

# Fespa World

incorporating European Screen Printer & Digital Imager

Translations available at [www.fespaworld.com](http://www.fespaworld.com)   

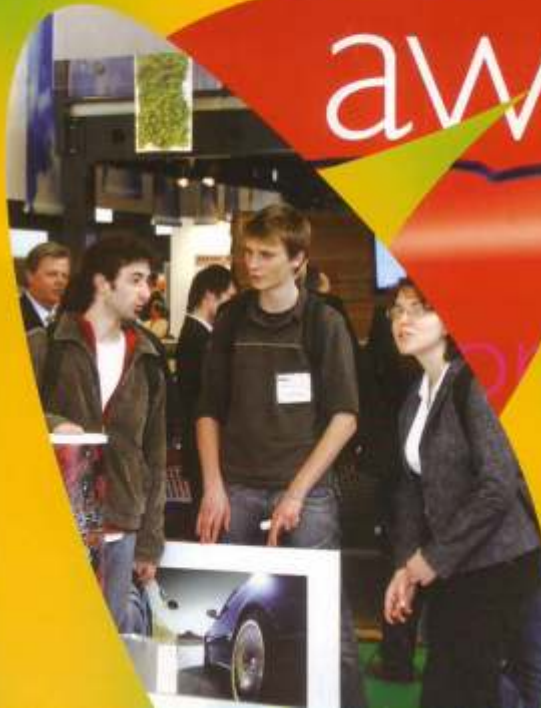
## The Blockbuster!

### FESPA Digital Printing Europe Review

**The Wizards of Oz**  
Screen and digital  
printing down under!

**Baltic Beauties**  
Latvian screenprinters  
under the spotlight

awards





# Chris's Column

Following a spectacular and very well attended FESPA Digital Printing Europe show in Amsterdam, here's a brief round up of what else has been happening within FESPA and in the Associations.

## Polish Seminar – Poznan

FESPA supported events continue, the latest being in Poznan, Poland, where around 50 printers attended a two day conference with the theme **"Screen and Digital - together or enemies?"** This event took place during the Euro-Reklama Exhibition, a fairly large advertising show that was very well attended. PSSiDC had organised a varied programme consisting of a mixture of technical sessions and supplier presentations over the two days.

Certainly, the conference hall was very impressive; custom built, it offered state-of-the-art audio visual systems, lighting controls, inbuilt translation booths, and a magnificent theatre, with space for 250 delegates - a wonderful venue.

However, in a hall this size, the 70 delegates seemed to be rather thinly spaced although all credit must go to the PSSiDC for managing to attract 70 attendees to its first event. However, whatever the event lacked in numbers, it was certainly made up for in quality. Speakers included our own Michel Caza, whose presentation was entitled **"Screen and Digital printing - More brothers than enemies"**. As always, Michel's session was lively, interesting and packed

with his considerable personal experience of using both technologies. He demonstrated how the evolution of screenprinting had helped digital printing to develop and ably listed the many business opportunities that could be supported by both these technologies. Other presentations from FujiFilm Sericol, Avery Dennison, Rutland, Thieme - Agfa, MacDermid Printing Solutions and MacDermid Autotype, Lüscher, JetMedia and Roland were followed with a presentation on e-learning by Peter Kiddell of PDS Consulting. The e-learning course is to be translated into Polish and delegates thus had the opportunity to see how it will eventually be presented in their own language.

Our Polish hosts, Michal Kridel and Jacek Stencil from PSSiDC made everyone feel most welcome and their hospitality was truly wonderful. I hope that with FESPA Projects Committee support, we shall be able to plan another purely technical seminar in Poland, either later this year, or early next year as many delegates requested. Meanwhile a full report of this event, in English, can be found on the FESPA website.

[www.fespa.com](http://www.fespa.com)

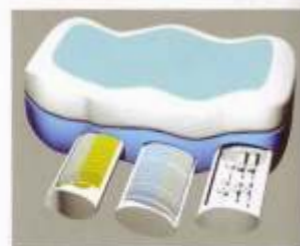
## Slovenian 3D Print Forum

I was honoured to help judge the models entered for the youth awards in the Slovenian 3D Print Forum held during FESPA Digital Printing Europe. It seems that the judges' conclusions were almost universally unanimous and I hope the winners were pleased. The aim of the forum was to focus attention on the exciting possibilities offered by 3D printing. Though the concept is not entirely new, the prospects, especially in the area of industrial applications, art, technology, medicine, architecture and engineering, are considerable. Those people who attended this free seminar in the showcase theatre, were given a vision of how this technology will affect us all in time. The models, all designed by young people, demonstrated how concepts could be planned, designed, produced and printed for presentation to a client. One of the uses, was a model of Piran showing the geographical relief. It was designed to help town planners visualise this picturesque area of Slovenia and thus present their ideas more effectively. A second model (illustrated) is a handy mobile multifunctional medical device with an integrated system of functions for determining and registering a patient's vital signs and blood type. This helps provides medics with an efficient and effective diagnostic tool.

Well done to Edvard Stenard, David Skrl and CESdT for their vision and for enabling us to gain a small foretaste of what the future holds!



