

**AWA**

Alexander Watson Associates

# AWA Ink Jet & Digital Label/ Packaging Print Seminar 2013

January 29-30, 2013 - Scottsdale (Phoenix), AZ, USA  
Scottsdale Cottonwoods Resorts & Suites

*Organized in cooperation with IMI*

*Co-located with the 22nd Annual Ink Jet Conference*



*“A dedicated forum focusing on the markets and developments of  
labels and packaging using ink jet and digital printing technologies”*

# ***AWA Ink Jet & Digital Label/Packaging Print Seminar 2013***

## ***Introduction***

IMI and AWA Alexander Watson Associates / AWA Conferences & Events welcome you to join the third Ink Jet & Digital Label / Packaging Print Seminar. IMI and AWA have joined forces to bring you a dedicated forum that focuses on the markets and developments of labels and packaging using ink jet and digital printing technologies.

By co-locating it with the 22nd Annual Ink Jet Conference and including it as a part of the 2013 Digital Printing World Conferences we hope to offer you a broad and in-depth platform to explore innovations, markets, technologies and meet with many industry peers of the ink jet and digital printing industries.

This year's event features a range of key industry presentations, from different perspectives and segments of the value chain. On purpose we have spread the event over two days, to allow you to fly in on Tuesday morning and move directly from the seminar to the conference on Wednesday afternoon.

## ***Platinum Sponsor***

### ***UPM***

As the frontrunner of the new forest industry UPM leads the integration of bio and forest industries into a new, sustainable and innovation-driven future. We create value from renewable and recyclable materials.

Cost leadership, change readiness, engagement and safety of our people form the foundation of our success. UPM comprises of three Business Groups: Energy and pulp, Paper, and Engineered materials. In 2011, UPM's sales exceed € 10 billion. UPM has production plants in 17 countries and it employs approximately 23,000 people worldwide. UPM shares are listed on the NASDAQ OMX Helsinki stock exchange.

Fibre-based businesses continue to form the foundation for UPM's strategy. Our businesses are united by a single purpose: to create value from renewable and recyclable materials by combining expertise and technologies. In the long term, UPM aims to complement its existing business with innovative products with high added value. They will broaden UPM's product scope and offer opportunities for further growth.

Website: [www.upm.com](http://www.upm.com)



## ***Gold Sponsors***

### ***Durst Image Technology US***

Durst Image Technology US is a world-class manufacturer of industrial digital UV inkjet printing equipment. Durst offers the most innovative system solutions for today's imaging industry – worldwide, with the orientation to our customer's needs. Durst products are designed for performance, reliability and longevity – offering you the highest print quality, productivity and efficiency. The Durst Tau 330 is built around Durst's patented ISO-tensioning technology and offers industry leading registration accuracy and flexibility, covering web widths from 6.5" to a max. 13" running at a printing speed of up to 157 ft. per minute. The Tau 330 is also unique with its insetter function (blank label printing) and optional variable data printing. The Tau 330 offers CMYK, with White, options for Orange & Violet and the new Metallic Silver ink. The Durst UV inks are very durable offering a high degree of light fastness and scratch & chemical resistance to reduce the need for post treatment to the label. Learn more about Durst products and discover new business opportunities. Durst - The Industrial Inkjet Specialist.

Website: <http://www.durstus.com/>



### ***EFI-Jettrion***

Located in Silicon Valley's Foster City, CA, with worldwide offices, EFI™ researches, invents and delivers next-generation digital technology that brings brands, ideas and images to life for businesses globally. EFI helps drive customers' business success with a scalable digital product, solution and service portfolio that increases their profits, cuts costs, improves productivity and optimizes their performance on every job from creation to print. EFI's award-winning product line includes Fiery® Digital Print Solutions, VUTEk® Digital Inkjet Solutions, Rastek™ Digital Inkjet Solutions, Jettrion® UV Inkjet Systems, business automation software, and corporate, enterprise and mobile cloud solutions.

