



Balkan Print Forum News

11 / May, 2011

***The Sixth Balkan Print Forum and the First InPEQ meetings will take place
on October 27 – 28, 2011 in Belgrade, Serbia.***

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***manroland Sheetfed Summit
from 16 to 20 May 2011 in Offenbach***

***Just launched:
the new InPEQ (Initiative for Printers
Education and Qualification) website
<http://www.inpeq.org>***

Impressum

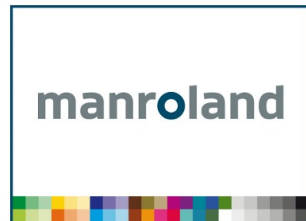
***Balkan Print Forum News
is an edition of manroland AG
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manroland and Océ launch joint series of events

2011: Digital meets Offset-Power

manroland, one of the leading global suppliers of offset printing systems, and Océ Printing Systems GmbH, the leading global manufacturer of high-performance printing systems for digital continuous feed printing, are starting, within the framework of their strategic alliance, a series of events in the Technology Centers of Offenbach (May 16 to 20, 2011) and Poing/Munich (June 7 to 10, 2011).



2011: Digital meets Offset-Power

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Under the motto Digital meets Offset Power, manroland and Océ present the best from both worlds of high-quality offset printing and variable high-speed inkjet printing. From May 16 to 20, manroland invites its graphics industry customers in all segments and sizes of operation, as well as those involved in the advertising industry, to the Sheetfed Summit in the manroland Print Technology Center in Offenbach. The best of the best are to meet in the manroland Print Technology Center to see groundbreaking technologies and solutions for highly efficient sheetfed offset printing. More than 1,000 trade visitors from all over the world are expected to attend the event.

Sheetfed Summit 2011

How must print position itself in a multimedia world? Very simple: as a vibrant and creative industry with virtually unlimited possibilities. Print works, and manroland is to show groundbreaking solutions to achieve this efficiently. The Sheetfed Summit 2011 will focus on Value Added Printing for improved business and production processes, as well as fascinating print products. The event will showcase innovations in automation, product variability, sustainable production, networking, services, consumable materials, and consulting.

Less than 150 sheets until the first OK sheet, automated job changeover, integrated data handling, Web-to-Print, a 64-page signature in one pass through the press, and inline enhancement: manroland is to demonstrate how powerful offset printing is in 2011.

With new products like autoprint smart, InlineColorPilot, InlineInspector with PDF comparison, ColorPilot smart and other groundbreaking solutions, manroland will also show how costs can be further reduced, delivery times shortened, flexibility increased, and daily output boosted. Numerous live demonstrations await the participants, along with clear presentations of the benefits and intensive technical discussions with experts and colleagues. A ROLAND 900, XXL format 8 perfecting press, a ten-color ROLAND 700 Direct-Drive with autoprint smart, a ROLAND 700 HiPrint and ROLAND 500 both equipped with InlineFoiler Prindor, a ROLAND 200 with High Pile delivery, a special four-color ROLAND 700 HiPrint, and a ROLAND 50 with an envelope feeder will all be in production.

Best of both worlds

For the first time, manroland will present – integrated into graphics workflows – two high-productivity Océ inkjet printing systems for digital webfed printing. Inkjet systems, with their flexible production and individualization strengths, are increasingly becoming an alternative in both the business models and machine parks of graphics industry printing houses. Gerd Finkbeiner, manroland CEO, notes: “We are showing how inkjet printing systems supplement industrial offset printing. We are not however placing our faith in insular solutions, but in integrated workflows. In our role as front runners, we and Océ have ambitious aims. We want successful customers who are participating in the dynamic growth of digital print production – and we are committed to supplying them with solutions that are at the same time groundbreaking and future-proof.”

Production Printing Summit

The Océ Production Printing Summit takes place from June 7 to 10 in the Océ Leadership Technology Hub in Poing/Munich. The events, aimed internationally at the decision-maker level, focus on the complete value creation chain for production printing, from individualized content through to the finished end product. All of these will use innovative and individualized print products as examples. In the course of this four-day high-performance show, Océ will also present growth applications in high-productivity digital printing embedded in workflows for the graphics industry, for example for publishing-on-demand, the printing of digital newspapers and magazines, hybrid catalogs and manuals, as well as ‘target group 1’ in-vogue applications such as direct mail and loyalty applications.

