



## **Balkan Print Forum News**

4 / August, 2009

*The Fourth Balkan Print Forum meeting will take place  
on October 22 – 23, 2009 in Bucharest, Romania.*

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### **printservices from manroland**

**A press must provide a superhuman performance. Thank goodness that humans make sure it does.**

#### *printservices – Flexibility Features*

These days a press must be more productive than ever before. Constant performance and high reliability are expected from day one until the end of its days. Not only that: increased demands on a press often require upgrades to boost performance or provide new product design possibilities. Your manroland is prepared for everything – with printservices.

**Individual solutions.** printservices offers customer-specific solutions during the entire life cycle of a press. Besides classic service such as repairs, this includes proactive services like individual process optimization or comprehensive project management. For printing systems that can produce competitively at any time.

**Optimized processes.** An individual process analysis examines printing production as a whole and identifies optimization potential. Printing experts observe the printing process and analyze the production data which can be comfortably accessed from the control console. After a detailed evaluation, need-related solutions are offered.

**Versatile trainings.** Professional operator training is the key to getting optimal results from technology that is getting more complex all the time. Our trainers are experienced printers and manroland specialists. Training can be provided at manroland, in your company, or online. E-Learning and Web Training are especially efficient training methods for printers who want to keep up with the times.

**Are you in the prime of life?  
Your press is – constantly.**



*printservices – Quality Features*

*Even the 100 millionth impression has to look as fresh as the first one. This means that a press must be kept in good shape. We recommend service packages. After all, professional service is the only way to ensure that a highly productive printing system can deliver day-one quality for many years.*

**Need-oriented maintenance concepts.** A lot of press components are subject to natural wear. However, when which component needs to be replaced cannot be predicted exactly. This is why printservices has developed a maintenance concept whereby complete assemblies are replaced. The advantages: 1. Maintenance expenditure is lower. 2. Full performance is ensured. 3. The risk of failure is minimized. A defined assortment of spare parts for repairs, servicing or preventive maintenance is offered at an attractive all-in price.

**Modular service packages.** The manroland ProServ service packages have been specifically developed to meet the requirements of sheetfed printing companies and can be modularly configured. The packages range from inspections and check-ups through variable support concepts right up to an “all-inclusive contract”. The contract duration is just as flexible as the individual services. You are not a sheetfed printer? We of course offer need-related service packages for web presses as well.

**Multifarious upgrades.** Upgrades provide you with retrofit possibilities to increase production efficiency and product value, expand your product portfolio, and improve your ecology balance sheet. Upgrading presses with the latest technology enables printers to respond to changing market conditions. Upgrades are available for all manroland sheetfed and web offset

presses, also for printnet products, at fair prices. Besides the components, service is included as well.

**Characterizing a good relationship:  
when you need us, we’re there.**

*printservices – Efficiency Features*

*When a breakdown interrupts production, printservices is informed immediately. Depending on the printing system, the failure is reported to our service technicians who are reachable 24/7 by pressing a button or by telephone. So that the job can continue with the minimum of delay.*



**Intelligent maintenance management.** The maintenance management system creates a service program that takes press condition into account. All service, maintenance, and inspection work needed is clearly listed in order of priority.

**Rapid assistance.** printservices offers immediate assistance for all sheetfed and web presses. As soon as a fault message is received, a service technician promptly carries out a remote diagnosis and liaises with the operating personnel to decide what measures are to be taken. This enables most problems to be resolved by remote support which reduces downtimes and avoids travel costs.

**Preventive remote analysis.** Through regular remote analysis of the printing system, weak points can be identified early and rectified in agreement with the customer before they lead to a problem. Another advantage: the time for the service work involved can be scheduled in the production plan in good time.

**Original parts.** Original spare and wear parts from manroland ensure the highest printing quality and productivity from the press over the long term. Internal checks and DIN EN ISO 9001 certification safeguard the high quality of the original parts. Frequently needed parts can be easily and quickly ordered 24/7 from the manroland Webstore – for rapid delivery at fair prices.

