

Abstracts of articles

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Life in the European Union.

History of EU. Everything necessary for life: Economy and Finance, Work and Joblessness, Wages, pensions, prices and taxes, Teaching and training, Language, Culture, Books, Exhibitors and products. The PrintCity, The Innovation Parcs, Compass Sessions, Media Conferences, Highlight Tours, Drupa Day-and-Night press services.

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Trends and novelties at Drupa 2004 world market of print media, publishing & converting. Duesseldorf, Germany. 1st Part: Flexo at Drupa: New products, softwares and hardwares for flexo.

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eltromat GmbH. Novelties of the company at Drupa 2004

One of the most interesting item of Eltromat's products was the *eltromat_vision system* which is based on „one camera-one-position“ principle, a visual print quality checking tool for the high end web and sheet-fed printing machines which can be improved to “multi camera multi position” ones. The work with the help of Touch-Screen system and TouchFrame panels is very simple and easy to work with.

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CANON opens in the direction of printing industry

Drupa 2004 has been an excellent possibility for make known of solutions of CANON for the printing industry. The design of the CANON booth served this aim: with more visitors and less machines on show. They offered complete solutions. For the conventional printing industry, the most interesting item was the publishing workflow managing. Paul Hinkins, head of Canon Europe business sector of large format printing and Tonis Haumer head of Canon professional printing solutions made statements about these.

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Novelties of KBA, Kolbus/Sigloch, Mathias Bäuerle, Hohner and other ones represented by SIKO. Products on show at the Drupa 2004.

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PC Studio2000 Kft. Drupa 2004 from the point of view of an exhibitor.

Written by PC Studio 2000 Kft, which represents Duplo, the english company. PC Studio 2000 Kft had been preparing to the exhibition with the launching its new *System 5000* in Hungary. It's outcome has exceeded all the expectations.

The individual visitors and visitor groups organized by PNYME had visited our booth too. All the products of

bookbinding were close to each other so it was easy to compare them in a very short time for preparing an own decision making by this way.

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CREO novelties on show at Drupa 2004

Creo's developing team always focuses on unique solutions in every fields and areas of printing. New Creo solutions of business forms, packaging printing techniques, and Print On Demand (POD) solutions could be found by newspaper printers and studio workers at the Drupa where Creo was very successful. It made one of the biggest businesses with Pravda's publisher. According to this, Creo can sell them more than 20 Trendsetter NEWS CtP-s in the next some years.

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Typo Grafika Szerviz Kft is the HP Indigo's Hungarian representative.

This cooperation has started at the end of the former year. A more important step was of this before Drupa at the “Open Spring Days” where HP's digital printers were introduced. But the most important breakthrough were for its buyers the digital printers shown on Drupa 2004. HP Indigo's other product families are known since the earlier show in Barcelone.

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The results of Drupa for us.

State of art software show for the printing industry

Drupa 2004 had been an enormous milestone for the software producers too. They did their best for the visitors. Such words like Certified PDF, Data Matrix, 4Stage Trapper, GMG ColorProof, Dynastrip all are messages for the future.

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Together in the European Union. Challenges or new possibilities?

M-Real Grups – and within this Petőfi Printing Office – are technologically well prepared to give adequate answers to the actual challenges.

To be honest, this can only be realized with a well prepared trading organization and personnel harmonized to the demands of modern times, because no machine can work well without suitable personnel.

In this article, trading director of M-Real-Petőfi printing house gives a self estimation about possibilities and challenges of EU-membership and about the possible answers that can be given.

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Print Papír Kft in the European Union.

An analysis of market positions, the new type of cooperation with ANTALIS group, its services and choice of papers of

the 7 years old Print Papír Kft. It's history is a good example of position of domestic small and middle sized companies. Fondness of industry, vocation, fight for being, taking up the gauntlet, these are their main characteristics.

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Work safety in Hungary after joining EU. How work safety is in Hungary, in a member state of the European Union.

The author, being a well known work safety expert, a manager of this field, has decennial practice. According to her opinion, we – in the paper and printing industry – were well prepared in time of joining EU in the work safety field. She gives information about EU's prescriptions, tasks, laws, demands and other important items we have to keep in mind.

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Informatical support of working of complex systems.

Prime Rate Kft offers complex services on the digital area using its own machines and /or gives employment for subcontractors. With the growing and more and more complex organization, the only solution has been to use modern tools of computer science and programmes of a talented man: Norbert Zaborszky.

The system now works online. The whole procedure is directed by different access levels. The programme makes possible – among others – managing of orders, including information belonging to them, and follow the status of the production and the stock inventory, the relevant and instant data supplying together with necessary financial information.

More and more often we can read in our professional papers and hear on conferences about workflow, comprehensive control of corporate management systems, relevant data (information) supplying, database management, JDF, planning of corporate processes, flow of information, Internet based communication etc. etc. This article is dealing with their meanings and the present trends and tomorrow's provocations and challenges.

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The first Big Printer's Book is published.

The book titled „Nagy Nyomdakönyv“ („Printers Big Book“) offers possibilities and gives references for printers, for publishers, for trading partners, agencies and for other actors of the printing market to make for them more easy the choice and of mutual cooperation.

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How to create new words

From the depth of the forest of the Hungarian linguistics, for building of new words, the author of this article, has examined of using organic and subordinated compound words.

