not alone because every day all of us have to juggle between what needs to be done and what should be done. Make the wrong choices and it can drag you down. get it right and you're a production ninja with a gold star.

But how to decide between what's a complete waste of time and the stuff that's going to move you forward big style?

If you're looking for a better way- sure there must be an answer out there you'd do a lot worse than taking a dip into Richard Koch's book on the 80:20 principle.

First written 20 years ago by a British author. Koch's 80:20 principle is still a classic and must be one of the most enduringly simple business principles ever written.

In a nutshell the 80:20 rule explains how 80% of our rewards come from just 20% of our efforts but it can be found in so many other scenarios too. Conversely, just 20% of your rewards might be coming from 80% of your working week.

Just a thought to dwell on when the remorseless tide of compost is about to hit the air conditioning yet again and you need to work out what to tackle first.

Have fun and until next time....

Alec

Alec Sharples is CEO of fineline Printing



THE PRINTING CHARITY

Printing for people since 1827

The Printing Charity funds new bookbinding qualification for WIS veterans

The Printing Charity is to fund six Wounded, Injured or Sick (WIS) veterans to undertake a new, internationally recognised Level 3 City & Guilds qualification in bookbinding set up by Bound by Veterans (formerly known as The Wiltshire Barn Project).

The 12-month project is the first of its kind in the UK for veterans discharged from service due to wounds, injuries or sickness. It is designed to help them make the transition from military to civilian life by becoming skilled in leather and gold tooling work, giving them the opportunity to start a new career in the printing industry.

The Level 3 syllabus has been developed by Bound by Veterans, City & Guilds, The Queen's Bindery Apprenticeship Scheme and industry representatives to complement the existing Level 1 and 2 bookbinding curriculum.

Neil Lovell, The Printing Charity's Chief Executive, says: *"Funding this project is not only helping to keep core skills alive and providing a pathway into employment, but also aligns with our role as a founding funder of The Queen's Bookbinding Apprenticeship Scheme and our broader support for education initiatives benefiting the industry."*

Alison Strachan, Chairman of Bound by Veterans, says: *"This is wonderful news for our WIS veterans, who derive so much confidence and self-esteem from learning new skills. We are hugely grateful to The Printing Charity for sponsoring this exciting and important innovation that will dramatically extend the scope of support offered to veterans, especially by improving their employability."*

Remember : Book your place at The Printing Charity's Annual Luncheon on 23rd November 2017 at Stationers' Hall Telephone 01293 542820 or e-mail: luncheon2017@theprintingcharity.org.uk



Experts reveal why print is such a vital part of multi-channel campaigns

Stationers' Hall, Tuesday 24th October 2017

In an increasingly digital world too often the Power of Print media is under-estimated. Even Sir Martin Sorrell stated, *"There's some really strong evidence that engagement with traditional print is greater than engagement with so-called 'new Media'."*

This important seminar brings together leading experts who will share their knowledge, with first-hand experience and case studies, on how print is a unique, powerful, and effective channel of communications.

Those speakers include :-

- William Sitwell, editorial director of John Brown Media
- Dino Myers-Lampty, UK Managing Director of Mullenlowe Mediahub
- Dave Hirsss, Business guru and author of "A Users Guide to the Creative Mind" (delegates will receive a complimentary copy of this book)
- Ashley Masefield, of Jaguar Land Rover

The one day seminar will be followed by a reception and dinner.

To book your place at this valuable event simply telephone 01327 262920 or e-mail info@powerofprint.info



Tips 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 than 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 Tolis is the CEO of The Bardon Group

Look, Learn & Listen

The forthcoming exhibitions are not simply about equipment but there is an exceptionally strong line up of speakers to help you through the confusing maze of business.



The Print Show will feature an array of specialists including:-

- Sam Armstrong
- Sidney Bobb & Tony Kenton
- David Whitely
- Rob Brown
- Adrian Dennis & Keith Batham
- Phil Shabolt
- Matthew Parker
- Nick Devine
- Charles Jarrold
- Marcus Clifford
- Phil McMullen
- Sascha Fischer

They all have something important to say and will certainly pass on vital information. If you want that extra edge do try and attend as many seminars as possible.

**To register your attendance visit
www.theprintshow.co.uk**



Attend IPEX 2017 and gain insight from 30+ expert speakers at the Print in Action Conference

You will have **unlimited access** to four days of presentations covering emerging trends and markets such as print in brands, retail, communications, design and publishing, as well as the latest on Brexit's potential impact on printers and their partners.

The many distinguished speakers include:-

- Anita Brightley-Hodges
- Deborah Corn
- Mark Davies
- Tony Harmer
- Annie Hotton
- Charles Jarrold
- Simon Johnson
- James Matthews-Paul
- Tim Phillips
- Marko Waschke

**To register your attendance visit
www.ipex.org**



Hurry! Hurry! Hurry!

It is understood that the booking for the Solutions Awards are rolling in and to avoid disappointment you are encouraged to reserve your place(s) now! This usually fun-packed sell-out event will again be held at Cafe de Paris in the heart of London on the 14th November 2017.

**For further information and to cast your ballot visit
www.earthisland.co.uk**

Looking Forward

Date - 12th October 2017

Event - **Digital Print for Brand Success Conference**

Venue - IET London, Savoy Place, London

Details - E-mail Chloe.w@whitmar.co.uk Tel:01892 779599

Date(s) - 11th -13th October 2017

Event - **The Print Show**

Venue - The International Centre, Telford

Details - visit www.the.printshow.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 - 14th November 2017

Event - **The Solutions Awards**

Venue - Cafe de Paris, London

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

Date(s) - 16th - 17th October 2017

Event - **NewTech North London 2017 Large Format Exhibition**

Venue - RAF Museum. London

Details - visit bit.ly/newtechnl

Date - 9th November 2017

Event - **The Digital Printer Awards 2017**

Venue - The London Marriott Hotel, Grosvenor Square, London W1K 6JP

Details - E-mail Chloe.w@whitmar.co.uk Tel:01892 779599

Date - 9th November 2017

Event- **British Sign Awards 2017**

Venue - Athena, Queen Street, Leicester LE1 1QD

Details - www.britishdignawards.org

Date(s) - 15th -16th November 2017

Event - ***NewTech Leicester 2017 Large Format Exhibition***

Venue - Hilton Hotel, Leicester

Details - Tel: 0800 141 2227 E-mail martin@marketingalchemieurope.com

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.theprintingcharity.org.uk Tel - 01293 542820

Date(s) - 24th - 26th April 2018

Event - ***Sign & Digital Exhibition***

Venue - NEC Birmingham

Details - www.signuk.com

Finally.....

The new Data Protection Act will come into force in May 2018. The BAPC will provide members with relevant information and advice well in advance of the commencement date

Finally, Finally....

Please remember that Two Sides is constantly adding to its portfolio of resources and information for printers on the attractiveness and sustainability of print.

Visit www.twosides.info and join the campaign.

Finally, Finally, Finally...

We are only a few weeks away from the Print Week Awards extravaganza on the 16th October at The Grosvenor House. If you have not reserved your place(s) now is the time to do so. www.printweekawards.com

To end.....

The BAPC would again like to express deep appreciation to both Ricoh, the headline sponsors of our awards, and the environmental sponsors Two Sides. Please remember to submit your nominations as soon as possible.

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