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**INTERQUEST Announces Speakers for  
Digital Printing Forum at the 2015 Hunkeler innovationdays**

*Robust lineup of international speakers highlight the full-day event*

**Charlottesville, VA and Lucerne, Switzerland (February 5, 2015)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, announces a robust lineup of international speakers for the **2015 Lucerne Digital Printing Forum**. The full-day event will be held on Tuesday, February 24 from 9:00 to 17:00 at the Hunkeler **innovationdays** in Lucerne, Switzerland.

“We are pleased and honored to have the participation of executives from leading companies involved in direct marketing and multi-channel communication, transactional, and publication printing at our event. Some have been long-term digital printing players, while others are newcomers who are taking advantage of the latest inkjet printing developments to jump in” commented Gilles Biscos, President of INTERQUEST

In the morning seminar—“**Digital Printing & Multi-channel Communication**”—Toby Cobrin, a Director at INTERQUEST, will present recent research findings in direct marketing and multi-channel communications. Cross-media success stories will be shared by direct marketing specialists, including Olivier Honoré, Digital & IS Director of French company **d’Haussy**; and Steven Stuedli, Director of Sales & Marketing at **Trendcommerce AG** in Switzerland.



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After additional INTERQUEST research findings in transactional printing are presented by Gilles Biscos of INTERQUEST, leading transactional print providers will present solutions they have recently implemented to reduce costs and increase the productivity and efficiency of their transactional applications, as well as to take advantage of the convergence of direct marketing and transactional printing. They will include: Loïc Lefèbvre, Vice President Sales & Marketing at **Groupe Diffusion Plus** in France; and Jukka Saariluoma, Business Unit Director for **Hansaprint** in Finland.

The morning Vendor Panel will feature: Pat McGrew, Inkjet Evangelist, Inkjet High-speed Production Solutions, at **Hewlett-Packard**; and Olivier Zwartjes, Sales Director, Production Printing Solutions Division at **RISO**.

Leading off the afternoon session—**“Digital Printing in Publishing”**—INTERQUEST analysts will discuss opportunities and success stories in the use of digital printing in newspapers and magazines. Forward-thinking printers and publishers will then share their applications and experiences. Speakers will include Swiss **Mengis Gruppe**’s Owner Nicolas Mengis, and CEO Harald Burgener.

After the break, INTERQUEST analysts will then share research in digital book printing, followed by a Vendor Panel, which will be focused on digital printing developments in publishing. Participants will include: Will Mansfield, Director, Worldwide Sales & Marketing; Inkjet Presses; Enterprise Inkjet Systems Division, at **Kodak**; Benoit Chatelard, General Manager, Production Printing Solutions, at **Ricoh** Europe; and Reinhold Frech, Sales & Marketing Director, Commercial Printing Group, for **Canon** EMEA

The afternoon seminar will end with book printers and publishers sharing their experience and latest developments with digital printing. Speakers will include: Gaby Duer, Owner of **Cordoba Printing and Binding** in Israel; as well as Alper Çifçi, Digital Printing Group Manager for **Meteksan**, and Oytun Çetin, General Manager at **Teknolist** both from Turkey.



The 2015 Lucerne Digital Printing Forum is sponsored by leading players in the market, including Canon, Domino, Hewlett-Packard, Hunkeler, Kodak, Ricoh, and RISO. It is supported by leading industry association including the European Business Document Association (EBDA), the Federation of European Publishers (FEP), the European Federation of Envelope Manufacturers (FEPE), and Verband der Schweizer Druckindustrie (VSD).

For more information about the event, visit <http://www.inter-quest.com/focused-forums/2015Lucerne/index.php> or call INTERQUEST at 1-434.979.9945.

### **About INTERQUEST**

Founded in 1990 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has more than 2,000 clients worldwide; approximately half are end-user organizations and half are outside the United States. Since 2006 INTERQUEST has organized Digital Book Printing Forums in North America and Europe, and since 2009 has organized Digital Printing and Multi-channel Communications Forums in Paris, Toronto, Montreal, and Brussels.



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## About Hunkeler innovationdays

<http://innovationdays.hunkeler.ch/>

As a trade show, Hunkeler **innovationdays** is a unique event in the international trade fair circuit. Since its inception in 1994, it has regularly brought the most important providers in the paper processing sector to Switzerland. The event is now firmly established as a regular fixture, with a focus not on individual products but on comprehensive production systems with practical relevance. This special-interest event revolves around paper processing and digital printing and offers a platform for information and networking within a defined framework. The visitor profile of past years clearly reflects the growing interest that conventional offset printing houses take in digital print processes. Increasingly, investment projects focus on such solutions.