



Evaluate the role that Professional Printing Experience Plays in Achieving Print Quality in Somolu, Lagos, Nigeria

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Abstract

Original Research Article

Different printing jobs come with different challenges, professional experience of the printer will always determine how such challenge would be addressed. Professional experience carries the technical knowledge and practical foresight required to take a design from a digital concept to a perfect physical product. Owing to the negative stereotypes faced by the printers in Somolu based on their printing works, this evaluation becomes necessary to determine the extent by which professional experience affect the print production quality in Somolu, Lagos, Nigeria. Somolu printing works are usually referred to as "Somolu Prints". This statement is often negatively used by some corporate print patrons and some members of the public to denote inferior or low-quality prints most especially in offset lithographic printing. Investigation by the researcher reveals that this is not true about the whole printers in Somolu. In this research work, interview was used to gather precise information from three (3) interviewees. The analysis was done using discourse analysis. The research reveals that printers in Somolu possess a lot of experiences in professional printing method. The research recommends that experienced printers should endeavour to train the younger printers the printing professionalism in order to continuously retain the act (professionalism) from one generation to another.

Keywords: Professional Experience, Print Production, Interview, Discourse Analysis, Offset Lithography, Somolu Prints.

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1.0 Introduction

Printing business has dominated the entire Somolu community over the years (Oke, Phillips, Kolawole, Ofiabulu and Adeyeye, 2008). Printed works are seen everywhere around us in our day to day lives. It serves various functions in education, communication and information. Its applicability in human everyday activities cannot be underrated as the society at large cannot operate, interact and socialise optimally without printed matters in

publishing, fashion, health, advertising, legal documentation, production of different art works, photography, packaging and so on (Davis, 1991). Printing be defined as any of several techniques for reproducing texts and illustrations, in black or in colour, on a durable surface and in a desired number of identical copies (De Vinne, 2016). The utmost essence of printing is to achieve excellent print quality. Offset lithographic printing on which this research is based refers to a method of mass production printing where an image is



transferred from a metallic plate onto a rubber blanket (offset) and then onto the final printing surface, like paper or other related materials (Adeyeye, 2020). According to Verikas et al, (2011), print quality refers to the clarity, sharpness, crispness and overall appearance of the printed text and images. It is usually measured in dot per inch (dpi) or pixel per inch (ppi). High quality print has high resolution with clear and defined lines, appealing vibrant colours and precise details. Professional experience is a critical, significant factor in achieving high-quality, professional-grade print results, surpassing the capabilities of technology alone. However, while modern, state-of-the-art equipment is essential, it is the expertise of personnel that guides choices in design/layout, color management, paper selection/sizes, and pre-press, leading to consistent, durable, and visually appealing results (Ali, Rosnan, Sumarjan, and Anwar, 2022).

Statement of Research Problem

According to Adeyeye, Falola, Waribo and Akinbode (2015), Somolu is a beehive of printing in Lagos, where large number of printing stakeholders are found to carry out various forms of printing activities such as offset/lithographic printing, screen printing, flexography, gravure, digital printing to mention but a few. As the printers carry out their printing jobs, they are faced with the challenge of negative stereotype attributed to their printing works by some corporate print patrons and some members of the public. Observation from the researcher reveals that print quality in Somolu varies from one press to another which is largely due to experience, education and professional training of the printers. According to Adeyeye et al, (2015), printers and other printing stakeholders in Somolu have different backgrounds, some are trained while some are not and some are educated while some are not. Due to this reason, some corporate organisations and members of public derogatively described the printing works in Somolu as “*Somolu Print*” which connotatively refers to substandard prints (Ayodeji, 2015). As a result of the term “*Somolu Print*” based on the researcher’s experience and

interaction with some printing stakeholders, the following statements can be deduced:

- a. some people’s perception about quality of Somolu printing works has changed most especially some corporate organisations,
- b. it describes Somolu as a place where printers do not follow normal print production ethics,
- c. it describes the community as a place unfit for high quality printing works,
- d. it describes Somolu community as a place where there are few or no professionals at all,
- e. and finally, it describes Somolu community as a place where only illiterates dominate the printing activities.

