

We cordially invite you to our Direct Mail Days 2018



June 13-14, 2018, at W+D in Neuwied

Lectures and idea networking for creative direct and promotional mail will be presented along with demonstrations of the innovative machine solutions needed for implementation – welcome to Direct Mail Days. We are confident our speakers and technical solutions will inspire you. Visit W+D in Neuwied! We are excited to present some of our newest machines:

Our W+D Halm *i*-Jet is fresh from development and our latest Halm-based digital printing press. We will show you the W+D BB700 S2 envelope inserting system with additional Tlprint digital printing module for 1:1 envelope personalization. We will also have the W+D 410 Easy Enveloper on display with a new embossing station.

Register for free by May 15, 2018, by sending us an email to: direct-mail-days@w-d.de.

For up-to-date information, please contact your W+D contact or visit our events page: www.direct-mail-days.com.

Our program:

June 13, 2018

- 12:00 a.m. Welcome snack and exhibition
- 1:00 p.m. Greeting from Frank Eichhorn, W+D
- 1:15 p.m. Greeting from Lisa Kretschmann, FEPE
- 1:30 p.m. High Tech + High Touch = High Value
Olaf Hartmann, Multisense Institute
- 2:15 p.m. Print finishing with spirit
Dennis Braasch, Scholz & Friends iDialog
- 3:00 p.m. Coffee break
- 3:30 p.m. Effective direct mail applications with W+D systems
Andy Schipke, W+D North America
- 4:15 p.m. Machine demonstrations and exhibition
- 6:00 p.m. Come together with culinary special

June 14, 2018

- 8:30 a.m. Welcome coffee and exhibition
- 9:15 a.m. a+s GeoKit – From the cookie, through the digital press, to the mailbox! All automated.
Daniel Mundt, a+s DialogGroup
- 9:45 a.m. The new role of the envelope in the age of cross-media and digital transformation
Gerhard Märtterer, Eversfrank Group
- 10:30 a.m. Less is more in (over)print! – Accept lower volumes and increase your profit
Greg Hudson, W+D North America
- 11:00 a.m. Profitable printing with memjet's VersaPass™ technology
Gail Partain, memjet
- 11:30 a.m. Exhibition
- 12:00 a.m. Machine demonstrations
- 1:00 p.m. Lunch and exhibition
- 2:00 p.m. End of the event



Olaf Hartmann
Multisense Institute



Dennis Braasch
Scholz & Friends iDialog GmbH



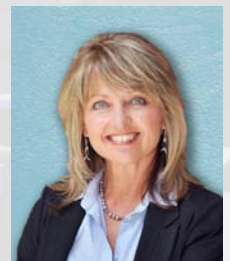
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