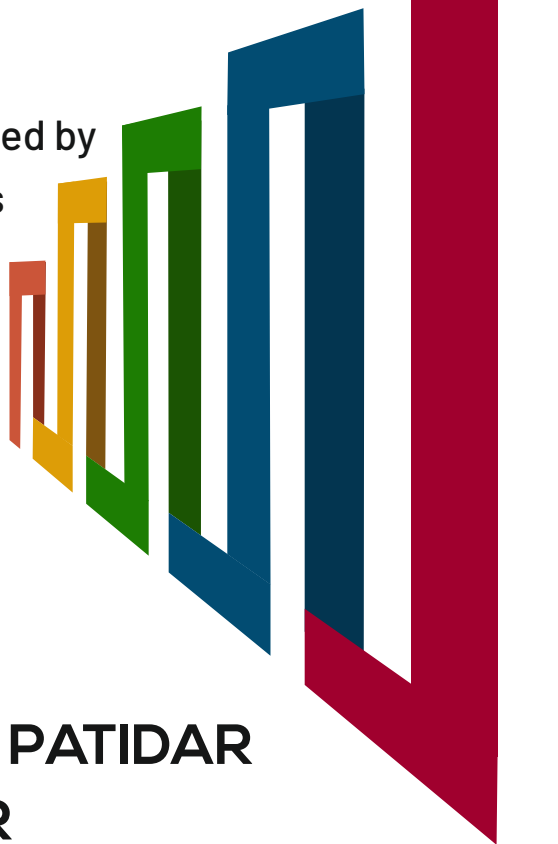




PROFITABILITY THROUGH PRODUCTIVITY IN PRINT

7 Strategies Implemented by
Top Successful Printers
to get **4X Growth** in
Less than a Year



PARMESHWAR PATIDAR
VIKRAM KUMAR

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Preface

As the printing and packaging industry continues to evolve, businesses need to adapt and innovate to remain competitive and profitable. It is with great enthusiasm that I present to you **"Profitability Through Productivity in the Print,"** a book that offers a comprehensive guide for the printing and packaging business owners and managers looking to improve their company's productivity and profitability.

Having spent years in the printing and packaging industry, I understand the challenges that businesses face when it comes to optimizing operations, investing in technology, and developing a skilled workforce. This book offers practical strategies, techniques, and insights that will empower you to implement positive changes in your printing organization.

The authors, **Parmeshwar Patidar (MD)** and **Vikram Kumar (CMO)**, have combined their extensive knowledge and experience of printing and packaging to provide you with valuable insights on marketing, operational excellence, technology, workforce development, resource efficiency, stock management, and QA & QC management. Their unique perspective is backed by real-world examples and case studies that demonstrate the power of these strategies in action.

It is my firm belief that the principles and practices outlined in this book will equip you with the tools and confidence necessary to propel your business towards greater success. I encourage you to

embrace these strategies and techniques wholeheartedly, as they have the potential to transform your organization and pave the way for a more profitable future.

I wish you the best in your journey towards greater productivity and profitability in the printing and packaging industry.

Tushar Dhote

(Managing Director)

Dhote Offset Technokrafts Pvt Ltd,

Mumbai, Maharashtra

Introduction

Why This Title?

The title "**Profitability Through Productivity in the Print**" emphasizes the importance of productivity in achieving profitability. This book focuses on the various strategies, tools, and techniques that can help businesses enhance productivity, resulting in improved profitability and a stronger competitive edge.

Purpose and Importance of This Book:

The printing and packaging industry faces numerous challenges, from rapidly changing technologies and market conditions to increasing competition and customer demands. To stay ahead and thrive in this competitive market, businesses must adapt and adopt new strategies to improve productivity and profitability. This book serves as a comprehensive guide, providing practical insights and actionable strategies for businesses in the printing and packaging industry. It aims to help you achieve sustainable growth and success in the face of evolving challenges.

Who Should Read This Book?

This book is intended for business owners, managers, and professionals in the printing and packaging industry who are seeking to improve their business performance, productivity, and profitability. It is also suitable for those interested in learning more about the industry's best practices, innovative strategies, and success stories.

A Comprehensive Compilation of Years of Experience

This book represents the result of a collective effort of several industry experts, consultants, and the team at Indus Analytics who shared their invaluable guidance and knowledge. The expertise and insights contained within its pages have been carefully curated to provide readers with a comprehensive understanding of the subject matter. It is a must-read for those looking to stay ahead of the curve in today's rapidly evolving business landscape.

Special Thanks:

Mr. K Selvakumar (Director, Lovely Offset, Sivakasi, Tamil Nadu) -
"Productivity is the key to unlocking the hidden potential of your business. Embrace the right strategies and tools to drive your success."

Mr. Tushar Dhote (Director, Dhote Offset, Mumbai, Maharashtra) -
"Innovation and continuous improvement are essential for staying ahead in the printing and packaging industry. Never stop learning and adapting."

Mr. Sunil Rawat (MD & Founder, Softude by Systematix Infotech) -
"Focus on building a strong and skilled workforce. They are the backbone of your business and the key to achieving higher productivity and profitability."

Dedicated Team (Indus Analytics) - Your unwavering dedication and support have been instrumental in making this book a reality.

Acknowledging the World Print Hub - We would like to express our gratitude to the **World Print Hub** for providing a fantastic platform for printers to learn, share, and grow together. Their contributions to the industry have been invaluable, and we are proud to be part of this vibrant community.

