

CURRICULUM VITAE

MALCOLM McREATH FIOP. MAE. QDR.

PRINTING & PUBLISHING CONSULTANT

ADDRESS: 56 High Firs Crescent, HARPENDEN, Herts, AL5 1NA

TELEPHONE: 01582 763117 **MOBILE:** 07850 810030

FACSIMILE: 01582 763117

E MAIL: malcolm@m-mcreath.co.uk

WEBSITE: www.printexpert.co.uk

SYNOPSIS

I am a consultant who has spent his career in the printing and publishing industry, working in both the production and supply sectors of the industry.

My initial training in printing technology was as an apprentice with Odhams Press, a subsidiary company of International Printing Corporation (IPC). This was coupled with higher education at the West Herts College of Printing.

On completion of the training period, experience was gained in several production roles at Odhams Press. When IPC opened a Research & Development Division, I was appointed the head of the Applications Laboratory responsible for the evaluation and implementation of new technology in the pre-press sector.

In 1968 I moved to the supply side of the industry as Technical Manager of Littlejohn Graphic Systems for National & International markets. I was very much involved with the successful introduction of direct screening technology at that time. In 1975 I was promoted to Sales & Marketing Manager.

I moved to Screen (UK) Ltd in 1979, initially as General Manager, and in 1984 was promoted to the position of UK Director. In that role I was responsible for the Sales, Marketing, Technical and Service divisions of that company covering the UK, Middle East and African markets, involving 90 members of staff.

I founded my consultancy company, MMC, in July 1991. Since that date I have provided print consultancy, mediation and expert witness services to the industry, as well as undertaking workshops and seminars covering workflow, pre-press and digital print applications. I have frequently been invited to speak on industry related topics at trade conferences.

Continued 2

I am a Fellow of the Institute of Printing (FIOP), a Member of the Academy of Experts (MAE) and a Qualified Dispute Resolver (QDR). I served on the Technical Committee of the IOP from 1992 – 2006. I am an IRCA registered trained lead auditor for ISO 9001 and 12647.

EXPERT WITNESS

I have been functioning as an expert witness since 1991. I currently receive instructions in respect of cases numbering between 15 and 20 each year.

Expert qualifications & experience

I am a practising member of the Academy of Experts. I have completed the Academy's Expert Appointment Course. In addition I have received training in Court Appearance, Report Writing, and working as a Single Joint Expert from the Academy and other organisations.

I have experience of giving expert evidence in court and facing cross examination. I have prepared and been cross examined on evidence instructed for both Claimants and Defendants. I have prepared and been cross examined on evidence instructed on a Jointly Appointed Expert basis.

In addition to providing expert reports I have provided expert opinion, and served as a mediator.

I am recognised as a qualified Expert in Printing & Publishing by The Law Society.

Areas of expertise

a) Equipment not fit for the purpose.

This normally relates to disputes that arise between the purchaser and the supplier. The areas where I can offer expertise are:

- Equipment and software used for design of images and pages.
- Pre-press equipment and software including proofing and imaging onto film or direct to plates.
- Conventional and digital workflow processes employing both hardware and software. Assessment of technical and quality standards applied.
- Lithographic sheet fed or web, gravure or flexographic printing presses where the printed image is applied from a printing plate or cylinder on to any substrate. Assessment of technical and quality standards applied.
- Digital printing equipment and associated software where the image is applied by direct imaging technology and the quality standards applied.
- Photocopying equipment using direct scanning or digital copying technology.
- Finishing equipment including folding, creasing, cutting, stitching, gluing, collating. Assessment of technical and quality standards applied.

Continued 3

b) Disputes relating to the quality of work produced.

This normally relates to disputes between the printer and his customer. The areas where I can offer expertise are:

- Quality matters relating to origination and conventional or digital artwork
- Quality issues in reproduction, scanning, workflow processes, proofing and imaging onto film or direct to plates.
- Quality issues relating to work produced by web or sheet fed lithographic presses.
- Quality issues relating to work produced by rotary gravure or flexographic presses.
- Quality issues relating to directly applied images using digital presses or photocopiers, employing toner or ink based printing, laser, thermal or ink-jet application.
- Quality of proofs produced by conventional or digital methods.
- Quality of printed images on paper, plastic or other substrates.
- Quality of work produced by finishing equipment including folding, creasing, cutting, stitching, gluing or collating.
- Quality issues caused through storage or despatch.
- Quality of the paper or other substrate used for the purpose of printing or imaging.

c) Price of product or services.

Such issues normally relate to the terms on which a product or printed matter has been supplied or used through web enabled services.

- Equipment supplied on terms that are perceived to be outside of industry standards.
- Service contracts that are perceived to be outside of industry standards.
- Printed matter that is perceived to be not priced in accordance with industry standards.
- Inappropriate printing processes or techniques employed.

d) Publishing and media distribution

Such issues normally relate to the perception that inappropriate or erroneous means of copyright, production, marketing or distribution having been employed in respect of published material.

