Attn. - Flexible Printers

PRINT PROFITS FAST

By winning Strategies of **#1** On-Time Delivery
and managing Urgent Printing need **Expert**
of Central India

RAKHEE
Agarwal

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Dedication

This book is dedicated to those who have been the pillars of my journey, the quiet warriors who have infused my path with courage and belief.

To my late father-in-law, Omprakashji Agarwal, whose support knew no bounds. In a world guided by tradition, he stood by my side—through late nights and long travels, his faith in me was unyielding. His spirit continues to light my way, a matchless personality of enduring support and love.

To my husband, Pramod, my rock and my refuge. From the very first day, you've been my unwavering support, confronting challenges with me and celebrating successes as if they were your own. Your concern for my safety and well-being, even from far, wraps me in strength and security.
I am because we are.

To our loyal clients and the dedicated members of the Daffodil family, your trust and commitment are the foundation upon which we build our dreams. You are not just part of our story; you are its co-authors.

To Vishal Agarwal, a friend and a visionary, who saw potential in me before I saw it in myself. Your gift of knowledge on that significant day—the 9th of December 2018—was not just a book; it was a doorway to new beginnings. Thank you for being by my side, guiding and supporting through every twist and turn.

To my mother-in-law, Pushpa Devi Agarwal, my Bau ji Munna Lalji Agarwal, my Kaka Govind Lalji Agarwal, and to my sons Ruchir and Aarush—your love and laughter fill my days with joy. To all my friends and extended family, your warmth and camaraderie weave through my life, a tapestry rich with shared moments and mutual support.

This journey is not mine alone. It is ours—a collective tale of love, trust, and unshakeable belief.

Thank you all of you for walking this path with me, for holding my hand, and for believing in what we can accomplish together.
Your faith is my greatest strength.

We are what we belong to.

Rakhee Agarwal

Preface

The best journeys answer questions you never thought to ask.

Welcome to a journey of innovation and transformation within the world of rotogravure printing—a field as dynamic as it is demanding.

My name is **Rakhee Agarwal**, and this book is the wisdom gained in last few years perfecting the art and science of Rotogravure Cylinder printing. It is written for those who believe in redefining the boundaries of their capabilities and seek excellence in every roll of print they produce.

Inspiration and Purpose

The seed for this book was planted during late-night discussions, over challenging press runs, and through the milestones of success that marked my career. This isn't just a manual of creative printing; it's a narrative of overcoming the odds.

It aims to empower flexible printers with the knowledge to leverage technology, ensure timely deliveries, and exceed the expectations of even the most demanding clients.

The goal is clear—to help you thrive in a competitive market by enhancing reliability, creativity, and efficiency.

For Whom This Book Is Written

This book is crafted for the flexible printers, the brave front liners of packaging and printing, and the sweat and hard efforts that invested in bringing out the best of creative profiles of Brands and their products.

This book is for those eager entrepreneurs who are ready to take their operations to the next level and build businesses that not only survive but flourish through innovation and adaptability.

What One Can Gain

Readers will find within these pages practical strategies to address common industry challenges such as quality control, cost management, and sustainable practices. More than that, one will learn how to navigate a business to align with the evolving needs of the market, ensuring your services are indispensable to your clients.

Acknowledgments

My journey has been shaped by many, from my late father-in-law, Omprakashji Agarwal, who stood by my entrepreneurial spirit against all odds, to my husband, Pramod, who has been my pillar of strength. I am also indebted to our dedicated clients and the loyal Daffodil family, whose trust and commitment have been vital to my success.

Special thanks to my friend Vishal Agarwal, who encouraged me to take bold steps in uncharted territories.

Invitation to the Reader

As you turn these pages, I invite you to engage not just with the content but with the spirit of innovation and resilience that defines our industry.

Let my book serve as your guide and inspiration as you cross the complex yet rewarding landscape of rotogravure printing.

Together, let's welcome the challenges, celebrate the victories, and always, always aim for excellence.

Together, we can move ahead, building tomorrow with every action, we take today.

Preface .....*VII*

Index

No. Chapters **Page**

1. About me 1

2. The Beginnings.....3

3. Why this Book! 15

4. Market Print Challenges.....17

5. Innovation Beats Challenges.....20

6. Reserved Capacity for Urgent Needs.....23

7. Power of In-House Base Shell Manufacturing.....26

8. Unlocking High Performance with Advanced Engraving Technology.....29

9. Streamlining Success with Dynamic Tracking Mechanisms.....32

10. Mastering Margins with Comprehensive Prepress Services.....35

11. Revolutionizing Deliveries with Automated Logistics.....42

12. Staying Connected: The Power of Robust Client Communication Systems.....42

13. Two Choices: Self-Guidance or Expert Collaboration.....49



Chapter 1

About Me

I am a **creative and tech-driven rotogravure printing cylinder maker** focusing the premium printing needs of flexible printers who really believes in giving delight to Brand owners and end-users with quality and precision.

I specialize in the high-quality production of rotogravure printing cylinders, best buddy of high-resolution printing processes. My approach goes beyond traditional manufacturing; it integrates innovative techniques and a deep commitment to quality, reliability, and customer satisfaction.

I focus on every detail from precise engraving to consistent quality checks, ensuring each cylinder meets the highest standards necessary for vibrant and detailed print outputs.

My professional journey would not be possible without the regular support of my team and the trust placed in us by our diverse clientele. This solidarity has not only driven the success to my efforts but also boosted my personal growth and reputation in this niche industry.

Looking forward, I am dedicated to further advancing our technologies and processes, continuing to set new benchmarks in the rotogravure printing industry.

Chapter 2

The Beginnings

Hello, my name is **Rakhee Agarwal** - and my story can be summarised as - from a docile Homemaker to dynamic Industry Pioneer. I am **# Forward Thinking Creative Rotogravure Printing Cylinder Maker in Central India** associated as growth partner to several visionary flexible printers, who value time and precision.