PPA-Framework: to enhance the printing industry's knowledge on the importance of automation:

The **PPA (Print Process Automation) Framework** is a layered structure of SOPs, Processes, Functions, and Teamwork designed to implement Business Process Automation in the printing and packaging industry. By leveraging the right tools, work culture, and skilled team, the PPA Framework aims to enhance productivity, efficiency, profitability, and scalability, empowering businesses to achieve long-term success in the printing and packaging industry.



Chapter

01

Strong Marketing Strategy and Sales Conversion Engine

Introduction

The printing and packaging sector is a dynamic and competitive market. Companies that achieve remarkable growth understand the importance of implementing robust marketing strategies and sales conversion engines. This chapter will go into the crucial elements of developing a strong marketing strategy and sales conversion engine, focusing on sniper marketing techniques, unique selling propositions (USPs), target segmentation, and efficient response systems. By following these strategies, businesses can improve productivity, experience significant growth, and increase profitability.

1. Implement the Right Marketing Strategies

Marketing strategies play a crucial role in improving productivity in the printing and packaging business. Here are some reasons why:

- **Attracting and Retaining Customers:** A well-planned marketing strategy can help you reach out to potential

customers and communicate your value proposition effectively. This can help you attract and retain customers, thereby improving your productivity.

- **Creating Brand Awareness:** Brand awareness is crucial in the printing and packaging business, as customers are often looking for a reliable and trusted provider. A strong marketing strategy can help create brand awareness and build trust among your target audience.
- **Identifying Opportunities:** A good marketing strategy involves analyzing the market and identifying opportunities for growth. By identifying new market segments, product offerings, or distribution channels, you can expand your business and improve productivity.
- **Differentiating From Competitors:** In a highly competitive industry like printing and packaging, it's essential to differentiate yourself from your competitors. A unique marketing strategy that highlights your strengths and differentiators can help you stand out from the crowd and improve productivity.

Sniper Marketing Technique (our recommendation)

Sniper marketing is a targeted approach that focuses on a specific niche market, aiming to generate more leads. This technique requires an in-depth understanding of your target audience, enabling you to create customized marketing campaigns that

resonate with their needs and preferences. By adopting sniper marketing, businesses can effectively allocate marketing resources and ensure higher returns on investment.

In summary, a well-planned marketing strategy can help improve productivity in the printing and packaging business by attracting and retaining customers, creating brand awareness, generating leads and sales, identifying opportunities, and differentiating from competitors.

2. Find Your Unique Selling Proposition (USP)

Your USP is the key differentiating factor that sets your business apart from competitors. To identify your USP, consider the following:

- What unique services or products do you offer?
- What specific needs do you address within your target market?
- How does your company excel in areas such as customer service, quality, and innovation?

Once you have identified your USP, incorporate it into your marketing messages and campaigns to position your business strongly within the market.

3. Analyse and Target Specific Segments

To enhance the effectiveness of your marketing strategy, focus on specific segments such as pharma, FMCG, confectionery, masala, education, corporate, commercial printing, publishing, and allied packaging consumer industries. Understand the unique needs and preferences of these segments, and tailor your marketing campaigns accordingly. This targeted approach increases the likelihood of lead generation and conversion.

4. Develop a Sales Conversion Engine to Increase Lead Conversion Ratio

What is a “Sales Conversion Engine”?

A sales conversion engine is a system or process that drives sales and revenue growth for a business. It includes all the different components and activities involved in generating leads, closing sales, and nurturing customer relationships.

A strong sales conversion engine is essential for converting leads into customers. Key components of a sales conversion engine include:

- **High Sales Conversion Website:** Design a user-friendly website that showcases your company's capabilities, expertise, and USP. Include customer testimonials, case studies, and clear call-to-action to guide potential customers.

- **Marketing Collaterals:** Develop marketing collaterals such as brochures, presentations, and videos that effectively communicate your company's value proposition and highlight the benefits of your printing and packaging solutions.
- **Sales Conversion Engine Automation Tools:** Implement Customer Relationship Management (CRM) software and other automation tools to streamline lead management, track customer interactions, and optimize the sales process for increased conversion rates.

5. Deployment of a System to Respond Faster to Customer Inquiries

The deployment of a system to respond faster to customer inquiries is essential for businesses looking to improve customer satisfaction, increase efficiency, gain a competitive advantage, enhance brand reputation, and better manage data. By investing in the right system, businesses can improve their overall customer experience and achieve long-term success. Implement the following strategies to respond faster to customers:

- **Quick Quotations:** Develop a system or implement industry-specific ERP software that enables your team to generate quick and accurate quotations based on customer requirements.
- **Follow-Ups:** Remember, Your initial action may account for only 5% of the process, but the remaining 95% of the

process is credited to how well you follow up. Schedule timely follow-ups with potential customers to address any questions or concerns, increasing the chances of conversion.

Conclusion

An effective marketing strategy and sales conversion engine play a vital role in enhancing productivity and profitability within the printing and packaging industry. By focusing on targeted marketing campaigns, leveraging your unique selling proposition, and addressing specific market segments, your business can generate high-quality leads that are more likely to convert into loyal customers. This, in turn, maximizes the utilization of your resources, including equipment, workforce, and production capacity.

As you increase productivity through a well-crafted marketing strategy, you also reduce the cost of customer acquisition, thus positively impacting your company's bottom line. A strong sales conversion engine ensures that the leads generated by your marketing efforts are efficiently converted into sales, further contributing to your profitability.

Moreover, effective marketing strategies and sales conversion engines allow your business to build a strong brand presence and reputation, which can lead to repeat customers, word-of-mouth referrals, and long-term customer relationships. These factors contribute to the sustainable growth of your printing and packaging business.

