

# Abstracts of Articles

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Dear Reader. Our last edition for 2008 is focusing on accidental printed products. In the Old Times, this kind of prints were designed and produced very carefully with a great expertise. The *Digital Age*, in this case, means a *New Golden Age*, in which brand new printed and their on-line products can be found on the media markets. For example accidental books, printed and bound photo albums, on-line seasonal greeting cards, electronic newsletters – instead of printed flyers –, and the posted messages: the *Direct Mail (DM)* editions. Taking the global financial difficulties into account, mainly from professional and profession-cultural point of views, it is advisable to take care again of these – earlier somewhat disregarded – products. For they need more careful organizations, more time and thoughtfulness, and give relatively less profit, the large printing houses don't make any afford to produce such kind of printed products. Step by step, the professional fastidiousness and expertise has been diminished.

By reading our present issue of *Magyar Grafika's* article on page 3<sup>rd</sup>, you can recall your knowledge about accident print products, throwing a new light upon them.

In columns of *Grafika a Grafikában* (ie. *Graphics in Magyar Grafika*), read *Péter Maczó's* articles dealing with the problem of true aspects of things, and look at the contrasts mentioned by the author in them. Taking part on a commercial negotiation without having visit cards, for you it can be a typical marketing self-goal! The result can be a lost cooperation, lost business, lost possibility of work and profit! And loss of prestige too! This accidental printing card is part of our life similarly to the business! In connection with this, I advise you to read the article and a continuous training of *László Burger* (on page 64. as well as on our website: <http://www.pny.me.hu/2008/eseemnyaptar>).

The next edition of *Magyar Grafika* will deal with the printing, stressed on digital technologies. You will find information about future of digital printing, as well as important advises in it, for the survival, how to run forward and escaping from the financial crisis.

I wish you a *Peaceful, Intimate Advent*, a *Merry Christmas*, and a *Better New Year* than the coming one! The Editor in Chief.

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Accidental prints and their on-line versions give some special feeling. Their share on world markets is over 30%. They help survival of old-style typographic techniques, and ornamental designs even in the present profit centered age. In the beginning of the 2<sup>st</sup> Century, as Christians is increasingly multi-cultural Societies continue becoming more sensitive to and respectful of non-Christians faiths, the phrase has become somewhat less ubiquitous than it was in the 20<sup>th</sup> Century. But besides Christmas and Easter Greeting Cards there are many non-religious ones. Our article is dealing with the technologies of this kind of products, as well as with materials for production.

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Producing and processing of accidental prints: The word *accidental* – originated from Latin – means occasional or

casual. In the printing industry we think of producing special, seasonal prints, such as: invitations for wedding, farewell ceremonies and other programs, as well as visit cards, letters, envelopes, and different postal cards. Most of the printed materials nowadays produced by digital printing are accidental ones.

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Special prints produced with a great past technique: The role of screen printing has significantly changed by the spreading of digital printing technology: from short runs, towards using special print effects, like for instance using the embossing technology, making Braille text prints, decorative materials etc. This article is a comprehensive survey of the techniques used nowadays.

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Adobe Creative Suite 4: is a new software package of Adobe. After making an international announcement of its launch at September 2008, several questions came from its users, for example: *Why to choose it instead the former one?* The Author of article gives a comprehensive explanation of the advantages of such a decision making.

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Significant ink saving: for the printers, this is an important dream, mainly in the present global financial crisis: to save as much printing ink as possible. Minimal ink consumption can be a reality, using the theory and method written by the author of our present article. The result is not only saving ink but quicker ink drying, less energy consumption, less waste materials and better print quality!

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The General Meeting for reelection of officials of the *Technical Association of Paper and Printing Industry (PNYME)* in 2008, took place at the *Museum of Transport*. At the dignified event, there were 94 members present, where prize-giving made more colorful of the program. In this article you can get information about the newly elected members of the presidium, by the help of their Curriculum Vitae.

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The 3<sup>rd</sup> Balkan Print Forum under the patronage of *manroland AG* took place on 23<sup>rd</sup> of October in Istanbul, under the motto: *Development of the European Printing Industry: New Chances and Challenges for the Balkan Region*. In the frame of this event, the presentations were dealing with the perspective of Print 2020: the competitiveness of the European Graphic Industry, the current situation and future actions at EU level, and the mutual work of members of Balkan Print Forum.

