

## ▶ Editorial programme 2020

		Important industry events
<b>Topics in each issue</b> <ul style="list-style-type: none"> <li>■ <b>Printing machines</b> (conventional, hybrid, digital)</li> <li>■ <b>Prepress / printing form production</b> (printing plates, imaging systems, screening processes)</li> <li>■ <b>Substrates</b> (paper, films, thermal material, metallized materials, etc.)</li> <li>■ <b>Finishing/Converting</b> (analogue/digital/hybrid)</li> </ul>		
<b>1/2020 (February)</b> Publication date: 19.02.2020 Editorial deadline: 23.01.2020 <b>Advertising closing: 30.01.2020</b>	<ul style="list-style-type: none"> <li>■ Label market survey and prospects for drupa year 2020</li> <li>■ Ecology &amp; Sustainability: Environmentally friendly label production</li> <li>■ Printing technology: the latest digital printing machines and digital finishing / converting</li> <li>■ MIS, ERP and production software – practical experiences and innovations</li> </ul> <b>Special Intelligente Etiketten</b> (Intelligent Labels) <ul style="list-style-type: none"> <li>■ Security labels ■ Counterfeit protection</li> <li>■ RFID / NFC ■ Printed electronics</li> <li>■ Functional layers ■ Tracking labels ■ Smart labels</li> </ul>	Finat Technical Seminar Barcelona/Spain: 04–06 March Label Summit Latin America Santiago, Chile: 10–11 March Lopec Munich/FRG: 24–26 March Sleeve Label Conference Cincinnati/USA: 01–03 April
<b>2/2020 (April)</b> Publication date: 21.04.2020 Editorial deadline: 23.03.2020 <b>Advertising closing: 30.03.2020</b>	<ul style="list-style-type: none"> <li>■ <b>Preview drupa</b> (Trends, new products, trade fair information)</li> <li>■ Flexible packaging – a new business opportunity for label printers?</li> <li>■ Digital printing technology: toner, liquid toner, inkjet, UV inkjet</li> <li>■ Inks, varnishes, inkjet inks (colour systems analogue / digital, dosing, residual colours)</li> <li>■ Drying / curing of inks and varnishes</li> <li>■ Inspection and control systems (in-/offline, web guiding control, web inspection)</li> <li>■ Ecology &amp; Sustainability: Recycling, waste reduction, disposal</li> </ul>	Finat European Label Forum Rome/Italy: 03–05 June Labelexpo Southeast Asia Bangkok/Thailand: 07–09 May Interpack Dusseldorf/FRG: 07–13 May VskE Spring Conference Braunschweig/FRG: 14–16 May
<b>3/2020 (June)</b> Publication date: 09.06.2020 Editorial deadline: 12.05.2020 <b>Advertising closing: 19.05.2020</b>	<ul style="list-style-type: none"> <li>■ <b>Fair issue drupa</b> (Trends, new products, trade fair information)</li> <li>■ Prepress (Software, hardware, colour management)</li> <li>■ Adhesives: New solutions for special requirements</li> <li>■ Ecology &amp; Sustainability: Energy optimization, energy efficiency</li> </ul> <b>Special Finishing &amp; Veredelung</b> <ul style="list-style-type: none"> <li>■ Embossing (cold / hot / hologram foil)</li> <li>■ Varnishing ■ Laminating</li> <li>■ Conventional and laser die-cutting</li> </ul>	drupa Dusseldorf/FRG: 16–26 June 

