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**TAGA**

NextGen Conference

March 25-28, 2025  
Boulder, CO



# Our Sponsors

Print and Graphics  
Scholarship  
Foundation

sappi

gmg<sup>color</sup>

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Value from Innovation

Alwan  
Color Expertise

KONICA MINOLTA

Landa DIGITAL PRINTING

COLOR  
Logic  
Part of HYBRID SOFTWARE

# Participating Schools



Toronto  
Metropolitan  
University

School of Graphic  
Communications Management  
The Creative School



CAL POLY



BALL STATE  
UNIVERSITY

RIT



ILLINOIS STATE  
UNIVERSITY  
*Illinois' first public university.*





## Research Frontiers

Cutting-edge academic papers published in the conference proceedings



## Technology in Action

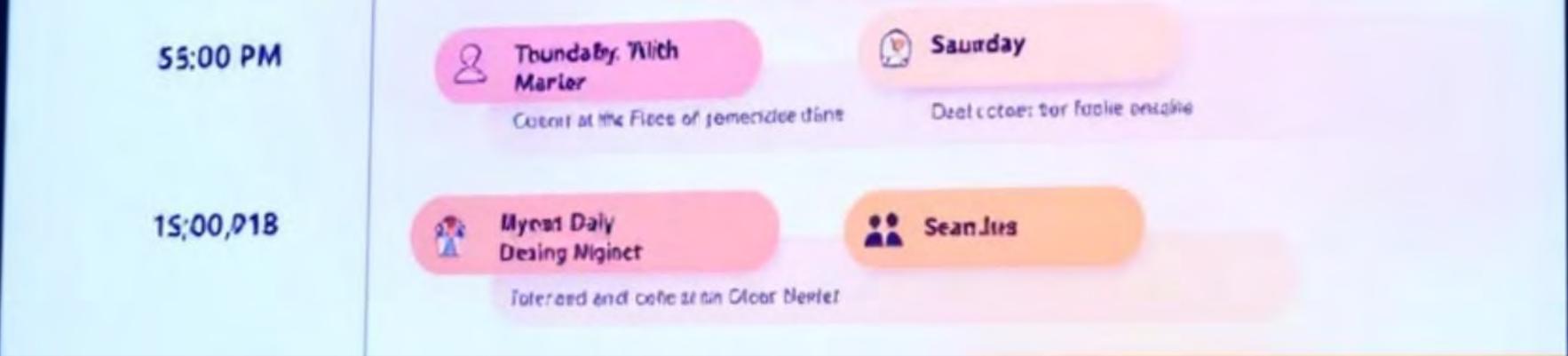
Real-world applications and case studies (not included in proceedings).



## Emerging Talent

Student chapter projects and presentations — connect with the future workforce!





# Today's Schedule





## Wednesday

Student Session  
9:00 – 10:30

Session  
Session  
Session  
Session

## Thursday

Session  
Session  
Session  
Break

Awards Banquet  
6:00 – 9:00

## Friday

Ricoh Tour  
8:00 – 10:30





# WiFi Access



Network Name

Hilton Honors Meeting

Password

<no password needed>

Tech Support

Our team can show you how to turn  
turn off your sounds on your device!  
device!

Just because you get Wifi doesn't mean you have to use it!



# Beyond CMYK - Unexpected and ingenious print applications

**Birgit Plautz | GMG Americas**

What made  
**YOU** fall in  
**LOVE** with  
**PRINT?**





# The Power of Print



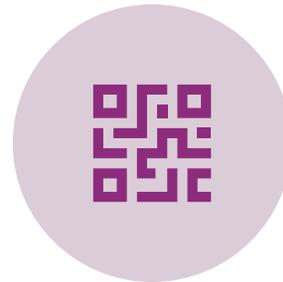
**Tactile engagement & sensory impact –**  
Print captures attention better than screens



