

# The Future of Inks and Coating Effects for Packaging

Reducing the cost and increasing the impact of on-pack printing and finishing  
Intertech-Pira conference



**Wednesday 27 and  
Thursday 28  
September 2006**  
Royal Crown Hotel,  
Brussels, Belgium



**Including presentations from:**

**With key contributions from:**

Drent Goebel	RadTech
Fusion UV	Sun Chemical
Heidelberg	Superfos
Inca Digital Printers	Technology Coaching
Linx	Thomas Swan
LPF Flexible Packaging	TNO
Merck	Xerox
Pira International	

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and save £100**

# The Future of Inks and Coatings



## 9 reasons to attend

- Learn how to solve **printability problems** for you and your customers
- Understand how to benefit from **new advances and novel technologies** in packaging, ink and printing processes
- Get up to date with **runnability and printability issues**
- Assess the impact of **changes in formulation, pigments, binders and viscosity**
- Uncover the **latest developments in inks** to achieve improved printability
- Hear about **next generation curing technologies** that offer real ROI
- Understand **the most important issues in ink technology**
- Learn how printing processes can be adapted to **increase speed and reduce costs**
- Hear **unique and cutting edge research** from some of the world's most respected packaging converters

### Standing out from the retail crowd!

Inks and coatings are developing at a rapid rate and packaging is first in line to benefit. Advanced curing systems, digital print, hybrid presses, new ink formulations and improved coatings are all helping to improve production efficiency and enhance the visual value of commercial products.

Recent retail trends have seen brand owners and packaging converters come under increasing pressure to achieve high end finishes at low costs that satisfy today's quality-conscious consumer. To succeed, the whole supply chain must embrace the challenges that achieving these goals entail. New technological advances are enabling increased production speeds, innovative print finishing and reduced environmental impact. Printers need to work with packaging converters, ink suppliers and press manufacturers to not only integrate the latest technology into their processes, but also to ensure efficiency, by making sure it works well at every link in the chain.

This brand new conference is the only event to bring together exclusive insight from leading research experts from ink, packaging and press manufacturers all focusing on perfecting the process of putting ink and coatings on packaging. Over two days you'll get the technical and strategic information you need to achieve a real competitive advantage through packaging finishes of the highest quality.

**Intertech-Pira's presence and experience in the printing and coatings industry is certain to make this the must-see event of 2006!**

### Who should attend?

This conference brings you groundbreaking information on what's happening now and what's on the horizon. The programme will provide high level analysis of the latest inks and coating solutions, and their commercial potential. It will be useful to everyone involved in on-pack graphics:

#### Printers – senior technical, manufacturing and production staff will:

- Find practical solutions to printability problems
- Learn first hand from packaging converters about their production and technology requirements
- Assess the latest press technology trends and future potential

#### Ink suppliers – senior research and development, technical and product development staff will hear about:

- The latest ink trends, developments and hot topics including nanotechnology, radiation curing and conductive inks
- The ink problems and challenges faced by printers
- The latest packaging technology and its impact on ink adhesion and demand

#### Packaging converters and manufacturers – research and development, scientific, senior technical customer service staff and new product development managers will:

- Understand the latest market requirements for packaging grades and properties from printers
- Learn about the latest press developments and the impact on substrate performance requirements
- Discover how to overcome the most common and most difficult printability problems

#### Press manufacturers – senior commercial, product development, customer service and technical development staff will:

- Assess the latest market trends in the package print industry
- Discover technical challenges from the printers themselves and how they can be overcome
- Learn about the latest press technologies competitors are bringing to the market and what this means for your business

## Wednesday 27 September 2006

**09.00** Opening remarks from the chair  
**Andy Rushforth, Head, International Business Development, PIRA INTERNATIONAL, UK**

### Future directions for on-pack printing

**09.10** **Understanding packaging market requirements**

- Growth forecasts for printed packaging
- Substrate trends
- Product differentiation through print
- Future predictions for market direction

**Speaker TBC – global packaging converter**

CONVERTOR PERSPECTIVE

**09.45** **The applications of inks on food contact materials: a legislative view**

- The current legal status of inks in the EU
- The use of other non-legislative guidelines about inks
- How to prove the safe use of inks on food contact materials
- Future legislation on inks

**Dr Rob Veraart, Project Manager – Food Contact Materials, Legislative Aspects, TNO, Netherlands**

LEGISLATIVE PERSPECTIVE

**10.20** **Realising tomorrow's print effects today**

- Assessing the current market for packaging effects
- Achieving differentiation in the retail environment
- Outlining the new and future possibilities
- How much are people prepared to pay for innovative inks and coatings?

**Jos Brunink, Manager Techno Centre/R&D, CLONDALKIN LPF-FLEXIBLE PACKAGING, Netherlands and Dawn Skinner, Process Development Manager, FUSION UV, UK**

PANEL DEBATE

**10.55** Morning refreshments

### Future technologies

**11.25** **Future advances for inkjet printing in packaging**

- Opportunities for printing directly onto packs
- Advantages for high speed digital colour print
- Scuff resistant and hard wearing print
- How will high volumes be accommodated in the future?

