

## ESMA offers a top-class program

### Sportswear & Fashion T-shirt Printing Conference, 3 February 2012 in Stuttgart

The European Specialist Printing Manufacturers Association, ESMA, organises a one-day conference on the 3<sup>rd</sup> of February during the International Textile Trade Fair TV TecStyle Visions 2012 in the ICS International Congresscenter Stuttgart.

The conference focuses on the issue of the production of fashion, sportswear and promotional clothing with emphasis on digital and screen technologies. ESMA is known for its tailor-made conferences for the specialist printing industry. This niche market of Sportswear & Fashion T-shirt printing is rapidly regaining market share throughout Europe. More knowledge on the latest technologies and possibilities to further develop the market are of great value to the industry, and thus makes this a unique event!

The Sportswear & Fashion T-shirt Printing Conference has interesting keynote speakers such as Andreas Kiesewetter from Agentur Kiesewetter who will be speaking about: 'Branding Excellence in Sportswear and T-shirt printing. Learn more about Hidden Champions!'

The conference emphasises on a broad variety of presentations, all digital ink printing orientated. Mike Horsten (Mimaki Europe) will bring an eco orientated presentation: 'Digital textile printing in the Future'. 'Digital Technology supporting 3D-printing, sensoric textiles and finishing!' will be told by Marc Van Parijs (TO2C, University of Ghent). Thomas Pötz (3P Inkjet Textiles) will teach us 'The latest digital Printing technology'. A business case 'Create your Own' will be presented by Doreen Thierfelder (Color Web) and Alexander Artschwager. This case study is based on a current project, using online web application turning customers into creative digital designers!

Screen printing is still the most important process for T-shirt printing; however sustainability, ecology and best practices have to be taken in account. 'Success factor for Stencils' from Grünig and 'New T-shirt Decoration Technology' from KIWO, will have an in depth approach towards these subjects.

Other interesting screen printing based presentations are 'Computer to Film Technology- an efficient Method for Process optimisation and cost efficiency in textile Printing' from Ralph Roschlau (FOTEC) and 'All-in-one screen treatment technology for better ecological and economical screen reclaiming' from Werner Deck (REMCO).

The ESMA conference partners are trade magazine TVP, Exhibition TV TecStyle Visions and Specialist Printing Worldwide.

The conference is scheduled on 3 February 2012 and will be held at the International Congresscenter Stuttgart, during the International Textile Trade Fair TV TecStyle Vision from 2<sup>nd</sup> till 4<sup>th</sup> February 2012.

More information for visitors, delegates, companies and speakers about prices for participation and promotional packages can be found on the conference website:

ESMA Conference: <http://www.textile-printing.org>  
ESMA association: <http://www.esma.com>  
TV TecStyle Visions: <http://www.tecstyle-visions.com>

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*Note to journalists:*

*The text file and trade fair photos of the most recent TV TecStyle Visions as well as exhibition logos can be downloaded online at [www.tecstyle-visions.com](http://www.tecstyle-visions.com).*