

# PACKAGING & DECORATIVE CONFERENCE

2018 7-8 November · Turin, Italy



## Gravure – key technology for Packaging & Decorative Printing



**Invitation** and programme

# Welcome to Turin!



Manfred Janoschka,  
ERA President

The ERA Packaging and Decorative Conference 2018 will be held in Turin, capital of the Piemont region in Italy.

The conference on Wednesday 7 November will discuss the status of gravure printing in the packaging and decorative markets and will focus on the technical progress of the gravure process. As in previous years, the development in digital printing will be highlighted in some presentations. Besides these more traditional items, there will be a special focus on brand products, as well as brand packaging and its hidden messages for the consumers.

On Thursday 8 November the programme foresees a visit to the Sublitex plant in Alba. Sublitex belongs to the Miroglio Group and is a leading transfer printer on various surfaces for the fashion and home furnishing industry. The company applies modern gravure printing technology, but complementary also digital printing on industrial scale.

As usual the event will provide opportunities to exchange views with colleagues from the industry during the conference, and at the dinner in the Turin store of Eataly, a worldwide known distributor of Italian specialities such as pasta, prosciutto and wine.

We thank our colleagues from Cerutti and Sublitex for their support to organise the event, and we look forward to greeting members and friends of ERA and gravure in Turin and Alba.



James Siever,  
ERA Secretary General

## Dinner at Eataly Lingotto

The dinner will be held at the Eataly Lingotto on Wednesday 7 November at 19:30. Eataly is one of the largest distributors of Italian consumer brand products worldwide. Its assortment contains a large variety of Italian food and wine specialities, as well as restaurants and cooking schools. Eataly's first shop started 2007 in Turin at the Lingotto center and has outside Italy up until now branches in the Brazil, Dubai, Germany, Japan, South Korea, Turkey and the USA.

A handwritten signature in blue ink, which appears to be 'Manfred Janoschka'. The signature is written in a cursive style.



# Programme

GEIGER  
MEDIEN



G&K  
TechMedia  
GmbH

## Wednesday, 7 November

09:30 Registration  
10:00 Conference

Moderation: **Mr James Siever**, ERA  
**Mr Wolfgang Klos-Geiger**, GeigerMedien

- **Mr Fabio Roberto Mora**, Ferrero Group, Italy  
*"Printing technology in Ferrero"*
- **Dr Helene Karmasin**, Karmasin Behavioural Insights, Austria  
*"Hidden messages of brands and packaging"*

Coffee break

- **Mr Giuseppe Lano**, Sublitex, Italy  
*"Sublitex, member of Miroglia Group – the innovative printer using gravure and digital"*
- **Mr Robert Bierfreund**, Interprint, Germany  
*"Striving for excellence in digital single pass printing"*

Lunch break

- **Mr Alessandro Bicego**, Uteco, Italy  
*"Innovative gravure technology for short runs"*
- **Mr Giovanni Perego**, Heat Technologies Inc., USA  
*"Beyond the barriers of performance through sound – latest implementations of HTI drying technology"*

## Plant visit

Sublitex, which belongs to the Miroglia Group, is one of the leading transfer printers. They print on various types of surfaces, and produce 60 millions sqm of paper and film per year, mainly for the fashion & design industry and for decorative applications. The Sublitex plant is located in Alba, Piemont. Their production facilities include significant gravure printing lines but also latest digital printing equipment.



- **Mr Frank Woltering**, Esko, Belgium  
*"Packaging connected – Connect people, systems, and processes and create value in the packaging value chain"*

Coffee break

- **Dr Joachim Reidiess**, Dr. Wirth Group, Germany  
*"Real and virtual plasticity in hybrid scanning and printing"*
- **Prof Lutz Engisch**, University of Applied Sciences Leipzig, Germany  
*"Carbon fibre rollers in the printing, paper and allied industries"*
- **Dr Uwe Berthold**, Fogra Researchinstitute for Mediatechnology, Germany  
*"ISO 22909 – future standard for the preparation of laminates for colour matching"*

19:00 Departure by bus for dinner at Eataly Lingotto

## Thursday, 8 November

09:00 Departure by bus for plant visit  
10:30 Plant visit of Sublitex  
13:00 Lunch at "Il Cortile" in Diano di Alba  
14:30 Departure to Turin Airport



Fabio Mora



Helene Karmasin



Giuseppe Lano



Robert Bierfreund



Alessandro Bicego



Giovanni Perego



Frank Woltering



Lutz Engisch



Uwe Bertholdt



## Turin

Turin, located at the Po river, is the fourth largest Italian city and an important industrial site (e.g. automotive industry). The city is the capital of the Piedmont region and was the first capital of the modern Italy after the "Risorgimento" (regenesis) in 1861. The history of the regenesis of Italy is shown in the National Museum of the Italian Risorgimento. Turin presents itself with sophisticated architecture, typical Italian "piazas" and atmosphere, as well as many tourist attractions. The city is also known for its famous football club Juventus, winner of the European champions league and record winner of the Italian championship.



Left: Statue of Garibaldi, Italy's unifier, in the Turin national museum.  
Right: Jesus shroud displayed in the Turin cathedral.

## Discounted travel with Lufthansa Group Airlines

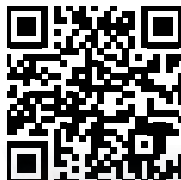
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**Access code** DEZQPKX in the "Access to Your Special Lufthansa Offer" area. This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

**NOTE** Pop-ups must be enabled otherwise the booking platform window will not open.

These promotional fares are also available through your IATA / ARC travel agent. Travel agents can obtain ticketing instructions by sending an email to [lufthansa.mobility@dlh.de](mailto:lufthansa.mobility@dlh.de) and providing the access code as a reference.



## Conference & Accommodation

The conference will be held in the NH Torino Santo Stefano where ERA has reserved a room contingency. The hotel is located in the roman district "Quadrilatero", next to the cathedral "San Giovanni" – home of the Jesus shroud.

**Room rates** (incl. breakfast and tax) + € 3,70 city tax:

Single: **€ 174**

Double: **€ 194**

to be paid individually to the hotel

### NH Torino Santo Stefan

Via Porta Palatina 19, 10121 Turin, Italy

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The closest major airport is Turin airport (TRN). A taxi from the airport to the hotel costs € 33 (fixed price to downtown) and takes 30 minutes. A regular bus goes from the airport to train station Porta Nuova in the city centre. A taxi from there to the hotel costs around €10.

## Registration Fees

For ERA members: **€ 475 per person**

For non-members: **€ 695 per person**

To be paid in advance to ERA to cover the whole conference, including coffee breaks, lunches, dinner, and bus transport to and from the dinner and plant visit.

## Cancellation Policy

After **8 October 2018** the registration is not refundable, only transferable to another person. ERA reserves the right to cancel, defer or modify the event proceedings without prior notice.



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