

## 'Image-to-Print' again in South America

**The roadshow "image-to-print" initiated by Sun Chemical, Windmüller & Hölscher, Nordmeccanica and Janoschka has recently moved on to Buenos Aires.**



About 100 guests from all over the South American continent participated in the event in November in Buenos Aires.

Market trends, strategies and latest technical developments in printing inks, forms and machines for rotogravure printing and laminating were presented and discussed. The efficiency and performance of rotogravure printing form production were proven to be in step with actual practice by the newly installed Direct Laser System on site at Bosisio, part of Janoschka and one of the leading prepress suppliers for the rotogravure printing market in South America.

"image-to-print" is keen to support local printers, converters and brand owners and aims that the provision of the workshop will provide an insight to gravure printing best practice and future developments and will support local market needs.

After St. Petersburg, Kuala Lumpur, Bangkok, Sao Paulo and Buenos Aires the roadshow is to be continued in 2011.

With these five events far more than 500 interested rotogravure experts of around 300 roto related companies with profound expert discussions were approached, which not only widened the customers' knowledge of the presented products but enhanced the roadshow partners' view on market needs as well. Common understanding will be the basis for future cooperation.

[www.image-to-print.com](http://www.image-to-print.com)



**WINDMÜLLER & HÖLSCHER**

**janoschka**