



drupa 2024 – Press Release No. 3 / October 2021

The countdown is on: PRINT & DIGITAL CONVENTION 2021 starts in Düsseldorf on 20 October

- + Landa Group on board as another key player**
- + Congress trade fair exclusively as presence format**
- + Focus on knowledge exchange and networking**

Only a few days to go until the PRINT & DIGITAL CONVENTION (PDC) kicks off in Düsseldorf on 20 October 2021, making it the fourth time that the event will be a meeting place for all the key decision-makers in the print and media industry, brand owners, publishers, agencies and industry.

With the Landa Group, another key player could be won for the exhibition on short notice. With over 60 exhibiting companies, the event area of over 2,000 m² is completely booked out. Click here for the exhibitor overview: <https://tdm-e.f-mp.de/partner>

The two-day congress fair organised by the Fachverband Medienproduktion (f:mp.) in cooperation with Messe Düsseldorf was originally planned as a hybrid format. Due to insufficient demand, the organisers have now decided to discontinue the digital streaming offering. This development clearly underlines the participants' desire for personal contacts, networking and the on-site customer experience.

Rüdiger Maaß, Managing Director of Fachverband Medienproduktion (f:mp.), explains: "The current developments and relaxations have led to visitors deciding primarily in favour of the live event and a journey to the convention, which is definitely welcomed by the organisers and exhibitors. This shows once again that the core of PRINT & DIGITAL CONVENTION is the personal experience on site. After the long dry spell, participants are literally longing for physical touchpoints and interpersonal exchange."



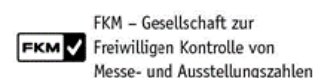
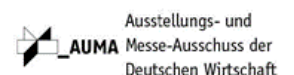
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The PRINT & DIGITAL CONVENTION congress fair offers the entire spectrum of digital printing, digital media technology and multichannel applications. Eight theme worlds, four daily parallel lecture series on all relevant aspects of corporate communication and print and digital technologies with a total of 48 lectures and workshops and over 60 renowned international exhibitors give visitors a comprehensive overview of their product portfolios, innovations and solutions for print and multichannel marketing.

"The strength of PRINT & DIGITAL CONVENTION is the smart mix of trade fair and expert lectures," adds Sabine Geldermann, Project Director Print Technologies Messe Düsseldorf. "The congress programme is designed in such a way that there is enough space for intensive expert advice at the stands and extensive networking. The PRINT & DIGITAL CONVENTION offers the ideal platform for the business restart."

Tickets available online

Visitor tickets for the fair, congress and workshop sessions are only available online. Click here to go directly to the ticket shop: https://shop.messe-duesseldorf.de/pdc_e

The conference language is German (without translation).

Comprehensive Hygiene and Infection Protection Concept

Messe Düsseldorf secures the trade fair visit by means of a comprehensive Hygiene and Infection Protection Concept for events at the homebase Düsseldorf, which has already proven its worth during several trade fairs and is constantly adapted to the current circumstances. The best protection possible for all trade fair participants is ensured by tickets exclusively available online with pre-registration, checks ensuring that visitors have been tested, vaccinated or recovered at the entrances, high-performance air-exchange/filter systems in the exhibition halls, spacious hall layouts, targeted routing, distance markings and mandatory use of masks in the halls and



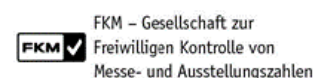
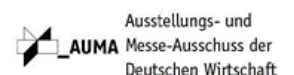
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rooms. Medical masks, FFP2 or KN95/N95 masks are permitted - no face shields or fabric masks.

For further information, please visit: www.drupa.com/en/drupa_global or <https://tdm-e.f-mp.de/>

Statements by exhibiting companies at PRINT & DIGITAL CONVENTION:

Jim Continenza, CEO, Kodak:

“Kodak will showcase its dynamic technology portfolio for value added printing at the PRINT & DIGITAL CONVENTION. Visitors to the Kodak stand will learn from experts how innovative technologies from Kodak can strengthen their business activities and streamline production processes.