**Trust & credibility –**  
Print builds trust in ways digital media struggles to



**Longevity & permanence –**  
Print doesn't disappear with a swipe



**Hybrid approaches –**  
Print and digital complement each other

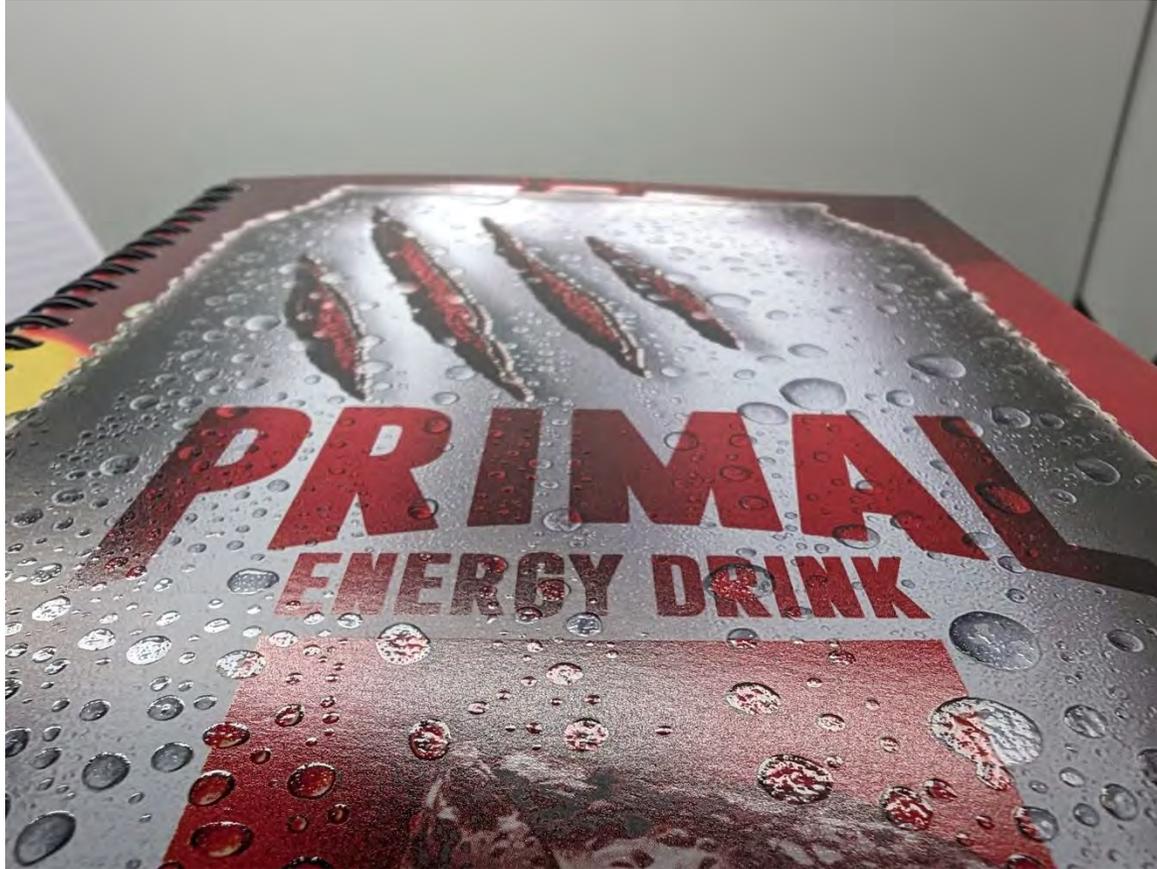
# Beyond Ink on Paper: Pushing the Boundaries

