

OFFSET PRINTERS TO BE BENEFITED FROM INDIAN MADE PRINTING BLANKETS

With huge capital investments in procuring state-of-the-art equipments and investing in excess of two years planning and execution of manufacturing plant, Mahalaxmi RubTech Ltd, an ISO 9001:2000 certified public limited company, is all set to introduce Indian made offset printing blankets.

Indian offset printing industry has been deprived of choices when it comes to sourcing offset printing blankets. Europe and China manufactured offset blankets are the only available options in the market. The high quality of European blankets has been accompanied with towering costs, shipping obligations and other inconveniences. Chinese blankets, on the other hand, have still not managed to step on the highest pedestal of quality. In this scenario, to meet the demand of offset printers of the country Mahalaxmi RubTech Ltd is on the verge of introducing range of Indian made high quality offset printing blankets. Slated to be launched in November 2012; the manufacturing structure of these blankets is inspired by European processes. The firm has also introduced European manufacturing technology and roped in European consultants to abet its endeavour of offering international quality at Indian prices.

As per a senior spokesperson of Mahalaxmi RubTech Ltd, "Our objectives from the outset have been eloquent. We have believed in good quality, sincere services and new technologies. The venture into offset printing blankets is just an extension of the years of hard work that we have put into textile blankets manufacturing. However it has not been easy understanding the applications of developing and manufacturing of offset printing blankets. We have given specific attention to the minutest details during the manufacturing process. Our continuous research and constant development has enabled us to offer the best offset printing blanket for Indian offset printers. Our focus is neither on low cost cheap quality product nor on offering unaffordable printing blankets that come with lot of additional costs of bulk buying and untimely deliveries, rather our efforts will be to provide reasonable priced high quality blankets offering good value for money. We are certain that dealers and printing houses will find immense value in our offering."

Mahalaxmi RubTech Ltd, widely known as MRT, has been offering unparalleled rubber textile printing blankets for years, with export to over 25 countries worldwide. It is a part of The Mahalaxmi Group which has pursued excellence for over 40 years, marking its successful presence in the sectors of textiles, chemicals and rubber. It is the integration of these technologies and high quality products that has generated immense value and goodwill for the group. Identifying niches and catering to the needs of the market has always been the specialty of the group.

The Mahalaxmi Group has founded its business on a corporate philosophy of blending conventional and modern technologies, to produce ideal manufacturing solutions. Staying true to this philosophy, the group has hit yet another master stroke by announcing the launch of Indian made offset printing blankets. ■

SUJATA GHOSH: CONTRIBUTING WITH THE ART OF CALLIGRAPHY

Revivifying an ailing branch of graphic arts enhancing its applications

With applications of 'calligraphy', new wonders may be created significantly in the graphic arts industry. There are a few dedicated artists in India who are professionally offering their services to make lot of conventional print products beautiful with decorative handwriting. One such artist is Sujata Ghosh who ably provides calligraphically designed and written book covers, wrappers, certificates, citations, quotations, wedding invites, monograms and much more.



Sujata Ghosh

Admittedly, it's time of perfection to mark outstanding success in any sphere of life. To achieve prestige in the graphic art, a sort of fine arts, encompassing a wide range of art forms, including typography, lithography, serigraphy, calligraphy, bindery, photography, etc, one unavoidably needs to be connoisseur of the genre, like Sujata Ghosh. "The art of calligraphy is God gifted to me, and with the passage of time it became my hobby. Without getting any formal training, I relentlessly endeavoured to bring perfection to my skills in this art through continued practices," reveals Sujata, a prudent artist of quiet sedate nature, in conversation with Ajeet Singh, asst editor, *Print & Publishing*.

Revivifying an ailing art

Like many arts and concepts, 'calligraphy' - an art of fancy lettering, presented in an expressive, harmonious and skillful manner - is also one of the ailing branches of graphic arts due to diminishing vogue of penmanship. However, there are still a few artists who continue preserving and revivifying it, striving to enhance its applications in a range of products which are mostly dominated by advanced printing technologies and processes. "With application of the art of calligraphy, the wonders may be created significantly in the graphic art industry. Being dedicated to professionally contribute to this industry, I always render my best in making lot of conventional print products beautiful with my art of decorative handwriting. Such products include calligraphically designed and written book covers, wrappers, packages, labels, certificates, citations, quotations, wedding invites, insignias, logos, monograms and much more," mentioned Sujata, "Imbibing calligraphic skills with graphic design, I have so far contributed many book covers to the

book publishing industry, through Oxford Press, Sterling Publishers, etc."

Passionate calligrapher

Passionately skilled in penmanship, Sujata avowedly reckons herself with artists rather than being a professional. "Initially, I was not willing to commercialize my calligraphic skills, but being analyzing my work, most of my well-wishers encouraged me to offer this service professionally," she divulged, adding, "Despite being a college student, my daughter - Nupur is also equally passionate to learn calligraphy, and her skills in this stream are well appreciated. Seeing such a passion in young generation, it can observingly be said that the art of calligraphy shall survive for long even in the era of technology-driven world."



Sujata Ghosh with her daughter Nupur in Leh Jammu & Kashmir.

"Undoubtedly, technology can facilitate your work, but it can not make you creative enough in real sense. Still I am not so computer-friendly, and think that becoming increasingly dependent on computer reduces our natural creativity. What computer can not do we can create differently through calligraphic art vibrantly," opined this expert calligrapher.

Precious treasure...

"Collection of pen and stationary has been passion for me since childhood. Most of my pocket money would go for this sort of spending. Whoever asked my choice for gift, I always prefer pen. Even from abroad, my relatives and well wishers bring pens for me. That's why collection of pens and stationary is the most precious treasure for me," concluded Sujata having optimistic approach to business potentials in calligraphy. ■

Applications Galore! Calligraphy looks very elegant on letterheads, visiting cards, invitations, and book covers.

