



Greetings

Everyone's a winner

The BAPC Awards ceremony, sponsored by Duplo International, will shortly take place and the winners have been invited to the presentation ceremony being held in central London.

To be nominated is an accolade in itself and the following very special companies are to be congratulated

Canon	www.canon.co.uk
Copy Color	www.copycolor.co.uk
Duplo	www.duplointernational.com
EFI	www.efi.com
Fineline Printing	www.finelineprintanddesign.co.uk
IFS	www.ifsl.uk.com
It Has To Be Brilliant	www.ithastobebrilliant.com
Kall Kwik, Farnham	www.kallkwik.co.uk/farnham
Print 4UK	www.print4uk.com
Ricoh	www.ricoh.co.uk
Saxoprint	www.saxoprint.co.uk
The Magic Touch	www.themagictouch.co.uk
Vivid Laminating Technologies	www.vivid-online.com

They have all proved to be outstanding and forward thinking and it is hoped that their success continues.

We are now well into the new year and with it comes new challenges and opportunities. The world is certainly changing and those in the industry should recognise that fact and ensure that they are armed with the right tools in order to achieve success. The BAPC is always on hand to provide help and support. Members should not hesitate to make contact to discuss any issues they would like addressed - a problem shared is a problem solved.

Hopefully this issue is helpful, however should you have any suggestions for subjects to be covered, or if you would like an article or blog published just let us know.

Message from Mike



The beginning of any year is the time when many of us review what we achieved in the previous year and our ambitions for the forthcoming months. In common with a great number of my contemporaries I draw up a plan of action and am of course full of enthusiasm about what I hope to achieve.

One of the things I have learnt is that it is all and well planning campaigns, looking at the opportunities which will drive us to greater success and setting targets. However action speaks louder than words. From a personal perspective if I achieved half of my aspirations my business would be much more successful than it is today.

Regrettably the usual day-to-day commitments and routine get in the way and very soon I find myself back on the same old track. At the beginning of 2016 I, as usual, went through my usual planning process but unlike previous years I contacted an industry friend and following some discussion we agreed to share our strategies and monitor each other's development.

This meant that we had to report on our individual progress, confirm when we had taken action or not. During the year we chased each other to ensure that we stayed on track and chastised each other when we did not take action to implement our grand plans.

It was annoying when I received a call asking if I had done something within the time frame I had stated but had to admit that I was behind schedule. But that call certainly motivated me to actually take action and get back on track.

At the end of the year we reviewed our progress and while neither of us achieved in full what we set out to do both businesses developed and are in a healthier state than they were at the beginning of the period.

We have repeated the exercise for this year and look forward to even greater developments.

The BAPC is certainly willing to recommend someone, usually out of your geographical area, with whom you can use this process - all it takes is a phone call. It worked for me and hopefully will for you.

In the meantime may all your plans come to fruition.

Mike

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

Data Protection

This year will see an emphasis placed on data security and protection with the likelihood that new laws will be implemented in the not too distant future.

Currently the Data Protection act controls how personal information is used by organisations, businesses or the Government.

Those responsible for using data are obliged to follow Data Protection Principles and must ensure that any information is

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled in accordance with people's data protection rights
- kept safe and secure

There is stronger legal protection for more sensitive information such as;

- ethnic background
- political opinions
- religious beliefs
- health
- sexual health
- criminal records

There are also specific rules concerning the data an employer can keep about an employee.

It is believed that any new legislation will mainly cover the area of data security and this will certainly have an impact on the print industry.

Print Week Live becomes a reality

On the 8th March 2017 the doors open for Print Week Live which will take place in the Ricoh Arena, Coventry.

The target audience for this event is print professionals who will be able to view all the latest technology from leading manufacturers, suppliers and resellers. In addition a keynote conference will feature inspirational speakers from within and outside print. Workshops will share best practice and provide practical advice. Speakers at the event include Simon Bitcliffe of Webmart, Wayne Clark of Global Growth Institute, Helen Thornton of Grant Thornton, Robert Keane of Cimpress, Jim Lewcock of The Specialist Works, Miles Linney of The Linney Group, Julian Hocking of Nationwide Print, Charles Jarrold of BPIF and David Nestor of First4Print Finishing.