## Special Embellishments & Enhancements

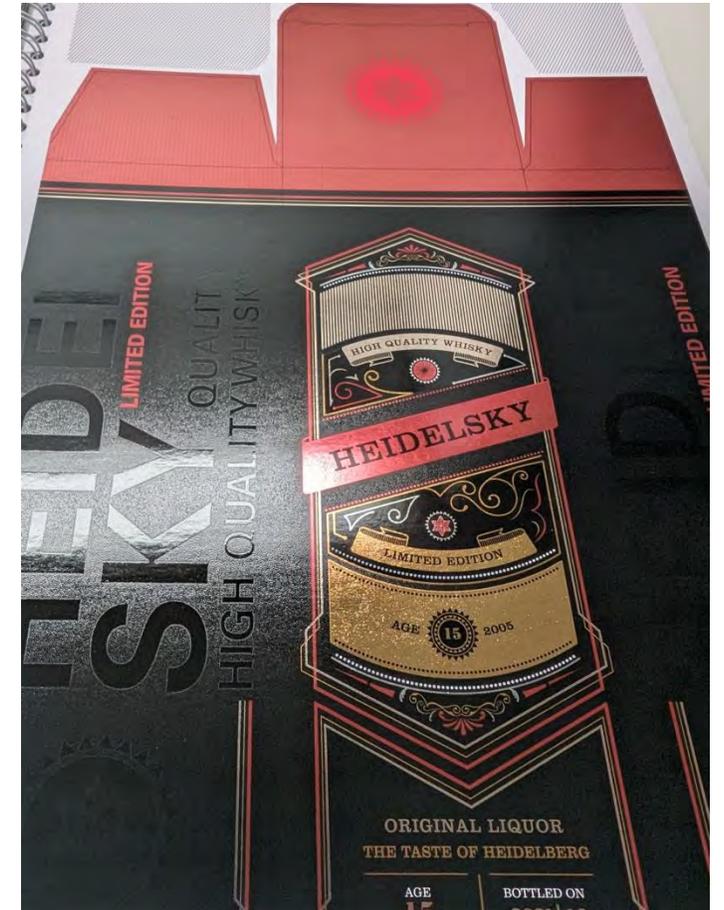
- Raised UV coatings, foil stamping, holographic effects
- Textured finishes & sensory elements for deeper brand engagement
- Augmented print using lenticular printing for motion effects



