

Kevin Deep Pinto

SMS READY Expert | Packaging Operations & Colour Management Specialist | Sustainability Advocate

With over **35 years of experience in the paperboard packaging industry**, I specialize in **operations management, colour control, and sustainable production practices** across pre-press, press, and post-press environments.

Throughout my career, I've led **plant setups, equipment installations, and certification programs** that improved quality standards, reduced costs, and advanced sustainability goals. My work has spanned leading printing and packaging companies across the **UAE and India**, where I've driven measurable improvements in efficiency, colour consistency, and compliance.

As a certified **SMS READY Expert by Spot Nordic**, I'm passionate about marketing and implementing the **Spot Matching System (SMS)** workflow and methodology, that bridges technology and craftsmanship — enabling brand owners, designers and printers to achieve predictable, high-quality, and resource-efficient results.

Key Highlights:

- Achieved **FSC, ISO 22000, and SEDEX** certifications; progressing toward **BRCGS** compliance.
- Reduced equipment downtime by up to **70%** through preventive maintenance initiatives.
- Established a **laser die-making division**, cutting production costs by **40–50%**.
- Spearheaded **sustainability policies** that reduced operational carbon footprint.

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