

# RIND Survey

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**PERFECT BLEND**

*RBP Chemical Technology is partnering with Kapoor Imaging to expand its printing chemistry presence in India. Among the RBP pressroom chemistries Kapoor Imaging will blend and distribute in India are a full line of fountain solutions for heatset web, coldset web and sheetfed presses.*

- **It's DiamondSpirit SA for Malayala Manorama**
- **Kodak reinforces sales in East India**
- **World's first 160-page Lithoman begins operation**
- **Kodak powers new non-profit book project**
- **Impresa selects WoodWing's Enterprise**
- **Boosting efficiency, minimising set-up times**

# A Chennai supplier enters a different league, set to fulfil a market need

The licensing agreement with RBP Chemical Technology, a US-based world-class supplier of proprietary chemicals and delivery devices for the printing, newspaper and electronics manufacturing industries, has certainly given Chennai-based Kapoor Imaging a leg-up. The agreement will now enable it to offer many solutions under one roof – plates, blankets, inks and the complete range of pressroom chemicals. Significantly, the agreement will help Indian commercial and newspaper sheet-fed printers. They will now have access to a line of top quality pressroom chemistry supply options from a well-known and reliable Indian supplier.

For Kapoor Imaging, a leading solutions provider in the graphic arts industry in India, it's been a long and eventful journey. Almost three years ago at Printpack in New Delhi, I had met Varun Kapoor who represents the third generation at the company (he is the elder son of Sunil Kapoor, the MD). He was then trying to focus more on newspapers and was slowly getting into the equipment business such as CtP. He was quite enthusiastic and mentioned how he had introduced a central billing system, set up the company's own warehouse at the Chennai Port, and was trying to promote a workflow software. Today, the young business graduate from the UK, I understand, heads Apollo Poly Vinyl, a Kapoor Digital vertical and is overseeing the process of starting manufacture of Flex material and foam boards. It is always heartening to hear about a young Indian entrepreneur blossom.

Kapoor Imaging clients are split between commercial and newspaper segments. It is a distributor for Fujifilm in east, north and south India, and an exclusive distributor for Kinyo (offset blankets) in India. The company's own brands include Press Aid+ (a range of chemicals) and Topaz (PS and thermal plates). Now, with the RBP tie-up, things can only be brighter for the company.

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As this issue goes to print, the Press Institute of India and the International Committee of the Red Cross are all set to present the PII-ICRC Awards to journalists, in New Delhi. The subject chosen this time was Violence against Health Care Services and Personnel – Operating in the Face of Danger. The objective was to address the humanitarian challenges faced by health workers in the delivery of health care during armed violence. Events in recent weeks and months have led me thinking about the dangers journalists themselves face even as they discharge their duties. In Mali, two senior French journalists on a special assignment were kidnapped and killed two weeks ahead of legislative elections in the country. In Ethiopia, five journalists have been imprisoned under the country's anti-terrorism laws. International media organisations have called for their unconditional release. A proposed new media law in Kenya risks imposing severe financial sanctions against journalists, publishers and broadcasters for breaching a code of conduct, and could even bar journalists from working. At another level, a group of leading global press freedom and media organisations have written an open letter to Queen Elizabeth II asking her to reject a proposed Royal Charter that would impose repressive statutory controls on the British press. In India, there have been rumblings of discontent within the media against various government strictures ahead of the general elections. The conditions are rather disquieting and let us hope that this is only a passing phase.

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# A tie-up for offering superior pressroom chemicals

RBP Chemical Technology, a US-based world-class supplier of proprietary chemicals and delivery devices for the printing, newspaper and electronics manufacturing industries, has signed a licensing agreement with Kapoor Imaging, headquartered in Chennai, for the blending of its pressroom chemistries line in India

**K**apoor Imaging is a leading solution provider in the graphic arts industry with specialisation in prepress equipment, workflow software, specialty software, registration systems and consumables for the printing industry. The licensing agreement with RBP Chemical Technology, a US-based world-class supplier of proprietary chemicals and delivery devices for the printing, newspaper and electronics manufacturing industries, takes Kapoor Imaging up from the level of distributor to manufacturer, says company MD Sunil Kapoor. “We will be a complete solution, a one-stop shop. We will offer plates, blankets, inks and the complete range of pressroom chemicals as well.”

