



## **‘Image-to-Print’ roadshow hosted in Vietnam**

**Kippenheim, April 2013. The roadshow “Image-to-Print” set up by Sun Chemical, Windmüller & Hölscher, Nordmeccanica and Janoschka had its recent stop-over in Ho Chi Minh City, Vietnam. 250 guests attended the event beginning of April.**

Market trends, strategies and latest technical developments in printing inks, forms and machines for rotogravure printing and laminating were presented and discussed with the experts. “Image-to-Print” is keen to support local printers, converters and brands 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.

A highlight in Ho Chi Minh City was the visit of the Janoschka branch Asia Pacific Engravers Vietnam, one of the leading providers of prepress products and services in Vietnam, where the roadshow guests enjoyed a deep insight into modern rotogravure tool production.

After successful “Image-to-Print” events in Russia, Malaysia, Thailand, Brazil, Argentina, Dubai, Mexico, Indonesia, China, and Vietnam, the roadshow is to be continued. Italy, Turkey and Mexico are among the possible destinations.

With these ten events far more than 1.250 interested rotogravure experts in total of around 750 rotogravure 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.

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