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For Immediate Release



See It All, Learn It All at Odyssey Expo 2019

Sessions and Equipment Demos Add Educational Value in Atlanta

Crystal Lake, Illinois – On-press classroom demonstrations, live equipment running on the event floor and experts from all sectors of the graphics finishing industry are just a few of the reasons for attendees to register now for Odyssey Expo 2019. Slated to take place May 1-3 at the Cobb Galleria Centre in Atlanta, Georgia, USA, Odyssey Expo 2019 will bring exciting programming to an innovative learning arena like no other venue in North America.

Whether the priority is to improve profits, increase sales or decrease production costs, the Odyssey's 30 technical and education sessions will help attendees hit their targets. All technical programs are conducted by industry experts – either on-press or in the classroom – each culminating with interactive Q&A sessions to address real-world challenges.

In the classrooms, programming includes topics such as Adhesives in Layflat Laminating, Cold Foil Process: Ask the Experts, Calculating Press Capacity, Foil Waste Disposal and Sustainability; and Common Sense Solutions for Blanking Issues. In the Techshop™, equipment suppliers will lead on-press demonstrations on topics that include improving the flatness of a die, using steel counters, improving equipment uptime and reducing makeready and setup time.

In addition, in partnership with Printing & Imaging Association of Georgia (PIAG), a special educational session track will be presented, to include: Designing for Foil & Specialty Effects; Finishing/Foil In-House or Finishing/Decorating Partner; and Digital Decorating with Spot Coatings and Foil.

Odyssey Expo 2019 is small enough to remain tightly focused on the diemaking, diecutting and print finishing industries, and large enough to ensure industry professionals can evaluate new technologies and bring back concrete solutions that will have immediate impact on productivity and efficiency. A full lineup of educational sessions, TechShop demonstrations and equipment scheduled to be on display at Odyssey Expo 2019 is available online at www.OdysseyExpo.org.

For more information on Odyssey Expo 2019 – the industry's premier event sponsored by the International Association of Diecutting and Diemaking (IADD) and the Foil & Specialty Effects Association (FSEA) – visit the Odyssey website at www.OdysseyExpo.org, email info@OdysseyExpo.org or contact the IADD directly at 1-815-455-7519 or the FSEA at 1-785-271-5816.

*Odyssey logo attached

Photo caption: Techshop sessions offer on-press demonstrations and educational programming in a unique environment with video and audio feeds for audience members.