



# Gravure Global Summit

*...Opening the Door to Opportunity*

March 6-7, 2018

Wyndham Grand | Clearwater Beach, FL



Publication Sponsored by

WRE/ColorTech

**Monday March 5, 2018**

2:00-4:00pm

**GEF Board of Trustees Meeting**

4:30-6:30pm

**Gravure Association of the Americas Board Meeting**

**Tuesday March 6, 2018**

7:30am

**Continental Breakfast**  
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**Daetwyler**

8:30-8:45am

**Welcome 2018 Gravure Global Summit**

**Jason Barrier**, Printpack, Inc.; Chair, GAAmericas  
**JD Harris**, GAAmericas; Global Summit Conference Chair

8:45-9:30am

**Managing and Exceeding Brand Owner Expectations**

Packaging is often used as the primary asset to attract the attention of the consumer at the store shelf. Have you ever wondered why brand owners have such high expectations out of their converters? Then this session is the one for you! Join us as we dive into brand owner insights on print quality, brand management, and how to achieve a symbiotic relationship between the printer and consumer product company.

**Dawn Connell**, Snyder's Lance, Inc.



Dawn Connell moved to Charlotte, NC after graduating from Clemson University with a degree in Graphic Communications, and has spent a decade nurturing her inner print-and-color nerd within the printing industry. In her current role as Print Production Lead at Snyder's-Lance, Inc., she splits her time between 14 brands, ensuring successful print execution of their unique and complex designs. When she's not comparing dE of brand colors and overhauling packaging approval processes, she enjoys time with her husband, 3-year old son, and corgi. She also enjoys photography, getting her nose stuck in a book, and traveling as much as possible.

9:30-10:00am

**Training Opportunities**

Learn how the GAAmericas is planning to help the gravure industry through training and education.

**JD Harris**, GAAmericas

10:00-10:30am

**Coffee Break**

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10:30-11:45am

**Ink Session**

**Jim Gherardi**, Penn Color Inc.

**Jacco De Haas**, OXEA

**Lucia, Paniagua**, OXEA

11:45am-12:00pm

**GEF Update**

**Rod Sosa**, Fres-co System USA



## Tuesday March 6, 2018 (continued)

12:00-1:30pm      **Lunch in the Global Marketplace**  
**Incoming Chair's Message**  
**Introduction of Exhibitors**

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1:30-2:00 pm      **Status of Chrome Today in the Americas**  
**Dan Comerford**, WRE/ColorTech  
**Bob Speiss**, K Walter Service Corp

2:00-2:45pm      **Chrome/Polymer**  
**Mike Keating**, Roto-Hybrid



2:45-3:15pm      **Coffee Break**  
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3:15-4:15pm      **Transformative Breakthrough Update**  
**Professor Robert Eller** delivers an update on the opportunity to gain market share for Gravure and what steps may be required to realize that goal.  
**Professor Robert Eller**, Rochester Institute of Technology



Bob Eller is an Endowed Professor in the School of Media Sciences. He teaches the school's Printing Technology and Packaging Printing courses. His research interests include the Future of Gravure, Conventional and Digital Printing Technologies, Image Preference, and Package Printing. He chairs the Operations Committee for the School of Media Sciences.

Before coming to RIT, Bob was an ExxonMobil Executive with responsibility for creating corporate alliances and step-out new businesses in the area of Packaging. During his career at ExxonMobil, he held senior management positions in the areas of Business Process Re-Engineering, Information Technology, Logistics, Quality, and Technology Development. He holds a BA and MA in Mathematics from the University of Missouri.

4:30-7:30pm      **Reception in the Global Marketplace**  
The Summit Global Marketplace is the one opportunity to view gravure products or services and engage in strategic dialog with customers, collaborative partners and suppliers to identify, progress and solidify opportunities.

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Wednesday March 7, 2018

7:30am Continental Breakfast  
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8:30-8:45am Summit Reconvenes

8:45-9:45am **Differentiating the Commodity: Lifting Sales with Data-Driven Packaging**  
*R. Andrew Hurley, PhD*, Package InSight, LLC



Kicking off the second day of the conference will be Andrew Hurley, PhD, who will be talking about “Differentiating the Commodity: Lifting Sales with Data-Driven Packaging. Dr. Andrew Hurley is an Associate Professor of Packaging Science at Clemson University. Andrew coordinates the packaging design curriculum, manages an internationally recognized [consumer behavior research lab](#), and has delivered over 100 presentations on package design globally. Andrew’s research lab answers complex questions on product marketing and packaging. His experienced group has tested thousands of packages for hundreds of brands. Hurley’s efforts have resulted in multiple awards, patents, and increasing sales by 40% for small and large businesses. The success of his lab catalyzed the formation of [Package InSight](#), a full service package design and testing company in Greenville, SC. Andrew is also the lead instructor for Clemson University’s Center for Corporate Learning’s [Certificate of Mastery in Packaging Management](#), a state-of-the-art online curriculum that teaches the necessary business acumen and professional vocabulary to work successfully within the packaging industry.

9:45-10:30am **ERA Update**  
*George Battrick*, European Rotogravure Association

This presentation will cover the status of gravure in Europe – publication, packaging and product (decorative) – and the status of EU and national legislation on the use of chromium in the gravure industry.

George Battrick is Technical Coordinator for the European Rotogravure Association (ERA), headquartered in Munich, Germany. After a Master’s in Engineering from Cambridge University, George worked for Autofeeds London Ltd, manufacturer of OEM feeders and stackers for sheet-fed presses. As a Principal Software Engineer at Crosfield Electronics Ltd in the 1980s, he was a founder member of Tom Dunn’s “DDES” (Digital Data Exchange Specification) committee, which led to ANSI IT8, CGATS and the reactivation of ISO/TC 130. George was inducted into the GAAmericas Cylinder Society in 2012.



