



drupa 2024 – Press Release no. 9 / May 2022

Best practices at your fingertips with the PRINT & DIGITAL CONVENTION "Highlight Guide"

From 22 to 23 June, Düsseldorf will once again be the meeting place for media producers and decision-makers from industry, trade, marketing agencies, publishing and IT. The special format "Highlight Guide" offers participants genuine added value through its relevance to their actual day-to-day business.

How does geomarketing actually work and how can it be used for a specific project? How do you develop packaging? And what makes it sustainable and socially acceptable in the end? These and other questions will be answered during the PRINT & DIGITAL CONVENTION with the special format "Highlight Guide", which promotes the presentation of best practices and creative applications. Exhibitors and partners of the congress and trade fair will show their product highlights and demonstrate their practical implementation. In seven different scenarios, printing technologies, software applications, finishing highlights, cross-media and marketing activities for brands and products will be staged in the context of a real campaign.

Geomarketing - how does it actually work?

Filtering out the most promising target groups on the basis of location and showing the path from the customer to the shop with personalised maps: the keyword is geomarketing. But how exactly does such a project work? A team of experts consisting of DRUCKMARKT, f:mp., locr, Limego and their partners Xerox, Mondi, XMPie and johnen-druck investigated this question. The result is found on the cover of the 137th issue of the print trade magazine DRUCKMARKT. It shows various ideas for the creative use of geomarketing and is tailored for each reader.

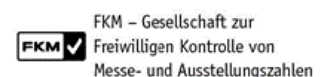
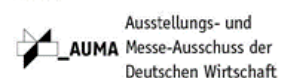


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Well packed is half sold

An eco-social packaging collaboration proves that sustainability, responsible action and luxury do not have to be a contradiction in terms. For luxury watches brand Uhrenmanufaktur Mühle-Glashütte GmbH, high-quality and innovative packaging was developed using sustainable Koehler cardboard boxes with a social component.

Yet another highlight project deals with the topic of packaging: the brand partner r[h]eingin has launched a city edition in cooperation with the artist Jacques Tilly. The task here is to develop twin packaging for the "Düsseldorf" and "Cologne" editions. Furthermore, corresponding posters will be developed and produced for both editions.

Old but with fresh ideas

At this year's PRINT & DIGITAL CONVENTION, special attention will be paid to book production. Important highlights will be featured here with no less than two book projects.

The reinterpretation of the children's book "Berggorillas - zu Besuch bei unseren Verwandten" (Mountain gorillas - a visit to our relatives), published by Mondberge Verlag, will be reimplemented in terms of production technology. The task of this highlight project is to personalise the title page and to create a flat lay-flat binding (Digibook Technology).

Another book project shows how current production technologies ensure that a book becomes a multi-sensory experience. A hardcover book published by Marathon Press presents the works of an American sports photographer. Besides the fact that the book is printed digitally, the binding is applied in the form of a LayFlat binding. The ideal finishing solution for displaying photos. And as an additional highlight, the book edges are printed with PräziEdge from Schmedt.

Well-equipped for the event

PRINT & DIGITAL CONVENTION participants will come into contact with two further projects directly upon entry: The implementation of the PRINT &



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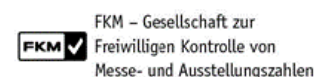
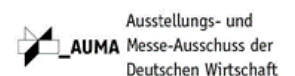
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DIGITAL CONVENTION diary is another real example of the best practice ethos of the event. In addition to the congress programme, the diary contains a wealth of information about the event.

NFC21 and Medienhaus Gather, together with the Fachverband Medienproduktion, are pleased to present the multifunctional "All-in-One"-Batch, which all participants will receive at their check-in at the PRINT & DIGITAL CONVENTION: a Convention badge, programme, hall plan and raffle entry all in one - and all intuitively accessible with just one scan.

Further info and tickets

Further information on the highlighted projects and an overview of the exhibitors/partners involved can be found here:

<https://www.printdigitalconvention.de/en/highlightprojekte>

Online tickets for the PRINT & DIGITAL CONVENTION are available at

https://shop.messe-duesseldorf.de/pdc_e.

Further information on the PRINT & DIGITAL CONVENTION can be found at:

<https://www.printdigitalconvention.de/en> or www.drupa.com/en/drupa_global.

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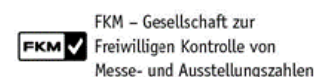
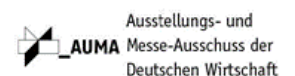
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