

TIPS OF THE MONTH

A man is about as big as the things that make him angry. ~ WINSTON CHURCHILL

Advice is like snow; the softer it falls, the longer it dwells upon, and deeper it sinks into the mind.

~ Samuel Taylor

When a man has put

a limit on what he will do,
he has put a limit
on what he can do.

~ Charles M. Schwab



The must-have marketing skills in 2014

by Christine Khor

Two years ago I wrote about the top skills required to succeed in marketing in 2012. The skills I described remain imperative in a highly competitive marketplace. Employers are still seeking strong leadership, emotional intelligence and the ability to write across multiple platforms.

However, there has been an emergence of other highly sought-after skills for marketing professionals to have in their arsenal – employers are looking for a balance of functional skills such as digital, shopper marketing, innovation, insights and data analysis, as well as softer skills such as leadership, consumer psychology, curiosity and courage.

What employers want

Functional skills

1. The Storyteller: Brands have become publishers and employers are looking for journalism-driven candidates who can deliver content across multiple platforms and in a variety of 'voices'. Currently in demand are writers, who can deliver content for both B2B and consumer, online and social, corporate and conversational and in both short and long form. Understanding the role that digital and content marketing plays in the broader communications mix is vital for marketers who will need to be able to create content with different angles for numerous audiences.

The art of storytelling is about influence. Marketers need to influence internal teams to engage with the brand story, just as much as they need to influence external consumers to buy the brand. With social media leading to the personification of brands, it has never been more crucial for businesses (and particularly sales teams) to clearly articulate a brand story. Using storytelling devices such as analogies and anecdotes can allow marketers and sales people to respond intuitively to the market, and connect to customers on an emotional level, allowing them to influence purchasing decisions.

2. The Innovator: Recognising opportunity is no longer a trait associated purely with senior leaders. Organisations are beginning to see the benefits of identifying potential in junior recruits, nurturing them into great leaders for the long term.

The most appealing of junior to mid-level talent for leadership development are those who demonstrate a flair for innovation, coupled with strong commercial acumen. Candidates can demand the attention of senior leaders by demonstrating how their non-traditional ways of thinking have assisted companies in the past. Ask yourself, what risks have you taken and how have they paid off?

3. The Data-savvy Marketer: Analysing data is one thing – understanding what it means for a business is another. Our clients are looking for talent who can take big data, understand the impact it has on what they are trying to achieve and make a clear plan based on the results.

Also in high demand are candidates who recognise and appreciate the relationship between marketing and

technology, specifically the working relationship between the CMO and the CIO. They are after talent who understand how to get the best results from working collaboratively across both areas to deliver complementary, innovative campaigns.

4. Shopper Marketing and the Consumer Psychologist: Understanding the psychology behind consumer behaviour and the purchasing process has become a valuable skill in a competitive market. Further to understanding consumer psychology, organisations are on the hunt for people who can influence buyer behaviour. They are looking for candidates who can understand and harness the subtleties of shopper marketing and apply this to the planning and execution of campaigns. Understanding the different paths to purchase for different sectors is critical and talent who can apply this knowledge will be highly regarded in the marketplace.

Soft skills

1. The Strong Leader: Strong, smart leadership will forever be held in high regard and remains an important issue across all sectors, particularly after the GFC. In times of economic downturn, a business will only weather the storm by having resilient, innovative and emotionally intelligent leaders.

Our clients are looking for natural born leaders who hold within them the innate ability to take command and make difficult decisions when times get tough. There is a clear distinction between a natural leader and a manufactured leader. Manufactured leaders may have gone through leadership training and may be perfectly qualified to take command, but when times get tough, a manufactured leader may lack the intuition and experience to make good business decisions. By contrast, a natural born leader can act boldly, make decisions quickly and will have the confidence to stand by their decisions. Leaders who can demonstrate their resilience in times of uncertainty with strong examples of their decision-making, follow-through and end results will always be in high demand.

As retention becomes more of an issue for Australian organisations, businesses are on the hunt for leaders who can inspire, motivate and develop their teams so that productivity and morale remain high. After all, people leave poor leaders not companies.

2. The Curious: Forbes has reported that intellectual curiosity is one of the top five personality traits most sought-after by employers – and there is a good reason for this. Intellectual curiosity not only aids problem solving, but with the rapid evolution of business and technology, it enhances one's ability to understand and adapt quickly to 'the new'. In the eyes of employers, intellectual curiosity demonstrates passion and innovation. Someone who is passionate about learning will be enthusiastic about change in the workplace and open to adopting new processes and technology. Compare that to someone who begrudgingly approaches change and it's clear who's going to add more value.

Many of the above skills will come from prior experience, some will come naturally through instinct and emotional intelligence and others can be found by training, mentoring or up-skilling opportunities. Honing these skills takes determination; those who want to drive their career forward will naturally seek out learning and networking opportunities as they try to soak up as much knowledge and skills as possible. Those who don't show the initiative will get left behind.

