



TAPPI CORRUGATED PACKAGING DIVISION

From AI to Digital Printing to Pandemic Positives: Hear All About it at SuperCorrExpo® 2021

TAPPI Panels and Sessions feature industry experts on timely topics

Five years, and one very long pandemic later, TAPPI/AICC's **SuperCorrExpo® (SCE) 2021** is almost here – **August 8 – 12** at the Orange County Convention Center (OCCC) in Orlando, Fla., USA.

There's a lot in store for attendees, especially as SCE 2021 represents the first industry-wide gathering in more than a year. There are eight exclusive relationship building events, beginning with the popular Sunday, August 8th Golf Tournament and continuing through a number of receptions and special events, including a "magical" evening gala at Universal's Islands of Adventure providing exclusive access to SCE attendees and their families.

Long known as the most powerful global hub of working corrugated machinery in the Western Hemisphere representing leading names in the industry, SCE 2021 also offers timely technical education – all under one roof. TAPPI recently spoke with moderators from some of its scheduled panels and sessions about what attendees can expect to learn:

Session Title: Digital Printing

Moderator: Pete Synder, National Account Manager, HarperLove



Snyder

Q: What will be the primary focus of this session?

A: Providing a forum to educate our audience about the science, technology, and machinery available for high quality digital printing on corrugated board.

Q: What was your thought process in choosing your panelists?

A: Our goal is to deliver the best and most timely information by tapping into the expertise of the best digital printing suppliers around.

Q: Please explain how they are uniquely prepared to discuss this issue.

A: The panelists chosen are industry veterans who represent companies that manufacture a wide range of digital printers for the packaging market. They will provide information about the digital printing process in general, as well as specifics about the equipment they represent.

Q: Why is this topic important considering today's production environment?

A: The value and contribution of digital printing is hitting its stride in the corrugating industry. As we move into the future, the options that it provides will continue to grow.

Q: How will attending your session better prepare the audience to meet their daily work challenges?

A: If a box plant is interested in learning about digital printing, this is the forum to attend. There will be an opportunity to learn which specific suppliers are servicing the market and the technology they represent. Plus, there is a Q&A session which will help get their specific questions answered, the locations of the booths they should visit at SCE, and the names of the individuals they should speak with to continue the conversation.

Session Title: Digital Roundtable with Converters

Moderator: Jim Wegemer, Director National Accounts, INX International Ink Co.



Wegemer

Q: What will be the primary focus of this session?

A: To share the real-life experiences of current digital printers of corrugated substrates to help improve the knowledge, understanding and challenges of this technology solution.

Q: What was your thought process in choosing your panelists?

A: We wanted to have a cross-section of experienced digital printers representing a mix of digital equipment in use today.

Q: Please explain how they are uniquely prepared to discuss this issue.

A: Each of the panelists represents a company that is actively engaged in the digital printing process, and actively involved in the digital aspect of the business.

Q: Why is this topic important in light of today's production environment?

A: Digital is established in corrugated printing, but it is a print solution that is in a constant state of evolution. Digital offers a number of benefits over conventional printing within certain areas of production. It is important when looking at digital as a production solution that you are aware of current expectations, experiences, and capabilities.

Q: How will attending your session better prepare the audience to meet their daily work challenges?

A: For those interested in exploring digital print for corrugated, this session will provide an opportunity to listen and learn from those who are already doing it today. In addition, the Q&A component will provide attendees with the opportunity to probe specific interests with current printers. They will leave with a better understanding of the status of digital print, and what is being accomplished every day.



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Session Title: Positive Lessons Learned Post-COVID

Moderator: John Semenske, Regional Sales Manager, BW Papersystems



Semenske

Q: What will be the primary focus of this session?

A: To identify positive lessons learned from COVID, specific to our Industry, such as the areas of our business that have been strengthened.

Q: What was your thought process in choosing your panelists?

A: The panelists were selected to represent four unique areas of our industry: business management, production, sales and engineering.

Q: Please explain how they are uniquely prepared to discuss this issue.

A: Each panelist will provide a 10 to 15 minute presentation on the impact COVID had on their business. The focus will be on what we have learned and what positive industry changes we can see. This will be followed by a roundtable discussion and an opportunity to ask questions.

Q: Why is this topic important in light of today's production environment?

A: There have been many changes in our business out of necessity due to the pandemic. We have learned a lot about ourselves and our production teams. Some of the things we observed and learned have made positive impacts on our businesses. We need to identify those things and use them to improve the production environment.

Q: How will attending your session better prepare the audience to meet their daily work challenges?

A: Based on the expertise of industry leaders on how COVID has changed their business, attendees of this session will learn how each of us can improve and become more productive. And, because we're focusing on the positives, they will also gain some thought-provoking ideas on how they can improve and how industry can be stronger post-COVID.

Session Title: Artificial Intelligence – Cyber Security

Moderator: Chris Harris, Process Specialist and CEO, WPR Services



Harris

Q: What will be the primary focus of this session?

A: Artificial Intelligence (AI) and how it can securely improve the manufacturing process.

Q: What was your thought process in choosing your panelists?

A: Gathering key experts who can speak on this topic from the component level. Components that each machine builder in our industry and maintenance department is familiar with and can be vulnerable in today's Industry 4.0 landscape.

Q: Please explain how they are uniquely prepared to discuss this issue.

A: By focusing on backgrounds and skill sets, the experts planned include a former VP of Products at GE who also has experience as a product manager at Microsoft. Not only do these skills align with a generalized AI topic, it's an ideal segue to security. Additional panel experts include a VP of software and control at Rockwell Automation – which has one of the most widely used PLC and SCADA devices used in our industry.

Q: Why is this topic important in light of today's production environment?

A: Security should be a primary concern as it affects every department. With the influx of so many new technologies that have access to the internet, and the popularity of remote access to computers, we need to know how to safely implement advancements, monitor them and protect valuable assets.

Q: How will attending your session better prepare the audience to meet their daily work challenges?

A: By making them think and consider security in everything they do, and as a facility is upgraded with new technologies. They will gain a solid understanding of new technologies that can advance manufacturing and dive deeper into the importance of security.

REGISTER IN CONFIDENCE

Connect Face-to-Face Safely

TAPPI and AICC are working together with the Orange County Convention Center (OCCC) to ensure enhanced healthy-meeting measures are in place for SuperCorrExpo® this August.

Top Star Award

Along with the City of Orlando, OCCC has implemented new cleanliness measures in accordance with policy recommendations from the Centers for Disease Control and Prevention (CDC). In collaboration with Visit Orlando, OCCC offers a first-of-its-kind medical concierge program with Orlando Health and along with Orlando International Airport, OCCC has achieved the Global Biorisk Advisory Council's (GBAC) Star Accreditation.

Visit supercorrexpo.org for program details, special events listings and to register.