

Premiere of new W+D technologies at Direct Mail Days 2019

Since it debuted at last year's Direct Mail Days, the W+D Halm *i*-Jet 2 ink jet digital printing machine has been ordered by and shipped out to customers across Europe. Due to continued strong demand it will again be on display at the event. We will also celebrate a premiere at this year's DMD in Neuwied: W+D will be presenting the new W+D 628 for the first time!

The W+D 628 is the further development of the W+D 627, a system that has well established itself over many years. It also incorporates various features of the popular W+D 410 Easy Enveloper and technology enhancements designed to reduce change-over times and

production waste on medium and long run jobs. The W+D 201 flexo printing press has also been further developed to support new inline printing and coating possibilities like LED UV.

Furthermore, the enhanced, more productive W+D BB700 S2 envelope inserting system which will feature a larger, easier-to-use HMI and faster input channel, will also be presented at the event.

Be there when we demonstrate these systems under production conditions from June 5-6, 2019. Kindly register at direct-mail-days@w-d.de or our website direct-mail-days.com.



in cooperation with 

June 5-6, 2019 at W+D in Neuwied

Our business partners



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Direct Mail Days program 2019

June 5, 2019

- 12:00 a.m. Welcome Snack and Exhibition
- 1:00 p.m. Welcome
- 1:30 p.m. Direct mail in the marketing mix
Thomas Poremba, Managing Director of Impuls Advertising Agency, Hanover, Germany
- 2:00 p.m. Coffee Break
- 2:30 p.m. Leading the way in creative high end direct mail
Scott Evans, President of Kenmore Envelope, USA
- 3:00 p.m. Advantages and economics of LED UV for high-speed, high-quality envelope printing
Pat Keogh, Vice President of UV/IR, AMS Spectral UV, UK
- 3:30 p.m. Machine Demos and Exhibition
- 6:00 p.m. Get Together over a Barbecue

June 6, 2019

- 8:30 a.m. Welcome Coffee and Exhibition
- 9:15 a.m. Color Management and Profiling – a must for high-quality digital printing
Prof. Dipl. Ing. Florian Süßl, Beuth University, Germany
- 9:45 a.m. Approach and requirements for increasing the flexo quality level
Mike Theisen, Managing Director of Neufeind GmbH, Germany
- 10:15 a.m. Coffee Break
- 10:45 a.m. Opportunities to increase efficiency in envelope production and printing
Richard Kluthe, Marketing Manager of W+D, Germany
- 11:15 a.m. Machine demos and Exhibition
- 1:15 p.m. Farewell Snack
- 2:00 p.m. Optional Factory Tour



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Impuls Ad Agency, Hannover



Scott Evans
Kenmore Envelopes, USA



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Beuth University, Berlin



Mike Theisen
Neufeind GmbH, Ochtersendung



Richard Kluthe
W+D, Neuwied