Bio-discharge printing on cotton fabrics using peroxidase enzyme

By using peroxidase enzyme-discharging printing method, one can achieve elimination of formaldehyde, energy saving, and reduction of strength loss in addition to it being an environmental-friendly process, infer K Karthikeyan and Dr Bharathi Dhurai.



In the recent times, the environmental and industrial safety conditions have increased the potential for use of enzymes in textile processing to ensure eco-friendly production. Formaldehyde sulphonylate ($\text{NaHSO}_2 \cdot \text{CH}_2\text{O} \cdot 2\text{H}_2\text{O}$) is one of the powerful discharging agents; however, it is considerably toxic and evolves formaldehyde known as a human carcinogenic associated with nasal sinus cancer and nasopharyngeal cancer.

This hazardous chemical has been replaced with an eco-friendly horseradish peroxidase enzyme in textile discharge printing. Enzymatic discharging printing carried out with phenol oxidizing enzyme systems such that reactive dye is selectively discharged from the cotton fabric at selected areas creating a printed surface. The effects of enzymes concentration, pH of the printing paste, treatment time and temperature of enzymatic treatment have been studied. The optimum conditions for enzymatic discharge printing are found to be pH 8, 80°C temperature and 30 minutes time of treatment.

Discharge printing

Textile discharge printing is the most versatile and important of the methods used for introducing design to textile fabrics.

Biotechnology has dramatically increased the scope for application of enzyme systems in all areas of textile processing. Enzymes can be tailored to implement specific reactions, such as decomposition, oxidation and synthesis, for a variety of purposes. There is a growing recognition that enzymes can be used in many remediation processes to target specific purpose in textile industry. In this direction, recent biotechnological advances have

allowed the production of cheaper and more readily available enzymes through better isolation and purification procedures.

Discharge styles show the pattern is produced by the chemical destruction of the original dye in the printed areas. The discharging agents used can be oxidizing or reducing agents, acids, alkalis and various salts. But, most important methods of discharging are based on formaldehyde sulphoxylates & Thiourea dioxide.

Horseradish peroxidase is a protein with a molecular weight of about 40,000, which contains a single protoporphyrin IX hemegroup. This enzyme catalyses the oxidation of a variety of substrates by hydrogen peroxide. This present work is aimed at using horseradish peroxidase enzyme instead of toxic reducing agent to create discharge style on cotton fabric dyed with vinyl sulphone reactive dyes.

Materials and methods

Materials

Plain 100% Cotton fabric (Ready for Dyeing) was used for dyeing & discharge printing.

Dyes & chemicals

The details of the dye and the chemicals used are given in Table.

Table : Functions of dye and chemicals used

SI No.	Dye and Chemicals	Functions
1	Reactive Black CLS (Commercial name)	Dyeing
2	Glauber Salt	Exhaustion agent
3	Sodium Carbonate (Na ₂ CO ₃)	Fixing agent
4	Horseradish Peroxidase (Hi Media RM)	Discharging agent
5	Sodium Alginate	Thickener
6	Hydrogen Peroxide	Oxidizing agent
7	Sodium Perborate	H ₂ O ₂ precursor

Methods Dyeing

The fabric dyed with reactive dye using procedure recommended by dye manufacturer. Exhaust dyeing was carried out at liquor ratio 1:30. Dyeing of fabric was carried out at 60oC for 60 minutes. Fixation was conducted for 20 minutes using 6 to 8 gpl of Na₂CO₃ and 0.01 to 0.5 gpl of caustic lye.

Bio-discharge printing

The cotton samples were printed with a printing paste using hand screen printing technique as per below recipe (White Discharge Printing):

Horseradish Peroxidase: 30, 50, 70, 80, 90 g/Kg

Sodium Alginate: 20 g

Hydrogen peroxide: 20 ml

The printed cotton samples were allowed to dry at ambient condition; then it was left in an oven for different intervals of time and at different temperatures. Finally washing was carried out.

