

AGENDA

From Specification to Press

Standards That Build Trust, Quality and Profitability

4 NOVEMBER 2026 | 13:00-15:30

Grand Hotel Continental • Grigorescu Room
56 Calea Victoriei, Bucharest



Where standards are heading - three perspectives

Each session combines a short expert presentation with discussions and audience questions.

13:00-13:20	Participant registration
13:20-13:30	Opening remarks - ATT and ASRO
13:30-14:10	Session 1 - From the press floor: productivity and economic impact Dr Andreas Kraushaar (FOGRA), onsite - developments in ISO 12647 How the evolution of process standards translates into less waste, fewer reprints and measurable productivity gains in the printing company. Dr Jürgen Gemeinhardt (FOGRA), onsite - developments in ISO 12647 Advancing flexographic printing: revision of ISO 12647-6 Round Table 1 — From the press floor The effects of standardized production: less waste, fewer reprints, measurable productivity and economic results.
14:10-14:50	Session 2 - The print buyer's view: consistent results, trusted suppliers Don Hutcheson (Printing United / HutchColor), online - founder of G7 Why brands, publishers and agencies increasingly choose printers who work to recognized standards, and how a common visual target builds trust between buyer and printer. Round Table 2 — The print buyer's view The role of recognized standards in the requirements of brands, publishers and agencies, and in supplier selection.
14:50-15:30	Session 3 - Implementation and certification: beyond the myths Elie Khoury (Alwan Color Expertise / CNTCG), onsite Dr Bruno Mortara (CEC Brasil), online - WG13 and the ISO 19302 project What certification really involves, lessons from France and other markets, and clarification of common misconceptions about the cost and complexity of standardization. Round Table 3 — Implementation in practice Introducing standards and certification into companies: obstacles, experience from other markets, costs and complexity.

The programme and guest participation are subject to confirmation.