In next few lines, ink and words are going to trace the journey of a woman who transitioned from a homemaker to a promising figure in the rotogravure printing industry. My story begins in a traditional setting, deeply rooted in family values, where she initially contented with the role of a dedicated wife and mother. However, the destiny took a turn when my children grew older and went to boarding school, providing her with the opportunity to redefine her life's path.

In 2018, I made a bold decision to join my husband, Pramod, in launching Daffodil Engravers in Nagpur. This decision marked my entry into the business world after sixteen years of focusing only on home’s responsibilities.

Initially, I felt overwhelmed by the professional environment, struggling with self-doubt and a steep learning curve. Despite these challenges, I didn't retreat. Instead, I started a rigorous self-education journey, learning everything from office management to complex industry specifics.

My hunger for knowledge and determination to succeed gradually transformed me from a novice to a Known leader in the industry. My role evolved significantly within Daffodil Engravers, eventually leading the sales and marketing division. In fact, I shattered gender norms and faced scepticism with grace and professionalism, turning initial doubts into endorsements of my capability and leadership.

As I put my sweat and blood- Daffodil Engravers thrived, expanding its reach and enhancing its reputation across the industry. My journey is not just about personal growth but also about my impact on the overall industry, driving it forward with innovative practices and a focus on quality and customer satisfaction





VIDARBHA UDYOG GAURAV WOMAN ENTREPRENEUR OF THE YEAR 2021 Award BY FORMAL INDUSTRIAL MINISTER OF MAHARASTRA, Sh. SUBHASH DESAI



RAJ KI BAAT BY PBJ WOMEN ENTREPRENEUR AWARD 2022 by Sh. AMITESH KUMAR, COMMISSIONER OF POLICE, NAGPUR



MSME DIC WOMAN ENTREPRENEUR OF THE YEAR 2023 AWARD by MAHARASHTRA GOVERNMENT BY DEPUTY CHIEF MINISTER Sh. DEVENDRA FADANVIS

Daffodil Engravers



2,17,800 sq ft.

Infrastructure

40,000 +

Cylinder Annually

5 Engravers, Hell Germany

In-House Testing

Residential complex for 100+

2 CFM Daetwelyer

400KW Solar Plant

120+ Team Size

Attn. - Flexible Printers: PRINT Profits Fast

TRUSTED

by the Market Leaders



“Rakhee Agarwal's story serves as an inspiring testament to the power of resilience, continuous learning, and the courage to embrace new challenges. Her journey encourages others, especially women in traditionally male-dominated fields, to pursue their ambitions relentlessly.”
- Aparna Jain, Life Coach

Aparna Jain, Life Coach

““For those inspired by Rakhee's story and wishing to learn more about her strategies or seek guidance, remember that she not only remains a touchstone of leadership and innovation in the rotogravure sector but way beyond that. She is uncompromising yet gentle, learner yet efficient and dreamer yet innovator. Never waste a moment and connect fast with Rakhee to discover how you can also make a significant impact in your field.”

Shivaji Jadhav,
Veteran Rotogravure Cylinder Expert, G7 &
lean six Sigma certified

Awards & Accolades













Raakhee in Action



entavaaa.com

'Quality, consistency and service triad of success'

I Business Bureau

WHILE addressing the session on 'Building a Startup Model and Intricacies of growth' held here on Sunday, RakhiAgarwal, Managing Director, Daffodil Engravers India Pvt. Limited and Sneha Joseph Managing Director, Trinity Motors, said that quality, consistency and post purchase service are crucial factors for any business. "If your product or service can guarantee upon these factors in the ever-changing circumstances then only you can perform in competitive market," said the speakers who were speaking at the session organised by the Vidarbha Management Association (VMA).

Mentioning at the outset that success is not achieved by mere pursuit of profit, RakhiAgarwal said that the present age is the age of service industry. Therefore, maintaining product quality and service quality is equally important. Focusing on this triad, you can expect loyal customers. So the profit is automatically earned," she said.

Sneha Joseph said that the responsibility of the seller is not after selling the product. "If your product has quality, it will be sold. But if you add service to it, customers will remember you and positive image will built in the minds of customers," she observed.

Vidarbha Management Association is based at Nagpur and meets every Sunday at 10.30am. VMA is dedicated to imparting learning related to business management and leadership to its members. VMA is a non-profit organisation and is currently in its 17th successful year of operation.



Raakhee Agarwal
Managing Director
Daffodil Engravers India Pvt. Ltd.

Leading a company specializing in manufacturing printing cylinders in Butibori, I've managed to carve a niche in a sector predominantly occupied by men. I stand out for my unique approach to building trust, credibility, and authority within the industry.

I credit my personal and professional success to my learner's mindset. My dedication to providing excellent, unmatched value to our clients is our USP. Our company is centred around marketing-driven sales; questioning how our products can genuinely benefit customers.

I emphasize discipline and courage in the face of failure and aim to turn our customers into loyal fans by fostering deep, meaningful relationships rather than transactional ones.

I received the VIA Solar Women Entrepreneur Award in 2021 and the DIC Lady Entrepreneur Award from Deputy CM Devendra Fadnavis on the occasion of India's Republic Day in 2023.

"Results speak louder than actions and words" is a principle that underscores a curious mind, hard work, and a commitment to improvement. Repetition is the mother of learning and I insist on preparing my team to face any competition/situation with resilience. It's never too late to learn something new. Challenges can be overcome with determination. If you're not feeling uncomfortable, then you're not in a fixed mindset and if you're in a position to do extraordinary work, you must work outstandingly and make a mark for others. Success comes from continual learning, giving back to the community, and never giving up, no



Daffodil Engravers promotes rotogravure printing cylinders

Priyanka Tanwar

Daffodil Engravers, a rotogravure printing cylinder manufacturing unit situated in Nagpur, Maharashtra, marked its debut in exhibitions with PackPlus in New Delhi's Pragati Maidan. Rakhee Agarwal, managing director of Daffodil Engravers, was visibly excited about their maiden participation in the event. "We got a good footfall and expected a lot from PackPlus. We met 3-4 printers here and I am really hopeful of closing the deals. What I planned to get at the show is the data, which I can follow up and cash in on. My costs are competitive and that's where I think I will get a good response."