Website: [www.efi.com](http://www.efi.com)



## DAY 1 - Tuesday January 29, 2013

### Seminar Schedule

11.00 - 13.00	Seminar Registration and Welcome Coffee
13.00 - 17.30	Seminar Presentations
17.30	Cocktail Reception

## DAY 2 - Wednesday January 30, 2013

### Seminar Schedule

8.30 - 8.45	Seminar Opening and Welcome Coffee
8.45 - 12.00	Seminar Presentations
12.00	Seminar Close

## DAY 1 - Tuesday January 29, 2013

**11.00 – 13.00 Seminar Registration and Welcome Coffee**

**13.00 – 13.15 Seminar Opening and Welcome**

**13.15 – 13.45 Labeling & Product Decoration Markets - Global Review 2012**

*Corey Reardon, President & CEO – AWA, Alexander Watson Associates*

A timely overview of the global labeling and product decoration markets, opportunities and challenges. The presentation will also assess the main labeling technologies as well as the different geographical areas.

**13.45 – 14.15 Recent Developments in Digital Printing for Labels & Packaging**

*Dr. Dene Taylor, President, Specialty Papers & Films, Inc.*

A presentation which will cover technologies including: Inkjet, Electrophotography, Direct Thermal, Thermal Transfer. Topics will also include: Expanding L&P Applications; System developments; Hardware, software, inks & finishing. It will conclude by comparing digital to analog and further discussing limitations and prospects.

**14.15 – 14.45 Printing labels with digital ink jet: state of the art and what to expect in 2013**

*Victor Gomez, VP of Narrow Web Products, North America, Durst Image Technology US a division of Durst Phototechnik, AG*  
Digital ink jet as a print technology for labels is now established as a viable alternative to conventional and toner based printing methods. This presentation takes a look at where ink jet technology stands as we begin 2013 (print quality, productivity, markets), its successes and areas that still need improvement. Ink jet printing differs from other technologies in many significant ways; we will explore how these differences affect workflow, roles in production, skill sets needed and pricing strategies. Finally, we will take a look at 2013 and the direction in which ink jet will evolve during the next 12 months.

**14.45 – 15.15 Coffee & Networking Break**

**15.15 – 16.00 Understanding How Ink Jet and Digital Printing Impact Work Flow in a Mixed Packaging Printing Operation**

*Lou Iovoli, V.P. Strategic Partnerships & Marketing, Hammer Packaging Corporation*

Hammer Packaging is one of the largest Packaging Printers in North America. Hammer has been a leader in our industry through strategic investments in technology. They are the largest user of Web Offset Printing for packaging, have the most unique configuration of sheetfed offset formats for packaging, and continue to buy the newest technologies in narrow web flexo. This discussion will be based on the challenges associated with understanding how ink jet and digital printing fit within the portfolio of Hammer's business and growth.

**16.00 – 16.45 Ink Jet & Digital Printing: A Converter's Story**

*Tom Erickson, Plant Superintendent, The Label Printers*

Presentation on The Label Printers experiences with three types of digital printing: Electron Beam Imaging; UV ink jet; and digital offset. Tom will present the challenges and opportunities of each technology including why they are used, how they use them, and when they use them. One color digital to seven color digital printing will be examined.

**16.45 – 17.15 The Do's and Don'ts of Digital Printing**

*Sean Skelly, VP and General Manager, Efi Jetrion*

In this presentation, Mr. Skelly will share best practices for selecting a digital label press, employing successful implementation strategies and optimizing its use within your overall business. This will be based on the lessons learned from over 150 digital label press installations by Efi Jetrion.

**17.15 – 17.30 Seminar Close Day 1**

**17.30 Cocktail Reception**



## DAY 2 - Wednesday January 30, 2013

**8.30 – 8.45 Seminar Opening and Welcome**

**8.45 – 9.15 Ink from an Ink Nerd's Perspective**

*Lawrence Gamblin, President, Collins Ink Corporation*

This presentation will comprise of two parts, technical and business.

