**Agfa to host virtual event for offset printing industry during original drupa time frame**

*Agfa has announced Studio 4D48, a six-day virtual event featuring sessions to support printing companies worldwide through the current business challenges and help them plan for the future. The event will run from 18 to 26 June, coinciding with the original drupa time frame.*

**Mortsel, Belgium – 5 June, 2020**

The series of targeted educational webinars focuses on market and technology trends as well as on the way printing companies can benefit from Agfa’s latest made-to-measure printing innovations for the offset printing industry. These include printing plates, hardware and a range of workflow, color management, print standardization and screening software. All of them underpin Agfa’s ECO³ approach, aimed at making print operations more economical, ecological and extra convenient.

“4D48 would have been our booth number at drupa,” says Guy Desmet, Head of Marketing for Agfa’s business division Offset Solutions. “Drupa and other tradeshows may have been postponed or even cancelled due to the COVID-19 outbreak, but our commitment to the printing industry stands strong. We want to inspire and engage printing companies. In Studio 4D48, our experts will give them an update on our offering, and how it can move their businesses forward in a cost-effective way.”

In total, the event will play host to two webinars per day across the six days, consisting of a mix of expert talks, user cases and Q&A sessions. Each webinar focuses on a specific market segment, including commercial heatset and sheet-fed printing, offset packaging, and newspaper print production. Various kinds of automation and efficiency increases, as well as cost reduction will be a common thread. All webinars will be streamed from Agfa’s headquarters in Belgium, in English. They will last between 30 and 45 minutes each.

*To see the full list of scheduled Studio 4D48 sessions and to register, visit* [*www.studio4d48.com*](http://www.studio4d48.com)*. Links to the recordings will be made available at the conclusion of the event.*

**About Agfa**

Agfa develops, produces and distributes an extensive range of imaging systems and workflow solutions for the printing industry, the healthcare sector, as well as for specific hi-tech industries such as printed electronics & renewable energy solutions.

The headquarters are located in Belgium. The largest production and research centers are located in Belgium, the United States, Canada, Germany, France, the United Kingdom, Austria, China and Brazil. Agfa is commercially active worldwide through wholly owned sales organizations in more than 40 countries.

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

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