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Graphic Arts Magazine

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www.deluxeprintpackhk.com

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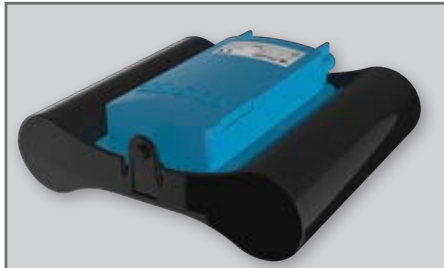
Email : exhibitions@hktcdc.org

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I AM. . . PRESENTING YOU:

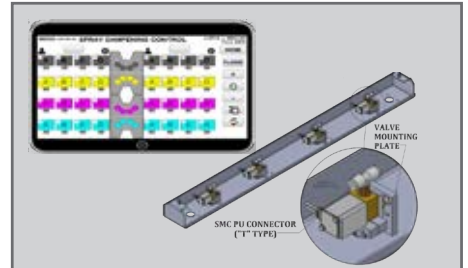


IDS-3D Register Control System



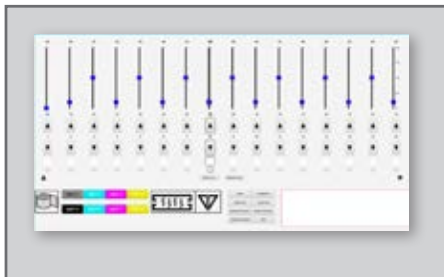
- Achieving consistent high quality through double-sensor technology
- No cleaning of optics required
- Savings on print waste and labour

Spray Dampening System



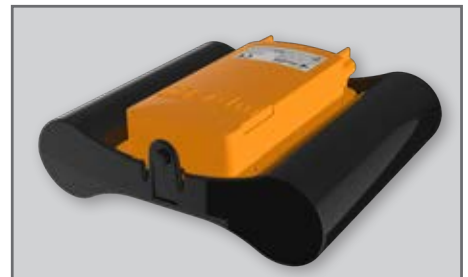
- Highly accurate and reliable valve assembly
- User friendly operation
- Correct amount of damp for highest printing quality and economy

RIS 1000



- Touchscreen for centralised system operation
- Reduction of make-ready time
- Increase Return of Investment
- CIP 3 compatibles

mRC-3D Cut-off Control System



- Maximum reduction of waste with high speed camera's
- All paper webs are perfectly positioned based on the printed image

About QIPC – EAE:

QIPC – EAE is the result of the acquisition of EAE by Q.I. Press Controls in 2014. Q.I. Press Controls, the number one supplier of innovative, high-quality optical measurement and control systems, joined forces with EAE, the leading supplier of control, automation and software solutions for the printing industry. Supported by a global service network, the QIPC – EAE joint-venture delivers total solutions for web offset presses in the printing industry. From prepress to mailroom, QIPC – EAE provides solutions that not only lead to production reliability, but to enhanced performance as well.

QIPC-EAE

www.qipc.com - www.eae.com

Our local office:

The future of sustainable printing: How AI revolutionised the printing and packaging industry



Sustainability is not a trend, but a revolution of all industries and business sectors. It is now driving our decisions and actions. Across industries, companies are looking for innovations that reduce their environmental footprint on an almost daily basis. With artificial intelligence, we can automate our process to become a sustainable and responsible company.

AI-driven design and optimisation

AI is revolutionising print design and optimisation. By analysing customer data and preferences, AI algorithms can create customised designs that not only appeal to the target audience, but also minimise waste. For example, AI can optimise the layout of printed pages to reduce paper consumption and ensure that every inch of paper is used effectively.

In addition, AI-driven design helps develop sustainable packaging solutions. By considering factors such as material consumption, transport efficiency and recyclability, we design packaging that is both environmentally friendly and cost-effective.

Waste reduction and material efficiency

One of the biggest challenges in the printing and packaging industry is the generation of waste, especially in the form of misprints and excess material. AI-supported quality control systems detect and correct errors in real time, reducing misprints and material waste. This not only saves resources but also reduces production costs.

In addition, AI optimises material consumption by calculating the exact amount of ink, toner or other consumables needed for each print job. This ensures that materials are used efficiently and reduces the overall environmental impact of printing operations.

Sustainable ink and material selection

AI also helps in the selection of sustainable printing materials and inks. By analysing the environmental impact of different materials and ink options, AI algorithms can recommend greener choices. This includes selecting recycled paper, biodegradable inks and other sustainable options.

Proactive maintenance through artificial intelligence

Predictive maintenance systems are becoming more prevalent in the printing industry. These systems use data from sensors and machine learning algorithms to predict when printing equipment is likely to fail or need maintenance. By proactively responding to maintenance needs, companies can minimise downtime, reduce energy consumption and extend the life of their printing equipment.

Digital transformation and on-demand printing

The shift towards digital printing and on-demand production is a major trend in the printing industry. Artificial intelligence plays a crucial role in this transformation. It enables efficient, personalised production of printed products and goods. Short runs are becoming more cost-effective through digital printing and overproduction is being reduced.

The future of our industry is driven by sustainability and artificial intelligence

With AI-driven design, waste reduction, sustainable material selection, predictive maintenance and digital transformation, the industry is becoming greener and more efficient. Artificial intelligence is enabling the printing industry to meet the growing challenges posed by society and politics. Certainly, there are other solutions to shape and drive the turnaround. However, the algorithms of artificial intelligence are drivers of change and help us to accelerate the processes to the goal. ♦

printingreview

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Ravinder | Circulation Rakhi Sharma | Overseas Representations Vishwapreet, Australia | Alex & Lilly, Netherlands |
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drupa in Düsseldorf: The prime-time event for the global printing industry from 28 May to 07 June 2024



Over a period of eleven days, 1,427 exhibitors from 50 countries will present innovative technologies, solutions and topics that affect the industry now and in future. A wide range of special events will provide valuable know-how. Focus on digitalisation and sustainability.

There's a great deal of excitement in the international printing industry right now, as everyone will finally be able to meet up in person and exchange information at drupa, the world's most important event for the sector, from 28 May to 07 June in Düsseldorf. In these very volatile times characterised by large social and also rapid technological changes and global megatrends, companies have to react: Those who do not anticipate important developments and adjust accordingly will endanger their competitive edge and waste opportunities for the future.

drupa is being held at just the right moment for this. In an international comparison, the leading global trade fair for print technologies both demonstrates the state-of-the-art of the industry and a wide spectrum of innovations which will shape the future and offers a multitude of opportunities for high-calibre knowledge exchange, discussions and networking with world-renowned sector experts.



On a net area of approx. 140,000 m² with 18 show halls, 1,427 exhibitors from 50 countries will present the entire spectrum of current trends and visionary ideas within print technology. Production of packaging and printed packaging are two areas which have also significantly gained in importance. From renowned global players to aspiring newcomers and start-ups – the list of registered exhibitors is almost a who-is-who of the printing and packaging industry. Here is a small sample: Bobst, Canon, Comexi, Duplo, EFI, Epson, ESKO, Fujifilm, Heidelberg, Horizon, HP, Kodak, Koenig & Bauer, Kolbus, Komori, Konica Minolta, KURZ, Landa, Müller Martini, Ricoh, Screen, Windmüller & Hölscher, Xeikon. You can view the complete list of exhibitors online at www.drupa.de.

drupa 2024 focus topics

Limited fossil resources and carbon emissions have caused sustainability to become an essential part of long-term company strategies. Depending on the use of resources, the print and packaging industries are already using manufacturing procedures that save energy and resources today. drupa explains the important facts for sustainable production of print and packaging solutions and which trends are evolving within the sector in order to achieve the goal of a circular economy.

Digitalisation is changing analogue processes, while artificial intelligence is taking on more and more tasks in Industry 4.0. drupa presents top technologies across the industry's entire added value





chain with a special focus on future and cross-sectional technologies. With this scenario in mind, topics like circular economy, automation, printing/finishing 4.0, artificial intelligence, platform economy and connectivity will be taking centre stage in the conference programme and expert forums.

Special forums

In times of constant change, disruptive processes and the resulting new business models, the drupa special forums are important aids for decision-making. They provide impetus and show best practices which the industry cannot do without. Together with its partners, drupa relies on its impressive range of competence across the industry and the topics which concern the future of its target groups.

drupa cube

Why is printing more important than ever in the digital age? Why do customers not always perceive printed products as sustainable? And how do you calculate your carbon footprint? These are just some of the issues that will be discussed in the drupa cube in 2024. In more than 50 sessions, the conference offers inspiration and expertise. The programme features five great keynotes from renowned international industry specialists and presentations about topics like increasing your business success, circular economy and sustainability, the future of print and packaging as well





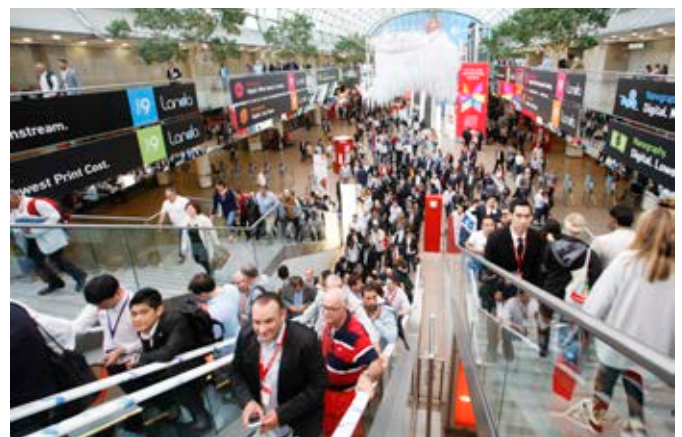
as sessions and best practice examples regarding new business models and trends. Hall 6/Booth F03

drupa touchpoint sustainability

touchpoint sustainability deals with the role of the printing and paper industries in sustainable transformation and offers an overview of current, mid- and long-term developments. Technologies from mechanical and systems engineering are especially important in this context, above all with regard to quality, process safety during production and sustainability. Digitalisation and AI play key parts in order to accelerate the transformation process in the print and paper industries and to realise scaling effects. Manufacturers, industry players, brands and users together show how change can become reality in their many exhibits at touchpoint sustainability. Visitors to touchpoint sustainability can also enjoy a broad accompanying programme. Hall 14/Booth D60

drupa touchpoint packaging

touchpoint packaging concentrates on visionary, intelligent packaging solutions and brings brand owners together with designers, print service providers and converters. The involvement of students and young talents in partner projects with exhibitors promises unique packaging solutions for folding boxes, labels, flexible packaging and corrugated cardboard. Beyond this, there will be discussion of important questions regarding global meg-





atrends and their impact on packaging production, for example sustainability or e-commerce. The five key topics of touchpoint packaging are neo-ecology, connectivity, glocalisation, consumer mind and future regulations. Hall 3/Booth/B31

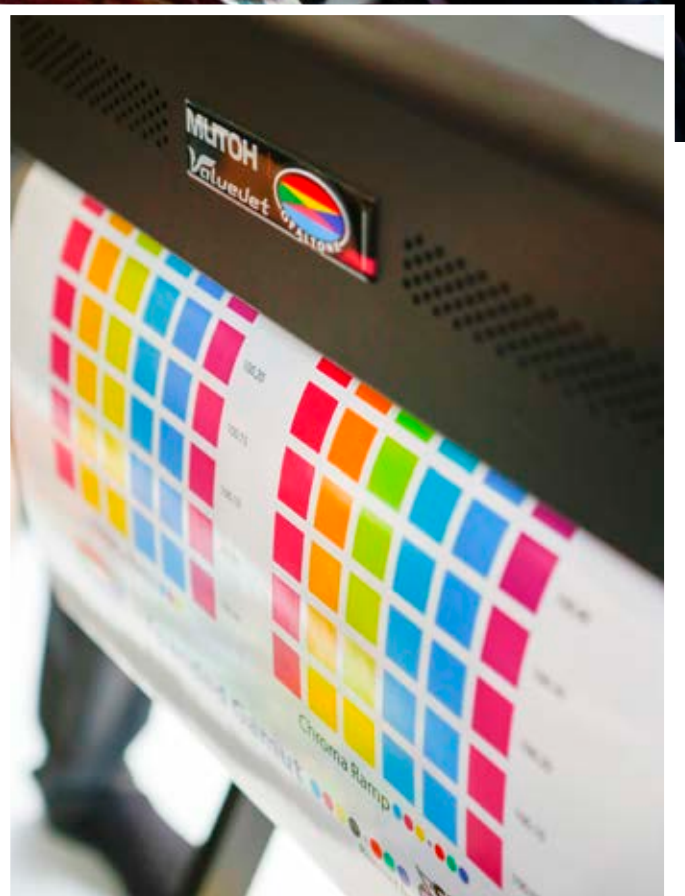
drupa dna

Big ideas, tiny budget – for many young companies, it's not easy to make the right contacts and establish their fascinating and innovative solutions on the market. For this target group, drupa has created a special platform: drupa next age (dna). Newcomers, young talents, start-ups and established companies can network on a level playing field, find matching partners for cooperation and exchange innovative business ideas. For some participants, this is the first chance ever to present their businesses to an international audience of experts. Hall 7/Booth 09

drupa touchpoint textile

For details regarding the programme, partners and speakers of each special forum, see: <https://www.drupa.de/de/Programm>

drupa 2024 is open for visiting professionals from Tuesday, 28





May to Friday, 07 June 2024,
Mon–Fri from 10:00 a.m. to
6:00 p.m., Sat + Sun from 10:00
a.m. to 5:00 p.m. A 1-day ticket
costs 60 euros, a 3-day ticket
165 euros, and a 5-day ticket
255 euros. Information about
parking tickets and tickets for
public transport is also avail-
able at the ticket shop: [www.
drupa.de/1130](http://www.drupa.de/1130).

For more information, see
www.drupa.de. The drupa blog
is available at: [www.drupa.de/
de/Media_News/drupa_blog](http://www.drupa.de/de/Media_News/drupa_blog) ♦





Technologies at drupa 2024

KOLBUS GmbH & Co. KG

KOLBUS at drupa



On its substantial stand (650 square metres) at the drupa, Kolbus will be showing machinery made in Germany for processing corrugated and grey board to produce covers for hardcover books, luxury packaging, box-on-demand packaging and industrial corrugated packaging.

