



# Press Release

*connection of competence*

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## First PrintCity Istanbul Seminar - Highly Successful

**Gröbenzell, Germany, October 7, 2011** – Over 130 attendees heard PrintCity Alliance members **UPM, manroland, Sun Chemical, Océ, Eltosch** and **Sappi** share their cross industry knowledge on web, digital and sheetfed printing & packaging in Istanbul, Turkey during September. This first ever PrintCity event in Istanbul was highly successful and delivered in collaboration with Turkish printers association **BASEV**, under the event headline **PRINT: SEEN! LEAN & GREEN.**

### Seminar Highlights

Seminar attendees were enthusiastic about this first event and expressed interest in seeing other future PrintCity activities in Turkey.

Erik Ohls of UPM, one of the seminar presenters commented, “I was extremely impressed about the feeling and atmosphere during this first PrintCity event in Istanbul. All the discussions I had with audience members were positive about the future. We must continue with seminars and workshops in Turkey.”

Matbaa Teknik, a leading magazine in the Turkish market, made several video interviews during the event. Watch their online interviews here: <http://tinyurl.com/62g3r3e> (UPM), <http://tinyurl.com/6z3ura9> (Sappi), <http://tinyurl.com/5tfkqsm> (PrintCity).

After the seminar, leading figures from the sector had a chance to meet the presenters in the convivial social atmosphere of BASEV’s traditional evening boat tour on the Bosphorus, sponsored by UPM.

### Benefits from Attending PrintCity Alliance Events

PrintCity seminars offer a **unique opportunity** to **gain valuable knowledge** on offset and digital printing best practice, consumables, opportunities and how to **achieve real business benefits**. All technology providers in the process chain – press, paper, ink, ancillary equipment – freely share their knowledge and answer your questions together.

Attendees received latest knowledge on trends for packaging, magazines, newspapers and book production, through process focused presentations by PrintCity Alliance members. They participated in an interactive programme which included question & answer sessions and break-out opportunities. The most active discussion and number of questions arose on environmental topics. There was also a big interest in UV technology and its use in print.

Direct benefits for attendees included access to the shared knowledge of PrintCity members, plus networking with other industry professionals. To find out more about the activities of PrintCity members within their alliance, visit [www.printcity.de](http://www.printcity.de)

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## About the PrintCity Alliance

**PrintCity** is recognized as the 'connection of competence' **strategic alliance** across the entire printing, packaging & publishing value chain, promoting the **value of print & packaging**.

We deliver **value to the customers** by **leading** global **knowledge sharing** and networking together. We deliver knowledge through seminars, trade fairs, project studies, publications and electronic platforms.

We want to **maximise synergies** to **grow business** effectively and be cost efficient.

More information on PrintCity Alliance projects, events and seminars can be found at [www.printcity.de](http://www.printcity.de) .

Contact David Stamp at PrintCity E: [david.stamp@printcity.de](mailto:david.stamp@printcity.de) or T: + 44 15242 76425 or M: + 49 172 1010 929 if you have questions about the PrintCity Alliance and its members.