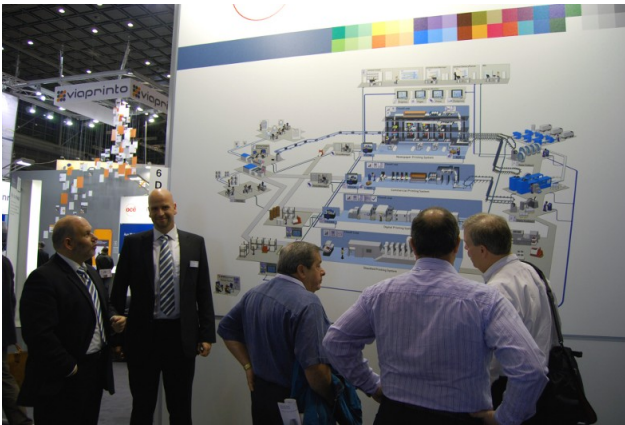
“Individualized high-speed digital printing is an attractive field of business that is increasingly supplementing industrial print runs,” explains Sebastian Landesberger, Executive Vice President, Océ Production Printing. “The print value creation chain is undergoing change, and particularly the intelligent combination of offset and digital printing opens up new lucrative business models for our customers. With, for example, our new Océ ColorStream 3500 and Océ JetStream family high-speed full-color inkjet printing systems, at the Océ Production Printing Summit we will be showing a winning combination of highest quality and maximum individualization as well as their value proposition for modern print communication.”

Info: manroland AG

manroland and Océ pool their expertise at digi:media

The first digi:media trade show marked the start of the cooperation

Not only the digi:media trade show held in Düsseldorf from 7 until 9 April 2011 celebrated a premiere: it was also the first time that manroland and strategic partner Océ exhibited together. Live demonstrations showed how offset and industrial digital printing form a symbiosis. manroland’s subsidiary company ppi Media was also present and presented cross-media software solutions.



Offset and digital printing from manroland and Océ form a genuine symbiosis. Even the workflows are tightly networked.
© photo Stefan Küchler.

Content meets Technology meets Business: Under this motto, the inaugural digi:media trade show in Düsseldorf attracted more than 6,000 visitors. On the stand shared by manroland, Océ and ppi Media the advantages of offset were united with the strengths of digital printing. Here the trade visitors were able to follow a simulated ordering procedure for the tour operator Manpower Eventreisen that combined both printing processes. The first step shows the strengths of offset printing: a magazine ad printed by web offset and a response card enhanced by sheetfed offset are distributed to the readers. On returning the card, the customer receives individualized and general information produced by sheetfed offset and digital printing. Those who decide to book a trip are shown the procedure in a personalized travel plan, digitally printed in a run length of one.

Networked workflows

Offset and digital printing from manroland and Océ form a genuine symbiosis – even the workflows are tightly networked. Here the two companies offer the world's first total digital solution with many advantages for customers along the entire value adding chain. Printing services providers can utilize the benefits of both printing technologies and get comprehensive guidance from the partners in planning, implementing and support for the entire system solution.

During the digi:media show, the cross-media software solutions from ppi Media also attracted a great deal of interest. Here the focus was on the multi-media ad platform AdX that embraces print, online and mobile, as well as editorial workflows using Content-X software, which can place contents from a Content Management System in the DTP program Adobe InDesign.

Info: manroland AG

InPEQ Activities in Bulgaria and Romania

Last year at the Fifth Balkan Print Forum in Budapest the BPF members and partners announced the start up of the new Initiative for Printers' Education and Qualification (InPEQ). The First InPEQ meeting within the Sixth Balkan Print Forum event will take place on October 28th, 2011 under the motto: "Professional education and qualification for long-term success".



Within the frame of InPEQ activities, manroland AG, patron and main sponsor of the Balkan Print Forum, has provided the contact to the PrintPromotion e-learning platform www.learn4print.com. This modern instrument of basic and advanced training for schools and companies is tailored to the requirements of the printing industry. Many BPF members and partners have already registered their participation in the learn4print courses.

manroland has provided also some highly professional lectures containing valuable and useful technical and technological information.

The first lecture titled "One Touch – autoprnt, the manroland Perspective Print 2020 for the Newspaper Printing of the future", author Gerd Finkbeiner, Chairman of the Executive Board, manroland AG, presented for the first time on November 18th, 2010 at the Stuttgart Media University, has been held in Bulgaria by Dr. Rossitza Velkova, Coordinator of the Balkan Print Forum, and in Romania by Mr. Dan Teodorescu, Managing Director manroland Romania. The initiative has been supported by manroland AG, the Printing Industry Union of Bulgaria, manroland Bulgaria, the University of Library Science and Information Technology (UniBIT), Sofia, the Printing Association "Transilvania" (ATT) and manroland Romania.

The Printers Association "Transilvania", Romania, has launched its new programme "Support 4 Print Learning" within the frame of InPEQ. The programme was introduced between the 22nd of February and the 25th of March 2011 in several events of 14 towns in Romania. The events have been attended by specialists, teachers and students of different tech-

nical classes specialized in printing technology as well as by ATT members. The managers of some printing houses expressed their willingness to offer the students of the technical schools professional visits and trainings in their companies.