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<b>4/2020 (August)</b> Publication date: 05.08.2020 Editorial deadline: 09.07.2020 <b>Advertising Closing: 16.07.2020</b>	<ul style="list-style-type: none"> <li>■ <b>Labelexpo Americas</b> (Trends, new products, trade fair information)</li> <li>■ Printing technology: latest developments</li> <li>■ UV and LED-UV – developments in label printing</li> <li>■ Ecology &amp; Sustainability: Sustainable substrates, recycles</li> </ul>	Labelexpo Americas Chicago/USA: 15–17 September
<b>5/2020 (Oktober)</b> Publication date: 01.10.2020 Editorial deadline: 04.09.2020 <b>Advertising Closing: 11.09.2020</b>	<ul style="list-style-type: none"> <li>■ Prepress (Workflow solutions, imagesetter, colour management)</li> <li>■ Printing technology: conventional systems versus digital printing</li> <li>■ Inspection and control systems (in-/offline, web guiding control, web inspection)</li> <li>■ Ecology &amp; Sustainability: Legal requirements</li> </ul> <b>Special Intelligente Etiketten</b> (Intelligent Labels) <ul style="list-style-type: none"> <li>■ Security labels ■ Counterfeit protection</li> <li>■ RFID / NFC ■ Printed electronics</li> <li>■ Functional layers ■ Tracking labels ■ Smart labels</li> </ul>	Labelexpo India Greater Noida, Dehli/India: 29 October–01 November VskE Fall Conference Unterschleißheim/FRG: 06–08 November InPrint Milan/Italy: 24–26 November
<b>6/2020 (Dezember)</b> Publication date: 07.12.2020 Editorial deadline: 10.11.2020 <b>Advertising Closing: 17.11.2020</b>	<ul style="list-style-type: none"> <li>■ Printing technology: hybrid systems</li> <li>■ Special machines and special designs</li> <li>■ Alternative use of narrow-web technology (flexible packaging, IML, cardboard, etc.)</li> <li>■ Printing peripherals (Water treatment, drying, winding and unwinding etc.)</li> <li>■ Ecology &amp; Sustainability: Sustainability in the printing process</li> </ul> <b>Special Finishing &amp; Veredelung</b> <ul style="list-style-type: none"> <li>■ Embossing (cold / hot / hologram foil)</li> <li>■ Varnishing ■ Laminating</li> <li>■ Conventional and laser die-cutting</li> </ul>	
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**We appreciate your opinion!** Please contact editor **Michael Scherhag** at [scherhag@ebnermedia.de](mailto:scherhag@ebnermedia.de) and let us know where we can improve, which topics you are interested in and what you would like to read. We look forward to your suggestions!

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## ▶ Special Intelligente Etiketten

Intelligent labels with RFID or NFC technology are becoming increasingly important. They let us pay cashless, transmit product information, support in production, logistics and warehousing. Many other areas of application indicate that this technology is on the way to success, and new products are constantly being added. New printing technologies, especially digital printing, make it possible that intelligent labels can now also be produced by label printers.

Etiketten-Labels therefore meets the need for information with the special section „Intelligente Etiketten“ (Intelligent Labels). The focus is on the following topics:



- Different types of „intelligent labels“ and their use in practice
  - How do you find the right technology, good industry access and how can you ensure successful application?
  - Printing technologies in practice and business models for label printers
  - New materials and technologies for the production of „intelligent labels“
- in Etiketten-Labels 1/2020 (February)
- in Etiketten-Labels 5/2020 (October)



A selection of articles can be found in our shop.

## ▶ Special Finishing & Veredelung

The megatrend individualization works worldwide and leads to a differentiation of products and also labels and packaging. The refinement of labels serves not only for the optics, but also for product safety. On the one hand, special optical effects and an extra shine can be added to the print finishing, which makes labels appear more valuable and interesting. On the other hand, with the refinement it is possible to protect the printing material from external influences such as scratches.

EtikettenLabels deals with the different types of finishing, their function and which new developments concern the industry. In our special section „Finishing & Veredelung“ we look at:



- **Print finishing through varnishing:** How do UV / LED UV coatings work and what special effects are possible with other technologies?
  - **Conventional die-cutting and laser die-cutting:** What solutions are there on the market. What are the advantages and limitations?
  - **Haptic print finishing through foil embossing:** Units for cold and hot foil embossing. Manufacture of embossing dies and other options for optimizing the haptic effect.
- in Etiketten-Labels 3/2020 (June)
- in Etiketten-Labels 6/2020 (December)

## ▶ How to reach your customers



Website



Social Media



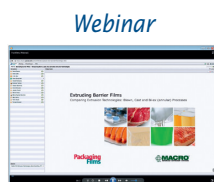
Trade Magazines



Special publications – related to special topics and companies



Weekly Newsletters  
Special Newsletters  
Stand-Alone Newsletter  
White Papers



Webinar



Videos



PR & Marketing Services



Expert Talks – Round Tables – Events



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**We are happy to advise you in detail and help you achieve your marketing goals!**

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We are  
label printing!



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