Till now, the company has been mostly present in Bidar and the South but does not have many clients in Delhi. "We are looking to boost our pan-India presence."

Daffodil Engravers has a five-year-old plant in Nagpur with 3 CFM from Datwyler in Switzerland and 5 engravers from Heil Gravure in Germany.

"We provide on-time delivery of quality products engraved gravure cylinders. So, our rates are a little higher as compared to other printers. We work with system-oriented companies and provide them with free information on WhatsApp about dering of their jobs, cylinders being taken into the process, or dispatch of consignments. That's something fascinating people."

Daffodil Engravers has an on-time delivery of 7-10 days, which is doing good for the company. The gravure cylinder manufacturer is working with big FMCG companies such as Amul, ITC, and Haldiram.

"Customer satisfaction is very important on quality and on-time deliveries for our clients. Quality is not something which you have to do, it is a basic requirement. On-time deliveries and minimum follow-ups are what helps us stay ahead of the game."

The gravure printing industry in India is booming today. Laser engraving is something to look forward to. We are planning to add two more rotogravure engravers in our company in the next

Rakhee Agarwal, managing director of Daffodil Engravers (centre) with her team at PackPlus 2023. Photo: PSA

What our **clients say**

"In the beginning, I was bit sceptical to take the service of Daffodil cylinders -as they were priced a little high. But, when I saw the quality and service excellence, it cleared all my doubts and absolutely justified the cost. I am greatly satisfied with their price and performance."

Raju Singh, Ami Pyroflex Pvt Ltd



"Daffodil Engravers' real-time tracking system provides clear updates on our job status, eliminating the need for follow-up calls. This efficient system saves us both time and effort, enhancing transparency."

John Priyanth Dsousa ,
Dynamic Packaging Pvt Ltd

""Daffodil Engravers' real-time tracking system provides clear updates on our job status, eliminating the need for follow-up calls. This efficient system saves us both time and effort, enhancing transparency."

Yogesh Shahaji Gaikwad,
Capaz Industries Pvt Ltd

"Daffodil Engravers were like a guiding light for us. They not only trained our technical staff thoroughly but also ensured ongoing support for any future challenges. Their commitment to our understanding and success is deeply appreciated."

Lalith Jain,
Color Flex Global Pvt. Ltd.





"We faced a keyway issue with our Daffodil cylinders, and they promptly sent a technician to our site who resolved the problem within three hours."

Pankaj Kumar,
Vaibhav Printpack Unit 1

"From the moment we started working with this company, we knew we were in good hands. Their meticulous attention to detail and swift service have accelerated our growth more than we anticipated. We're extremely pleased with the remarkable results."

Aniket Shyamsunder Agrawal,
Holy Green Energy (P) Limited

"Daffodil Engravers listened to my needs for a low GSM cylinder with a long lifespan and delivered exactly that, surpassing previous suppliers. Their solution reduced our ink usage and increased cylinder lifespan. A big thank you to the team for their dedicated support."

S K Badarinath,
S.L.V. Poly Pack

SLV POLY PACK

PLASTO
Skin of your product

"When I urgently needed cylinders for a new client's product launch, Daffodil Engravers delivered them promptly. Their excellent customer service ensured we met our deadlines smoothly. Thank You - dil se"

Vaibhav Rameshchandra Agarwal, Vaibhav
Plasto Printing and Packaging Pvt Ltd.

No duplication, No loss
Our customers love us for our cool wonderful scoops of Ice-creams and yummy snacks. And we forward a part of our appreciation to Daffodil for their cool work.
In fact, working with Daffodil reassures that no duplicate or fake product would reach to our loyal customers. They are just perfect in maintaining job secrecy and it helps greatly in protecting brand integrity. The detail and security features Daffodil incorporate keep our designs one-of-a-kind and our brand safe.
We have launched several new snack lines, knowing they'll stand out and stay safe from imitators.
Really, your support has strengthened our brand and built a lot of trust with our customers.

Zervin Rana
Director, Dinshaw's Dairy Foods Pvt Ltd.







@

Daffodil Engravers



Marching **Ahead** •••





Chapter 3

Why this Book
Elevating Your Printing Game

It serves as a foundation for those ready to revolutionize rotogravure printing-for ultimate customer experience.

Addressing Market Demands

The printing industry stands at a crossroads, facing the dual challenges of traditional methods and the need for innovative, technology-driven solutions. Brands demand partners who provide not only high-quality and precision but also efficiency and reliability in delivery. This book directly tackles these challenges on behalf of flexible printers with strategies to enhance their operations and elevate their service standards.

Core Challenges and Solutions

The primary challenge of "On-Time Delivery and Managing Urgent Printing Needs" is at the forefront of industry pain points, directly impacting customer satisfaction and operational success. Alongside, issues such as quality control, cost efficiency, sustainability, and the need for ongoing technical support are explored and addressed here offering comprehensive strategies to overcome these hurdles.

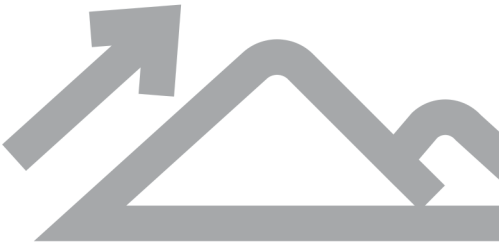
Promising Transformation

Adopting the practices outlined here will not only improve your operations but also strengthen your relationships with brand owners, increasing trust and securing a competitive advantage. This book guides you in becoming indispensable by meeting the dynamic needs of your clients with innovative and reliable solutions.

