

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 consuler is never the auditor. It is a independent certification.

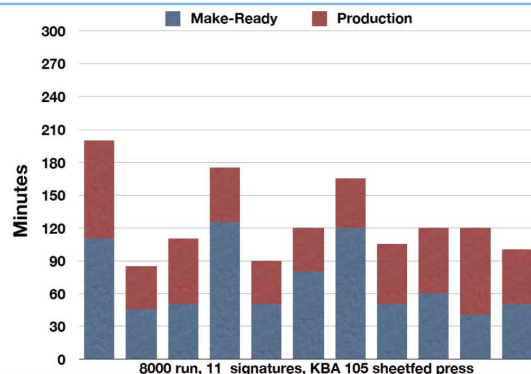
Advantages of the Ugra PSO Certification for Asians

- The consuler are trained and certified by Ugra. They have therefore the knowledge to consult a printing company.
- Ugra guaranties 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.

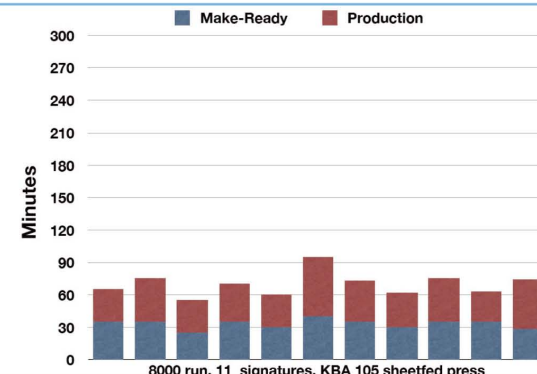
Reduction of make ready time

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

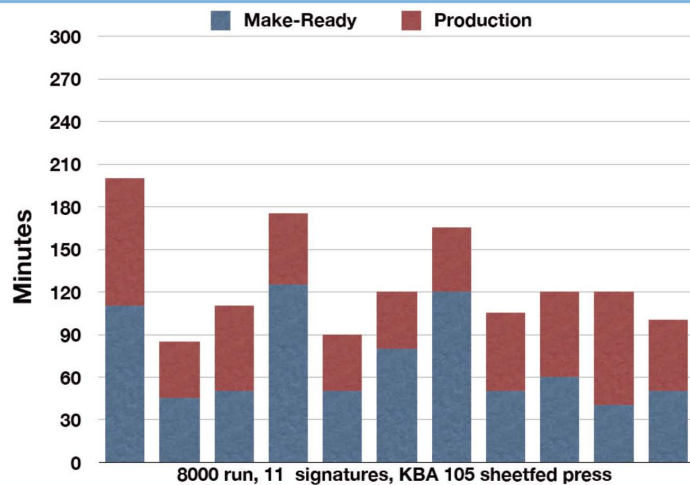
Before
PSO implementation



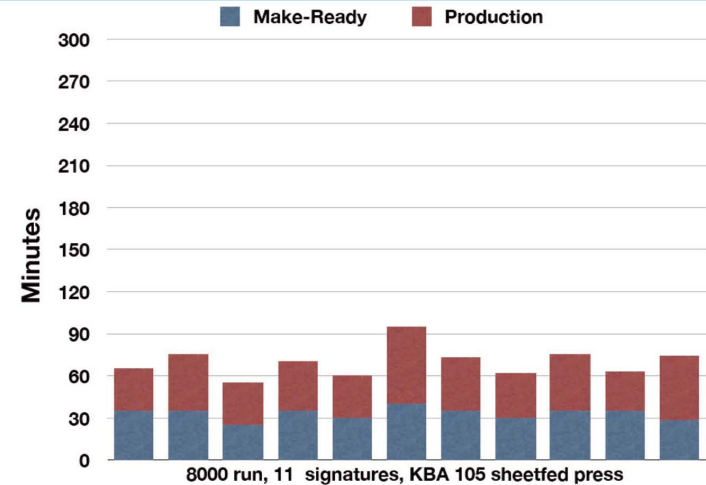
After
PSO implementation



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.