Under the existing exchange rates, importing and servicing of printers may not be a viable option, which makes the license especially advantageous for Indian customers, Kapoor points out. “This agreement is filling a market need by providing Indian commercial and newspaper sheet-fed printers a line of superior pressroom chemistry supply options through a well-known, reputable and local supplier,” says

Mark Kannenberg, president, RBP Chemical Technology.

RBP’s focus in India will be on its comprehensive line of pressroom chemicals used on coldest/ heatset web as well as commercial applications. What sets RBP apart in North America is its reputation for providing highly concentrated formulas. The company sees the same demand for ultra-concentrated formulas in Asia, as newspaper facilities strive to lower costs and deliver products to press more efficiently.

## How the alliance happened

RBP Chemical Technology has had a presence in India for more than six years. “The company heard about Kapoor



Photos: Kapoor Imaging

*RBP Chemical Technology launched RBPToolBox.com to uniquely serve printing pressroom customers online. RBPToolBox.com delivers everything a print customer, procurement specialist or plant floor operator needs to troubleshoot or browse solutions by application or by product category.*



*A shot from the RBP laboratory. RBP Chemical Technology's extensive technical services will benefit Kapoor's customers in India.*

Imaging from various connections in Asia,” says Kannenberg. After starting a dialogue with Kapoor Imaging executives, RBP soon discovered that the two companies shared many commonalities, such as business goals, target customers and ethics. It became clear that an alliance would be a natural progression of their relationship.

Sunil Kapoor shares the sentiment. “RBP is a market leader in USA. They were looking for a local partner to cater to the Asian market,” he says. “We worked for a while with them before the actual agreement was signed, and we have great respect for them - RBP is truly professional and totally focussed on business.”

The agreement will provide RBP Chemicals the synergy it needs for marketing and distribution, while it will let Kapoor Imaging customers benefit from locally produced, Western-developed, world-class, FOGRA-approved pressroom chemistry lines, including silicones, fountain concentrates and press washes. “By combining Kapoor's established

sales force and RBP's experienced chemists and vast pressroom knowledge, we expect to see significant growth in this market,” Kannenberg says.

On his part, Kapoor feels his customers will gladly welcome expertise and guidance that gives them an edge, “RBP has a strong track record for improving efficiencies in the pressroom, resulting in cost savings to the customer,” he says, adding, “with laboratory facilities being put in place, we have the opportunity to address specific issues like pile-up and provide customized solutions for clients.” He feels that with this development, bringing good, proven products closer home, the goalpost has been shifted. ■

## The growth of Kapoor Imaging



*Sunil Kapoor.*

Kapoor Imaging began life in 1976 as Kapoor Sales Corporation. It was set up by the late S.P. Kapoor at Broadway, Chennai. Initially, the company was dealing with sundries for graphic art and had clients all over South India. In 1980, it opened its first branch in Hyderabad and the next year in Sivakasi, the hub of offset printing in India. It now has a total of ten branches. With Sunil Kapoor (MD) at the helm, KIPL has achieved a turnover of close to Rs 100 crore. It has a state-of-the-art 30000 sq ft master warehouse in Chennai and offers total technical and logistic support at all its sales offices in India.

The company represents a number of world-renowned brands and has a staff strength of around 100. The corporate and registered office is in Chennai and sales and service support offices are located in New Delhi, Mumbai, Kolkata, Cuttack, Hyderabad, Kochi, Vijyawada, Bangalore and Sivakasi.

The warehousing facility within Chennai city limits is huge by industry standards. They are also looking at building a new facility in Gummidipoondi, a suburb of Chennai. This will be a state-of-the-art facility and Kapoor Imaging's manufacturing facilities will also come up there.

It caters to newspapers using heatset, coldset and UV cured machines. In the sheet-fed category, it caters to commercial/packaging/metal decoration and UV cured machines.

