

**24-26 March 2006**

# Athens UV workshop

**General Coordinator,  
UV Screen Printing Coordinator:**

***Michel Caza***

Academy of Screen Printing  
Technology, president

**Digital Printing  
Coordinator:**

**Dr. Nicholas Hellmuth**

FLAAR, Large Format Digital Imaging Division director,  
Centre for Applied Technology, BGSU

**UV Screen Printing  
Digital Printing  
Textile Screen & Digital**

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Organizer:

**MATERIA GRIGIA**  
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# ATHENS UV WORKSHOP

We are pleased to announce the first *open* European laboratory for screen and digital printing applications. The workshop will take place at the **Eirinis & Filias Stadium in Athens, Greece from Friday, 24 March to Sunday, 26 March 2006.**

**General Coordinator:** *Mr. Michel Caza*, President of the Academy for Screen & Digital Printing Technology

**Digital Printing Coordinator:** *Prof. Nicholas Hellmuth*, Director of the Large Format Digital Imaging Division for the Center for Applied Technologies at Bowling Green State University, Ohio, USA

Attendees will print, together with Mr. Caza, Prof. Hellmuth, and the sponsors of the workshop, a real advertising campaign and will create a modern, all-digitally printed coffee-bar of a major, currently existing coffee brand-name.

In a 500 square meter area, we will install and use the following equipment:



Prof. Nicholas Hellmuth and Mr. Michel Caza.

- 1 automatic screen printing machine
- 1 UV dryer
- 1 textile screen printing machine (carousel, 6 colors)
- 1 IR dryer
- 2 large format digital printing plotters (roll-to-roll)
- 1 large format digital printing plotter (flatbed)
- 1 large format digital printing machine (textiles)
- 1 large format digital printing machine (used for t-shirts, bags, and other items)

Participants will also have the chance to work alongside both Mr. Caza and Prof. Hellmuth and solve problems together. Participants will also be able to get immediate answers to their questions, and - *most importantly* - they will be able to get hands-on training with UV technology.

Some of the questions that will be explored and explained in a hands-on workshop are:

*Can screen printing and digital printing co-exist in the printing laboratory of the image professional and also be profitable?*

Mr. Caza answers yes. Participants will both analyze and make a cost estimation on a real advertising job with many applications and, along with Prof. Hellmuth, will print each different application with the most profitable technology.

*Do UV inks really simplify the screen printing process?*

Mr. Caza answers yes and he will share his 50 years of experience in screen printing (which includes 30 years



activity and research with UV inks.

*Can we print textiles with UV inks?*

Mr. Caza, for the first time, will give us his own answer, by screen printing a full color image on T-shirts using UV inks.

*Is digital printing technology still limited to a few applications?*

Prof. Hellmuth does not agree and will prove to participants that digital printing technology has a wide range of applications.

*With digital printing, there are limitations in quality reproduction and color consistency?*

Prof. Hellmuth does not agree that there are limitations in both of these and he intends to show it, in practice.

*Can color calibration, color management and materials profiling, become quality tools in the hands of the professional?*

Mr. Caza and Prof. Hellmuth both agree and they will both prove it in a “real-world” printing job.

Media sponsors for the 2006 Athens UV Workshop are:

- Greek Book of Graphic Arts,
- IMAGEMAKERS Professional Magazine, and
- Visual Communication Greece Magazine

For further information on the 2006 Athens UV Workshop, please contact Materia Grigia Co, the organizer of the event.

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The booth of Materia Grigia at the Milan VisCom trade show in 2005.