Technical: What Challenges do Ink Formulators Face; Comparison of Inkjet Chemistries and Implications for Printers; What is Achievable now, and what will be Achievable in the Future. Business: True Cost of Printing; Market Model (Customer, OEM, PH Mfg); What Does it Cost to Manufacture Inks; How will the Market Develop.

**9.15 – 9.45 Pressure Sensitive Substrates– Challenges and Opportunities within Print-on-Demand Label**

*Dr. Kirit Naik, Product Manager, Prime Films & Digital Products, UPM Raflatac*

*David Gustafson, Product Manager, VIP Films, UPM Raflatac*

The printing industry has reached a point where it is now driving, requiring, material solutions that meet the needs of new and innovative technologies, such as POD Ink Jet. We will be reviewing the state of the interactions between labelstock media and new Print-on-Demand technologies as it pertains to where the challenges exist and how we all may help each other solve them for the future growth of OUR industry.

**9.45 - 10.15 Achieving Success with Digital Pagewide Inkjet Label Presses**

*Tom Roetker, Vice President of Engineering, Memjet Labels*

Traditional and digital printing offer different advantages and capabilities. Pagewide inkjet presses can provide a productive solution to many label printing applications. This presentation discusses the different Inkjet technologies and the ways to to achieve the best results with inkjet Label presses.

**10.15 – 10.45 Coffee & Networking Break**

**10.45 – 11.15 Digital Production Systems for the Label and Packaging Markets**

*Greg Palm, EVP Business Development, Mark Andy*

Today's digital web printing systems provide print-specific solutions for short run and ultra-short run jobs. Realizing the potential of digital systems to unlock more value in today's converter will require a production focused approach. Similar to the historic development of scalable, multi-process, narrow web presses – future Digital Production Systems will need to strike the production balance that is missing from today's digital point solutions. This presentation will explore the converting and economic needs of a Digital Production System for the Label and Packaging markets.

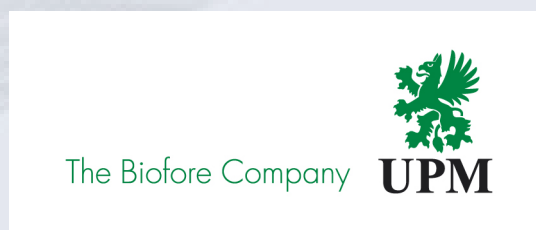
**11.15 – 12.00 Competitive Technologies Target New Challenges in Labeling**

*Andy Scherz, Senior Product Manager, Epson America, Inc.*

Increasing use of color, improving image expectations and expanding numbers of SKU's coupled with pressures to reduce costs and improve efficiency are placing challenges on the traditional thermal transfer labeling process creating opportunity for new on-demand color labeling technologies.

**12.00 Seminar Closing Remarks**

### Platinum Sponsor:



### Gold Sponsors:



## Fee

\$ 695 per registrant  
\$595 for each additional registrant from same company when registered as a group  
\$ 555 Special discount for Label Printers (please put "Label Printer Discount" in the comment field when registering.)

The registration fee includes attendance at all sessions, all scheduled seminar functions and the seminar CD.

## Terms & Conditions

Cancellations will receive a 100% refund if made 96 hours prior to the start of the program. Substitutions may be made at any time. Cancellations made less than 96 hours prior to the start of the conference will be charged a \$400 cancellation fee, but will receive a copy of the seminar CD.

To register for the AWA's Inkjet & Digital Label/Packaging Printing Seminar, submit the registration form online. You may reserve space by calling +1-207-235-2225, sending a fax to +1-207-235-2226 or by sending an email message to [imi@imiconf.com](mailto:imi@imiconf.com)

## Venue

### **Scottsdale Cottonwoods Resort & Suites**

6160 North Scottsdale Road  
Scottsdale, Arizona 85253  
Phone: 480-991-1414

# [Click Here to Register](#)

Please note that the seminar is co-located with the  
[22nd Annual Ink Jet Conference](#)



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