Bucharest, Romania

© CTM

The first InPEQ event in Bulgaria took place on 22.03.2011 in UniBIT, Sofia. More than 110 students, teachers and professors from the print media high schools and universities in Bulgaria, representatives of the Bulgarian printing industry, as well as of the trade press have attended the meeting. All events' attendees have been highly impressed by the interesting innovative lecture which has been provided by manroland AG.



Sofia, Bulgaria

© InPEQ

The successful InPEQ events in Bulgaria and Romania have proved the importance of the initiative for the graphic arts students and for the printing media industry in the region, especially now, in the period of difficult economic situation.

Info: BPF / InPEQ

News from Bulgaria

The 12th edition of the International Exhibition of Printing Communications PRINTCOM took place from 13th to 16th April 2011. Co-organizers of the event were the Printing Industry Union of Bulgaria (PIUB) and the Poligrafia Magazine, Bulgaria.

The 12th edition of PRINTCOM has been featuring a new concept, updated exhibition categories and many presentation opportunities for the participants. Sixteen members of the Printing Industry Union of Bulgaria attended the exhibition with their own stands.

The printing house "Fatum" and its manager Mr. Dimitar Kozaliev have been awarded with the PIUB price "Printer of the year 2010"; the company "Ester" and its manager Mr. Rumyan Georgiev have been awarded "Dealer of the year 2010". The National Corporate Calendar Competition has been won by the companies: Print & Publishing and Taftprint.



© photo: International Fair Plovdiv

On April 14th a seminar titled "Printing and the digital technologies" has been organized with the participation of local and foreign lecturers. Presented were the latest developments and technical innovations of this rapidly growing technology.

April 15th was the day of the "Modern education methods in printing". It has been attended by many students and professionals. Professors and teachers of the print and media schools and universities have presented the status and the prospects of teaching in the field of printing.

Info: Printing Industry Union of Bulgaria

News from Bosnia and Herzegovina

The Annual Meeting of the Association of the Printing industry of Bosnia and Herzegovina was held on February 23rd, 2011 in the Foreign Trade Chamber of Bosnia and Herzegovina, in Sarajevo. The members of the Association accepted the Annual report of activities for 2010 and the plan for 2011.



The participants discussed the realisation of the print production, the export and import data of the printing industry in Bosnia and Herzegovina. It has been registered an increase of the production and the export of print products for 2010 compared to 2009.

*Info: Association of Printing Industry,
Bosnia and Herzegovina*

News from Turkey

The 4th International Printing Technology Symposium, which has regularly been organized every two years by the Gazi University since 2005, will be held in Istanbul, the historical and cultural city of Turkey by the organization of Marmara and Gazi Universities under the coordination of BASEV (Printing Industry Educational Foundation) on 24-26 November 2011.

The 4th International Printing Technology Symposium will include papers and poster presentations for academics and experts in the field. The symposium will be supported by invited speakers with original studies in the field of printing technologies.

The main purpose of the symposium is to create an information sharing platform on the new technological and scientific developments in the printing industry.



Information about the symposium and the paper templates as well as some other details can be found under: <http://www.printingsymposium.org>.

Info: BASEV, Turkey

UPM Seminar in Turkey

On April 19th, 2011 UPM performed the seminar "Paper, Environment and Sustainability" at Istanbul Swissôtel. In her two-part presentation the keynote speaker Heini Lehti, Senior Specialist, Environmental Market Support, Central Europe, UPM, has focused on sustainable forestry management, forest certification, biodiversity, raw materials, responsible paper production and environmental certificates (FSC, PEFC, EU Ecolabel).

Ms. Lehti emphasised that paper can meet all environmental demands. It is appropriate for every end use, and easy to recycle. "UPM uses sustainable raw materials in the paper production. We aim to continuously reduce the environmental impacts over the whole life cycle of our products. We reduce the car-

bon footprint on all our operations including raw materials, production and final products. In addition, we focus on using water resources sustainably and aim to be the best-in-class with regard to water consumption and effluent quality as well as in reducing our water footprint. I am proud that the environmental features of UPM papers are proven with eco-labels.”



Heini Lehti pointed out that the paper industry plays a big role in increasing the forest area in Europe, maintaining carbon storage and helping mitigate climate change: “The paper industry is the largest producer of renewable energy in Europe. Emphasizing eco-efficiency, UPM utilises every element of sustainably harvested raw material.”

