**MEDIA ADVISORY**

13 October 2020

**NEW FESPA *COFFEE BREAK* WEBINARS OFFER FREE EXPERT ADVICE FOR PRINTERS**

FESPA is launching a new “Coffee Break” webinar seriesbringing together industry experts to share knowledge and business advice and answer questions from printers on topics including process control, software, automation and sustainability.

Hosted online by FESPA Technical Support Manager Graeme Richardson-Locke, the free webinar series begins on 20th October at 11am BST, with subsequent episodes taking place every two weeks. Each webinar will last approximately 40 minutes, including a Q&A session.

In FESPA’s first Coffee Break, Graeme will be joined by Paul Sherfield, Owner of the Missing Horse Consultancy and Toby Burnett, EMEA & Americas Director at PrintFactory. In this episode, the experts will explore the topic of “**Process Control - how to set up effective colour workflows to save money”.** Areas covered will include: how to improve your process controlled workflow; how to enhance customer files, desktop software and print viewing conditions; colour management; and the importance of print quality assessment and validation.

To find out more on the first webinar and to register to take part, visit: <https://us02web.zoom.us/webinar/register/4016020828309/WN_cigmX9u3SUGfn_TLXIJXPQ>

Additional confirmed webinars include:

* **3 November:** “Looking ahead and building a more sustainable business: How a sustainability audit of your business will reveal opportunities to save energy, balance your carbon and attract new customers.” Graeme will be joined by Sustainability Consultant, Clare Taylor and Chris Green, Head of Marketing, Purchasing & Hardware – Visual Communications Channel at Antalis.
* **17 November:** “The benefits of software automation” with Andrew Bailes-Collins, Senior Product Manager at Enfocus, Malcolm Mackenzie, Technical Director and Mark Anderton, Managing Director from Colour Engine.

Graeme Richardson-Locke comments: “In the current climate, speciality printers are looking for ways to improve and automate their print processes, introduce more sustainable approaches, and diversify their offering. It can often be a challenge to find the right advice and solutions, so we’re launching the FESPA Coffee Break webinars to help print service providers access the insight they need to support their business decisions. The initiative is part of our Profit for Purpose programme, which aims to educate and inspire printers by offering meaningful advice and giving them the knowledge they need to succeed.”

To find out more about upcoming FESPA Coffee Break webinars, visit [www.FESPA.com](http://www.FESPA.com)

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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)

**Forthcoming FESPA events include:**

* FESPA Global Print Expo, 9 – 12 March 2021, RAI, Amsterdam, Netherlands
* European Sign Expo, 9 – 12 March 2021, RAI, Amsterdam, Netherlands
* FESPA Mexico, 23 – 25 September 2021, Centro Citibanamex, Mexico City
* FESPA Brasil, 23 – 25 September 2021, Expo Center Norte, São Paulo, Brazil
* FESPA Eurasia, 2 – 5 December 2021, Istanbul Expo Centre, Istanbul, Turkey

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