

**Topic:**  
Global Print  
Exhibition



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**IPEX 'CHAMPIONS' OPEN MOST IMPORTANT IPEX EVER**

[IPEX, held at the NEC, Birmingham, UK, is the largest English-speaking global technology event for print, publishing and media.]

IPEX 2010 got off to a notable start, following a high profile opening ceremony which saw the print community celebrating the work of the IPEX 'Champions in Print'.



Members of the IPEX Advisory Committee as well as other IPEX exhibitors, the media and visitors watched industry visionaries Benny Landa, Professor Frank Romano; Lord Bob Gavron, John Crosfield and Mike Gordon (RR Donnelley) being officially honoured during the ceremony and receiving an award in recognition of their pioneering work which has shaped the modern print industry. Representatives of Adobe and Kodak collected the awards on behalf of Dr. John Warnock & Dr. Charles Geschke as well as Dan Gelbart. Remaining IPEX Champions JK Rowling will be presented with the award after the show.

In their speeches, both Trevor Crawford, IPEX 2010 Event Director and George Clarke, IPEX 2010 President & Heidelberg UK MD thanked the industry for their continuous support and commitment

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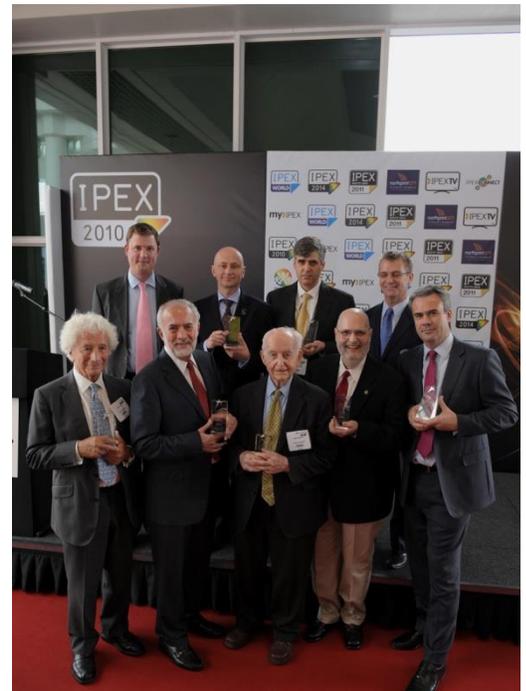
since IPEX 2006. The event hosts visitors from over 150 countries with over 1,000 exhibiting companies, demonstrating the latest technological advancements, providing printers with a real insight into the future of their businesses.

Says Trevor, " We're delighted to have the IPEX Champions opening the event. IPEX has always had a reputation for being more than an exhibition. Yes, first and foremost it is a business show but it is also a showcase for all that is great about our industry. For that reason, two years ago we launched the 'Champions In Print' initiative to honour a group of people who have made a significant contribution to the development of the printing industry."

Digital Print Pioneer and first ever IPEX Champion Benny Landa spoke on behalf of all the IPEX Champions, re-iterating the important role print continues to play in today's communications landscape.

Says Benny Landa: "It's a great honour to be speaking on behalf of all IPEX Champions whose creativity and commitment have shaped all areas of our continuously evolving industry. It is especially thrilling for me to return to IPEX, since, after all, it was at IPEX seventeen years ago that Indigo first made its debut. I am fascinated to see how IPEX continues to be a watershed event for

entrepreneurs, product developers and visionaries, giving them – and their future customers - an unrivalled opportunity to meet and exchange insights."



*IPEX 'Champions in Print' receive their awards.*



*Benny Landa,  
Founder of Indigo,  
now part of HP*

iPrint Editor, David Eaton and Director of Research Services at Business Advantage, Sue Hannay, met key industry players and visited many stands at IPEX, catching up with the latest technological advances in the print industry on display in both the digital and traditional offset fields.

Business Advantage, an international B2B market research and business development consulting practice, has been providing research and other business developing services for companies in the global printing sector since its foundation in 1992.

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