In summary, a focused marketing strategy not only generates leads but also enhances productivity, ultimately driving increased profitability in the printing and packaging industry. By investing in targeted marketing campaigns and efficient sales conversion engines, your business can experience remarkable growth, setting the foundation for long-term success.

Chapter

02

Operational Excellence

Introduction

Achieving operational excellence is a critical component of maximizing productivity and profitability in the printing and packaging industry. Achieving operational excellence in the printing and packaging industry requires a combination of effective leadership, employee engagement, process optimization, and technology adoption. By implementing the right strategies and tools, businesses can enhance their operational efficiency, improve their bottom line, and deliver better value to their customers and can increase productivity and drive growth.

In this chapter, we will explore the importance of operational excellence in the printing and packaging industry, discuss the key principles of operational excellence, and provide practical examples of how businesses can implement these principles to achieve success in today's competitive marketplace.

1. Implement an ERP System to Automate Repetitive Tasks

According to a survey, more than 65% of employees are doing repetitive tasks in an organization. Enterprise Resource Planning (ERP) systems can automate repetitive tasks, saving time and reducing the risk of human error. By streamlining processes and improving data visibility, ERP systems can help businesses make better-informed decisions and focus on high-value activities.

2. Theory of Constraints (TOC)

The Theory of Constraints is a management philosophy that focuses on identifying and addressing the most significant bottlenecks or constraints in a process. By systematically addressing these constraints, businesses can dramatically improve their overall efficiency and throughput.

TOC involves 5 steps:

- Identifying the constraint,
- Exploiting the constraint,
- Subordinating other processes to the constraint,
- Elevating the constraint, and
- Repeating the cycle,

3. Continuous Process Improvement

By regularly evaluating and refining processes, businesses can optimize their operations, reduce bottlenecks, and increase productivity. This involves measuring performance, identifying areas for improvement, and implementing changes based on data-driven insights.

4. Effective Planning and Scheduling of Resources (Man, Machine and Material)

Proper resource planning and scheduling are essential for optimizing productivity. By empowering employees to take ownership of their work, allocating resources efficiently, businesses can ensure that machines, man, and materials are used effectively to achieve maximum output.

5. Daily Job Close Analysis (Planned vs Actual)

Comparing planned and actual performance on a daily basis enables businesses to identify deviations, address issues, and make adjustments to ensure they meet their goals. This practice helps to maintain productivity and avoid costly delays.

6. Performance Metrics and Benchmarking

Establishing and tracking key performance indicators (KPIs) can help businesses measure their progress towards operational excellence. By benchmarking performance against industry standards or best

practices, businesses can identify gaps and areas for improvement, driving continuous process enhancement.

7. TAT - Turnaround Time (Process Wise Lead Time) Analysis

Analyzing turnaround times for each process can help identify inefficiencies and areas for improvement. By reducing lead times, businesses can enhance their responsiveness to customer needs, improve on-time delivery, and increase overall productivity.

8. Control Over Production Wastage

Minimizing production waste can significantly reduce costs and improve profitability. Implementing strategies such as efficient use of raw materials, recycling, and waste reduction can contribute to a more sustainable and cost-effective operation.

9. Daily Scrum Meetings to Set the Target and Review

Regular team meetings help align goals, clarify expectations, and review progress. By discussing daily targets and reviewing performance, businesses can ensure that everyone stays on track and that any issues are addressed promptly.

10. System for Maintenance Management

Regular maintenance helps prevent equipment breakdowns, reduce downtime, and minimize the risk of workplace injuries.

Implementing a proactive maintenance management program can improve overall equipment effectiveness and contribute to a safer work environment.

11.ROI Calculation and Analysis

Assessing the return on investment (ROI) for various projects and initiatives helps businesses prioritize their resources and ensure they are focusing on the most profitable activities. By evaluating the financial impact of operational decisions, businesses can make more informed choices and drive long-term growth.

When calculating ROI, there are several important factors to consider, including:

- **Investment Costs:** This includes all the costs associated with the investment, such as capital expenditures, labor costs, and any other expenses that are required to implement the investment.
- **Expected Returns:** This includes all the anticipated benefits that are expected to be generated by the investment, such as increased revenue, reduced costs, or improved productivity.
- **Timeframe:** The timeframe of the investment is an important consideration, as it can impact the overall ROI. Short-term investments may generate quicker returns but may not provide the same long-term benefits as a more

significant investment that may take more time to generate returns.

- **Risk:** Investments carry a certain level of risk, and it is essential to consider the potential risks associated with an investment when calculating ROI. This includes the risk of the investment failing to generate the expected returns or the risk of the investment not being able to deliver the expected results due to unforeseen circumstances.
- **Opportunity Costs:** Opportunity costs refer to the benefits that are lost by choosing one investment over another. When calculating ROI, it is essential to consider the opportunity costs of investing in one opportunity versus another.

12.Total Quality Management (TQM)

TQM is a management approach that emphasizes continuous improvement, customer satisfaction, and employee involvement in the pursuit of high-quality products and services. Implementing TQM can lead to a culture of excellence, helping businesses to identify and eliminate inefficiencies, reduce defects, and improve customer satisfaction.

13.Embarc Lean Management

Embracing lean management principles can help businesses identify and eliminate waste in their processes. This includes reducing unnecessary inventory, minimizing defects, and improving overall

efficiency. Lean management fosters a culture of continuous improvement, driving long-term success.

14.5S Methodology

The 5S methodology is a systematic approach to workplace organization and cleanliness, which can contribute to improved efficiency, safety, and productivity.

