

Abstracts of Articles

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Dear Reader. This autumn has brought us not only the wind of the world financial crisis, but at the same time, has got a lot of professional programs and tasks too. *Printexpo* and *Budatranspack* trade fairs – independently of the current state of economy – has less and less floor space and decreasing number of visitors. But it does not mean that representatives of the printing industry have lost their interests in novelties of our printing sector. At this year's largest exhibition of printing industry one can see many new materials, processes, equipments and products. For foreign experts we give free of charge tickets for visiting the fair, so we are convinced, there will be many visitors from abroad as well. For those who would like to have a short look behind the scenes in advance, and for those who can not visit the *Printexpo*, we present detailed and useful information on pages 20–50. In the frame of it please find the announcements on the results of two contests: the *Best of Hungarian Packaging* and *Pro Typography*. Our columns contain many interesting news and novelties of the next *LabelExpo*, *FESPA 2010*, *Ipex* and *drupa 2010* too. This edition of *Magyar Grafika* introduces our new graduates: the new engineers and graphic experts of the future. We wish them by this many interesting tasks, ambitions and work chances. The volume of our paper used to be 112 pages or more. Now it is a bit smaller, but this opens us new possibilities: a new door by the help of a regular on-line newsletter towards the world, in form of a professional database with a lot of news. With it, we can represent the opinion of our readers. Many of them help our work by filling in our forms containing questions to the readership about our paper and work. Thank you very much for your cooperation because we should like to continue our work. Please find on page 90, the results of our public-opinion research completed in summertime this year. If you did not do it until now, please make a registration by the help of the link of <http://www.mgonline.hu/hirlevel-feliratkozas>. With best regards Viktória Faludi, Editor in Chief Magyar Grafika.

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What next for print? Ipex 2010 will be the place where manufacturers will set the graphic arts world alight with new developments that show visitors the future direction of our industry. However, visitors will also be able to experience technologies that were previewed at the former *drupa* and which will have matured to true commercial level by the time Ipex opens its doors for eight days on May next year. The organizers of Ipex 2010, have commissioned a series of articles that will highlight the most critical developments in technology and relate them to the needs of the market sectors. *Rob Haak*, the president of SPIKIX, has written an article about this subject. In it you can get detailed information

about the next topics: Technology highlights in 2010. The emerging technologies for creation & product design, developments in prepress & in consumables, new products of offset, and digital-press manufacturing and of finishing, as well as key developments in publishing, book-, as well as newspaper printing.

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New graduates: On 27–28 June, in *Technical Academy of Media Technology Institution's Sándor Rejtő Light Industrial and Environmental Faculty* to Budapest, new graduates of the print media as well as the paper-, and packaging technology had been introduced themselves by their degree works.

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Multimedia for helping of education: In 21th century, the most important electronic tool of modern teaching is *electronic learning*. Subject matters of instruction created by the help of multimedia are spectacular and expressive tools. They are not only descriptive ones but are having feed-back function too, which forces to an interactive communication. Complete degree work of *Péter Jacsó* dealing with this feature can be reached at website of Magyar Grafika.

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Professional exhibitions in Hungexpo Trade Center: Representatives of three different industrial sectors: the printing industry, the logistics as well as the marketing communication can show their novelties to public and to professional visitors within the frame of the fairs of *Printexpo*, *Budatranspack* and the *Promotion*. Please find the novelties on 22–43 pages of Magyar Grafika.

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Hungarian Packaging Contest: HUNGAROPACK Hungarian Packaging Technology Contest announced by CSAOSZ (= packaging and material-transport federation) got 61 nominations containing many interesting novelties. The jury, containing representatives of ministries (offering special prize), representatives of professional federations and the press, has made its decisions on basis of the previously announced "on points" method. The first five award winners *HUNGAROPACK 2009* have got special prizes and appreciative certificates.

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Pro Typography 2090 contest: Federation of Hungarian Printers and Papermakers will organize of *Pro Typography 2009*, celebration on fair *Printexpo* (23rd September). The prizes will be given to award winners by president *dr. Csaba Horváth* and by secretary-general, *dr. Katalin Peller*. The award-winner products exhibited will be shown in the course of moments of ceremonial.

