



**PrintPromotion**



**Contact**

**Location**

Bourbon Curitiba Convention Hotel  
Rua Cândido Lopes, 102  
Curitiba – PR

**Registration**

Hamilton Costa  
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<https://www.apsmarketing.com.br/printpromotion/pt/>

**Organizers**



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Printing and Paper Converting Industry  
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**NPES**

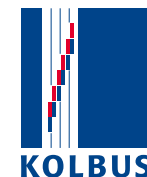
1899 Preston White Drive  
Reston, VA 20191 – USA  
Phone: +1 703 264 7200  
[www.npes.org](http://www.npes.org)

**ANConsulting**

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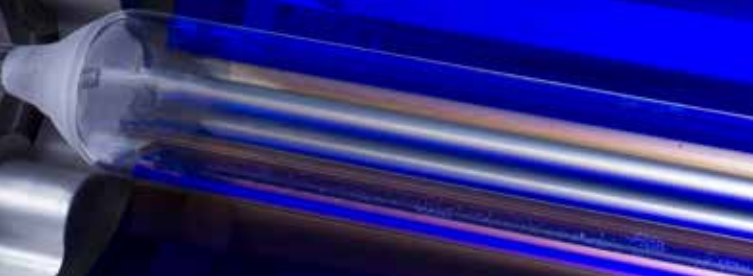


Invitation  
to

Print Media  
Management  
Conference 2017

High-Tech Solutions  
for the Printing Industry –  
getting ready for the future!





## Invitation

On behalf of manufacturers of print and paper machinery we cordially invite you to the PrintPromotion & NPES Printmedia Management Conference

**“High-tech solutions for the printing industry – getting ready for the future“**

**29th November 2017**

**Bourbon Curitiba Convention Hotel**  
**Rua Cândido Lopes, 102**  
**Curitiba – PR**

## Programme

8.30 h Registration and welcome coffee  
9.00 h Opening  
9.20 – 13.00h Conference  
13.00 – 14.00 h Lunch  
14.00 – 16.20 h Conference  
16.20 h End

**Participation in the event is free of charge but registration is necessary.**

**The presentations will be held in English with simultaneous translation into Portuguese.**



## Programme

8.30 h Registro y café de bienvenida  
9.00 h Opening  
*Dr. Markus Heering, CEO PrintPromotion*  
*Thayer Long, President NPES*  
9.10 h An Outlook of the Printing Industry in Brazil  
*NN*  
**President of Abigraf Paraná**  
9.20 h Cores Consistentes, Estáveis e Precisas para a Indústria Gráfica e Donos de Marcas  
*Bruno Mortara*  
**Alwan Color Expertise Americas, Chicago**  
9.40 h Adding value – Converting and Embellishment  
*Ronald Lein*  
**KAMA GmbH, Dresden**  
10.00 h POLAR: CUTTING AND MORE  
*Joaquin Pujol*  
**Polar Mohr GmbH & Co.KG, Hofheim**  
10.20 h Coffee break  
10.40 h Luxury Packaging Printing  
*Achim Kurreck*  
**H.C. MOOG GmbH, Rüdeshcim**  
11.00 h Finishing in Digital Age  
*Alexandre Luz*  
**Kolbus GmbH, Rahden**  
11.20 h Industria 4.0 – Best Practice em embalagens  
*Diego Hellmuthhäuser*  
**KBA AG, Radebeul**  
11.40 h Coffee break  
12.00 h IST UV rocks with Energy in Light  
*Manuel Blauensteiner*  
**IST Metz GmbH, Nürtingen**



## Programme

12.20 h Creating New Horizons in Packaging and Label Decoration  
*Peter Weber / Claudio Vidigal*  
**LEONHARD KURZ Stiftung & Co. KG, Fuerth**  
12.40 h MBO - Soluções Para O Acabamento  
*Dietmar Schrimm*  
**MBO Maschinenbau GmbH & Co. KG, Oppenweiler**  
13.00 h Lunch  
14.00 h Opportunities to Increase Sales & Profits through LED UV Printing  
*Erich Midlik*  
**Prime UV-IR, Carol Stream**  
14.20 h The Evolution of Cold Foil  
*Michael King / Ellen Manning*  
**Eagle Systems, Ocean**  
14.40 h Expanding the Frontiers of Digital Printing  
*Mauricio Ferreira*  
**HP Inc., São Paulo, Brasil**  
15.00 h Coffee break  
15.20 h Tecnologia Atual para a Indústria de Conversão de Papel  
*Edney Fernandes*  
**BW Papersystems, Hamburg**  
15.40 h De la industria 4.0 al finishing 4.0 con Müller Martini a la vanguardia de la industria grafica  
*André Becker*  
**Müller Martini AG, CH-Zofingen**  
16.00 h Indústria 4.0 - Push to Stop  
*Sidney Zompero*  
**Heidelberger Druckmaschinen AG, Heidelberg**  
16.20 h End

