**PRESS RELEASE**

13 May 2021

**FESPA’S POPULAR COFFEE BREAK WEBINARS SET TO RETURN IN MAY**

FESPA has announced the return of its popular ‘Coffee Break’ webinars. Hosted by FESPA’s Head of Associations and Technical Lead, Graeme Richardson-Locke, this second series will offer the opportunity for printers to hear from industry experts on relevant topics that sit under four content pillars: process control, sustainability, colour management and automation.

The second series has been launched in response to the positive feedback and interest from attendees of the first eight webinars which took place from October 2020 to March 2021. The episodes attracted 1,085 attendees in total, from 130 countries, over 75% of whom were very positive in their feedback. Many also stated that they were very likely to recommend FESPA’s Coffee Breaks to others. Feedback from attendees highlighted the value of the webinars in supporting business recovery and planning. Comments received included: “This is a very good initiative, very helpful”; “the webinar was very useful for me and applicable in practice”; “the panel was extremely knowledgeable and the topic extremely relevant”; “great way to reach out during this COVID situation”.

In the first webinar of the new series, taking place on Tuesday 18 May at 11am BST, Graeme will be joined by FESPA’s colour expert and owner of The Missing Horse Consultancy, Paul Sherfield, as well as Craig Dennis, reprographics specialist and founder of the Colour Den. In the episode, the experts will discuss customer satisfaction and how printers can meet and exceed expectations. They’ll consider how printers can be successful in ensuring consistency, clarity and measurement, and highlight the importance of colour management workflows.

For more information on the first webinar and to register to attend the live session, visit: <https://us02web.zoom.us/webinar/register/1016208965912/WN_2IPyl8HzTkyhH_o_OAuOLQ>

On Tuesday 1 June 2021 at 11am BST, the second webinar will focus on the print industry standards, available certifications and why they’re valuable. Graeme will be once again joined by Paul Sherfield, as well as Laurel Brunner, Managing Director of prepress and publishing consultancy Digital Dots, to offer advice on how printers can implement best practice processes to meet industry standards and deliver premium quality products and services.

Graeme Richardson-Locke comments: “FESPA’s Coffee Break webinars are centered around FESPA’s core purpose – to educate, inspire, connect and expand the speciality print community, and we’re encouraged by the positive feedback from delegates on the webinars’ role in enabling printers to make business decisions that will fuel their future growth. We’re excited to be returning with a new series as we continue to focus on supporting the speciality print community. In the upcoming episodes, we’ll be delving deeper into process control, sustainability, automation and colour management and we’re thrilled to be joined by highly knowledgeable industry experts to help us to do that.”

As before, the webinars will be free to attend and will share advice and knowledge, as well as giving attendees the opportunity to ask questions to the experts. Subsequent webinars will take place every two weeks and more information on the upcoming episodes will be made available at: <https://www.fespa.com/en/news-media/coffee-break>

To watch the recordings of the webinars in the first series, visit: <https://www.youtube.com/playlist?list=PLcx-Wx7p9rV03nC2UaMM84qsERh8Kzbky>

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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**
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Mexico, 23 – 25 September 2021, Centro Citibanamex, Mexico City
* FESPA Global Print Expo, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* European Sign Expo, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* FESPA Brasil, 20 – 23 October 2021, Expo Center Norte, São Paulo, Brazil
* FESPA Eurasia, 2 – 5 December 2021, Istanbul Expo Centre, Istanbul, Turkey

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**For further information, please contact:**

Imogen Woods Simona Jevdokimovaite

AD Communications   FESPA

Tel: + 44 (0) 1372 464470         Tel: +44 (0) 1737 228 169

Email: iwoods@adcomms.co.uk  Email: Simona.Jevdokimovaite@fespa.com

Website: [www.adcomms.co.uk](http://www.adcomms.co.uk/)  Website: [www.fespa.com](http://www.fespa.com/)