The PSSiDC stand at the at Euro-Reklama Exhibition  
L.to r. Chris Smith, Michel Caza, Jacek Stencil from PSSiDC and Ludovit Bartos of the Slovakian Association Secretary



One of the stunning 3D models displayed at the Slovenian Print Forum

## The DMI

Bhargav Mistry, Managing Director of Grafica Flextronica and President of SPAI (Screen Printing Association of India), an Associate Member of FESPA, has invested in a major project in India that will be of considerable benefit to everyone connected with screenprinting, including those companies who are interested in exporting to India.

Called the DMI (Dhirubhai Mistry Institute) after Bhargav's father, the institute will provide first class facilities for both novice and experienced printers. The institute includes a live demo area, for Grafica's holistic range of machinery and solutions; a print, education and training facility for students and professionals and a conference room and business facilities for PR and marketing purposes.

This initiative will encourage students to

enter into the screenprinting sector by providing access to the latest advanced technology and will enable India to field highly qualified practitioners.

It will provide free education by offering students a payback scheme when their training is complete. Initially, students will be asked to pay a deposit of Rs.25000 (about €465) and in return, will receive hands-on training for between three to six months. This will be followed by a year long work placement with a company located in their home city, once they have finished their training, after which they will receive a certificate confirming completion of the apprenticeship. At this stage their deposit will be returned.

You might be thinking why train for free? It is anticipated, however that the incentive of free training will encourage more young people to enter the sector.



A technician shows off the new facilities at DMI

This is certainly a scheme that other countries might like to consider in the future.

Bhargav is also keen to provide European companies with access to state-of-the-art facilities, including showrooms and conference facilities, fully staffed with trained personnel, to enable them to promote their products and services to potential customers in the Indian continent.

Further information on this can be found on the FESPA website, [www.fespa.com](http://www.fespa.com)

## Serbian Seminar and new showroom

FESPA Board member Gyorgy Kovacs (from Hungary), paid tribute to the work being done by Serbian Secretary, Dusan Golubovic, at the official opening of his new showroom in Belgrade in early May. This took place during a two-day seminar, which attracted about 30 visitors each day.

Following a welcome speech from Dusan, Gyorgy explained the importance of seminars and how FESPA is enthusiastically supporting such projects. Indeed, Gyorgy himself, has been responsible for actively promoting seminars, workshops and mini-FESPAS in Eastern Europe, many of which have been extremely successful.

Speakers at the May event included Hans Bense from machine manufacturer A.W.T.'s Dutch office and the Scarlritti brothers from the Italian E.T.S. company.

Presentations on fabric printing, covering direct, transfer, sublimation, and special effect – metallic applications, were very well received and overall, the event succeeded in promoting both screenprinting, FESPA and Dusan's new business!

## Technical Questions and Answer Service

Although unbiased, expert advice on the main technologies used in our sector is hard to obtain, this isn't a problem that will trouble members of FESPA National Associations (and Associate members) for much longer. Everyone should by now have received their passwords (from their National Association) to enable them to

gain access to the 'members only' area of the FESPA website where they have the opportunity to pose any technical screen, digital or pad printing question. The answer will be provided by e-mail - normally within 24 hours of the question being asked and the service is completely FREE!

Why not try it today? If you haven't yet received your password, please contact your Association Secretary or, alternatively, e-mail me at [chris.smith@fespa.com](mailto:chris.smith@fespa.com)

## Turkey

Lack of sufficient educated and qualified personnel in the Outdoor Advertisement Sector is one of the major problems facing Turkey. Now, finally, ARED's efforts for training and educating qualified personnel for the screenprinting sector, as included in its working schedule of this year, has resulted in a satisfactory outcome.

Last year ARED submitted an application for initiating an "Outdoor Advertising and Screenprinting" programme at Izmir Aegean University Vocational Studies School, undertaking to provide all the

necessary tools and equipment needed for training and even arranging employment afterwards, along with a detailed study on the status of Outdoor Advertising in Turkey. As a result of this, the Izmir Chamber of Commerce promised to make a financial contribution of €100,000 and The General Assembly of the Council of Higher Education of Turkey approved the project, which will now take place in the 2006-2007 educational year. The money will be used to provide classrooms, laboratories, workshops and so on. Accordingly, the first 40 students will start on their studies later this year. FESPA may be able to assist with some of the activities being planned through the Projects Committee, subject to an application being made and supported.

## FESPA Website

I hope that by the time you read this copy of Fespa World, we shall have our much improved website up and running after making a number of revisions both to the content and layout. This website is designed primarily for the use of FESPA members, so if you have any ideas or suggestions as to how it might be further improved, please do let me know.

