

PAPERLESS ...DOES THE CONCEPT EXIST ?

A paperless office is a work environment in which the use of paper is eliminated or minimal. This means converting documents and other papers into digital form. The concept claims that "going paperless" can save money, boost productivity, save space, make documentation and information sharing easier, keep personal information more secure, and can be extended to communications outside the office as well.

An article titled "The Office of the Future," was published in the June 30, 1975 issue of Business Week, in which the director of Xerox's PARC - George E. Pake painted his vision for the future sharing that he envisioned people in future offices with their own "TV-display terminal with keyboard at his desk" with the ability to "call up documents from my files on the screen, or by pressing a button...I can get my mail or any messages. I don't know how much hard copy [printed paper] I'll want in this world." It is quite remarkable how close George Pake came to describe the office of today.

The paperless office really depends on the industry your business is in, and your position within the company. The CEO and CFO are both probably more "paperless" than an accountant or analyst in a company, who absolutely cannot escape paperwork due to requirements by auditors and federal law. Some examples of business that still prefer use paperwork could be Car dealerships, Car rentals, and Hotels, Lawyers, Financial firms, Medical offices etc. Similarly there are examples of businesses that could generally be paperless like Advertising, IT Services, Online Search & Software companies etc.

The above mentioned article then moves on to "The Paperless Office." It quotes Vincent E. Giuliano of Arthur D. Little, Inc., who predicts that the use of paper in business for records and correspondence should be declining by 1980, and predicts that almost all record handling will be done electronically by 1990.

Has it happened ?

Today, offices, may try to become Paper-Light instead of Paperless. It may help organizations to have faster access to documents, work smart and efficiently, take quicker and better informed decisions and provide better service to their

customers. But is it truly possible to have "A Paperless Office"?

Having discussed the office environment, let us move to the printing side of activity in our lives. The print industry has been subjected to significant turmoil over the course of the past decade or so due to the meteoric rise of digital alternatives seeking to displace traditional paper products. Newspapers and other publications were hit particularly hard by the global economic recession, and many began to fold or switch to exclusively digital formats as the result of a panicked overreaction. However, newspapers are no longer overlooked, one really cannot give away that feeling on morning cup of tea with your favorite newspaper. The print industry has been undergoing a number of systemic changes over the course of the past decade or so due to the emergence of digital media and the subsequent shift of consumer focus away from traditional platforms. In order to remain viable, printers - the successful ones, at least - have been forced to reinvent themselves and offer new products and services.

Today, Technology is driving print's evolving data analytics and new tech developments to spur growth within the print news sector. Increased access to consumer-related data allow newspapers to more strategically develop products and content. The increased investment in social media that many news outlets are making helps stories develop rapidly and constantly update customers on emerging details, creating a new niche for the physical copy. Newspaper reading has evolved into a far more leisurely activity than it used to be, and publishers have started offering long-form journalism and lifestyle pieces to target the interests of the casual reader.

While technology has played a huge role in the modernization of the print industry, the inverse is also true, as Print's influence can also be seen all over the Web. Online content is often designed to reflect print layouts. The Washington Post's recently revamped its website layout in resemblance to the print format - an effect that was intentional, according to the Post's director of digital products and design, Joey Marburger. He shared that the upgraded layout was inspired by the front page of the print edition of the newspaper, due to its simplicity and ability to emphasize major stories in comparison to items of lesser importance.

INDUSTRY NEWS

FP Innovations has patented a technology for determining fibre wall thickness and fibril angle of individual fibres online. This technology is based on an innovative light system for colorimetric based quantification of the desired properties.

Denise Turner, of London-based Newsworks, explains print's continued relevance in the digital age. Turner argues that, in a news market that has been oversaturated with illegitimate sources, print has proven to be a reputable medium for consumers. Articles are rarely or never published in a physical newspaper unless the editorial staff is positive about the details, while online sources often tweet and post false information constantly in an attempt to break a story first. Turner also asserted that print news gives a more comprehensive and satisfying version of a story.

In a recent study released by the Pew Research Center, 62 percent of U.S. citizens under 30 stated they believe that printed materials hold valuable information the Web cannot offer. Perhaps as a result of this conviction, the same study found that teens - ages 16 to 17 - were more likely to read books in print as well as utilize them for research than older age groups. The impact of e-readers on paper consumption is yet to be fully measured. As readers migrated to digital devices, e-books sales soared 1200% between 2008 and 2010 and everyone thought we are going the way of digital music. But the digital apocalypse never arrived. In fact, the reports say that e-books sales have declined 10% in first 5 months of 2015.



In USA in recent years the market has seen a renaissance, to a certain extent, in the marketing sector. Magazines are all the rage, retailers are beginning to distribute physical catalogs again, and, perhaps most importantly, industry members have bonded together to form a novel ad campaign that sings the praises of print on a national scale. Chicago Tribune

contributor Michael S. Rosenwald reported that the print industry has embarked on an advertising campaign that does not aim to necessarily sell a specific product - rather, it is an attempt to reestablish the audience's connection with the medium. Anne Hansan, executive director of the Paper and Packaging Board, which is organizing the ad campaign says that the goal of the initiative is to reaffirm people's appreciation of paper, while also establishing a voice for the industry on a large scale. The target demographic for the sought-after revitalization of paper as an effective medium is well-educated workers who have an appreciation for paper, but have strayed away from using it in recent years. He said that industry representatives lamented the fact that this group is constantly influenced by the eco-friendly or digital-friendly movement, which portrays paper as a wasteful and unnecessary luxury. The campaign aims to flip the script on this degradation and paint paper in a more positive light - one that reflects print's ability to connect people and enrich their media consumption.

Can a similar initiative be thought of by the Indian Paper Industry...maybe sooner or later it will have to!

Summary :

Technology has brought long drawn changes in the print industry and continues to provide newer opportunities. A fully developed and multimedia brand that spans multiple platforms and focuses on providing marketing services to clients can help to establish print as an innovator. Television was supposed to be radio's death sentence. While radio has evolved over the years, it has not gone extinct - and neither will paper or print.

QUOTABLE QUOTE	" Hardwork without talent is a shame, but talent without hardwork in a tragedy." -Robert Half		
SCRABBLE email answers by 20 th Oct '15	What is G P P S ? (Hint: <i>environment protection</i>) First correct answer will win a Parker Vector Roller Pen (Maximum two prizes for one person in a year).		
WINNER SEPT'15	No correct answer received Answer : HOT ROPE PORT COMIC SITO - Orthotropic composite		
?QUIZ email answers by 20 th Oct '15	Quiz: Optical brightening agents generates 'which' light that is added to the reflected light. (Hint : After absorption from ultraviolet part of light spectrum)		
WINNER SEPT'15	Mr. Babu Kambadkone, Production Manager, Gayatri Paper Mills Ltd, South Africa Which of the four materials - Polyester, PEEK, PCTA and PPS shows 'maximum' and 'minimum' tensile strength? Answer : Polyester max and PCTA minimum		
 Prizes	1. Best / first correct answer received will win one-year subscription to IPPTA Journal (Maximum one prize for one person in a year). 2. Best of the 12 monthly winners in a year will win one-year subscription to Paper 360° Magazine, USA.		
 Right?	A husband shares a study - "Men use about 15,000 words per day, but women use 30,000." ...to prove his point that his wife speaks more. The wife thought for a while and said to her husband, "It's because we have to repeat everything we say." The husband said "What?"		
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