

Thinking out of the box in packaging printing

Growing consumption makes packaging printing even more indispensable

The future for packaging printing is brighter than ever, but printers can only succeed if they refuse to be boxed in. The on-the-go lifestyle of today's work-force is driving up consumption and making packaging printing even more indispensable, but a forward-looking approach is needed if printers want to profit from it.

When economies grow, people will buy more products, they will shop more. More supermarkets and other shops will emerge. In these shops and supermarkets, you cannot just throw all the products you sell on a pile or hang on a hook. You need to put it on a shelf. You need to display it nicely so that people notice your product and will actually buy. This means: Boxes are needed. Boxes need to be printed and printed well. Satisfying this huge demand may look easy at first glance. However, not every printer has the ability to meet the high quality standards set by the customers. The trend for shorter print runs resulting from retailers having little room to keep stock of products, and additional packaging security measures to protect customers' brands from imitations add to the challenges that printers face. Complicating matter is the growing emphasis on environment protection – a must-do for established brands that would like to project themselves as socially responsible.

Production efficiency

Having access to topnotch presses and applications, like those provided by manroland, certainly does help. manroland knows best how to help printers in coping with the demands: production efficiency, quality, and consistency as well as ability to differentiate. Production efficiency has plenty to do with a streamlined production management, short makeready times, quality assurance, and format, and these can benefit from digital workflows. Print shops have to rationalize order management procedures in order to boost the performance in the print value chain. A highly efficient process management system is needed, focusing on the whole production process with integration of prepress, press, and postpress as well as a link to business processes like cost calculation, quotations and even links to customers or print buyers.

Dynagraph traces its roots back to the 1970s. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry llc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, prepress, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fuji Film Graphic Arts or DuPont.

In press, sheet and webfed manroland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider_Senator, Theisen & Bonitz, FERAG, Perfecta and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

Ferag develops and manufactures Postprint components and systems for the newspaper printing industry, offering printers a modular concept.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

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Security of investment

It is good to consider where the cost of your company is actually sitting. Most of the cost in the printing company is related to paper, other materials and personnel. The total finance cost of the press is about ten percent of the total cost of operation. Therefore, when investing in production equipment, it makes sense to look carefully to which extent your new equipment can help you to reduce your paper cost and personnel. It could be better to spend a bit more on a machine that enables you to reduce paper cost, personnel cost and maintenance cost than buying a lower-cost machine that does not eventually give you a big advantage in reducing your total production cost.

Safeguarding resources

If you as a printer do not care about the environment, you will simply not get a job from any well known brand owner. The manroland ecometer lets you determine potential savings. It calculates the required energy and resources based on specific information such as machine type, production volume, and paper consumption and offers specific suggestions for sustainably improving printing processes. In addition, it reveals the total savings that are possible over a year or over the total service life of a press. In addition to representing energy efficiency, reduced emissions, and resource savings, the ecometer provides an ecological assessment for predefined press configurations and indicates savings for carbon dioxide, energy, and the cost of materials. Cutting down on carbon emission is an important initial step in becoming eco-friendly. manroland works with consulting company ClimatePartner to calculate the carbon footprint.

(manroland AG)



Packaging can be a real thrill. (manroland AG)

Packaging (folding boxes) in industrial companies: challenges and outlook		
	High-end folding boxes	High-volume folding boxes
What currently moves the packaging industry	<ul style="list-style-type: none"> ■ Cost effective processes ■ Short runs ■ DirectDrive and reduced makeready time ■ New security packaging effects ■ Inline production/special applications ■ Increased quality control ■ Zero Fault Packaging contracts ■ Sustainable production ■ Waste reduction ■ ISO 12467 ■ Press reliability and long warranty periods 	<ul style="list-style-type: none"> ■ Lower cost of production, price competition ■ Reduced production time (total, especially high printing speed) ■ Shorter runs and shorter delivery times ■ Sustainable production ■ Waste reduction ■ ISO 12467 ■ Press reliability and long warranty periods
Future expectations for the packaging industry	<ul style="list-style-type: none"> ■ Slow/low level market growth ■ Further industry consolidation ■ Higher pressure to reduce carbon emissions (Carbon Trading/Cap and Trade) ■ Food regulations ■ More security/RFID/digital elements ■ Quality control ■ High automation 	<ul style="list-style-type: none"> ■ Slow/low level market growth ■ Higher pressure to reduce carbon emissions ■ Further industry consolidation ■ Quality control ■ Food regulations ■ Network integration and variable data print

manroland knows, what packaging printers want. (manroland AG)