Washing

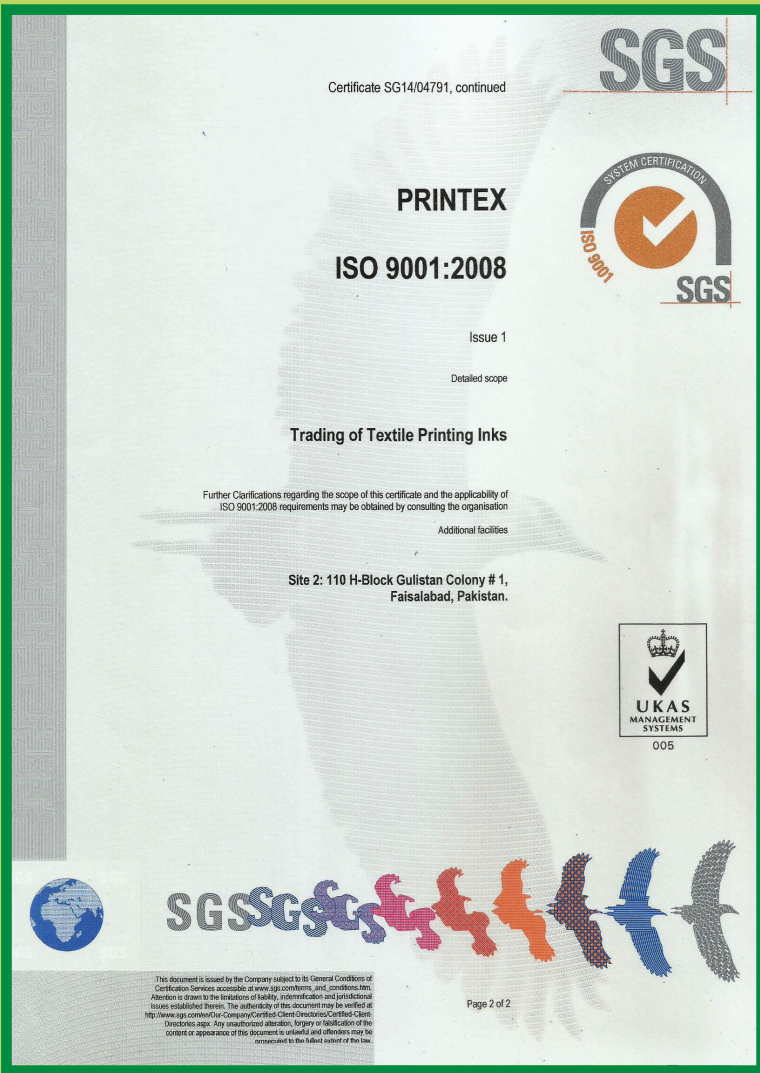
The printed fabrics were rinsed with cold water followed by washing in presence of sodium perborate at 60° temperature for 30 minutes. After the washing, the incubated fabrics were again washed with ECE detergent (4g/L) at 60° temperature for 30 minutes. Finally samples kept in air drying room.

Conclusion

Bio-technology & enzyme application is inevitable tool in modern industry where environmental aspect plays critical role to sustain in the competitive market. Innovative method of using Horseradish Peroxidase & H₂O₂ formulation in discharge printing of textiles carried out successfully. Formaldehyde liberation can be fully avoided in this kind of bio-discharge printing.

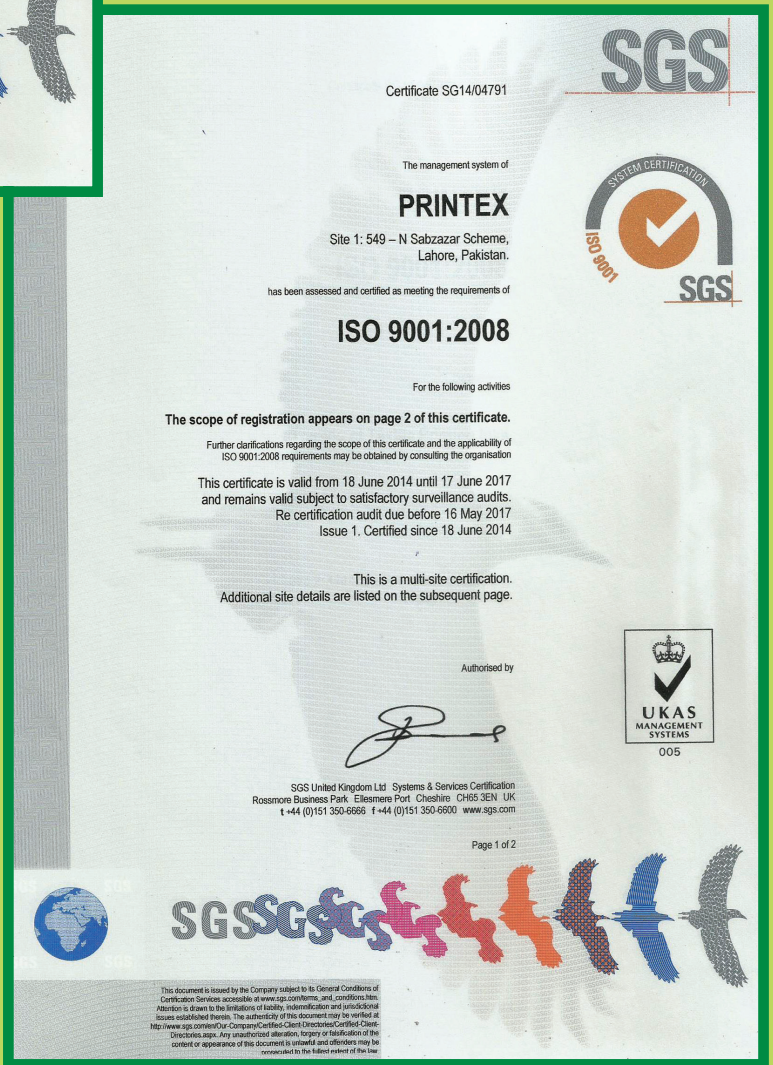
The optimum conditions for using Peroxidase formulation are found to be pH 8, 80°C temperature and 30 minutes incubation time. By using peroxidase enzyme discharging printing method, the following advantages have observed.

- * Elimination of formaldehyde
- * Energy saving
- * Reduction of strength loss
- * Environmental-friendly.



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