

Abstracts of Articles

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Dear Reader. At the exhibition of Printexpo 2007, which the greatest review is of the printing media industry you can enjoy a lot of events and professional programs, sights and showpieces. Association of Hungarian Paper and Printing Industry will publish a Newsletter which will be printed there at the exhibition, by the staff of Magyar Grafika. Please inform us about the every important news, and opinions and events you know, and we will publish them. Our Newsletter will be prepared at the 201/A stand of our Association and can be found at the stands of our cooperative partners Typografika Service, PC Studio Kft. As a present brought from the market we published two interesting books written and dedicated there by György Timkó, the well known expert and author. On the exhibition you will experience other surprises too.

This special Printexpo 2007 exhibition edition of our paper also gives detailed information about Drupa 2008 and you will enjoy there at the stand mentioned a Düsseldorf atmosphere, thanks for *BD Expo*.

In present edition of our paper you can also read details about three professional prize winning events on the second day.

Bence Nagy will explain for the visitors of business advantages of a well working website.

A faithful and steady worker is very important for a firm, because the output of an entertainment can be doubled by the steadiness, explains his own experiences *Endre Fábrián* in his article.

Not surprisingly *STI Petőfi* printing house is known as a *best workplace*.

Image of a firm gives information, about its owner.

A very interesting article is written by *Bill Gardner* on logos, about their history, meaning, design, basic categories, and types. *Peter Maczó* gives a comprehensive report on exhibition *Typochondria*, on the large size indoor and outdoor posters, texts, superscriptions, typographic elements. I do hope we will soon meet you at the Printexpo 2007 professional exhibition.

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With introduction of the exhibitors, novelties, interesting professional programs Printexpo 2007 international professional exhibition, will be open between 2nd–5th October in Hungexpo Exposition Center (Hungexpo Vásárcsopont) Budapest.

Printexpo 2008, the 13th International Trade Exhibition

for the Printing Industry, where the specialists of the industry can exchange their experiences, information and ideas. In addition to the domestic market leaders, also foreign exhibitors have a platform. Here the business and establishment of connections play the leading role. The exhibition will show the product and service novelties, the latest trends and innovation. 65% of visitors are competent decision maker or consultant in the business procedures of their companies. In this article it can be found a database of exhibitors by the number of the stands. The conference programs are as follows: Novelty: *BOOK AUTUMN 2007*; Handing over the prize of *PRO TYPOGRAPHIA 2007*; *Adobe Solutions – from paper to Pixels*. Please find the comprehensive list of exhibitors and exhibits at www.printexpo.hu website.

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Do you know since when does it exist xerographic print or can it be removed Ballard Foil from the surface of gravure printing form? Or how many cells are on surface of a gravure printing roll? There will be a competition at the exhibition where 70 experts try to find answers to such kind of questions and win the prize of *The Best Hungarian Printer*.

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Pro Typography competition will be now organized at the 47th occasion with the participant of 24 companies and their 163 products. Celebration and giving of prizes will be at 3rd October at 14 hours at the stand of the Federation. (Hall „A”, stand 106/H.) The award winner products will also be exhibits and can be seen there.

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On the 24th *Hungaropack* (Hungarian competition of Packaging) there took part 34 companies with their different 74 novelties. From them 48 is so named *ready for use* packaging. The jury of it, consisting of professional experts, ministries, professional federations has evaluated the results on pre-defined strict rules. The first three of them won *Hungaropack 2007 prize*, the others won different certificates, prices, because of minimization of packaging materials, of usage non-toxic types, and /or they are recyclable, or because they can be filled again. Award winner products can be exhibits of *World Star Packaging Competition*.

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Usability of websites is a very delicate question, because on one hand, behavior of visitors are different, and on the other, websites must continuously be developed, for being easily and rapidly reactive to demands of visitors. How is it in the printing industry? Don't forget it: website can be a round-the-clock open shop. But just in case you handle and use it well!

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Over the years, *Drupa* has evolved and expanded to match the information requirements of the global print community. *Drupa 2000* introduced and optimized venue that included the integration of paper converting and packaging production. Printers and managers from around the world come to *Drupa* to discover from the show's extensive range of products and services for every stage of production – from pre-media and print, all the way to post processing. A digital infrastructure is the common link in today's production cycle, and *Drupa 2004* was a global hub for showcasing all the product offerings in the digital process chain.

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Why it is important to speak about and care of the commitment, faithfulness of the workers? Business is no more than money, despite we don't confess it! Money makes money, but just in case we handle it smartly, and if we handle well the human creativity too. If we want maximize our profit not just to live better but to reinvest it. So it is in case of the human workforce /resource!

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Paper wholesalers have sufficient overlook about activity of print media industry. So feedback of their information is very important for us. In this edition of our paper you find regular information about trends, market events, given by *László Burger*, secretary-general of MPKE.

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The American *Presstec* is a market-leader in the offset printing. During the *Printexpo 2007* international professional exhibition, it presents its intelligent printing presses and technical solutions. Exclusive Hungarian marketing company of *Presstec* products *Studio 2000 Kft.*, the exhibitor at the stand 202/D, will show their market leading intelligent Direct Imaging digital, chemical process-less offset solutions.

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The author of this very interesting article, *Bill Gardner*, is principal of *Gardner Design* and creator of www.logolounge.com, a unique web site where, in real time, members can post their logo design work, study the work of others; search the database by designer's

name, client type, and other attributes; learn from articles and news written expressly for logo designers; and much more. At this site we can look at a lot of logos and see plenty of trends: some are aesthetic, some conceptual, and some cultural. At the internet's largest database of logos – over 50,000 to date- you can help notice the evolution of design – and trends. Today, for many trends there is now a countertrend – and this is not only the case for logo design. The public and its likes and dislikes have become fragmented across the spectrum. Companies who need logos and designers who create logos are forced to respond accordingly. *Bill Gardner* can be contacted at website of bill@logolounge.com.

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Intergraf is the first Hungarian studio, in which CtP offset and flexo printing is present. Since its foundation during the past twenty five years, from the Lith-film they got to CtP, from 100\$ equity capital to an establishment containing three different firms. The have founded *Intergraf* and *Omigraf* here in Hungary, and they have bought *Szövorg Nyomdaipari Kft.*, as well as abroad, in Rumania, founded *Karpatgraf* at the town of *Sepsiszentgyörgy*.

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Printing house at *Szecsárd*, in Hungary. Its predecessor of title has become into existence, in 1863. Since that time it is working without a break. It has a distinguished place between the home printing houses. There are 175 workers in it and last year had a 14 bn HUF production value.

József Vadász director of the printing house is a descendant of a printer's dynasty. His family worked nearly one hundred years in the printing house. His father was 45 years head in the bookbindery. The mother of him was a bookbinder for twenty years, and the firm is him a second home...

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The more than half century old printing firm called *Komáromi Nyomda*, has 70 workers. They produce newspapers, saddle-stitched, adhesive-binded colorful periodicals and printed products with spiral-binding. Among them since 11 years, there is the well known *Komárom-Esztergom Megyei Hírlap* with its run of 12–14 thousand. They work together with 20 outdoor journalists. They have an own spreading network to that with 1000 persons.

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Konica Minolta goes towards Print Media Industry. Intends to start a professional Forum dealing with the *professional digital printing technology*, and want to be the first a "catalyst" in this field. The new actors of the market have always a good chance for doing this.