

graphispag_digital

Salón Internacional de la preimpresión,
tecnología gráfica digital y serigrafía

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www.graphispag-digital.com

The latest technology and opening up new markets, among the main topics of debate

Over 1,800 professionals and students printed in the side events at graphispag_digital

Excellent response from graphics professionals and students to the side events programme featured last month at Fira de Barcelona's graphispag_digital show, in collaboration with the leading sector associations. Over 1,800 people participated in the different events and updated their knowledge of new digital printing applications, business opportunities for flexography and screen printing, the state of graphic design, production management and job prospects for young people looking for a career in graphic communication, among other topics. These are the main conclusions of the events.

Flexography Seminar, organised by graphispag_digital with the cooperation of the *Agrupación Técnica Española de Flexografía (ATEF) - Graphispack Association*.

Technological innovations in flexography are allowing this speciality to penetrate new markets and expand business possibilities. According to Jaume Teixidó, from DuPont Graphics Ibérica, in printing for flexible packaging, the appearance of totally digital workflows, new thermal digital plates and continuous photopolymer sleeves offer increasingly effective, quality solutions in areas such as foldable card, snack packaging, retractile materials, etc. Furthermore, flexography appears to be on of the most environmentally-friendly activities since it considerably reduces the environmental impact during its production process.

Josep Isart, from EskoArtwork, commented on the notable improvements in colour thanks to the incorporation of heptachrome which also allows for a reduction in direct ink stock, among other aspects. Miguel Marco, from Comexi Group, added that flexography today responds to the need for high productivity in both long and short runs. The seminar also covered the subject of training. Joan Creus, from the Escola Antoni Algueró, explained the different courses programmed in flexography aimed at helping to maintain company competitiveness.

Seminar: "New business opportunities in digital printing", organised by graphispag_digital with the sponsorship of Kodak GCG, MacTac Europe, Roland DG Iberia.

The market trend to demand shorter and shorter runs puts digital printing in a privileged position compared to other printing systems since it is the most appropriate technology to attend to this new demand, according to Ignasi Pietx, from Artyplan. He stated that almost half of jobs printed worldwide currently have short runs. He also said that the capability of digital technology to incorporate variable data and reduce *time-to-market* is allowing some sectors, such as publishing, Universities, retail and banking, to benefit from the "a la carte" solutions it offers.

In support of these arguments, Manuel Cortizo and Ángel Yanguas, from Kodak, presented a real case of *TransPromo* (Transactional Print and Promotional Marketing) by Telefónica. The result was a notable reduction in composition, paper and logistics costs.

Lastly, Richard Gardner, from Garners UK, explained his experience with digital printing. Since he introduced six digital printing machines in his company in 2004, his profits have risen considerably and 95% of everything he currently prints is digital. He also said that his plans include identifying new markets for this technology, developing solely digital materials and offering clients all types of solutions.

CongresGràfic 2009. First Plenary Session: [Soft & Hard] - The future in the present time.

Organised by the Col·legi Professional de Disseny Gràfic de Catalunya.

New graphic design software is becoming, more and more, a multi-function platform with the aim of satisfying the real needs of professionals. Nonetheless, there is a tendency to overspecialise software. The session also tackled the need to set up work protocols and verification of printing instructions as a valid

and necessary option to establish responsibilities among everyone involved in the graphic production chain. In this sense, the first draught of the “Kaleidoscopio” project was presented. This is an initiative of the *Col·legi de Dissenyadors Gràfics de Catalunya* for this task.

Another subject was how a design studio should be organised according to all production needs and, therefore, the ideal studio has the requisites and infrastructure necessary for the perfect development of each job.

The last topic was the growth expectations of graphics and design for television and the Col·legi was asked to define the profile of the professional who should work in this sector.

Graphic Production Management, organised by *graphispag_digital* in collaboration with the *Asociación Empresarial Española de Preimpresión y Servicios Digitales (APRES)* and the sponsorship of *Kodak GCG, MacTac Europe, Roland DG Iberia*.