The question now is; does this expression truly represent the real situation? Though, there may be bad prints and at the same time, there are high quality prints depending on where and who prints such items. This forms the basis for the assessment in this research study.

Research Question

The following research question guides the study.

What role does professional printing experience play in achieving print quality?

Aim and Objective of the study

The study aims at evaluating the role of that professional printing experience plays in achieving print quality Somolu, Lagos, Nigeria.

. The objective of the study is to:

Evaluate the role that professional printing experience plays in achieving print quality.

Justification for the Study

Pinki (2017) talks about how the choice of people/printers in terms of different printing

methods have effects on print quality. This only explains how different printing methods affect print quality without looking at other relevant factors. Kumaraguru, Rengasamy, Kumar and Venkadesh, (2014) explain how paper quality plays a pivotal role in achieving top-notch quality prints. They put it further that the quality of a printing paper is an important factor in deciding the quality of printing over it. Worldwide, the main challenges of the printing industries are to meet the global market need in such a way as to produce paper of different specifications, depends upon its usage.

However, both researchers have worked on ways of achieving print quality in terms of printing methods and quality of paper but they have not been able to critically look into other relevant factors such as design as it affects final print production output quality. This research will look into all the afore-mentioned factor that determines the print quality in Somolu community, Lagos state to ascertain whether the printers take cognisance of its effects on printing works so as to achieve excellent quality prints.

The effect of pollution from the use of generators by printers in Somolu according to Onwuzoo (2022) has caused serious health hazards for the people in the community. In addition to being a major environmental hazard, it has adverse effects on print quality. In this regard, Onwuzoo did not look into other technical factors that influence print quality. Considering the gap left by Pinki, Kumaraguru et'al, and Onwuzoo, this research will attempt to address it. Subsequently, it will help to elucidate ways by which better quality prints in offset-lithographic printing are achieved by printers even in the face of various factors that may adversely affect the overall print production quality. The factor that will be used

in determining quality prints under this study is the professional experience in the use of colour (CMYK and RGB) design, pre-press, press and post press otherwise known as finishing. This research will address the following about printing works in Somolu:

- a. show that printing is done professionally in Somolu;
- b. show that the quality of Somolu prints is not substandard;
- c. show that though the place is congested, quality printing works are produced seamlessly;
- d. explain more on professional printing works, how they are made unlike the unprofessional ones; and
- e. Put Somolu printing works in the right perspective in order to increase the confidence of many print buyers.

Scope of the Study

In order to critically assess the print quality in Somolu community, the research shall conduct enquiries from selected printing professionals covering three purposefully selected major streets in Somolu (the streets are; (Shipeolu, Oguntolu and Akeju). In this research, the evaluation will be on lithographic/offset printing method because this is the most common printing method in Somolu community based on the researcher's observation. All the streets were selected based on the fact that valuable information can be adequately gathered from them as a result of their size and large number printers there.