The five 5's stand for: Sort, Set in Order, Shine, Standardize, and Sustain

By implementing the 5S methodology, businesses can create a more organized and efficient work environment.

15.Kaizen

Kaizen is a Japanese philosophy that emphasizes continuous, incremental improvements. By fostering a culture of ongoing small changes, businesses can achieve significant long-term gains in productivity and efficiency. Kaizen involves employee participation, regular brainstorming sessions, and a commitment to implementing and sustaining improvements.

16.Six Sigma

Six Sigma is a data-driven methodology that aims to improve processes by reducing variability and minimizing defects. By using statistical tools and techniques, businesses can identify root causes

of problems and implement targeted improvements to enhance process performance.

Conclusion

Operational excellence is vital for success in the printing and packaging industry. By implementing a combination of strategies, such as TOC, TQM, Six Sigma, Kaizen, 5S, and performance metrics, businesses can continuously improve their processes, increase productivity, reduce costs, and ultimately achieve greater profitability.

Chapter

03

Invest in Technology: Automation and Innovation

Introduction

In the competitive market of the printing and packaging industry, embracing technology, automation, and innovation is essential for businesses to remain profitable and achieve growth. Implementing an Enterprise Resource Planning (ERP) system is a powerful way to centralize and streamline processes, enhancing efficiency and enabling data-driven decisions.

In this chapter, we will explore the benefits of ERP systems, automation, and innovation, with a focus on their applications in the printing and packaging industry.

1. The Role of ERP in Automation

ERP systems can provide a unified platform for managing all aspects of a business, including production, inventory, sales, and finance. By centralizing data and automating repetitive tasks, companies can reduce manual effort, minimize errors, and increase overall productivity.

The benefits of ERP in automation are as follows:

- **Streamlined Processes and Enhanced Efficiency:** ERP systems can help businesses automate and optimize their processes, eliminating bottlenecks and redundancies. This leads to increased efficiency, faster turnaround times, and improved customer satisfaction.
- **Automated Workflow:** ERP software can automate routine tasks and workflows, freeing up employees to focus on more important tasks, such as customer service and product innovation.
- **Accurate and Timely Data:** ERP systems provide real-time access to data, enabling businesses to make better-informed decisions. By having up-to-date information at their fingertips, companies can quickly identify issues and address them before they escalate.
- **Improved Planning and Scheduling:** An ERP system can help to plan and schedule your operations more effectively. With the help of ERP, you can track the availability of resources, manage production schedules, and ensure the timely delivery of orders. This can help to optimize production processes, reduce waste, and improve productivity, resulting in increased productivity and profitability.
- **Decision Support System (DSS):** ERP systems often include built-in decision support tools that help businesses

analyze complex data, identify trends, and make informed choices that support their strategic goals. By leveraging DSS capabilities, companies can improve decision-making and drive growth.

- **Make Data-Driven Decisions:** ERP systems allow businesses to collect and analyze production data, identifying patterns, trends, and areas for improvement. This enables them to make data-driven decisions that enhance productivity and drive growth.
- **Consistency and Increased Speed of Working:** ERP systems ensure consistency across processes and reduce the likelihood of human error. As a result, businesses can maintain a high level of quality and increase the speed of their operations.
- **Improved Communication between Cross-Functional Departments:** ERP systems can improve communication and collaboration between departments by providing a centralized platform for sharing information. This enables better coordination and collaboration, leading to more efficient and effective operations.
- **Enhanced Customer Service:** ERP software can help organizations to manage customer orders, track customer interactions, and respond to inquiries quickly, resulting in enhanced customer service and satisfaction.

- **Scalability:** ERP software can be scaled to meet the changing needs of a printing and packaging organization, making it easier to adapt to growth or changes in the market.

2. Embracing Industry 4.0 and IoT

Industry 4.0, also known as the Fourth Industrial Revolution, is a term used to describe the integration of advanced technologies into the printing and packaging industry. This includes the use of technologies such as the Internet of Things (IoT), artificial intelligence (AI), robotics, and automation to create smart factories and intelligent supply chains.

- **Internet of Things (IoT):** IoT (Internet of Things) refers to the interconnected network of physical devices with sensors, software, and network connectivity, enabling them to collect and exchange data. In the printing and packaging industry, IoT can help improve productivity by enabling real-time monitoring and control of manufacturing processes, reducing downtime and waste, and improving product quality.
- **Artificial Intelligence:** Artificial Intelligence (AI) is the ability of machines and computer systems to perform tasks that typically require human intelligence. AI technologies, such as machine learning, deep learning, and natural language processing, are increasingly being used in the printing and packaging industry to improve productivity and efficiency.

Industry 4.0 builds on the previous three industrial revolutions, which have focused on mechanization, mass production, and automation. However, Industry 4.0 takes this a step further by integrating physical and digital systems to create a fully interconnected and intelligent network of devices, machines, and people.

The goal of Industry 4.0 is to create more efficient, flexible, and agile manufacturing and industrial processes, while also improving quality, productivity, and profitability. This is achieved through the use of data-driven insights, real-time monitoring, and predictive analytics, which enable organizations to optimize their operations and respond quickly to changing customer demands and market conditions.

Conclusion

investing in technology, such as ERP systems, automation, and innovation, is crucial for success in the printing and packaging industry. By leveraging these advancements, businesses can streamline their processes, improve efficiency, and make data-driven decisions that lead to increased productivity and profitability.

Chapter

04

Workforce Development: Training and Retaining Skilled Talent

Introduction

In the printing and packaging industry, one of the biggest challenges businesses face is upgrading their teams and retaining skilled talent. A skilled workforce is essential for maintaining productivity, quality, and overall competitiveness.

