

# The Ugra PSO activities in Asia

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ugra

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# Ugra

- Association for the Promotion of Research in the Graphic Arts Industry
- **Swiss Center of Competence for Media and Printing Technology**





# Vision

Ugra is the national and international cross-linked center of competence for media and printing technology, process control, standardization, certification and material testing.





# Mission

Ugra develops, tests, certifies, educates and researches in the field of materials and production processes starting at the digital data until the finished print product.

Ugra is an independent, neutral and self-financed organization and maintains close relations to the associations and companies in the printing industry.



# History

- Ugra was founded in 1952.
- During 52 years a tight collaboration with EMPA was maintained. During this time all Ugra projects were done by EMPA.
- Since January 1, 2005 Ugra is independent.
- Through their members Ugra has a close relationship to the printing industry and through this connection projects are acquired.



# Today

- Ugra is independent.
- Ugra employs their own employees and operates their own laboratory.
- Ugra rents space in the EMPA building.
- Ugra manages their products and markets professionally .



# Ugra Products

- Development and sale of control tools
- Performing of services: laboratory, certifications, expertise
- Organization of courses, seminars and conferences
- Collaboration in standardization committees
- Realization of research projects

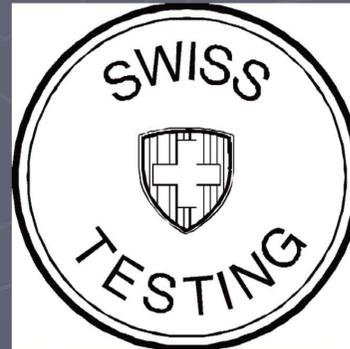


# Quality Control Tools

- Ugra Offset Test Wedge 82®
- Ugra/FOGRA Media Wedge CMYK
- Ugra/FOGRA Digital Plate Wedge
- Ugra Light Indicators
- Ugra Abrasion Tester
- Ugra Display Analysis and Certification Tool (UDACT)

# Ugra PSO Certification

- Ugra does the PSO certification on an international level.
- Ugra is accredited according to ISO 17025 at the Swiss government and therefore prepared to do such certifications.



# What is PSO?

- PSO = ProcessStandard Offset.
- PSN = ProcessStandard Newspaper.
- PSR = ProcessStandard Rotogravure.
- A process-standard describes a workflow from input until output.
- A process-standard is a collection of all ISO standards describing the workflow.

# Standardized printing (PSO)

- 1. Organization and documentation ISO 9000
- 2. Data ISO 15930
- 3. Color management ISO 15076
- 4. Display ISO 12646
- 5. Proof ISO 12647-7
- 6. Printing ISO 12647-2
- 7. Inks ISO 2846
- 8. Standard illumination ISO 3664



# What functions are audited at the certification?

- 1. Organization and documentation
- 2. Data reception
- 3. Data creation
- 4. Display
- 5. Proofing
- 6. Printing plates
- 7. Printing
- 8. Standard illumination

# Ugra PSO Certifications in Asia

- Thailand, 1 company, 4 companies certified
- Singapore, 0 companies, 2 companies certified
- Philippines, 2 companies
- China, 3 companies
- Australia, 4 companies
- India, 3 companies
- Indonesia, 2 companies in the process



# Ugra Certified Experts in Asia

Australia, 7

China, 18

India, 5

Indonesia, 18

Malaysia, 3

Philippines, 1

South Korea, 3

Taiwan, 1

Thailand, 3

**Total 59**



# Advantages of the Ugra PSO Certification for Asians

- Asians like the Ugra approach because it's clear and simple.
- The Ugra approach uses SOPs to describe how the work is done in the company. Asian companies love this approach because its very sustainable.
- The audit is made by Ugra experts. This gives a high trust in the certification.



# Advantages of the Ugra PSO Certification for Asians

- Ugra is accredited by the Swiss government for the measurements, which are done in the certification.
- The Ugra PSO certification contains a lot of «Good Industry Practices», which make the PSO work much better.
- In the Ugra PSO certification the consulter is never the auditor. It is a independent certification.