Highlights:

Demonstrations of the robust and flexible Boxmaker and Box Line will show how manufacturing processes can be streamlined and productivity increased. With Kolbus XR, an iPad-based Extended Reality real-time tool, focussing on the print module RD 115S, visitors can experience the functionality of the new flexo rotary die-cutter for the corrugated board industry. "By demonstrating our technologies, we want to build partnerships with our target groups by showing how our machines perform to improve processes for success," says Wilfried Kroeger. "Our latest generation of casemakers effortlessly manages the balancing act between digital production and mass production runs with short set-up times and fast lead times."

CONTACT:

+49 5771 71-0 | www.kolbus.com

HP Deutschland GmbH

HP to Reveal Crucial Innovations Transforming The Print & Packaging Industry at drupa 2024



For almost two decades HP has been at the forefront of the analog-to-digital transformation, consistently delivering innovative solutions which will ultimately be a key component of the intelligent factory.

Back in 2008, HP announced industry transformation and profitable growth across end-to-end solutions. The HP T300, the first inkjet web press, took everyone by surprise and transformed the publishing industry. In 2012, the first B2-format sheetfed digital press confirmed HP's commitment to industry transformation and continues to shape the printing industry today. In 2016, HP redefined the role of printing with digital innovations that changed the economics of the printing & packaging industry.

At drupa in 2024, HP fundamental printing technologies – Indigo LEP/LEPx, HP Thermal Inkjet and HP Latex, will continue driving industry transformation forward. Print stakeholders from across the globe will be able to see the impact of innovations across five key vectors: Quality, Versatility, Productivity, Cost and Sustainability.

HP Industrial Print

As the print community comes together from across the world, HP will display advanced production and printing solutions designed to automate commercial print and packaging production lines. With the widest portfolio of presses for almost every printing sector and need in the industry, HP will showcase innovations that push the boundaries of what has been possible until now.

Eight automated production lines capable of handling 80 jobs and 25 different applications will be spotlighted on the drupa show floor, powered by HP innovation and supported by a comprehensive partner ecosystem.

HP Large Format Print

Additionally, HP will continue to transform the world by design - showcasing its latest innovations within the Large Format Business with new solutions that will help Print Service Providers meet their high-level demands, optimize their work processes and grow their business.

Haim Levit to Unveil Vision for Print Industry

"We have defined a course, and we stay committed to it. Industry transformation requires significant investments, innovation and collaboration with partners to help our customers grow profitably, faster than the industry. As we continue to push the industry forward, I'm excited to share more on our vision to deliver the intelligent factory, underpinned by HP innovation in automation, security and sustainability" said Haim Levit, Senior Vice President & Division President, HP Industrial Print.

Sustainability is at the core of drupa 2024 and HP will share actions to deliver on the company's commitment to reduce emissions 50% by 2030, decarbonizing print and packaging through technologies and inventive collaboration.

Stay connected with real-time updates on our latest groundbreaking innovations, customer success stories, and expert views from industry-defining thought leaders via our new official social media Hub on LinkedIn: HP Digital Print.

We look forward to welcoming you to discover HP innovation at drupa in Hall 17 to see first-hand how HP continues to push boundaries. To find out more visit hp.com/drupa

**ESMA vzw****ESMA PAVILION AT DRUPA 2024 FEATURES INDUSTRIAL PRINT PLATFORMS**

Between the 28th of May and the 7th of June 2024, the printing world meets at drupa in Düsseldorf to discuss and shape the future of a whole industry. ESMA and our members show-

case their know-how in industrial applications achieved with inkjet and screen printing. With almost 500 sqm in total and filled with key market players, ESMA pavilion in hall 3 will offer a 360-degree view on print as part of the manufacturing process.

Much has changed since the last drupa show in 2016. More than ever before, the focus within the ESMA community lies on specialist, functional and industrial print processes – their capacity to serve current market applications and their growing potential for the industries of tomorrow. "We are building our drupa presence upon the two pillars of our association: screen and inkjet technology. Both techniques have shown resistance, adaptability and creativity during the recent turbulent economic period," says Peter Buttens, CEO of ESMA.

The platform for industrial inkjet will demonstrate direct-to-object printing and involve companies such as ideeGO (hall 3, D81-4), IST INTECH (D81-3) K-Flow (D81-5), Lambda Technology (D81-7), Neatjet (D81-6) and Meteor Inkjet (hall 7A, D3), each of them responsible for a different stage in the print operation. Decoration of three-dimensional shapes includes applications in e.g. personal care, food, beverages, bottles, boxes and other containers. No-label approach means no liners and no glues, thus optimal recycling conditions.

The platform for industrial screen printing covers in-mould decoration, film insert moulding and in-mould electronics for market segments such as automotive interiors, household appliances or toys. Here the process is supported by the expertise of Drop (B81-5), ESC (D81-1), Fimor (B81-6), Marabu (B81-1), Saati (D81-2), SPS Technoscreen (E81), Thieme (B81-4) and VFP (B81-3). "Screen printing remains the driving force behind many industrial applications. Combining printed electronics with in-mould decorations opens almost endless possibilities," says Peter Buttens.

ESMA involvement at drupa 2024 reaches beyond industrial platforms. In hall 4, booth B30, we support the Touchpoint Textile forum with a conference programme composed around state-of-the-art printing on textile substrates. Presentations from industry figureheads take place next to a live microfactory operation.

PrintVis Europe A/S

PrintVis 23 New Features Highlights



PrintVis, a leading provider of management information systems (MIS) for the print industry, proudly announces the launch of PrintVis 23, a groundbreaking release set to redefine how printing businesses operate in the digital age. Timed with Microsoft's Dynamics 365 Business Central 2024 release Wave 1, v23, PrintVis 23 promises unparalleled functionality and efficiency enhancements.

Key Features of PrintVis 23:

Analysis Pages and APIs: PrintVis 23 introduces enhanced tools for in-depth analysis and seamless integration with APIs. With the new PrintVis Analysis pages and corresponding APIs, users gain unprecedented access to vital quoting and costing data within the Business Central environment and across external platforms.

nShift Version 2.0: This release brings significant improvements to shipment management, particularly in Scandinavia. Enhanced integration with the nShift Delivery module and the introduction of integration with the nShift Ship module streamline shipping operations for increased efficiency.

Report Setup Updates: PrintVis Report Setup receives a significant overhaul in PV23, facilitating smoother reporting processes. With an expanded range of data types and improved page layout, users benefit from greater data availability out-of-the-box and enhanced ease of use.

LoyaltyLoop Integration: PrintVis 23 introduces a groundbreaking integration with LoyaltyLoop, a state-of-the-art customer feedback and loyalty platform. Offering customizable surveys, automated feedback collection, and valuable customer insights,

LoyaltyLoop empowers businesses to build stronger customer relationships.

Adjusting Labor Job Costing Entries: PV23 enables convenient access and editing of the Job Costing Journal associated with a Case directly from the Hour Entries page, with real-time reflection of adjustments. This enhancement significantly enhances efficiency and accuracy in Job Costing management.

Finished Goods Page Updates: With enhanced interface and functionality for finished goods pages,

PrintVis 23 facilitates more efficient handling of finished goods release processes, catering to diverse printing scenarios.

In addition to these features, PrintVis 23 is available in multiple languages, ensuring accessibility for global users. Furthermore, PrintVis offers demo databases catering to various print segments, enabling businesses to experience the power of PrintVis firsthand.

Quotes:

"We are thrilled to unveil PrintVis 23, a culmination of over 26 years of constant development and continuous improvement. With a commitment to innovation and excellence, PrintVis remains steadfast in its mission to be the preferred operating system for graphics companies across the planet." - The PrintVis Team

About PrintVis:

PrintVis is a leading provider of management information systems (MIS) for the print industry, powered by Microsoft Dynamics 365 Business Central. With a mission to offer precise, innovative, and unique IT solutions, PrintVis is dedicated to helping printing businesses worldwide thrive in a rapidly evolving market.

Join the new PrintVis User Group!

We bring together members of the PrintVis User Group Community to share success stories, troubleshoot challenges, and inspire each other to take their printing businesses to new heights, fostering a supportive and knowledgeable network of industry professionals.

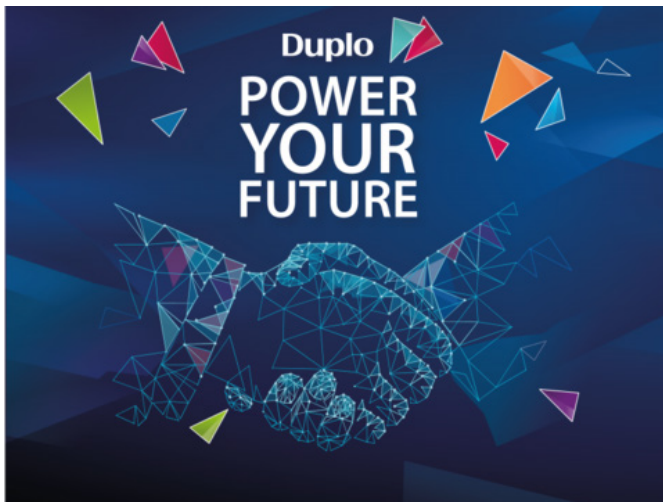
Print Isn't Dead with Gen Z: A New Era of Customization

Print Isn't Dead with Gen Z

Generation Z is a demographic cohort that is garnering growing attention from entrepreneurs and businesses. We are entering a new era in terms of fostering relationships with customers. What do we understand about Generation Z? What influence does it exert on the market for printed and personalized products? You can discover more from our most recent video podcast.

Duplo International Limited

Duplo are Powering Your Future as they head into the year of Drupa 2024



As Duplo embarks into a Drupa year, the company is fuelled by a powerful mission – ‘Power your Future.’ This statement signifies that, with the widest range of finishing solutions under one roof, Duplo’s mission is to drive evolution in print finishing technology by pioneering automation and efficiency tools. These innovations are designed to streamline operations, cater to the diverse needs of modern print environments, and empower businesses with the agility required to shape their own future.

Whether businesses are at the beginning of their journey to transform manual operations, seeking new revenue opportunities, or established commercial printers aiming to work smarter, Duplo’s mission is to be the driving force behind their future agility.

Printbox Sp. z o.o.

Flex Editor: Where Simplicity Meets Innovation



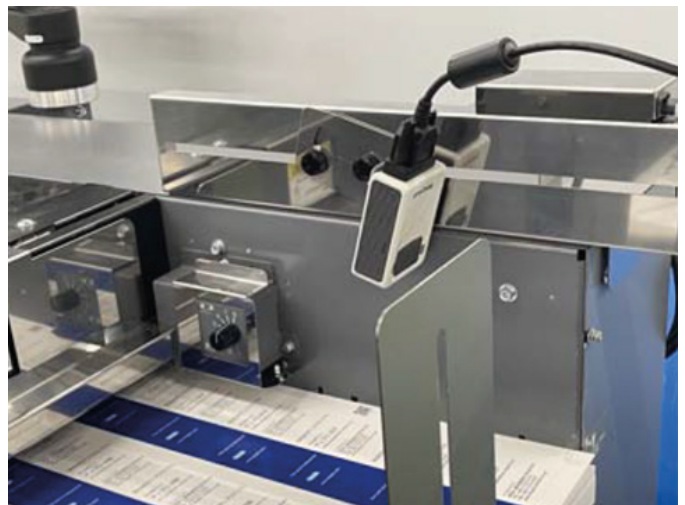
Flex Editor, designed with a ‘mobile first’ philosophy, offers a fresh, user-friendly interface that simplifies the design process. It’s not just about making things more accessible; it’s about improving them. With Flex Editor, we are embracing the philosophy that less is indeed more.

Our new solution is perfect for those who desire excellent results without the lengthy editing process. Imagine creating fantastic products without the usual design marathon.



Duplo International Limited

Duplo Unveils DC-746 and JDF Integration for streamlined Workflow



Duplo, a leading innovator in print finishing technology, hosted a highly anticipated launch webinar recently to introduce its latest workflow connectivity product, the DC-746 and integration with Job Definition Format (JDF) software. This launch marks the evolution of print finishing technology, providing businesses with automation and efficiency to streamline operations.

The DC-746, also known as one of the most automated multi finishers in the market is designed to meet the diverse needs of modern print environments, providing a versatile and efficient

solution for print professionals. It's integration with JDF software, enables seamless communication between different devices and software applications within a print workflow.

By adopting JDF, print providers can achieve enhanced automation, increasing productivity, accuracy, and turnaround throughout the entire production process. JDF facilitates the integration of various devices and software applications, allowing for a more streamlined and interconnected...

Meccanotecnica S.p.A.



Meccanotecnica Group is excited to announce its participation in Drupa 2024, the world's leading trade fair for print and cross-media solutions. The event will take place from May 28 to June 7 in Düsseldorf, Germany.

The Meccanotecnica team is excited to display state-of-the-art technologies, products, and services ready to transform the industry. Its participation in Drupa demonstrates its continuous dedication to remaining at the forefront of technological advancements and providing for the diverse demands of its clients worldwide.

The sales team, branch offices, and representatives are ready to discuss innovative solutions with you. They will be there to answer any questions and explore potential partnerships. You don't want to miss out on this opportunity to gain valuable insights into the future of the book-finishing market. Let them show you how Meccanotecnica can contribute to your success.

We invite all Drupa attendees to visit us in Hall 1, Booth B21, to experience the future of bookbinding.

MMR Group/MMR Group PrintSolutions



MMR Group PrintSolutions debuts at RemaDays 2024 trade fair. On January 30-February 2, 2024, MMR Group PrintSolutions participated in the RemaDays trade fair in Warsaw for the first time. The event was an excellent opportunity to officially inaugurate the new pad printing department and to present the possibilities of the company's new European suppliers.

