



# PRESS INFORMATION

12 July 2019

## Printing Technology & Innovation Days for Flexible Packaging Istanbul, Turkey | 03/04 July 2019

**The “Image-to-Print” roadshow set up by Janoschka, Nordmeccanica, Rossini, Siegwirk and Windmüller & Hölscher had again invited the packaging market to a further “Image-to-Print” event. The roadshow had its recent stop-over in Istanbul on July 03/04.**

The touring event, which has been running with huge success since 2009, is dedicated to supporting local printers, brand owners and the finishing industry. The workshops provide an insight into the best practices of gravure and flexographic printing and highlight global trends in the packaging industry.

The workshop’s focal point is on the requirements and conditions of the local market. The program focuses specifically on market developments, strategies and technical innovations in printing inks and printing tools as well as printing and laminating machines for gravure and flexographic applications.

Besides presentations and think tank discussions, the agenda of the conference offered workshop sessions, the so-called “Packaging Printing Deep Dives”, inviting the conference participants to exchange know-how about specific topics within the packaging supply chain: Print Colour Management, Packaging 4.0, Circular Economy, Lamination & Coating.

The symposium in Istanbul is the twenty-first stop for the very successful Image-to-Print roadshow, which already visited Russia, Malaysia, Thailand, Brazil, Argentina, Dubai, Mexico, Indonesia, China, Vietnam, Italy, Poland, Hungary, Philippines, China, South Africa, India and Turkey.

For further information, please visit: [www.image-to-print.com](http://www.image-to-print.com)  
or contact the organization office at: [roadshow@image-to-print.com](mailto:roadshow@image-to-print.com)

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