



# Ghent Workgroup



## GLOBAL STANDARDS AND PRACTICES



**Tuesday**  
**September 3, 2024**

from 1:30 pm to 5:00 pm  
**FOLLOWED BY A COCKTAIL**  
(included, reservation required)



Ghent  
Workgroup



UltimateTech



INSTITUT  
DES COMMUNICATIONS GRAPHIQUES  
ET DE L'IMPRIMABILITÉ

# Information

The Institute of Graphic Communications and Printability is proud to welcome, for the first time in Québec, **the Ghent Workgroup!**

Thanks to the collaboration of **Ultimate Tech**, the best minds in the international graphic arts community will present the very latest advances in PDF creation.

PDF workflow tools, PDFs for embellishment and finishing, PDFs for packaging and PDF preflighting, discover best practices by attending this information-packed half-day event.

## Tuesday, September 3, 2024

1:30 PM TO 5:00 PM, FOLLOWED BY A COCKTAIL RECEPTION

75\$ (cocktail included, reservation required)

**CLICK TO REGISTER**  
**REGISTRATION DEADLINE: AUGUST 19, 2024**

To find out more about the Ghent Workgroup

[www.gwg.org](http://www.gwg.org)





# Program

## **PDF workflow tools (*David Zwang and Christian Blaise*)**

PDF workflows are now the norm, paving the way for further development of the connected value chain. What are the opportunities, challenges and future developments in this field?

## **Embellishment (*Andrew Bailes-Collins and Koen Degrande*)**

Embellishment, and digital embellishment in particular, is a hot topic and an increasingly popular way for printers to differentiate and add value (and margin) to their printed products.

In this session, we'll introduce some techniques and best practices for creating PDF print files with content for finishing and embellishment, and review PDF standards for communicating non-printing content (processing steps).

## **PDF preflighting (*David van Driessche and Christian Blaise*)**

Quality control, or preflighting as it's known in our industry, is as old as the PDF format itself. The first preflight applications date back to 1997 (and some still exist!). What is preflighting? How has it improved? What gaps remain?

In this session, David van Driessche and Christian Blaise take you on a journey through the preflight time. Learn more about PDF, preflight and preflight standardization.

And why do so many smart people still use the wrong standards when they preflight?

## **PDF for packaging (*Freddy Pieters and Frank Vyncke*)**

Mainly due to the complex nature of the packaging ecosystem, the introduction of PDF has been slower than in other sectors. New ISO standards and software enhancements are rapidly changing the situation.

The Ghent Workgroup has supported the use of PDF in packaging through its work on ISO 19593-1, known as Processing Steps, and the development of a specification specifically for packaging.

In this session, you'll learn about developments in packaging, how you can take advantage of them, and how you can prepare for the future.

# Speakers



## **David Zwang**

*Chair, Ghent Workgroup*

David Zwang, travels around the globe helping companies increase their productivity, margins and market reach. With over 40 years of industry experience, David specializes in process analysis, and strategic development of firms in the fields of publishing, design, premedia, and printing across the globe. He began in the graphic arts as a commercial photographer, and has since founded and sold several prepress and printing operations. His experience includes expertise in pre-media and cross media publishing, with an extensive background in digital, offset, and flexo printing processes. His expertise in production optimization, strategic business planning, market analysis, and related services to companies in the vertical media communications market has transformed many businesses.



## **Christian Blaise**

*Marketing Officer, Ghent Workgroup*

Christian has over 30 years of experience in the Graphic Arts industry, having worked in both Packaging and on the Computing/Software side. With his in-depth knowledge of the graphic supply chain market to the forefront and his strong technological and technical expertise, he is now one of the most recognized experts of the market. His original course (pre-press and print production, Brand Owner and graphic solutions vendor) enables him to have the best view possible on the graphic chain and to understand the needs and expectations of all the stakeholders of the chain.

Christian founded bleuprocess in 2007 where he serves as principal consultant, specialised in process automation and PDF. Christian has held various positions for Nestlé, Enfocus, Four Pees, Gap Systems and Alsacienne d'Aluminium (now Amcor flexibles). He is a long-time member of the Ghent Workgroup where he led the Packaging SubCommittee for over 18 years and the Cross-Media SubCommittee for nearly 10 years, and now serves as Marketing Officer since 2019.



## **Andrew Bailes-Collins**

*Technical Officer, Ghent Workgroup*

Andrew graduated from what is now the London College of Communications and went on to serve an apprenticeship as a Compositor. He has worked for a number of vendors in the printing and publishing sector, including Scangraphic, Apple, and DuPont/Crosfield.

He has been Prepress Manager for several high-quality printing companies in London, managing the change from conventional production techniques to digital. An early adopter of computer-to-plate and PDF workflow.

