

# Abstracts of Articles

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Dear Reader. Production of packaging materials means 4.4 bn. € per year for this sector. (Nearly 21% of it is label and packaging tool.) From that sum, people of West-Europe, North-America and Japan use personally about 400 \$ per annum. For printing industry this means the largest quantity and longest runs of most diversified products.

Great success, virtual packaging does not exist yet, so online alternatives cannot influence printing runs. The emerging parts of markets are the new technologies, materials, electronic labels/tags etc. The new market demands are: brand protection, fight against counterfeiting.

Present edition of our paper focuses on packaging.

We introduce three main participants of the market: *Dunapack Zrt*, *M-real Kft*, and *Kartonpack Nyrt*.

Emil Eiler made excerpts from different articles and studies. From him you'll find another article too dealing with a seminar, about a brand new Fuji workflow XMF. There are interesting profession-historic articles too in the paper in connection with the packaging material printing. Please read also the articles of *György Timkó* and *Julianna Huddák*. About packaging design it is exemplary *Péter Maczós*' article on activity of *Stég Graphic Studio*.

The springtime brought us many interesting events, and jubilees. (See our website: [www.magyaronyomdasz.hu/pnymy](http://www.magyaronyomdasz.hu/pnymy).)

Our next edition will deal with book printing and with book market. Till then have good work as well as free time enough to read the books offered by us here.

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Labels, tags and packaging materials – today and tomorrow: Packaging industry represents one of the largest and most influential industries in the world. It forms an important part of every day life of billions of costumers. Traditional packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale and use. The emerging modern packaging integrates intelligence as a part of labels and/or packages. And the results are: *intelligent packaging materials*. Package labeling refers to any written, electronic, or graphic communications on the packaging or on a separate but associated label. Already over 50 billion packages have been fitted with *Radiofrequency Identification Devices (RFID)*, as well as with electronic *Smart* packaging devices – and now the market is really taking off. The new environmental, social and economic targets for this industry sector are: sustainable packaging, reusable, biodegradable materials, less and cheaper packaging materials. The author of this article is dealing with these subjects as well as with the actual international trade fairs, seminars, articles and new books, the present situations and future trends, including printable electronics usable for packaging. The article is closing with a short dictionary of the field in question.

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Introduction of CSAOSZ: As a federation of national packaging and material conveyance, working within the frame of *Hungarian Economic Chamber*, had been founded in 1990. During the past two decades of its existence, it consequently promotes the interests of its member corporations. This

article is an interesting and comprehensive report about the activities of the federation.

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*M-Real Petőfi Nyomda*, is a well known printing house, but not just in the front line of packaging material production: *M-real Petőfi Printing House* is a determinant participant of the industry and the market. It is always a winner in the home and international professional competitions. It is registered as *the most beautiful workplace in Hungary*. This article contains an interesting interview made with *Endre Fábíán*, the director of M-real.

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Achievement Award to Mrs. *Endre Borbély*, from CSAOSZ: The prize of „*For the Profession Achievement Award*” was founded in 2003 by CSAOSZ presidency. This year this prize has been awarded to *Dr. Mrs. Endre Borbély*. She is a collegiate teacher of BMF's *Rejtő Sándor KMK Media Technology Faculty's Packaging and Paper Technology Institution*. Her professional life was always in connection with teaching and training of packaging experts. The awarding ceremony was held at 21. March during the general meeting of CSAOSZ.

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*Kartonpack* – box production on a superlative scale: *Kartonpack Dobozipari NYRT* is one of the most important factories producing packaging-tools. Its main profile is to manufacture printed cardboard boxes, but beside this, it is working up corrugated boards and laminated products too. About 90% of its yearly sales revenue comes from printing cardboard boxes. Its most important partner is the pharmaceutical industry, with about its nearly 25 percent Hungarian market share. In the last years, their export markets expanded with the EU's trade partners too. ([www.kartonpack.hu/lap3.htm](http://www.kartonpack.hu/lap3.htm))

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During the 15 years of its existence – together with its several home and foreign affiliated companies – packaging tools production activity of *Dunapack Rt.* extended with ten countries of Central Europe. Its market leading position is mainly based on the 30 billion HUF, spent on developments of its products and services. The company has 1100 workers, and half of them already are working since 15 years for the company. *Dunapack Zrt.* has more than three thousands of buyers.

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Flexo Symposium: This year, this traditionally organized event concentrated on cardboard printing. Therefore it was not a surprise that the event was hosted by *Dunapack Zrt.* and the corrugated producer *Rondo*. On the Symposium held in *Hotel Gastland* there were 112 visitors present. Most of the presentations were very interesting. Some of them for example: Novelties on *Bobst Masterflex I.* printing machine; Deep cleaning of Anilox rolls with *FlexoWash* equipment; Flexo printing of corrugated boards in praxis; Regenerative thermal post-burning etc.

