

The press rooms try many methods to cut costs. The Traditional approach employed towards cost cutting are

Resorting to low price and low quality inputs

Restricting Travel

Postponing vital investments

Freezing Salaries

Reducing phone calls

Participation in Training Programmes put off

Reducing the Man power

Restricting AC Usage

**This results in internal panic and low morale. To find the way out,**



in association with



is organizing a one day seminar on

## **MANAGING NEWSPRINT, INK AND WATER IN OFFSET PRINTING**

**Date: Thursday, June 5, 2014**

**Time: 09:30 a.m to 05:00 p.m**

**Venue: JP Hotel, 1131, Inner Ring Road, Koyambedu  
(Opposite to Koyambedu Central Bus Terminus), Chennai - 600 107**

Vibes Academy, an EDU- center, dedicated to the print fraternity, in association with RESOURCE which is a professionally managed group with multi divisional operations under the Training and Development segment, is organizing one day seminars on varied subjects like Color Management, Reproduction Quality, Lean Management, and Optimization of Resources and on many other Technical and Managerial subjects of interest to the newspaper industry. The Academy is conceived by professionals with zeal to support printing and publishing houses.

# ABOUT THE SEMINAR:

## ■ **Managing the procurement**

The practical and economic significance of the Newsprint and Ink in offset printing. Understanding their production process.

## ■ **Managing quality**

The physical, chemical and optical characters of the Newsprint, Ink and Water and their impact on the quality of the reproduction.

## ■ **Managing Wastes**

Methods to optimize the usage of newsprint and ink.

## ■ **Managing the junk**

Tips and tricks of in - house testing of these elements and eliminating the junk at the entry levels.

## ■ **Managing problems**

FAQs and in - house solutions for the repeat problems that are associated with Newsprint, Ink and Water.

THE SUBJECT, CONTENT AND STYLE OF PRESENTATION IS STRUCTURED TO SUIT PRESS MANAGERS, PRODUCTION SUPERINTENDENTS & FOREMEN.

## ■ The Speakers are the experts from the printing industry.

Our previous seminar on MAXIMIZE PROFIT THROUGH COLOURS, was successful and had overwhelming response.

We are sure that all the participants will be able to carry back a repository of knowledge particularly in the modern printing technology management. The acquired knowledge through this will enhance not only the participant's knowledge base but also will percolate to enrich the profitability and credibility of the organization.

This seminar will trigger and spearhead the tips and techniques in the modern printing technology scenario, the ideas and techniques which are in vogue around the globe, will surely be a value addition to the participants. This program will be useful even to the fresh minds who are in the printing industry and who have the determination and willingness to climb the corporate ladder quickly.

We are sure you will utilize this opportunity in enhancing your / organization's learning curve.

Look forward to your positive response and to meet you in person at the program.

Please find enclosed the delegate registration form. Kindly take a print out of the form, duly fill and send the hard copy, attaching your cheque / DD favouring "RESOURCE" to the address given below:

For further details contact

**RESOURCE**

Sri Anandham Apartments, 1A, Ground floor, Jai Nagar Second Street, Arumbakkam, Chennai - 600 106

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**Delegate Registration Form for the Seminar on**  
**“Managing Newsprint, Ink and Water in offset Printing”**  
**on 5<sup>th</sup>, June, Thursday, 2014 at J.P.Hotels, Chennai.**  
**Time: 9.30am – 5pm**

Name of the Organization:

Name of the Participant & Designation:

- 1.
- 2.
- 3.
- 4.
- 5.

Office address:

Email:Official:

Personal:

Telephone: ( O ) ( R ) ( Mob )

Delegate fee per participant: Rs.4,500/- in favour of RESOURCE payable at Chennai.

Cheque\* / DD No. :

Bank:

Branch:

Name, Seal & Signature of the approving official:

You can also remit online the delegate fee.

Name of our a/c: RESOURCE ; Current a/c no: 1040201001546. Bank & Branch name: Canara Bank, Arumbakkam Branch, Chennai-600106. IFSC Code: CNRB0001040.

Date:

\*Cheques are Subject to realization.