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Globalization in education too

Future of higher education in the Printing and Paper industries

For the leadership of PNYME and MNYPSZSZ, on 02. 06. 2004, dr. József Erdélyi, rector and dr. János Kunczor, executive scientific general-director has hold a performance about this subject. BMF is a relatively young establishment, although – when considering its history – it can be said that it is a patinated organization, because it's predecessors took shape only at the 1870s. In it's life, there did not occur such a big change earlier, than this one at present.

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Professional training on new basis.

Report on the printers school reorganized two years ago, on its difficulties, possibilities and future outlooks. Information on demands of continuous change of knowledge, activities of students and results on general competition between schools, and on their almost impossible realization in the school textbooks and in the plans of tuition.

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Change of culture at M-Real Petőfi printing house

In 2001 M-Real's Parent Company has started a program with an introductory training with the target of building an unique view of „scale of values“ and common culture at the company. The practical aim was to inform the staff of the printing house about the main targets, future vision of the company and to help them to harmonize their own private plans with the common ones.

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New successes of M-Real Petőfi at the World Star prize-giving.

Since many years M-real Petőfi Printing House regularly attends and wins on World Packaging Organization's WorldStar packaging world competition. Since 1970 this world organization regularly gives prizes to the domestic winners who made brand new packaging solutions, designs and/or new products. In 2003, 143 product has won prizes from 34 countries' 316 packaging solutions. Two of them were won by Petőfi, one of them was Logitech Cordless Mouse family and the other one was Stollwerck's Choco dragée. Prizes in 2004 13th May were taken by Endre Fábíán executive director in Basel.

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From the history of the Printing Industry. Historical survey of flat-bed cylinder presses in the 19th Century.

From the first flat-bed cylinder presses designed by Friedrich König and Andreas Bauer up to the relatively productive printing machines and processes. Such printing machines have never been in Hungary, there are no drawings of them but apart from this, for the experts of our industry, it is necessary to know them, because they belong to the industrial culture so it is worthwhile studying them.

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Students of Kass at Szeged. Engravings and drawings of István Kiss, in the Studio of Szeged.

István Kiss a graphic artist, typographic expert, is teaching since a quarter of a century at Hungarian Arts- and Crafts University to give them knowledges for a whole life. Having finished with the University they keep contact with their teachers for advices and help. His individually illustrated papers show traditionalizm, knowledge of tradition and at the same time brave usage of new techniques. In his hands computer becomes to be a special drawing tool, and at the same time not losing his individual character.

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Book Festival, Book-Week. On books - without tears

Festival after festivals. A conventional meeting of book publishing at the Congress Center Budapest, and after that a Festal Bookweek again across the country.

In this article, from the book-lower, book-artist and typographer author, we can read very interesting thoughts about the book-festival. He did not forget to call György Haiman professor to our mind, who has departed some years ago.

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TypoSalon: Hungarian Typographers Assotiation has formed.

TypoSalon has been founded many years ago by 25 students and teachers of Hungarian Arts and Crafts University. Well succeeded afternoons with short presentations and then free talks – it started this way first. In the article you can read about their successes, problems and information of their future plans too.

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Pro Typografia 2004.

On 26th May, with all solemnity, Professional Federation of the Hungarian Printing and Paper Industry, has given out *Pro Typografia 2004* prizes. In this benchmarking 155 products took part within 6 categories.

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Papers, magazines of our professional literature from the start up to now.

History of professional printer's papers of 19th and 20th Centuries from 1866 up to now, including the paper of Workers Union's *Typografia* too. The researchworker author systematically shows up the facts not known until now.

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Sándor Ruzsinszky 77.

He always fulfilled his commitments and had results.

Biography of 77 years old Sándor Ruzsinszky and his activities in the Hungarian printing industry

Born at Kaposvár he started as a letterpress printer and learned the industry, ideal, and humanity from his old

teachers and vocational trainers. Being a director of Nyomdaipari Grafikai Vállalat, he made a lot for the domestic printing industry and for founding an industrial service capacity. He is even now an active member of our Assotiation.

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In memory of Béla Hanuszek

Béla Hanuszek has lived 60 years. He was a thoroughgoing printer. He had never forgotten about the new generation and the replacement. He always had handed over his knowledge with love to the youth.

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Pytheas Kft now 15.

A short report on jubilee of the 15 years old company, of its history and of unbroken evolution and of its representative publications.

After a five year publication- and studio-activity, their work continued with the foundation of the first digital printing office, and then – in a close cooperation with Xerox company – this was followed by the digitization, and short (even one copy) run of individual and museal publications.

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A report on Neusiedler Group's business year 2003.

Good results in spite of weak demands.

In spite of the strong recession in the paper industry, Neusiedler Group could raise both of it's production and marketing of products during the last year. This was a result of an effective organizational effort and of the rationalization of the production and moreover the fact, that they has integrated a new company (Mondi South Africa) into their organization.

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Without human relation it does not go. Human relations for successful business.

An interview made by Dr. Géza Juhász, with the commercial director of Papyrus Hungária about behaviour and business results. At the starting point, this company, successor of Papírker, made a decision for the staff about the wanted behaviour, the most important criteria and the importance of choice and of services. Following these they could get the present results in the paper trading. Being a member of EU, we have more and more possibilities, but at the same time, new demands arise on the horizon.

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Budapest Papír Kft has introduced Hello paper in Hungary

This company has been incorporated nearly one and a half decade ago. Now, in Hungary – since this years spring-time – it has started selling of a paper, named *HELLO*, with five different surfaces, sizes and grammages. This product is very popular in Western-Europe.