It is the aim of Print Week Live to inspire visitors and promote the latest innovations that will benefit their businesses.

To find out more and reserve your place visit www.printweeklive.com

Thoughts from Alec Sharples



What does total fear look like...?

A little while back I was sitting in the vet's waiting room with one of our furry friends waiting for a routine jab.

One by one, the folks in front of the queue were called through by the vet.

Some bouncy pooches seemed to love the whole experience and wagged their tails in furious expectation. Others had total fear written all over them as they were dragged into what they surely feared was going to be a very nasty experience.

As this little scene unfolded and I watched the reaction of the pets (and owners) I mused at the similarities between what was happening here and our own industry.

I mean, just think about it. you are sitting in totally unfamiliar surroundings and a vet advances purposefully towards you speaking in a total unintelligible language and he or she is going to stick a thermometer up your bottom.

How would you feel? Pretty frightened no doubt.

I know I'm stretching a point but this isn't a million miles away from what happens in some business situations

There you are chatting away and the service provider lapses in to some unintelligible jargon and the fear factor kicks in. Only this time there isn't a thermometer involved - just a very large bill. And in my experience, the more jargon there is the larger the bill will be.

How would you feel? Pretty frightened no doubt?

Amusing or otherwise, I'm trying to make a serious point here. The more we can do to put our customers at ease and ensure that they understand exactly what's going on the more likely it is they'll be a loyal, long term customer.

Food for thought perhaps...?

Till next time

Alec

Alec Sharples is MD of Fineline Printing

NEC, Birmingham welcomes Sign & Digital -

28th - 30th March 2017

Sign & Digital is the leading event for sign making, display solutions and digital printing communities. The 2017 show will celebrate 30 years as a national exhibition.

The show will offer a comprehensive range of innovative products and services from over 180 exhibitors. Showcasing everything from wide-format digital printers, inks, print consumables to display systems, soft signage and print finishing equipment.

Visitors will have the opportunity to meet face-to-face with leading suppliers and be encouraged to develop new business relationships and discover the latest products and services. There will certainly be exclusive show offers and expert advice on the stands.

There is no doubt that the trip to the NEC in Birmingham will be a worthwhile investment.

For further information visit www.signuk.com

Business News

The Government benefits from going digital

The Government's "Personal tax Account" recently won Digital Project of the Year Award at the UK IT Industry Awards.

The HMRC announced that in its first year the Personal tax Account has attracted over million users. millions of transactions have taken place including:-

- 1.6 million Income Tax repayments
- 1 million tax credit renewals
- 100,000 individuals checking or updating their company car details
- 1.6 million checking their tax estimate
- 2 million people checking their state pensions

The government advised that the Personal tax Account is designed to be a one-stop shop for all customer interactions with HMRC and customers using it can:

- Check their state pensions
- Complete and return a Self Assessment tax return
- Update tax credit circumstances as they change throughout the year to prevent under and overpayments
- Claim an Income Tax refund that will be paid straight into their bank account
- Check and update their Marriage Allowance

Further information can of course be provided by your professional adviser

The Stationers' Company Innovation Excellence Awards

New award categories for 2017

The Stationers' Company recognises the criticality of innovation and creativity as key driving forces that generate both prosperity and growth through enhanced competitiveness within the UK Communications and Content industries. These prestigious awards, now in their fourth year, provide a significant opportunity to:-

- promote the key role that the Communications and Content industries play in the UK economy-
- highlight outstanding innovation and creativity

By submitting their entries, organisations in the Communications and Content industries are invited to share their examples of innovation and creative ideas; be they associated with product, service offering or business process development. In the past, entries have been received from the following sectors; digital publishing, book, newspaper and magazine publishing, computer and mobile games, paper, printing, printing supplies including inks and coatings, printing machinery, office supplies, media management and packaging.