**Heather Kendle, Director of Marketing, INCA DIGITAL PRINTERS, UK**

**12.00** **What role does digitally printed packaging have in today's packaging industry?**

- Understanding the opportunity for digitally produced packaging:
- Using digitally produced packaging for sample, short and production runs
- Realising the opportunities for digitally produced packaging:
- Digital package workflow
- Digital board: the options
- Digital inks and food packaging

**Wim Koning, European Colour Marketing Manager, XEROX EUROPE, Netherlands**

Thursday 28 September 2006

**12.35 Recent developments and applications in radiation curing technologies**

- Realising the benefits and challenges for radiation curing technologies
- Understanding the growing acceptance rates in ultra-violet (UV) and electron beam (EB) printing
- Evaluating the key growth drivers
- Discussion of future applications and processes within UV and EB technologies
- Discussion of UV and EB materials with food contact notifications for packaging with direct food contact
- Radiation curing by printing process: capabilities, limitations and opportunities for growth

**Mickey Fortune, Senior Marketing Director, RADTECH, US**

**13.10** Lunch will be served for all speakers and delegates

**Innovative use of print effects for increased shelf appeal**

**14.25 Maximising the effect of inks and coatings: a view from the corrugated industry**

- Developments in corrugated applications and print
- Using high end graphics on corrugated packaging
- Print challenges to overcome
- Case specific examples

**Dudley Underwood, Technical Director, MARCO GLOBAL GRAPHICS, UK (formerly with Smurfit Packaging)**

**15.00 Enhancing the visual value: refinement boon or bane?**

- New possibilities of effect refinements in printing
- Technology of innovative effect pigments
- Possibilities of wise combinations
- Print technology dependent results

**Corinna Ludwig, Marketing Manager, MERCK, Germany**

**15.35** Afternoon refreshments

**16.05 Achieving commercial gains with innovative print effects**

- Outlining the current market demands for pack aesthetics
- Choosing the right print effect
- Gaining ROI from your print effects
- Case study

**Benny Nielsen, COO, SUPERFOS, Denmark**

CONVERTOR PERSPECTIVE

**16.40 Recent developments and applications in radiation curing technologies**

- Realising benefits and challenges for radiation curing technologies
- Understanding the growing acceptance rates in UV printing
- Evaluating the key growth drivers
- Expanding applications
- Radiation curing by printing process: capabilities, limitations and opportunities for growth

**Dawn Skinner, Process Development Manager, FUSION UV, UK**

**17.15** Closing remarks from the chair

**Drinks reception**

All speakers and delegates are invited to a relaxed and informal drinks reception to network and discuss the day's proceedings.

**09.00** Opening remarks from the chair

**Gaining a competitive edge with advanced inks and new formulations**

**09.10 A revolutionary new printing system for improved print quality and efficiency**

- Outlining the benefits of printing wet on wet
- What makes these inks different?
- Reducing time and waste in the packaging print process
- Assessing the impact on print quality
- Incorporating EB curing into the system
- Applications and real world case studies

**Bob Greenslade, Product Manager Energy Curing Products, SUN CHEMICAL, UK and Dr Völker Linzer, Technical Manager Energy Curable Packaging Inks, SUN CHEMICAL, Germany**

CASE STUDY

**09.45 New developments in polyurethanes and polyurethane/nitrocellulose (NC) colour preparations for flexography**

- Understanding the benefits of colour preparations for flexography
- Outlining the latest use of polyurethanes/NC preparations in on pack coating
- Future application potential

**Dr Ian Bryson, Marketing Manager, THOMAS SWAN, UK**

**10.20 Pigmented inks for coding and marking packaging**

- The challenges of manufacturing and using pigmented inks
- Pigments vs dyes: benefits and limitations
- The future of pigmented coding and marking systems

**Kate O'Mahony, Product Executive - Inks and Accessories, LINX PRINTING TECHNOLOGIES, UK**

**10.55** Morning refreshments

**Improving the production process**

**11.25 Ink properties to maximise production potential**

- Exploring the effects of ink properties on the production process as a whole
- Print quality and inks
- Reducing the negative environmental impact of inks

**Wilbert Streefland, Owner, TECHNOLOGY COACHING (formerly Technology Development Manager for SCA Packaging), Belgium**

**12.00 UV and EB curing: how the combination of these technologies can be an advantage for the packaging printer**

- Advantages and disadvantages of both technologies
- Cost comparison
- Various applications
- Case study

**Gerben van Wijk, Public Relations Manager, DRENT GOEBEL, Netherlands**

**12.35 Latest developments in UV flexographic inks for packaging**

- New developments in UV inks to achieve better printability
- Food packaging: a major driver towards UV cure
- Complex end use applications: challenges facing the UV market

**Jens Knoebel, UV Expert, HEIDELBERG, Germany**

**13.10** Closing remarks from the chair and close of conference

**13.25** Lunch will be served for speakers and delegates

**PLUS - All presentations on CD!**

A CD-Rom of all presentations is included in your conference fee and will be sent to you after the event. You'll get the maximum benefit from the proceedings by having the information permanently available back at the office, all at no additional cost!