Kapoor Imaging supplies blankets, chemicals and consumables to web presses such as TKS (New Towers), Colorman, Wifag, Goss, Manugraph (Frontline, CityLine) Orients, Fast 300's, Pressline, Naph, Ronald, Goss Mitsubishi, Komori and Toshiba, and sheet-fed ones like Mitsubishi, Komori, Heidelberg, Roland, Shinohara, Ryobi, Crabtree, KBAs, Polygraph, Akiyama and Dominants

The company's USP is service. Customers within a range of 500 km, who order blankets, chemicals etc, can expect to receive their supplies within 24 hours. At times, bulk supplies are sent in the company's own trucks as they manage their logistics to some extent. ■



*Containers arranged on a rack. The RBP Chemical Technology and Kapoor tie-up will ensure customers have a locally-available supply of Western-developed press room chemistry including silicones, fountain concentrates and press washes.*

## Expanding frontiers... and the importance of Asia



*Mark Kannenberg.*

Founded in 1954, RBP Chemical Technology Inc (RBP) is a company is committed to delivering consistently high quality products and services, including research and development, analytical services and custom manufacturing. RBP Chemical Technology serves the pressroom printing, electronics chemistry and process chemicals industries. For over 50 years, it has delivered intelligent business solutions centered on a customer-focused supply chain, technical competencies, unparalleled service support and continuous process improvement. With over 2000 active SKUs, the company is one of the largest suppliers of pressroom chemistry and products to the North American newspaper industry.

Mark Kannenberg, president, has been at the helm of RBP Chemical Technology since 1985, setting the overall corporate direction and leading the executive and operations teams in driving continuous improvement throughout the company. His significant sales, marketing and operations experience in an international technology environment has led to several successful mergers and acquisitions and profitable global business developments. Kannenberg helped RBP establish a Total Quality Management (TQM) programme in 1992 and achieve ISO certification in 1999 and Lean Six Sigma in 2010.

The company launched a new ultra concentrate earlier this year, adding to its Liquid Gold line well-known for superior ink and water control for producing cleaner, sharper print quality. Under the Intellicon brand, Liquid Gold UC is a more robust formulation that addresses many of the challenges found on-press. Concentrated more than twice as much as other products on the market and also completely homogenous, meaning they are uniform in structure or composition throughout, Liquid Gold UC enables coldset web printing operations to reconstitute the product to any desired amount onsite, resulting in more efficient product use. The company also offers FOGRA-approved products, which are specified by certain equipment manufacturers.

RBP-sourced printing chemicals and pressroom supplies find a place in the most prominent newsprint and commercial print facilities in North America, China, India and South America. RBP has a wholly-owned division, RBP Technology (India) that has been manufacturing products for print and electronics in Mumbai since 2007. RBP's PCB products are also manufactured by approved blenders in South Korea and Thailand. Printing chemicals and PCB fabrication products are sold and serviced by factory-trained sales and service representatives and distributors in North America and Asia.

While in much of the developed world, print newspapers are suffering declining readership and revenue, India is experiencing significant growth. In 2009, Asia overall saw circulation gains of 1.03 per cent and is home to 67 of the 100 largest newspapers in the world.

The gains were found at greater rates in nations such as India (5 per cent), says Kannenberg. An increase in newspaper advertising revenues of 13 per cent from 2008 to 2009 also support the idea that Asia, and specifically India, hold great potential. Growing populations in Asia contribute to this newspaper industry growth, and culture differences play a role as well. In India, for example, reading a print newspaper is perceived as a prestigious activity, RBP Chemicals found. Educated people read multiple papers which are printed in several languages, the company realised. Newspapers are supporting these countries' efforts to improve their literacy rates as well, the company concludes. This has catalysed its interest in Asia.

In comparison, the US newspaper publishing market has shrunk dramatically seeing an estimated 30 per cent drop in revenues from online and offline circulation and advertising in recent years. "Our population is not growing," Kannenberg said. "Alternatively our desire for getting our information via online media with our very accessible computers and mobile devices is fierce." The company is confident that the processes and operations it employs to deliver world-class chemistry to its North American customers will translate to its expansion in India. ■