

## Digital Printing Seminar Draws Large Crowd

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### **Packaging Association of Canada, LYFT Visual and Agfa team up for informative seminar on trends, growth and opportunities in digital printing**

**Ridgefield Park, NJ – June 10, 2010** – The Packaging Association of Canada ([www.pac.ca](http://www.pac.ca)), LYFT Visual and Agfa Graphics announced today that their Digital Print Seminar, a co-sponsored venture held on June 1, 2010, exceeded expectations and ushered in full-capacity attendance.

The goal of the seminar, held at Agfa's new Ontario offices in Mississauga, was to provide attendees with insight on the advances of digital printing and how it is addressing the marketing and supply chain requirements for brand owners. Today, the marketplace is more competitive and brand owners are increasingly relying on packaging, POP and other in-store marketing applications to connect with consumers. Gone are the days of mass, generalized marketing. The new rules of marketing require more targeted approaches. As such, packaging, POP and other in-store marketing tools are being customized and or changed more frequently so that these marketing tools are timely and relevant with important niche markets.

The seminar provided information on new digital technologies like Agfa's :Dotrix Modular, the digital press leading the way. The unique 25.6 inch printing width of the highly versatile :Dotrix can accommodate the widest variety of substrates, ranging from flexible foils such as HDPE, PET, PVC self-adhesives, board up to 24 point, banner stock, and so much more.

With new digital technologies like the :Dotrix Modular, package and specialty printers are no longer required to utilize traditional and or costly printing technology to achieve the high quality and production requirements brand owners demand. New digital technologies are facilitating increased speed to market, short run, regionalization, versioning and other targeted approaches that will ensure brand owners retain and expand their competitive edge.

The Digital Print Seminar presenters were: Miriam Freibauer, Senior Marketing Strategist at Davis Strategic Design, a leading design agency; John Rogers, founder of Dots and Pixels, Canada's first digital color printing

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company and one of the top 50 most influential people in the printing industry in Canada; and Sheila Nysko, Director of Business Development at Agfa Graphics, a more than 20-year graphic communications and packaging industry veteran; Sam Papaleo, Vice President of Sales and Marketing at The Central Group, an award-winning designer of marketing retail solutions; and Mark Caines, CEO, LYFT Visual, President and COO Boehmer Box, rounded out the panel of presenters.

Each speaker provided thought-provoking presentations as well as their observations, keen insight and predictions for the industry going forward. The seminar also included an interactive Q & A phase which gave attendees the opportunity to ask questions and provide their perspective on the expansion of digital printing for packaging, POP and more. Seminar attendees included representatives from major consumer packaged goods companies, creative design firms as well as seasoned professionals from leading package manufacturing companies and commercial printers.

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