

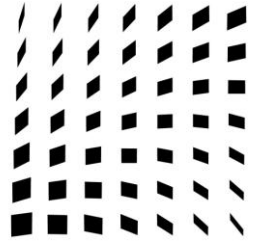
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drupa Report No. 2 in 41 different versions: National landmarks adorn the title pages

The latest drupa Report No. 2 is hot off the press and available in 41 different versions: national landmarks of the key exhibitor and visitor markets adorn the covers of the individual editions. This has resulted in a very diverse collection. The wide variety of individual cover images – ranging from the Komodowaran (Indonesia) to the Statue of Liberty (USA) and the Eiffel Tower (France) – is matched by the wide range of print volumes for the different national editions: the print runs range from 50 (Philippines) up to 3,000 for the “country-neutral” English edition. In addition to these country-specific editions, there is also the “Düsseldorf Edition” – the heart and home of drupa – for worldwide usage. Like the individually styled cover, parts of the content and image selection have also been individually designed. As such, the latest drupa Report is a typical example of variable printing of different editions tailored to specific target groups. Digital printing, and its variety of applications, is not only the main topic in the entire edition: it is also a fundamental component of this print production.

This ambitious project was implemented with support from Hewlett Packard and Papyrus (Schneidersöhne) as sponsors of the digital printing and paper. The variable data preparation and variable printing were assisted and implemented by Margreff Druck und Medien GmbH from Essen. The non-variable content of this drupa Report was printed using the offset process, refined and further processed together with the digitally processed variable sections.

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