2.0 Literature Review

Somolu community and the printing business

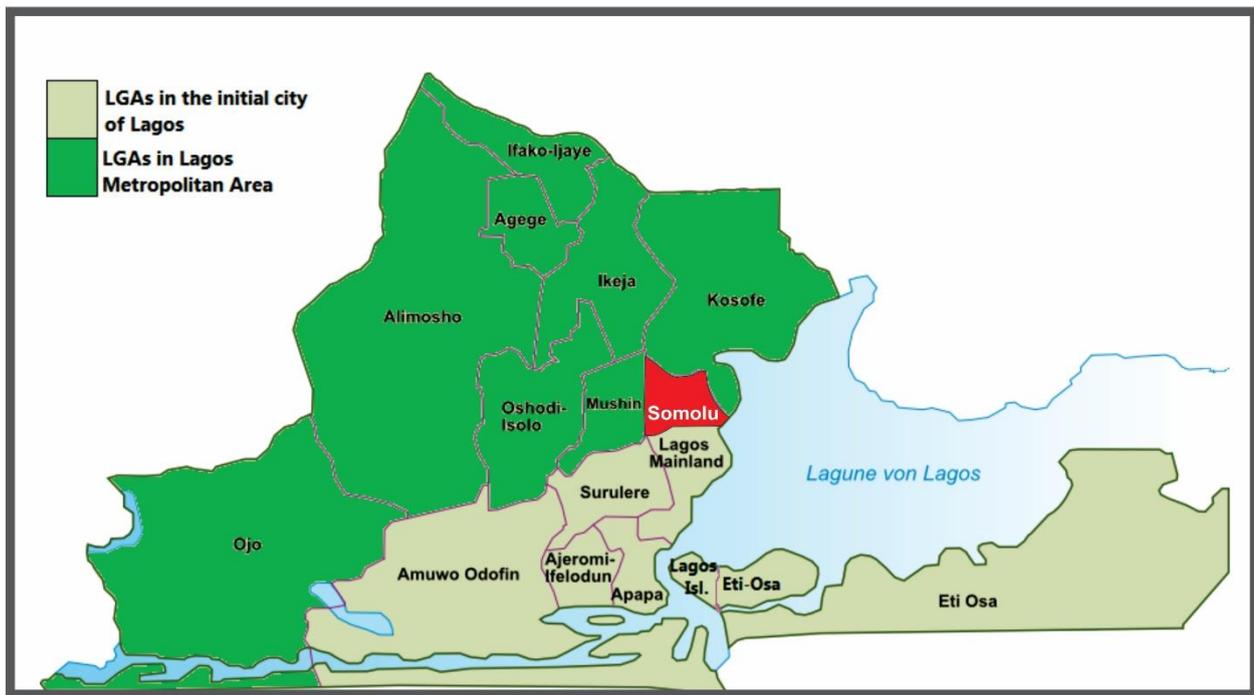


Figure 1: Map of Lagos State showing where Somolu community can be found

Ajibade (2020) states that Somolu that used to be part of Mushin Local Government was carved out in 1976, both communities were very vast in the area of printing as can be seen in the map shown in Figure 1. However, Somolu over the years has gained more prominence in the art of printing than any other place in Lagos state. As a matter of fact, Somolu is a residential area with millions of people residing there whether as a result of printing businesses or other engagements. Due to the printing business that has taken over every nook and cranny of the area, residents are not finding it easy to embark on their day-to-day activities without disturbance from printing activities. Somolu in Somolu Local

Government Area of Lagos State is indisputably the hub of commercial printing in Nigeria with thousands of commercial printing presses there, both small and medium scales spanning the length and breadth of this busy business community. Even though her position in Africa and indeed the world as one of the leading enclaves of printing business undoubtedly remains a subject of debate, not a few stakeholders in the Nigerian printing industry are of the opinion that Somolu commands a respectable position in the league of leading printing communities not only in Africa but also in the whole world (Olafioye, 2016).



Figure 2: Akeju Street in Somolu, Lagos. Source: Researcher’s fieldwork, 2024

Unlike Chicago whose emergence in the late nineteenth century as a hub for commercial printing in the United States was predicated on its closeness to rail transportation, a primary means of conveying bulky printed products, Somolu has no such historical disposition linking it to the printing business. However, the presence of the thrift collector (‘Alajo Somolu’ an Ijebu man) would probably have influenced the concentration of printers in Somolu community in the olden days. Furthermore, the researcher observed that over the years there has been a preponderance of Ijebu people practicing as printers. This is not unconnected to the fact that the pioneer local Nigerian printers in Somolu were Ijebus whose presence continued to attract printers or people interested in acquiring skills in the printing business. “Gradually, Somolu became a destination for commercial printing, as

people began to go there for printing, printers continued to increase due to the growing advantages and the concentration of all categories of professionals in the printing industry,” (Kalilu and Abiodun, 2023). Adeyeye et al., (2020) states that the printing business as a matter of fact has transformed Somolu from a residential community into a business hub (figure 2). From Shipeolu Street to Akeju, Fola Agoro to Bajulaiye, the abundant printing equipment continues to question if Somolu can still be seen perceived a residential area.