The RemaDays trade fair is one of the most important events in the Polish advertising and marketing industry, where modern solutions related to advertising, printing and marketing are presented. This year's edition of the event was the debut for MMR Group PrintSolutions – at the booth E4.16, technologically advanced solutions for pad printing, screen printing and digital printing were presented.

The "stars" at the MMR Group PrintSolutions booth were the following devices:

- Tampotransfer/ Tampolamine from the Italian company GTO S.r.l. – a revolutionary device which combines pad printing technology with hot stamping/ DTF, and opens up new, previously unattainable possibilities in decorating irregular surfaces,
- GTO 883 from GTO S.r.l. – the two-color pad printing machine equipped with a closed ink system,
- Pronto from the renowned Croatian company Azon Printer – a small DTF device giving unlimited printing possibilities,
- Primo Plus from Azon Printer – a versatile device for every material and application.

MMR Group PrintSolutions would like to thank the organizer, suppliers and all visitors. See you at the next RemaDays trade fair!

ZHEJIANG KANGDEXIN MACHINERY CO., LTD.

HZKDX help build smart factories in post-press industry

Lamination with Innovation.



The driving force for HZKDX innovation is the needs of customer development. When one of our customers starts to build a smart factory for post-press packaging production, we are honored to contribute with our unique technologies and flexibility. On your road to success, HZKDX is your travel companion.

Sandon Global Engraving Technology Ltd



Sandon Global Appoints No-Me as New Agent in Danish Market

Sandon Global, the award-winning manufacturer of anilox rolls, sleeves, and cylinders has bolstered its position in the European market after it announced a distribution partnership agreement with Danish machinery expert No-Me.

The agreement will ensure continuity in the Danish narrow and wide web market when Torben Andresen, Sales Manager Denmark at Sandon, retires from his position after nearly four decades in manufacturing later this year. The new partnership makes No-Me the exclusive Danish distributor of Sandon's renowned anilox rollers and sleeves, and marks its first entry into the anilox market.

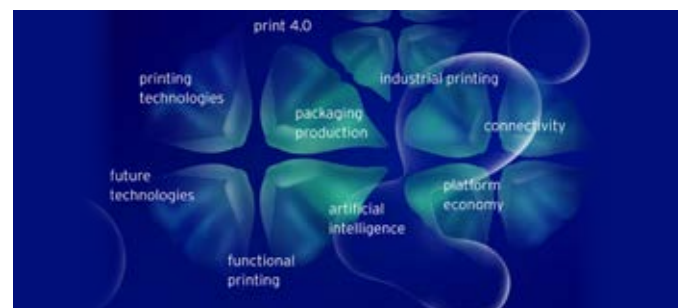
Jake Roberts, Sales Director at Sandon spoke following the announcement, saying, "We are delighted to announce our collaboration with No-Me, a trusted partner who we know shares our passion for innovation and excellent customer service.

"This new agreement means our customers will experience no disruption once Torben takes his well-earned retirement," Jake continued. "No-Me will take a proactive role in developing new business for Sandon in the Danish market while providing customer service and support. We are tremendously excited to see how this partnership can turbocharge our Danish operations and take our European presence to the next level."

Glenn Büttner, owner of No-Me, was delighted with the new partnership, adding, "We have a strong relationship with Sandon and we know its reputation for quality. So, when we were looking for an anilox partner, we jumped at the chance to work with the gold standard in anilox sleeves and rollers.

"Torben has done an excellent job of promoting Sandon Global in Denmark, and I look forward to supporting him in the build-up to his retirement," he added. "We have known each other for over 30 years, and his know-how and technical expertise mean it will be a productive collaboration for all parties."

A family-run business, No-Me specialises in solutions for the packaging and graphic industries. Büttner has worked in the packaging industry for over 40 years and established the No-Me business in 2013. His daughter, Christine Büttner, is the company's Sales Manager tasked with overseeing the new anilox segment and will be the new first point of contact for Danish customers.

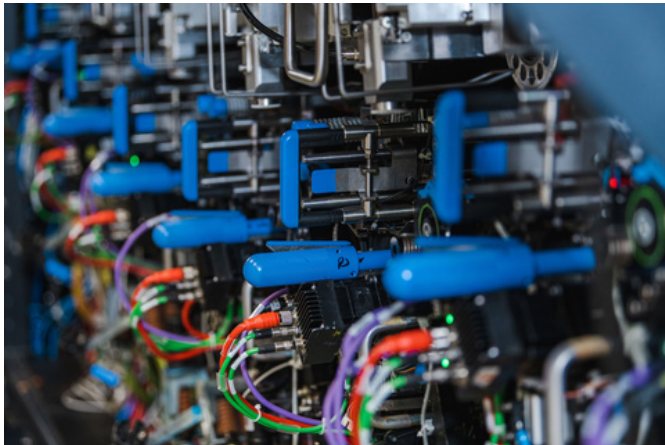


HP Deutschland GmbH

Commercial Printing: Print industry trends and predictions for 2024

Every year, we predict critical commercial printing trends that will impact print service providers and industry leaders. Understanding these trends will help you focus, prioritize and plan for the coming years.

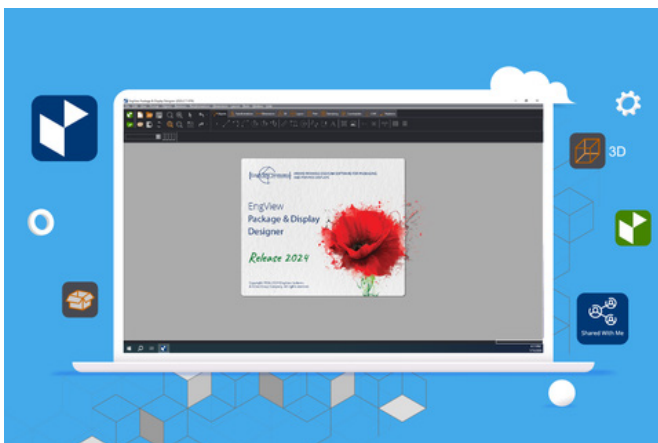
Labels & Packaging Trends 2024



Discover how digitalization, sustainability, and global market changes are reshaping the labels and packaging industry in our comprehensive outlook for 2024.

EngView Systems JSC

The new 2024 Release of EngView Package & Display Designer is now available!



We are excited to provide EngView Package & Display Designer users with new features and functionalities to better manage the packaging design and production process.

The 2024 release highlights the EngView Parametric Library, which has a brand-new design and numerous new functionalities and improvements in terms of usability and searchability. We also have new functionalities in the Layout, the 3D animation export, and Shared Space! Saving time and manual work has always been a priority for us, and we strive to excel with every new update.

Adopting the continuous delivery policy allows us to release new developments throughout the whole year the moment they are ready. So, these new features are only the beginning for 2024!

EngView Parametric Library redesign

You can now find all packaging and display templates in a single online space. We redesigned the library for a better user experience when browsing the templates.

2D and 3D view

At any time while browsing the library, you can switch between 2D or 3D view. This gives you a quick glimpse at what the structure looks like in its design and folded states. Depending on the choice you make, just pointing to a structure's preview immediately visualizes the alternative view.

Similar templates

When you open a template, the interface has been improved showing not only the template that was selected but also includes similar templates that have small structural differences. These hints shorten the time when searching the database for a structure.

Improved searchability

Searching for structures is now much more straightforward - just type a code or a specific characteristic and explore the results.

When you locate the structure you need, you can open it directly in EngView Package & Display Designer or Adobe Illustrator from its preview, without opening its Index file.

New parametric templates

We expanded our Parametric Library with 176 templates in the Packaging Structures section - 163 for folding carton and 13 for corrugated board, and 15 new structures in the Displays and Furniture section.

EngView Layout New Functionalities

Nesting on rolled materials

When creating layouts, you can now do the nesting on a new material type - rolled material. Using rolled materials produces leftover material, which you can use in subsequent jobs.

Material store catalogue: Keeping track of available materials EngView now keeps track of the remaining material when creating layouts on rolled materials. These are stored in the materials store catalogue that updates automatically after each completed nesting job to reflect the changed amount of layout material.

Innovative Press s.r.l.

The label printing industry, an ever-evolving market



Chiara Bezzi, Editor-in-Chief of Rassegna Grafica, has contributed to enriching the “Essentials of Print” section of the #drupa website with an article dedicated to the label printing industry market. You can find the latest news from the world of labels and labeling on the dedicated pages of Rassegna Grafica and in the specialized magazine Label World published by Innovative Press.

Ultimate TechnoGraphics Inc.

The countdown is on. Our team is working on some amazing new tech and new announcements will follow soon!

We are excited to attend Drupa 2024! Drupa is one of the largest printing and packaging trade fairs in the world, showcasing the latest advancements and innovations in the industry. It's a great opportunity to explore new technologies, network with professionals, and stay updated on the latest trends.

The must-attend event of the print industry

In 2024, the international print industry will once again meet at drupa, the world's leading trade fair for print technologies. The world's leading trade fair stands for inspiration, innovation, top-class knowledge transfer and intensive networking.

Under the thematic roof of the megatrends sustainability and digitalisation, the international print industry will meet at drupa 2024, the world's leading trade fair for printing technologies. Here you can experience the latest innovations and groundbreaking technologies from the print media industry, industrial & functional printing to packaging production at first hand. Discover how the industry is responding globally to the challenges posed by sustainability issues and advancing digitalisation. With the insights gained, you will secure a valuable knowledge advantage for your business success.

Find us here: Hall 8B, stand A31

Re S.p.A. Controlli Industriali

Re S.p.A. at Drupa: 50 years of excellence and innovation



On the occasion of our 50th anniversary, Re S.p.A., among the leaders in the printing and packaging industry, is proud to participate in the next edition of Drupa after eight years. A journey that began in 1974, which has taken us from a small basement in Milan to become a multinational company, celebrated at a trade fair that has witnessed our greatest successes.

This edition will mark the launch of ReVision NET, our next-generation vision system for print quality control, which promises to revolutionise the industry with unprecedented colour fidelity even in complex jobs.

Numerous other solutions, starting with web guiding systems, which exemplify reliability and quality and perfectly meet the various production requirements, through to web tension control systems will showcase our entire product portfolio.

At stand 12 A45 in Hall 12, participants will have the unique opportunity to see our technologies in action, through live demonstrations that will allow visitors to experience the excellence of our products. It will be a celebration not only of our history, but also of our vision for the future of the printing and packaging industry.

Join us in celebrating this milestone at Drupa, where the past and the future meet to inspire innovation and growth. It will be an opportunity to reconnect with the industry, discover the latest technologies and honour five decades of success together.



XSYS launches versatile nyloprint® WS PRO D letterpress plate for brilliant print results in tube, cup and can applications

- Offers exceptional print quality with superior highlight dots
- Shorter processing times due to higher sensitivity to LED exposure
- Longer durability on press as new formulation is less prone to cracking
- Suitable for all types of letterpress plate processing equipment



XSYS has announced the launch of nyloprint® WS PRO Digital, a newly developed water-washable, steel-based letterpress plate ideal for the printing of plastic tubes and cups, and metal cans and aerosols. Optimized for LED inline exposure and brush washout, the new plate provides superior printing quality independent of the processing equipment. It also excels due to the high stability of the steel used with the nyloprint® materials, which is less prone to kinks and irreversible bending, and its exceptional durability even in the longest print runs at high speed.

“Our customers are under constant pressure to deliver consistent print results quicker, cheaper, and more efficiently, so they need us to continue innovating in this field to give them a competitive edge,” said Dr. Christian Pietsch, Product Manager & Global KAM nyloprint® at XSYS. “The new nyloprint® WS PRO Digital represents a significant addition to our existing portfolio of letterpress printing plates, offering premium results in combination with LED exposure, due to its excellent durability and high stability.”

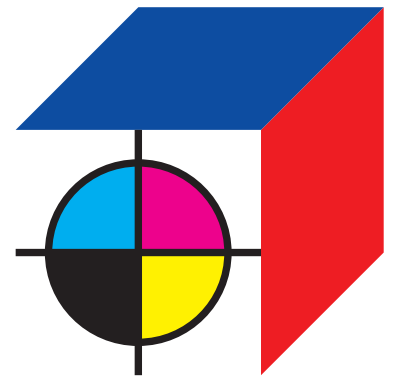
Available in four thicknesses, the nyloprint® WS PRO D letterpress plate offers better Overall Equipment Effectiveness (OEE) and is suitable for dry offset, rotary letterpress, imprinting units and special-purpose printing presses. It exhibits higher sensitivity to UVA LED exposure compared to the market standard, meaning it can be processed faster on inline UV units. The new plate’s greater durability and long cleaning intervals further increase efficiencies on press. In combination with LED exposure, nyloprint® WS PRO D delivers overall excellent

print quality with especially superior highlights and finest image details. Customers will also experience the benefits of lower dot gain in print due to dot sharpening.

Because the new formulation is less prone to plate deformation, other advantages include reduced plate waste and longer durability on press, which improve the sustainability of the production process. As well as being suitable for all types of processing equipment, including the XSYS nyloprint® range, the new plate also works well with ThermoFlexX TFxX imagers that have been fitted with a Hybrid drum (with vacuum channels and magnets).

“nyloprint® WS PRO D presents a significant leap in productivity and efficiency, offering invaluable benefits to converters. This advancement empowers them to expedite product delivery without compromising on top-tier quality. Driven by its proven durability on the press, it not only reduces operational costs but also minimizes waste generation. This sustainability-conscious approach aligns seamlessly with the objectives of brand owners,” emphasized Dr. Christian Pietsch. “With this introduction, XSYS continues its mission to provide brilliance for customers with the latest innovation in plates and plate-making equipment that allows them to succeed.” ♦

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Konica Minolta Introduces Plockmatic Multi-Purpose Stacker XL

Hybrid Inline Stacker Supports Long-sheet Stacking with Simple Docking/undocking for Easy Lifting and Transporting Heavy Paper Stocks



Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta) is pleased to announce the availability of the Plockmatic MPS XL, a multi-purpose stacker capable of stacking a wide range of media sizes, from 8.27" x 8.27", up to sheets as large as 13" x 51" (Konica Minolta Color Engine maximum sheet size). This long-sheet stacking greatly expands the banner-stacking capabilities of the company's AccurioPress color production machines.