A skilled workforce is crucial for the success of a business, as it enables companies to maintain high-quality standards, meet customer expectations, and stay competitive in the market. Investing in employee training and development is essential to ensure that your team has the necessary skills to perform their jobs effectively.

In this chapter, we will explore strategies for developing and retaining skilled talent, including employee training, setting clear roles and responsibilities, and fostering a positive work environment.

1. Set Clear Roles and Responsibilities and Achievable Goals

Clearly defining roles and responsibilities helps employees understand their duties and what is expected of them. Establishing achievable goals allows employees to stay focused and motivated, contributing to overall business success.

2. Provide Adequate Resources and Systems

Ensuring that employees have access to the resources and systems they need to perform their tasks effectively is crucial for their success. Providing adequate resources not only helps in employee retention but also improves overall productivity and efficiency.

3. Encourage a Positive Work Environment

Fostering a positive work environment promotes employee satisfaction and can significantly impact retention rates. Encourage open communication, collaboration, and mutual respect among team members to create a positive atmosphere that supports employee retention.

4. Team Skills Development

Regular training and development programs help employees stay up-to-date with the latest industry trends and technologies, ensuring they remain skilled and valuable members of the team.

5. On-the-Job Training

Provide on-the-job training opportunities to allow workers to gain hands-on experience while working. This will help to improve their skills and knowledge.

6. Technology Training

Invest in training programs for employees to develop their knowledge and skills in the use of new technologies, such as digital printing and packaging.

7. Apprenticeships

Establish apprenticeships for entry-level positions to provide practical experience to new workers. This will help to build a pool of skilled workers who are familiar with the industry's practices.

8. Collaboration with Educational Institutions

Collaborate with technical schools and universities to offer industry-specific courses and programs. This will help to create a pipeline of qualified candidates for the industry.

9. Monitor and Measure Performance

Regularly monitoring and measuring employee performance helps identify areas for improvement and provides opportunities for growth and development. By addressing performance gaps and offering targeted training, businesses can ensure that their workforce remains skilled and competitive.

10. Recognize and Reward Good Performance

Recognizing and rewarding employees for their hard work and contributions can significantly impact retention rates. Offering incentives, such as bonuses, promotions, or other forms of recognition, can motivate employees to continue performing at their best and encourage them to stay with the company.

11. Welfare Programs

Welfare programs, such as health and wellness initiatives, can also contribute to employee satisfaction and retention.

12. Employee Retention Strategies

Retaining skilled talent is essential to maintain productivity and competitiveness. Effective retention strategies include offering competitive compensation packages, providing opportunities for career growth, and creating a supportive work environment.

13. Competitive compensation and benefits

Offer competitive compensation and benefits packages to attract and retain skilled workers in the industry.

Conclusion

workforce development is a critical aspect of maintaining success in the printing and packaging industry. By focusing on training, retaining skilled talent, and fostering a positive work environment, businesses can ensure that their teams remain productive, competitive, and committed to achieving the company's goals.

Chapter

05

Resource Efficiency and Capacity Mapping

Introduction

Resource efficiency and capacity mapping are essential aspects of optimizing business operations in the printing and packaging industry. Resource efficiency refers to optimizing the use of resources (manpower, machines, vendors, and suppliers) to achieve maximum output with minimal input. Capacity mapping involves analyzing the potential output of resources, identifying bottlenecks, and optimizing resource allocation.

- **Disadvantages of Not Measuring Company Resource Efficiency and Capacity Mapping:** Neglecting to measure resource efficiency and capacity mapping can lead to wasted resources, increased costs, reduced productivity, and decreased competitiveness in the market.
- **Challenges Faced by Printing to Calculate it:** The printing industry faces several challenges in calculating resource efficiency and capacity mapping, such as accurately tracking resource utilization, managing complex production

schedules, and coordinating with multiple vendors and suppliers.

In this chapter, we will discuss the importance of resource efficiency and capacity mapping, the challenges faced by companies in calculating these metrics, and the benefits of employing ERP systems and tools for better management.

1. Identifying Resources

Companies need to identify all the resources they have, including physical assets, human resources, and financial resources. This information can be used to determine what the company has available to meet its objectives.

Here are some types of resources that are commonly used by printing and packaging companies:

- **Equipment and Machinery:** Printing and packaging companies rely on a range of equipment and machinery, such as printing presses, laminating machines, and cutting machines, to produce high-quality products.
- **Raw Materials:** Printing and packaging companies require a range of raw materials, such as paper, cardboard, ink, and adhesives, to produce their products.
- **Skilled Labor:** Printing and packaging companies require skilled labor to operate their equipment and machinery, as well as to manage their production processes.

- **Technology and Software:** Printing and packaging companies rely on technology and software, such as design software and inventory management systems, to design and produce their products efficiently.
- **Transportation and Logistics:** Printing and packaging companies require transportation and logistics resources to deliver their products to customers and manage their supply chain.
- **Vendors or Suppliers:** Vendors and suppliers can be considered valuable resources for a business because they provide goods and services that are necessary for the operation and growth of the business.

2. Measuring Resource Efficiency

Once resources have been identified, it is important to measure how efficiently they are being used. This can be done by looking at metrics such as resource utilization rates, waste reduction, and production output.

Here's an overview of the efficiency and capacity mapping of the following resources:

- **Equipment and Machinery:**
 - **Efficiency:** To measure the efficiency of equipment and machinery, you can calculate the number of units produced in a specific time period divided by the total time the equipment or machinery was used.