Print production processes in offset/ lithographic printing

Commercial printing is an essential part of the modern business world, helping companies cost-effectively produce high-quality

materials (Sheer, 2023). It is a complex process with many steps and considerations, but what exactly goes into making a successful print job? To answer that question, it is very important to take a closer look at the main steps of the process. It is also of great importance to get acquainted to which printing process most commonly used for commercial projects and why it has become so popular. With this knowledge in hand, one can make informed decisions about print needs. Print production processes play important role in ensuring that the finished products come out excellently and professionally. For any printer to have a standard finished job, print production processes such as costing/Estimation, design, prepress, press and post press must be thorough. Of all these processes, finishing is very germane in other to have a very good final job/product. Though, other processes are very essential but finishing is the summary of all the print production process whether good or bad. Good finishing helps to give the final printed copy looks attractive and acceptable. Sheer (2023) states that when this process is well established in any printing business, quackery and unprofessional practices leading to substandard final products are greatly reduced.

The role of professional experience in achieving print quality:

a. Precision in Colour Management

An experienced printer understands how different ink types and paper stocks interact to produce specific, accurate colours. They know how to handle complex colour requirements, such as using spot colors (e.g. Pantone) for precise, branded colours that are beyond the capabilities of standard 4-colour (CMYK) processes. (Ali et'al, 2022).

b. Troubleshooting and Process Optimisation

Veteran printers can identify and correct errors in real-time, such as addressing print abnormalities, adjusting to environmental conditions and ensuring proper registration. Their ability to troubleshoot machinery prevents

downtime and ensures the final product meets high standards.

c. Strategic Pre-Press and File Preparation

Experienced professionals understand the nuances of prepress, such as ensuring proper bleed margins, file formatting, and colour conversion (e.g., RGB to CMYK). They can identify potential issues early on such as, for example, identifying that a file is not print-ready thereby preventing costly reprints.

d. Substrates Selection and Finishing Expertise

Experience allows professionals to recommend the correct paper stock, weight, and texture for a project. They are also skilled in managing finishing processes like, embossing, die-cutting, or spot UV coating, which are crucial for creating a high-end, tactile experience (Kusi-Appiah and Baiden 2021).

f. Well-organized Production and Risk Management

Experienced operators can work with tight, unique deadlines and manage high-volume print runs efficiently, ensuring quality remains consistent from the first piece to the last. This expertise reduces waste, saves time, and prevents the "pennywise pound foolish" scenario of using cheaper, lower-quality, or inexperienced services.

g. Quality Control and Consistency

Quality control is not just automated; it relies on a "human touch" for final inspections, such as reviewing the first batch of prints to ensure they match the approved proofs. This ensures consistent, high-quality results that enhance brand reputation.

3.0 Research Method: Introduction

This section focuses on the methodology that was adopted for this study. Under this

section, research design, population, sampling frame, sample size, sampling techniques, instrumentation, validity, data collection and data analysis were looked into.

Research Design

In order to suitably carry out this study, interview method form of research methodology was adopted.

Research Population

The population for this study cut across all the printing professionals in Somolu community.

Sampling Frame: Sample is the list or rule defining the population. It is the complete list of all members/units of the population from which each sampling unit is selected. In this research work, criterion and random sampling were used.

According to Palinkas, Horwitz, Green, Wisdom, Duan, and Hoagwood (2015), criterion sampling is a purposive sampling method used in research to select individuals based on specific predetermined criteria or characteristics. Sampling frame in this research is the number of selected printing professionals in Somolu community.

Sample Size: There are so many streets in Somolu Local Government as revealed by the researcher’s experience in the community. For the purpose of this study, the researcher uses criterion sampling to choose three big and popular streets where clusters of printers carry out their business as the sample size to be considered. The streets are; Shipeolu, Oguntolu and Akeju. Three printing professionals were purposively selected from these streets. These printing professionals were given questionnaires that address the objective of the study.

Table 3.1 showing selected printing professionals within Somolu Local Government of Lagos state.

S/N	Selected Printing Professionals	Number/Selected Street
1	Printer B (Akeju)	1
2	Printer C Shipeolu	1
3	Printer D (Oguntolu)	1
	Total	3

Total number of printing professionals interviewed was 3

Sampling Technique

Purposive sampling would be adopted for sampling of all the selected printing professionals. This means that, the professionals

were strategically selected for the study on the major streets in Somolu community.