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IPEX 2010: Digital printing has transformed our lives. From personalized, full-colour direct mail pieces, household bills, greeting cards to catalogues, photo albums, newspapers and huge billboard posters, it is part of today's modern print industry. Digital technologies are advancing rapidly and are replacing a large number of traditional printing methods.

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Print 2018: IPEX and Future of Digital Printing: On the anniversary of the launch of the Europe's leading wood-free coated paper brand, *HELLO*, this article gives a view of how the printing industry will look in another ten years.

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Is MSc teaching and training to start at BMF, a result of alignment with the method of Bologna, or it is independent from it, and is a kind of a new postgraduate studies? It will be starting at February 2009. The author of the article is dealing with this problem and tries to give answers to the questions mentioned.

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Digital Forum 2008: Not this is the first case when the *Technical Association of Paper and Printing Industry (PNYME)* takes part in organization of professional events. It seems to be a traditional way, because many member organizations and companies claim such type of services. In this article, in a report, Hungarian representative of Konica Minolta, *Attila Kószás*, product-, and PR-manager explains his experiences about the event.

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Forum of young graduates: This is a report about an open day event about papers, called *Papírművés nap 2008* in Hungarian language. It was organized at 5<sup>th</sup> November, by *PNYME Paper Industrial Section* and by *MTA Work Board of Natural Polymers*. It took place at *Hotel Rubin Wellness & Confidence*. In the article you can find reports about presentations of the young graduates.

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To the *Professional Publishing, Hungary (PPH)* competition (named Magma), fifty publishers have entered. The aim of the PPH competition was to make publishers aware of importance of newspaper planning and magazine external appearance as well as the readers to understand that internal and external content and the visual form are of equal importance. We are proud to inform our readership, that our paper, *Magyar Grafika*, thanks for the activity of *Péter Maczó* has – in the frame of the competition – won the first prize of the category of periodical publications.

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Traditional annual Printing Symposium of PNYME's *Paper Industrial Section* took place at 6–7. November, 2008. The presentations and the *Banquet Evening-Meal* was organized in *Hotel Novotel*, at Székesfehérvár. The article is a report which contains excerpts of all the interesting and important presentations of the Symposium.

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About the sale, from firsthand: Around PNYME since decades, there are many teaching and training possibilities for experts of paper and printing industry to modernize and widening their professional knowledge. A course of *László Burger*, president of *Association Hungarian Paper Wholesalers* has started its triumphal march last year at the autumn. Its first part has ended very successfully. The subject of it was: *Training for the Effectual Sailing*. Is it an Utopia, or a reality? This article is a report about it, made with *Mr. Burger* in the frame of an interview.

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*The 25<sup>th</sup> Jubilee Conference of Maintenance Experts of Printing Industry*, took place at Balatonfüred–Veszprém, at 9–10. October. This article is a report, based on an interview made by the author. You can read excerpts in it of conference presentations.

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Making use of environment: The aim of the authors of the article, is to direct the interest of the readers towards the problems of energy-, and of material consumption as well as the environment overloading. Main features of article are: mineral resources of Earth, the life-cycle of repairable and reusable products, the maintenance, the objective evaluation of the environmental awareness, as well as the responsibility of the developers.

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Appraisal of labor productivity: This is a part of a former article series dealing with the incitement-management. Now it deals with the evaluation, appraisal of labor productivity, for the aim of supporting the worker's motivation.

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Making quickly some wrong: Visit card or fast print? In this restless, harassed age, we always have a lack of time. We are running as a consequence of technical development. Everyone can be reached everywhere and every time. The insignificance is globally spreading. The author of this interesting article shows us several examples of evidence in form of beautiful graphics. Look at them!

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Appearance of drupa, Image of drupa 2008. This article contains many beautiful photos and graphics made by the author at the drupa 2008. Different shapes, forms and colors, influencing not only its exhibition area, but Düsseldorf too. Philosophy and marketing at the same time! This is the face, the appearance of drupa, the Image of drupa!

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“Smoke-Jack” The last book of Tevan, 1948 contains some fragments of the Printing History). Publication activity of *Tevan Printing House*, (Békéscsaba), under the direction of *Andor Tevan*, has been an important factor of the modern typographic workshop. In this article you can read interesting details of the past!

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Beautiful placards from the last centuries. Some selected pieces of the old times, from the placard collection of *Hungarian Trade and Public Catering Museum (MKVM)*. They are interesting documents of the developing printing industry. How did it begin?

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A Pocket-Inventory: The first *Hungarian Almanac* for printers from 1867. Full of interesting data and templates for the daily work of experts.