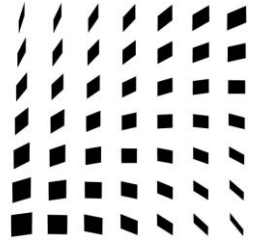


drupa 2012 – Press Release No. 10 / 10 May 2011



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3.- 16. 5. 2012
düsseldorf, germany
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drupa report no. 3 Print at its most beautiful

*Focus topic paper / report on the Düsseldorf spice shop /
trade fair portraits – part 3*

The current edition of the multiple-award-winning drupa report is available now. In a 13,000-copy print run, the official medium of drupa addresses international decision-makers, multipliers, exhibitors and specialised journalists in the field. The top-quality print magazine discusses current issues, reflects on the activities on the international markets and informs about the latest news concerning the print media trade fair drupa, held from 03 to 16 May 2012. "The drupa report plays a central role in our communication. It is the communicative link during non-drupa years and thus contributes significantly to image transfer and community building," says Manuel Mataré, drupa Director.

The main focus of this year's drupa report number 3 is on paper – with regards to content and production engineering. "One year before drupa 2012, we deliberately decided on this topic. In the competition amongst the media, paper plays a central and leading role," Martin Weickenmeier, President of drupa 2012, explains the decision. This is why drupa report number 3 uses seven different paper types by Paper Union. This includes tactile and particularly memorable papers such as Dolce Vita or Rives Sensation gloss shetland, Cromatico transparent paper and papers with various grammages and surfaces such as Galaxi Keramik or The Tube. The format used on the 62 pages also changes multiple times: DIN A4, fold-outs or double-gate folds at the centre of the magazine are included. Thus, paper is impressively presented in all its facets, its surface feel and various possibilities of application in the area of print communication. Top-quality finishings, such as laser press cut on the title page, hot foil lamination and scented inks ensure that the drupa report is a very precious print article.


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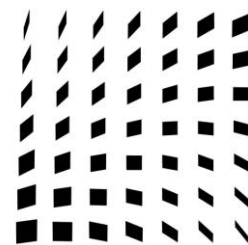
Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

A little preview of drupacity Düsseldorf is included in the report on the Düsseldorf *Gewürzladen* spice shop on Mertensgasse street. Here, one can buy the typical Düsseldorf mustard, a very special and tasty souvenir, which has been renowned and beloved beyond the regional borders since the 18th century. The „aechte Mostert“, that is the “true mustard”, still enthruses tourists, trade fair visitors and locals alike. In addition, the Düsseldorf *Senf- und Gewürzhaus* with its selection of mustards and spices, located in the heart of the old town, is a real attraction. It sure is worth a visit, even if just to sniff the air. It was therefore only natural to liven up this article and photo report with scented inks reminding of cinnamon, cardamom and curry.

The current drupa report is also an anniversary issue. After all, on 26 May to the very day, drupa celebrates its 60th anniversary. On a double page, the most important milestones starting in 1951 until today are listed, starting with the premiere edition at the old exhibition grounds in the city, then illustrating the move to the new exhibition grounds to the current appearance with millennium drupa 2000 and the preview of the 15th drupa, from 03 to 16 May 2012. Therefore, the new drupa song, which goes online at the beginning of May, could almost be considered a birthday serenade.

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