- **Capacity Mapping:** Capacity mapping of equipment and machinery can be determined by calculating the maximum output capacity of the equipment or machinery in a given time period and comparing it with the actual output.
- **Raw Materials:**
 - **Efficiency:** To measure the efficiency of raw materials, you can calculate the amount of raw materials used in the production process divided by the total amount of raw materials purchased.
 - **Capacity Mapping:** Capacity mapping of raw materials can be determined by comparing the amount of raw materials used to the maximum amount that could be used in a given time period.
- **Skilled Team:**
 - **Efficiency:** To measure the efficiency of skilled labor, you can calculate the number of tasks completed by each worker in a specific time period divided by the total time worked by the worker.
 - **Capacity Mapping:** Capacity mapping of skilled labor can be determined by comparing the number of tasks completed to the maximum number of tasks that could be completed in a given time period.

- **Technology and Software:**

- **Efficiency:** To measure the efficiency of technology and software, you can calculate the number of tasks completed using the technology or software in a specific time period divided by the total time the technology or software was used.
- **Capacity Mapping:** Capacity mapping of technology and software can be determined by comparing the number of tasks completed using the technology or software to the maximum number of tasks that could be completed in a given time period.

- **Transportation and Logistics:**

- **Efficiency:** To measure the efficiency of transportation and logistics, you can calculate the number of shipments or deliveries made in a specific time period divided by the total time the transportation or logistics was used.
- **Capacity Mapping:** Capacity mapping of transportation and logistics can be determined by comparing the number of shipments or deliveries made to the maximum number of shipments or deliveries that could be made in a given time period.

- **Vendors or Suppliers:**

- **Efficiency:** To measure the efficiency of vendors or suppliers, you can calculate the number of deliveries or shipments received in a specific time period divided by the total time the vendor or supplier used.
- **Capacity Mapping:** Capacity mapping of vendors or suppliers can be determined by comparing the number of deliveries or shipments received to the maximum number of deliveries or shipments that could be made in a given time period.

3. Identifying Resource Constraints

Companies need to identify any constraints that may limit their resource efficiency or capacity. These can include physical space, regulatory requirements, or supply chain disruptions.

4. Planning for Resource Optimization

Once constraints have been identified, companies can develop plans to optimize resource utilization. This can involve implementing new technologies, redesigning processes, or reallocating resources to higher-priority areas.

5. Technology Assessment

Companies need to assess whether they have the right technology infrastructure in place to support their resource optimization efforts.

This can involve looking at software, hardware, and communication systems.

6. Forecasting Future Demand

Companies need to forecast future demand for their products or services to ensure that they have the necessary resources to meet that demand. This can involve looking at historical trends, market analysis, and customer behavior.

7. Implementing Continuous Improvement

Resource efficiency and capacity mapping is an ongoing process that requires continuous improvement. Companies need to continually review their processes, measure their performance, and make adjustments to optimize their resource utilization.

8. How ERP helps in measuring the performance of the company resources?

ERP (Enterprise Resource Planning) systems that help to manage and integrate all your core business processes and data, including procurement, manufacturing, and distribution, into a single system. ERP systems can play a crucial role in measuring the efficiency and mapping capacity of company resources in several ways:

- **Data collection:** ERP systems allow businesses to collect data on their resources in real time, which can be used to monitor and measure their efficiency and capacity mapping.
- **Resource planning:** ERP systems enable businesses to plan their resources based on demand forecasting, production

planning, and scheduling. This helps them to optimize their resources, reduce wastage, and improve efficiency.

- **Resource tracking:** ERP systems enable businesses to track the performance of their resources, including equipment, machinery, raw materials, skilled labor, and vendors or suppliers. This helps them to identify any inefficiencies or capacity constraints and take corrective action to improve performance.
- **Resource optimization:** ERP systems allow businesses to optimize their resources by automating routine tasks, streamlining processes, and eliminating redundant activities. This leads to increased efficiency, reduced costs, and improved productivity.
- **Reporting and analysis:** ERP systems provide businesses with real-time access to data, which can be used to generate reports and perform analysis on various aspects of their resources, including efficiency, capacity mapping, utilization rates, and performance metrics. This enables businesses to make data-driven decisions and continuously improve their operations.

In summary, ERP systems can help your business to measure the efficiency and mapping capacity of your company resources by providing real-time data, enabling resource planning, tracking, optimization, reporting, and analysis.

Conclusion

Overall, measuring the efficiency and capacity mapping of company resources can help printing organizations optimize their operations, improve their output, reduce wastage, and increase profitability. It enables them to make data-driven decisions and continuously improve their processes, ultimately leading to better productivity, efficiency, and competitiveness in the market.

Chapter

06

Stock Management

Introduction

Effective stock management is crucial for maximizing productivity and profitability in the printing and packaging industry. In this chapter, we will discuss various strategies for optimizing stock management, including inventory management automation, just-in-time (JIT) inventory systems, and the use of ERP systems and tools.

Here are some strategies for effective stock management to improve productivity and profitability in your printing and packaging industry:

1. Adopt Inventory Management Automation

Automated inventory management systems streamline processes, reduce human error, and provide real-time data on stock levels, helping businesses make informed decisions about procurement, production, and sales.

2. Adopt a Just-In-Time (JIT) Inventory System

JIT systems aim to minimize stock levels by ordering materials and supplies only when needed, reducing carrying costs and the risk of obsolescence.

3. Establish Supplier Relationships

Developing strong relationships with suppliers can help businesses negotiate better prices, secure reliable deliveries, and obtain priority support when needed.

