

WHEREVER  
YOU ARE,  
SO ARE WE



An FTA membership gets you the information you need quickly and securely, from wherever you sit globally.

Access FTA member benefits online, from anywhere, without leaving your home or office.

# FORUM 2021

May 11-14 & May 18-21 in FTA's Virtual Conference Center

FORUM is a technical conference built around the topics most important to flexographers.

It's where the flexographic industry's technical experts, foremost authorities and thought leaders come to share information and educate their peers at all levels.

FORUM provides an unrivaled learning opportunity that yields benefits for employees and their employers for years to come.

## Sessions & Features:

- » The Great Plate Debate 2021
- » Showcasing Emerging Products
- » Advanced Color Theory
- » Making the Grade: How Print Quality Scoring Helps Printers
- » Establishing Your Starting Points *FIRST* (101)
- » What Happens When *FIRST* Comes Second? (102)
- » Correcting the Defectives, Correct the Defects
- » FQC: Investigating Methods to Increase Efficiency & Packaging Quality
- » Optimizing Print Quality Through Prepress Technology
- » Awards Presentation
- » Virtual Social

- Participate in live polls
- Ask questions to presenters and have them answered live
- Get conference proceedings to take notes and follow along



## Watch Every Presentation from Virtual Fall Conference 2020

Coming to MemberConnect in June 2021

Collaboration between customers, printers and suppliers is essential to delivering the perfect package—the perfect vision—to shelf. Virtual Fall Conference 2020 showed how design, prepress best practices, color management, plates and pressroom technologies collaborate to achieve that perfect vision.

- » **Evaluation, Optimization, Control:** The Complete Plate Making Package
- » **Moving Through Reality** with Virtual Help
- » **File Preparation for Successful Print Production**
- » **Color Management:** The Methods & the Madness
- » **Print Quality Scoring:** Friend or Foe?
- » **Promoting Success** at the Intersection of Technology & Emotion

# Enroll in Online Training and *FIRST* Individual Certification Courses

Employees new to the industry and those with decades of experience can all benefit from FTA's online training. There's an option suited for every worker:

- » **FIRST Press Operator Certification** builds flexographic printing experts who will consistently yield the best print quality
- » **FIRST Prepress Operator Certification** creates experts in the field of flexographic graphics operations
- » **FIRST Implementation Specialist Certification** yields experts in flexographic printing support, consultation and communication
- » **FLEXOGRAPHY 101** online courses teach new skills and fundamental principles
- » With FTA's new **Professional Development** courses, you can learn the basics of color and its place in flexographic printing, as well as common flexographic print defects and develop a roadmap for printed web inspection.

Receive complimentary enrollment in Level I of *FIRST* Individual Certification for one employee (a \$995 value)

All training and certification courses are taught in an online learning environment. Individuals can progress at their own pace and on their own schedules.



## Take Advantage of Technical Resources

With only an internet connection, FTA members can read, watch and learn:

- » Read the award-winning **FLEXO Magazine**, published monthly, for technical articles, forecasts, industry reports and product guides
  - » Read **industry forecasts**, technical articles, machinery and consumables buying guides, and more.
- » Watch **Membernars**, where industry experts break down, discuss and explain topics crucial to cutting-edge package printing
  - » **Topics** include Matching Flexo to Offset Using a Worldwide Standard (CRPC6), Solving the Ink Equation by Slaying the Three-Headed Monster of Inefficient Print and more
- » Learn from specialists how state-of-the-art technologies and solutions can improve every aspect of your workflows at **FLEXO Tech Talks**
  - » Watch **presentations** like The Lowdown on Laydown: How New Ink, Anilox & Related Technologies Improve Quality & Consistency and The Future of Digital Flexo Plate Making Starts Today all from the comfort of your home or office



## Testimonials

### FLEXO Tech Talk

*"The content was relevant to my job and I learned something new. The speakers were knowledgeable."*

**Jay Sperry, Digimarc**

*"Although this is an unusual situation for the presentation the quality of the webinar, speakers and content was exceptional."*