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TPM or five new directions of development: TPM is such a maintenance and productive system, of which's target is developing productivity by growing effectiveness and up-to-date production methods.

Besides the purely technical targets, the workers, the corporate developing motivations, and the management tools have also got central role.

Introducing TPM currently gives a competitive adventure, but some years later, perhaps, will be a tool of survival.

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Wide-format profit: By the help of KIP systems, we can rapidly produce, copy on profitable and archive, (by scanning) wide-format full color drawings, drafts, plans, business documents, graphs, graphics, posters, banners, maps, or photographs, up to 91,4 centimeters wide format.

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Bringing clarity to the cloudy issue of plates: Graham Leason, marketing manager, *Graphic Systems Division – FUJIFILM Europe*, has written an article for helping decision making in choosing suitable printing plates for the different printing tasks. It is useful, because there're too many types of it. For example non-process, chemistry free, developer-free, develop-on-press, reduced chemistry, etc.

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New conductive inks for offset printing: These new ink-products are very good for making prints for capacitive, NF (Near-Field) reading. With this, the coded prints made on paper substrate can be used if there is a mild physical contact between the media-surface and the reader head.

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Guaranteed safety for the production processes: Thanks for the embedded quality control systems, the *Müller Martini's* saddle stitching machines can make the stitching and the cutting in an excellent quality with the smallest amount of waste materials.

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Itinerary Congress 2009, Harkány-Pécs: After many years again at traditional Itinerary Congress of our Association, two hundred printer colleagues have met again, this time in *Baranya*. Motto of the presentations was the latin: "*Navigare Necesse Est*" which in English language means: *Navigation is necessary* according to the wise ancestors. Is it so in case of printer experts?

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New Graphic Diplom 2009: At *Moholy-Nagy* artistic university the graduates have shown their knowledge of nine former semesters and busy planning activity of a half year.

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Boulevard: A new location and a new exhibition subject in Ráday Street, Budapest. It was the idea of *Peter Wilhelm Gallery*. The creators had perfect freedom in decision making, so we waited graphic creations in feature of boulevard too, but not just on theoretic level...

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Card Players: During the six centuries of European history of playing cards many thousands of playing card graphics came into being. Not surprisingly, that all over the world there are many dozens of playing card museums, and many private collectors are gathering and them. The history of playing cards is history of printing at the same time. By help of them, we can follow the development of the printing technologies from earlier hand-painting to the most modern digital printing solutions.

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FESPA Embraces Social Media Revolution: FESPA has announced in main website, to connect with a number of key social media networks, such as *Facebook, Twitter, LinkedIn, YouTube* and many others, helping the organization, capitalize on the communication opportunities that the rapidly evolving social media landscape provides including *WideNetwork*, which is for the digital imaging and wide format inkjet printing experts.

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An earlier unknown publishing emblem of Ignacz Stromayer, from 1789: Working for a state library called *Országos Széchenyi Könyvtár*, I have found there a currently unknown publisher's emblem from the 18th century with which I can make complete the printing-history collection of *Magyar Grafika*. The original source is: *Georgyi Pray historiacontroversiarum deritibus sinicis ab earumorigine compedio deducta Praecedente epistola ad Benedictum Cetto Pestini, Budae ac Cassovae, inBibliopolio Strohmayeriano, 1789 (Library mark: H. eccl. 4554).*

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The first books of fate: Prophecies of Fortuna & Sybils: With the arrival of printing technologies, in Western Europe a lot of books dealing with the prophecy of fate were published. On base of Italian, French and German style, in Hungary too. Bibliographer *Károly Szabó* has found two of them in the Hungarian National Museum. Both are a bit broken.

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Facts & Figures: Majority (94%) of readers of *Magyar Grafika* are insisting on printed version of our paper. It is understandable for a printer! Parallel wit this we are busy in developing its on-line version, modernization of our current website, because with this, we are able to provide much more contents to our readership.