



International
PACKAGING
CONCLAVE
2016

29 July 2016
Pragati Maidan, New Delhi



Print Optimisation and
Colour Management
for Flexible Packaging!

Partner:



Windmüller & Hölscher

Co-Partner:



Activity Partners:



The Objective:

Explore how the finally converted package in every instance should be able to preserve brand equity and deliver a consistent brand experience across printing processes, substrates, inks, colour rotation and myriad other inputs.

FMCG products, brands, SKUs and pack formats are proliferating in a turbulent marketplace. Competition is intensifying. Duplicates are becoming a menace. Consumers are becoming cautious and choosy.

In such an environment, colour management of brands and packaging designs has become crucial for brand managers. They must address with full vigour the entire packaging workflow from design creation and 3D visualisation to conversion, filling and appearance on the retail shelf.

Two packs of the same design must look identical. Across a brand family, the brand colours must be identical. Small and large SKUs must bear the brand identity in similar fashion. Different pack formats of the same brand must be clearly identified with the brand.

How can this be ensured?

The packaging manager remains concerned about how different packaging converters will maintain brand identity and how any one converters will maintain repeatability over multiple supply lots.

Converters have issues with maintaining all colours within the approved range whilst maintaining balance between print elements and their shades. Failure will lead to loss of business. Success will lead to greater market share and reputation of reliability.

Purchasing managers are worried about the impact of ink type and ink GSM on packaging cost. Production planners are seized with changeover time, output and timely execution of orders. Ink managers fret over using up machine returned inks, ink cost, shade related wastage and making inks available on time. Packing centre QA managers need assurance on shades being within the approved range. Retailers want shade uniformity in brand variants and attractive colour reproduction.

Investors would like to know how colour management increases sales, profits and ROI. The International Packaging Conclave 2016 is designed to examine and provide suitable viewpoints and solutions to all the stakeholders.

The Panelists:

The panellists are experts drawn from different areas of the packaging supply chain who will enlighten the audience on actual implementation of colour management through their vast experience and case studies. Know how will be discussed along with know why.

Who will Attend?

People who should attend are Brand Owners, Package Converters, Packaging Technologists, Procurement Professionals, Print Specialists, QA Managers, Pre-Press & Pre Media Professionals, Designers, Material & Equipment Suppliers and Consultants

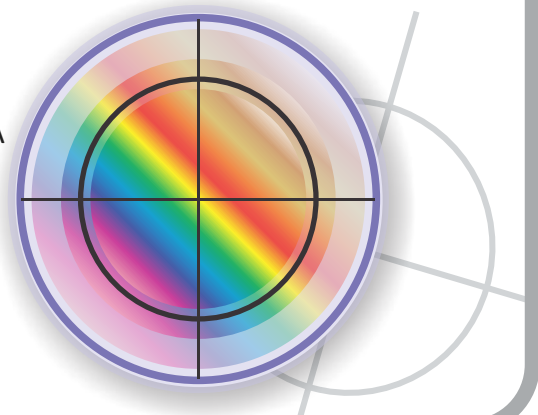


29th July, 2016

Print Optimisation and Colour Management for Flexible Packaging!

The Programme:

- 12:30 pm - 02:00 pm : Registration
- 01:00 pm - 02:00 pm : Networking Lunch
- 02:00 pm - 02:30 pm : **Key Note Session** : Brand Management of the future and evolution of Flexible Packaging and Printing
Key Note Speaker: Amitava Ray, Uflex Ltd.
- Session 1** : **Pre Press, Colour Management, Work Flow**
02:30 pm - 04:00 pm : **Session Chairman: Hiro Fukui San (Itochu)**, Unicharm India Ltd. (Mamy Poko Pants)
Panelist 1: H S Arun, Esko-Graphics India (P) Ltd.
Panelist 2: Jason Zhao, DuPont Advanced Printing
Panelist 3: Pranav Bhalara, Balaji Multiflex (P) Ltd.
- 04:00 pm - 04:30 pm : Networking Tea Break
- Session 2** : **Implementation of Colour Management in Print**
04:30 pm - 06:00 pm : **Session Chairman: RamaKrishna Karanth**, Huhtamaki - PPL Ltd.
Panelist 1: Ajay Rajvanshi, Nestle India Ltd.
Panelist 2: Dr. Gary Mort, Seigwerk India Ltd.
Panelist 3: Tristan Zesiger, WINDMÖLLER & HÖLSCHER
Panelist 4: Vinay Nalawade, Parakh Agro Industries Ltd.
Panelist 5: Jignesh Hirpara, Jayshri Propack.
- Session 3** : **Design, Colour and Print Innovation**
06:00 pm - 07:30 pm : **Session Chairman: Sameer Mahendale**, Mondelez India Ltd.
Panelist 1: Shyam Sunder BK, Tata Elxsi Ltd.
Panelist 2: Prof. Akshay Joshi, School of Printing - Pune
Panelist 3: Aditya Pangikal, Schawk India (P) Ltd.
Panelist 4: Manoj Bishth, Paharpur Industries Ltd.
Panelist 5: Kiran Prayagi, Colour Consultant.
- 07:30 pm - 07:50 pm : **Closing Session**
Brand Owners Expectations from Packaging Designers and Converters
Speaker: Leading Brand Owner*
- 07:50 pm - 08:00 pm : Implementation of Colour - The Way Forward **Suhas Kulkarni**, WINDMÖLLER & HÖLSCHER INDIA (P) LTD.
- 08 pm Onwards : Networking Dinner



*To Be Confirmed

Synopsis

Session 1

Pre Press, Colour Management, Work Flow

Prepress technology has evolved to take advantage of the entire colour gamut and enhance the pack design to the delight of the brand owner. The session will help in understanding the role of prepress, its place in the workflow and how a sound prepress output leads to not only to excellence in print but also to greater job stability and profit for the converter.

Session 2

Implementation of Colour Management in Print

The session will focus on the actual printing process, the ink kitchen, colour measurement, coding and usage of machine returned inks, colour match at minimum ink GSM, colour stability at maximum speed, reduction of set up time, control on wastage and repeatability of colour over multiple print runs. The session will also focus on the crucial need for skill development and networking models to achieve Skilling. The Focus will be on Flexible Packaging as many of the issues mentioned above strategic & ongoing change daily in the extremely competitive Flexible Packaging Industry.

Session 3

Design, Colour and Print Innovation

Print innovation must be supported by the backbone of effective colour management. The session shows how colour science and workflow discipline unlock the door to the wonder of colours driving that exciting first moment of truth for the awestruck consumer.

The session concludes with the shared vision of the 'WOW' that great colour management draws out from you and me in our consuming avatars.



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