



**PrintPromotion**



**Contact**

**Location**

Radisson Porto Alegre  
Avenida Cel. Lucas de Oliveira, 995  
Porto Alegre - RS - CEP: 90440-011

**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**

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**ANConsulting**

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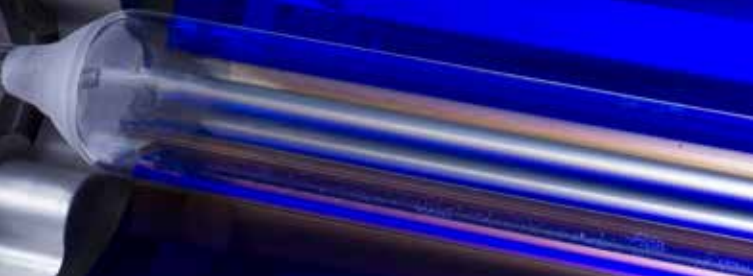


Invitation  
to

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“**

**30th November 2017**

**Radisson Porto Alegre  
Avenida Cel. Lucas de Oliveira, 995  
Porto Alegre - RS - CEP: 90440-011**

## 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 Rio Grande do Sul*
- 9.20 h Indústria 4.0 - Push to Stop  
*Sidney Zompero  
Heidelberger Druckmaschinen AG, Heidelberg*
- 9.40 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*
- 10.00 h POLAR: CUTTING AND MORE  
*Joaquin Pujol  
Polar Mohr GmbH & Co.KG, Hofheim*
- 10.20 h Coffee break
- 10.40 h Industria 4.0 – Best Practice em embalagens  
*Diego Hellmuthhäuser  
KBA AG, Radebeul*
- 11.00 h Tecnologia Atual para a Indústria de Conversão de Papel  
*Edney Fernandes  
BW Papersystems, Hamburg*
- 11.20 h Cores Consistentes, Estáveis e Precisas para a Indústria Gráfica e Donos de Marcas  
*Bruno Mortara  
Alwan Color Expertise Americas, Chicago*
- 11.40 h Coffee break

## Programme

- 12.00 h The Evolution of Cold Foil  
*Michael King / Ellen Manning  
Eagle Systems, Ocean*
- 12.20 h Luxury Packaging Printing  
*Achim Kurreck  
H.C. MOOG GmbH, Rüdeseheim*
- 12.40 h IST UV rocks with Energy in Light  
*Manuel Blauensteiner  
IST Metz GmbH, Nürtingen*
- 13.00 h Lunch
- 14.00 h MBO - Soluções Para O Acabamento  
*Dietmar Schrimm  
MBO Maschinenbau GmbH & Co. KG, Oppenweiler*
- 14.20 h Adding value – Converting and Embellishment  
*Ronald Lein  
KAMA GmbH, Dresden*
- 14.40 h Finishing in Digital Age  
*Alexandre Luz  
Kolbus GmbH, Rahden*
- 15.00 h Coffee break
- 15.20 h Creating New Horizons in Packaging and Label Decoration  
*Peter Weber / Claudio Vidigal  
LEONHARD KURZ Stiftung & Co. KG, Fuerth*
- 15.40 h Expanding the Frontiers of Digital Printing  
*Oswaldo Cristo  
HP Inc., São Paulo, Brasil*
- 16.00 h Opportunities to Increase Sales & Profits through LED UV Printing  
*Erich Midlik  
Prime UV-IR, Carol Stream*
- 16.20 h End