4. Optimize Order Processing

Streamlining order processing can reduce lead times, minimize errors, and improve customer satisfaction.

5. Implement Cycle Counting

Regular cycle counting helps maintain accurate inventory records, identify discrepancies, and resolve issues promptly.

6. Optimize Warehouse Layout

An efficient warehouse layout ensures that fast-moving items are easily accessible, minimizing picking and replenishment times.

7. Use Forecasting

Accurate demand forecasting helps businesses anticipate customer needs, reducing the risk of stockouts or excess inventory.

8. Conduct Regular Inventory Audits

Regular audits ensure that inventory records accurately reflect actual stock levels, enabling businesses to make informed decisions and maintain optimal stock levels.

9. Monitor Inventory Turnover

Fast-moving, non-moving, and slow-moving: Analyzing inventory turnover helps businesses identify items that require more attention and optimize stock levels accordingly.

10. Use QR, Barcoding, or RFID Technology

These technologies enable accurate and efficient tracking of inventory, streamlining processes and reducing errors.

11. Invest in Team Training and Continuous Improvement

Training employees on stock management best practices and continuously updating processes helps maintain efficiency and productivity.

12. Adopt Lean Principles

Lean principles focus on eliminating waste and optimizing processes. In stock management, this may involve reducing excess inventory, minimizing stock discrepancies, and improving order fulfillment.

Conclusion

Implementing the right stock management strategies can significantly increase productivity and profitability in the printing and packaging industry. ERP systems and tools offer a centralized platform for managing inventory, automating processes, and providing real-time data, enabling businesses to optimize stock levels, reduce carrying costs, and improve customer satisfaction. By leveraging ERP systems and tools, companies can achieve better stock management, ultimately leading to increased productivity and profitability.

Chapter

07

QA & QC Management

Introduction

Quality Assurance (QA) and Quality Control (QC) management play a vital role in boosting productivity and profitability in the printing and packaging industry.

In this chapter, we will discuss various QA and QC strategies that can help businesses maintain high-quality standards and reduce rejection rates. We will also explore the benefits of using ERP systems and tools to manage QA and QC processes more effectively.

1. Develop and Document Clear Quality Standards

Clearly defining quality standards and expectations is critical for ensuring that everyone involved in the production process is working towards the same goal. This can help prevent errors and ensure that products are manufactured to the desired level of quality.

There are many quality standards in the printing and packaging industry that can be used to improve productivity and profitability. Here are a few examples:

- **ISO 9001:** QMS stands for Quality Management System. This is a widely recognized quality management system standard that can be applied to any industry, including printing and packaging. It outlines a set of requirements for a quality management system that can help businesses improve their processes and ensure customer satisfaction.
- **ISO 14001:** ISO 14001 is an international standard that specifies the requirements for an environmental management system (EMS). An EMS is a set of policies, procedures, and processes that an organization can implement to manage and improve its environmental performance.
- **G7:** This is a color calibration standard that can help businesses achieve consistent and accurate color reproduction across different printing devices and materials.
- **FSC and SFI:** These are forest management certifications that demonstrate a company's commitment to sustainable forestry practices. Using paper products that are certified by these organizations can help businesses meet customer expectations for sustainability and environmental responsibility.
- **BRC:** BRC certification is a globally recognized standard for food safety and quality management. It is a set of guidelines and requirements developed by the British Retail Consortium (BRC) to ensure that food products meet the highest standards of safety and quality.

2. Develop or Improve Inspection and Testing to Reduce Rejection and Save Time

Implementing robust inspection and testing procedures can help identify defects early in the production process, minimizing waste and rework costs. Here are some measuring types of equipment that a printing and packaging company can use:

- **Spectrophotometer:** measures the color of ink, paper, and other materials.
- **Densitometer:** measures the density of ink on paper, film, and other materials.
- **Vernier Caliper:** measures the thickness of paper, board, film, and other materials.
- **Micrometer:** measures the thickness of very thin materials, such as films.
- **Gloss Meter:** measures the glossiness of printed materials.
- **pH Meter:** measures the pH level of materials, such as inks or adhesives.
- **Moisture Analyzer:** measures the moisture content of paper and board.
- **Digital Scales (GSM):** used for weighing materials, such as paper.
- **Compression Tester:** measures the compressive strength of the paperboard.

3. Establish Documentation Procedures for Each Aspect of Quality

Documenting quality processes and maintaining detailed records enables businesses to track performance, identify areas for improvement, and demonstrate compliance with industry standards.

4. Daily Customer Complaint Analysis and Corrective Action Plan

Regularly reviewing customer feedback and implementing corrective actions help businesses identify and resolve quality issues promptly.

5. Train Employees in Every Possible Area

Ensuring that all employees understand the QA and QC processes and their role in maintaining quality standards is important for ensuring that everyone is working together towards the same goal. This can help identify issues early and prevent mistakes from happening in the first place.

6. Develop Procedures to Evaluate Suppliers and Vendors

Establishing criteria for evaluating suppliers and vendors can help businesses ensure that they work with reliable partners that provide high-quality materials and services.

7. Improve Your Quality Control Processes

Ensuring quality at every stage of the process helps maintain consistent product quality and reduces the risk of defects. Regularly reviewing and updating quality control processes enables businesses

to stay ahead of industry trends, adapt to changing customer needs, and maintain a competitive edge. Process controls are systems put in place to ensure that every step of the production process is completed correctly and consistently. By implementing these controls, businesses can reduce the likelihood of errors and ensure that products are manufactured to the required standards of quality.