Ms. Lehti also gave some figures regarding the European forest industry: 86% of forest area managed by the forest industry in Europe is certified; 55% of the round wood, chips and sawdust used by mills in Europe are coming from certified forests; 87% of pulp production capacity and 63% of paper, tissue and board production capacity in Europe has Chain-of-Custody certification.

Gulay Akkus, General Manager, UPM Turkey, said that this is the first time that UPM is organizing such an event in Turkey, and that they are planning similar seminars in the future. Ms. Akkus remarked that UPM is an important wood user and a leading forest owner worldwide. UPM, being quite keen on sustainability, provides all the wood necessary for the production from sustainable resources. Gulay Akkus also mentioned some figures regarding the company’s environmental performance: “For its global operations, UPM produces nearly 25.4 million cubic meters of fresh wood and more than 3 million tones of chemical pulp. In addition, UPM also processes 2.9 million tones of recycled paper in its paper mills to produce new printing papers. Nearly 30 % of all fibre

raw materials used in UPM’s paper production is provided from recycled paper. 90 % of the production waste is either reused or recycled.”



The seminar has been attended by the BASEV Board, the BASEV Women’s Platform, by representatives of various universities and UPM clients.

Info: BASEV, Turkey

News from Croatia

The International Printing and Paper Industry Fair INTERGRAFIKA is the regional show of the latest world technology achievements in the printing as well as paper finishing and processing industries. The fact that the printing industry accounts for 8.93% in the Croatian GNP of industrial production and provides work for 6.81% of all employees in the processing industry confirms its significance for the economy.

INTERGRAFIKA is a biennial fair bringing together the leading world manufacturers of machines, devices and equipment for the printing, paper and cardboard industry, auxiliary materials and finished products.



Over the years, this specialized fair has shown that it has important prospects for this part of Europe and that it encourages development of the IT, publishing, printing and paper industry as well as the overall entrepreneurship in this branch of the economy.

Beside the exhibition part, INTERGRAFIKA is offering a rich programme of professional and accompanying events to be attended by experts from the country and abroad and by exhibitors in order to exchange their knowledge and experience. The traditional granting of awards to exhibitors for their successful participation will take place this year as well. The novelty of this year's fair is the **Career day** – a meeting of job offering companies and professionals in the printing media or in the packaging industry. In the evening of the third day of the Fair a GRAFIK.NET PARTY will take place with the support of the company Grafik.net, bringing together all exhibitors, printing and packaging industry experts and professional programme participants.

At the same time MODERNPAK, the International Packing Materials and Packaging Technology Fair will take place. Bringing together both important economic branches will surely contribute to the quality of the trade fair and result in a high level of business efficiency for all participants from the printing and packaging industries.

*Info: Zagreb Fair, Croatia
<http://www.zv.hr>*

FEST.A CROPAK 2011

The international conference “Trends in Packaging Industry” was performed on May 5 – 6, 2011.



The CROPAK 2011 awarding ceremony for the best packaging on the Croatian market took place on May 6th, 2011. The winners are given automatically the possibility to participate in WorldStar, the packaging award of the World Packaging Organization (WPO). The CROPAK award is being established with the aim of providing support to the packaging industry. The increasing number of participants and many top quality solutions are an excellent sign for the good future of Croatian packaging industry.

The REGPAK is an award for the best packaging on the regional market (Bosnia and Herzegovina, Croatia, Former Yugoslav Republic of Macedonia, Montenegro, Slovenia and Serbia). It has been organized by the Institute of Packaging and Graphic Arts (IAT),

Tectus d.o.o. and Ambalaža/REGprint (Packaging/REGprint) trade journal. The aim of REGPAK is to present the best packaging achievements of regional brands. REGPAK awarded packaging products are directly nominated for WorldStar.

Info: TECTUS, Croatia

Seminar in Bosnia and Herzegovina

On May 5th, 2011 in the Foreign Trade Chamber of Bosnia and Herzegovina was held a seminar titled “Standardization of the Printing industry of Bosnia and Herzegovina”. Lecturer was the expert from Zagreb, Croatia, Borko Augustin, a certified Fogra partner.

For more information: <http://www.komorabih.ba>

*Info: Association of Printing Industry,
Bosnia and Herzegovina*

manroland Sheetfed Summit from 16 to 20 May 2011 in Offenbach

More than 1,000 trade visitors from all over the world are expected to attend the event in the manroland Print Technology Center. The Sheetfed Summit 2011 will focus on Value Added Printing for improved business and production processes, as well as fascinating print products. The event will showcase innovations in automation, product variability, sustainable production, networking, services, consumable materials, and consulting.

More information about the manroland Sheetfed Summit will be published at the end of May 2011 on: www.balkanprintforum.org.

Info: manroland AG



*The twelfth issue
of the Balkan Print Forum News will be
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