



## **New concept for Xeikon Café 2021 in place**

***In its 11th year, the popular industry event has been completely overhauled, both digitally and on the ground, offering a wealth of content across four platforms***

**Lier, Belgium, 17 February 2021** – When Xeikon first launched Xeikon Café ([www.xeikoncafe.com](http://www.xeikoncafe.com)) in 2010, the event was essentially a digital printing conference, taking place annually at a specific location. Over the years, the range of topics, but also the formats in which the insider knowledge is presented, has been significantly expanded. Today, digital printers can choose from a vast range of demos, workshops and round table discussions – both offline and online. This has turned Xeikon Café into the largest industry event dealing with all aspects of digital print production.

After 11 years, the leading provider of digital printing solutions decided that it was time to further refine the profile of this popular event series. In addition to a brand-new logo, Xeikon Café will be divided into four different presentation formats, in order to be able to address the questions and demands of printers in an even more targeted manner.

- The umbrella concept is based on **Packaging Innovations**. This is where all industry actors come together to find out about new opportunities in digital production. The focus is on transferring knowledge, exchanging experiences and networking with Xeikon and its Aurora partners.
- The online edition is **Xeikon Café TV**, which will discuss a specific application or a specific printing application. Xeikon Café TV is considered the essence of what makes Xeikon Café, bringing digital print to life with real-life case studies.
- **On Tour** is Xeikon Café's mobile incarnation. Xeikon knows from experience, that certain digital printing applications generate particularly high customer interest. On Tour will impart knowledge and experience using experts on site, partners and Xeikon specialists.
- **Talks** is a new addition to Xeikon Café. In these series of seminars, a selected industry expert will focus on a specific subject, aiming to deliver in-depth information about a particular area of a digital printing solution in all its facets.

Depending on circumstances, all formats are planned to take place this year in order to inform printers about new opportunities in digital production. Xeikon is currently preparing all Xeikon Café TV shows by country and region in the respective language for broadcast.



**About Xeikon Café ([www.xeikoncafe.com](http://www.xeikoncafe.com))**

The Xeikon Café concept is a series of unique industry-events designed to help printing professionals understand, evaluate and experience digitalizing print manufacturing, and enabling them to consciously make a business decision. Through demonstrations, presentations, workshops and discussions, visitors receive first-hand actionable information and advice on industry innovations and trends, and how these can help improve their bottom line. How to profitably produce in a digital way, is showcased by worldwide industry leaders in software, workflow, consumables, media, digital printing and finishing solutions dedicated to digital manufacturing.

**For more information, contact:**

Xeikon Café: Danny Mertens

T: +32 3 443 13 11 | M: +32 494 50 00 57 | [Danny.Mertens@xeikon.com](mailto:Danny.Mertens@xeikon.com)

Xeikon Café PR agency: duomedia, Dorien Cooreman

T: +32 2 560 21 50 | M: +32 (0)478 98 60 58 | [Dorien.C@duomedia.com](mailto:Dorien.C@duomedia.com)

**Follow Xeikon Café on social media via [#XeikonCafe](https://twitter.com/XeikonCafe)**