

# virtual.drupa conference area

Concentrated expert knowledge, inspiration and interaction

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## Program for Tuesday, 20.04

### Stream I

#### artificial intelligence

All times in CEST

10:15 A.M. – 10:20 A.M.

Welcome Session

10:20 A.M. – 11:00 A.M.

**Michael Gale, Inc.Digital:**  
Small steps and giant leaps for your AI in a circular economy.



11:00 A.M. – 11:20 A.M.

**Julia König, LEONHARD KURZ Stiftung & Co. KG:**  
KURZ Design & Trends. New Ideas. Colors. Surfaces.



11:20 A.M. – 11:40 A.M.

**Christian Groh, Matthews International GmbH, Judy van de Langkruis, matchmycolor GmbH:**  
Digital Color Communication



11:40 A.M. – 12:30 P.M.

Break

12:30 P.M. – 12:50 P.M.

**Dr. Thomas Keil, SAS Institute GmbH:**  
Operationalizing AI: How business derive value out of Artificial Intelligence



12:50 P.M. – 1:10 P.M.

**Dr. Thomas Keil, SAS Institute GmbH, Gareth Ward, Print Business Media, Christian Weyer, Zaikio GmbH, Eric Worrall, Global Graphics Software:**  
AI - Man vs. Machine



1:10 P.M. – 1:20 P.M.

Christian Weyer, Zaikio GmbH,

**Eric Worrall, Global Graphics Software:**

1:20 P.M. – 1:40 P.M.

**Claudia Rivinius, STI - Gustav Stabernack GmbH:**  
INSIGHT #GIFTING - Who buys what for whom and what role does packaging play?



1:40 P.M. – 2:00 P.M.

**Marc Fischer, Siemens AG Michael Fischer, Andy Nagy, ExOne GmbH:**  
How Siemens Industrial Edge brings A.M. Process Monitoring to the next level



2:00 P.M. – 2:20 P.M.

**Erica Walker, Mason Fox, Jeremy Spooner Clemson University:**  
ColorNet: An artificial intelligence solution to manage brand colors on screen



2:20 P.M. – 2:35 P.M.

Break

2:35 P.M. – 2:55 P.M.

**Jan Brunner & Dominic Fischer, Karl Marbach GmbH & Co. KG:**  
Connect|M - Manage your die cutting tools and performance



2:55 P.M. – 3:10 P.M.

Break

3:10 P.M. – 3:30 P.M.

**Dirk Schröder, Erhardt+Leimer GmbH:**  
Providing the basics for an optimised production by means of using networkable systems



3:30 P.M. – 3:50 P.M.

**Thomas Göcke, Ralf Sammeck Koenig & Bauer AG:**  
Heavy Metal, Artificial Ignorance, Customer Centricity



3:50 P.M. – 4:10 P.M.

**Johannes Krumme, Piab Vakuum GmbH:**  
Safe and smart powder handling for additive manufacturing



4:10 P.M. – 4:30 P.M.

Break

4:30 P.M. – 5:10 P.M.

**Dr. Martin Lades, Franziska Moltenbrey ASSYST GmbH - German Institutes of textile and Fiber Research Denkendorf (DITF):**  
3D Fashion Product Simulation - Virtual Reality as a starting point for textile printing in the Digital Textile Microfactory



5:10 P.M. – 5:50 P.M.

**Density Media - Expert Panel:**  
Many printers believe that their success depends on printing and focus predominantly on it. In a series of four panel discussions we meet 12 entrepreneurs and executive managers who consider print a functional component of their product or service. With them we look at printing from a broader perspective, and try to get into a new mindset.  
**Sell a product, not print.**

5:50 P.M. – 6:00 P.M.

Closing Session

### Stream II

#### circular economy

11:00 A.M. – 11:40 A.M.

**Hans Peter Hiemer, Assyst GmbH, Sabine Geldermann, Messe Düsseldorf GmbH, Alexander Artschwager, Meike Tilebein, German Institutes of Textile and Fiber Research Denkendorf (DITF):**  
touchpoint textile - DITF and Messe Düsseldorf focus on the relevance of the drupa Microfactory



11:40 A.M. – 12:00 P.M.

**Dr. Reinhold Schneider, German Institutes of Textile and Fiber Research Denkendorf (DITF):**  
Ink development for textile printing

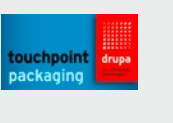


12:00 P.M. – 12:30 P.M.

Break

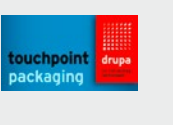
12:30 P.M. – 12:50 P.M.

**Uwe Melichar, European Brand & Packaging Design Association (epda), Stefan Casey, Nestlé, Vanessa Mayneris, The Little Big Collective:**  
Post Covid Time: New Channel Opportunities for Food Brands



12:50 P.M. – 1:10 P.M.

**Alina Marm, Siegwerk:**  
Completing the picture: the power of inks & coatings for a circular packaging system



1:20 P.M. – 1:40 P.M.

**Timo Kalefe, Voith:**  
The Potential of Sustainable Papermaking



1:40 P.M. – 2:00 P.M.

**Nico Hagemann, EyeC GmbH:**  
Print Inspection and Sustainability



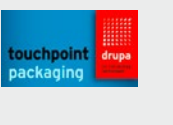
2:00 P.M. – 2:20 P.M.

**Linda Gröhn, LEONHARD KURZ Stiftung & Co. KG:**  
Sustainable embellishment: contradiction or competitive advantage?



2:35 P.M. – 2:55 P.M.

**Marjukkaa Kujanpää, Stora Enso:**  
Going circular? What to consider when designing for circular packaging



3:10 P.M. – 3:50 P.M.

**Dr. Klaus Hecker, OE-A (Organic and Printed Electronics Association), Carolina Gioscio, Evonik Operations GmbH, Dr. Alastair Hanlon, Pragmatic Semiconductor, Tommy Höglund, Ynvisible Interactive Inc.:**  
Printed Electronics to Unleash the Potential of Smart Packaging and IoT



3:50 P.M. – 4:10 P.M.

**Dr. Jorg-Peter Langhammer, German Paint and Printing Inks Association (VdL):**  
Sustainable Inks and Coatings for sophisticated Print Products in the Circular Economy



4:30 P.M. – 4:50 P.M.

**Dr. Tilo Herrmann, Stephanie Kienapfel, Dr. Martin Messner Mondi Uncoated Fine Paper:**  
Food Safe Paper Packaging in Procurement and Print



4:50 P.M. – 5:10 P.M.

**Peter Böcker, technotrans SE:**  
Efficient thermal management: the key to greater sustainability



5:10 P.M. – 5:30 P.M.

**Thomas Kolbusch, Coatema Coating Machinery GmbH:**  
Replacement of plastic in packaging materials with circular materials like Nanocellulose films and coatings



5:30 P.M. – 5:50 P.M.

**Edgar Hochwart, Mahr Metering Systems GmbH:**  
Avoidance of recycling through intelligent sensor technology and its monitoring