Well, that is about it for this issue but we are anticipating more project submissions for a wide range of activities throughout the summer, so I shall report on these next time. Meanwhile, if anybody wants further information on any FESPA activities, please do contact me, preferably by e-mail at [chris.smith@fespa.com](mailto:chris.smith@fespa.com)



(From left to right)

- 1) Mr. Erkan Guldoran / Say Sign Company, Ared member
- 2) Prof. Dr. Ulku Bayindir / Rector, Aegean University
- 3) Akin Kazançolu / Vice President, Izmir Chamber of Commerce
- 4) Birol Fedai / Sistem Print Company, Ared member of board

# Digital detective...

Visitors often need the nose of a detective to get the best out of a big, busy show like Digital FESPA. But if you take the time to ask every exhibitor a few questions and watch everything that's going on, you'll inevitably get to know more than just the obvious.

## Mark Godden investigates

### How many orange snails were at the show?

I only saw two. I have a simmering suspicion that there were more, but the species only travels in pairs. The owner/shepherd of the slimy herd is SnailTex, hence the snails. The company had a self-adhesive textile on display; print it and stick it. It's as simple as that. Given that FESPA's audience will print anything that moves, the 'phone at SnailTex should be ringing continually by now. Note to SnailTex: next time, consider having the snails leave adhesive or ink trails to the stand! **(visit: [www.snailtex.com](http://www.snailtex.com))**

I'm willing to bet that Hans Tielen only sleeps for about two hours a night. Hans is the driving force behind Décor Plus and is also overflowing with ideas. He sells an inventive and stunningly attractive range of engineered card display products. Some are box-like and clip together into a never-ending range of sizes and shapes; others have curved faces and magically assemble themselves the moment they are freed from their restraining packs. Hans receives lots of enquiries from companies wishing to print his products themselves. He very politely declines, preferring to keep control of print in house. It's a formula that works for him and evidently works for his clients too – everyone comes back for more. **(visit: [www.decor-plus.com](http://www.decor-plus.com))**

You may have noticed there were a few digital printers at FESPA but there's a chance you've overlooked the one that stopped me in my tracks. Tucked away near the entrance to one of the smaller halls, was an anonymous looking cream coloured box being demonstrated by the endlessly cheerful Andrej Zuzek of Pro Cadd from Slovenia. (Please forgive the dropped accents Andrej, they're nowhere to be found on my keyboard!) Upon setting eyes upon Andrej's wares, the seasoned show goer's brain signals

"...photo-copier – photo-copier... avoid! avoid!" Big mistake. It's not a photocopier it's a very clever printer and it works like this.

You start out with an idea for a design, let's say it's a mug. You create your imagined mug using a 3D CAD programme of which there are many. Press the print button, and the printer will go through the motions and eventually finish. You then open the lid, put your hand inside, and fish out the mug. Not a picture of a mug you'll note – the mug! It gets better. The printer can produce things in colour too! A pink ball for example. Or a blue orange if the mood takes you. One of Andrej's exhibits was a gear cluster. An assembly of six or so gears disposed in deeply convoluted 3D on a white frame work. Elements of the framework passed through the axial centre of each gear, returning to define the edge of a cube, which in turn was disposed on a little post with a circular plate at its foot.

Each cog was a different colour and the white frame was intact. Here's the really scary bit – the gears actually worked! Turn one and you turned them all. Nothing was assembled post print, and it came out of the printer as a working machine – seriously.

I really, really wish I needed one of these printers. If you attended the show and missed it, my point is made – talk to everyone – watch everything that's going on. **(visit: [www.ib-procadd.com](http://www.ib-procadd.com))**

I watched people barrelling down the aisle next to the Madico stand, stop abruptly and then take several steps backward. Why? Madico had an otherworldly film applied to a window, behind which a printed poster was displayed. As you walked past, the poster was in clear view one moment, and then animatedly dissolved into milky nothingness the next. Potential? I should say so. An animated

display and the only moving part, is you! I applied my ruthlessly honed journalistic detective skills to one of Madico's men to find out how it worked - he soon cracked and told me – it's magic apparently.

FESPA visitors were also taking a forensic-like interest in a next generation Contra Vision sample on the Madico stand. Think Contra Vision – think perforated vinyl – then think again. Madico's product is an exemplary demonstration of the good things that result when Contra Vision, the architects of the one-way vision artifice, join forces with a towering competence in technical materials manufacture. Yes, you get a one-way vision product, but not as we know it. **(visit: [www.madico.co.uk](http://www.madico.co.uk) and [www.contravision.com](http://www.contravision.com))**

At the centre of Aellora's FESPA stand was its Hybrid UV-Cured Jetting Inks. I got my product orientation from Aellora's President Michael Stoudt, who showed me a sample print in white on black rigid PVC that had been printed earlier – much earlier. The opacity of the white ink was an improvement on anything I've seen before and held very fine detail without any of the gloss banding artefacts generally associated with UV inkjet print.

Michael told me that the sample had been printed about four hours earlier and that it was, as yet, un-cured. Uncured jettable UV ink has a rather endearing habit of swimming all over the surface of non-absorbent materials and bleeding through absorbent substrates. Once printed, the accepted strategy is to pin the droplet in place by initiating the curing. That wasn't the case with the Aellora output – the detail was there, no bleeding or absorption.

To prove the point, Michael wiped his thumb across the output and the print was readily removed in a single, smudgy swipe. Aellora's approach is to print its