In 2016, there were 49 entries representing a 50% increase from the previous year .In 2017, companies are invited to enter any of the 5 categories from the list below:

- Novel manufacturing technology (covering paper, print, print supplies and machinery, bookbinding and packaging)
- Innovative application of digital technologies (across all Communications and Content sectors)
- Creative means of communicating with target audiences (publishing, magazines ,newspapers, advertising, books, broadcasting)
- Novel product designs for retail markets (office supplies, book retailing)
- New communication programmes that enhance social development (community projects, education, environment)

Each category will be judged on criteria driven by the novelty of the innovation, its economic performance/potential and its overall social impact within the UK. There will be an award for each category as well as one for the overall 'Innovator of the Year'. The team of judges, composed of Peter Day (BBC), Gerry Flynn (Innovate UK), Jonathan Drori CBE (Chairman of Ravensbourne), Tim Webb (Liveryman and past Chairman of PICON), John Charnock (Director of Print Research International) and Ian Bennett (Master of the Stationers' Company), will be chaired by Tony Mash (Stationers' Company Industry Committee Chairman).

An electronic entry form can be accessed via the Stationers' Company website (<https://stationers.org/about/engagement-with-our-industries/innovation-excellence-awards.html>). On completion, forms should be sent via email to the Stationers' Company's Communications Manager (communications@stationers.org).

The results of these awards will be announced at a special luncheon and exhibition to be held at Stationers' Hall on 20 June 2017. Details of all entries will be publicised in a special Awards brochure which will be circulated widely to the media, trade associations and members of the Stationers' Company. All entries must be received by 9 April 2017.

BAPC Business Breakfasts

Interested in meeting with fellow professionals to discuss the market, exchange views, experiences and learn what's going on in the industry in a relaxed informal atmosphere. All this can be achieved by participating in BAPC Business Breakfasts.

For further information e-mail info@bapc.co.uk or call 020 8736 5862

It's all go at The Print Show!

From the reports received the Print Show appears to be attracting more and more exhibitors so it appears that the vent taking place in The Telford International centre on 11th - 13th October 2017 will be truly comprehensive.

The show is a forward-looking annual exhibition designed to provide the key tools that everyone from the smallest high-street print shop, to the biggest conglomerate needs to remain competitive.

Rather than just another corporate orientated event, The Print Show will also work to provide a fun and entertaining celebration of the industry's culture and history—seeing a series of on-going live demonstrations of traditional print and finishing techniques from letter press, to intaglio, relief, and stone litho printing.

This is of key importance, as if the industry is to thrive and prosper into the future, today's brand managers, marketers, and media buyers from across the UK need to understand print's legacy and thus the value of printed products in a modern context.

As it celebrates the history and culture of our wonderful industry, The Print Show's mission is also to provide UK printers with a clear blueprint for the future.

For further information simply visit www.theprintshow.co.uk

Sales Hints & Tips

First objections are usually false

The fact that 80% of all first objections are false tells us two things:

Don't throw in the towel just because your prospect objects,

Don't waste your time handling first objections until you are satisfied that the objection is genuine.

One of the most effective techniques for handling first objection is to avoid answering them. This approach has several advantages. It allows you to continue with the flow of your presentation and it gives you extra time to think of an effective response. However, more importantly, if the prospect does not repeat the objection you have avoided it altogether.

To avoid answering an objection just agree with the objection and then proceed with your presentation.

I never make a buying decision without talking to my partner.

"Mr. Prospect, I understand you obviously value your partner's opinion" Now continue with your presentation.

I really do not have the time right now.

"Mr. Prospect, I understand and I will be very brief" Now continue with your complete presentation.

Looking forward....

Date - **8th - 9th March 2017**

Event - *PrintWeek Live*

Venue - Wasps Arena, Coventry

Details - Visit www.printweeklive.com

Date - **28 -30- March 2017**

Event - *Sign & Digital UK*

Venue - NEC Birmingham

Details - Visit - <http://signuk2017.mmsite.co.uk/interested-in-visiting-in-2017/> -

Date - **11th - 13th October 2017**

Event - *The Print Show*

Venue - The International Centre, Telford

Details - visit www.theprintshow.co.uk

Date - **31st October - 3rd November 2017**

Event - *IPEX*

Venue - NEC, Birmingham

Details - Visit www.ipex.org