Equally beneficial, the Plockmatic MPS XL Stacker for Konica Minolta has the ability to dock and undock from the production press system. A stacking table that can be operated while undocked from the press – when connected to power – provides easy lifting, transportation and managing of heavy paper stacks.

The MPS XL Stacker connects to the Konica Minolta Large Capacity Stacker LS-507 to stack large volumes of long sheets – as well as standard-size sheets – and is equipped with multiple sensors that can detect jams and stack capacity limits, which will trigger a soft stop within the printer. This integration and automated communication conveniently allow operators to pause and resume jobs directly from the stacker control panel.

The MPS XL Stacker is currently compatible with the Konica Minolta AccurioPress C14000, C12000, C7100, C7090, C4080 and C4070 digital production presses. The new stacker is rated for a maximum

load of 88.2 lbs. or a maximum stack height of up to 6.9" for sheets under 28.1", and up to 5.5" for sheets 28.1" or longer. This capability allows for stacking functionality that not only matches true production quantities, but also presents a solution for the transportation and lifting of heavy stacks of paper.

The MPS XL Stacker also pairs well with the Plockmatic SD-435/450 booklet makers. With both of these systems having the ability to undock from the LS-507, customers have the unique capability to swap between the two, allowing them to match changing production demands with an appropriate finisher. Whether utilizing the MPS XL Stacker for expanded high-capacity flat sheet stacking, or swapping to the SD-435/450 to meet booklet making production, customers now have more ways to easily diversify and expand their current production capabilities.

"With the extended range of paper sizes for stacking and the ability to easily dock and undock from our AccurioPress production printing devices, plus the flexibility of adding the LS-507, our customers can quickly switch from printing large volumes of flat sheets to making booklets," said Dino Pagliarello, Senior Vice President, Portfolio Management and Planning, Konica Minolta. "The Plockmatic MPS XL Stacker offers another way to easily diversify and expand current production capabilities. Our continued partnership with the Plockmatic Group for inline finishing and with Morgana for offline finishing further differentiates our finishing options across Konica Minolta's AccurioPress color and mono production machines to meet all the finishing needs of CRDs and commercial printers."

Visit Konica Minolta online for more information about the Plockmatic MPS XL Stacker.



About Plockmatic Group

Plockmatic Group develops, manufactures and markets an extensive range of document finishing systems sold under the Plockmatic and Morgana brand names, as well as the recently announced Intec Printing Solutions. These products work inline or offline together with the world's best digital printing systems.

Plockmatic, Morgana and Intec make products to mail, fold, crease, cut, perforate and bind documents with extraordinary precision, turning stacks of printed paper, board, and other substrates into the beautifully finished documents and display materials for customers every day.

About Konica Minolta

Konica Minolta Business Solutions U.S.A., Inc.'s (Konica Minolta) journey started 150 years ago, with a vision to see and do things differently. The company innovates for the good of society and the world. The same purpose that kept it moving then, keeps it moving now. Konica Minolta aims to partner with clients to Give Shape to Ideas by supporting their digital transformation through its expansive Intelligent Connected Workplace portfolio. Its business technology offerings include IT Services, intelligent information management, video security solutions and managed print services, as well as office technology and industrial and commercial print solutions. Through its ongoing work, the company is fortunate to be continuously recognized for its products and services. This includes, but is not limited to being included on CRN's MSP 500 list numerous times; named a finalist in the IT Software Category by The World Technology Awards; recognized as the #1 Brand for Customer Loyalty in the MFP Office Copier Market by Brand Keys and presented with Keypoint Intelligence's BLI 2021 A3 Line of The Year and BLI 2021-2023 Most Color Consistent A3 Brand Awards for its bizhub i-Series.

Sustainability also continues to be a key driver for the company. As such, Konica Minolta Inc. has been named to the Dow Jones Sustainability World Index for nine consecutive years and has spent six years on the Global 100 Most Sustainable Corporations in the World list. For more information, please visit Konica Minolta online and follow its accounts on Facebook, YouTube, LinkedIn and Twitter.



Sticker Gizmo chooses NatureFlex™ renewable and compostable facestock for their labels



British labels producer, Sticker Gizmo, is committed to providing the highest quality labels and stickers with first class customer service. Founded in 2018, the company has invested in the latest digital printers and laser cutting technologies to produce in-house all their high-quality labels. To achieve the perfect label every time, they only use the highest quality materials.

In addition to their standard paper and vinyl labels, Gizmo now offers a range of sustainable solutions based on Futamura's NatureFlex™ facestock materials and a compostable pressure

sensitive adhesive. This new range of labels offers a great solution for many applications : perfect for luxury products, product labels, big or small size stickers when a sustainable alternative is required.

The new labels are available in clear, white or metallised to fit all client requirements. These can be printed any colour and achieve a highly decorative finish. They offer all the benefits of traditional labels and much more on a sustainability front. The NatureFlex™ facestock is made from renewable wood pulp sourced from responsibly managed plantations. It also meets all the relevant standards for industrial composting, including EN13432, and certified for home composting according to the OK Compost Home protocol or by Din Certco / ABA to the French and Australian home composting standards.

Sticker Gizmo chose labels made from NatureFlex for their versatility, printability and sustainability. Alistair Tillen, Founder of Sticker Gizmo, confirms : 'the new NatureFlex based labels are an excellent addition to our portfolio : they are a high quality product and offer a valid end of life option after use. We are seeing more brands switch to sustainable labelling as long as they don't have to compromise on quality and being able to offer

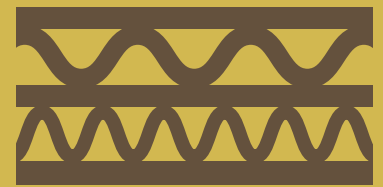
a high-quality sustainable alternative to our customers is essential for future growth.'

Andy Sweetman, Sales and Marketing Director EMEA at Futamura, adds: 'the labels produced by Sticker Gizmo with our NatureFlex films have the same appeal as conventional plastic ones with the benefit of having a valid end of life. We are delighted that our NatureFlex films are used in this application, in combination with a compostable adhesive. These labels show what is possible today in the self-adhesive label market. As legislation evolves, we are likely to require more compostable labels : the most current example is the French AGECE law defining the requirements for fruit and vegetable labels in France.'

Premier Coating & Converters Ltd is the British company that brings the label structure together for Sticker Gizmo. According to Bruce Paddy, the Technical and Operations Director : 'It is a pleasure to be part of the chain bringing the NatureFlex facestock together with a compostable adhesive and a release liner for Sticker Gizmo. The close collaboration with our customer and our supply chain partners has been key to bring these new labels to the market place. We look forward to bringing new developments into this market segment in the near future.' ♦

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Security and Data Privacy in the World of Customized Print Products: **Challenges and Best Practices**

The customisation of print products still has the reputation as a lengthy and time-consuming process. Digital printing, new improved print technologies and the interconnection of systems make it possible to bring advertising close to the customer quickly and precisely.

Personalization and customization have long been essential elements of our marketing strategies. The level of personalization continues to grow, with print media successfully keeping pace with digital measures, utilizing customized marketing for advertising brochures, tailored books, and, traditionally, personalized business cards. While this level of adaptation undoubtedly brings many advantages, it is crucial to understand the associated challenges in handling sensitive data and to implement practices ensuring the security of our data.

The challenges for data security are diverse. Understanding the distinction between data protection and data security is crucial. Data protection concerns control over personal information, with measures aimed at protecting individuals from misuse. Companies managing and processing personal data have a duty to make this data inaccessible to unauthorized third parties, encompassing both personal and non-personal data.

Ensuring Data Privacy and Compliance

To guarantee data protection, compliance with applicable data protection regulations, such as the General Data Protection Regulation (GDPR), is of utmost importance. Sensitive data requires a particularly high level of protection to prevent legal consequences. The regulation, introduced in 2018, has transformed the landscape of media. Today, its presence is not always at the forefront of everyone's minds. Therefore, it is essential to remind ourselves of its principles.

After 5 years of GDPR, there are entire law firms and even AI that specialise in the regulation and are available to advise us.

We should take advantage of this, especially when implementing new technologies in our daily work. In 2023, there will be a lot of discussion about artificial intelligence and data security. It is not yet clear which AI we can use to personalise print media with legal certainty.

To ensure information security, international standard certification is an option. ISO 27001 certification assesses your company and, in the process, sensitizes employees to the sensitivity of data.

Minimizing Security Risks

The sensitivity of data makes it an attractive target for hackers.

Therefore, it is essential to implement robust security measures to prevent unauthorized access to this data. The more sensitive the data, the more care is necessary. There are now providers on the market focused on prevention. They not only examine certifications but also scrutinize your IT structures to identify potential security vulnerabilities for subsequent closure. An example is the company Sure [Secure] from Düsseldorf, which offers a data leak check and collaboratively defines measures to close the gap. Subsequently, they continuously monitor your IT structure.

Ensuring Data Integrity

An error in the data pool or data loss during the printing process can lead to faulty or incomplete printed materials. Therefore, ensuring data integrity is crucial to guarantee the quality of printed materials.

Data integrity revolves around the accuracy, completeness, and consistency of data, as well as its security within legal frameworks like data protection laws, CCPA and GDPR. To ensure data integrity, various processes, rules, and standards are implemented during the design phase. Once ensured, the information stored in a database remains accurate, complete, and trustworthy over the long term, regardless of how frequently it is accessed. Data integrity additionally safeguards against external influences.

Types of Data Integrity

There are two main types of data integrity: physical and logical integrity. Both require different processes and methods to ensure integrity in hierarchical and relational databases.

Physical Integrity

Physical integrity focuses on the accuracy and completeness of data during storage and use. Natural disasters, power outages or hacking can affect physical integrity. User error, memory erosion and similar problems can also result in people who need to access the data not receiving the correct information.

Logical Integrity

Logical integrity ensures that data remains unchanged during its use in a relational database. It protects against hackers and user errors in a different way than physical integrity. Within logical integrity, there are four main types:

Entity Integrity: Identification of data components through primary keys or unique values to ensure data is not duplicated in the database, and no field in the table has a null value.

Referential Integrity: Ensures data is stored and used uniformly by embedding rules for the use of foreign keys into the database

structure.

Domain Integrity: Ensures the correctness of each individual data element in a domain, with a domain representing the acceptable values a column can contain.

User-Defined Integrity: Rules and constraints defined by the user for specific business rules to provide additional protection when entity, domain, and referential integrity alone are insufficient.

Promoting Customer Transparency

Transparency in handling sensitive data is crucial. Customers should be informed about how their data is used and protected to build trust and foster acceptance of customization.

Best Practices for the Secure Handling of Sensitive Data

Encryption: Implement robust end-to-end encryption for sensitive data during transmission and storage. Use proven encryption algorithms and update regularly to adhere to the latest security standards. This ensures that even in the event of data transmission, only authorized individuals can decrypt the information.

Access Control: Establish strict access controls by implementing roles and permissions. Grant access only to those employees directly involved in the creation of print products. Monitor and log access to respond immediately in case of unauthorized access.

Anonymization and Pseudonymization: Reduce the risk of data breaches by anonymizing or pseudonymizing personal data, if not strictly necessary for the printing process. This can be achieved by removing or replacing identifying information while preserving data integrity.

Regular Training: Organize regular training sessions for employees to ensure awareness of data protection regulations and security protocols. Communicate the importance of responsible handling of sensitive data and provide regular updates on new developments in data security.

Data Deletion: Implement a clear process for the secure and final deletion of data after completing the print job. Ensure that deleted data cannot be recovered to minimize the risk of data leaks. Use secure deletion algorithms if necessary.

Regular Security Audits: Conduct regular security audits to identify and address vulnerabilities in the system. Review physical security measures as well as digital security protocols to ensure compliance with current standards. Consider the security practices of external print service providers as well.

Implementing these measures requires an integrated and proactive security strategy. Companies should ensure their employees are well-trained, their systems are up to date with security technology, and regular reviews are conducted to establish a robust defense against potential security risks. ♦

The power of experiential print: How tactile and multi-sensory elements add value to printed products



In today's world of visual overload, the challenge for brands is to stand out from the crowd and capture the attention of consumers. In this context, so-called "experiential print" is becoming increasingly important. Experiential print refers to the use of tactile and multi-sensory elements in print products to create a more intense and memorable brand experience. This article looks at the role of tactile and multi-sensory elements in print and how textured surfaces, scent and sound effects and innovative printing techniques can add value to print products.

Haptic elements: The importance of textured surfaces

The sense of touch plays a crucial role in the perception of brands and products. The use of textured surfaces can add a tactile dimension to printed products, enhancing the brand experience and leaving a lasting impression on the consumer. Textured coatings, relief printing and embossing are just a few examples of tactile elements that can add value to printed products by providing a unique and appealing texture.

Multi-sensory effects: The power of scent and sound effects

In addition to touch, other senses such as smell and sound can be incorporated into the brand experience. By incorporating scent and sound effects into print products, brands can create an emotional connection with their customers and create a memorable experience. For example, scented print products such as promotional materials or packaging can provide a sensory experience that positively influences brand perception and increases consumer engagement.

Innovative printing techniques: The future of experiential printing

The rapid development of printing technologies makes it possible to create increasingly sophisticated and innovative printed products. From thermochromic inks that react to heat to conductive inks that enable interactive features, innovative printing techniques offer a variety of ways to add value to printed products. These technologies open up new ways to personalise the brand experience and put the customer at the centre.

The impact on brand experience and customer loyalty

Incorporating tactile and multi-sensory elements into print products can have a significant impact on brand experience and customer loyalty. By creating unique and engaging print products that appeal to all the senses, brands can create an emotional connection with their customers and build long-term relationships. A positive brand experience not only increases customer loyalty, but can also help improve brand perception and strengthen competitiveness in the marketplace.

