

Printing Press Business Ideas.

Printing Business Ideas & Opportunities.

Production of Inks for Screen Printing,
Rotogravure Printing, Offset Printing
Press and Security Printing Press



Introduction

Printing is a process for reproducing text and images using a master form or template. Printing technology is an engineering discipline that deals with the study, design and manufacturing of machines and materials used for printing. Apart from that, this discipline also deals with the development and study of printing processes.

Printing is one of those inventions that have revolutionized our world and is the most important fundamental practices in our society. Nothing is more essential to civilization intellectually or commercially, than printing.



Market Demand

The primary goal of the printing industry is to convey a customer's message to its target audience on some form of published material, whether it's a newspaper, magazine, book, brochure, directory, or product packaging. Businesses in the printing industry take the customer's message and, depending on the services available, design the end product, lay it out, and print it.



The Indian Printing Industry, growing at an annual rate of 12%, comprises of more than 250,000 big, small and medium printing companies. The estimated turnover of the industry is USD 11 billion. There has been a revolutionary change in the last 15 years in the printing industry in India. Privatization of the industry was initiated with the aim of integrating the Indian economy with the world economy.

This change opened doors for the Indian Printing Industry to modernize and attracted investment in the latest technology and machinery. The advent of global brands, rising consumerism and growth of the pharmaceutical industry have contributed to an increase in packaged printing also. Giving an optimistic outlook of the industry, the packaged printing industry is growing at an annual rate of 17%, commercial printing at an annual rate of 10-12% and digital printing at a robust growth rate of 30%.

Future Outlook

- **The Indian print industry is expected to grow at a rate of 7.4 per cent from INR283 billion in 2015 to INR404 billion in 2020. The advertisement revenues will grow at a CAGR of 8.0 per cent while the circulation revenues will display a CAGR of 6.1 per cent during the same period.**
- **While the print industry continues to witness increasing activity from many newspaper and magazine players, non-print players have also started to foray into the area of news dissemination.**



The printing industry includes establishments primarily engaged in printing text and images on to paper, metal, glass, and some apparel and other materials. Printing can be divided into three distinct stages: prepress, the preparation of materials for printing; press or output, the actual printing process; and postpress or finishing, the folding, binding, and trimming of printed sheets into their final form

The global commercial printing industry generates about \$825 billion in annual revenue and is forecast to experience annual growth of 2% through 2020. Rising demand in emerging economies, package printing, digital print and value-added services are expected to drive growth. Printing industry had been witnessing a healthy growth in the past five years.

Screen Printing

Screen printing has its own distinct advantages – versatility, suppleness, and wide range of applications, brightness and solidity of colours for outdoor applications, possibilities of special effects in graphic and textile; and wide range of presses available for different applications. It also provides a possibility of combination printing with other imaging and printing processes like offset, digital, etc.

The advantages of screen printing are that it is simple and easy, and can be used for short runs.