The evolution of the Internet and the appearance of social networks, such as Facebook and MySpace have generated new habits in use of printed products. According to Javier Rodríguez, from IGT Tajamar, the new generations use the Net as their main source of information and socialisation. In this sense, he said that the graphic sector must adapt to these new changes by making processes easier, offering much more personalised and visual solutions with the Internet as the tool for mediation between user and printer. He also insisted that graphics professionals have to become experts in handling databases.

Manuel de Gregorio, from IGT Tajamar, explained that the sector’s idiosyncrasy obliges graphics companies to continue investing in new technologies in order to guarantee their competitiveness and future. He also commented that, in the face of the current economic crisis, employers must adopt competent management tools and analyse and look for new market opportunities.

During the last part, employers talked about their experiences with the change of business model in the last three years. Borja Henche, from Henche, presented the new possibilities offered by the *web-to-print* concept, which permits the transfer of files, orders, etc., between client and printer through the Net.

Seminar on Medium and Large Format Digital Printing, organised by *graphispag_digital* in collaboration with the *Graphispack Association*, through the *Sector Commission of Suppliers for medium and large format digital -section of asSTID-*, and with the *Asociación Española de Empresas de Serigrafía e Impresión Digital (AEDES)*.and the sponsorship of *Kodak GCG, MacTac Europe, Roland DG Iberia*.

For Enric Galve, from EGM Laboratorios Color, in the digital era, the possibilities of printing are infinite and, therefore, we have to visualise a potential world of new imaging businesses and provide opportunities which offer consumers facilities and convenience. Joaquín Romero, from Dotrix Agfa Graphics Iberia, added that hybrid digital printing, that is digital printing which combines digital technology with traditional flexography, is the solution to expanding printing possibilities and penetrating new markets since it offers high CMYK quality and complete automation and personalisation, among other features.

Pedro Giménez, from ATG Digital, announced the foreseeable and continued growth of digital ink-injection printing as it allows for a wider range of printing substrates, greater potential to adapt to new technologies, such as RFID, and the possibility to reduce costs and improve the global efficiency of the process.

Lastly, Jorge Calvo, from Roland DG, introduced the Think Digital concept in digital production in textile design. Despite the complexity of introducing a digital production system for the textile sector, textile printing is expected to be applied in many segments of activity, especially in signage, visual communication, interior design, fashion and accessories, and all areas will experience strong growth. Calvo also referred to the fact that the “ecological” trend in equipment is already a reality.

Seminar on “Quality criteria and certification processes in graphic arts”, organised by *AIDO*

Offering a high-quality printed product is the end goal of all printers. According to representatives from the *Instituto Tecnológico de Óptica, Color e Imagen (AIDO)*, digital printing quality can be achieved by keeping the printing device stable or through standards, such as the ISO. The speakers explained that ISO 12647-2 is an offset printing standard which has been progressively implemented in the rest of the graphics sector and that, in the case of digital printing, its use permits the simulation of an offset press. This process requires certification by an independent body, which states that a company, product, process, service or person has the requisites defined in regulations or technical specifications.

Seminar on Screen Printing and Pad Printing, organised by *graphispag_digital* in collaboration with the *Graphispack Association*, through the *Agrupación de Suministradores para la Serigrafía, Tampografía e Impresión Digital (asSTID)*, and the *Asociación Española de Empresas de Serigrafía e Impresión Digital (AEDES)*.

According to Jorge Galván, president of the *Asociación Española de Empresas de Serigrafía e Impresión Digital (AEDES)*, the increasingly lower cost of digital printing has obliged screen printers to incorporate digital technology in their companies. Nonetheless, he said that screen printers must analyse, in minute detail, certain aspects before investing in digital equipment. For Galván, they must previously check out the real needs of digital printing among their client portfolios and assess printing variables, such as speed, quality, use of materials, etc. He also said that the industry urgently needs precise training on the basics of digital printing as well as colour management.

