

INPRINT **pressrelease**

No 19/06 – 1/2
Beirut, 2006-03-24



PrintCity and OE-A are targeting on RFID and Printed Electronics developments at IPEX '06

The important benefits for the graphic arts industry and their customers to be gained by getting ever more involved in the growing business of Radio Frequency Identification (RFID) and Printed Electronics will be in the focus of a joint activity between PrintCity - 'connection of competence' - and the Organic Electronic Association (OE-A) during IPEX from April 4-11, 2006 in Birmingham.

The Media 'Print' and Electronics world meet at the dedicated **symposium "Intelligent Packaging: RFID and Printed Electronics"** which will be held **on April 6 and April 10 from 10.00-12.00 a.m.** at the show. In the two-hour symposium visitors will get first hand information from representatives of international leading companies in the field of RFID and Printed Electronics like Bobst, Kurz (PolyIC), MAN, Merck, SunChemical, UPM (Rafsec) and Zeiler.

The symposium will inform about the latest developments and future prospects of Printed Electronics as well as existing examples of applications in the field of RFID covering the whole supply chain. PrintCity and OE-A experts will present it in a two-hour symposium at **'Concourse Suite 2' ('Atrium' - entrance 1 or 2, nearby hall 8 or 9)** at the show. But before then, the media will get a special insight into what will be shown and presented at the **PrintCity Media Conference** at IPEX on **April 4 at 9.30 a.m.**

RFID and Printed Electronics cover a multitude of areas and range from transport logistics, labelling, key registration, counterfeiting to pharmaceutical – the potential applications of the technology are numerous.

Sandro Gubinelli, Chairman of PrintCity's Activity Group 'Packaging, Commercial & Sheetfed', which is organising the event, said: "All of the PrintCity partners who will be represented at the symposium have been investigating, working on or producing RFID and Printed Electronics so it's a logical step for us to combine our expertise to benefit the industry as

Dynagraph traces its roots back to the 1970s. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry Ilc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, pre-press, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fujifilm Graphic Arts or DuPont.

In press, sheet and webfed MAN Roland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider_Senator, Theisen & Bonitz, and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

Dynagraph for Printing Industry Sal
Corporate Marketing & Communication
P.O.Box 165557 111001 Achrafieh
Beirut, Lebanon

Press Officer: Juliana Kara
Phone: +961 (5) 95. 40 01-110
Fax: +961. (5) 95. 20 75
E-Mail: jekara@dynagraph.net

Dynagraph.net

Dynagraph for Printing Industry Sal
-is a member of the Dynagraph Group

a whole. Our target is to meet expectations of the market and to open new business possibilities for our customers. This symposium is the first step in what is likely to become an important project to develop within the alliance of companies and the cooperation with OE-A. We are all very excited at the prospects.”

“Printed Electronics opens up new horizons for the graphic arts industry. It will be a revolution for the electronic as well as the printing world - Thin, light weight, flexible and produced at low cost by using printing techniques – this will enable new applications and will largely influence established value chains. Printing electronic functionality enables smart packages, e.g. sensing the temperature of perishable goods and communicating with the user by RFID or simple displays. First simple products will appear on the market soon”, says Wolfgang Mildner, Chairman of OE-A and Managing Director of PolyIC. “Our members cover the whole value chain of Printed Electronics and work together to leverage this emerging technology. We look forward to the cooperation with PrintCity”.

Target groups for the conference will include printers, converters, advertising and design agencies, brand owners and retailers.

To book your seat at the **symposium “Intelligent Packaging: RFID and Printed Electronics”** which will be held **on April 6 and April 10 from 10.00-12.00 a.m.**, please send an e-mail to jelkara@dynagraph.net and indicate the number of attendees or contact your local Dynagraph partner before the 30th of March 2006.