The future of experiential printing: trends and perspectives

Experience printing is only at the beginning of its development and many more innovative approaches and technologies are expected to emerge in the future. With the increasing focus on personalised and emotional brand experiences, experiential printing will play an increasingly important role. Brands that invest in innovative printing techniques and find creative ways to engage their customers' senses will gain a competitive advantage and strengthen their position in the marketplace.

Overall, experiential printing shows how the printing industry is evolving to meet the changing needs and expectations of consumers. By integrating tactile and multi-sensory elements, printed products can become a powerful tool for brands to communicate their messages, engage customers and build long-term relationships. ♦

Pioneering Sustainability: technotrans unveils enhanced portfolio at drupa

- Focus on energy-efficient cooling and liquid technology
- Advanced systems meeting the demands of the future
- Full service for the printing industry with sustainable and digital support worldwide



technotrans displays the established beta.c eco combination unit with high-precision measurement, control, and dosing technology, and an effective water inlet control at the stand.

“Empowering the future of print!”: With this guiding principle, technotrans is presenting innovative cooling and fluid technologies for offset, digital, and flexographic printing at this year’s drupa. Their exhibition presence is all about sustainable and

economical solutions that are setting new industry standards in terms of energy efficiency and resource conservation. Evidence of this includes the new future-proof equipment generations featuring the natural and environmentally friendly refrigerant R290, which

the company is showcasing in Düsseldorf. In addition, technotrans provides insights at their stand into how customer proximity and service quality can be significantly increased through digitalisation.

“With our technology, we offer

our customers process-reliable solutions that will significantly reduce the CO2 footprint in their print production and will also meet all guidelines and standards in the future,” says Peter Böcker, Deputy Sales Manager at technotrans. “And we make no compromises: technotrans products are high-tech systems that achieve high performance and optimal energy efficiency through precise application-specific design – naturally, of the highest quality and with global service.”

At the technotrans stand, visitors can expect several exhibits in the area of liquid technology. technotrans is presenting for the first time the alpha.c combination unit for dampening solution preparation and ink unit temperature control with the natural refrigerant R290. Also on display is the established beta.c eco combination unit with high-precision measurement, control, and dosing technology, along with effective water inlet control. In addition, technotrans is showing a resource-saving dampening solution purification system that requires no consumables. In the offset sector, the conventional and UV ink supply is a particular focus of the exhibition, with precise measurement and dosing.

State-of-the-art thermal management for printing processes



Ink supply with a system: technotrans offers modularly constructed, custom ink supply systems – from the ink room to the ink fountain filling.

In thermal management, technotrans concentrates on their new ECOtec.chiller xtend with natural refrigerant R290. The modular system is particularly suited to digital printing requirements: thanks to numerous equipment options, the chiller can be precisely tailored to individual needs. But the xtend.line offers not just flexibility; it also provides a high level of energy efficiency, power density, and economic efficiency. The refrigerant

usage is up to 60 percent lower than that of conventional solutions.

For packaging printing applications, technotrans presents integrated cooling systems for UV drying units. technotrans also develops customised cooling solutions perfectly adapted to the UV sector. Central to this is a holistic approach to sustainability: through smart networking of cooling and drying systems in energy-ef-



In the field of thermal management, technotrans focuses on its new ECOtec.chiller xtend with the natural refrigerant R290.

ficient overall systems, the thermal management specialist demonstrates practical ways to make printing processes environmentally friendly.

A groundbreaking cabinet concept turns 35

This focus on sustainability is also reflected in the compact design of all technotrans products. At drupa, the cabinet concept first introduced by technotrans celebrates its 35th anniversary. The concept saves space, is particularly service-friendly, and can optimally realise different individual functions within it. As a result, a complete system designed in the cabinet concept reduces packaging material and simplifies logistics.

Faster, more digital, more sustainable: technotrans expands service capabilities
 technotrans is also making its after-sales service more sustainable. For decades the solution provider has been a reliable partner of the printing

industry and offers customers a comprehensive package including extensive maintenance and service functions. The company consistently relies on digitalisation to increase speed and efficiency while minimising the CO2 footprint. This includes, among other things, the expansion of remote service and the use of augmented reality.

“We work very closely with our clients and understand the industry’s requirements. This knowledge is the most important basis for the further development of our products and the needs-based service,” emphasises Böcker. “That is why we look forward to the dialogue during drupa and to new impulses for the further development of the printing industry of the future – in line with our motto: Empowering the future of print.”

technotrans will be exhibiting at drupa 2024 in Düsseldorf from 28 May to 7 June in Hall 1, Stand B10.

Further information can be found at: www.technotrans.com



“With our technology, we offer our clients process-reliable solutions that will significantly reduce the CO2 footprint in their print production,” says Peter Böcker, Deputy Sales Manager at technotrans.



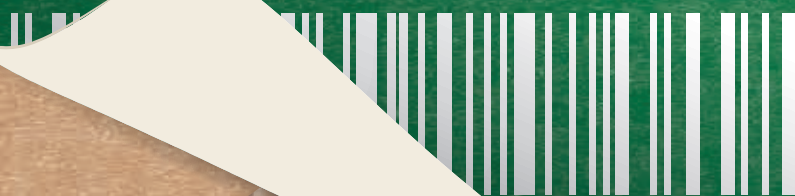
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Corrugated packaging - threats and opportunities

Daniel Brunton

At last, drupa is back, with less than a year to go the anticipation is building. Trying to work out what the theme of the show will be tricky, after eight years and the impact of COVID.

The drivers of sustainability, automation and workflow as the world continues to digitise dominate most print and packaging operations. Recruiting and retaining skilled staff is increasingly difficult for many businesses as baby boomers retire and the younger digital native generations demand a different approach to their working life.

Digital print developments will be centre stage across all graphics, industrial and packaging and there will be further announcements this year at drupa. Digital packaging offers many opportunities for commercial printers looking to move into new sectors as many traditional print applications continue to decline. The same dynamic is encouraging more equipment suppliers to offer digital printing systems for labels, corrugated, cartons, flexible packaging, rigid plastics, glass and metal packaging.

The figures show how the suppliers of digital print equipment for labels and packaging has developed since this technology map was first produced in 2019. There has been a steady stream of new entrants, from established analogue print equipment suppliers and new providers leveraging their digital print expertise.

has been consolidation in the supply side it is striking that there have been few exits from the sector, the high number of players now competing in the wide range of packaging applications, offering new capabilities and functionalities, with steadily increasing productivity and lower costs.

Well, the good news for us print techies is this diagram will get even more crowded this year. Smithers tracks the developments in this sector, publishing reports and running conferences on digitally printed packaging. The European, American and Asian events bring together hundreds of brands, retailers, packer/fillers, converters, agencies and designers together with equipment, substrate and ink/toner suppliers, with workflow and logistics companies also involved. These are excellent forums and over the years the discussion moved from technology issues into tangible benefits and improved business processes from adopting digital printing, and increasingly digital finishing.

Today quality, reliability and productivity are no longer issues for inkjet and electrophotography packaging presses. At drupa there will be sheetfed inkjet machines offering the equivalent of process colour sheetfed litho at speeds of 11,000 B1 sheets per hour, while web presses offer speeds in excess of 400m per minute up to 2.8m wide. These are mainstream alternatives to litho, flexo and gravure alternatives.

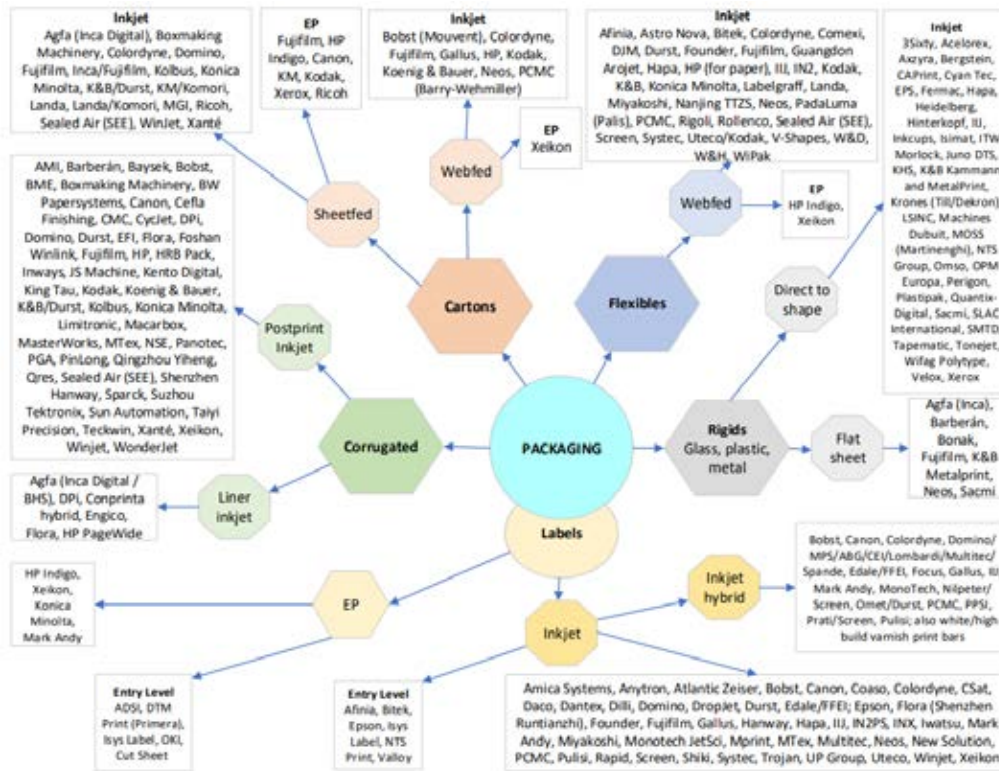
The printhead and press manufacturers are developing methods to eliminate inkjet artefacts, compensating for nozzle outs and deviations in real time that extend the life of the heads and machine uptime. Inkjet will be the real winner, with faster machines being shown, particularly in flexible packaging. Ink technology is improving, with UV and water-based inks being employed for specific applications. There will be more highly pigmented formulations helping reduce the inkfilm thickness while lowering the total cost of ownership further boosting the share of digital print.

It is not just printing. Some vendors will show single pass, highly automated systems to print and finish corrugated boxes, cartons and flexibles in a single pass. The enabler is the combination of digital print with digital finishing. These will feature automated control systems that drive the press, measure and check the print then track through finishing which may be coating, laminating, cutting, creasing, folding and gluing, together with a wide variety of embellishments. The digital front end controllers are becoming increasingly powerful, automating and driving the digital print unit while at the same time measuring and controlling quality and then to set and drive the finishing technology. This approach helps replace the traditional skills of press minders and finishing journeymen operators – important as skilled labour resources



Digital printing systems for packaging and labels in 2019

On top of these there are digital overprint systems and sophisticated bespoke integrations, some operating as a part of manufacturing and filling lines. While there



Digital printing systems for packaging and labels in 2023

become scarcer.

While new digital presses are the shiny and sexy headline grabbers, even more important is the enabling workflow software. The only way of making money from a digital press is to produce saleable output and powerful workflow is vital to prepare the artwork files and keep the print queue well stocked. This can be a barrier for packaging converters entering the sector as many do not have the necessary prepress and data handling skills. drupa will see many companies providing solutions, integrating with management information systems to automate the administration needed to handle many short run jobs. Workflow will become increasingly collaborative, with new designs produced and approved, then loaded into job queues for automated colour management and imposition with no manual involvement at the converter. The MIS is linked, ordering substrates and planning the production on printer and finishing to meet the customer requirements and optimise capacity at the converter.

Digital workflow can be daunting for packaging converters used to handle a few large jobs but it is the way of the world. Companies can explore solutions at drupa to simplify supply chains that will be key to future success supplying packaging and labels. The market leaders offer a broad

variety of creative software.

They will show new methods to automate the repetitive processes involved with packaging design, approvals and prepress taking time and cost out of the process. Other players will offer specific solutions for integration and to optimise colour management, imposition and providing variable data capability.

All these packaging developments are ultimately driven by end customer expectations, or rather demands. In the increasingly connected world these demands and expectations are changing, with more engagement and interaction to improve the consumer experience of the brand. Digital printing allows brands to make content decisions later in the supply chain, closer to the consumer that helps packaging offer additional valuable functions. These additional functions move packaging beyond the

traditional containment and protection functions, with information and promotion. A unique digital print can be connected to the cyber world, opening new opportunities of logistical efficiency and greater consumer engagement.

drupa is the most important print show, because the exhibitors (and all the important ones will be there) show what they have, while using the event to showcase what they are working on to gain feedback. And digital packaging print (plus finishing) will very much be on the agenda. There will be more machines for labels; corrugated – post and preprint, replacements for litho; for folding cartons; for flexible packaging; for metal and there will be direct-to-shape machines doing interesting things on cans, aerosols, plastic and glass.

Established players will show improvements to quality, speed and formats, with new inks and toners broadening the types of packaging they can produce.

I am really looking forward to seeing the newcomers who have already announced developments that they will be showing off and I know of several potential developments sadly under NDA that I am not allowed to mention, which is the bane of a technology correspondent. That will change when drupa opens.

So, roll on May 2024!

Quotes

“While new digital presses are the shiny and sexy headline grabbers, even more important is the enabling workflow software.”

“Digital printing allows brands to make content decisions later in the supply chain, closer to the consumer that helps packaging offer additional valuable functions.”

TRESU – drupa 2024 preview!



At drupa 2024 TRESU (Hall 10, stand B21) presents proven and efficient flexo printing and coating technology optimizing customers' performance and the lifecycle value of their flexo equipment and printing presses. Among the highlights are the next generation automation system for the TRESU Flexo Innovator printing press and we also present an offline TRESU iCoat II sheet fed coater for digital printing as well as the new TRESU InkFlex® ink supply system. Extending Performance of TRESU's flexo technology we will present the modular service concepts and genuine spare parts.

Finally, as part of the drupa CUBE program TRESU presents "The Future for Flexo Printing".

The TRESU Flexo Innovator: New automation features

At drupa2024 TRESU reveals the industry's next generation of automation features for the TRESU Flexo Innovator - adding further to customers' value of entering a TRESU partnership.