Timeliness and Relevance

In today's fast-paced market, staying relevant means embracing change. This book provides you with the necessary tools to not only keep pace but lead the industry, turning challenges into opportunities for growth and profitability.

Essential for anyone in the flexible printing industry, this book is your blueprint for success. Insights given in this book offer invaluable guidance, making every step you take a step towards enhancing your business and strengthening your market position.



Chapter 4

Market Print Challenges

As a maker of rotogravure cylinders, we understand that traditional methods in flexible printing can be slow and inefficient. This not only delays projects but also leads to higher costs and potential errors. Such issues not only impact profitability but can also erode the trust of brand owners and your customers.

To remain competitive and ensure everyone's success, it's crucial for us to evolve our processes. We are dedicated to refining our approach to help you achieve better results and maintain strong partnerships.

But before that. let's see what challenges are disfiguring the market!

Dependence on External Suppliers for Base Shell Production

Many cylinder manufacturers rely on external suppliers for base shells, leading to potential delays and quality inconsistencies, which can significantly impact delivery timelines and product quality.

Manual Order Tracking

Smaller or less technologically advanced manufacturers might still rely on manual tracking for orders, which can lead to miscommunications and errors, slowing down the response time to address issues or changes in order schedules.

Conventional Engraving Equipment:

Some manufacturers may use older or less sophisticated engraving equipment that lacks the speed and precision of newer technologies, resulting in slower production times and lower quality output.

Comprehensive Prepress service

Offering expert Prepress services where staff optimize the artworks for its reproducibility according to gravure printing with consistent colour and dot transfer.

This activity not only enhances the final product quality but also improves the efficiency of the Printing process.

Unsystematic Logistics and Delivery

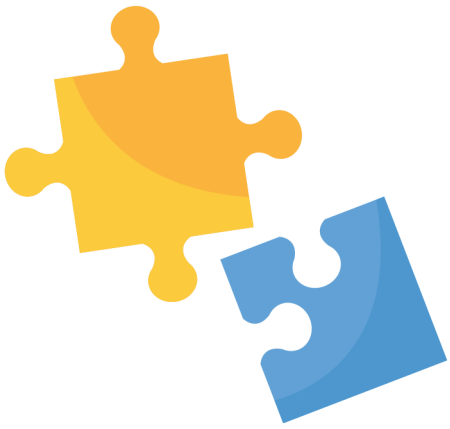
Inconsistent logistics planning and lack of automated delivery systems can lead to inefficiencies in transporting cylinders to clients, especially in areas with challenging infrastructure.

Inadequate Communication Systems

Without robust CRM systems or similar tools, communication between manufacturers and clients can be sporadic and unstructured, leading to misunderstandings and delays in addressing customer needs and feedback.

Reactive Rather Than Proactive Issue Resolution

Some companies may lack a dynamic system for tracking and resolving issues, relying instead on a reactive approach that only addresses problems after they have already caused significant delays or client dissatisfaction.



Chapter 5

Innovation Beats Challenges



As we have understood industry challenges, moving forward, let's talk about new tools and smarter ways of working to beat these profit-sucking challenges.

Think of new ways as planting seeds for a bountiful harvest. Among the first is - using cutting-edge technology.

By this way, we can work faster and make fewer mistakes. This means more profit and happier customers.

Just like a well-oiled loom weaves beautiful fabric effortlessly, these new practices will help us weave success into every project. This is our path to a future where we lead the market and deliver excellence to every doorstep.

Let's see more closely-

Reserved Capacity for Emergency Requests

Allocating a specific capacity for urgent needs ensures that emergency demands can be met swiftly without disrupting the schedule for regular orders.

In-House Base Shell Manufacturing

Having an in-house base shell manufacturing unit minimizes the dependency on external suppliers and reduces the turnaround time for cylinder production, leading to better control over delivery schedules.

Advanced Engraving Technology

Utilizing high-end engraving machines like Hell Gravure Systems and advanced features such as HQH and XTREME Engraving helps in maintaining high-quality standards and faster production capabilities.

Dynamic Tracking Mechanisms

Implementing dynamic tracking systems to monitor the status of orders in real-time ensures that any potential delays are identified early and can be addressed proactively.

Comprehensive Prepress Services

Offering expert prepress services where staff optimize engraving parameters for lower ink GSM (grams per square meter) not only enhances the product quality but also improves the efficiency of the printing process.

Automated Logistics and Delivery Systems
Using automated systems for logistics and delivery, including convenient pick-up and drop-off services, helps in maintaining a tight schedule and ensures that cylinders are delivered on time across various locations.

Robust Client Communication and Feedback Systems
Maintaining open lines of communication with clients through CRM (Customer Relationship Management) systems, which allow for quick feedback and swift resolution of any issues, thereby avoiding delays and ensuring customer satisfaction.

These methods not only help in meeting deadlines but also enhance the overall service quality, making them critical selling points for the industry's clientele. These advancements reflect a commitment to innovation and client satisfaction that can be compellingly highlighted in industry communications and promotional materials.

Let us understand these advancements one-by-one in detail for - how to gain more benefits and hence profits in our project!

Chapter 6

#1
Reserved Capacity for Urgent Needs

Well truly speaking, in the bustling world of flexible printing, where deadlines are tight and demands are high, having a reserved capacity for urgent requests is a game-changer.

Picture this scenario: a key client suddenly needs a major order rushed due to an unexpected market opportunity.
This is where the wisdom of planning ahead shines.

Smart rotogravure cylinder makers anticipate such scenarios and set aside a portion of their production capacity specifically for these emergencies.