*Info: manroland AG*

## The Turkish Printing Industry in 2009

At the end of May this year BASEV has published the research “Turkish Printing Industry – Main Indicators and Trends 2008”. The brochure indicates the size of the Turkish printing industry and the main trends in the sector. The expectations for the market development in 2009 are also presented in the study.



### Prospects for the Printing Sector in 2009

The main mission of the players in the sector will be to stay in hot stand-by in 2009.

As the crisis is preliminary defined as a financial one, the companies have to take serious measures in order to save expenses. Priority has been given only to the press and other promotion expenditures. As an effect of this a decrease in the number of orders has been observed. On the other hand, as a result of the created panic on the financial markets, customers are expecting prices to be lower than the level of 2008. At the same time there is a 15 percent increase of the production costs due to the unfavourable rate of exchange for imported consumption and raw material items. This situation spoils constantly the usual competition conditions.

Another problem for the publishing houses is the suppliers demand to shorten delivery terms for justifiable reasons. It is obvious that under the present competition conditions, the publishing houses have less sanction power chances towards their own customers.

The contraction of the domestic market and the increase of the currency exchange rates, have urged the middle and large scale publishing houses to enlarge production export. The situation is affected also by the import products from the Far East. It is expected that market may be effective especially for stationery production companies however the decrease of the freight prices is another negative factor.

The opinion that 2009 will be a difficult year is common in the whole printing industry. It is estimated that the main policy of the companies – except in some special cases – will be to preserve their present conditions also in 2009. There is a trend towards more export of products as an effective saving measure. It is expected that in 2009 the printing companies will increase and concentrate on their inner activities and understand their real costs.

*Info: BASEV, Turkey*

## Graphica – Expo Pack 2009 in Athens

The Graphic Arts industry Graphica-Expopack 2009 exhibition closed its gates on the 1st of June. The event was a real success. It was organised by COM EX HELLAS & GRAPHICA EXPO and took place at the new and modern exhibition centre Metropolitan Expo. For the first time, two exhibitions – one for Graphic Arts and one for Packaging – were combined in one event.



Graphica-Expopack was the event that all Greek printers and professionals have expected with big interest. Despite the hard times of the economic crisis which the Greek market is experiencing at the moment, many companies, operating mainly in the field of digital printing, paper, inks, consumables, services etc., were expressing their optimism about the development of

the print market in Greece and the endeavour towards investments. There were 25 % more visitors at Graphica-Expopack compared to the previous Graphica exhibition and even 50 % more during the first day. All the 150 exhibitors expressed their satisfaction with the attendance and the interest of the visitors. Almost everyone was absolutely impressed by the new exhibition centre and by the possibility to see the new high technology development from a closer range.

“The satisfaction and the optimism that Graphica-Expopack 2009 gave us, is a strong motivation for doing things better in future”, commented Mr. Panos Douzinas, General Manager of COM EX HELLAS & GRAPHICA EXPO.

*Info: Nikolas Raftopoulos  
TYPOGRAPHIA magazine, Greece*

## Second PDP Congress in Novi Sad, Serbia

The PDP congress is an international student conference in graphic technologies – printing, design and photography, which used to take place in Novi Sad, Serbia. The first PDP congress was held in November 2008 and the second in May 2009. It was organized by graphic engineering and design students of the Faculty of technical sciences in Novi Sad. The students who had papers on printing technology had the chance to present them, while design and photography pieces were exhibited on the student square of the University of Novi Sad.

On the 14<sup>th</sup> of May, first day of the congress, Robert Čoban, CEO of Color Press Group, gave a presentation on the current global crisis with his lecture “To Kill Citizen Kane – Print Media in Times of Global Crisis in Economy – New Media Challenges”. Ivana Tomanović Brezovac, chief editor of the ReFoto magazine, presented her research “Art photography in Japan”. Mr. Slavimir Stojanović, the most famous designer in Serbia and one of the most creative minds in this region, presented in “Slavimir First Hand” the story of his life and his career.

During the second day of the congress Saša Veljković presented the brand new system for color management of his CGS company. The title was “Certification of printing and printing preparations”. Mr. Vladimir Červenka spoke about history and development of repro-photography equipment, and afterwards, during the workshops, showed the process of reproduction of an

original using very simple equipment. Interesting lectures about design were performed by „Braća Burazeri“, Nenad and Nikola Radojčić. The topic was logo redesign and commercial advertising.