# Coating applications



# Coating applications

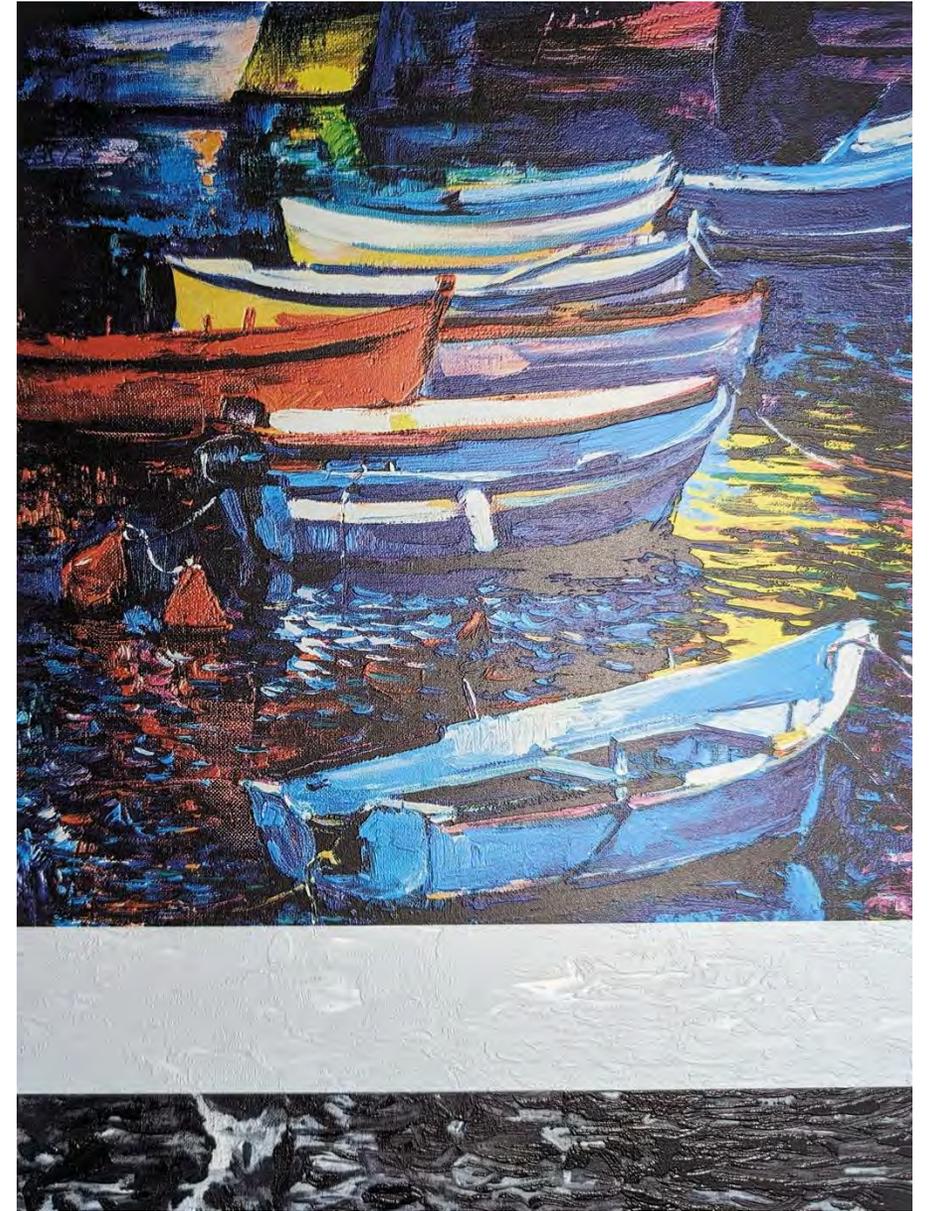


# Soft touch, texture & flocking



# Create texture with embossing





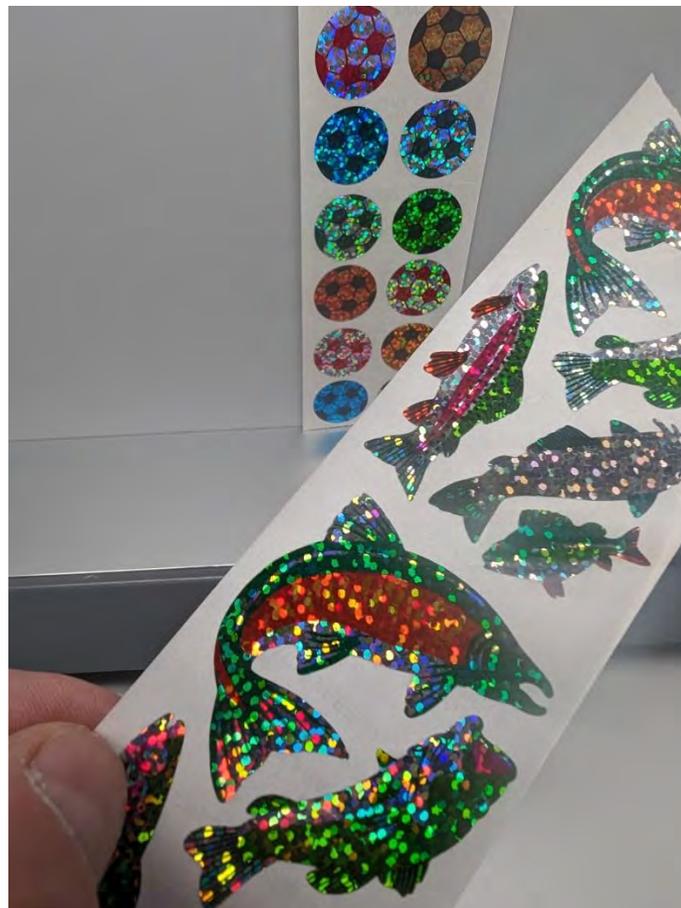
