

**AWA**

Alexander Watson Associates

# AWA DecTec™ Europe

## Labeling & Package Decorating Technologies Seminar 2013

March 27, 2013 - 's Hertogenbosch, The Netherlands, Brabanthallen  
In cooperation with easyFairs Netherlands, co-located with Empack 2013



**JOIN THIS SEMINAR!**

*“Bring yourself fully up-to-speed  
on the technological and market developments  
in the labeling & packaging industry.”*

# AWA DecTec™ Labeling & Package Decorating Technologies Seminar 2013

Co-located with Empack 2013 – In cooperation with easyFairs Netherlands  
March 27, 2013 – 's-Hertogenbosch, The Netherlands, Brabanthallen

DecTec™ (Decoration Technologies) is the label and labeling platform to provide a review of product decoration in its broader context, as a prime component in packaging. This broader perspective on the labeling and product decoration market provides a foundation for informed decision making across the value chain, and the perspective for companies to evaluate their strategies, market position, competitive environment, technology platforms and available choices of decorating technology to ensure a successful future.

DecTec™ 2013 will feature presentations by key industry leaders in the labeling and product decoration industry, across the entire value chain, providing up-to-date information on the markets and its evolving technologies with both national and international perspectives.

**AWA**  
Alexander Watson Associates



Connect with AWA on LinkedIn



Follow AWA on Twitter

## Media Sponsors:



Wednesday, March 27, 2013

## Seminar Program

- 9.30 – 9.45 **Seminar Opening & Welcome**  
*William Llewellyn, Vice President & Senior Consultant, AWA Alexander Watson Associates*
- 9.45 – 10.15 **Labeling & Decoration Markets Overview**  
*William Llewellyn, Vice President & Senior Consultant, AWA Alexander Watson Associates*  
This presentation will assess; Timely overview of the global labeling and product decoration markets; Trends; Developments and growth; Opportunities and challenges; Assessment of main labeling technologies as well as the different geographical areas.
- 10.15 – 11.00 **Comparing Labeling Technologies**  
*Jack van der Hoeven, Sales & Marketing Manager, CCL Label Oss*  
This presentation will focus on comparing the main labeling technologies: Pressure-sensitive, Glue Applied, Sleeving and In-mold on several key performance indicators: Key characteristics, application, material selection, marketing, production speed, price and sustainability.
- 11.00 – 11.45 **Why Do We Choose ... Technology?**  
A case study from an end user/printer on the selection procedure within their organization for a particular decorating technology.
- 11.45 – 12.45 **Lunch, Networking & Visit Empack**
- 12.45 – 13.30 **Digital Printing for Labels & Package Decoration – A Converters Perspective**  
*Hans Poortinga, Owner, Intralabel – Label business consulting*  
What does digital mean for the labeling and package decorating industry? What are the latest technology developments? How can digital be incorporated in your current decoration process?
- 13.30 – 14.15 **A Revolution in Product Decoration: Direct-to-Product Inkjet Printing is Now a Reality**  
*Clayton Sampson, Managing Director, Cyan Tec*  
Using advanced print engine management techniques, inkjet can be made reliable enough for single pass industrial printing. Advances in ink, pre-treatment systems and adhesion promotion techniques have allowed direct to product printing to become a reality. What do direct to product print systems look like and what opportunities do they offer for product manufacturers and brand owners. Is this a competing displacement technology or will inkjet complement existing labeling technologies to create entirely new markets?
- 14.15 – 15.00 **The attractive Face of Security for Labels and Packaging**  
*René Goossens, Managing Director, Leonhard Kurz Benelux*  
Global markets, growing competitiveness, increasing product piracy: never before has brand protection and brand image been so vital to the success of a brand as it is today. Especially in the case of premium brands, whose image is defined by the high level of quality of these products. And never have there been better opportunities for combining brand protection, brand enhancement and label/package into a single element. Thanks to their refined design, security features not only offer high level of counterfeit protection, they also increase brand value and brand loyalty. This presentation will review how and which features can be intergraded seamlessly in to packaging and labels, while increasing brand equity.
- 15.00 – 15.15 **Seminar Closing Remarks**
- 15.15 – 17.00 **Visit Empack**



# Venue

**Brabanthallen 's-Hertogenbosch**  
**Diezekade 2**  
**5222 AK 's-Hertogenbosch**  
**The Netherlands**  
**Telephone: +31 73 6293911**

### Payment

The Seminar fee must be paid to confirm registration, To pay by bank transfer, please use the bank information provided below. AMEX, Eurocard/MasterCard and VISA are accepted. Make checks payable to AWA Conferences & Events.

### Seminar Fee

The registration fee includes seminar attendance, lunch, coffee breaks, and a cocktail reception. Registrations may be limited and will be accepted on a first-come, first-served basis.

# Terms & Conditions

### Cancellation Policy

Submit a cancellation in writing or by fax to AWA Conferences. You may cancel your registration for a 75% refund from the date of registration until 30 working days prior to the seminar. Cancellations received between 29 and 0 working days prior to the seminar will not receive a refund. If you can not attend, you may designate an alternative attendee from your company by contacting AWA Conferences. Registrants who fail to attend or cancel between the 29 and 0 workdays prior to the seminar are liable for the entire fee. No warranties for changes are expressed or implied. AWA Conferences reserves the right to cancel an event and commits to inform the registrant no later than 29 working days prior to the event. In this case only the registration fee will be refunded.

## Registration Form

### AWA DecTec™ Europe Labeling & Package Decorating Technologies Seminar 2013

**March, 27, 2013**  
**'s-Hertogenbosch, The Netherlands**

### Mail or Fax to:

**AWA Conferences & Events Head Office**  
Koningin Wilhelminaplein 13  
2.10.03 (Tower 2, 10th Floor, Suite 3)  
P.O. Box 69035, 1060 CA Amsterdam  
The Netherlands  
Phone: +31 (0) 20 676 20 69  
Fax: +31 (0) 20 820 86 33  
conferences@awa-bv.com  
www.awa-bv.com

### Bank Transfer to:

**ING Bank**  
Amsterdam, The Netherlands  
c/o AWA Conferences & Events  
Account #: 66.40.32.842  
SWIFT (BIC): INGBNL2A  
IBAN: NL69 INGB 0664 032842

### Checks Payable to:

AWA Conferences & Events  
VAT # NL8105.09.969B01

*Please use capital letters and complete all appropriate fields*

Name:	<input type="text"/>	
Job Title:	<input type="text"/>	
Company:	<input type="text"/>	
Address:	<input type="text"/>	
City:	<input type="text"/>	Postcode: <input type="text"/>
Country:	<input type="text"/>	
Phone:	<input type="text"/>	
Fax:	<input type="text"/>	
E-mail:	<input type="text"/>	
VAT# (EU only):	<input type="text"/>	

☐ Please register me for the seminar — *Registration Fee - EUR 295*  
[Click here to register online](#)

[Click here](#) to arrange your complimentary pass for Empack 2013

### To pay by credit card:

Please charge to:	<input type="checkbox"/> AMEX	<input type="checkbox"/> EUROCARD/MASTERCARD	<input type="checkbox"/> VISA
Card Number:	<input type="text"/>		
CVC Code:	<input type="text"/>	Expiry Date:	<input type="text"/>
Name of cardholder:	<input type="text"/>		
Address of cardholder:	<input type="text"/>		
Signature:	<input type="text"/>		

*Payments by credit card are subject to a 7% surcharge*