

PRESS RELEASE

'Future Belongs to Digital Printing' Say Experts at Seminar on 'Future Vision - Digital Printing'

INDIA INTERNATIONAL PRINTING & PACKAGING FAIR BEGINS AT PRAGATI MAIDAN

The advent of digital printing is no threat to offset printing technologies. The digital technology will be supplementing & complementing the existing offset printing industry. This was empathetically stressed at a seminar held at Pragati Maidan on August 6, 2013. The seminar was on 'Future vision-Digital printing' organized by the India Trade Promotion Organisation (ITPO) on the occasion of opening of a four- day specialized B2B event of the India Trade Promotion Organisation (ITPO), India International Printing and Packaging Fair 2013.

Digital printing, which has generated tremendous interest across numerous industry sectors in recent years, is set to flourish in India in the coming decade. Speaking at the seminar, '**Future Vision - Digital Printing**' Mr Pankaj Kalra, Associate Director & Head Production System Group, Xerox India Ltd pointed out that today's business needs have shortened the turn over time of ideate to print in less than four hours. There is an urgent need to replace older technology with the latest machines equipped with advanced speed, security and transparency.



Ms Rita Menon, CMD, ITPO inaugurates IIPPF 2013. Others in the picture are L to R Mr Malay Shrivastava, Mr Kamal Chopra, Mr Vinay Mohan, Mr V Balakrishnan, Mr Pankaj Kalra, Mr Ranjan Kuthari & Mr Vinod Rajpal

He stated that the success of digital printing can be attributed to: Economies of high-quality print for short runs; Just in Time, On demand production; No warehousing; Customised and personalised print; Almost zero wastage and Print quality matching that of offset. Mr Kalra said that the present day share of digital printing is around 9 % and it is growing by leaps and bounds. This translates to a business opportunity of US \$ 18 Bn.

Mr V Balakrishnan, Executive General Manager, Konica Minolta Business Solutions India Pvt. Ltd., another distinguished speaker pointed out that the future of offset vs. digital printing is mainly influenced by the market innovations and cutting - edge technologies. He said that 'convenience is the key to today's technology' and the industry would continue to innovate. He added that customization, personalisation and color have become obvious. Talking about the advantages of inkjet printing over laser printing, he informed that digital inkjet can accommodate much larger sizes compared to Laser. He stated that although the world is gradually drifting towards paperless office, the printed word is here to stay. Speaking about the market for wedding photographs printed digitally he stated that around 40 crore youth in India are of marriageable age and even if a fraction of this translates in to reality, it translates in to big business. Already 200-250 labs have gone digital, owing to low capital cost. This model, tested successfully in India, has also been exported outside.

In his Key note address, Mr Rajan Kuthari, former-President, All India Federation of Master Printers (AIFMP) complimented ITPO for launching IIPPF 2013 to make Indian printing and packaging sectors globally competitive. He said that the future trends of the digital printing indicate new growth patterns which would affect the related SMEs. He added these future machines and innovations are amenable to operation even by less technically equipped operators.

Mr Kamal Chopra, General Secretary, Offset printers Association, Ludhiana, proposed the vote of thanks.

Earlier Mrs Rita Menon, Chairperson and Managing Director, ITPO formally opened the fair by cutting a ribbon and lighting a ceremonial lamp along with captains of industry. Major trade associations, industry players attended the ceremony among others. Speaking to the media, Ms Rita Menon highlighted the salient features of the fair. She informed that around 3000 business visitors are expected to visit the event as already over 1000 delegates have pre – registered. On this occasion, Ms Rita Menon also released an exclusive directory of the Members of Delhi Printers' Association.

A wide range of printing and packaging equipment and machinery have been displayed by the leading companies at this fair. The fair covers segments of pre –press, post-press and finishing, packaging and converting machines and showcases innovative developments and novel solutions which are time saving.

IIPPF 2013 (August 6-9) is open from 10.00 am to 6.00 pm. for business visitors, daily.