# 3D texture for wallpaper

# Various substrates





# Foils



# Color shift, pearlescent, metallic and glitter



# Metallic effects



# Additional colors with digital

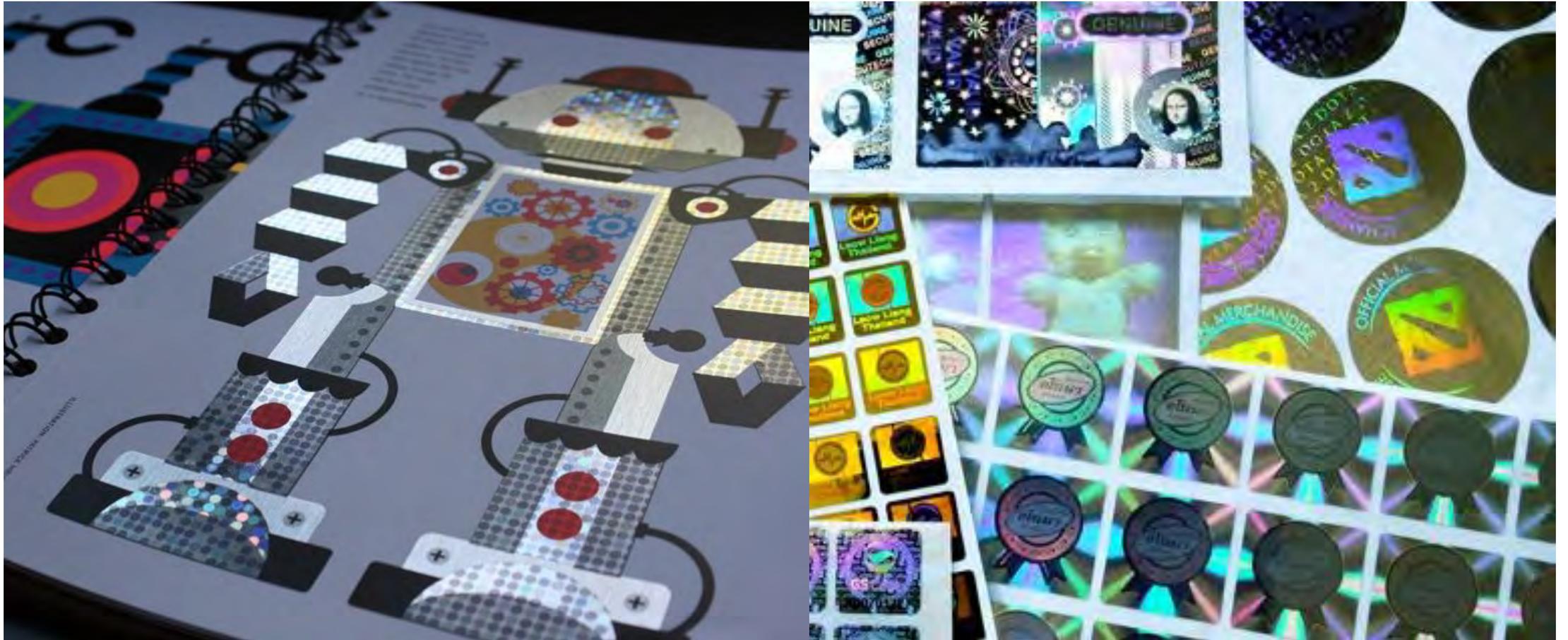
- White
- Neon's
- Metallics



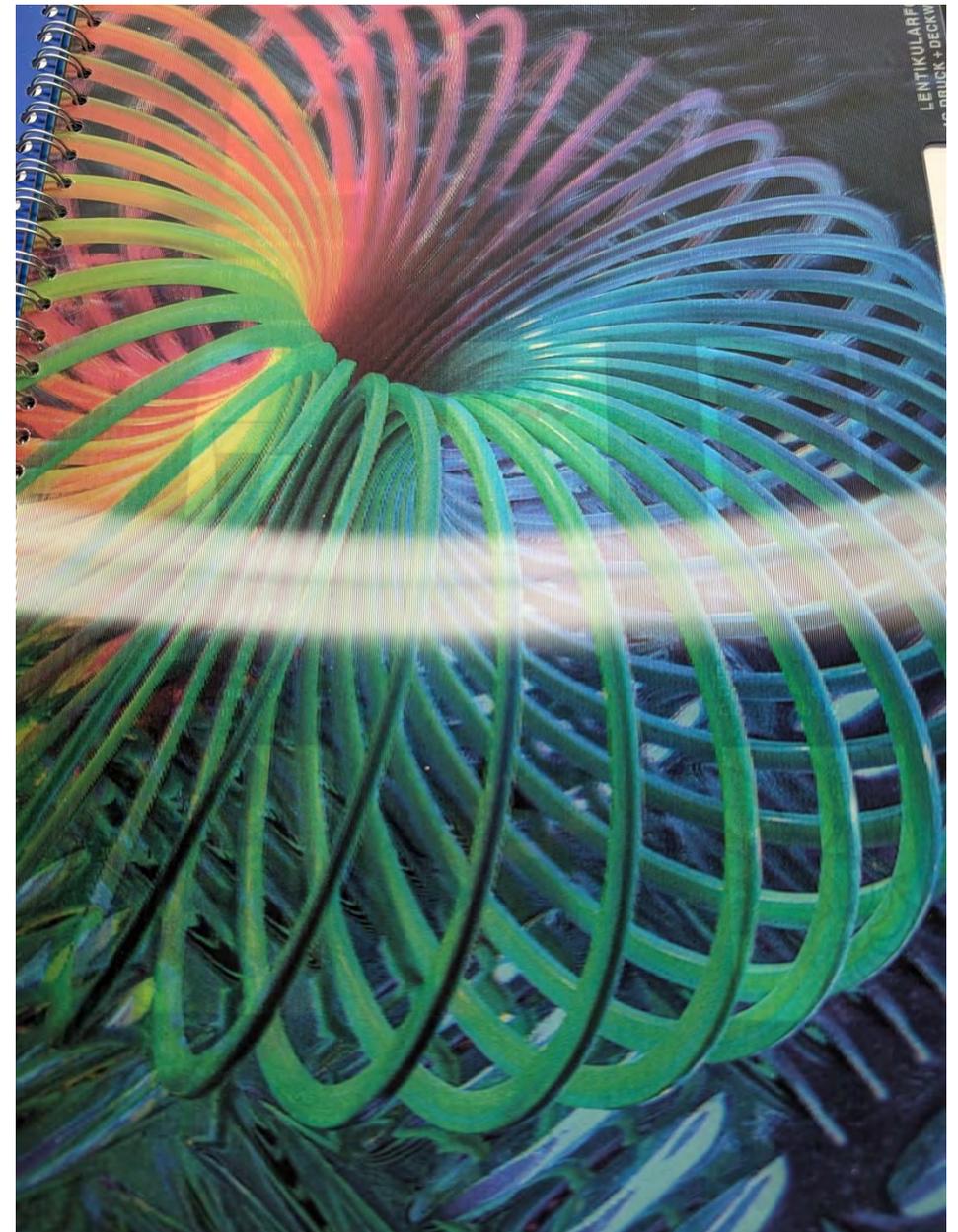
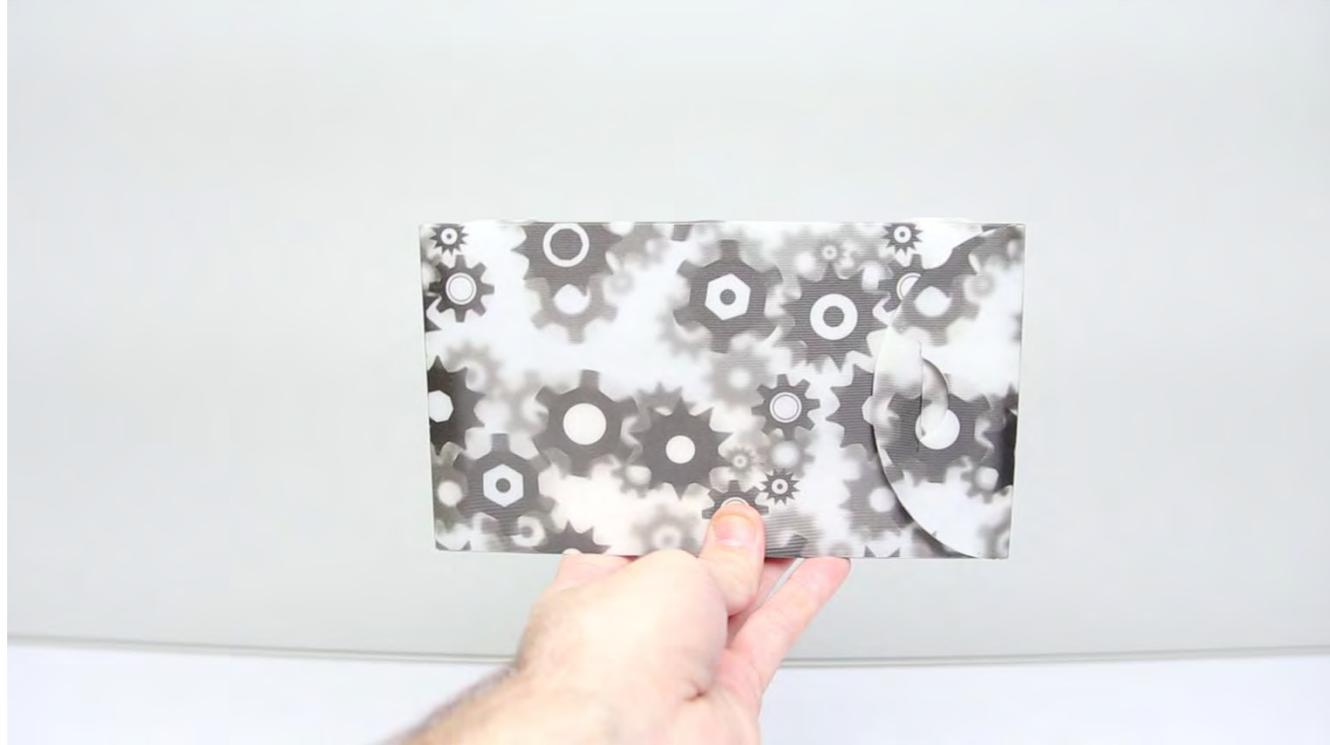
At times less is more!



