

## What's new in print?

PARIS, FRANCE/DARMSTADT, GERMANY: Phillip Crawley, CEO and publisher of *The Globe and Mail* in Canada, is among the senior international newspaper executives who will be talking about product innovation at the annual WAN-IFRA Printing Summit, to be held in Mainz, Germany, the birthplace of modern printing, 6-7 April 2011.



*The Globe and Mail*, reputedly Canada's leading national daily, recently underwent a spectacular redesign under Crawley's leadership, and he will discuss the strategy behind a successful print relaunch in the digital age. Despite all the attention focused on digital innovations, print products continue to generate more revenue than digital, and are benefiting from significant innovations as well.

Building on the formula of the previous event in Salzburg in 2010, the Printing Summit will feature leading newspaper publishers, printing company executives and other experts from around the world, who will examine the issues of primary importance to the newspaper in print, including materials, automation, colour quality, innovations to printing, mailroom and lean production.

The conference programme and registration details can be found at [www.wan-ifra.org/events/printing-summit-2011](http://www.wan-ifra.org/events/printing-summit-2011).

The annual Printing Summit provides an opportunity for the international print newspaper community to meet, network and exchange ideas. The summit will also feature:

- Christopher Baker, vice-president for manufacturing at the *New York Daily News*; he will provide an introduction to printing quality management;
- Marcelo Benez, advertising director of *Folha de Sao Paulo* in Brazil; he will speak about the creativity of printing advertising in one of Brazil's leading newspapers in a market with growing circulation.
- Kasturi Balaji, managing director of Kasturi & Sons, the publisher of *The Hindu* in India; he will discuss how to maximise printing capacity;
- Roland Behringer, CEO of OZ Druck & Medien in Germany; he will present a case study on lean production for commercial printing;
- Malcolm Miller, CEO of Malta-based Miller Newsprint; he will discuss digital printing and his experiences with a multi-title site;
- Herbert Bay, co-founder and CEO of Kooaba in Switzerland; he will examine the new frontiers of "augmented reality" opportunities in print media;

- Thomas Unterberger, chief operating officer of Herold Druck und Verlag in Austria; he will examine developments in printing automation;
- Philip Brännlund, managing director of Eskilstuna-Kurirens Tryckeri AB in Sweden; he will provide strategic advice on developing a versatile and profitable mailroom

More speakers will be announced in due course.

The conference will be chaired by Eike Bühring the technical manager of Presse-Druck- und Verlag in Germany; he will bring his many years of experience to the conference on product innovation and workflow.

Full details at [www.wan-ifra.org/events/printing-summit-2011](http://www.wan-ifra.org/events/printing-summit-2011).

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