

Agfa

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Agfa puts Offset Packaging in focus at Value Conference 2022

Key industry event will bring together C-level executives, industry analysts and market influencers to demonstrate potential for growth and how to drive value in Offset Packaging production.

Mortsel, Belgium – 8 November 2022

Agfa has announced the details for their upcoming Value Conference on 29 November 2022, as the company prepares to welcome Offset Packaging experts to the exclusive event in Brussels, Belgium. The aim of the European conference is to demonstrate quantifiable value that will allow offset printers and converters to evolve their businesses and become more profitable.

The Agfa Value Conference, which will be hosted at the unique Quartier Papier venue, near Brussels airport, is tailored specifically for the Offset segment but goes beyond the boundaries of printing to look at fresh ideas and new trends from the broader world of business innovation.

Headlining the day, disruptor and thought-leader Kevin Jackson will set the tone in his opening keynote where he will share his thoughts on the face of evolution and how businesses can achieve their full growth potential. The agenda will also see expert speakers from Koenig & Bauer, Smithers, Intergraf and Tag, amongst others, join Agfa's own packaging specialists and customers to present an engaging program of insightful talks, informative presentations and real-life case studies. Topics will include trends in offset press technology, the future of packaging printing, color management for brand owners, the impact of the EU Green Deal, software implementation in action, and sustainability in packaging.

Under its ECO³ framework of sustainable solutions, Agfa will discuss how its latest innovations in screening technology, workflow, process automation and offset printing plates, combined with an exceptional service offering, deliver a competitive advantage that allows printers and converters to save on costs and work more efficiently.

“As the packaging segment continues to grow year on year, there are considerable opportunities for offset printers and converters to expand their business with Agfa's sustainable and cost-reducing solutions,” comments Joan Vermeersch, VP Marketing and Technology. “The Agfa Value

Conference is the first in a series of events focused specifically on this exciting market, as we endeavor to provide practical learnings and inspirational ideas to help businesses improve the bottom line while still delivering highest-quality printed products.”

Details on the Event program on www.value-conference.com.

About Agfa

Agfa develops, produces and distributes an extensive range of imaging systems and workflow solutions for the printing industry, the healthcare sector, as well as for specific hi-tech industries such as printed electronics and renewable energy solutions.

The headquarters are located in Belgium. The largest production and research centers are located in Belgium, the United States, Canada, Germany, France, the United Kingdom, Austria, China and Brazil. Agfa is commercially active worldwide through wholly owned sales organizations in more than 40 countries.

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