

# Abstracts of Articles

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Dear Readers. Main subject of present edition of our paper is the PostPress, i.e. everything that happen after printing. In classic meaning it is bookbinding, but today the lacquering, gold blocking and embossed surfaces are also common. So are the aesthetically and securely fixed CDs. Emil Eiler – on basis of international and professional EU literature – gives a survey of it. In case of packaging materials, the demands and requirements are strict and there are sophisticated converting and finishing tasks too.

In third part of our paper, we deal with novelties of bookbinding. We introduce four different companies in connection with this. A column titled „Graphics in Magyar Grafika” you’ll find some interesting works of new graduates. Some years ago there was a theory: according to it, America was discovered by Chinese seamen at 1421, i.e. 71 years before Columbus. The subject is actual again, when thinking of today’s Chinese expand. Hungary seems to be a bridge for China. As promised earlier, now we introduce the Chinese printing industry.

Meeting with professional historical relics is always a touching feeling. Selling Martincsevic bookbinding, Csorna, and grounding a Museum of Printing History seems to be an important task. In the paper, called *Typography* we could read another article dealing with a Printer’s Memorial Place at Légrády Palace. There is a strong need for an industrial champing for these targets in right time. Our paper helps these efforts since several years by articles dealing with such subjects. Everyone must help by clasping! Dear Reader! If you are inclined to help, please don’t hesitate to keep contact our Editorial Office! We are waiting for this! Viktória Faludi, Editor in Chief, Magyar Grafika.

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Earlier – in the public opinion – PostPress was equal to bookbinding. By up-to-date professional English terminology, the whole printing process – from planning the printed products up to their readiness for dispatching –, is divided into three different parts as follows: PrePress, Press and PostPress. Bookbinding in this is only *one* process among the others. The subject of this article is PostPress, of which’s English terminology is completely not yet is translated into the professional Hungarian language. It is one goal of our paper. The other one is, to put all of the technologies used in PostPress phase into a theoretical system.

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Constantly changing economic and marketing environment and internal demands are motivations for developing of Dürer Nyomda Kft. They’re modernizing their equipments and introducing up-to-date technologies. During the last two years they invested more than 700 mio forints, for example into a Müller Martini’s *Diamant* casing-in and a *Petratto* flexible book cover making machine, mainly for textbook making for the home book market.

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During the past 75 years, the name of Hohner, in the field of automatic gatherer-stitcher making machines, became a world wide known notion. Most of other machine producers also use in their similar products Hohner stitching heads. So the 75 years Anniversary Celebration is reasonable.

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Bookbinding after digital printing is always a problem for investors because there can be a movement and deformation (twisting) in head-foot direction. Correction of such kind of difficult mistakes is time-consuming, and Time Is Money! The Duplo’s *DocuCutter* bending tool’s accuracy helps to eliminate these problems without affecting printed surfaces.

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Some interesting articles from Panorama, published by Müller Martini Ag.: An *Acoro 5* type, a really computer-aided, format-changing, automatic perfect binding machine has been planted at Reálszisztéma Dabasi Nyomda; A first *BravoPlus* type saddle stich machine (based on *Armys* system, with an *ASIR* sheet-recognizer/controlling mechanism and a *Copy-Control* unit), has been planted at Offset Játékkártya Nyomda Rt., as well as a *Q52* type, on-line sheeting equipment at the *Díjbeszedő Nyomda Rt.*’s printing and print-converting workshop,

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*János Térmeg* is a master bookbinder. He is always looking for the joy in his work, and gives not immediately further his new products, but takes pleasure in the sight of them. His target is only the resultful *good* work. He has two workers for his several machines, including two B2 and B3 format *Kluges*, as well as two book-case printer machines, B4 automats, one webfed machine with all the necessary tools. He says „Better if the machine works, because the worker is expensive, and after its work we must pay taxes, but the machine needs only oiling”.

