

24th November 2017

ALPS Seminar: Going Digital When & How



Association of Label Printers & Suppliers organized a seminar on “Going Digital- When & How” on 24th November at India Habitat Centre, Delhi. The main theme of the seminar was to have an open discussion on digital printing & finishing technology, discuss issues of moving towards digital printing and share latest invention, ideas & views of Industry Experts. The event was co-sponsored by HP, VINSAK & the FIG group and witnessed a record turnout of printers, converters & media dignitaries from Delhi/NCR.



The seminar was commenced by opening speech of Mr Guru raj Ballarwad, President-ALPS who gave a warm welcome to all the visitors and have shared his views on how ALPS will be going to support the entire printing industry by starting magazines, organizing seminars & exhibitions, conferences etc. The Event was moderated by Mr ashish Gupta, MD of rational Business Corporation, New Delhi



Mr Gaurav Roy- FIG Group had given a presentation on how printers can enter Digital printing business, tackle the entry barriers and discussed various benefits of digital & inkjet printing. He shared a very interesting journey of an Indian Converter from the late 1990's to today and also talked about the role Mark Andy is playing in offering affordable digital and hybrid solutions to the India market .



Mr Shamim Alam- Hewlett Packard (HP) gave a presentation on how printers can generate unique labels in Digital printing at optimized costing. He has also shared how big brands such as Coca-Cola or Oreo biscuits are using digital printing technology to create unique labels.



Mr Ranesh Bajaj- VINSAK India Pvt. Ltd had given a presentation on short-run inline converting & embellishments. He had shared his opinions on how to optimize digital finishing costs and save on turnaround time on short to medium run jobs. He gave emphasis on variable data personalization on wads, lottery tickets, scratch cards etc. saying going digital could mean by starting as small as adding a variable data printing head to the existing presses, finishing lines etc.



The presentations were followed by an open and animated panel discussion where leading converters like Mr Sanjiv Sondi of Zircon , Mr Harish Gupta of Sai com codes ,Mr. S Prabhakar of Ikon Labels , Mr Girender Kumar of Shree ram Vertitech , all brought out their points of view in terms of the entry level barriers of the high cost of Industrial Digital equipment , high cost of running of digital Vs conventional as well as the reluctance of the brands to pay the premium for Digital etc. The vendors tried to offer solutions and advise on these but a key thread to come out of the discussion was that unless both the converters as well as the equipment suppliers join forces and work towards educating the brand owners and the packaging development teams of corporates , digital was going to be a hard sell .



A generous vote of thanks was proposed and delivered by Mr Ajay Aggarwal of Syndicate labels who is also, VP- ALPS. He lauded the efforts of the entire ALPS team including Mr Arunesh Bansal , the secretary of ALPS and the Executive team in organising this interactive and informative evening. He also confirmed that subsequent events in the West and South of India are planned in the very near future.

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