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*Equinox TM*: it means an extended color space – and the possibility of substitution of Pantone's special colors. *Equinox TM* is a unique color technology of Artwork System, which is suitable for extended color space printing. It can be applied as an on demand tool for printing machines having 5, 6, or 7 printing units. *Equinox TM* technology combines openness of ICC profiles with the Artwork Systems' unique color-algorithm as well as with its workflow-experiences. This technology will bring a revolutionary change in the traditional and digital printing of labels, tags and packaging materials.

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Cleaning with environment-friendly VOC-less materials in the flexo printing rooms: According to the European Union's prescriptions, after 31. October this year, every printing offices, using yearly over 15 tons of volatile organic compounds, have to use air cleaning solutions. This is will not be a simple task. The presentation has given a comprehensive overview of processes, tools and methods suitable for that purpose.

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*Fujifilm* announced the European launch of *Fujifilm Workflow XMF*, a unique premedia workflow solution for commercial printers. Developed with a native JDF architecture and incorporating Adobe's PDF Print Engine, *XMF* ensures optimum compatibility and communication with all print production devices. This automates and streamlines time consuming tasks, delivering significant savings in job production times and resources.

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Human Resource is the right value for the enterprises: When asking a printer entrepreneur about the successes of its venture, you can get answers like these: „We have a lot of work have excellent machines, our product quality is okay, and our prices are acceptable“. If we ask for example: „How would you like develop it further?“, the answer can be: „With investments, buying new machines, with the renewal of the old ones, and apply the most modern production processes and methods. We will not too often hear, that „We have very good workers. They always know when and what to do. Therefore I intend to develop their professional skill“.

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*Human Resource Management's* goal is to help an organization to meet strategic goals by attracting and maintaining employees and to manage them effectively. The author of this article is dealing with this interesting subject. "We have to help employees to feel well during their work. This can only be achieved by an emotionally intelligent leadership, which creates such a resonant environment, where workers are able to do their best. Knowledge is very important but itself it is insufficient to be a good leader of a community." In the article our Readers can find interesting other citations too, and useful examples partly originating from abroad, concerning the subject in question.

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Offer of some interesting books from the new publications of *Akadémiai Kiadó* and *Scolar Könyvkiadó*: *Typography and Orthography for 30 Languages*;

S. Lonely: *Letters; English-Hungarian Technical and Scientific Dictionary; Color Dynamics*; and David Jury: *What does the word Typography mean?*

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*Hess András Prize*, can be given to MNYPSSZS member companies' workers helping their firms with their outstanding work to reach better results. The prize is given to them in the frame of a general meeting. This article gives detailed information about the ceremony of celebration event and about the prizewinner of 2007.

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Packaging-historical curiosities from Kner Museum: *Andor Tevan* bought his printing office from *Lajos Lepage* and with his son developed it to a significant printing venture. After 1920. a considerable part of their activity was producing printed packaging materials and tools, at first mainly for the local drugstores and chemical companies. Later in Hungary for other companies too. In this article you can find some of their excellent and interesting printed products.

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Production of packaging boxes by the printing houses in the former century: Box making originally was a time consuming and tiresome task. Sweets and pharmaceutical industries demanded automated and industrial scale solution for it. The author of the article gives an interesting and instructive summary of the long past of it, concerning the different printing technologies, and packaging tools, made of paper, corrugated board, metals, and other materials.

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Celebration of *Kner Printing House Gyoma*: 126 years ago - started the bookbinder *Izidor Kner* its activity. The important date was: June 1882. At first he worked alone but developed its small printing office to a worldwide known printing house. The author collected in her article some of the interesting printed works of deceased *Kner Printing House*.

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*KMF*, founded at 1972 and its successor: *BMF Rejtő Sándor Könyvűipari és Környezetmérnöki Kar*, celebrated its 35 year existence. On 18<sup>th</sup> May, they organized a traditional jubilee *Teacher-Student Ball*. The lecture room was fully crowded when the ceremony of the celebration started and continued with a fashion show, and with professional exhibition.

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Fifth of May is a special day in our history. It is a celebration of an *intellectual waking up of our engineer community*. This means a 140 years period of the *Association of the Hungarian Engineers* founded in 1867. At the same time we also celebrated the 225 years existence of *Technical University Budapest (BME)*. By these results, we made great steps forward in Culture-History of the Hungarian technical intellectual class and of Genius Engineers. The double celebration was organized and held in the central building of the Hungarian Parliament on 5<sup>th</sup> May.