

Kippenheim, 4 December 2012. The Janoschka Academy hosted its second Innovation Day featuring the topic „Brand Security Solutions“ on 30 November 2012.

After the first and very successful „Innovation Day for Tobacco Packaging“ in March Janoschka was hosting its second Innovation Day focusing on „**Brand Security Solutions**“ considering the increasing interest and need of likewise brands and printers and their applications.

The goal of the event was to give an overview of how brands may be protected sustainably, reaching from simple marking up to track & trace systems. Topics among others were:

- Security printing
- Security elements in general / classification
- Functional elements in packaging / indicators
- Printed electronics for packaging printing

The Innovation Days take place under the auspices of the Janoschka Academy, a new Janoschka institution offering customers, marketing managers, printers, students and employees a very wide variety of formats for further personal advancement.

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For more information about the Janoschka Academy and its events please contact Lothar Roth, Business Unit Manager Security, lothar.roth@janoschka.com, Tel.: 07825 / 849 119.

About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,400 employees plus an annual turnover of 115 million euros, is among the global market leaders in its sector.

Specializing in the packaging, tobacco, security and decor market, renowned global printing companies and international brand owners count among Janoschka's client base. As a full service prepress provider Janoschka has a comprehensive product range and, based on a wide-ranging technical know-how and long-standing experience, offers printing tools for gravure and flexo printing, embossing rollers, artwork & reproduction, colour management, cylinder bases and much more besides. The company which was formed in 1976, and continues to be family-run, is represented globally through 26 subsidiaries in 14 countries across Europe, Asia and South and Central America.

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