Interview with Bruce Cozens

Stick to your guns

Harriet Gordon talks to Bruce Cozens, product manager at Vivid Laminating Technologies, about where the company fits into the finishing sector, and the future of print as a whole

Q: How did you first arrive in the print industry?
A: I began my career at a company called CSL Coated Specialities, manufacturers of both pressure sensitive and heat sensitive (encapsulation) films and equipment. They were then purchased by Bunzl in the late 1980s, who split the business into two separate companies. I worked for Morane, which were involved in encapsulation for machines and supplies, for six years, until joining Vivid in the early part of 1993.

Q: What changes in the market have you noticed since you began your career?
A: The biggest change has been the introduction of the digital printing presses in the early 90s. It meant that traditional copy shops could set-up as printers for a fraction of the cost you would need to spend on a litho machine. HP’s Indigo print engines have changed the landscape again and their series four, announced at Drupa 2012, looks an exciting bit of kit. Digital and lithographic presses will always continue to evolve, which is why as a company we have continued to develop and enhance our Boss range of laminating films.

Q: What are your predictions for the future of Vivid Laminating and the industry as a whole?
A: The print industry has gone through a big change in the last ten years. The technology that exists today was only an idea in 2003—a smartphone meant your mobile had a colour screen and a tablet was something you took for a headache. I think that every so often, technology is able to leapfrog what traditional print is able to do. The fact that Rupert Murdoch himself has predicted that newspapers won't exist in ten years time carries some weight.

iPads may well replace the traditional daily paper, but print will always be here. Print isn't dead; it has evolved as much as the technology.

"Of course, our laminators are exceptional and award winning, but it is the in-depth expertise of our sales team, our engineers and product designers that give us the edge"
The iPad wasn’t around ten years ago, but neither was the vinyl used for vehicle wraps and just look at the vehicle decals we are seeing today. Cars, trains, buses, even aeroplanes! Our EasyMount Wide-Format Laminators are used throughout the world to laminate and protect the vinyl used on wraps.

We are continually evolving as a company. Our designers constantly strive to enhance our products. We do this by our engineers and our sales team talking to our customers and feeding back ideas, suggestions and comments. We introduced a Duplex system for our Matrix MX-530 Laminator at FESPA this year, meaning that the system can now laminate single side, double side and encapsulate.

As long as there is print, there will be a need to protect your work through lamination, and as long as people need laminators, there will be Vivid.

How are the latest advances in finishing technology affecting the industry?

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What do you believe makes Vivid Laminating stand out in a competitive market?

The knowledge and customer service of the team here at Vivid is one of the key points about our business. Of course, our laminators are exceptional and award winning, but it is the in-depth expertise of our sales team, our engineers and product designers that give us the edge. Our work rate is outstanding, whether our customers need to query the ideal laminator for a wide-format printer, or what type of comb is suitable for their binder.

What is your view on the growing demand for environmentally-friendly manufacturers?

It is our opinion that manufacturers have a responsibility to do all they can to ensure that the activities of their business have the smallest carbon footprint possible. At Vivid, we truly care about the environment, which is why we are an ISO 14001 registered company.

We maintain an environmental management system, which enables us to control and minimise our waste streams, reduce our use of natural resources, including all our packaging materials and energy usage, and seek to be as efficient as we can in our use of transport.