

Productivity Contest Finalists at Drupa 2012 receive their Sinapse Simulators

Hosted by Sinapse Print Simulators - Sponsored by UPM and Printing Industries of America

September 30, 2012 : Now that the smoke has cleared away after Drupa, we can discuss one of the most interesting events

The Productivity Contest

In the months leading up to the Dusseldorf event (starting in Fall 2011) hundreds of contestants around the world were competing in the 2nd SHOTS (press simulator) productivity contest. Each month they received a problem scenario which had to be solved on their local simulator, in their local language. The results were uploaded to the **Sinapse Learning Management System** which compared the production costs, waste sheets, overall time, and other production parameters. The individual session results could also be reviewed in depth in any of the available languages for the Sheetfed simulator (currently about 15). The best scoring contestants moved on to the next round.

As Drupa approached, 8 contestants (who had solved print problems at the lowest cost) entered the quarter finals, and the two finalists were flown to Drupa (courtesy of UPM) to compete live on May 7th before a large and enthusiastic crowd. With 5 10-minute heats (production problems of increasing complexity) the winner had to take three sets (just like at Wimbledon).

The Prizes for the Winners



上海理工大学
University of Shanghai for Science and Technology

Wei Ruochen a 4th year student at **USST (University of Shanghai for Science and Technology)** was the winner of the 1st, 2nd and 4th heats, thus becoming the overall contest winner.

Nikita Kuzmin of **Ryerson University** (2nd year student) was the winner of the 3rd heat and placed second in the overall contest.

RYERSON UNIVERSITY



Left to right: Nikita Kuzmin, Peter Herman, Wei Ruochen

Prizes, trophies and certificates were presented to the two finalists by **Mark Bohan, VP Research of Printing Industries of America**, by **Eric Ohls, Head of Global Technical Marketing for UPM**, and by **Thierry Mack, Product Manager of Sinapse** who organized and managed the contest.

The Prizes for the Schools

Each of the two schools was awarded a simulator by Sinapse. They had their choice between a sheetfed simulator or a Flexo press simulator. **USST** which had only sheetfed simulators, chose the Flexo simulator. **Ryerson**, which had heatset, sheetfed and Flexo simulators already installed, chose to add another sheetfed simulator.

SINAPSE Print Simulators

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Simulation, Training, Evaluation

The productivity contest is a good reflection of student attitudes towards learning with simulators, it is both playful and educational. The contest was so popular at **USST** that a local “pre-contest” was held for the 200 applicants to join the worldwide contest team.

On a more formal level, the simulators are also used as part of the evaluation process in the WorldSkills contests alongside the Heidelberg presses. The contestants at Drupa had their choice between a Heidelberg SM interface and a more generic interface for the sheetfed press (the problems were the same).

What the contestants have to say :



From 2nd left to right: Wei Ruochen, Prof. Xiaohong Wang, USST

Professor **Xiaohong Wang** of USST finds that the contests are very stimulating and that the simulators have become an essential training tool. “We have many students studying graphic arts at USST. They need to be exposed to printing technology and production problem solving. We do not have the budget, the space or the time to do this on real presses. The simulators give the students immediate access to a “practice press”, and we don’t have to worry about materials costs or damage. Since the current generation of students is very familiar with games, the simulators are a natural and attractive means of learning for them. The fact that the simulators are integrated into a learning management system makes it easy for the instructors to follow the students’ progress and analyze their problems.

Wei Ruochen (the USST contestant): This was a great adventure for me. To be chosen by my school as their best contestant was an honor, and to participate in an international competition was absolutely exhilarating. I had never been out of China before and this was an opportunity to see the worldwide graphics industry in its entire splendor. Although my future career may not be in print production, the knowledge I gained is certain to be useful and the problem-solving approach is applicable to other fields.

Professor **Martin Habekost** of Ryerson:

The contest was very motivating for all our graphic students. We integrated simulators into our curriculum years ago and this global event was a chance to prove how well we can use them. A full team of Ryerson students and instructors went to Drupa to support Nikita. Unfortunately his study schedule didn’t leave time for hours of daily practice with the simulators, but his thorough knowledge of printing practice was clearly shown as the contest heats became more complex.

Nikita Kuzmin (the Ryerson finalist) :

The contest was both fun and instructive. Being able to compete internationally was exciting. I had great support with me at Drupa, and I’m glad Ryerson could make it possible. For me, working on the simulator is not exactly the same as working on a press, but it is a great way to practice recognizing and solving problems – and I can do it even when no press is available. Since I wasn’t the winner this time, I can compete in the next contest – and I’m looking forward to it.

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What the Sponsors have to say :

Mark Bohan of **PIA** remarked: “The **PIA** fully supports a problem-solving/process control approach to print production. The simulators are remarkable tools for learning to apply these methods in a risk-free, low-cost environment. We have worked with Sinapse for many years so that the simulators can be used as ‘practice presses’ for our Operator Training programs.”



Left to right: Mark Bohan (Printing Industries of America), Nikita Kuzmin, Wei Ruochen, Erik Ohls (UPM)

Erik Ohls of **UPM** said: “**UPM** is a strong believer in training. We use the **Sinapse** simulators internally to train staff and clients to better understand the complexities of the printing process. The more the production personnel knows, the better our relations with our clients; this is a win-win situation. We are delighted to support the contest and to see that students from all over the world are using modern training technology to extend and consolidate their knowledge.

To find out more about the simulators (and the next contest), contact:

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To have a look at the variety of countries and contestant rankings, check :

<http://www.sinapseprint.com/-2011-2012-Contest-Scores>

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