It's equal to having a fast-track lane in a traffic jam, ensuring that urgent needs are met swiftly and efficiently.

This reserved capacity is not just about keeping a slot open; it involves strategic planning and understanding of workflow management. By analysing past order patterns and client demands, manufacturers can predict and allocate the right amount of resources to handle sudden surges without disrupting the schedule of regular orders.

It's a delicate balancing act that requires precision and foresight.

Why is this approach so critical?

In the field of flexible printing, timing can often dictate the success or failure of a product launch. Delays can mean missed market opportunities and, ultimately, a loss of revenue and client trust. For instance, a promotional campaign tied to a specific event like a major sports tournament or a festival could fail if the necessary printed materials are not ready on time.

Moreover, this practice of reserving capacity for emergencies is boosted by the use of advanced scheduling systems and technologies.

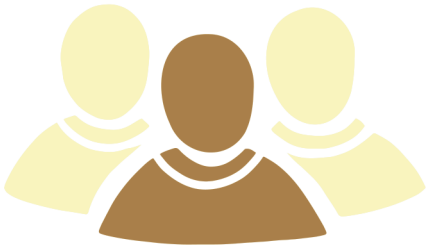
- As seen in some industry leaders, the integration of Customer Relationship Management (CRM) systems and advanced planning software helps streamline operations. These tools provide real-time data and analytics, allowing for better decision-making and more agile responses to client needs.



The benefits extend beyond just meeting deadlines. By ensuring that urgent orders can be accommodated, printers can enhance their reputation as reliable partners, which is crucial in a competitive market. This reliability can lead to stronger client relationships, increased customer loyalty, and potentially more business as satisfied clients return and recommend the service to others.

In brief, reserving capacity for emergency requests is not just a logistical strategy; it's a commitment to customer service excellence.

It reflects a proactive approach to business challenges, showcasing a printer’s dedication to meeting client needs, no matter how sudden or demanding. This practice ensures that every client feels valued and prioritized, reinforcing the printer’s role as a critical player in the success of their clients' business ventures.



Chapter 7

#2 Power of In-House Base Shell Manufacturing

And it’s an open secret – that in the dynamic world of flexible printing, time is money, and every minute counts.

One-way top-notch rotogravure cylinder makers ensure they’re always ahead of the curve is by having their own in-house base shell manufacturing.

How it matters to flexible printers?

It's simple: faster turnaround times, and you're no longer at the mercy of external suppliers.

Imagine not hiring a rotogravure cylinder maker who has to wait for another company to deliver the base shells needed for execution of work.

Having a rotogravure cylinder maker with an in-house unit, the whole process from start to finish is under one roof. This setup not only speeds things up but also gives printers like you a complete control over the production schedule. As rotogravure cylinder maker can crank up the speed when there's a rush or manage resources more effectively during slower periods.

This autonomy is a huge advantage.

It reduces the waiting time for new cylinders significantly, which means you can get your printing jobs done faster. This is especially crucial when you have urgent orders that need to be completed yesterday. Plus, managing everything in-house ensures better quality control. Every step of the manufacturing process is monitored closely, reducing the chances of defects and the need for reworks.

Let's talk benefits:

- **Speed:** Quicker production of cylinders means your printing presses keep rolling without delay.
- **Reliability:** Less dependency on external suppliers means fewer chances of unexpected delays.
- **Quality:** With control over every stage of production, the quality of cylinders is consistently high.

For you, this translates into confidence. Confidence that you can meet your delivery commitments to your customers, maintain quality, and handle even the most urgent jobs with ease.

It's about being a reliable partner in a market that waits for no one.

By investing in own in-house base shell manufacturing, it’s not just about making cylinders; but it is about crafting a promise – a promise to deliver on time, every time, without compromising on quality. This commitment sets a flexible printer a great support and makes him a preferred partner in the eyes of his clients. So, when you think about timeliness and quality in flexible printing, think of this facility-holder as your go-to experts, ready and equipped to meet your every need.



Chapter 8

#3
Unlocking High Performance with Advanced Engraving Technology



Now, I want you to connect to a core point.

In the competitive world of flexible printing, having the latest technology can set you apart. That's where advanced engraving technology comes into play.

We're talking about cutting-edge machines like the Hell Gravure Systems equipped with HQH and XTREME Engraving features. These aren't just tools; they're your new best friends in the printing industry, helping you achieve top-notch quality and faster production rates.

Let's break it down.

These high-end engravers are designed to handle complex designs with unbelievable precision. Whether it's fine text or intricate patterns, these machines deliver sharp, clear images every time. And it's not just about the quality. These systems speed up the whole engraving process, meaning your cylinders are ready quicker, and you can get printing sooner.

Now, imagine you're in a tight race to meet a client's deadline. With conventional technology, the pressure mounts, and the risk of errors increases. But with these advanced engravers, you're equipped to handle the job efficiently and flawlessly. They ensure that each cylinder is an example of perfection, reducing the need for reworks and speeding up your turnaround times.

Here are the **Benefits that matter:**

- Precision: Every detail of the client's design is captured perfectly, enhancing the final product's appeal.
- Speed: Faster production means you can take on more jobs and respond quickly to market demands.
- Quality: Consistently high standards keep your clients coming back for more.

This technology is a game-changer for any flexible printer looking to stay ahead in a fast-paced market.

Because it's not just about keeping up; it's about leading the pack. By investing in such advanced systems, you're signalling to your clients that you're serious about delivering the best, swiftly and without compromise.

In true terms, embracing advanced engraving technology is like turbocharging your printing capabilities. It’s an investment in your business’s future, ensuring that you meet not only today’s demands but also tomorrow's challenges.

Stay ahead, stay precise, and keep winning with every print!



