

FOR IMMEDIATE PUBLICATION

Zeikon Café Packaging Innovations goes global in 2015

2015 edition to further expand on game-changing innovations in digital production

Eede, the Netherlands, December 2014 – Zeikon announces the 2015 edition of its Zeikon Café Packaging Innovations (www.zeikoncafe.com). Hosted by Zeikon and Zeikon's Aura partners, the event will take place from Tuesday 10 March through to Thursday 12 March 2015 in Zeikon's R&D and production site in Lier. It is aimed at helping label and packaging printers as well as converters and print buyers worldwide enhance and transform their digital production into a profitable business.

A great success story

The concept of the Zeikon Café is a proven formula that provides an informal knowledge exchange platform covering the different aspects of digitalizing print production, while cutting through the information overload. The concept exists for some years and kicked off with a series of one-day local events. In 2014, the very successful and highly applauded Zeikon Café Packaging Innovations was organized over a period of three days; participants praised the event and many have already confirmed their attendance for 2015.

Uffe Nielsen, CEO of Grafisk Maskinfabrik comments: "Grafisk Maskinfabrik's business is all about converting digitally printed media. Therefore, the Zeikon Café that focuses on digital production is the ideal platform to demonstrate our capabilities. Last year's edition proved to be a great success and generated a good source of new business revenues for our company. We are delighted to be attending the 2015 event with Zeikon, one of the leading companies in the digital label and packaging market."

Lauri Järvinen, Technical Marketing Manager at Metsä Board, adds: "Our company is Europe's leading producer of fresh forest fiber carton boards, and the world's leading manufacturer of coated white-top kraft liners. It offers premium solutions for consumer and retail packaging. Our sales network serves brand owners, carton printers, corrugated packaging manufacturers and merchants. The Zeikon Café Packaging Innovations gives us an excellent opportunity to meet converters who are really interested in producing folding cartons with a digital press and this represents a fantastic growth opportunity for us."

Peter Dhondt, Head Business Development & Sales at CERM is also delighted to announce his attendance in 2015: "CERM is a provider of Business Management and Automation Software for Narrow Web Printers. The Zeikon Café 2014 was a great platform to enhance the technical partnership we have with Zeikon and represented a great opportunity for us but also for current and potential Zeikon customers and partners. We eagerly look forward to the 2015 edition."

Digital production at the heart of exciting live demonstrations

At the Zeikon Café, there will be live demonstrations on Zeikon's large range of digital label presses, including on the brand new Zeikon Cheetah digital color press, the fastest label press of its class. Attending visitors will have the opportunity to witness just how digital production is enhancing and transforming the label and packaging industry and how it is turning short to medium runs into a profitable business.

Filip Weymans, Xeikon's Director Segment Marketing Labels & Packaging explains why attending is a must: "With the 2014 edition being such a tremendous success, we are very much looking forward to the 2015 edition! For novice or expert label and packaging printers and converters as well as technical print buyers and brand owners, our Xeikon Café Packaging Innovations event is the ideal opportunity to discover the huge potential of digital printing and automated production workflows, and to learn how integrated digital production solutions can drive innovation and help established print producers grow their business even further."

A host of Suites in action

Participants will also see the full range of Xeikon's label and packaging application suites in action, i.e. the Folding Carton Suite, the Self-Adhesive Label Suite, the Heat Transfer Label Suite and the In-Mold Label Suite, featuring live job preparation, production and finishing of real-life and purpose-built applications. In addition, a variety of applications will be on display, illustrating what digital production can achieve.

Aura Partners involved in the development of the label and packaging application suites will describe their contributions in detail during several technical seminars. Xeikon customers will also share their experience of using their application suites and talk about how this has helped secure new business sales and growth. And finally, there will be plenty of opportunities to ask questions, exchange ideas on digital production and engage with Aura Partners, Xeikon staff and peers. Dedicated information about each of the label and packaging application suites on show will be released shortly, so stay tuned.

A network of fantastic partners

The 2015 Xeikon Café Packaging Innovations will be hosted in collaboration with the following Xeikon Aura Partners, who will all attend the event: AB Graphic International, ACTEGA Terra, BOGRAMA, CERM, Esko, Grafisk Maskinfabrik, HYBRID Software, KURZ, Label Traxx, Meech International, Metsä Board, Michelman, OneVision Software, Taghleef Industries, Rietstack, Shobertechnologies, Spartanics, Stora Enso, Treofan Group, Tronics and Zünd.

The Xeikon Aura Partner Network is a robust and fully encompassing partner network. This group brings together information about Xeikon partners and their integrated solutions in a centralized location and as a professional networking source. The Xeikon Aura Partner Network is based upon non-exclusive relationships with industry-leading partners, in the areas of print media, equipment, software and consumables.

Sign up Today

The Xeikon Café will take place at Xeikon's production site in Belgium, March 10-12, 2015 with basically the same program each day, so participants can choose the date that best suits them. Attendance is free but registration is required online at www.xeikoncafe.com.

ABOUT THE XEIKON CAFÉ PACKAGING INNOVATIONS

The Xeikon Café Packaging Innovations is a platform offered by Xeikon and its Aura partners, offering the opportunity to understand, evaluate and experience digital production, and enabling printers and converters to consciously make a business decision. Through demonstrations, presentations, workshops and discussions, participants receive first-hand actionable information and advice on industry innovations and trends. More info on www.xeikoncafe.com.

For a review of the 2014 edition, watch the video here www.youtube.com/watch?v=yKwcGEZN1AM

ABOUT XEIKON

Xeikon NV (XEI: AEX) is an innovator in digital printing technology. The company designs, develops and delivers web-fed digital color presses for labels and packaging applications, document printing, as well as commercial printing. These presses utilize LED-array-based dry toner electrophotography, open workflow software and application-specific toners.

As an OEM supplier, Xeikon designs and produces plate makers for newspaper offset printing applications. Xeikon also manufactures basysPrint computer-to-plate (CtP) solutions for the commercial printing market. These proven CtP systems combine the latest exposure techniques with cost-efficient UV plate technology, high imaging quality and flexibility.

For the flexographic market, Xeikon offers digital platemaking systems under the ThermoFlexX brand name. ThermoFlexX systems provide high resolution plate exposure including screening, color management, as well as workflow management.

All the Xeikon solutions are designed with the overarching principles of profitability, quality, flexibility and sustainability in mind. With these guiding principles and a deep, intimate knowledge of its customers, Xeikon continues to be one of the industry's leading innovators of products and solutions.

For more information, visit www.xeikon.com.

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