Kodak will place special emphasis in Düsseldorf on the cloud-based PRINERGY On Demand workflow software platform, the innovative PRINERGY On Demand Business Solutions, PROSPER inkjet digital printing solutions and the NEXFINITY digital press.”

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Jörg Hunsche, Market Development Manager HP Deutschland GmbH:

“The PRINT & DIGITAL CONVENTION is the ideal platform for exchanging and expanding knowledge from experiences of real business models and productions from the areas of digital packaging and print communication presented on the HP stand. We are looking forward to stimulating conversations at the HP stand with many print samples from real business models.



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The value added approaches of the first digital printing project for sustainable tubes will be presented in a joint presentation with the manufacturer Kneipp Heilmittel. This year HP is once again accompanying one of the highlight projects launched by f:mp. for the convention.”

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Mirko Pelzer, Product Marketing Manager Professional Printing Konica Minolta Business Solutions Deutschland GmbH:

“The PRINT & DIGITAL CONVENTION is always a good opportunity for us to network and get in touch with decision-makers in the printing industry.

This year we have many experts on the stand who will be showing Konica Minolta’s innovations in the fields of high-speed UV inkjet, label printing, digital print finishing and digital print cutting. Konica Minolta will illustrate how digitally produced print products can be used as a creative and profitable means of communication for brand owners and the advertising industry using a variety of ideas. Visitors can expect fascinating print examples.”

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Benjamin Bösch, Account Manager DACH Landa Digital Printing:

“We are looking forward to meeting you in person again in Düsseldorf – with real, innovative applications from packaging and commercial printing for your personalized customer contact. Benefit from value added printing and packaging in your customer contact with Landa at the PRINT & DIGITAL CONVENTION.”

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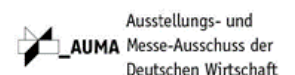
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**Heiko Thomsen, Senior Manager Product Marketing OKI EUROPE
(Germany & Austria):**

“For OKI, the PRINT & DIGITAL CONVENTION 2021 is a welcome opportunity to present its strategically important segments of packaging and label printing, as well as 5-color printing with white as a spot color, for the first time again at a live trade show after the period of almost exclusively virtual trade shows and events.

With the OKI Pro1050 roll label printer and OKI Pro9542 envelope system, we are an integrated part of the gin highlight project for packaging, labeling and PoS materials.

OKI and und Print-Concept Roeber present a wide variety of designs for the gin highlight project on transparent and colored labels and materials using toner-based full-color printing with white underprint. Another focus will be on the OKI Pro9541WT 5-color transfer printer with its wide range of applications in the screen printing process and transfer printing.”

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**Marc Schnierer, Manager Business Development Professional Print at
Canon Deutschland GmbH:**

“First of all, we are looking forward to the PRINT & DIGITAL CONVENTION 2021 because after a long time it is finally an event where we can meet with industry participants in person. In addition, there are two topics we will focus on at the PRINT & DIGITAL CONVENTION 2021: As a leading supplier of digital printing technologies, we will inspire participants for the possibilities in digital printing today. To do this, we will use a real-life case, the Naturkostoase organic food store. Whether it’s toner or inkjet digital printing, small or large format, the range of applications is huge.



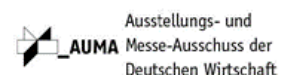
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The second topic concerns agencies, media producers and prepress in particular. Together with f:mp., we are launching an initiative on the subject of "Quality management in the creative process". This is where our imagePRESS C170 series, which we also have in use on the Canon stand, comes into play. Participants can learn how they can save time and costs in the creative process using imagePRESS technology.

Whether they're media production professionals or digital print service providers, participants can expect exciting topics from Canon at the PRINT & DIGITAL CONVENTION 2021."

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