

Making the best use of tech - IFRA Expo 2010

The 2010 IFRA Expo kicks off in Hamburg, Germany next month from 4-6 October. The global trade exhibition for the news publishing industry plans to present the latest technologies and creative initiatives and show participants present how to best use them.



Through a series of Focus Sessions, the World Association of Newspapers and News Publishers (WAN-IFRA), organiser of the expo, will provide international case studies of how media companies are exploiting the new technologies for modern publishing.

Other events

The expo will also be accompanied by the World Editors Forum, an Advertising Summit, an e-Reading and Tablet Conference and other events.

The four Focus Sessions will examine 'green' publishing, the latest production trends, excellence in printing and creative mailroom solutions.

Green publishing

Green publishing, of growing importance in many countries, will be the subject of a Focus Session providing presentations on government initiatives in the United Arab Emirates, branding forest products in Canada, making corporate responsibility sustainable and the impact of digital printing on environmental concerns.

The Focus Session on excellence in printing will present some of the winners of the 2010/2012 International Newspaper Colour Quality Club along with issues that have an impact on quality, including materials testing and ISO conformity.

Production trends

The session on production trends will include case studies on closed loop ink control, lean production, new revenue streams for printing machines and waterless printing.

The mailroom, a fundamental part of bringing newspapers to their audiences efficiently, can also be a revenue producer. Case studies from Germany (Axel Springer and Passauer Neue Presse Druck), Sweden (Eskilstuna-Kurirens) and a presentation by Jaques Valembois, head of Belgium-based Valembois Industrial Print-Techniques and Services, will provide new ideas for those looking to make their mailroom a revenue-generating unit.

IFRA Expo aims to bring together decision-makers from publishing houses around the world. To register, and for more information, go to www.ifraexpo.com.

For more, visit: <https://www.bizcommunity.com>