

PrintPromotion: Good training is the key to good quality

Tomar, 11 September 2014 –

The offers of PrintPromotion for specialist teachers for printing hit the mark because the latter pass on their knowledge and know-how and thus act as valuable multipliers. Therefore, a German specialist teacher seminar was carried out for the first time in Tomar, Portugal, from 9 to 11 September 2014. During this specialist teacher seminar, trainers from Germany train Portuguese specialist teachers on site directly at the machine.



On three days, 28 specialist teachers from 11 technical schools learnt how to wrinkle out maximum quality from the available machines: from prepress to print production. “The seminar was a big success,” said Dr. Markus Heering, the Managing Director of PrintPromotion, in Tomar on Thursday.



PrintPromotion has supported specialist teachers above all from newly industrialised countries and developing countries with courses and seminars for more than 25 years. The seminars take place in the respective countries. Once a year, a four-week intensive course is given at the partner institute of PrintPromotion: the AZP (Ausbildungszentrum Polygrafie) training centre for print and media in Chemnitz in Germany. Over many years, the Portuguese specialist teachers have always shown a great deal of interest therein. “The technological leadership of the German manufacturers only becomes really effective when the customers and users have trained personnel who are able to use them in the most profitable way,” said Heering.