Chapter 9

#4
Streamlining Success with Dynamic Tracking Mechanisms

In the fast-paced world of flexible printing, staying updated in real-time isn't just convenient—it's essential. That's where dynamic tracking mechanisms step in, transforming how we monitor orders and manage workflows. These systems are not just tools; they're your strategic advantage in maintaining a seamless production line.

Here's a simple step-by-step explanation of how dynamic tracking works and benefits your printing operations:



Step 1: Real-Time Order Monitoring

As soon as an order is placed, it's logged into our dynamic tracking system. This means you can see the status of your order at any point, right from entry through to delivery. No more guesswork or endless phone calls; just a few clicks and you know exactly where things stand.

Step 2: Early Detection of Delays

The real power of dynamic tracking lies in its ability to alert us to potential delays. Whether it's a hold-up in the supply chain or a machine downtime, being informed early means we can take immediate action to rectify the issue, minimizing any impact on the delivery schedule.

Step 3: Proactive Problem Solving

With real-time data at our fingertips, we don't just react to problems—we prevent them. If a delay is detected, our system triggers a set of predefined actions to address the issue. This might mean rerouting orders to other machines or adjusting production schedules to keep everything on track.

Step 4: Continuous Communication

Throughout this process, our dynamic tracking system keeps you, the client, in the loop. You'll receive automatic updates via SMS or email, ensuring that you're always informed and in control of your orders.

Benefits for Your Business:

- Transparency: See the status of your orders anytime, anywhere.
- Efficiency: Reduce downtime and speed up your production cycle.
- Trust: Build confidence with your clients through reliable and timely updates.

By integrating dynamic tracking mechanisms into our operations, we not only streamline our workflows but also enhance our service reliability. This smart system is tailored for flexible printers who value precision, efficiency, and communication.

It's not just about tracking; it's about optimizing every step of the production process to ensure that your projects are delivered on time and to the highest standard.

Let's keep the presses rolling and your business thriving with the latest in technology and efficiency.

Chapter 10

#5
Mastering Margins with Comprehensive Prepress Services

We live in an era of advanced technology, where flexible printing and packaging is working in tandem to help businesses effectively reach their target audience. Especially for print media like packaging materials, the way you communicate and the quality of your materials can leave a lasting impression on your audience.

This is where prepress services come into play. The services work on each component of your materials, ensuring that your print materials meet the highest standards of quality and accuracy.

Prepress services encompass a range of activities and processes that take place before the actual printing of your material.

The *benefits* of expert Prepress services include -

1. Helps You Create Print-Ready Outputs

Prepress professionals are adept at optimizing digital files for printing. They ensure that your files are in the correct format, resolution, and colour space for optimal print quality. By optimizing images, adjusting colour profiles, and managing font embedding, prepress services enhance the overall quality of your prints.

2. Provides Optimal Quality Control

Ensuring the highest quality standards for your print materials is crucial, and prepress services play a vital role in achieving this goal. Experienced prepress professionals carefully review your files, meticulously checking for errors like typos, incorrect fonts, or image inconsistencies. This ensures that the final output is high quality and meets rigorous quality tests.



3. Improves Colour Accuracy & Print Quality

Colour plays a vital role in any printed material and is essential to achieve accurate colour replication. Prepress services employ advanced colour management techniques to ensure precise colour reproduction. By calibrating devices, refining colour profiles, and executing colour proofs, prepress experts ensure that the printed colours closely match the intended design. This meticulous attention to detail significantly enhances the visual appeal of your materials, making them more captivating and engaging to your intended audience.

4. Ensures Brand Consistency

Maintaining a consistent design is essential for creating a strong brand identity. With prepress services, you can ensure that all your printed materials, such as brochures, flyers, and business cards, have a uniform look and feel. Prepress professionals pay close attention to details like colours, fonts, and layout, aligning them with your brand guidelines to reinforce brand recognition and professionalism in the minds of your customers.

5. Provides Speciality Print Expertise for Packaging Materials

If your business requires packaging or specialty print products, prepress services provide invaluable expertise in this area.

Prepress professionals deeply understand the technical aspects of creating precise templates, die lines, and folding guides for packaging materials. They ensure the design elements align perfectly, minimizing errors during production.

With their specialized knowledge, prepress services help you navigate the complexities of packaging and specialty print projects, ensuring that the final results are visually appealing, structurally sound, and aligned with your brand identity.

6. Streamlines Preprint and Post-print Workflow

By outsourcing prepress services, you can optimize your business's workflow. Instead of using internal resources to handle tasks such as proofing, file preparation, and colour management, you can rely on prepress professionals.

This streamlined workflow allows your team to focus on core business activities, making them more productive while reducing the chances of errors slipping through the cracks. In turn, this will enable you to allocate your resources more efficiently, ensuring a smooth and efficient print production process with the expertise of prepress services.



7. Provides Proofreading & Error Detection Services

Even with strict prepress procedures in place, errors can still occur in printed materials. These errors can range from simple grammar mistakes and typos to design flaws that can hurt your brand's reputation. While digital copies can be easily corrected, the same cannot be said for print materials.

To avoid such errors, prepress services are available to catch and fix any mistakes before production. Prepress professionals conduct thorough proofreading, carefully examining all aspects of your files, including design, layout, typography, and image resolution. By detecting and correcting errors during the prepress stage, they can prevent costly and embarrassing mistakes from making it into the final prints.

8. Cost Savings

One of the most significant benefits of prepress services is their ability to save costs.

By identifying and resolving errors before printing, prepress professionals help you avoid the expenses associated with reprints, wasted materials, or unsatisfactory results. Investing in prepress services upfront can result in substantial cost savings in the long run, making it a smart financial decision for your business.

9. Exceptional Time Savings

Prepress services improve workflow efficiency by reducing the time spent on error detection and correction.

Prepress experts are trained to conduct comprehensive proofing and file analysis, ensuring that your print materials are error-free and ready for production. This streamlined process saves valuable time and allows you to meet tight deadlines without compromising on quality.

