

INVITATION • GRAPHIC INDUSTRY CONFERENCE

From Specification to Press

Standards That Build Trust, Quality and Profitability

4 NOVEMBER 2026 | 13:00-15:30

Participant registration: 13:00-13:20.

Grand Hotel Continental • Grigorescu Room
56 Calea Victoriei, Bucharest



The Transilvania Printers Association (ATT) and ASRO, the Romanian National Standardization Body, invite you to a conference for stakeholders in the Romanian graphic industry, featuring guest experts from the working groups of ISO/TC 130, Graphic technology.

Held on the occasion of the ISO/TC 130 meetings in Bucharest, the conference provides a forum for dialogue among printing companies, print buyers, suppliers, consultants and representatives of academia.

Three perspectives will guide the discussions: productivity and economic impact, consistent results and trusted suppliers from the print buyer's viewpoint, and practical aspects of implementation and certification. Each session combines a short expert presentation with a moderated discussion and audience questions.

DIALOGUE WITH ISO/TC 130 EXPERTS

Onsite: Dr Andreas Kraushaar and Dr Jürgen Gemeinhardt (FOGRA), Elie Khoury (Alwan Color Expertise / CNTCG).

Online: Don Hutcheson (Printing United / HutchColor), founder of G7, and Dr Bruno Mortara (CEC Brasil).

Expert presentations • Round tables • Networking

Join the discussion on the future of the graphic industry.