



‘Image-to-Print’ roadshow hosted in Italy

24 June 2013. The roadshow “Image-to-Print” set up by Sun Chemical, Windmüller & Hölscher, Nordmeccanica and Janoschka had its recent stop-over with 75 guests in Piacenza, Italy.

Market trends, strategies and latest technical developments in printing inks, forms and machines for rotogravure printing and laminating were presented and discussed with the experts. “Image-to-Print” is keen to support local printers, converters and brands and aims that the provision of the workshop will provide an insight to gravure and flexo printing best practice and future developments of global and local markets.

A highlight in Italy was the visit of the Nordmeccanica headquarters and its shop floors. Nordmeccanica is among the leading manufacturer of packaging and laminating machines in the packaging industry, and the company visit and the life machine demonstration showed quite plainly Nordmeccanica’s outstanding competence and know-how.

The initial “Image-to-Print” idea focusing on rotogravure was born on Drupa 2008. Today the “Printing Technology & Innovation Days for Flexible Packaging” give a broad insight into best practices of packaging printing and its dominant technologies rotogravure and flexographic.

After successful “Image-to-Print” events in Russia, Malaysia, Thailand, Brazil, Argentina, Dubai, Mexico, Indonesia, China, Vietnam, and Italy the roadshow will move on. The next stop-over will be in Warsaw end of the year, and further destinations will follow.

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