



## **'Image-to-Print' roadshow hosted in China**

**Kippenheim, November 2012. The roadshow "Image-to-Print" set up by Sun Chemical, Windmüller & Hölscher, Nordmeccanica and Janoschka had its recent stop-over in Shanghai, China. Nearly 250 guests attended the event end of October.**

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 Shanghai was the Grand Opening of the Image-to-Print partner Nordmeccanica who was celebrating the inauguration of its new premises Nordmeccanica Machinery Shanghai. Image-to-Print and its guests were honored to be part of the ceremony and ribbon cutting.

After successful "Image-to-Print" events in Russia, Malaysia, Thailand, Brazil, Argentina, Dubai, Mexico, Indonesia, and China, the roadshow is to be continued in 2013. Turkey and Vietnam are among the focused destinations.

With these nine events far more than 1.000 interested rotogravure experts in total of around 700 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.

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



**WINDMÜLLER & HÖLSCHER**

**janoschka**