



# PRINT FOR PACKAGING

## Two-day course

This two-day CPD approved course is designed to help attendees gain a real insight into a sometimes complex and jargon-filled business, whilst also ensuring they understand the way in which creative design concepts are translated into printed packaging and how upstream/

downstream processes impact on it.

Understanding the required process steps and timings, the potential quality issues and limitations of processes provides for smoother and better on-time NPD and increased speed-to-market.

**DATE & VENUE:**  
24<sup>th</sup> – 25<sup>th</sup>  
October 2019  
Triple O Hotel  
Eastern bypass Nairobi

### What's in it for me?

This one-day course covers:

- o Why Print, and the basics of colour theory
- o Design / Artwork development process
- o Artwork and the approval steps
- o How to increase speed to market and reduce costs
- o Working with Print Suppliers
- o Print Specifications & Briefs (The importance for quality and multiple suppliers)
- o Repro & Plates (Introduction to plates for the print process)
- o The main printing processes for various substrates
  - Flexography, Offset Litho and Gravure
  - Plus overview of Digital, Dry Offset, Letterpress & Screen.
- o Recognising print / Substrates and print processes
- o Press passes / Approving colour / Quality Control
- o Discussion on areas such as:
  - Design, print, sustainability, inks and substrates
  - Other decoration processes and assuring quality

### Benefits

- Drive innovation and efficiency in your business
- Provides a level of insight and understanding of the packaging industry
- Add real and measurable value to you and your businesses
- Staff equipped to drive development
- Best practice to maximise profit
- Access the experience of the industry

**Both within the packaging industry itself and throughout the supply chain, there is a need to understand the way in which creative design concepts, are translated into printed packaging. This course gives you that insight.**

This popular two-day course can be held in-house for larger company groups.



The Institute of Materials,  
Minerals and Mining  
**TRAINING ACADEMY**



Leonard Little & Associates Ltd  
Est. 1976 Packaging Consultants



## BOOKING FORM

### PRINT FOR PACKAGING

Two-day course

#### Course Date & Location:

24<sup>th</sup> – 25<sup>th</sup> October 2019 – Triple O Hotel Eastern bypass  
Nairobi, Start 09:00 Finish 17:30

Company Name: \_\_\_\_\_ Booking Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_ Contact Number: \_\_\_\_\_

\_\_\_\_\_ Contact Email: \_\_\_\_\_

Name of Attendee(s): \_\_\_\_\_

Course Fee Kshs.50,000 plus VAT per participant\*. Total Fee: Kshs \_\_\_\_\_

\*Additional attendees from the same Company receive a 10% discount on the additional booking(s).

Fees payable to Institute of Packaging Professionals Kenya, Account details- **BANK**-Bank of Africa, **Branch**-Embakasi,

A/c no-08415330000, **SWIFT**-AFRIKENX, Enrolment is limited to 30 STUDENTS ONLY

PO Number (if required) \_\_\_\_\_

An invoice will be supplied upon receipt of the completed booking form with SWIFT bank details.

#### CONDITIONS OF BOOKING:

- As places are limited, this Booking Form reserves a place on the course, but does not confirm one, until payment is received.
- Payments will be due upon receipt of the invoice.
- Advance payment is required to allow participants attend the course on the day.
- If you cancel your registration more than 10 days prior to your course, your fee is returnable in full.
- If you cancel less than 10 days prior to the course, but greater than 5 days prior, a cancellation fee of 50% applies. If you reschedule your course date in this timeframe, no penalty applies.
- The Irish Packaging Society reserves the right to cancel a course, if a minimum number of attendees are not registered.

#### AUTHORISATION:

I have read and agree to the Conditions of Booking outlined above and confirm the booking for training.

Print name: \_\_\_\_\_ Position: \_\_\_\_\_

Authorised Signature: \_\_\_\_\_

Please scan and email this form to:

[info@ioppk.com](mailto:info@ioppk.com) / [jnyongesa@ioppk.com](mailto:jnyongesa@ioppk.com)