



## INTERQUEST Announces Speakers for Lucerne Digital Book Printing Forum

*Leading book printers & vendors slated for  
inaugural event at Hunkeler Innovation Days*

**Charlottesville, VA and Lucerne, Switzerland (January 29, 2013)** — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced an impressive lineup of speakers and panelists from leading players in the industry for its first Digital Book Printing Forum at Hunkeler Innovation Days. The half-day educational forum will focus on trends and opportunities in digital book manufacturing, and will be held Wednesday, February 13 at Hunkeler Innovation Days in Lucerne, Switzerland.

According to Gilles Biscos, President of INTERQUEST, “We’re excited and honored to have the participation of key executives from leading suppliers, as well as business owners and directors from leading digital book manufacturers throughout Europe. Innovation Days is a growing and vibrant venue for digital print manufacturing and the ideal setting for a Forum focused on the latest trends and developments in digital book production.”

In the opening session of the Forum **Gilles Biscos**, President of INTERQUEST, Ltd., will present recent INTERQUEST research in the digital book printing market from a global perspective. His presentation will be followed by a panel of executives from leading vendors in the market. Speakers will include: **Hans Gut**, Marketing Director of Hunkeler AG; **Erwin Busselot**, Marketing Director, Digital Printing, Kodak Graphic Communications Group EMEA; **Andy Fetherman**, Division Manager Digital Solutions, Müller Martini North America; and **Benoît Chatelard**, General Manager, Production Printing Solutions, Ricoh Europe.



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Following the coffee break, owners and executives from leading digital book printers will discuss their experiences, applications, and challenges with digital printing, and explain how recent developments in digital printing, finishing, and substrates are helping their businesses. Speakers will include: **Nicolas von Muehlenen**, founder, CEO, and co-owner of Edubook, a B2B company located in Switzerland; **Erick Piton**, Director of Business Development at Nouvelle Imprimerie Laballery in France; **Raimo Pollari**, Pilot Plant Director at KCL in Finland; and **Andy Cork**, Managing Director, Printondemand-worldwide in the U.K.

The Lucerne Digital Book Printing Forum is sponsored by leading players in the market, including Graph-Tech, Hunkeler, Kodak, Konica Minolta, Mondi Group, Müller Martini, Canon Océ, Ricoh, and Sappi Fine Paper, with additional support from the Europe Business Document Association (EBDA), PODi, and Verband der Schweizer Druckindustrie (VSD).

### **About INTERQUEST**

[www.inter-quest.com](http://www.inter-quest.com)

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital book printing markets. Every year since 2006 INTERQUEST has organized the Digital Book Printing Forum held during the Publishing Business Conference & Expo in New York City. In 2012 INTERQUEST organized similar events in Paris, London, Frankfurt, Toronto, and Montréal. INTERQUEST can be reached by calling 00-1-434- 979-9945, by fax at 00-1-434-979-9959, or by email at [iquest@inter-quest.com](mailto:iquest@inter-quest.com).



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## **About Hunkeler Innovation Days**

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

As a trade show, Hunkeler Innovation Days 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.