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*Stanctechik* (i.e. cut-out techniques), has been grounded with 4 persons around the time of Hungarian system change – at 1988 – for producing cut-out forms and for cutting out purposes, and since that time, it is a constantly changing and growing company. At that time there were several companies coming into being, but Stanctechik Kft. has successfully oriented towards bookbinding. This article is an interview made with Mr. Tibor Hermann, executive director, about their strategy and development.

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*Folkem Kft.* from Debrecen, Hungary, itself also can confirm, that the runs in the book printing industry are more and more shorter, and the cases (covers) need more sophisticated surface treatments, more converting and finishing processes such like embossing, gold blocking, foil-lamination etc. This article is a report on subjects mentioned.

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*Eleonóra Martincsevic Moldoványi*, a last descendant of a printer's dynasty, tells stories about the history of a bygone printing shop, bookbindery and a stationer's shop for an intention of finding new owner(s) for the pre-war machine stock. The successors want to sell this museum-worthy object in one piece. We are looking for inquiring persons, or organizations, having a sense of vocation, also having suitable conditions, and can and able to preserve this profession-historical, ancient document, say, in a form of a Museum of the Printing Industry.

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By organization of Chinese Economic Ministry, there were participating more than 70 different state-owned companies at *Chinese Industrial and Technology Exhibition* in Budapest. The target of it was the development of bilateral trade connections in the direction of Hungary and to the Middle-East European area too.

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The subject of first part of this article serial dealing with foreign printing industries is the Chinese media market, paper- and electronic-publishing and the printing industry. China is the largest developing country. As it is well known, China is the most ancient civilization of the world, and – among others – is the birthplace of human culture, gunpowder, porcelain, silk, paper and of printing forms engraved reversely into wood and stone, and it is also the cradle of the bookmaking. Besides the interesting facts about the Chinese printing industry, there is a very interesting subject in the article dealing with the worldwide expand of China and its global impact. The closing section is dealing with the actual international fairs and seminars organized in China.

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György Tóth is an excellent expert of professional teaching and training and is having comprehensive experiences in this field. They say: „*What Tóth does not know,*

*that simply does not exist*“. He divides his knowledge and opinion with the readers of our paper too. According to this, the secondary professional teaching, which earlier has been ceased, was very important and resultful, and now it is missing. The replacement – in case of pressmen and bookbinders – is minimal and unsatisfactory.

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Reading her name, everyone immediately knows who she is, because she keeps a personal contact with the experts on home and international level too. *Ludmilla Bede* is a „Gray Eminence“ of our industry. She's got her diploma at Moscow, than became a production manager in a printing house. After that –from the late Seventies – she was dealing with the technical development of the printing industry. Her merits are imperishable in our industry.

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The *Kner-Tevan Fund* and the *Mihály Munkácsi Museum* has organized a competition called *Poetry of Attila József* and an *International Typo-Graphic Competition and Exhibition* in two categories: in so-called *Typographic verse* and in the *Illustrated typographic verse*. The results can be seen later in the Museum mentioned above, at Békéscsaba.

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At Kecskemét, Hungary, *Lalaprint Printing House* lately started the production: the printing, varnishing, embossing, gold-blocking, cutting-out, sheeting and on-line corona treatment of labels, paired foils and self adhesive materials. This production facility gives the company unique advantages not only in Hungary but also across Europe. In the article, *Lajos Német*, well known executive manager of the firm, reports on their activities and future plans.

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We have lost again a printer who had been a determinant person of our industry in the 20<sup>th</sup> Century. Dr. Kálmán Lovász who died in his eighty, was not only *one* among the printing experts. With his high-level professional knowledge and developing activity, he grounded the comprehensive usage of offset technology in the Hungarian printing industry. His publications about the theory of printing technology and developing works are well known. With this, he helped the professional teaching and training of the Secondary Printing Technical School as well as of KMF, where – in the meantime – he's got a degree of titular professor.

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This is the 3rd part of György Timkó's article series. However strange it is, expand of Lithography across Europe started from revolution and fight for freedom in years of 1848-49. This historical event had shaken up the country and the public attention turned toward it. Never in the 19th century occurred such an action which had so strong impact on the Lithography like this one.