



Netletter n.3

Dear visitor,

The countdown has started!

A little over two weeks from now the gates will open on the fourth edition of Medprint 2007 at the new Fiera di Roma. One cannot help getting involved in this great exhibition of technologies, news and applications presented by 270 exhibiting companies. .

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On-line pre-registration

The pre-registration service is still active to help visitors plan their visit at Medprint, avoiding long waits on the fairgrounds. The [service](#) will remain active until April 15th; every pre-registered visitor will be given an access card with a free copy of the exhibition catalogue at the exhibition entrance.

Crucial events

Go ahead and pencil in the events that best meet your needs and those of your business. Following you will find the complete program of events, also available online in the dedicated section of the [Medprint](#) website.

Thursday April 19th

- **h. 2:30 pm** Digital Printing Forum @ Medprint - "Beyond digital printing: added value services to increase sales" (info@4itgroup.it)

Friday April 20th

- **h. 10.30 am** Calibration and tolerance in photopolymer matrices (atif@assografici.it)

- **h. 10,30 am** Professional - customer relationship from a marketing point of view (comunicazione@cna.it)

- **h. 2.30 pm** Printing, shipping and stocking: prospective and problems for authors, printers and small-size publishers (comunicazione@cna.it)

- **h. 3.30 pm** Meeting with label manufacturers from central and southern regions - part one (gipea@assografici.it)

Saturday April 21st

- **h. 10.00 am** Meeting with label manufacturers from central and southern regions - part two (gipea@assografici.it)

- **h. 10.30 am** 'Technically' more. Can native or PDF files give printing problems? Basic rules to optimize transparencies, compression, resolution and color profiles.

- **h. 2.30 pm** Color management in flexoprinting (atif@assografici.it)

"Medprint was my choice" - opinions from exhibitors

Here are more statements from the [protagonists](#) of Medprint

In this issue we give the floor to:

Carmela Apicella from **AVEZZANO SISTEMI**: "Ever since the first Medprint we've had the chance to meet managers and companies that were extremely receptive concerning technology and services. We give this market special focus with a high personalization level, which constantly increases with the growing importance of digital technology".

Marco Bossi from **BOBST GROUP**: "We have believed in Medprint ever since the beginning, because we think that southern Italy deserves special attention and an important event such as an exhibition with the right size and positioning. The new Fiera di Roma now offers a new opportunity to reach all printing and paper converting industries in central and southern Italy".

Claudio Dellacasa from **SITMA**: "We met the challenge of the new location to create a bigger and richer exhibition than in the past editions: finally Medprint opens up to companies from central Italy, which in the past were given little importance, thus creating more business opportunities for us, the exhibitors. Supplying technology and solutions for post-press means enlarging the market: from this point of view, Medprint's market represents a very interesting customer pool".