

THE Print and allied business Review

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EDITORIAL

The social media has come to stay and it is obviously a phenomenon in the entire globe. Its relevance to how businesses are being done in this generation cannot be overemphasized. This edition therefore pointed the benefits this medium of communication has and can positively be utilized to add to the bottom-line of Print business. The regular questions about conventional "Process and Spot" colour print are attended to in this edition. Most times, we appreciate print materials from overseas without understanding the process they went through to get the quality. The insight on the process and spot colour

printing will show you how. "Heat Transfer" is a common language in the print industry here. However, many ideas of this printing process are still misconstrued. You will read about heat transfer; features and application in this edition. As usual, other interesting info and tips to help you navigate some trouble corners of Print and Allied Business are published for your usage as tools in this edition. Enjoy it all!

Thank you for your efforts

Olufemi Ajibola

INDUSTRIAL NEWS

Social Media Marketing: How This New Way of Communicating Can Benefit Your Print Business.

The survival of the fittest is no more a concept of the wild. The growing competition around print business means, that to survive, you need to have a robust and out of the box approach to even the most common way of promoting your print business. From print media to commercials, from hoardings to computer screens, marketing strategies have evolved as fast as our technology. Printers today are struggling to be relevant and contemporary in this evolving world that is why we in the print business have to embrace the Social media, get a good and working email account or preferably have a website, make an effort to get out more often and connect and learn from customers, marketers and social media experts.

In Print business, you need to keep being current by reviewing your website and your promotional materials, including your official letters, brochures, memoirs, prospectus and so forth to make sure your copy resonates with newest and late trends in marketing, design and print buying.

What does social media marketing means? Millions of people today use social networking sites like Facebook, Twitter, LinkedIn, YouTube etc to get connected to

friends, relatives, colleagues, and people sharing common interest. Reports show that more and more people prefer social networking sites as their preferred means of communication. This means it surely is the most effective platform to promote your print business. In short, all that you do to promote your businesses on Social Networking sites can be



considered as Social Media Marketing.

The benefit of social media marketing are: Social Media Marketing works on the concept of Viral Marketing. It means that when you are promoting Print business online and it grabs the attention of a user, he or she shares it with her group of friends who in turn share it with their network of friends and so on. This leads to a

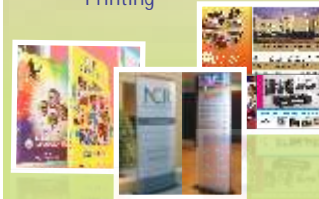
wider audience reach and more business exposure. It also helps in generating genuine business leads which means increase in sales. It can help you get higher search engine rankings, leading to more traffic to your website and enhancing your brand reputation. It also helps in keeping your marketing budget in check. Promotional Videos, Creative Articles and Blog Posts are some of the methods which are used in Social Media Marketing. By engaging your followers with regular surveys, online contests and promotional discounts, you can build an online rapport that will aid your business growth. Like any other marketing technique, Social Media Marketing also needs to be implemented in the right way to reap benefits. If this is not your field of expertise, I suggest hiring an online Social Media Marketing provider to manage this concept of marketing for you. The ever growing popularity of Social Networking sites means that you can no longer afford to overlook the role it can play in boosting your print business. The competition is tough, challenges – many. So if you want to make sure you do not lose, Social Media Marketing is what you need to choose.



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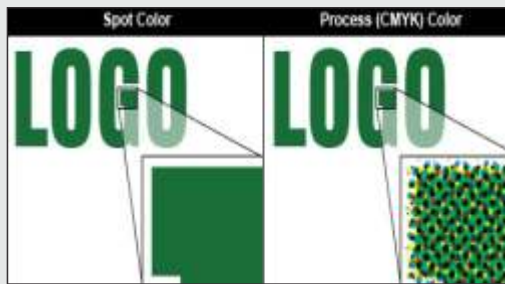
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Color Process vs. Spot Color Printing



When combined, the four process inks (cyan, magenta, yellow, and black) or CMYK for short it can produce a wide range of colors, often far more than you will need for your project. However, if you must match a specific color, let's say for a logo, in some cases the process "build" of that color will be muddy. It will lack clarity and crispness.

In these cases you may choose to add a fifth or sixth color. This color will be premixed from a "recipe" listed in a Pantone, Trumatch, or other spot color chart or book. With this Pantone or Trumatch book you can communicate the percentage components of your color accurately to any offset printer.

Keep in mind that the press on which your job will be printed must have an adequate number of units. For instance, a job composed of four process colors, a fifth spot color, and a varnish can be printed on a six color press or on a four-color press with a wash-up between printing the process colors and the spot colors. Regardless, adding a spot color can significantly drive up the cost of print job but its always bring out true & consistent colour quality in print.

