



Roto4All, the community is stronger than the emergency

Over 430 subscriptions successfully celebrate the first supply chain event of the Rotogravure Group by Acimga

Over 430 people, a quarter of which international, registered to the event, making the first appointment fully dedicated to rotogravure a big success. Initially designed as a live conference with about 200 participants and in streaming for the international audience, in light of the new Italian government decisions Roto4All had to transform into a totally virtual event. Those changes didn't alter the agenda, which was made even richer, while a networking occasion in person for the whole rotogravure community was re-scheduled in the spring during Print4All Conference 2021.

Hosted by **Matteo Bordone** and with an opening speech by the head of the Rotogravure Group by Acimga **Gianmatteo Maggioni**, Roto4All saw the stage of Firenze Fiera become the centre of rotogravure technology with manufacturers, users, colour specialists, university professors, marketing experts and representatives of international associations of the graphic world joining together.

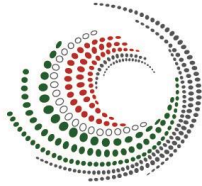
The secrets to obtaining the perfect yellow for the Mulino Bianco confectionary packaging, or the red of Lindor chocolate wraps, operating in different conditions and on different materials has been told by international brands such as **Barilla** and **Lindt & Sprüngli**, together respectively with printers **Sacchital Group** and **Di Mauro Group**. Successful case histories linked to those of **SIT Group** and **Goglio Spa** in the use of rotogravure technology. Machine manufacturers have expressed their vision on future developments, while Professor **Enzo Baglieri** of SDA Bocconi presented the study on the Total Cost of Ownership of gravure printing. An even wider international insight was given by project manager **Julian Rotter** talking about hexavalent chromium, and by Integraf's Policy Advisor, **Laetitia Reynaud**, explaining the European policy agenda and what it means for rotogravure. **Elisabetta Bottazzoli**, Sustainability and Circular Economy Manager, showed how sustainability has a huge impact on productivity too, and used the occasion to launch the supply chain's project on circular economy promoted by Federazione Carta Grafica. **Barbara Iascone**, Head of the Study Center of the Italian Institute of Packaging, ended the day with trends and evolutions in the rigid and flexible packaging market in relation to multi-material.

"We have shown with facts that in this phase we only need one thing: resilience - said **Andrea Briganti**, General Manager of Acimga, the Italian manufacturers association of machinery for the graphic, converting and paper industry -. Our determination to keep on going with Roto4All was rewarded with an outstanding result. The virtual format allowed us to continue to work: we are able to have an overlook on all the peculiar production, organizational, technical and cultural characteristics that Italy holds in the world of rotogravure, delivering dedicated services to the community representing them. Our logic is focused on vision, not product

"Made by Italy"

ITALIAN MANUFACTURERS ASSOCIATION OF MACHINERY FOR THE GRAPHIC, CONVERTING AND PAPER INDUSTRY

Piazza Castello 28, 20121 Milano – Tel. +39 022481262 – Fax +39 02 22479581 – C.F. 80079370153 – info@acimga.it – www.acimga.it



ACiMGA

ITALIAN MANUFACTURERS
ASSOCIATION OF MACHINERY
FOR THE GRAPHIC, CONVERTING
AND PAPER INDUSTRY

presentation, even at the high levels of international advocacy. It's not coincidental that we are organising 4 Streaming Roadshows in Turkey, the United Kingdom, Egypt and Algeria to bring Italian manufacturers together with local printers and brand owners, discussing what solutions our production system offers for all printing and converting technologies globally, on Sustainability and Industry 4.0".

For more info
Romolo Napolitano
rnapolitano@acimga.it
+39 3404106667

"Made by Italy"

ITALIAN MANUFACTURERS ASSOCIATION OF MACHINERY FOR THE GRAPHIC, CONVERTING AND PAPER INDUSTRY

Piazza Castello 28, 20121 Milano – Tel. +39 022481262 – Fax +39 02 22479581 – C.F. 80079370153 – info@acimga.it – www.acimga.it