**Exhibition and sponsorship opportunities**

A range of sponsorship and exhibit based packages are available to organisations looking to develop their business within the field of inks, coatings, printing or packaging. Participation at **The Future of Inks and Coating Effects for Packaging** will demonstrate your organisation's expertise in this market and raise your corporate profile amongst senior decision-makers in leading international companies. For more information on how this conference can benefit your company, please contact Caroline Potapa on +44 (0)1372 802101, [caroline.potapa@pira-international.com](mailto:caroline.potapa@pira-international.com).

**Your event organiser**

Intertech-Pira provides events, training, online information and publications across a wide range of zeitgeist issues and disruptive technologies affecting industry. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, US and London, UK through 20 specialised industrial platforms. Our core competencies are information on: research and product development, globalisation and new markets; production methods; regulatory and compliance.



# Conference registration form

## The Future of Inks and Coating Effects for Packaging

Intertech-Pira conference

**Wednesday 27 and Thursday 28 September 2006**

Royal Crown Hotel, Brussels, Belgium

### Step 1 Your details

Title:.....First Name:.....Surname:.....

Organisation:.....Position:.....

Company business:.....

Address:.....

.....

.....

.....Postcode:.....

Telephone:.....Fax:.....

Email:.....

Purchase Order No:.....

### Step 2 Event options and fees

Choose your event(s):

Conference fee £899  €1309  \$1579

**Don't miss the fantastic early bird discount, book before 31 August to save £100!**

Early bird conference fee £799  €1169  \$1409

Pira members save 10% - enter your 9 digit membership number here:.....  
VAT at the prevailing rate will be charged as applicable.

### Step 3 Payment method

Cheque/banker's draft (made payable to Pira)  Invoice my company

Charge my credit card: Visa  MasterCard  American Express

Card number:.....Expires:.....

Cardholder name and address:.....

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#### Banker's information for credit transfer payments

Sterling A/C: HSBC Bank plc, 100 King Street, Manchester M60 2HD  
Branch Sort Code: 40-31-24 Account No: 62182610  
Swift Code (BIC): MIDLGB22 IBAN: GB88 MIDL 4031 2462 1826 10

Euro A/C: Deutsche Bank AG London  
Branch Sort Code: 23-30-55 Account No: 13116600  
Swift Code (BIC): DEUTGB3L IBAN: GB35 DEUT 4050 8113 1166 00

US Dollar A/C: Citibank NY  
Swift Code (BIC): CITIUS33 Account No: 30569898  
ABA No: 021000089

Signature:.....Date:.....

Pira Reg. No. 3858209 Pira VAT No. 677 3667 81

**Brochure registration code: WEB**

### Step 4 How to book

Post this form to: **Intertech-Pira, Cleeve Road, Leatherhead, Surrey KT22 7RU, UK**

Fax this form back to: **+44 (0)1372 802243**

By phone on: **+44 (0)1372 802164**

Online at: **www.piranet.com**

# Conference information



#### The venue

The Royal Crown Brussels is a modern and luxurious hotel set on the city's prestigious Rue Royale, located 50 metres from the elegant Botanic Gardens and the Botanique metro stop. Delegates will be surrounded by some of Brussels' greatest sights including the imposing Grand Place, the famous Mannequin Pis and Avenue Louise (shopping) all just a short walk away. The hotel is approximately 16km from Brussels Airport. For more information, please visit [www.royalcrownbrussels.com](http://www.royalcrownbrussels.com).

#### Accommodation

Delegates are responsible for organising their own travel and accommodation. A limited number of rooms have been reserved for conference delegates wishing to stay at the Royal Crown Hotel Brussels at a reduced rate. Wherever possible accommodation should be reserved by **27 August 2006** as rooms cannot be guaranteed and rates are subject to change after this date. To book your accommodation, please contact the hotel directly on:  
E: [reservations@royalcrownbrussels.com](mailto:reservations@royalcrownbrussels.com)  
Tel: + 32 2 220 6909  
Fax: + 32 2 220 6902  
Please quote 'Intertech-Pira conference' as a reference when booking.

#### Conference fees

The conference fee includes entry to the conference sessions and the exhibition, full documentation, lunch and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/€//\$ exchange rate at the time the transaction goes through.

#### Cancellations

Cancellations will be accepted and fees will be refunded (less 20% handling charge) only if made in writing and received ten working days before the event. Bookings cannot be cancelled or fees refunded thereafter. Substitutions may be made at any time, please notify the Jo Stone.

#### Note

Intertech-Pira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. Intertech-Pira reserves the right to cancel, defer or modify the event proceedings without prior notice.

#### Visas

Delegates requiring visas should request a visa invitation letter from Intertech-Pira at the time of registering for the event, ensuring sufficient time is left for applications to be completed. Delegates are then responsible for contacting the relevant/appropriate embassy themselves. Intertech-Pira can do nothing further to assist in this process.

#### For further information on the conference please contact:

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