TRESU offers the industry's fastest inline multi-station flexo printing machines based on more than 40 years of accumulated flexo printing know-how. The installed base of TRESU Flexo Innovators exceeds 80 presses with more than 500 printing units supplied to leading global brands within folding carton, lottery, and liquid packaging around the world.

With the combination of the industry's fastest flexo printing output and our targeted modular service concepts, the TRESU Flexo Innovator achieves Overall Equipment Efficiency (OEE) levels second to none in the industry. Further TRESU Flexo Innovator news will be presented at the drupa event in May.

Proven TRESU ancillary equipment and the new TRESU InkFlex® ink supply system

TRESU's proven high performance flexo ancillary equipment provides full control of any ink and coating circulation. The new ink

supply system TRESU InkFlex® features a brand-new user interface requiring minimum interaction from operators and adds full operational flexibility and performance.

TRESU's new generation of ink- and coating supply systems is designed for improved control, connectivity, and data opportunities – with full OEM integration.

The precision engineered chamber doctor blade systems are supplied in carbon fiber, ceramic, or aluminum and for narrow web printing or wide web for corrugated board printing up to 6600 mm. The TRESU MaxiPrint Concept will be on display at drupa.

Coating as clear as glass: Offline coating of digitally printed sheet fed folding carton

The TRESU iCoat II is designed on a flexible modular platform, which can be configured from a selected range of modules to accommodate short run printing jobs.

Integrating best-in-class OEM coating technology, the TRESU iCoat II features a new feeder module enabling offline installations and free choice of digital printing technology.

Inline or offline, the proven TRESU iCoat II can be configured to suit any coating need for flexible sheetfed spot or flood coating with fast and efficient job changes.

Application of sustainable water-based grease barrier coating replacing PE laminates

In our inhouse TRESU DemoCenter we brought leading industry experts together and developed a new coating application concept. With recyclable paper board and WB coating with grease barrier performance, our tests confirm that it is now possible to replace PE based laminates in food packaging in single pass operations – with great results and no pinholes.

Key to this achievement is our high-speed hot-air VelociDryer™ with industry leading heat transfer coefficients. The dryer can be supplied with gas or electricity as heating source to meet individual customer requirements of power supply choices. ♦

Successful Personalized Print Marketing: Tools, Tips, and Programmatic Printing

The customisation of print products still has the reputation as a lengthy and time-consuming process. Digital printing, new improved print technologies and the interconnection of systems make it possible to bring advertising close to the customer quickly and precisely.

Personalized print marketing has become a powerful tool for capturing audience attention and strengthening engagement. With the advent of modern technologies, marketing professionals have access to numerous tools for creating, managing, and analysing personalized print campaigns. An innovative addition to these approaches is Programmatic Printing. In this post, we take an in-depth look at tools, tips, and how Programmatic Printing can elevate personalization to a new level.

1. EFI Fiery Servers: Advanced Print Management

EFI Fiery Servers offer not only sophisticated print management solutions but also enable data collection on print jobs. Through detailed analysis of this data, companies can improve the efficiency of their print processes, reduce costs and enhance quality. EFI Fiery Servers provide a user-friendly interface, allowing marketing experts to monitor and control the print process accurately.

2. XMPie: Personalized Communication at its Best

XMPie is a comprehensive personalised communications platform. It enables companies to create highly personalised printed materials that contain not only the customer's name, but also information about their buying behaviour or preferences. By incorporating data-driven elements into print campaigns, companies can achieve higher engagement rates and improved conversion. XMPie's analytics capabilities provide insight into campaign performance so companies can optimise their strategies.

3. Pitney Bowes Clarity Solutions: Analytics across the entire Print Process

Pitney Bowes Clarity Solutions goes beyond personalization, offering comprehensive analytics for the entire print process. From print quality to shipping and delivery, this tool allows for a thorough evaluation of every aspect of a print campaign. This is crucial for identifying and addressing bottlenecks or inefficient processes, ultimately increasing the overall effectiveness of campaigns.

4. Programmatic Printing: The Future of Personalization

Programmatic Printing utilizes data-driven decisions to optimize print campaigns in real-time. It enables the automated adaptation of content based on customer behaviour, preferences and demographic data. By integrating Programmatic Printing into personalized print campaigns, companies can ensure that their content



is always relevant and up to date. This approach helps strengthen customer engagement and maximize campaign effectiveness.

5. Implementation Tips:

Set Clear Goals:

Define clear and measurable goals for your personalized print campaigns, whether it's increasing revenue, acquiring customers, or enhancing branding.

Carefully Manage Customer Data:

The quality of personalized content depends on the accuracy and relevance of customer data. Invest in efficient data management and keep information up to date.

Follow a Multichannel Approach:

Link personalized print campaigns with digital channels to provide a consistent brand experience. Ensure that the message is consistent across all channels.

Conduct A/B Testing:

Utilize A/B testing to compare and optimize the effectiveness of different personalized approaches. This helps identify the best strategies for continuous improvement.

Continuously Optimize:

Analyse data from your print campaigns continuously and adjust strategies accordingly. Continuous adaptation is crucial due to the ever-changing market and customer needs.

The world of personalized print marketing offers a wealth of opportunities

The right tools can make a significant difference. From advanced print management and analysis of the entire print process to the integration of Programmatic Printing, these tools provide comprehensive solutions. Through consistent implementation and analysis, companies can not only create impressive personalized print materials but also sustainably increase the success of their campaigns. ♦

Inkjet, the great enabler!



Ralf Schlözer – Technology analyst for the printing industry

Our lives are changing and so are the prints we order and produce. Inkjet is unique not only in the breadth of print applications addressed, but also in the range of devices, from inexpensive entry-level solutions to high-end, lights-out production lines. This can take away the risk of moving into new print applications and allows exploring new opportunities for print.

There are now more than eight billion people on this planet. We can travel and exchange data and information around the globe. Our habits and our communication have changed. It is no surprise that print is changing as well. While some traditional print applications are fading away, others are remarkably resilient, while new application areas keep popping up.

Printing companies are adapting to this trend and are adding additional print applications as brands are looking for new ways to promote, publishers to distribute content and consumers to embellish their living. Demand can come from all kinds of customer groups, especially for small runs and quick turnaround times. Nowadays, a web presence makes it easy to showcase and promote new products, with recommendation algorithms - it will be AI in the future - aiming at upselling or presenting additional products.

One challenge remains: these new applications need to be produced first. Sometimes a partnership with another print service supplier is the best option. In other cases, keeping production capacity in-house makes more sense to be quick, flexible, and retain more of the value-adding processes. Especially equipment that can be used for a variety of applications or that offers a low investment point can be helpful to take advantage of new opportunities.

As a print technology analyst, I am still surprised to find inkjet at the heart of so many possibilities. Inkjet helped to democratize the printing equipment market, as a supplier can choose and combine inkjet heads, inks, drying, and substrate support from a wide array of providers. There are more than 20 inkjet head manufacturers and a much larger number of inkjet ink manufacturers active in the industry. Substrate transport can be sourced from many companies, and even old printing or finishing equipment can be repurposed. Furthermore, there are inherent technological advantages in inkjet: it is a true non-impact process and can, at least theoretically, print on a wide range of substrates and shapes.

Accordingly, solutions differ a lot and diverse markets are being addressed. Label printing has seen a great boom in recent years with more than 40 inkjet label press models on offer today. Corrugated gained traction next, with about a dozen single pass presses on offer currently. Folding carton and flexible packaging printing solutions have been slower to emerge, but several inkjet



press models have recently entered or are about to launch in these markets. Printing on metal, either beverage cans or sheet metal, is growing as well. In all segments, full-blown production inkjet devices start to rival the productivity of conventional presses, although at price points rivalling high-end presses as well.

There are lower-priced alternatives however that allow printing on labels, cans, or pouches starting at low five-figure investments. Scanning head large format printers can be a cost-efficient alternative for flat packaging materials, also starting at similar low investment amounts. Although productivity is low and often limitations in materials and quality exist, it is worth inquiring about the market opportunities that could be addressed. An alternative for exploring new opportunities are inkjet presses that allow branching out into additional applications like the B2 inkjet presses from Fujifilm, Konica Minolta, or Komori and the B1 presses from Landa. With a wide range of substrates and weights possible, customers are using these presses for a variety of applications.

Sometimes the strength of inkjet lies in processes after the main packaging or commercial print has been performed. Unique effects can be created by layering clear inkjet ink to create raised, tactile surfaces. Duplo, MGI, Scodix and Steinemann offer solutions for embellishing sheets. Koenig & Bauer Kammann expanded this to texture printing on spherical containers.

Beyond commercial and packaging print plenty of additional markets exist, often under the radar of the commercial printing



industry. Decorative prints on flooring, panels, ceramics, glass, and many other surfaces are being addressed by inkjet. Even full wallpaper factories exist that can turn custom designs into completely prepared rolls of wallpaper. Home decoration experienced a boom during the pandemic and with expanding technical possibilities more surfaces can and will be decorated. Also, in textiles and garment printing inkjet is enjoying a rapid uptake. From soft signage to interior textiles to fabrics for fashion or printing on complete pieces of garment – opportunities are manifold, and solutions exist for all application areas. Again, low priced entry models offer a low-risk entry for small volumes, while high-end production lines are tackling industrial production needs.



Not all substrates are flat however but inkjet solutions exist for printing on three-dimensional objects. Roland DG and Mutoh recently showcased new printers to print on smaller objects and merchandise. The Monster Jet from Azonprinter can even print on objects up to one metre high. For even bigger surfaces, direct-to-shape printing with robot arms has been proposed already. Several projects exist; however, this is still in an early phase of commercialisation.

The possibilities with inkjet do not stop at the surface. 3D printing opens the door for additive manufacturing. Inkjet in 3D print can take advantage of the inkjet innovations developed for other markets and benefits from the scale of use in heads, inks, and control electronics. Even if a 3D-printed end product is significantly different from a printed piece of paper, printing companies can have a competitive edge by weighing in their knowledge in data handling, colour management, customer contacts and logistics.

Finally, if you can't find the right solution for a specific print requirement available on the market, inkjet integrators can help to tailor a solution. Companies like Bergstein, Cadis, Colordyne, or



Neos offer the consulting and engineering services required to assemble a custom printer. Alternatively, users can set up their own solution by investing in a print bar and drives electronics from suppliers like Domino, Fujifilm, HP, Kodak and others. Memjet just launched the Durabolt print bar, called a “print engine in a box”. Of course, building your own integrated printer is more complicated than just buying a print bar, however thousands of imprinting solutions are being operated today already.

The beauty of inkjet is the simplicity of the process, resulting often in devices with few moving parts. In some cases, operating a device is a push-button operation, making set-up and operation easy. An advantage not to be underestimated in times of labour shortages. Obviously, high-end printers can get complex and demanding to operate. However, with inkjet, there is always the opportunity to start small and try out markets with manageable risk and investment and to grow when demand develops.



Finally, technology is not a means by itself. A business plan or at least a business idea needs to come before any investment. I do strongly recommend however to get out and explore where future market opportunities are popping up. Print is used in a lot more places than on plain sheets of paper. Creativity founded the printing industry, so get inspired by print applications produced at trade shows, open houses, seminars, or user group events.

Admittedly, with the myriad of possibilities keeping an overview is challenging. drupa 2024 will be a great opportunity to experience a wide range of applications in one place and get information from known and unfamiliar vendors firsthand. It is time to leave the comfort zone and explore the halls you have not been to before and visit the touchpoint and drupa next age events running alongside the exhibition. ♦

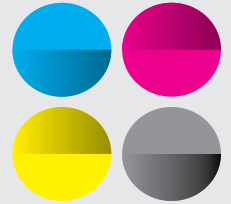


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Innovation driven market development opportunities to be revealed by Ricoh at FESPA

Industry shaping technologies developed to expand opportunities and drive growth for textile creatives and large format print specialists was unveiled by Ricoh at the recently held FESPA Global Print Expo 2024 - Europe's leading exhibition for screen and digital, textile and wide format printing.



Setting a new benchmark for digital textile print finishing will be the global launch of an industrial direct to film solution using specially developed Ricoh Pro™ DTF ink and a new groundbreaking powder shaker technology. The lowest TCO cost in the market coupled with unprecedented speed opens up new possibilities in decentralised on demand production.

Brand new too, will be the first compact-footprinted hybrid printer to be based on Flora digital technology. Flora is a leading manufacturer of flatbed and large format digital inkjet printers, and the product at FESPA has been created to deliver greater production flexibility and versatility for sign and display specialists and is designed to run rigid and flexible media.

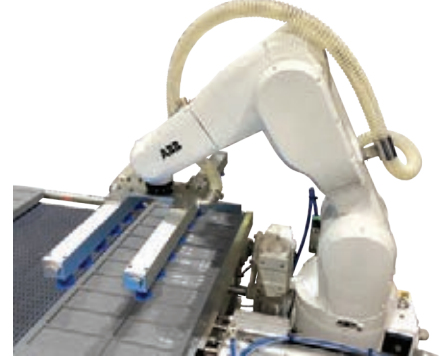
Several technologies will also receive their first European presentation. Expanding opportunities in production on polyester fabrics for apparel and sportswear decorators, designers, and a wide range of businesses aiming to expand their application capabilities, is the Ri 4000 Direct to Garment (DTG) printer. The system features newly developed enhancer (pre-treatment) liquid and ink to deliver consistent, vibrant, industrial garment printing at an affordable price.

Empowering businesses of all sizes, from small custom apparel shops to large scale production facilities, to create high quality, vibrant, and durable prints on a wide range of garments is the Ri 1000X DTG printer. It features two new printing modes for better results and faster speed and a newly added media type setting for image adjustment parameters for the convenient switching between white and dark garment settings.

One can explore the operational evolution from analogue to digital delivered by Ricoh's fast expanding large format and flatbed portfolio. Roll to roll RICOH Pro™ L5160e Latex extended gamut system and the RICOH Pro TF6251 UV flatbed printer plus roll to roll, both with fast drying Greenguard certified inks, presented the application versatility possible for users in the graphic arts and industrial sectors.