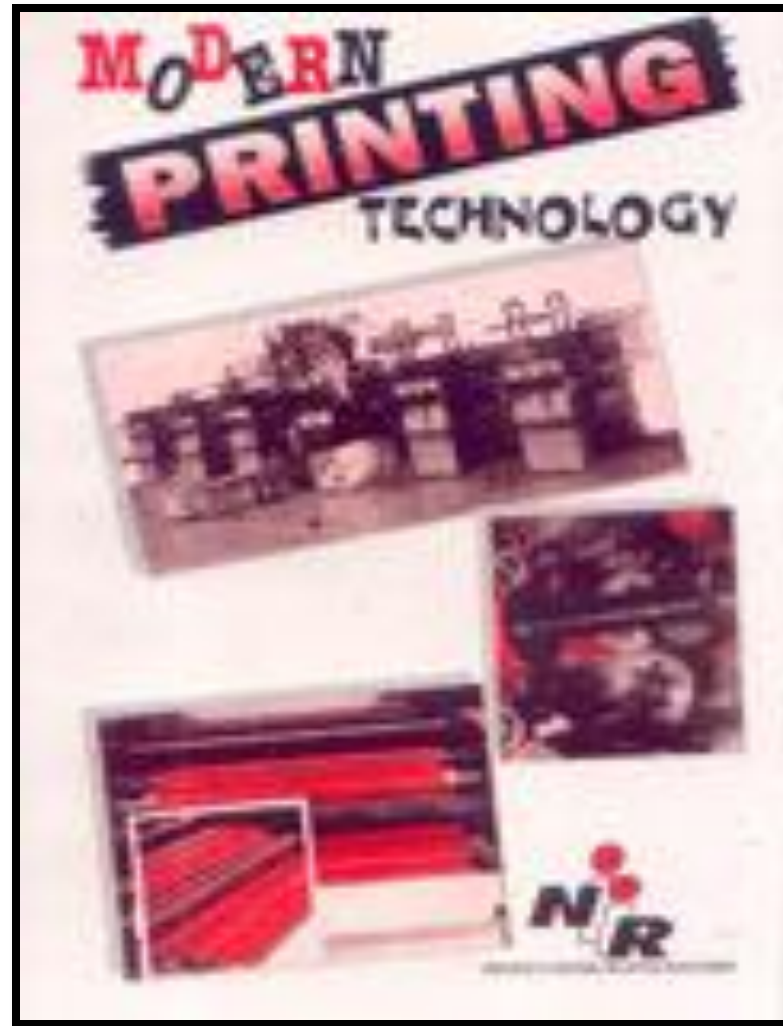
Offset Printing Press

Offset printing press is a majorly used printing technique in which the inked image is shifted from a platter to an elastic blanket, and after that, it is finally transferred to the printing surface. Offset printing is the advanced method of the printing system in any language and format. The method of offset printing press are based on tradle, or rotary printing press in which the matter to be printed was to be primarily collected manually rather automatically. In offset printing press, the content which is to be printed, is fed in the system and after that with the help of the camera, it is film and exposed is prepared through chemicals and put into offset printing press machine for the final print.

The major factors boosting the growth of offset printing press market are the growth of packaging industry across the globe, increasing demand in graphic applications, the wide range of application in various industry, and industrialization. Moreover, the primarily factors responsible for the growth of offset printing press market are its high and consistent image quality, and cost benefits.



Modern Printing Technology



About the Book

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Printing is one of those inventions that have revolutionized our world and is the most important fundamental practices in our society. Nothing is more essential to civilization intellectually or commercially, than printing. Printing is widely used in our society to pass on information and to decorate objects.

Printing is a process for reproducing text and images, typically with ink on paper using a printing press. It is often carried out as a large scale industrial process, and is an essential part of publishing and transaction printing. There are various types of printing methods such as screen printing, offset printing, rotogravure printing etc. Offset printing is a widely used printing technique where the inked image is transferred (or offset) from a plate to a rubber blanket, then to the printing surface. There is an enormous growth being witnessed in the printing industry.

The emergence of the retail revolution and growing education across the country is acting as a fuel to the growth of the printing industry. The Indian Printing Industry is well established and presently growing at 12% per annum.

This book provides you details about the various methods and techniques involves in modern printing technology. Some of the fundamentals of the book are multi colours, paper publishing unit, screen printing, offset printing press, rotogravure printing, desk top publishing, computer forms and security printing press, printing inks, ink for hot stamping foil, aluminium printing plate for offset printing machine, screen printing on cotton, polyester and acrylics. The book also covers process, project profiles of different types of printings and printing inks manufacturing along with sources of machinery and raw materials.

The book provides you with comprehensive information on modern printing technology. Basic information in entering a market and the opportunities and requirements of the potential sector has been the best way to penetrate in a market. How and what if properly answered can take you to a long way. The first hand information on different types of modern printing technology has been properly dealt in the book and can be very resourceful for those looking for entrepreneurship opportunity in this sector.



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Economic feasibility study of the Project

Market potential survey/research

Report Compilation

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