10:30-11:00am **Coffee Break**  
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## Wednesday March 7, 2018 (continued)

**11:00-11:45am**      **EPA Legislation Update**  
*Gary Jones, PIA*

Gary A. Jones is the assistant vice president of environmental, health, and safety (EHS) affairs at the Printing Industries of America near Pittsburgh, Pennsylvania. His primary responsibility is to monitor and analyze EHS regulatory activities at all government levels and provide representation on behalf of the printing industry. In doing so, Mr. Jones works closely with the federal and state-level Environmental Protection Agencies (EPA), Occupational Safety and Health Agency (OSHA), Department of Transportation (DOT), Department of Homeland Security (DHS), Department of Agriculture (USDA), Federal Trade Commission (FTC) and Consumer Product Safety Commission (CPSC) by providing direct representation or supporting the local Printing Industries of America affiliates in their efforts to represent printers.



**11:45am-12:15pm**      **Counterfeiting & Compliance**  
*Kevin Harrup, Altria*

**12:15pm**                **Food Packaging Ingredients Legislation Update**  
*Mark Glendenning, Inland*

**12:30pm**                **Box Lunch To Go**  
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**1:45-6:00pm**         **Golf Tournament Fundraiser for**  
**Gravure Education Foundation (GEF)**  
**Bayou Club**  
**Largo, FL**

*Check for updates at [www.gaa.org](http://www.gaa.org).*

*Conference topics/presenters subject to change due to events beyond our control.*

## Gravure Global Summit

**LOCATION:** Wyndham Grand Clearwater Beach, 100 Coronado Drive, Clearwater Beach, FL 33767. Tel: 727.281.9536. Hotel accommodations are not included in the conference fee and are the responsibility of individual attendees. Please make reservations by calling the Wyndham Grand Clearwater Beach directly and asking for the Gravure Association of the Americas Conference Rate of \$239.00 + state and local taxes. We encourage you to use the Wyndham Grand Clearwater Beach not only for the convenience, but because our room block commitment allows us to keep overall lower conference prices. **Rooms must be reserved before February 12, 2018 to receive special rate.**

**FEES:** Gravure Global Summit fees are as follows:

<u>Gravure Global Summit Attendance Registration</u>	<u>Global Marketplace Participation</u>
Member: \$600.00. USD	Member: \$300.00 USD
Nonmember: \$800.00 USD	Nonmember: \$900.00 USD

**REGISTRATION:** Conference fees include two (2) continental breakfasts, two (2) lunches, (1) reception and refreshment breaks, access to Global Marketplace, and all conference proceedings. Fees must accompany registration. Major credit cards are accepted. Checks must be in U.S. dollars payable to Gravure Association of the Americas. Please complete the form and send with payment to the address indicated or go online for a registration form.

**GLOBAL MARKETPLACE:** Conference presentations are designed to have minimal commercial content. To accommodate commercial interests who wish to display literature, demonstrate equipment, and meet customers, prospective customers and associates, a tabletop exhibit area is adjacent to the conference area. A draped table, chairs, and electrical outlet are provided. **NOTE: The fee listed above is just for the tabletop. You must also register and pay the registration fee.**

**LUNCH TUESDAY:** Lunch will be held in the room where the Global Marketplace takes place later that evening. Vendors will be introduced and will have an opportunity to provide a brief overview of their company. Everyone is cordially invited to attend, socialize, network, and enjoy the Marketplace.

**CANCELLATION:** Substitution from the same company may be made at any time. Cancellations requested in writing and received a full 14 days before the event will receive a full refund. Cancellations received in writing less than 14 days before will be assessed a \$150 fee to cover administrative costs. People who do not show will not receive a refund. GAAmericas assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.

**DRESS:** Dress will be business casual throughout the event.



**Please Send Gravure Global Summit Registration & Payment To:**

Gravure Association of the Americas  
P.O.Box 25617 Rochester, NY 14625  
Tel: 201.523.6042 Fax: 201.523.6048

**Register On-line at [www.gaa.org](http://www.gaa.org)....or fill out the form and return to GAAmericas.**

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Badge First Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Food Allergies/Special Needs (i.e. vegetarian, nut allergy, etc.):  
\_\_\_\_\_

**REGISTRATION FEES**

GAAmericas Members \$600 Non-Members \$800

**WE WOULD LIKE TO PARTICIPATE IN THE GLOBAL MARKETPLACE**

GAAmericas Members \$300 Non-Members \$900

**PLEASE NOTE:**

**You must also register and pay the registration fee above in addition to the Marketplace fee.**

**METHOD OF PAYMENT**

Check enclosed (payable to Gravure Association of the Americas)

Credit card:  Visa  MasterCard  American Express

Account #	Expiration Date	Amount	Sec Code
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**Additional Registrants from Same Company Location Using the Same Payment Option  
(Must accompany main registration page when returned)**

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

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Emergency Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Food Allergies/Special Needs (i.e. vegetarian, nut allergy, etc.):  
\_\_\_\_\_

Name: \_\_\_\_\_

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City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Food Allergies/Special Needs (i.e. vegetarian, nut allergy, etc.):  
\_\_\_\_\_

**If more registrants, print additional copies of this page and complete.**



Special Thanks to the following Summit 2018 Sponsors



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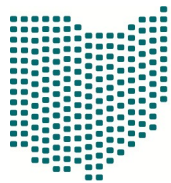


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A horizontal bar with a rainbow color gradient (blue, green, yellow, orange, red, purple) above the text "WRE/ColorTech" in a black, serif font.

WRE/ColorTech

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