Sources of Data: The sources of data for this research are of two kinds, namely:

Primary Data: This was collected through researcher’s personal experience, in-depth interview and observation. The researcher personally moved round the selected streets in Somolu community of Lagos state, carefully observed printing activities, conducted in-depth interviews and administered questionnaires to various stakeholders. The researcher’s wealth of experience over the years in Somolu was also used as a source of data collection in this action based participatory research.

Secondary Data: These were sourced from both local and foreign books, journals, published studies, internet and other relevant sources.

Method of Data Collection

In-depth interview and observation were used to collect the necessary data from the interviewees/respondents. The interview questions were specially designed to capture the objective of the study while the questionnaires as well used specially for specific objectives of the study.

Method of Data Analysis

Discourse analysis was used in the analysis of the objective of the study.

Table 3.2 showing the research objective, method of data collection and method of data analysis.

S/N	Research Objective	Method of Data Collection	Method of Data Analysis
1	evaluate the role that professional printing experience plays in achieving print quality	Interview/Expert opinion	Discourse analysis.

4.0 Result Presentation, Data Analysis and Discussion

This section deals specifically with the findings from the fieldwork. The data obtained from respondents on “evaluate the role that professional printing experience plays in achieving print quality” were analysed and discussed. The objective of the study was analysed using discourse analysis. The respondents who were three printing professionals were purposively selected from three major streets in Somolu community (Akeju, Oguntolu and Shipeolu).

Objective: Evaluate the Role of Professional Printing Experience Plays in Achieving Print Quality

In this section, three professionals were also interviewed for their expert opinion on the role their **professional printing experience plays in achieving print quality of a project**. The professionals are: Printer B of Visual X Prints, Printer C of Focal Point and Printer D of Print Bukka. Their responses were documented as follow.

Can you share an experience where your professional expertise improved the print quality of a project?

In response, to the above, only printer D’s response provided information from experience to support the assertion that professional expertise is key to print quality. Printer B and C were not so forth coming

“The book we printed for the life and professional practice of Dr. Kolade Oshinowo. A lot of people thought the book was imported from abroad. We used DI in the production and paid attention to detail. In fact, most of our books’ inner are printed on Kord machine. My professional experience and my background have helped us in improving the print quality of our projects” (Printer D).

How has your understanding of colour management and colour theory contributed to enhanced print quality?

Printer C: “It is important to request for pantone colour guide. Because when you print a particular job on 3 different machines, there is no way you will get the same colour/output. So it is better to stick to the machine that gives you the actual result you are looking for as spelt out in their pantone colour guide. It is necessary to produce sample copy and show it to the client before final print. Also substrate also determines how the colour output will look like.

Printer B: “We presented a proposal to a pharmaceutical company two years ago and out of five companies that were called for presentations, my company was selected to do the job because my team and I were able to surpass their expectation in terms of accurate use of the company’s corporate colour”.

Printer D: “As an artist, I studied colour theory when I was in the University. Coming to printing now, I use that background/knowledge in my design because I do most of my design myself. During design, I understand that there should be dominant colour and also I control my colour from design stage. For instance, if I want to print with one colour machine like Kord, I make my design very simple to avoid print registration problem. Understanding of colour gives me an undue advantage during my design stage so that my final print output will come out excellently. Also, I always use KISS (Keep It Simple Series) principle in all my design. Colour theory they taught us in schools helps a lot in designing for print. For instance, in most cases our texts are always black to avoid registration issues. Training also helps immensely when it comes to the use of colour. Somebody who has not been

trained may not understand principles that guide graphic design or colour theory and invariably it will inadvertently have adverse effects on the final print production. Training is very essential as nobody gives what he or she does not have”.

Describe a situation where your knowledge of paper selection and substrates optimized print quality.

Printer D: “Coated paper like art and matte paper enhances print quality most especially when you are dealing with full colour print. When printing on bond paper, colours look dull because of the absorbent nature of the paper. There was a time a client requested for bond paper to do a job and advised him to use art paper so as to enhance the print quality. He eventually agreed and the production was top notch”.

Printer B: There was a time I used 70gs/m² bond to print a book with colour pages. A lot of papers were wasted because the paper was too light and to worsen the situation, I used Kord machine for the printing. The printed jobs did not come out as expected and I eventually lost the client. It is advisable to use thick bond paper like 80 or 100gs/m² bond paper when dealing with colour pages during book or magazine production and also, better machine should be used”.