Also on the subject of screen printing, Josep Tobella, from Artobella, spoke about the “Sensations” marketing campaign launched by Fespa, the main element of which is a luxuriously printed book which highlights the range and variety of special effects that can be created using screen printing. The book, which is a joint production by European screen printers, shows 23 special effect inks applied in different ways to a collection of high quality designs, creating a display of the most surprising and striking effects that screen printing is capable of achieving.

Education Seminar, organised by *graphispag_digital* in collaboration with the *Instituto Tecnológico y Gráfico Tajamar*.

Various graphic arts education centres explained the training cycles they offer their pupils. The Instituto Tecnológico y Gráfico Tajamar presented their regulated training study plans and the private courses they teach. Representatives from the Escola de Formació Professional “Antoni Algueró” explained how pupils who study prepress and printing courses apply the theoretical knowledge acquired with production of a magazine.

El I.E.S Puerta Bonita also presented a study plan like I.E.S Llanes de Sevilla, which is complemented by practice in graphics companies. The Escuela Salesianos Atocha announced the new on-line course on management of quality in the graphic arts industry and, lastly, the IES-SEP Esteve Terrades i Illa presented the collection of books “*Producción de Proyectos Gráficos*” (Production of Graphic Projects) for the education of new generations.

The last part of the seminar served to present Feigraf’s portal www.trabajaenartesgraficas.es and to explain the current system of professional qualifications in the graphic arts sector. Representatives from the *Instituto Nacional de las Cualificaciones*, (INCUAL), commented that qualifications in binding production, printing production, prepress production, processed product production, illustration, artistic screen printing, engraving and stamping techniques and auxiliary operations in graphic industries are currently being developed.

Youth Graphic Communication Seminar, organised by *graphispag_digital* in collaboration with the *Graphispack Association*.

With the participation of around 500 students from design, graphic arts, packaging, technical engineering, etc. schools, the first part of the seminar covered the new workflows and software tools with which designers can work in projects that, in addition to being printed, can have a multi-platform outlet in video or the web. In the sphere of packaging, Josep Isart, from EskoArtwork, explained the concepts of virtual design and how today it is already possible to make a design, taking into account real production specifications, such as materials, inks, stampings, varnishes, reliefs, etc. so that the design adheres to actual production. The latter part of the seminar focused on explaining the new professional profiles in the field of digital and medium format printing as well as the new career prospects in this sector. The new professional challenges faced by screen printing were also explained.

Seminar: “The purchasing of printing and document management”, organised by the *Asociación Española de Profesionales de Compras, Contratación y Aprovisionamientos (AERCE)* and the magazine “*Reprores*”. Heads of purchasing were informed about which printing solutions help generate important economies within their general printing strategy and how to rationalise systems in order to obtain bigger profits. The seminar also showed how to take advantage of document management solutions which a lot of digital printing equipment incorporates.

Another topic of debate was how employers, in times of economic uncertainty, must adopt measures to obtain maximum profits without risky investments which could compromise the future of the company and how subcontracting out to third parties can considerably lighten costs and reduce direct expenditure.

Seminar: “Digital printing: an opportunity in times of crisis”, organised jointly by the Gremi d'Indústries Gràfiques de Catalunya and Xerox.

Digital printing features have expanded the possibilities of employers to generate business. This new emerging technology permits companies to penetrate totally new markets, such as publishing, finance, etc. The speakers explained that digital printing is a powerful and useful tool in facing critical economic situations such as the current climate. The possibility of printing on demand, with completely personalised contents and tighter costs, makes digital printing an apt and recommendable technology for generating profits. Lines of financing and aids available to graphic companies for the incorporation of new digital equipment were also explained.

Adobe Digital Classroom

Without doubt, this was the most popular educational space. Over all, more than 600 people attended the 19 sessions programmed during the show to find out about the latest features and applications of Adobe software as well as the generation of PDF documents and colour management for digital printing, among other subjects. The Classroom was opened with the cooperation of the *Centro de la Imagen y la Tecnología Multimedia* (UPC) and the participation of speakers from Adobe, Apple, CITM/UPC and Hewlett Packard.

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