

Press Release

P4P
print for
printers

Print4Printers motivated to hire Apprentices by North Print & Pack, Harrogate

A Derbyshire-based printing company attended North Print & Pack, Harrogate to exhibit its expertise via an easy to use online quoting and ordering system and came away from the show inspired to invest in an apprenticeship programme to enhance career opportunities of Britain's talent.

Matt Kent, Managing Director and owner of Print4Printers Ltd, the dedicated NCR printing service for the print trade, explains: "We went to the show to demonstrate to printers how we are able to produce and deliver NCR books and pads in a more cost effective way than printers producing them in-house. Whilst at the show, I attended the PrintIT Awards and spoke in depth to a number of Apprenticeship training providers who helped me to better understand the benefits of long term apprenticeship programmes."

Matt had already recruited two apprentices last year and believes that expanding his programme could be a true win-win for all involved. His apprentices are well on the way to completing their training schemes with one working towards Level 3 NVQ in Design and one working towards Level 2 NVQ in Print Finishing, to complement the experience and skills they have gained along the way.

"I have contacted a number of secondary schools in the local Ripley area with the intention that they might become feeder schools for my apprenticeship program," adds Matt, who began his printing career in 1994 and is now the owner of Ripley Printers and Print4Printers that serves the NCR needs of the print trade.

"The internet has had a massive effect on the printing industry in recent years, with most websites intended to sell direct to end users," Matt continues. "I have always been committed to supplying print to the trade and I worked with a Derbyshire based internet solutions company to create www.print4printers.co.uk to make life easier for printers and print managers. They simply register on the site to create their own unique log in identity and password via which they can place orders, receive proofs, job status updates and despatch notifications.

"The website features a 3 step ordering process, making the production of NCR sets books and pads quick and easy, and as it was designed to supply trade print from day one, the plain label functions allow us to deliver in confidence to the end user, who remains totally unaware of the role played by Print4Printers Ltd.

"North Print and Pack was a successful show for me, as I demonstrated the website to many from the trade who quickly appreciated the competitive advantage it offered. I would also like to think that it will prove successful for any apprentices I might take on who will be able to start an exciting career in printing."

Anyone requiring more information about Print4Printers Ltd should visit website www.print4printers.co.uk or telephone **Matt** on **01773 743621**.

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