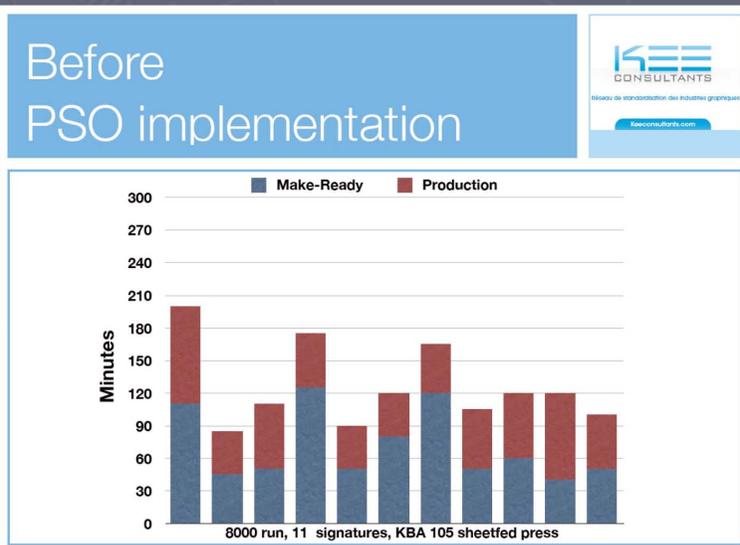
# Advantages of the Ugra PSO Certification for Asians

- The consultants are trained and certified by Ugra. They have therefore the knowledge to consult a printing company.
- Ugra guarantees that with the use of its PSO method the printing companies will have higher earnings.
- Orders are produced more secure and faster as without PSO.

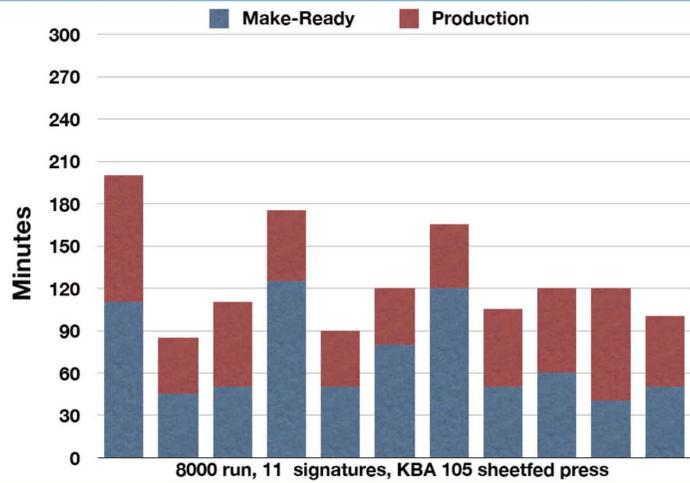


# Reduction of make ready time

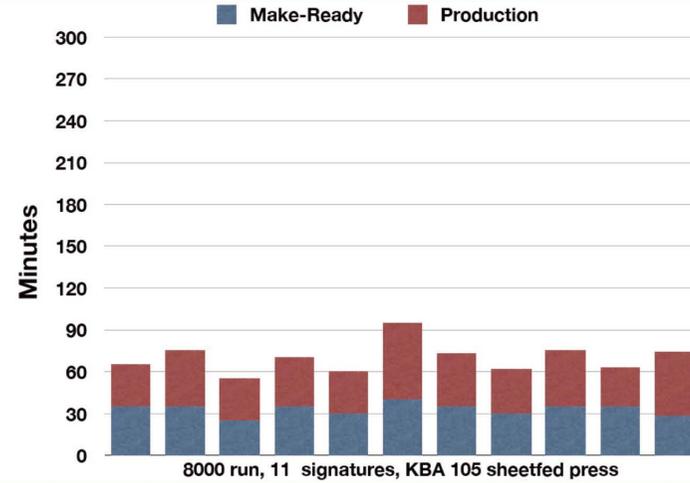
- Ugra demands a scanning measuring device at the printing press. This leads to drastic reduction in make ready time.



# Before PSO implementation



# After PSO implementation



# More profit

- Because each job is done the first time right, less repair work is done. Since less time and material is used more profit is generated.

