

print media messe
drupa

world market print
media, publishing &
converting

3.- 16. 5. 2012
düsseldorf, germany
www.drupa.com

drupa report no. 1, focussing on 'green printing':

Green sets the tone in editorial and production technology

drupa 2012 with a booth at the Print 09 in Chicago

A few weeks after the start of the 1,000 days campaign for drupa 2012, the drupa report no. 1 now appears in German and English. The subject of the multiple award-winning magazine is 'Green Printing'. The environment and sustainability in all their aspects are a recurring theme in the 54-page drupa report: international authors illuminate the situation in selected countries (USA, UK, China, India, Scandinavia), experts from ClimatePartner provide tips on CO₂ reduction, and a study by Prognos AG on behalf of VDMA shows that sensibly implemented ecology can pay off economically. 'Sustainability and environmental protection are increasingly playing a major role in the printing and media industries. We were able to see that at the last drupa, when many exhibitors had corresponding offers, which generated a lot of interest among the visitors,' explains Manuel Mataré, Director of drupa. 'We wanted to take this new development into account with the current drupa report.'

The drupa report no. 1 also skilfully realises the topic in its production: the complete drupa report including the supplement have been produced in a carbon-neutral fashion – according to the natureOffice method which exclusively uses Gold Standard emission compensation certificates. Both were printed by a printer certified for carbon-neutral printing in Düsseldorf, Germany (Druckstudio GmbH) on FSC-certified paper in matte and gloss quality (Satimat and Main Gloss Green from Arjowiggins/Antalis respectively), all of the dyes and printing varnish used (Terra Green from Actega) are based on renewable raw materials. Even the Iriodin varnish (red and silver pigments) meet this ecological



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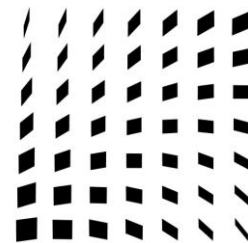
standard. In total, over 10,500 kg of CO₂ was compensated for, taking these sustainable criteria into account.

The drupa report no. 1 will be presented at Print 09 in Chicago, where drupa 2012 will have an informational booth in the North Hall (booth no. 6515). 'Maintaining direct contact with our customers and remaining in communication with them are very important to us,' says Manuel Mataré. 'The Print is a good opportunity, since it is half a year before we send out our registration documentation.' drupa will also be at the PackPrint International (23 to 26 September 2009 in Bangkok), Ipex (18 to 25 May 2010 in Birmingham), and AllinPrint (April 2011 in Shanghai). Other key dates in the schedule and activity plan are also set: the registration deadline for exhibiting businesses is 30 October 2010; placement discussions and layout planning start in February 2011. The worldwide visitor promotion will begin in the summer of 2011 – just under a year before the start of drupa on 3 May 2012.

You will receive your personal copy of drupa report via post.

Sample copies of drupa report no. 1 can be requested from Anne Klaus (email: klausA@messe-duesseldorf.de) while supplies last.

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