

Print specialist teachers from four continents for advanced training in Chemnitz

- **Practical advanced training at the AZP training centre for print and media in Chemnitz transfers printing know-how to the four corners of the world**
- **Four-week specialist teacher training for teaching staff from Asia, Africa, East Europe and South America**

Chemnitz, 22/09/2016 – They are between 26 and 46 years old. They speak 13 different languages and come to Chemnitz from all over the world. That is to say: From Egypt, Uganda, Brazil, Colombia, from Sri Lanka, Vietnam, Thailand and India as well as from Serbia, Russia, Latvia, Ukraine and Uzbekistan. Yet despite all these differences, there is something that unites all participants of the currently ongoing Specialist Teacher Course at the AZP training centre for print and media in Chemnitz. It's their enthusiasm for modern printing processes and technologies which they pass on to students and trainees for print and media in their home countries.

This Specialist Teacher Course is one of the initiatives of PrintPromotion GmbH. A non-profit organization of the German printing and paper technology manufacturing industry, it pursues what its name implies: The promotion of printing and modern printing technology. To this end, PrintPromotion has established a global network of experts. The advanced training of specialist teachers is one component of this strategy. In the currently ongoing course, 13 teachers – among them six women – learn on modern machines and using the latest software how digitally networked printing house processes change the workflows of their industry. This also includes further training in prepress software like InDesign, Illustrator or Photoshop, training relating to quality and colour management in the printshop or working with binding standards as a prerequisite to uninterrupted process chains comprising all steps of print production. In addition, they can gain profound insights into the production of modern printing equipment during excursions to printing and paper technology manufacturers.

Specialist teachers as multipliers of a new process world

According to Chamal Tharanga Hettiarachchi, who is a teacher at the Sri Lanka Institute of Printing in Colombo, these excursions so far are an absolute highlight. "In Sri Lanka, it's difficult to organise visits to companies," the 27-year old explains. In cooperation with the University of Colombo, his institute, inter alia, offers an MBA course for Visual Communication and Printing Technology. His own focus is on the prepress sector offering basic and further training for students and experienced printing technicians. He states that despite this professional background he has learnt a lot during the course – especially as far as colour management and the computer-to-plate (CTP) technology are concerned. "It's very helpful that theory and practice are so closely interlinked," he says, adding that putting into practice what you have learned in theory makes everything more tangible.

Luz Alsivia Romero Gutiérrez, 45, who teaches at Servicio Nacional de Aprendizaje (SENA) in Bogota in Colombia also praises the compact professional quality of this training. Although this means a lot of work for her. "I've got a lot of material which I will review for my colleagues and my students and also translate into Spanish," the specialist for quality management in graphic processes reports. She is a trained chemical engineer; her field of activity at the institute comprises both offset, flexographic and screen printing as well as

the prepress sector – and she teaches students in all these areas. All over Colombia, SENA operates 115 qualification centres which closely cooperate and share know-how. Therefore, this engineer will pass on the knowledge newly acquired in Chemnitz to colleagues teaching in three other regional centres with a focus on basic and advanced courses of study for the graphic arts industry.

The aim: Higher quality awareness in the printing process

It's this role as multipliers that makes the specialist teacher course so interesting for both sides. During the training, the specialist teachers can acquire fresh practical know-how and take a look at technologies that have not yet arrived or only arrived in very few large printing companies of their home countries. Hence they get in touch with future technologies which they can then address as subjects in their lessons. And especially as far as prepress software is concerned they can pass on their know-how to their trainees and students direct. Sooner or later, high quality machines and equipment that satisfy top level quality demands are needed in order to be able to actually use the high-quality products of a modern prepress section. "We see our specialist teacher course as a contribution to a growing quality awareness in the global printing industry – and thus, in the end, also as promotion of exports of German printing and paper technology," explains Dr. Markus Heering, Managing Director of PrintPromotion GmbH.

In talks, several participants of the current Specialist Teacher Course admit that they can only use outdated technology at their institutes. They report that, nevertheless, there are requests for high-quality print products as well as staff able to apply modern media and printing technology above all from the packaging industry. Furthermore, the specialist teachers are sometimes high in demand as consultants. For instance, Isaac Neuwelt who has been teaching future printers at the Vision for Africa Christian College in Kampala, Uganda, for four years now. One year ago, he additionally established his own small consulting firm. He gives advice to companies and government printing offices when they wish to invest in new printing technology. Neuwelt also offers training courses and workshops for staff. For that, he naturally highly appreciates fresh knowledge that he can pass on. He thinks that the insights into networked printing processes that he currently gets are important as well. "It's true, here in Uganda we have not yet reached this technical level and the volume of automated printing is still small due to the low wage costs," says the 26-year old, "but I think it's important to get to know new processes and their potentials with a view to the future."

Curiosity about Print 4.0

Jaqueline Paz Bonoto, who trains future printers in Porto Alegre in Brazil, also has a burning interest in digital printing processes and above all the digitization of the workflow in the graphic arts industry. She hopes to get more information about that especially during the excursion to the printing press manufacturers and the web printing company "Flyer-Alarm". She sees that she has already learnt a lot in the training sessions focusing on prepress, quality and colour management, but she wants even more: She wants to think outside the box and use the possibility to share experience with new technologies and their influence on the industry with colleagues from all over the world. "We in Brazil also notice that the new, strongly networked printing houses with online business models are growing much faster than the market," she says, adding that they are cost-favourable, fast and flexible. Being only 28 years old and a trainer, she thinks that her task is to prepare future printers for the new business models and their technical implementation. Furthermore, she is convinced that digital and analogue printing processes will continue to co-exist in the future. "That's the reason why it is important to get to know both worlds in order to be able to respond flexibly."

All participating specialist teachers – whether they come from Egypt, Ukraine or Uzbekistan – are in complete agreement that their pupils, students and trainees will continue to print on paper, board and other substrates in the future, too, pointing out

that, on the one hand, there is a rising demand for packaging in their countries, and, on the other hand, also young men and women increasingly recognize that smartphones, tablets and computers do not satisfy the same functions and needs as the printed media and other printed products. So they are already ambassadors of printing. At the AZP, they now extend their knowledge to be ambassadors of modern printing and paper technology.

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