Printer D: “Understanding of Substrate (Paper) to be used at a particular time in the course of print production helps the final output. In book production for instance, 80gs/m² bond papers are good, if you go ahead to use 60gs/m² bond, there will be serious issues most especially when printing a job that has pictures. No matter how good the machine is, no matter how the operator is, once the paper selection is wrong, there is going be problem.

How do you leverage your experience with printing techniques and processes to achieve high-quality results?

Printer C: “To achieve high quality print, it is necessary to convince and advise clients on what is obtainable in the industry when one discovers that they do not understand such”.

Printer B: I personally prepare my files based on the type of machine I want to use for the print production. For instance, the way I prepare a file

going on 4-colour machine will be different from the one going on a single-colour machine like Kord. Keeping this in mind always helps me in achieving good print quality at all times.

Printer D: Over the years, I have discovered the professional ways of printing using offset lithographic method and these has inadvertently helped me in achieving good print quality.

Can you discuss a project where your expertise in prepress and file preparation ensured accurate and high-quality print?

Printer C: Prepress is crucial in print production process. In fact, prepress controls all other aspects of print production ranging from design-prepress-press-finishing and delivery. If the exposed printing plate is not sharp, it will have adverse effects on the final output. Among all the print production processes, prepress is very important because it controls all other processes. Alignment, justification of texts are better done during prepress activities. From prepress, one can determine what will happen in the press and post-press. Also, you can correct errors from the design stage such as colour, image resolution, actual size to mention but few.

Printer B: I remembered a book I did for a client recently that was about eight hundred (800) pages. I put margins of about one inch round the layout which eventually helped during the finishing process (folding, sewing, binding and cutting).

Printer D: Once you get things right from the beginning, the likelihood of finding yourself in troubled water is slim. Prepress will help you to inspect what has been done during the design stage and prepare what is going to the press and post press.

How has your experience with quality control and assurance contributed to consistent print quality?

Printer C: Having made a lot of errors in my printing works in the time past, what I normally do now is to check my work carefully at every stage to ensure that things are properly done to avoid unwanted print production error.

Printer B: Quality control is a major thing I carry out personally during print production

process because once ink touches the paper or any other substrate, it cannot be corrected again. In doing this, I check my printing brief from the client frequently to ascertain that nothing is missing out from the brief during the course of print production.

Printer D: Quality control is all about ensuring that things are done properly most especially during print production process. This starts from conceptualising of the design even before getting to the computer to put those elements together from this point, you begin to filter those elements that will not allow excellent output. Once the design has been done, we prepare a sample copy to be sent our client so that we can all be on the same page. From this point, we check whether there is no element missing, the typography are properly placed/aligned, we check for proper margin in case of book production to foster hassle-free finishing. After plates are made, we check the plates one after the other before sending it to press and occasionally during the printing, we check some pages to ensure the right thing is printed. 80%, we get it right. That does not mean we do not have printing error issues but once such happens, we go back to the drawing board to re-do the job at expense of our profit.

How do you stay updated with industry developments and advancements to continuously enhance print quality?

Printer C: We have a group like CIPPON. They normally update us on latest technology through seminar/workshops.

Printer B: As for me, I stay updated by exploring new technology in the printing industry. This gives me understanding of how best to handle my printing jobs. I also attend trainings regularly both virtually and physically.

Printer D: Training, Seminar, Workshop, reading, research and membership of professional body like (CIPPON) where industry current trends and information are discussed.

Can you share an example of how your collaboration with designers, clients, or other stakeholders improved print quality?

Printer C: There are jobs that require very technical approach, it takes the collaboration of

the printers with designers and clients to achieve excellent result. Once proper collaboration is done it will definitely improve the print quality.

Printer B: Every stage of printing most especially in offset lithography require specialists as no single individual can do it all without collaborating with other professionals in the industry.

Printer D: The new normal in business is collaboration, we collaborate with so many stakeholders like paper suppliers, finishers, designers to mention but a few. As a printer, there are machines that I do not have, but due to collaboration, we are able to work symbiotically with other printing stakeholders to improve our print quality. And when we want to outsource, we do it with other stakeholders that understand our ethos and principles. A tree cannot make a forest, so we rely on collaboration to bring about top-notch prints.

