

Abstracts of articles

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By now, the paper is the most widespread print media for the printing industry. It is not well cleared, who was the inventor of it, but historically we know that before Christ, in 105, during the rule of emperor *Ho-ti*, his head of arms collection: *Caj-lun* had proposed using paper instead of silk.

In the course of Centuries, it has become a mass-production. Its evolution and history has intertwined with history of printing industry. Digitization has a strong effect on paper production unexpectedly.

An article written by *Emil Eiler*, is dealing with the digitally writeable, several times erasable, and again rewritable/re-printable/reusable papers and paper-displays, as well as their consequences on the future of paper, and printing industries. (See the next article!)

Two weeks before publishing Magyar Grafika, international exhibition of *Paperworld* had taken place, in Frankfurt (Germany) where traditionally, there were on show, the *color-trends of the year* (see later, in this edition). In the column of *Graphics in Magyar Grafika*, you can read an interview with *Mónika Kaszta*, made by *Péter Maczó*.

In an article entitled *Leadership*, made by *Endre Fábrián*, you can read a practical example about the importance and advantages of teamwork.

Articles, dealing with the past of our profession, are more and more important, because of their explicit modeling. We are ringing the storm-bell since many, many years: asking for saving our professional-historical relics. As far as they exist! It seems to me, we are not at the dead end any more. Ultimately!

Thanks for *Mr. Roland Steuer* and the printers of *Nyíregyháza*, from this summertime, at the *Village Museum (Skanzen) of Sóstó*, everyone can visit an acting small printing office for that purpose. Hopefully, there will be more and more professional occasions all over the country!

Dear Reader, if you have written, printed, as well as verbal relics, please make collections of them, and make an offer of for such purposes. For more

information visit an article (on page 57) entitled: *The wish for the best, is not enough"*

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Electronic paper (also called e-paper) is a display technology designed to mimic the appearance of ordinary ink on paper. Unlike a conventional flat panel display, which uses a backlight to illuminate its pixels, electronic paper reflex light like ordinary paper and is capable of holding text and images indefinitely without drawing electricity, while allowing the image to be changed later.

This paper actually made of organic electronics that use conductive plastic which contains tiny pixel balls that respond to an electric charge, is changing the page in about the same way than pixels on a computer monitor.

Its applications include e-book readers, capable of displaying digital version of books, e-paper newspapers, magazines, electronic pricing-labels, in retail shop, time tables at airports, bus and train stations and electric billboards, display embedded cards etc.

This article is divided into themed sections as follows: When, where and how did it start their development? What are their physical and application technological properties, quality and print characteristics, functions and usage as mono color, Black and White (B&W) or full color electronic papers (*e-papers*)

How can they be reused so many times? What are their indoor and outdoor roles?

Some more practical questions about it: How do they work? What can they be used for? What are the advantages and disadvantages of their applications?

How will e-papers change the future of paper and printing industry? How can the coexistence of the *old* and *new ones* be realized? (For further information visit regularly our website:

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Purchaser (buyer, user) must always be in the center of activity, based of the interests of a given enterprise.

But not all of purchasers are equal and not all of them deserve the same level of treatment.

Standard merchandizing conditions are many times assured for every buyer.

Sometimes these "condition packages" are over the real needs and payment willingness.

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Zsolt Erdélyi executive director (Budapest Papír Kft.) on present and future marketing trends: Basically, paper consumption in Hungary does not reach of West-European one. That means here, in average 87-88 kg, and in the West, 245-250 kg per person a year. There are more developing and stagnant segments: so this is about an average of 5-7% growth per annum.

Mainly the fields of papers for office usage, the coated papers, the creative and special papers are where the growth is more rapid. The more rapid growth can be experienced at the packaging cartons / board consumption. In my mind, the next five-six years will also show a rapid development.

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Henriett Radvánszky, product manager (Map Merchant Hungária Kft) on their stage of paper market represented by them: In spite of poor conditions of present Hungarian economy, in 2007 the printing paper-sheet market shows a certain growth related to 2006. Its causes are as follows:

- ◆ Accommodation to the changed circumstances and demands;
- ◆ Shorter and smaller runs, widening choice;
- ◆ Book printing: Smaller runs (from the 12 000 of nineties, to 3300). Growing number of book-titles: from 7500 to 11300. That means more sheet fed, and less web-fed works.
- ◆ Newspaper printing: similarly decreasing runs, but increasing choice (in 2000: 580, in 2005: 901 newspaper titles), which means growing competitiveness.

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UPM: is one of the leading groups of wood, and paper companies on the world: Its annual income was over 10 billion, in 2006, and have about 28000 employees. By 2008, in the markets of printing papers we are waiting a well balanced position, but in the case of certain paper qualities, it will be a close offer/choice balance. Even in last year the dates of deliv-

eries became longer and in this year, this tendency will remain unchanged.

In Hungary, most of products delivered by us are the papers for magazine printing. (This is the main profile of our company). Among our partners, there can be found three large printing offices, and publishers.

We deliver products for our Hungarian partners from the nearest countries of it. With this, expenses of transport can be decreased as well as the environment problems are smaller.

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A school called Tóthfalusi Nyomdaipari Szakközépiskola és Szakiskola has organized a strange meeting, where visitors, interested in the past and history of the printing industry, gathered. Thanks to *Mr Roland Steuer* a Hobby-Printer, from Holland, and to the leadership of our Association.

In the frame of this, *Mr. Steuer* introduced a self-organizing friendly party (Such could exist in Hungary too!). At the first, he brought a platen press to the *Village Museum (Skanzen) of Nyíregyháza*, and in June, which will be open for the public. And from that time on, the secrets of hand composition can there be studied in vivo.

Mr Steuer has thrown a stone into the calm water. From this, the visitors have got lots of good ideas about saving values of our industry.

The gathered visitors targeted cultivation of printer's traditions, to take care of historical relics of our profession, but not everyone agreed about collecting machines in the *Village Museum (Skanzen)* mentioned above. But it was clear for everyone: better to collect them somewhere even if it is not the most ideal place, than let them to be destroyed.

Otherwise, the *Skanzen* is also a very good advertisement for our profession, so let push its advantages!

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Until now, the taking into account of 18th century's emblems (badges) of our profession never has been made. As it is well known, book publishing and printing in the manufacture age, was never divided: the printer was also the publisher of the printed books. (It means that there was a significant risk in such a combined printing and publishing.) Our article is dealing with the printer's emblems of that age.