

Abstracts of Articles

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Dear Reader. Flexo technology is going further on its triumphal march toward its expansion in Hungary too. The number of flexo printing plants is growing mainly in the fields of quality demanding works. Ipex has a lot of novelties for those being present there, including Hungarian experts in the frame of the ways organized by our Association. The other ones can have information about it by the help of article *Flexo Panorama* written by *Emil Eiler*. Digital printing in fields of flexo and offset is also important so we could not leave it out from the content. Don't forget to read our article titled „Seven steps toward a successful color digital printing“! In our column „*Graphics in Magyar Grafika*“ you will find several beautiful pictures and their analysis made by *Ferenc Nádaï*. *Krisztina Somogyi* invites you to an extraordinary exhibition of graphics. The *Flexo Symposia* organized by our Association is in the middle of the interest. We introduce now one representative person of the foreign professional press: *Tunçer Sezergilt*. Our next edition will deal with the marketing. In the meantime I wish you well paid and enough works and good reading of our paper: *Viktória Faludi*

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Ipex 2006: The largest English-speaking global technology event for print, publishing and media, took place from 4–11 April at Birmingham, UK, now has officially closed its doors! Our previous edition has given comprehensive information about the exhibitors and their exhibits of Ipex 2006 – excluding flexo, which is subject of our present special edition. This consists of two parts: the first one is an international press review of printed and of electronic ones; the second has a title of „*Flexo on the Ipex 2006*“.

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In the last two weeks OCE has got two big events: the *Open Days* and the *Ipex 2006 International Exhibition*. Both of them gave a good chance to us to have information about the novelties of OCE. During the exhibition several Hungarian experts visited OCE's Stand too.

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Canon had a commitment to appear on Ipex and demonstrate all its equipments and software tools as well as its services offered for the professional printing. It has shown cost-effective full color and Black & White proof makers, printers and production solutions. About Canon's novelties *Mr. László Lakos* – product manager of color printing – has given information in the frame of an interview.

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This year *Harsona RT* of Herceghalom was the host of the traditional *Flexo Symposia* dealing with the increased effectiveness of flexo-printing. Its nearly one hundred visitors were keenly interested in it. The Symposia program was opened by *Mr. Olivér Szikszai*, secretary of the printer's section, then audience was toasted by *Mr. Ernő Békési*, executive director of *Harsona Fólia-Print Kft.*

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How can a machine factory help its users to a better productivity? There are two different ways: producing more modern, quick printing machines and giving to them more and more application-technical information.

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Nowadays there is a growing interest for white printing inks for using them as a ground tint, so the requirements about them are more and more strict. During their developments, *Nógrádi Erdőkémia Kft.*, has elaborated a new technology which makes it possible to use china-clay together with Titanium dioxide in the ink system. With this, a new generation of bounding agent system came into being having a high dry substance content, so it is an *ink concentrate*, because its original viscosity is 30-35 sec. The Titanium dioxide content of it can be nearly 60%.

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Until now, in the factories working with volatile organic compounds (VOC), the aim was the security of work-places, the healthcare of workers in connection with VOC concentration, (MAC-value). Now it is also an important target to decrease the dangerous materials' emission value.

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M Huber Group has significant production capacities for organic, water based and UV-flexo products. In Europe and Asia, and in the fields of offset printing inks in Hungary, it has a determinant marketing share. They are planning to focus in the future on flexo printing inks too.

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For 2006 *Lohmann GmbH ad Co. KG Neuwied* had developed a new Photopolymer Mounting Belt for flexo printing plants. It is a further developed version of the successful old one. The company gives to its products new kind of adhesives, protective foils and foam for the long lasting serial-works.

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Making color proofs, in an easy way and cheaply – that is the demand in the Hungarian markets too. There is a strong need for a true-color proof which doesn't require knowledge of color management on a dissertation level. Price is also a very important factor because expenditures of high quality proofing cannot be charged to the customers of printed materials.

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New Enhancements in UV Offset Press Design Challenge Flexo, this is the subject of this article written by *d'Annunzio* Managing Director GIDUE S.p.A. His firm – into their UV offset technology – has incorporated a so-called „intelligent press with *Xpannd*” This is a new concept that will be launched at *Converflex Europe 2006* in May. The author explains the aims, tools and results of their development process, and the new designs of the future printing presses having new ink train, new print parameters incorporated by the PC-Controlled Press Interface.

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Seven Steps To A Successful Digital Color Printing Business is the subject of *Will Mansfield* (Marketing Director, Digital Printing Systems, Kodak Graphic Communications Group). Digital printing is one of the fastest growing commercial printing segments in Europe. But many early adopters in Western Europe tried, and usually failed, to sell their new digital capabilities the same way they sold their traditional offset printing. At the same time there are a growing number of digital print service providers in Europe who have figured out how to create profitable, growing business. The Author has collected their experiences into „Seven Steps”, and has written it in a very interesting article.

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The exhibition -called *e-a-t* (which means equipment and typography) has been grounded, by Slovakian graphic artists: *Alan Zaruba* and *Johanna Balusikova*, both living in Prague. (The last one is working now in Holland.) On the first occasion there were 35 artists present on show of their works. Later on Prague, Bratislava and *Den Haag* and *Cieszyn Ljubljana* were the other places of their exhibitions. In February 2006 it could be seen also in Budapest, in the Gallery of University of *Moholy-Nagy*.

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In the columns of *Graphics in Magyar Grafika*, you can find some of the works of *Ferenc Nádaí* as well as information about the professional training and the future possibilities of our industry. In the future this serial will be continued.

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In this book-offer serial, in an article titled *The History of Visit Cards*, we offer some pieces of the private collection of *Dénes Botta*. It deals from the 19th Century to 1945. It gives samples of the mood of that epoch.

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It was the 8th occasion when *Federation of Hungarian Printing Industry and Paper Mills* has organized again a traditional Printers Ball in the *Budavári Palota Történeti Múzeuma*. The spot of the event was assigning an award, which – at this occasion – was given to *Mr. László Jászkuti* – as an *achievement award*. He has got this appreciation, because he did a lot for the profession, and for the industry in his lifetime.

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In the second part of the last Century, there were enormous developments in the printing industry, at that time its technologies changed very rapidly. There were a lot of printers dealing not only with their own duties but with the future of our industry too. There are a lot of such experts, in our age too, and it is important to deal with them in our paper. Among them there is *Mr. Csaba Bálint*. Our article is an interview made with him.

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In this article serial introducing excellent representatives of foreign professional press now the first one is *Mr. Tunçer Sezergil*. He is a *from top-to-toe printer*, who got into our industry by „a navigation of a ship”. This article gives comprehensive information about his lifetime and – at the same time – about Turkey's Printing Industry. With *Mr Tunçer Sezergil* has made *Viktória Faludi* (Chief Editor of *Magyar Grafika*) an interview.

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As it is well known, earlier UNESCO has started a movement called *World Heritage*. At November 2005, the Hungarian *Corvinas* renaissance library of King Mathias also ranged among it. At that time this was the second largest library in the world. You can find beautiful pictures of it in our article.

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August, 1862: The *Union française de la jeunesse* in the *Garden of Tulieras*, beside the *Abel Pifre* has made a premiere, showing its first Solar Energy Generator. The solar energy was collected by a parabola, and from the center of it, the steam went to a *Marioni made platen press* giving energy for its movement. The newspaper printed by that way, was the first ever *Solar Journal* of the world.

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Who does it dare to tell the future of the printing industry for the coming 100 years? Are you convinced it will still exist a printing industry at that time at all? Remember the *End of the Gutenberg Galaxy!* In year 1900 there were good answers to that question!