10. Helps You Get Expert Guidance in Every Stage

Prepress service providers bring a wealth of expertise and knowledge to the table. Their experience allows them to provide valuable guidance and recommendations throughout the prepress process.

Whether it's selecting the right paper stock, optimizing images for print, or advising on the ideal print finishes, prepress professionals offer insights that can help you make informed decisions.



Chapter 11

#6
Revolutionizing Deliveries with Automated Logistics

If you have made up your mind to walk with us, it's a sign of great relief for us.

But in the action-packed world of flexible printing, another challenge is staring at us.

This is managing logistics which often feel like a tightrope walk.

But what if you could transform this balancing act into a streamlined, reliable process?

Enter automated logistics and delivery systems—a real game-changer for ensuring that your cylinders reach you on time, every time.



Step-by-Step Breakdown of Our Automated Logistics:

Step 1: Automated Scheduling Right from when your order is placed, our automated systems kick into gear, scheduling your delivery based on production timelines and your urgency. This precision ensures that every order is queued for delivery at the perfect time.

Step 2: Real-Time Tracking Once your cylinders are on the move, you can track their journey in real-time. This isn't just about transparency; it's about planning your production knowing exactly when your materials will arrive.

Step 3: Optimized Routing Our systems use advanced algorithms to choose the best routes, avoiding delays caused by traffic or route diversions. This means faster delivery times and reduced chances of unexpected hold-ups.

Step 4: Convenient Pick-Up and Drop-Off We know that flexibility is key. That's why we offer pick-up and drop-off options that fit seamlessly into your workflow. Whether it's at your factory gate or a designated hub, we make receiving your cylinders as easy as possible.

Direct Benefits to Your Business:

- **Reliability:** With automated logistics, you get a predictable and dependable delivery service. Say goodbye to the stress of wondering whether your materials will arrive on time.
- **Efficiency:** Reduce downtime in your production. Our precise delivery schedules mean you can plan your print runs without gaps or delays.
- **Cost-Effective:** Optimized routes and schedules mean lower delivery costs—a saving we pass on to you, making your operations more cost-effective.
- **Customer Satisfaction:** On-time deliveries and the ability to meet tight deadlines enhance your reputation, making your clients happier and more likely to return.

Automated logistics is not just about moving things from A to B.

It's about smart, efficient transport that syncs perfectly with your production needs.

It's about giving you peace of mind and the ability to focus on what you do best—printing.

*Join us in this logistic revolution and watch as your deliveries turn from a routine task to a competitive advantage, ensuring your printing business runs as **smoothly** and **efficiently** as possible.*

Chapter 12

#7
Staying Connected: The Power of Robust Client Communication Systems

Hello, are you talking!

Worry not, we are listening even what is not said.

In the dynamic world of flexible printing, communication isn't just about exchanging information; it's the backbone of customer satisfaction and business success.

Our robust Client Communication and Feedback Systems, powered by advanced CRM (Customer Relationship Management) technology, ensure that we're not just talking to you; we're listening and responding faster than ever before.



Here's how it works and why it matters:

1.Always in the Loop

From the moment you place an order until it's delivered, our CRM system keeps you updated every step of the way.

You're never in the dark about your order status. Whether it's a production update or a shipment notification, you get the information as it happens.

2. Quick Feedback Loop

Got a query or need a quick change to your order?

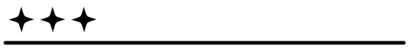
Our CRM system facilitates instant communication.

You can provide feedback, raise concerns, or ask questions directly through the system, and our team responds promptly. This quick interaction ensures that small issues don't turn into big problems.

3. Issue Resolution at Lightning Speed

When issues arise, time is of the essence.

Our CRM system is designed to flag issues as soon as they're reported, routing them to the right department without delay. This means faster troubleshooting and problem-solving, minimizing any potential delays to your orders.



4. Tailored Experiences

Every interaction you have with us helps our CRM system learn more about your preferences and needs. This information allows us to tailor our services specifically to you, enhancing your overall experience and ensuring that you get exactly what you need, when you need it.

5. Building Strong Relationships

Our CRM isn't just a tool for managing transactions; it's a bridge that strengthens our relationship with you.

By maintaining open and efficient communication, we build trust and understanding, which are the pillars of a strong business relationship.



Direct Benefits to Your Business

- **Transparency:** You always know the status of your orders and can plan your business operations accordingly.
- **Efficiency:** Faster feedback and issue resolution mean no unnecessary delays in your production line.
- **Personalization:** Our tailored communication approach ensures that your unique business needs are always considered.

In fact, our robust Client Communication and Feedback Systems are more than just a feature; they're a promise of our commitment to your business success.

We believe that effective communication is key to building lasting partnerships, and with our CRM technology, we ensure that this communication is as seamless and beneficial as possible.

Let us help you streamline your operations and delight your clients, making every interaction with us a positive and productive experience.



Chapter 13

Two Choices:

Self-Guidance or Expert Collaboration

As we have seen the best practices that make flexible printing - a high-value service for Brand owners and end-users, we just completed a circle of learning and understanding. It was full of key points that must go with best quality production as well technical basics that one must expect from engravers for -best in class printing delivery.

Let's quickly recap what all we have been through-

First, we talked about the magic of having **Reserved Capacity for Urgent Needs**. This is where we keep a slot open just for those last-minute rush jobs, ensuring that unexpected demands don't throw off our regular schedule. It's like having a VIP fast lane, so urgent orders get processed fast and efficiently.

Then, we been through the benefits of **In-House Base Shell Manufacturing**. By making our own base shells, we cut down on waiting times and keep the control over quality and delivery schedules right in our hands. It's all about being self-sufficient, speeding up the entire production process from start to finish.

