**PRESS RELEASE**
11 April 2019

***COLOUR L\*A\*B\** CONFERENCE PROGRAMME REVEALED FOR FESPA GLOBAL PRINT EXPO 2019**

***Guided tours to run alongside free educational presentations***

FESPA announces the conference programme and expert tour times for its new [**Colour L\*A\*B\***](https://www.fespaglobalprintexpo.com/features/colour-lab) feature at this year’s [FESPA Global Print Expo](https://www.fespaglobalprintexpo.com/welcome), designed to help visitors review and improve colour management practices in their print businesses. Located on the show floor (Hall B4, Messe Munich, 14 - 17 May 2019), the initiative is part of FESPA’s *Profit for Purpose* programme, which invests in delivering technical education and promoting operational best practice for the global speciality print community.

The **Colour L\*A\*B\*** showcase will include a host of exhibitors such as Adobe, Barbieri, EFI, Eizo, HP, Just Normlicht, Pantone, Techkon and X-Rite, displaying their key colour management solutions – from calibrated monitors to colorimeters, spectrophotometers, viewing cabinets to software and colour systems for the wide format and graphic arts markets.

**Conference Programme**

**Colour L\*A\*B\*** will feature a focused conference programme of free educational presentations on colour management hosted by a range of subject matter experts. These will include: Paul Sherfield, Owner of The Missing Horse Consultancy and renowned colour management expert; Laurel Brunner and Paul Lindström from Digitaldots.org, the independent graphic arts research group specialised in digital pre-press, printing and publishing technologies; Mike Scrutton, Director of Print Technology, Adobe; and Dr Andreas Kraushaar, Director of Pre-Press, Fogra.

Paul Lindström’s presentation will discuss the subject of extending colour gamut for digital wide format, while Laurel Brunner’s will focus on colour management as a fundamental part of process control and automation in media workflows. Mike Scrutton will be treating his session as an insider guide to using colour in Creative Suite, covering file creation in Adobe CS, as well as tips and tricks on how to produce files correctly at the pre-press stage. Dr Andreas Kraushaur’s presentation will give an overview of PSD – Process Standard Digital, a standardised procedure introduced by Fogra for the creation of digital print products – while also elaborating on how an improved knowledge of colour management can help PSPs (print service providers) manage customer expectations.

The half-hour seminars will run daily between 11am – 4.30pm on the 14th, 15th and 16th May, and between 11am – 3pm on the 17th.

**Guided Tours**

Visitors will have the opportunity to take part in guided tours of the **Colour L\*A\*B\*** feature led by Paul Sherfield, Laurel Brunner and Paul Lindström. The tours will provide an overview of all individual elements contributing to professional colour management, including monitors, measurement and calibration tools, lightboxes, hard and soft proofing, software solutions and print output devices.

The 45-minute long tours will run throughout the course of the show, five times a day on the 14th, 15th and 16th May, and three times a day on the 17th. The tours can be booked in advance via the FESPA Global Print Expo website ([click here](https://www.fespaglobalprintexpo.com/features/colour-lab/colour-lab-tours) for more details on booking a tour).

Graeme Richardson-Locke, Technical Support Manager, FESPA says: “The **Colour L\*A\*B\*** tours will offer PSPs an interactive experience that will help them build the knowledge, competence and confidence to make the most of the latest management tools available and achieve consistent colour throughout their production.

“There is a strong demand within the community for expert guidance and education when it comes to colour management and we hope that the seminars along with the guided tours offer visitors the knowledge required to implement processes in their own businesses. **Colour L\*A\*B\*** is a truly innovative platform for a FESPA event and we are confident that it will provide visitors with the insight and added value they have come to expect from the show.”

For further information about FESPA Global Print Expo 2019 and to register, visit [www.fespaglobalprintexpo.com](https://www.fespaglobalprintexpo.com/). Use code FESM910 when registering for free entry.

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**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**
The shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

**FESPA Print Census**

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind.

**Forthcoming FESPA events include:**

* FESPA Global Print Expo, 14-17 May 2019, Messe München, Munich, Germany
* European Sign Expo, 14-17 May 2019, Messe München, Munich, Germany
* FESPA Mexico, 22-24 August 2019, Centro Citibanamex, Mexico City, Mexico
* FESPA Africa, 11-13 September 2019, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Global Print Expo, 24-27 March 2020, Fiera de Madrid, Madrid, Spain

**Issued on behalf of FESPA by AD Communications**

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