All these systems are powered by Ricoh's market leading print-heads. Designed for speed, precision, and durability, they deliver high resolution print quality with minimal maintenance.

How colour accurate and high quality production from one single workflow platform can be managed for all these solutions, and more by ColorGATE (a Ricoh company) Productionserver. ♦



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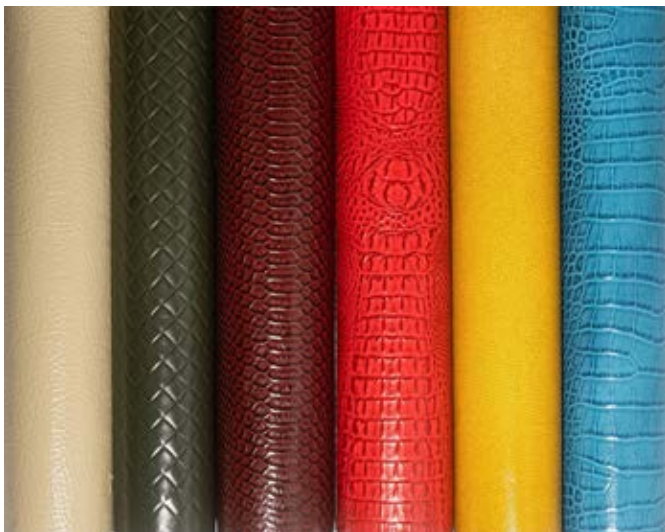
Hong Kong International Printing & Packaging Fair and DeLuxe PrintPack Hong Kong, jointly organised by the Hong Kong Trade Development Council and CIEC Exhibition Company (HK) Limited, will be held from 27 – 30 April 2024 at AsiaWorld-Expo, Hong Kong, with the online matching services “Click2Match” available from 20 April to 7 May 2024.

In the increasingly competitive business world, enterprises are leveraging advanced printing and packaging to stand out from the crowd. The Hong Kong International Printing & Packaging Fair serves as an incomparable one-stop platform for international buyers to source printing and packaging solutions, and for exhibitors to capture global business opportunities. As global demand for luxury packaging products grows, the acclaimed World of DeLuxe PrintPack Zone at Hong Kong International Printing & Packaging Fair will spin off and launch as DeLuxe PrintPack Hong Kong this year. Together, the two fairs will host around 500 exhibitors, offering a comprehensive showcase of industry-leading solutions.





In response to the increasing emphasis on sustainable packaging, the Green Printing & Packaging Solutions Zone at the Hong Kong International Printing & Packaging Fair will put bio-degradable materials, upcycled products and innovative green solutions into the limelight.



MM Alternative Leather (Plant Based)

MM Limited

Booth no.: 3-F17



Recycled Polyester Ribbon & Bow

Yangzhou Bestpak Gifts & Crafts Co., Ltd

Booth no.: 3-F06

To address the surging trend in e-commerce, the E-commerce Packaging Solutions Zone will showcase innovative packaging products and technologies which can empower enterprises to capture e-tailing opportunities.



E-commerce Packing Solution

Kerry Logistics (Hong Kong) Limited

Booth no.: 6-D15

CENTURY SECURITY



Security Tapes, Security Seals & Security Bags

Shenzhen Century Security Technology Co.,Ltd.

Booth no.: 3-E20



In light of the accelerated growth of the pre-cooked food market, the Food & Beverage Packaging Solutions Zone will feature an array of packaging solutions designed for fresh, chilled, and processed food, highlighting their convenience, functionality and design flexibility.



Temperature Change Labels

The United Label-Trade Ltd

Booth no.: 6-J08



Aluminum Foil Container Withstanding 260°C

Delibox Aluminum Foil Container Limited

Booth no.: 6-E08

The debut DeLuxe PrintPack Hong Kong will showcase a variety of printing and packaging products and solutions tailored for luxury goods including cosmetics, wine, jewellery and watches.



Macaron Box

MPP Packaging (Asia) Limited

Booth no.: 3-A02



Paper Handles Gift Box

Man Sang Envelope Manufacturing Co Ltd

Booth no.: 3-A06



Phonograph Shaped Gift Box

RR Donnelley Asia Printing Solutions Limited

Booth no.: 3-A08



Raised Foil Printed Satin Ribbon

Fung Ming Ribbon Industrial Limited

Booth no.: 3-A12

As Asia's premier hub for shopping, hospitality and lifestyle, Hong Kong is an ideal location for exhibitors to connect with markets, cultures and industries across the region. Beyond attracting

influential buyers from all sectors, the two PrintPack Fairs will be held concurrently with the HKTDC Hong Kong Gifts & Premium Fair and the HKTDC Hong Kong International Licensing Show to draw an

even greater number of relevant visitors to the events. Come and explore the latest solutions, top-shelf raw materials, technologies, craftsmanship, accessories and personal customisation services; network with top design agencies, suppliers and experts; and gather knowledge through seminars and trend talks that put you a step ahead of the competition.

With the EXHIBITION+ hybrid model, both fairs will deliver significant exposure for exhibitors and buyers to source not only just in-person at AsiaWorld-Expo on 27-30 April, but also through the HKTDC smart business matching online platform Click2Match on 20 April -7 May.

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Packaging - "Place your bets" - a wave of changes on the horizon

François Martin – Graphics Industry & Communication Consultant



For decades, the packaging industry has operated behind the scenes, driven by the things we encounter every day, some of which rely on machinery and processes established over 50 years ago, the industry has recently stepped into the spotlight. While the saying "out of sight, out of mind" has applied well to this industry, it is now facing significant changes that could have occurred independently but have now converged.

The convergence of conjunctural and structural elements is reshaping the packaging industry. While these elements may not fundamentally challenge an industry known for its resilience, they are compelling all players to embrace change.

Let's start with the conjunctural elements that are evident and notably impacting profit margins.

Increase in energy and raw material prices. The significant price hikes, even when passed on to customers, are not sustainable in the long run. It is imperative for converters to implement energy-efficient production lines. Equally important is quality control and waste reduction. For machine manufacturers, after implementing notable price increases in 2021 and 2022, they now revamp their offering behind one simple motto: automation. We will look into this further later on.

Scarcity of labor and qualification of employees. The packaging industry remains relatively unknown to the general public. If we were to survey individuals with no professional or family ties to the industry, they would likely perceive it as a traditional and noisy sector. Furthermore, packaging is often seen as polluting and environmentally unfriendly. However, the advent of digital machinery and AI presents opportunities for packaging manufacturers to offer new careers and reshape their image to attract fresh talent.

Now let's delve into the structural topics:

Proliferation of short print runs. The growth of short print runs is expected to accelerate in the coming years. Brands manage increasingly diverse product portfolios, and sales forecasting has become more complex. The concept of "on-demand production" is becoming the norm. Additionally, promotional and event-based

packaging, which often has a short lifespan, contributes to this trend. Furthermore, frequent regulatory changes require brands to update packaging information, necessitating new printing plates each time.

Evolving role of packaging. Packaging is no longer just about protection; it plays a crucial role in enticing customers, informing consumers, and optimizing the supply chain. As a result, new designs, customization, QR codes, and serialization are becoming increasingly common. These new responsibilities lead to more sophisticated and ever-changing print runs, contributing to the reduction of run lengths across all types of packaging.

Design and miniaturization. Design is gaining increasing importance for consumers and brands alike. Appealing design attracts consumers, while miniaturization reduces material consumption, environmental

impact, and costs. These trends require more frequent design iterations and higher-performing machines capable of producing more complex formats.

New regulations. Brands and retailers are required to be transparent about the composition and origin of their packaging. Communication about materials used, recycled content, and recyclability can render certain packaging types and the machines producing them obsolete. Many large brand owners made significant pledges towards recyclable packaging by 2025. The clock is ticking.

Environmental responsibility. With growing concerns about the environmental impact of packaging, there is a shift from plastic to paper/cardboard and the development of new mono-component substrates for easier recycling. However, the challenge lies in the existence of recycling infrastructure. Packaging manufacturers need to implement industrial production processes capable of handling these new materials across coating, vacuum metalizing, printing, and lamination to the manufacture of final packages with proper sealing and opening features.

So, what's next? Combining the conjunctural and structural elements, it becomes apparent that the packaging industry will face numerous significant challenges. It must evolve to become

more flexible, responsive, and adaptive. In this context, what are the opportunities and upcoming changes?

Automation and quality control. The increasing trend towards automation allows for the reduction of scarce and costly skilled labor. It also helps minimize errors and waste. Machines equipped with quality control systems – eg AVT, ACCUCHECK can rectify shortcomings or halt production. With the integration of AI, these systems will make significant progress, enabling machine operators to supervise multiple machines with very limited physical intervention.

Digitalization. While the digitalization of labeling has become prevalent, the folding carton, corrugated board and flexible packaging sectors are still relatively hesitant. However, the global threshold of 100 digital presses for corrugated board packaging was crossed by the end of 2022, indicating a shift towards digitalization adoption. The overall packaging digital transformation extends beyond printing and encompasses embellishment and cutting such as Highcon, SEI Laser, MGI, Jetfx. Although current solutions may not yet match the productivity levels of conventional technologies, they are necessary to optimize overall production and allow conventional equipment to focus what they are designed for meaning medium and long print runs.

Digital technologies are an incredible tool, not a threat, and it will intelligently complement conventional technologies that will persist for decades. We will also see the rise of hybrid solutions combining the best of both worlds. Many label converters and commercial printing companies can testify to the advantages of digital technology. The adage “we fear what we do not know” remains true in most industries.

Workflow management. It has become the nerve center of packaging manufacturers. From order placement to pre-press, production, quality control, and invoicing, optimizing the flow of production and processes and mastering workflow management are fundamental. data-driven processes, leading to greater operational efficiency and optimized resource allocation are now required for faster-time to market and more flexibility. And the advent of AI will further enhance the power of software tools and machines for an ultimate flexibility including preventive maintenance. The challenge lies in employees’ ability to effectively manage the provided information, and management’s willingness to validate recommendations from intelligent systems. At drupa, visiting ESKO, Hybrid Software and others will be a must and probably where you will touch the future the most.

Web-to-Packaging and new business models. Digitalization and automation are gradually leading us towards factories managed by robots operating day and night with minimal human intervention. Major packaging equipment manufacturers are investing in or acquiring robotics companies – eg Durst and BOBST. Within less than five years, factories producing packaging in an “Industry 4.0” format will become a reality. Although these dark factories will only address a small portion of production, the course has been set. Last, new technologies enable new players to build new business models offering services not available before.

New entrants and consolidation. The packaging industry provides an opportunity for players from the declining commercial printing industry to enter new markets. These printers are well-versed in the digital realm and skilled in managing sophisticated workflows with optimized margins. While they may not have all the necessary equipment for mass packaging production, their focus will be on short and personalized packaging print runs, typical in commercial printing. Furthermore, consolidation within the packaging industry will continue. Significant investments are required in all sectors, and expertise needs to be enriched with new skills, facilitating acquisitions and mergers.

In the table below, we can gain a clear idea of the dynamics of the packaging markets. Recently shared figures at dscoop demonstrate overall global growth, with digital technologies experiencing a more pronounced increase.

Industry segments	Global market CAGR 2022 -2026	Digital CAGR 2022 -2026
Labels	4%	8%
Flexible Packaging	3%	5%
Folding Carton	3%	9%
Corrugated board	2%	17%
Commercial Printing	0%	6%

Worldwide data - dscoop - May 2023

In a growing global market, equipment manufacturers will support printers and converters with more connected, digitalized, and automated machinery. drupa 24 will provide opportunities to validate new directions and the relevance of innovations that address the industry’s challenges. At drupa 2024, four words “connectivity, digitalization, automation, sustainability” will be everywhere. Not to mention AI and eventually, drupa will become drupai.

The key challenges for all stakeholders in the packaging industry will be managing growth, addressing more complex packaging formats, overcoming environmental constraints, implementing new regulations, attracting new talent to the industry, developing new business models like web-to-pack, and welcoming new entrants from the commercial printing world.

“Ladies and gentlemen, place your bets. No more bets, please.” ♦

Minosha Redefines Printing Excellence with Ground-breaking Solutions in 2024



Minosha, a trailblazer in the printing technology sector, has left an indelible mark on the industry following the success of Pamex 2024. The event, held in Mumbai from February 06-09, 2024, witnessed an overwhelming response as industry leaders, enthusiasts, and experts gathered to witness the dawn of a new era in printing.

Taking center stage at Pamex 2024, Minosha introduced a line-up of revolutionary products that promise to redefine the printing landscape. From enhanced efficiency to unmatched print quality, Minosha's innovations aim to set new benchmarks for the industry.

Key Highlights:

ProC9500 & ProC7500 - A game-changer in the printing industry, Ricoh engines deliver exceptional performance, establishing as the preferred choice for businesses in search of high-quality printing solutions. Highlighting cutting-edge technology and innovative features, these products are the go-to choice for businesses seeking high-quality printing solutions.

IM460F - Addressing industry challenges head-on, IM460F emerged as a solution that promises to streamline workflows and elevate productivity in modern workplace.

Laser Printers - Minosha India Ltd. is ushering in a new era of office printing solutions designed to meet and exceed the dynamic needs of businesses across India. All our

Printers are Wi-Fi-enabled with onsite service offered to our valued customers.

The response from industry experts and attendees alike has been overwhelmingly positive, with accolades pouring in for Minosha's commitment to innovation. Notable figures from the printing sector have commended the company for its forward-thinking approach and dedication to driving progress. As Pamex 2024 draws to a close, Minosha remains steadfast in its mission to lead the printing industry into the future. The showcased products are poised to create a ripple effect, influencing the evolution of printing technologies globally.

Mr. Atul Thakker, Managing Director of Minosha India Ltd., expressed immense enthusiasm, stating, "Participating in Pamex 2024, a pivotal event in the printing industry, was truly thrilling. Minosha's commitment to revolutionize printing was vividly showcased through our groundbreaking products, marking a pivotal shift towards enhanced efficiency and sustainability. Our presence at Pamex was more than just product unveiling; it symbolized our relentless dedication to empowering businesses with cutting-edge technologies. The overwhelmingly positive response reinforces Minosha's position as a driving force for innovation in the printing landscape. Moving forward, we eagerly anticipate continuing this journey, pushing boundaries, and establishing new standards for excellence in the printing industry."