Contact		Jason Hall	Phone	02 8004 2040
Email		jas@envyt.com.au	Fax	02 8004 2041
<b>Capex Assessment Review</b>				
			PROJECT	RO PSO 12647-2 Colour Process
			GASAA Member Information	
COMPANY	SAMPLE COMPANY		\$	51'223 Proposed Budget based upon information on hand to date
Application Date	31/3/03		\$	99'870 Annual Savings
Start Date	2.4.2009			195% ROI Per Annum!
End date	15/5/09			6.2 100% Payback in approximately 'x' months
Approval Required by	1.4.2009		\$	199'620 Plus Additional Potential Opportunities per annum
Approval Received by	1.4.2009			
Project Length	5-6 weeks			
Budget GASAA	\$	51'223		
Budget non-GASAA	\$	57'183		
			GASAA non-Member Information	
Company Financials for	Per Annum		\$	57'183 Proposed Budget based upon information on hand to date
Invoiced	\$	2'000'000	100%	\$ 99'870 Annual Savings
Freight	\$	50'000	3%	175% ROI Per Annum!
Materials	\$	1'000'000	50%	6.9 100% Payback in approximately 'x' months
Wages - Direct	\$	250'000	13%	\$ 199'620 Plus Additional Potential Opportunities per annum
ALL other Expenses /	\$	440'000	22%	
Total # of Staff		10		
			87%	
	\$1.00	# Staff	\$ Savings Per Annum	Additional \$ Opportunity
Notes:				
Human Factors	Suggest that productivity <u>Per Person</u> per item would improve by the amount above <u>Per Day</u> through less overtime and sickleave, greater job satisfaction. ENTER # of Staff who will benefit into the column below			
Stand. IMAG	10	\$	2'510	\$2'510 Big Hairy Ambitious Goal- known and common to all staff
Greater Motivation	10	\$	2'510	\$2'510 Pride in team achievements
Frustration Reduced	10	\$	2'510	\$2'510
Systems & Process	10	\$	2'510	\$2'510
Employee of Choice Less Staff Turnover	10	\$	2'510	\$2'510
Supplier of Choice	10	\$	2'510	\$2'510