8. Regularly Review and Improve Processes

Finally, it's important to regularly review and improve processes to ensure that they are as efficient and effective as possible. This can help identify areas where processes can be streamlined or improved, reducing waste and increasing productivity.

9. Use Data to Monitor and Improve Quality

Collecting and analyzing data can provide insights into the production process and identify areas where improvements can be made. By using data to monitor and improve quality, businesses can reduce waste, increase efficiency, and improve their bottom line.

10. Use ERP automation to monitor and improve data validation?

An ERP system can help collect data to monitor and improve quality, which can lead to improvements in productivity. Here are some ways an ERP system can help:

- **Automated Data Collection:** An ERP system can automate data collection from various sources, such as machines, sensors, and other systems, which can save time and reduce

errors. This data can then be used to monitor quality and identify areas for improvement, which can increase productivity.

- **Real-Time Data Analysis:** An ERP system can provide real-time visibility into quality data, which can help identify issues and enable quick corrective action. This can help prevent quality problems from slowing down production, which can increase productivity.
- **Process Standardization:** An ERP system can standardize quality processes across an organization, ensuring that quality standards are consistent and that everyone follows the same procedures. This can reduce errors, improve quality, and increase productivity.
- **Supplier Quality Management:** An ERP system can help manage supplier quality, which can help ensure that incoming materials meet the required quality standards. This can prevent quality issues from slowing down production and improve productivity.
- **Root Cause Analysis:** An ERP system can help identify the root cause of quality issues, which can help prevent similar issues from happening in the future. This can improve productivity by reducing downtime and increasing efficiency.

Conclusion

Implementing effective QA and QC management strategies can significantly increase productivity and profitability by reducing waste, rework costs and customer complaints. ERP systems and tools provide a centralized platform for managing quality processes, automating tasks, and providing real-time data, enabling businesses to monitor and maintain quality standards more efficiently. By leveraging ERP systems and tools, companies in the printing and packaging industry can improve their QA and QC management, ultimately leading to increased productivity and profitability.

Conclusion

Achieving Greater Productivity and Profitability in the Printing and Packaging Industry

In this book, we have explored seven key strategies that can help businesses in the printing and packaging industry significantly improve their productivity and, ultimately, their profitability. These strategies are:

1. Strong Marketing Strategy and Sales Conversion Engine
2. Operational Excellence
3. Investing in Technology: Automation and Innovation
4. Workforce Development: Training and Retaining Skilled Talent
5. Resources Efficiency and Capacity Mapping
6. Stock Management
7. QA & QC Management

By implementing these strategies, businesses can create a competitive advantage, streamline processes, reduce waste, and increase overall efficiency. Each of these topics plays a critical role in enhancing productivity and profitability. For instance, a strong marketing strategy helps generate leads and target the right customers, while effective stock management ensures that businesses maintain optimal inventory levels and reduce carrying costs.

Operational excellence, resource efficiency, and capacity mapping allow businesses to identify areas for improvement, optimize resource utilization, and reduce downtime. Investing in technology, automation, and innovation enables companies to stay ahead of industry trends and adapt to changing customer needs.

Workforce development ensures that employees are skilled and engaged, contributing to higher productivity and reduced turnover. QA & QC management maintains high-quality standards, reduces rejection rates, and strengthens customer relationships.

By combining these strategies, businesses in the printing and packaging industry can create a holistic approach to improving productivity and profitability. This, in turn, allows them to grow, expand, and remain competitive in an ever-evolving marketplace. As businesses continue to evolve and embrace new technologies, these seven strategies will serve as a solid foundation for achieving long-term success and profitability in the printing and packaging industry.

Introducing the Authors

The authors of this book are two industry veterans who have spent decades working in the printing and packaging industry. Together, they have vast experience in various aspects of the industry, from process automation to marketing and production planning. They have written this book to share their insights and knowledge to help businesses in the printing and packaging industry become more productive and profitable.



Parmeshwar Patidar is the Founder and Director of Indus Analytics having over 20 years of experience in IT and the printing industry. He has served more than 200 brands for printing process automation and is the driving force behind Indus Analytics, India's leading Print ERP Solution Provider.

As the architect of Indus Print ERP and ParamERP, Parmeshwar is also the author of the book "The Profitable Press (A PPC Method)" and the creator of the "PPA (Print Process Automation) Framework. With more than 550+ knowledge-sharing sessions under his belt, Parmeshwar is an advisory member at the "World Print Hub" for Print Process Automation and an expert in organic farming.



Vikram Kumar is the Chief Marketing Officer at Indus Analytics and has over 10+ years of experience in the printing and packaging industry. His core strength is helping brands implement automation in their processes and has helped more than 100+ brands in this regard. He is the

coordinator of the PPA Framework and accomplished more than 400+ sessions with the experts.

Prior to joining IA, Vikram served as a Sr. Production Planning and Head of Projects Management, ERP, ISO documentation, and coordination at Vijayshri Packaging Indore. His extensive experience in these areas has helped him to excel in his current role at Indus Analytics and has given him a deep understanding of the industry and the challenges it faces.

Both authors have come together to write this book with the aim of empowering businesses in the printing and packaging industry with the strategies and knowledge necessary to achieve exponential growth. By sharing their expertise and practical advice, Parmeshwar Patidar and Vikram Kumar hope to contribute to the industry's success and help businesses thrive in an ever-evolving marketplace.

PROFITABILITY THROUGH PRODUCTIVITY IN PRINT



Parmeshwar Patidar is the director of Indas Analytics LLP (India's #1 Print ERP provider) and an advisory member at the World Print Hub for Print Process Automation expertise.

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