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Xeikon Café North America Unveils 2019 Agenda

ITASCA, Illinois, March 28, 2019 – Revealed today, [Xeikon Café North America's agenda](#) promises two and a half days of thought-provoking and inspiring interaction with leaders and innovators from all corners of the industry's value chain. Panels, workshops, demonstrations, presentations and social events, all are designed to provide visitors with tangible ways in which to improve their businesses.

Xeikon Café North America takes place from May 14-16, 2019 in suburban Chicago, and complimentary registration is available to print providers, converters, brand owners and designers at xeikoncafe.com/na2019.

"By bringing key players from across the industry together, we've designed the Café to educate and inspire converters and print service providers to maximize the enormous potential of digital production," said Donna Covannon, Director of Marketing, Xeikon America, Inc. "Whether their business is the production of labels, packaging or traditional graphic arts applications, visitors will find ways to create new revenue streams and control production costs."

Kicking off the general session on Wednesday, keynote speaker [Peter Muir](#) will talk about his unique, pragmatic view on how to achieve and sustain success as a converter or print service provider. The keynote session is enigmatically titled "Learning a Skill that Could Kill You: Lessons from Lifelong Learners." Muir, who holds a Master's degree in Graphic Arts Publishing from Rochester Institute of Technology, is known for his work in linking together people, education and technology to bolster business success.

The general session also will include a panel brand owners and agency executives who will explore the strategic role that print service providers and converters play in establishing and maintaining a strong brand presence. Xeikon CEO Benoît Chatelard also will update the audience on the company's goals and achievements, Paul Reilly of New Direction Partners will address Printing Industry Megatrends.

Separate tracks for the graphic arts/commercial print and label & packaging sectors feature sessions on workflow automation, personalization and other ways in which to create new revenue streams or reduce overhead costs. Each track also features a visit to the nearby Xeikon Innovation Center where Café visitors will see live

demonstrations.

The full 2½ day agenda can be viewed at www.xeikoncafe.com/na2019.

About Xeikon Café

The Xeikon Café concept is a series of unique industry events designed to help printing professionals understand, evaluate and experience digitizing print manufacturing, and enabling them to consciously make a business decision. Through demonstrations, presentations, workshops and discussions, visitors receive first-hand actionable information and advice on industry innovations and trends, and how these can help improve their bottom line. How to profitably produce in a digital way, is showcased by worldwide industry leaders in software, workflow, consumables, media, digital printing and finishing solutions dedicated to digital manufacturing.

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