# Holographic effects for security



# Lenticular



# Beyond Ink on Paper: Pushing the Boundaries

- **Functional Print Applications**

- Conductive inks & printed electronics (smart packaging, sensors, RFID)
- Thermochromic and photochromic inks (heat-activated & light-sensitive designs)
- Scented and interactive coatings (scratch-and-sniff, fragrance-releasing inks)



# Smart Packaging

## Active packaging

to increase shelf life

e.g. anti-microbial, moisture control,  
light filtering, ...

## Intelligent packaging

to communicate

Diagnostics and indicators

Packaging automation

Marketing or consumer information



# Printed Electronics



# Printed Electronics



# Thermochromic inks



# Interaction with the consumer

## The little Penguin Book

- Book is stored in the freezer
- Images disappear when warmed
- Teach children the effects of global warming



# Beyond Ink on Paper: Pushing the Boundaries

- **Print as a Gateway to Digital**

- QR codes & NFC technology for interactive experiences
- Printed AR (Augmented Reality) and AI-driven image recognition
- Personalized, data-driven printing (hyper-personalization in marketing)



# Interactivity is the key

- Barcodes
- QR codes
- NFC
- RFID



monitoring is done from ODIM's secure network operation center with

# DIAGEO

Project Halo

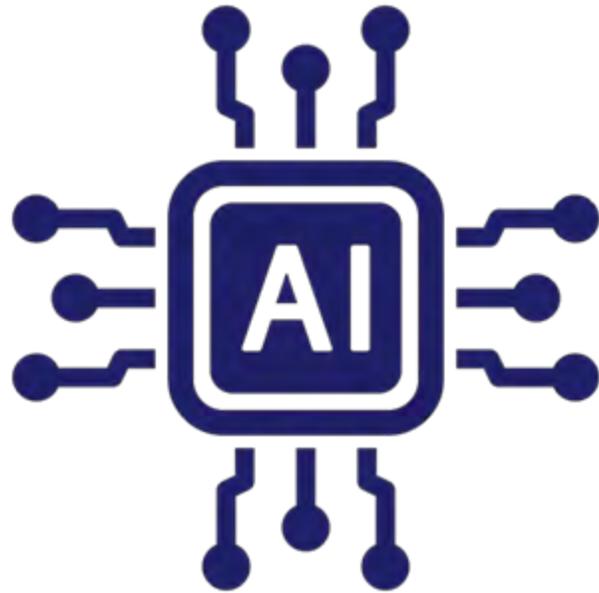


# Interactive labels



# What's Next?

## Future Trends in Print



# Exciting times!



# Sample sponsors





Let's keep pushing the boundaries  
of what PRINT can be!



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Technical Director

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