We also explored how **Advanced Engraving Technology** elevates our printing capabilities. Using high-end systems like Hell Gravure with HQH and XTREME Engraving, we achieve unmatched precision and speed, allowing us to churn out top-quality prints faster than ever.

Next up was **Dynamic Tracking Mechanisms**, a system that lets us monitor orders in real-time. This technology helps us spot and fix delays immediately, ensuring smooth and timely delivery of every order. It keeps everyone informed and ready to respond at a moment's notice.

Our journey continued with **Comprehensive Prepress Services**. Here, we fine-tune every detail before printing to reduce ink usage and ensure the highest quality. It’s about perfecting the setup to save costs and enhance the final product's look and feel.



We then discussed how **Automated Logistics and Delivery Systems** transform how we handle deliveries. By automating scheduling and using real-time tracking, we ensure cylinders reach their destinations quickly and without hassle, maintaining a tight schedule that meets all our client's needs.

Lastly, we highlighted the importance of **Robust Client Communication and Feedback Systems**. Through our CRM systems, we keep the lines of communication wide open, allowing for swift feedback and speedy resolution of any issues, thereby enhancing overall customer satisfaction.

From initial order to final delivery, we're committed to efficiency, quality, and customer satisfaction, making sure we stay ahead in the competitive world of flexible printing partner.

As everything comes to end, it takes us to two choices.

These choices offer us two different ways to achieve success and earn profits.

Two Pathways

First Choice

Adopt this guide as your constant companion in the everyday competition of acquiring high-paying clients.

Revisit the chapters, slowly go through the pages, implement the practices into your operations, and use them to steer your decisions.
The secrets of efficient printing that convert Brand Owners to your fans—regardless of market shifts or economic changes—are given here.

But the real challenge is implementation.

Will you apply this knowledge consistently?

Life's distractions often side-line even the best strategies.

This leads to missed opportunities and potential regrets.

The best course?

Act on these insights, witness the improvements, and let this newfound wisdom transform your printing business.

Second Choice

Perhaps you find it real hard to align with every day complexities and challenges of flexible printing alone. Competition is tough and client acquisition requires lot more efforts everyday-with premium quality and fast deliveries. Margins are shrinking and costs are increasing. In these circumstances, a wise association can give relief and revenue both. Moreover, It makes the journey smooth and better-saving peace of mind.

If you are feeling the same, then an expert collaboration might be best path for you to grow. This doesn't necessarily mean entering a formal arrangement but rather forming a partnership with specialists like us, who can guide you through applying these advanced practices in your daily operations to get ahead of competition.

This could include:



- Personalized advice on optimizing your printing setups.
- Hands-on guidance for using tracking and logistics technologies.
- Support in adjusting operations to leverage in-house manufacturing benefits.
- Insights into maintaining robust client communications for enhanced customer satisfaction.

Consider this expert collaboration as having a seasoned mentor in your corner, someone who brings clarity and confidence to your printing challenges.

You can reach out and connect with #1 Rotogravure Cylinder Maker in Central India **Rakhee Agarwal** for a deeper, more tailored approach to integrating these advanced solutions.







Stay Connected:

Follow us on our social media platforms to keep up with the latest trends and updates in the printing industry. @Rakhee Agarwal: https://www.linkedin.com/in/rakhee-agarwal-53790618b/

If you need strategic advice tailored specifically for your business needs or upcoming projects, schedule a **DISCOVERY CALL** @ +91-9226515942 with Rakhee Agarwal, our expert in flexible printing solutions.

Your feedback and questions are invaluable to us, and we are here to support your journey towards printing excellence. So, FEEL FREE to ask us questions and share feedback on our product to improve us and bring more innovation and efficiency in our execution - WhatsApp Number - 7499919596

Always Remember, whether you choose to guide yourself through the insights of this book or seek expert advice, the goal is the same: to achieve efficiency, quality, and success in all your printing endeavours.

Visit us at-
www.daffodilengravers.com

Connect with me at-
rakhee@daffodilengravers.com

BONUS



15 Point Checklist

- [x] 1. Dimensions and KLD
- [x] 2. Image Resolution
- [x] 3. Eye Mark colour and size
- [x] 4. Sealing area
- [x] 5. Pouching type
- [x] 6. Shade matching reference
- [x] 7. Job type (surface or reverse)
- [x] 8. Material structure
- [x] 9. Print area/ Pet Size
- [x] 10. PCB line
- [x] 11. White and special colours separation
- [x] 12. Steps and repeats
- [x] 13. Registration and ARC Marks
- [x] 14. Ink GSM required
- [x] 15. Cylinder mileage

From **Concept** to **Creation**

Unveiling our **Rotogravure Cylinder** Expertise

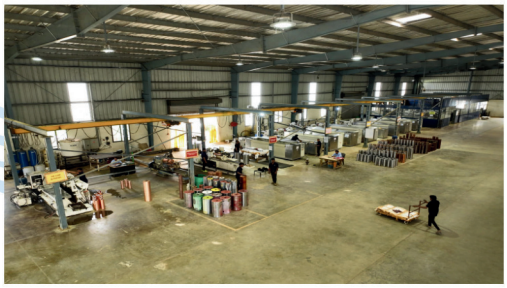


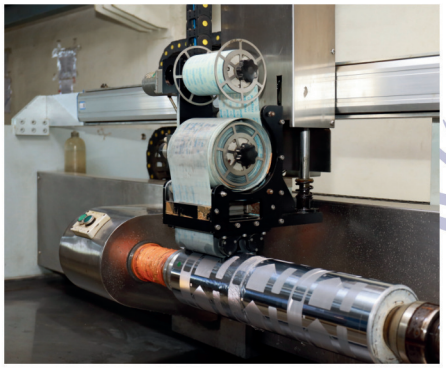




From **Concept** to **Creation**

Unveiling our **Rotogravure Cylinder** Expertise





a Team to

engrave **TRUST**





Notes



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