

A successful printing company in the future

We hear many statements about the decline of the printing industry. Are these sentences facts, or just unfounded opinions? My aim in this essay is to share my point of view on this issue and to present my ideas about the development of printing itself and an ideal printing company environment.

Printing has a bright future

Well, there is some truth in that some parts of the industry have seen better days. For example, printed media, books. It is due to the digitization processes. The new generations are growing up with smartphones, tablets and do not read newspapers and books anymore, only electronically. We meet with advertisements more often in social media, and video sharing portals than in newspapers and leaflets. Does this mean that the whole printing industry is doomed to death? The answer is really easy: absolutely not. Despite all these, there are huge potentials in printing. A printing company has to be innovative and developing because without these important characteristics the market might be narrowed. Adaptation is also essential because a company has to comprehend the demand of the customer.

Packaging-material manufacturing is a great instance. As the consumption is increasing for food, electric devices, pharma, the demand for aesthetic, safe packaging is enhancing as well. I believe that there is a big future in packaging. There is not a digital alternative for packaging yet. So these are great news for the printing industry. Many people say that packaging is an enormous type of waste and it pollutes the environment. If we inspect this issue we can see that paper packaging is more environmentally friendly than other alternatives, such as plastic or glass. Moreover, the board that the printing company uses during the manufacturing process is originated from responsible forest management. Plenty of companies change their plastic package for paper.

A stylish packaging can sell the product easier because the first thing that a customer sights is usually not the product, but the package itself. Nice packaging attracts the eyes of the consumers. So in my opinion, there will be a big demand in the future for these products, and printing companies can profit from it, so they have to put emphasis on packaging manufacturing.

It is also important to convince young people that there is a great career chance in the printing industry. The workers' average age in the printing industry is between 40 and 50. I believe that it would be a great way to endear the printing industry with young people by organising open days at the factory or making roadshows in the primary schools, high schools, universities. Start printer courses at local secondary schools are a great idea as well. From my point of view dual education is also a good method to let young people know that the printing industry can hold excitement. This is a personal experience because I also take part in dual education at STI Petőfi Printing Company in Kecskemét, Hungary.

The ideal working environment

I think it is quite important to have a good leader. A good leader is trustworthy, professionally appropriate, supportive, and gives feedback about the work of his/her employees. A great relationship between the workers and the leader can result in a relaxed atmosphere.

It might be evident, but I want to mention that the working environment must be safe and not harmful for the health.

In my belief, a job becomes exciting if there is a challenge in it. But only if someone has enough ability to cope well with these challenges. If the challenge is bigger than the ability, then the work is going to be stressful for the worker. I think in an ideal company there is a chance for the workers to improve themselves with training or other kinds of educations and the company has to support them.

Furthermore, the bond between the colleagues has to be strong. They have to know each other well and have to operate efficiently as a team. They can strengthen their bond with common free-time activities, such as watching together sports coverages or have a trip in the nature. They could organize team-building training such as bowling, billiards, or playing soccer on weekends. These things can deepen their relationships with each other.

The company must publish its aims towards the employees and help them to identify with these goals and synchronize them with their targets. The management has to constitute rational rules thus there will be a joint value system in the workers. Without rules the chaos is inevitable.

In my opinion, the satisfaction of the workers is a substantial viewpoint and a company can measure it with several methods for example questionnaires or tests.

An ideal printing company respects its employees and involves them in the improvement processes for instance with idea boxes. It can also reward the developmental efforts of the colleagues.

Vision in manufacturing

Certainly, everyone has heard about Industry 4.0. This industrial revolution takes place nowadays. In my opinion, this process will influence every industry to involve the printing industry as well. The fourth technological revolution is about cyber-physical systems, real-time data, augmented reality in the manufacturing and traceability technologies, integrated real-time planning and implementation in supply chains. A high degree of automation helps make the work effortless for operators. There are fairly modern ways for material handling for example MiR100. This robot can move 1000 kg easily, plan and replan its route and open the doors or calls the elevator by itself. So this device can pick up and transport the printed sheets from the offset machine to the die-cutting machine. Another great instance is the Agilox. It can lift up and carry pallets without human intervention. It can be used after the last station of the process in our case in the glue workshop to take out the finished and boxed productions to the warehouse.¹

The role of logistics in the future

From my point of view in the future, the competition will be between supply chains rather than companies. Then, there will be a huge emphasis on close partnerships among the suppliers, companies, and customers that will be based on trust. If the parts of the supply chain can collaborate for a long time each part of the system manages to reach these substantial goals: shorter lead time and order fulfillment time, lower purchasing and operation costs, higher efficiency, better insight into the needs of the consumer. If a printing company wants to be successful these days they have to pay a big attention to customer service. It can be a huge source of competitive advantage. Moreover, they have to make every single operation as easy as possible, recognize and aim to eliminate each and everyone's wastes in all of the process. They are supposed to increase

¹ Link of the source: http://gyartastrend.hu/robotech/cikk/anyagmozgatas_robotokkal

value added activities and decrease non-value added and wastes from the picking of the order to the transportation for the consumer and of course in inverse logistics as well.

Summary

In conclusion, there is a high potential in printing, mainly in packaging manufacturing. Contrary to the popular belief, the printing industry is not dying, especially it can ensure these working conditions and environment. It is also an important factor to identify and comprehend the demand of the consumers and to satisfy them. If the printing companies successfully convince the youth about the potential of the industry and the young people will recognize that they can build a great career, and hold a high position at a printing company, there will be a huge impulse in this industry in the forthcoming years. As I mentioned, a high degree of automation in material handling could be a fruitful investment with these interesting robots. Besides this, a successful printing company has to focus on its own logistics system and try to optimize the whole system not only the parts of the company one by one. It is my belief that the spread of LEAN philosophy among the printing companies can affect changes in the right direction. It could cause lower costs, higher revenues, simple operations, happier workers, and continuous development.