Also, when choosing both process colors and additional spot colors, make sure you note which is which in your page-composition software. Quark, for instance, provides a "spot"/"process" dialog box for this distinction. If you mistakenly define a spot color as a process color, the software will separate the color onto the four process plates when you print your job. Just to make sure, print a proof of all separations before you send your job to press. If you have

a sheet of paper for each process color and also a sheet of paper for each spot color with the proper elements on each you're ready to go.

One final note: Choose both spot colors and their process equivalents from a current Pantone swatch book that specifically notes both Pantone spot colors and their nearest four-color matches. These books also note the percentage of CMYK needed to create the color you have chosen. Exposure to light changes these color swatches over time, so, to be safe, replace your books yearly.

Keep in mind that this conversion can go both ways. If you have a specific color you want to match and you want to limit your color palette to the four process colors to control costs, you may find that the four-color equivalent noted in your swatch book actually does come very close to the spot color you have chosen. If this is the case, you may be able to keep your job on a four-color press, which would cost less per hour than the six-color press you would need to

TECHNOLOGY

HEAT PRESS PRINTING MACHINE

A heat press is a machine engineered to imprint a design or graphic on a substrate, such as a t-shirt, with the application of heat and pressure for a preset period of time.

Features

- Heating plate using a special line of ultra-precision technology can effectively ensure a balanced and stable temperature.
- Digital display, needle display temperature controller, temperature and time of plus or minus 2 degrees, electronic time control, signal indication board, easy to use.

- Heating plate surface, spraying "titanium fluoride london" anti-sticking layer, high strength, smooth surface, heat transfer effects, easy to clean.
- Spiral pressure design can be freely and easily adjust the desired working pressure.
- Bottom surface mounted high temperature silicone plate so that the transfer products deliver perfect results; swing heating plate so that the place is more convenient substrate material.
- Under the modified support plate so that the garments more convenient 6cm set into

the adjustable pressure range, can process a wider range of products.

Applications

This machine can be sublimation and pigment ink by thermal transfer of color images and text stamping on cotton, hemp, chemical fiber fabrics can also be used flocking and foam printing heat transfer heat treatment duration and used to apply designs to fabrics, they can also be used to imprint designs on mugs, plates, jigsaw puzzles, and other products.



Harper Roadshow

15 Oct 2015 - 15 Oct 2015
Hampton Inn & Suites, Mesquite, Texas

The complimentary one-day seminars will feature engaging presentations and demonstrations as well as outstanding speakers that will focus on not only how to produce their products, but also how companies can get the most out of them. Attendees will learn how to implement the latest technology and principles to operate more efficiently and competitively.

The FlexoTech International Print & Innovations Awards

22 Oct 2015 - 22 Oct 2015
The Hilton London Metropole, Edgware Road, London W2 1JU
The FlexoTech Awards is one of the most prestigious international events, sponsored by leading companies in the industry. Submit your best flexo prints or your pre-press, machinery or equipment innovations.

The Digital Printer Awards 2015

12 Nov 2015 - 12 Nov 2015
the Marriott London Grosvenor Square, W1K 6JP
The Digital Printer Awards just get bigger every year. Join us in style at the industry's only comprehensive digital printing awards by putting your best work up against the rest of this innovative sector. We are looking for creativity in concept and design, as well as quality, innovation and impact in print and finishing.

Digital print for brand success - conference

18 Nov 2015 - 18 Nov 2015
Kings Place, London
The one day conference will be exploring how digital print enables increasing customer engagement and hear from stakeholders involved in the value chain, the best new ideas, innovation and technologies.

CONFERENCE - 2015 COLOR CONFERENCE

(12/05/2015 - 12/08/2015)
If you are a professional for whom managing color matters (in design, branding, photography, print production, videography and multimedia publishing), the Color Conference is an event you can't afford to miss. The conference features inspiring keynote speakers and break out tracks focusing on real world color issues impacting creative and production professionals, color management standards geeks and brand managers. Attendees can come a day early to attend pre-conference sessions. The Color Conference provides the chance to meet the top color experts in the country and quickly grow your professional network? an opportunity you won't get anywhere else!

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FESPA China 2015

19-21 November 2015
Shanghai
The FESPA-branded event will be managed in partnership between FESPA and CSGIA (China Screen Printing and Graphic Imaging Association), FESPA's associate member in China.

FESPA Eurasia 2015

10-13 December 2015 - FESPA Eurasia
FESPA Eurasia will be a focused exhibition for the wide format digital printing, screen printing, signage and garment decoration markets.