Pamex 2024 stands as a triumphant milestone for Minosha, heralding a transformative chapter in the company's quest to revolutionize the printing industry. As the curtains fall on this remarkable event, Minosha persists in its unwavering commitment to pushing boundaries, fostering innovation, and steering the course toward a future where printing reaches unprecedented heights. ♦

Pioneers of Printing: The Origins of Offset Printing



The development of the offset printing press came in three stages. It all started in 1875, when Robert Barclay of England patented the first rotary offset lithography printing press. Read the whole story of the origins of offset printing.

Have you ever seen how newspapers, magazines or books are printed nowadays? Surprisingly, the technology which is still in use, dates back to the late 19th century. The keyword is offset printing. But what is this exactly? Offset printing is a printing technique in which the inked image or text is moved from a plate to a rubber blanket and from there to the paper or another printing surface. Today, the offset printing press is still used to print high volumes of images or texts. It remains an effective method for printing numerous copies quickly, efficiently and in high quality.

The First Rotary Offset Lithography Printing Press

The origins of our modern offset printing can be traced back to 1875, when Robert Barclay of England combined the mid-19th-century transfer printing technology with Richard March Hoe's rotary printing press from 1843. The result was the first rotary offset lithography printing press which replaced the flat stone by a metal cylinder. This offset cylinder was wrapped in a specially treated cardboard that transferred the printed image from the stone to the surface of the metal.

The subsequently developed offset printing is attributed to two independent inventors: the American Ira Washington Rubel and the German US-immigrant Cašpar Hermann. Around 1904, both of them created printing presses that printed indirectly, that is from the printing plate on a rubber roller and then on a sheet of paper.

Ira Washington Rubel and His Accidental Invention

When photography became popular in the early 1900s, the once flourishing lithography began to fall out of favour. Instead, photoengraving was on the rise. But when Rubel, while working with Barclay's printing press, forgot to load a sheet during printing, he found out that the rubber mat (which was used to move the paper to be printed through the press) produced a much more accurate image than the metal. Once this kind of printing technique was refined, the offset printing press flourished again.

Cašpar Hermann Developed the First Web Offset Printing Press

About the same time, US-immigrant Cašpar Hermann from Königsberg/Germany converted book printing rotary presses into offset printing presses. He started with the one he produced for the Harris automation Press Company in Niles, Ohio. After his return to Germany in 1907, Hermann planned numerous further developments. One of them was the first web offset press, in which a continuous roll of paper is fed through the printing press. Only after being printed, the pages are separated and cut to the requested size. However, Hermann's ideas could not be realised until 1910, when he started to cooperate with the Vogtländische Maschinenfabrik AG (VOMAG). The first web offset press was then presented in Leipzig in 1912. It was the prototype of modern offset printing presses which are still in use today. ♦

Print creates emotion

Individualised print products reach right into the customer's heart



The customisation of print products still has the reputation as a lengthy and time-consuming process. Digital printing, new improved print technologies and the interconnection of systems make it possible to bring advertising close to the customer quickly and precisely.

Individual advertising, 360°

Catalogues, mailings, postcards, coupons and books, but also outdoor advertising work better if they are tailored to the customer's need. Various studies prove that the willingness to buy increases. For example, 44 per cent of consumers are more likely to buy when they see individualised advertising. 74 per cent are even more willing to try a product they have not bought before. Print is once again playing a leading role in the customer journey.

In order to reach the customer in a specific way, approaches from online marketing are transferred to the print industry: Next Best Offers, Recommendation Marketing or Dynamic Printing are no longer uncommon.

The digital transformation in the printing world

There are various recommendations for implementation. Many companies first want to complete the digital transformation so that customer data can be used. In its entirety, however, this process takes a very long time before individual advertising can take hold. Some entrepreneurs from the IT sector have taken advantage of this circumstance and help to quickly reach the goal from existing databases. The data pools can already be used via interfaces.

On the other side are the printers. In the print shops, digitisation should be completed so that the data can be used. At the same time, a print shop can also offer full service for precisely those

companies that are still in the process of transformation. Software-as-a-Service is the magic word.

For printing companies, Zaikio offers customised solutions using modular software. Zaikio has found a way to link existing software via interfaces and apps so that digitisation within printing companies progresses more quickly. They focus on the automation of administration. From ordering raw materials to invoicing, processes can be digitally automated. Calculations and warehouse management also take place automatically. The digital transformation reduces the administrative effort from 80 per cent to 40 to 20 per cent.

With tailwind to new service offers



This opens many possibilities for printing companies. They offer novel processes such as Programmatic Printing.

With Programmatic Printing, the printing industry is now reaching

its peak in individualisation and putting itself back on a par with online marketing. All content is designed automatically. All content, such as text, graphics, images and offers, are automatically put on paper by VDP and delivered directly to the customer. The great advantage of the process is its speed, as it usually takes no more than two to three days. This means that advertisers can also act quickly offline and reach customers in the customer journey in a more targeted way.

The data collected online is used for the print world to gain a market advantage. Customer data collected via loyalty cards or online shopping now automatically finds its way into the print software and can be used. This enables retailers to convert shopping cart abandonments or expressions of interest into a purchase. Studies show that print is up to 10 per cent more successful than email marketing.

We can speak of hyper-personalised advertising in the print sector. Print is once again becoming a silent but emotional sales consultant.

Digitisation creates freedom

Companies need space not only in administrative expenses and in the form of advertising. Storage capacity for packaging is often in short supply. By networking the systems, digitalised printers also provide support here.

Whether it's the pharmaceutical industry or online trade: our fast-moving world makes it increasingly difficult for companies to plan. In the last two years in particular, it has happened time and again that the outer packaging in industry has turned out to be the eye of the needle. Products were produced, but the packaging was missing to deliver them to the customer or to the point of sale. Printing companies can remedy this with vendor-managed inventory. The printing company takes over the responsibility of the packaging inventory at the customer's premises and thus offers an exceptional service. Sales and inventory figures flow automatically into the printer's ordering programme. Packaging is thus produced automatically and delivered to the customer. The customer reuses his storage capacity for value-added products. The networking of systems ensures a reduction in costs and prevents a standstill in production output.

The combination of print and digital possibilities speeds up processes

The interaction of technology and data enables us to bring the advantages of the digital world into the haptic world. The editorial credibility of print products is many times higher than in digital media. The viewer perceives the information more consciously and engages with the messages. This is achieved through aesthetics and haptics. Finally, print offers much more room for design.

Individualised print products are nothing new. The speed and the design possibilities, however, are. ♦

Nico Hagemann is the new Director of Product Management at EyeC GmbH



EyeC GmbH, the global provider of automated artwork inspection and print image inspection systems, announces the appointment of Nico Hagemann as the new Head of Product Management. This position entails further developing the entire EyeC product portfolio with the product groups EyeC Proofiler and EyeC

ProofRunner. In his new function, Hagemann reports directly to the management.

Nico Hagemann has many years of experience in the field of printing technology. As a graduate engineer in the field of printing and media technology, he built up his expertise as a development engineer at Rako Etiketten GmbH & Co. KG. In his previous role, he worked as a Product Platform Manager - 3D Image Acquisition at Basler AG before returning to EyeC. When it comes to the challenges ahead, Hagemann can draw on many years of know-how, as he was already an employee at EyeC from 2010 to 2022. Working in the areas of service technology and product management at that time, he was able to build up a deep understanding of the EyeC brand and its market. In addition to the strategic development and implementation of the entire EyeC product portfolio, his new role will also focus on identifying market requirements and preparing and implementing market launch concepts. One focus is, among other things, on the further technical development of the scanner-based inspection system EyeC Proofiler.

Dr. Ansgar Kaupp, CEO & Managing Partner at EyeC, comments on the new appointment: "Nico has an impressive professional track record and his return to EyeC as Head of Product Management is a significant addition to the company. With his expertise and commitment, he and his team will successfully advance our current product management focus." ♦

Czech News Center (CNC) elevates print quality with Q.I. Press Controls' colour register upgrade



CNC's print location in Ostrava

Czech News Center (CNC), one of Central Europe's leading media houses, has recently made an upgrade to enhance print quality and efficiency. They have invested in Q.I. Press Controls' (QIPC) mRC-3D colour register controls for their KBA Comet newspaper press at their Ostrava print location.

The decision to invest in new press automation came from the need to update the current colour register system, which was originally installed in 2007 together with the Koenig & Bauer press. While CNC had been content with the existing system, the aging technology raised concerns about the availability of spare parts and overall serviceability. Upon consultation with QIPC, it was recommended to equip the press with the latest mRC-3D technology.

Bruno Schwarzbach, Technical and Production Director of CNC: "My familiarity with QIPC dates back to 2007 when the control system was initially installed in our new KBA Comet press. At the time the initial choice for the press automation supplier was made by the press manufacturer. However we certainly acknowledge the effective support and good cooperation we've experienced with QIPC over the years. For us, choosing to work with QIPC once



Bruno Schwarzbach, Technical and Production Director of CNC

again, therefore was a logical step."

With the new investment, the media house again expects the collaboration to yield a functional, modern, reliable, and fully serviceable automatic register control system for their KBA Comet web press. The upgraded system is crucial for CNC's operations, as the press operates in three shifts, producing a significant volume of semi-products further processed in their bookbindery.

Bruno Schwarzbach concludes: "Czech News Center anticipates positive technical and financial results from this upgrade, ensuring the longevity and efficiency of our printing processes. As CNC operates two printing plants in Prague and Ostrava, the upgraded system is expected to play a key role in maintaining high-quality out-

put for our daily newspapers, magazines, books, and external commissions."

CNC is one of the largest media houses in Central Europe. They publish well-known daily titles, such as Blesk, Sport, Aha! and other printed materials and websites. Czech Print Center has two printing plants in Prague and Ostrava that belong to CNC media house. The CNC periodicals have been printed on these locations since 1993. The same goes for the daily newspapers and magazines, books and other external commissions. CNC's printing locations are equipped with coldset web presses of Koenig & Bauer and Wifag, several sheetfed presses and a wide range of bookbindery equipment, including folding machines and saddle stitching and perfect binding lines.

About Q.I. Press Controls:

Q.I. Press Controls develops and delivers innovative, high quality optical measure and control systems. We are globally active in the newspaper and magazine printing industry. Our total solutions are supported by a worldwide service network. These reliable systems are proven in the market of existing and new printing presses and offer our customers structural better results.

I am here... for you

For more information: www.qipc.com

Innovation-focused EskoWorld unveils packed agenda for 2024

- Event to feature more than 150 tailored sessions alongside new innovations showcase and keynotes
- A packed event awaits visitors to this year's EskoWorld, with more than 150 sessions, workshops and demonstrations running alongside a showcase of innovative new solutions and keynote presentations.



With just a few months to go until more than 500 packaging and labels converters, brand representatives and packaging experts come together at the Gaylord Texan Resort in Grapevine, Texas, the largest technology-focused event for packaging professionals has unveiled an agenda tailored for the times. "With productivity and sustainability the prime concerns for brands and packaging converters alike, we have curated an event that focuses on how customers can boost efficiency, reduce costs and minimize the risk of errors by improving their processes and embracing digital transformation," said Bob Miller, Esko North America General Manager. "The ability to be flexible, adapt to the changing needs of an ever-evolving market and the demands of customers is paramount, and that's where the latest innovations can deliver immediate, tangible benefits."

Returning to Texas from 25 to 27 June, Bob said EskoWorld 2024 boasts a program of inspirational talks, networking and training sessions to support customers on their journey to automate, connect and accelerate their processes.

"We'll kick off our 33rd EskoWorld event with a fantastically informative panel, in which experts from top companies, suppliers and the Esko leadership will all discuss many of the challenges faced today, and how these can be overcome," said Bob. "Across the two-and-a-half days that follow, attendees will discover new ways to boost their operational efficiency, reduce waste and increase print quality as they continue their own digital transformation journeys."

As well as product roadmap sessions taking a deep dive into the

very latest innovations, EskoWorld will feature sessions teasing future technology. The event will also host a number of presentations and panels addressing the key issues faced today - and detail how digitalization and automation can overcome those through enabling better productivity, consistency and sustainability.

"We have a truly packed calendar, with some exciting new additions for 2024," said Bob. "While the Interaction Room is always a hugely popular attraction, giving attendees the chance to get close-up and hands-on with the latest technology, we've introduced an additional feature this year - the new Esko Innovation Lab," said Bob. "Fresh from its unveiling at drupa, the Innovation Lab will give a sneak peek at how we're incorporating AI into our software suite, speeding up processes throughout the production chain from estimates and workflow management through to inline inspection.

"We will also have a full color and flexo schedule in a dedicated classroom that will feature our platemaking hardware and include live demos," said Bob. "We've expanded our AVT demos too, to focus not only on the machinery but also other print inspection solutions that ensure optimal quality on press."

Amongst other highlights, the ever-popular Women In Packaging session returns for 2024 and will be bigger than ever, with a panel discussing the importance of mentoring in the industry. Dedicated sessions will deliver best practice techniques and provide learning on how to get the most out of latest innovations, and there will be a look into the future with exciting new product development roadmaps.

"Our closing keynote will this year be delivered by retired U.S. Army Colonel Gregory Gadson, a former commander of the U.S. Army Fort Belvoir garrison," said Bob. "Retired Colonel Gadson lost both his legs and severely injured his arm to a bomb while serving in Baghdad, and subsequently reshaped his career to include campaigning and acting. He will bring EskoWorld 2024 to an end with a rousing look at how circumstances do not define us, and that we can adapt to whatever a situation demands."

EskoWorld 2024 will take place from June 25th-27th at the Gaylord Resort & Convention Center in Grapevine, near Dallas, Texas, USA. For more information and to register to attend, please visit www.eskoworld.com. ♦



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