PSO_ROI-and-CAPEX-application_Template.xlsx																		H	I	J	K	L	M	N	O
7	Contact	Jason Hall			Phone	02 8004 2040																			
8	Email	jason@cmvst.com.au			Fax	02 8004 2041																			
Capex Assessment Review					PROJECT	ISO PSO 12647-2 Colour Process																			
COMPANY					GASAA Member Information																				
SAMPLE COMPANY																									
12	Application Date	31/3/09			\$	51'223 Proposed Budget based upon information on hand to date																			
13	Start Date	2.4.2009			\$	99'870 Annual Savings																			
14	End date	15/5/09				195% ROI Per Annum!																			
15	Approval Required By	1.4.2009				6.2 100% Payback in approximately 'x' months																			
16	Approval Received By	1.4.2009			\$	199'620 Plus Additional Potential Opportunities per annum																			
17	Project Length	5-6 weeks																							
18	Budget GASAA	\$11'223																							
19	Budget non-GASAA	\$57'183																							
					GASAA non-Member Information																				
21	Company Financials for	Per Annum			\$	57'183 Proposed Budget based upon information on hand to date																			
22	Invoiced	\$2'000'000 100%			\$	99'870 Annual Savings																			
23						175% ROI Per Annum!																			
24	Freight	\$50'000 3%				6.9 100% Payback in approximately 'x' months																			
25	Materials	\$1'000'000 50%																							
26	Wages - Direct	\$250'000 13%			\$	199'620 Plus Additional Potential Opportunities per annum																			
27	ALL other Expenses /	\$440'000 22%																							
28	Total # of Staff	10																							
29		87%																							
30		\$1.00			# Staff	\$ Savings Per	Additional \$	Notes:																	
31					Benefit	Amount	Opportunity																		
32	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.																							
33																									
34	Shared IMAG	10	\$	\$2'510	\$2'510	Big Hairy 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	Employee of Choice Less Staff Turnover	10	\$	\$2'510	\$2'510																				
39	Supplier of Choice	10	\$	\$2'510	\$2'510																				

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8	Email	jason@cmvkit.com.au	Fax	02 8004 2041										
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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			10%	\$ Savings Per Annum	Additional \$ Opportunity									
50	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?												
51	Colour Accuracy	1.00%	\$	2'000	\$ 4'000	Saves Sales time and builds relationship								
52	Reduced Lead Time	1.00%	\$	2'000	\$ 4'000	Saves Sales time and builds relationship								
53	Reliability	1.00%	\$	2'000	\$ 4'000	Saves Sales time and builds relationship								
54	Lighting Independent	1.00%	\$	2'000	\$ 4'000	Saves Sales Time - Accuracy and approvals not subject to uncontrollable environment								
55	Quality totally quantifiable	1.00%	\$	2'000	\$ 4'000	Saves Sales time and builds client relationships - Easy to measure and confirm								
56	Excellent repeatable quality in tight tolerances	1.00%	\$	2'000	\$ 4'000	Saves client time and builds relationship								
57	Quality issues traceable	1.00%	\$	2'000	\$ 4'000	Easier to correct system variations. Track, Identify, Rectify.								
58	Right First Time, Every Time	1.00%	\$	2'000	\$ 4'000	Can reliably and profitably offer a guarantee								
59			\$	-	\$ -									
60			\$	-	\$ -									
61			\$	-	\$ -									
62	TOTAL QUALITY FACTOR SAVINGS			\$	16'000	\$ 32'000								
63				\$ Savings Per Annum	Additional \$ Opportunity									
64	Ecological Factors													
65	Less wastage													
66	Smaller footprint Cradle-to-Grave													
67	Saving electricity / water / gas													



D	E	F	G	H
	Phone	02 8004 2040		
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		<u>PROJECT</u>	<u>ISO PSO 12647-2 Colour Process</u>	
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		GASAA non-Member Information		
		\$ 57'183	Proposed Budget based upon information on hand to date	
100%		\$ 99'870	Annual Savings	
		175%	ROI Per Annum!	
3%		6.9	100% Payback in approximately 'x' months	
50%				
13%		\$ 199'620	Plus Additional Potential Opportunities per annum	
22%				

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 this 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