



APN Workshop

Adding value to printed products and packaging

Date: 11th February 2014
Venue: Village Hotel, Swansea. SA1 8QY

There are many ways you could be adding value:

- Improving colour gamut
- Integrating with digital media
- Adding electronics

Why aren't you offering these to your customers?

Can you provide solutions and suggestions when end users demand it?

Get behind the hype and see the opportunities for adding value and brand enhancement. The day is aimed at anyone involved in the product supply chain from the manufacturer, the materials suppliers through to buyers.

- 10:00 Registration and coffee
10:30 Keynote: "Finding Value in Extended Gamut Process Packaging Printing", Danny C. Rich, Ph.D., Sun Chemical Corporation Colour Research Laboratory
11:30 Coffee
12:00 "Your mission - an extraordinary graphical printed product", Prof. Dr.-Ing. Gunter Huebner, HdM, Stuttgart
12:40 "Getting more from print", Andrew Hewitson, MD, Reproflex 3
13:20 Networking Lunch
14:20 "Learning from the past", Michael Craine, MD, Cranfield Colours
15:00 "Digital metal", Sonja Steffl. Project Manager DIGITAL METAL®, LEONHARD KURZ Stiftung & Co. KG
15:40 "Combining Print and digital", Tim C Claypole
16:00 Networking Coffee
Tours will be available for the labs of the WCPC
To register for this event please visit <http://wcpcswansea.com/>