	A	B	D	E	F	G	H	I	J	K	L	M	N	O	P
7	Contact	Jason Hall		Phone	02 8004 2040										
8	Email	jason@cmvkit.com.au		Fax	02 8004 2041										
10	<b>Capex Assessment Review</b>				PROJECT	ISO PSO 12647-2 Colour Process									
11					GASAA Member Information										
12	COMPANY	SAMPLE COMPANY		\$	51'223	Proposed Budget based upon information on hand to date									
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19	Budget GASAA \$	51'223													
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22	Company Financials for	Per Annum		\$	57'183	Proposed Budget based upon information on hand to date									
23	Invoiced	\$	2'000'000	100%	\$	99'870	Annual Savings								
24							175% ROI Per Annum!								
25	Freight	\$	50'000	3%			6.9 100% Payback in approximately 'x' months								
26	Materials	\$	1'000'000	50%											
27	Wages - Direct	\$	250'000	13%											
28	ALL other Expenses /	\$	440'000	22%											
29	Total # of Staff	10													
30		87%													
31															
32		\$1.00	# Staff Benefit	\$ Savings Per Annum	Additional \$ Opportunity	Notes:									
33	Human Factors	Suggest that productivity Per Person per item would improve by the amount above Per Day through less overtime and sickleave, greater job satisfaction. ENTER # of Staff who will benefit into the column below.													
34	Shared BHAG	10	\$	2'510	\$2'510	Big Hair Audacious Goal - known and common to all staff									
35	Greater Motivation	10	\$	2'510	\$2'510	Pride in team achievements									
36	Frustration Reduced	10	\$	2'510	\$2'510										
37	Systems & Process	10	\$	2'510	\$2'510										
38	Employer of Choice Less Staff Turnover	10	\$	2'510	\$2'510										
39	Supplier of Choice	10	\$	2'510	\$2'510										
40	Easier Staff Training	10	\$	2'510	\$2'510										
41	Communication - Better within Dept.	10	\$	2'510	\$2'510	Strict standards reduce communication times and misunderstandings. Shared language. eg "Width x Height x Depth"									
42	Communication - Better between Depts.	10	\$	2'510	\$2'510	Strict standards reduce communication times and misunderstandings. Shared language. eg "Width x Height x Depth"									
43	Communication - Better between company and Client	10	\$	2'510	\$2'510	Strict standards reduce communication times and misunderstandings. Shared language. eg "Width x Height x Depth"									
44	Better Client Relationships - More precise and defined Client communication as sales has better understanding of well defined systems and processes	10	\$	2'510	\$2'510										
45	Greater work satisfaction - Each staff member understands the entire production chain due written work procedures	10	\$	2'510	\$2'510										
46				\$	-	\$0									
47				\$	-	\$0									
48		TOTAL HUMAN FACTOR SAVINGS		\$	30'120	\$30'120									
49															
50		10%	\$ Savings Per Annum	Additional \$ Opportunity											
51	Quality Factors	Sales / Production Management time saved in reduced errors. Assumed Sales Costs % of revenue as per above. How much time is saved when a Manager or salesperson does not need to handle issues relating to colour, reliability, accuracy. How much does it cost if you lose a client?													
52	Colour Accuracy	1.00%	\$	2'000	\$	4'000	Saves Sales time and builds relationship								
53	Reduced Lead Time	1.00%	\$	2'000	\$	4'000	Saves Sales time and builds relationship								
54	Reliability	1.00%	\$	2'000	\$	4'000	Saves Sales time and builds relationship								
55	Lighting Independent	1.00%	\$	2'000	\$	4'000	Saves Sales Time - Accuracy and approvals not subject to uncontrollable environment								
56	Quality totally quantifiable	1.00%	\$	2'000	\$	4'000	Saves Sales time and builds client relationships - Easy to measure and confirm								
57	Excellent repeatable quality in tight tolerances	1.00%	\$	2'000	\$	4'000	Saves client time and builds relationship								
58	Quality issues traceable	1.00%	\$	2'000	\$	4'000	Easier to correct system variations. Track, Identify, Rectify.								
59	Right First Time, Every Time	1.00%	\$	2'000	\$	4'000	Can reliably and profitably offer a guarantee								
60				\$	-	\$-									
61				\$	-	\$-									
62		TOTAL QUALITY FACTOR SAVINGS		\$	16'000	\$	32'000								
63															
64															
65	Ecological Factors	Less wastage				\$ Savings Per Annum	Additional \$ Opportunity								
66		Smaller footprint Cradle-to-Grave													
67		Saving electricity / water / gas													



D	E	F	G	H
	Phone	02 8004 2040		
	Fax	02 8004 2041		

	<u>PROJECT</u>	<u>ISO PSO 12647-2 Colour Process</u>
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**GASAA Member Information**

\$ 51'223 Proposed Budget based upon information on hand to date

\$ 99'870 Annual Savings  
 195% ROI Per Annum!  
 6.2 100% Payback in approximately 'x' months

\$ 199'620 Plus Additional Potential Opportunities per annum

**GASAA non-Member Information**

\$ 57'183 Proposed Budget based upon information on hand to date

\$ 99'870 Annual Savings  
 175% ROI Per Annum!  
 6.9 100% Payback in approximately 'x' months

\$ 199'620 Plus Additional Potential Opportunities per annum

# Further demands

- Ugra demands a PSO responsible person in a certified company.
- Ugra demands that all measuring devices are certified.
- Ugra demands that all measurements are documented.
- All these rules lead to a very safe and controlled production.

# Ugra promise

- The PSO certification according to Ugra leads to:
  - Better motivated employees!
  - Good technical results!
  - Higher earnings!

# References

- If you need more information speak to the following Ugra certified companies in China:
  - **Leo Paper Group** – Heshan Astros Printing Ltd.
  - **Toppan Leefung Packaging & Printing** (Dongguan) Co. Ltd.
  - **Toppan Excel Printing** (Guangzhou) Co. Ltd.

Many thanks for your  
kind attention!

[widmer@ugra.ch](mailto:widmer@ugra.ch)