How does your experience with printing equipment and technology optimise print quality and efficiency?

Printer C: Once you have good printing equipment and know how to make use of them, it will definitely enhance print quality.

Printer B: Different printing projects require different printing equipment. For instance, the job meant to be done on a four-colour machine will not come out excellently if it is done on a single-colour machine such as “Kord”. So whenever I’m doing my design, I have already planned the type of machine that would be ideal for the final print production.

Printer D: If you do not understand printing equipment and technology, you will soon go into extinction. 10-15 years ago, there was nothing like borderless, laser engraving, sublimation, we were using Screen Printing then. What we called “Borderless” is actually computer to film (CTF), Computer to Garment (DTG). Anybody who is not in tune with technology in printing industry is a walking corpse.

Describe a situation where your problem-solving skills and expertise resolved a print quality issue?

Printer C: “Whenever there is a problem during printing, for instance, a typographical error, the best thing to do professionally is to remove that particular portion, re-print it, then fix it carefully back before final trimming. This can occur during book production and publishing.

Printer B: “There was a time I planned a 32-paged brochure for saddle stitching but to my utmost surprise, the planning was changed to perfect binding in the prepress. The problem with such a job is that the spine will be too small for perfect binding to hold the inner tightly. What I did was to staple the leaves together after collating before attaching the cover and finally perfect bound”.

Printer D: “My problem solving skills and expertise have helped in solving a lot printing issues. For instance, when we were working on the biography of a renowned artist which was edited by a university don in the department of Fine and Applied Arts, University of Lagos. There was a problem in the preliminary pages which was discovered at the presentation of the book. What we did was to compress the 3 pages that had the problem into two pages and inserted them neatly in the book. If not for that technique, we would have reprinted the whole book running into millions of naira.”

4.7.11 Discussion of Objective 5: Professional Experience: According to the three printing professionals interviewed by the researcher, professional printing experience is very advantageous during print production process. For instance, in a situation where the printing machine is becoming old and develops some faults that show in the course of printing, it takes an experienced machine operator to tactically use his experience to achieve high quality prints. Different printing jobs come with different challenges, professional experience of the printer will always determine how such challenge would be addressed. In a situation where certain job comes in process colour (CMYK) and special colour (spot colour), both colours cannot be achieved in the combination. The spot colour must be printed as fifth colour to achieve the given colour specification. It takes an experienced printer or machine operator to understand this.

5.0 Summary, Recommendation and Conclusion

Summary

Somolu is a busy printing business hub, which attracts people from all walks of life. *'Somolu print'* is a term used by corporate patrons to describe printing in Somolu as being substandard. Based on the analysis of the objective mentioned in this research work, there are lots of printers in Somolu that produce quality prints and also follow standard print production ethics. Finishing is prerequisite to pristine final printed material.

Somolu apparently shows the trends in the printing industry from primitive stage to the recent advanced stage in printing technology. More importantly, there is hardly any form of printing technique that is not found in Somolu. Somolu in the present day is normally written as 'Somolu' not 'Shomolu'.

Recommendations:

Somolu over the years has been Nigeria's commercial printing centre. The business of printing has provided jobs for millions of people including the teeming youth and students who do this business on full or part-time basis to cater for their daily needs. In view of this, it becomes imperative that government should provide the following;

- a. provide adequate power supply so as to reduce excessive use of generator in the community.
- b. come under CIPPON and other printing bodies to organise training for printers on basic techniques of offset lithographic printing method so that they can update themselves on current trends in prepress for quality prints.

Conclusion:

This research work has strongly given a clear evaluation the role that professional printing experience plays in achieving print quality. It can be deduced that this professionalism experience is essential for achieving error-free final production in offset lithographic printing. The

research revealed that some of the printers produce high quality prints against the general perception by some corporate printing patrons who always view sub-standard prints as Somolu prints. This is because a lot of Somolu printers apply basic design principles in their print production processes.

Contribution to Knowledge

It elucidated clearly the role that professional printing experience plays in achieving print quality. This has inadvertently given the vital procedural ethics for professional conduct in print production process towards achieving outstanding result in Somolu.

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