**Steve Cooney, StarPak Ltd**

### Virtual FORUM 2020

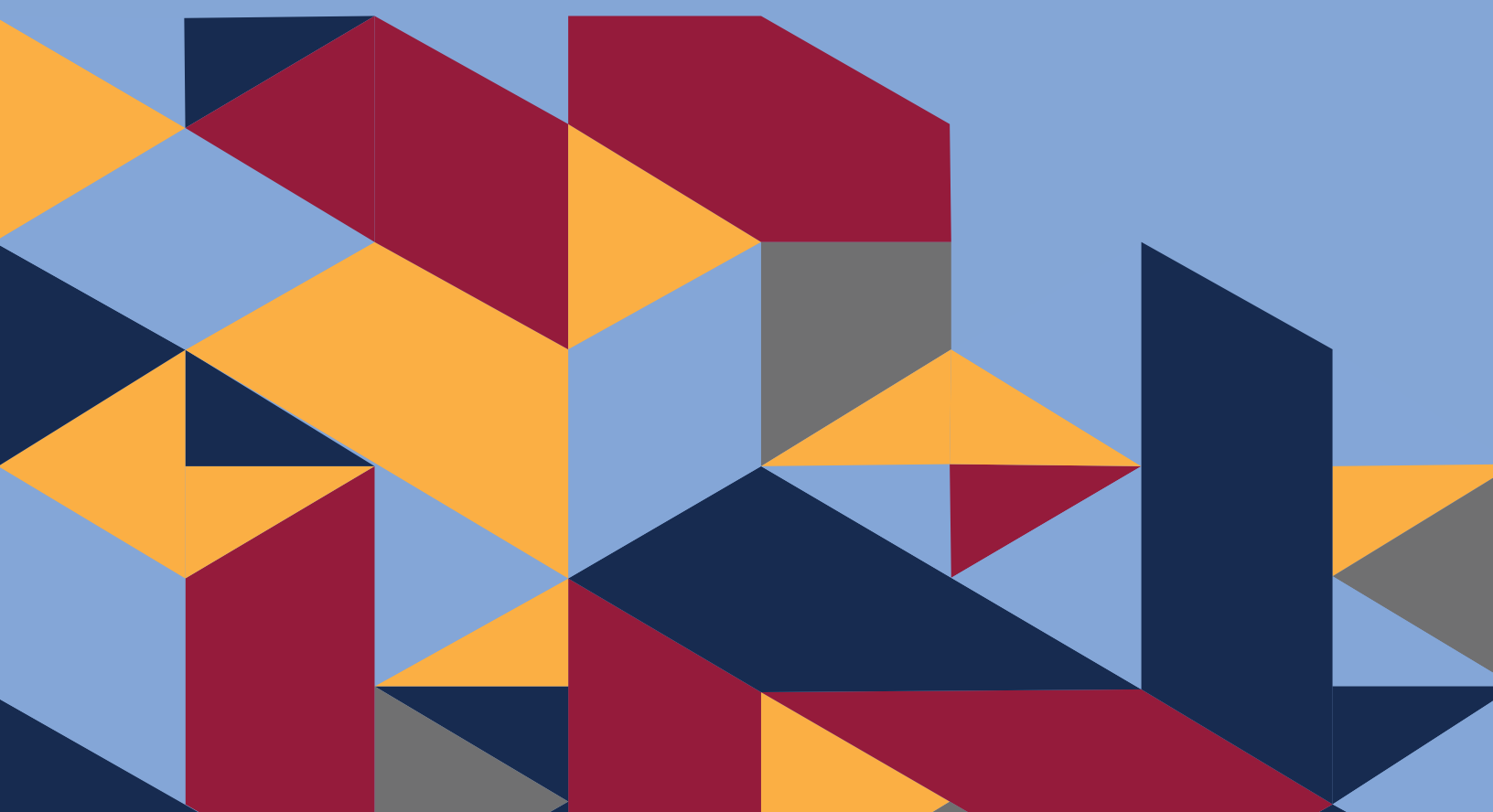
*"It was well conducted and exceeded my expectations for a Virtual FORUM. Well done! It is why I came back for the remaining two days. Slides were also well prepared and easy to understand. Questions were relevant, addressed professionally, and I even learned a few things!"*

**Geoff Roznak, Further North LLC**

## Membersnars

*"As a print enthusiast, Membersnars check all the boxes for me. Everything from ink basics and metering, prototyping and proofing, color theory and consistency, mounting tape optimization, the future of corrugated packaging, printed electronics—the list goes on."*

**Keith Nagle, Phoseon Technology**





## Access Exclusive Complimentary Benefits on *MemberConnect*

Between shifts, during downtime or whenever there's a break,  
***MemberConnect*** is available 24/7.

At [memberconnect.flexography.org](http://memberconnect.flexography.org), you'll find content and offerings **only available to FTA members**:

- » Dozens of **hours of video** from FTA technical **conferences and events**
- » Hundreds of articles from more than 100 past issues in the 10-year **FLEXO Magazine archive**
- » **Training videos** for introductory-level press operators
- » **Recordings** of every FTA Membernar and FLEXO Tech Talk
- » Printer worksheets, test and control targets, bar code guidelines, and other **downloadable tools**
- » **Technical tips** focused on print quality, prepress, and press components and consumables

Learn more about how an FTA membership can meet you online, on demand, on your schedule.

Contact Susan Raab, FTA Membership Manager  
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