Andrew switched from production to the software side of the industry in 2001, working at OneVision Software and rising to the role of Head of Product Management based in Germany. In 2010 Andrew joined Enfocus in Belgium as Senior Product Manager responsible for the PitStop family of products and joined the GWG. In December 2021 joined Ultimate Technographics as the Head of Product Management for their Imposition, Nesting, Ganging and Finishing Automation software.



## **Freddy Pieters**

*Member, Ghent Workgroup*

Freddy has worked in the industry for almost 37 years in several positions as trainer, consultant, product manager for Esko. He is currently Solution Architect at Enfocus.



## David van Driessche

*Executive Director, Ghent Workgroup*

David started his career at Enfocus Software as software developer in 1996. He was soon promoted to Director of Software Development and became instrumental in building the company's successful products. As of 2003, David served as the company's CEO for close to two years. Shortly after that David served as Chief Operating Officer at Gradual Software. In that role he was responsible for marketing and the US distribution channel. After the acquisition by EskoArtwork he took responsibility for worldwide marketing and product management for the Enfocus business unit within EskoArtwork. David joined Four Pees as CTO in February 2010. David was instrumental in founding the Ghent PDF Workgroup ([www.gwg.org](http://www.gwg.org)) and in its reorganization in 2002. He served as Documentation Officer, Technical Officer and – most recently – Executive Director of the group consisting of close to 50 user organizations and software vendors in the professional publishing space from around the world.



## Frank Vyncke

*Chair Packaging SubCommittee, Ghent Workgroup*

Frank studied at the KU Leuven, and after this he immediately started as developer for Barco Graphics (now Esko) in 1989. There he learned the needs of Packaging industry, and grew to the position of Technical Product Manager. After moving to Artwork Systems in 2001, he took the lead in developing a PDF based workflow solution, and PDF Editing tools. Currently at HYBRID Software (since 2011), he is responsible for the workflow engine in Cloudflow, the most versatile and robust workflow system for the Packaging Industry. Over the years, he also contributed to the development of Adobe Illustrator plugins, some plugins to integrate high-end functionality into the software operators use in their day to day work, some plugins to bring packaging features to Adobe Illustrator. His long experience has learned him the specific all the details of the tools, file formats and protocols used in modern pre-press for the packaging industry. In 2016 he joined the GWG, being most active in the packaging subcommittee.



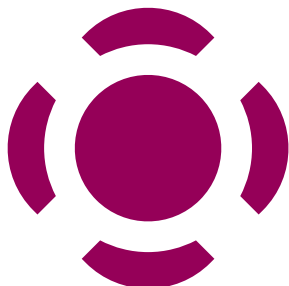
## **Koen Degrande**

*Chair Print and Design SubCommittee, Ghent Workgroup*

Koen's experience in the graphics industry began with his father's company, which had several typesetters. After studying at the Graphical School Higro in Ghent, he started working for Computil, a service provider and integrator of graphical systems. His job involved working with Apple products and teaching Adobe's graphical software. Later, Computil became a dealer for Agfa equipment and provided initial support services.

Koen then worked for 13 years at Igepa as a service engineer, handling Adobe software, Agfa workflow, Screen workflow, and other systems like Enfocuss Switch. At Igepa, he also worked with various finishing and embellishment equipment for digital printing systems.

Currently, Koen is employed at Lab9Pro, providing services for graphical systems, communication agencies, and in-house printing offices. With his extensive experience and dedication to the field, Koen continues to make significant contributions to the world of graphic arts and digital printing.



# Ghent Workgroup

## Who We Are?

Take a cross-section of the international graphic arts community's best minds, and have them work together to develop best practices for the benefit of the profession worldwide. This is The Ghent Workgroup.

The Ghent Workgroup is an international organization made up of graphic arts users, associations, educational institutions & developers building best practices for print and packaging workflows. The resulting recommendations, specifications, and workflow testing suites make it easy for increasing numbers of professionals around the world to successfully create, process, and exchange graphic arts files for numerous applications.

### **Building a Premiere Graphic Arts Think-Tank**

Perhaps the fastest growing, global best practice organization for graphic arts; GWG was founded in June 2002. The initial idea for the GWG took hold among a group of professionals representing Belgium, France, the Netherlands and Switzerland, at that time working toward consensus on PDF creation and preflight settings. The process was complex, and it became clear that a more coordinated approach was needed then and for the future.

Industry experts from around the world joined the GWG in increasing numbers, and a unique, collaborative infrastructure for creating and testing international specifications was born. The results have been so positive that the group is on the way to significantly expanding the scope of projects it can undertake on behalf of the worldwide graphic arts community.