*Križa Crisis  
Photographed by Marija Veljković*

*Marija Veljković, the first place in the serial  
photography category*

At the third day of the congress Mr. Srećko Bugarinović, graphic engineer, currently employed at the company “Politika AD” and definitely one of the biggest experts in the region regarding webfed printing, presented “Prospects of Web Offset Printing in the 21<sup>st</sup> Century”. Based on his experience and knowledge he thoroughly explained the current position of printing companies in Serbia and of those in the developed countries. Mr. Bugarinović is a member of the SGITS executive board. SGITS, the Union of Graphic Engineers and Technicians of Serbia participates actively in the Balkan Print Forum.

Marko Luković, industrial designer, was also a guest of the congress. He is the winner of the International “Peugeot Design Contest 2001“ among 2000 competition offers from all over the World.

Parallel to the presentations were running student orientated activities – an exhibition and a competition of Printing, Design and Photography pieces made by students.

*Info: Department for Graphic Engineering  
and Design, University of Novi Sad*

## Printexpo and Budatranspack

22 – 25. 09. 2009  
Budapest Fair Centre  
Budapest, Hungary



This year the representatives of 4 industrial branches will come together in the renewed HUNGEXPO FAIR CENTER: the experts of the printing industry (Printexpo), the firms representing packaging and material handling industry (Budatranspack) and the companies working on the market of marketing communication and on the market of environmental protection.

For more information: <http://www.printexpo.hu>

## PRINT & SIGN, Romania

30. 09. – 03. 10. 2009  
Romexpo  
Exhibition Centre,  
Bucharest, Romania



PRINT & SIGN is one of the most important events on the East European print, packaging and sign making market. The event is organized by Euroexpo and Romexpo Exhibition Centre and supported by APIP (The Advertising Producers and Importers Association).

**FOR THE FIRST TIME**, PRINT & SIGN gathers in Romania under the same roof all the printing technologies – from digital, offset and flexographic printing to screen printing and pad printing. Taking this into account, the organizers have decided to divide the available space into 3 distinct sectors: equipment area, services area and consumables area. PRINT & SIGN trade show is mainly addressing manufacturers, importers and distributors of equipments, consumables and services from the print, packaging and sign making industry.

### PRINT & SIGN main theme areas encompass:

- Publicity production equipments
- Pre-press equipment
- Offset printing equipment
- Bookbinding and print finishing equipment
- Flexo packaging equip-

- ment
- Flexo label printing equipment
- Curled cardboard and paper equipment
- Publicity production consumables, materials and accessories
- Consumables, materials and accessories for the printing industry
- Consumables, materials and accessories for the flexographic industry
- Digital printing
- Sign making
- Stationery
- Printing Houses
- Services.

For more information: <http://www.printsign.ro>

## PRINTEX – International Printing Fair for Central and South Eastern Europe



17 – 20. 03. 2010  
Romaero, Bucharest, Romania

The Printex international fair is a place where representatives of the printing industry can meet directly the most important suppliers from all over the world and from all important branches of the industry: pre-press, press, post press, consumables and digital print. Presentations of new products and technologies are run through dedicated seminars that highlight the dynamics of the technological progress on the specialized international market.

**The exhibitors are:**

- Producers and dealers of new equipment
- Distributors of second hand printing equipment
- Specialized technical consulting companies
- Investment, financial companies, banks that can provide the financing of eventual equipment acquisitions
- Printing houses.

**The visitors are:**

- Representatives of the printing houses from Central and South Eastern Europe
- Investors in the various fields of the printing industry and potential investors from other fields of the economy
- Representatives of the business environment from the printing industry
- Other interested companies in printing.

The last 20 years proved that the regional printing market is ready to align to the newest technology in the field and Printex 2010 prepares the rally of the sector after the economical crisis and additionally it offers a broad stage for international networking for the most powerful markets.

Info: *PLUS MEDIA PR Company, Romania*