MEDIATION SERVICES

I was trained in Commercial Mediation by the Academy of Experts and am recognised as a qualified and practising Mediator for the Alternative Dispute Resolution (ADR) process for commercial disputes. I have been involved as a mediator in the ADR pilot scheme at Central London County Court.

- My name is present on the Register of Qualified Mediators.

Continued 4

- Court appointed ADR work is directed to me through The Academy of Experts and also placed directly by the Courts and solicitors.
- I have been regularly appointed to conduct dispute resolution hearings for a range of commercial disputes where the claims range from more than £250k to less than £5k.
- I have also undertaken the ADR process to resolve disputes within the printing and publishing industries.
- I am currently the sole appointed mediator for The British Printing Industries Federation (BPIF). The BPIF is the trade association for the Printing & Publishing industry.
- ADR work within Printing & Publishing is also undertaken by direct appointment by the parties to a dispute.
- I regularly partake in additional training days and seminars to stay abreast of developments in ADR and mediation.

CONSULTANCY SERVICES

a) British Printing Industries Federation (BPIF)

My work with the BPIF, which is the premier trade organisation for the printing industry, covers advice and assistance to members since appointment in 1992.

- Advice and assistance with the development of pre-press workflow processes and new working methods.
- Advice and assistance with members making the move from lithographic to digital printing processes.
- Analysis of member's workflow processes against recognised standards particularly those relating to quality such as ISO 9001 and 12647.
- Facilitating the seminars and workshops offered to members of the BPIF covering digital workflow processes, and marketing digital print services.
- Providing dispute resolution services through ADR for members and their clients where disputes arise over work produced or products purchased.
- Speaking at BPIF regional meetings and conferences on technology matters relating to printing and publishing applications and new software and equipment introductions.

b) Xerox (UK) Ltd.

My work with Xerox covered the provision of technical support services and training programmes for both staff and the customers of Xerox. I was appointed in 1994 and finished in 2005. The work that has been undertaken includes:

- Facilitating the training programmes organised through the Marketing Partnership Programme on the subjects of 'Selling digital print services' and 'Expanding your markets with variable data'.

Continued 5

- Providing training programmes for Xerox staff on the processes employed in pre-press and lithographic printing.
- Making assessments of print production facilities where a transition from lithographic to digital print applications is being undertaken.
- Speaking at Xerox conferences and exhibitions on digital printing and workflow processes, pre-press and variable data applications.

c) Training in conjunction with the BPIF

I developed training programmes covering the developing markets of digital print sales and the new business opportunities offered by variable data printing from 2003 to 2008. These include modules have been developed for senior management and sales staff. I am the lead presenter of the courses. The subject matter includes:

- The market trends in the printing industry.
- Customer needs in the new and developing market.
- Identifying digital applications
- Developing the technical know-how to succeed.
- Making sales by using a consultative strategy.
- The power of variable data.
- New revenue earning opportunities in the new market.

d) Direct Consultancy Services.

I serve many clients directly on a project by project basis. This relates to both printing industry suppliers and producers. The following are some examples from over 300 projects:

- **Heidelberg UK.** Market survey information and assessment.
- **Fuji UK.** Data base management and new client development.
- **SP & S (Formerly HMSO).** Assessment and introduction of new security printing processes.
- **Lockheed Martin.** Providing quality metrics and oversight of the printing processes for the production of the forms for the UK Census.
- **British American Tobacco.** Project to digitise the entire artwork library composed of some 65,000 different artwork items.
- **Park Communications Group.** Introduction of new pre-press processes and computer to plate technology.
- **Clement & Foster.** Introduction of new pre-press processes and computer to plate technology, directly linking to a Management Information System.
- **Printing Industries Research International (PIRA).** I have undertaken training programmes for PIRA on new technology developing in the printing industry. I have also spoken at PIRA seminars and conferences on quality issues and new technology in the printing industry.

Continued 6

THE SWAN GROUP

I served as the Chairman of the board of the Swan Group of printing companies (a non-executive appointment) for three years between 1999 and 2002 and I am a former shareholder in the business.

The group is composed of two operating companies:

Swan Litho Services.

This is a company that specialises in the lithographic production of large format printing plates and the printing of large format, short run, high quality lithographic images for a variety of applications.

Swan Scanning Services.

Swan Scanning has highly developed workflow processes and pre-press capability for the scanning and imaging of high quality large format lithographic reproductions covering a variety of applications. It is also the digital printing arm of the company serving the wide and super wide print production market and uses the trading name Imaginators. Applications served are film and television scenery, building wraps, sports pitch and grandstand covers, exhibition and in-store graphics amongst many more.

PRINT & MEDIA CERTIFICATION

I have been working with PMC since 2006 in developing the incoming ISO 12647 certification scheme. This process involves a clear understanding of the quality standard 9001 as 12647 draws its basis from 9001.

I attended and passed the 9001 Auditor/Lead Auditor with ISO 12647 course in January 2009 conducted by IQMS.

I am recognised by IRCA (International Register of Certified Auditors) as a fully qualified Lead Auditor for 9001 and 9001 with ISO 12647.