

Panel Discussion with Audience Participation....

**UV-Curable Printing for High-End
Reflective and Backlit Photography,
Fine Art, and “Viewed Up Close”
Retail Markets**

**Henry Wilhelm – Moderator
Wilhelm Imaging Research, Inc.**

**IS&T’s NIP30 International Conference
on Digital Printing Technologies**

**Sheraton Philadelphia Downtown Hotel
Philadelphia, Pennsylvania
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COLLEAGUE CONNECTIONS: MONDAY ROUNDTABLE DISCUSSIONS

Recyclability and Deinking of Digital Prints—Ecolabels and Testing

Moderator: Axel Fischer, INGEDE e.V.

Deinkability is becoming not only more accepted, but a required sustainability feature for printed products. Technical questions on how to evaluate recyclability/deinkability and how test results relate to “real life” in a mill remain—and perceptions are different in the US and Europe/Japan. After the establishment of the European Ecolabel for Printed Products, rules for acquiring German Blue Angels labels for printed paper have been updated to require proof of deinkability starting in 2015. People are beginning to ask for deinkability and printers see it as an issue relevant to long-term investment. Participants are invited to discuss the role/relevance of recyclability and customer demand for it in their respective countries.

UV-Curable Printing for High-End Reflective and Backlit Photography, Fine Art, and “Viewed Up Close” Retail Markets

Moderator: Henry Wilhelm, Wilhelm Imaging Research, Inc.

Major advances in the image quality provided by large-format flatbed and roll-fed inkjet printers using high-stability UV-curable pigment inks have opened up whole new markets in the high-end photography and fine art world. Very-large-format prints are selling for more than \$100,000 each. LED illuminated frames provide a new, lightweight, low-cost way to display brilliant backlit acrylic images. This focus on high image quality has created new opportunities in the retail and commercial sectors as well, with images backprinted on the glass tops of cosmetic counters, on a variety of materials for POP displays, and for other applications where prints are frequently viewed at a very close distance. In these markets, print speed plays a secondary role to superb photographic quality. Printer and ink manufacturers, print providers, and those in the art world discuss the newest technologies and emerging opportunities.

Colleague Connections: Industry/Academia Partnerships to Solve Print Industry Challenges

Moderator: Jim Mirvos, Lexmark International, Inc.

Join colleagues to discuss the biggest technical issues facing the printing industry in a forum designed to explore collaboration and cooperation opportunities for companies and academia that might help solve issues of common interest. Solutions to obstacles that inhibit collaboration, such as intellectual property and nondisclosure agreements, will be explored.