Press Release

# Proud Platinum Sponsor Koenig & Bauer Eagerly Anticipates Successful PRINT UV 2025

Popular Las Vegas event celebrates a transformative shift in UV printing technology with dynamic seminars, networking, exchange of information, and profitable takeaways

* Celebrating its 16th year of bringing the best UV printers and most significant vendors together
* Maintaining the momentum and vision of Hans Ulland, the conference’s co-founder
* Both Chris Travis, vice president of print technology at Koenig & Bauer (US), and Dirk Winkler, head of print technology at Koenig & Bauer Sheetfed, will be at the Wynn Las Vegas from March 10-12, 2025
* The next conference after this year will take place in 2027 on a biennial schedule

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Dallas, 21.01.2025  
Proud platinum sponsor Koenig & Bauer is pleased to continue its steadfast advocacy of PRINT UV 2025 as an original event supporter for 16 years. After a one-year hiatus due to drupa 2024, PRINT UV will be holding this year’s conference from March 10-12 at the Encore by Wynn resort in Las Vegas and will continue to operate on a biennial schedule (every other year) with the next UV conference in 2027.

“Koenig & Bauer is proud to support PRINT UV, the premier all-in-one conference event for leaders in the global UV printing industry, and the only conference dedicated to UV and LED UV printing,” says Chris Travis, vice president of print technology at Koenig & Bauer (US). “Along with my colleague Dirk Winkler, head of print technology at Koenig & Bauer Sheetfed, we are eager to meet attendees and discuss the latest UV technology. It is one of the prime networking events to reconnect with peers, learn innovative coating applications and UV embellishments to better compete in the marketplace, and hear about the most recent advancements in our industry.”

The conference takes great pride in offering the latest informative seminars and industry-respected speakers on UV, LED UV, special effects coatings, embellishments, and cold-foil printing as well as introducing cutting-edge innovations. Discussions on such topics as expanded gamut printing will cover both the literal expansion of color possibilities and the broader evolution of UV printing and emerging AI-powered capabilities in our industry. Attendees will be asked to join the discussion with UV printing innovators as they reveal the secrets of achieving jaw-dropping color reproduction with extended gamut UV, how leading printers are hitting 90%+ of PMS colors with fixed ink sets while dramatically reducing makeready times and boosting efficiency.

Dedicated time during the conference will honor Hans Ulland, its co-founder, who passed away last November at age 56. He will be remembered as a strong advocate for the use of UV printing, his passion for creating the PRINT UV conference, the founder of Air Motion Systems, an innovator and manufacturer of LED and UV curing technology for the graphic arts industry, and an exceptional colleague who made a lasting impact on the printing industry.

“PRINT UV is not a traditional trade show but a gathering of skilled technical printers from around the world joined by press, ink, coating, and paper manufacturers that share their expertise, knowledge, and challenges in a relaxed atmosphere to network among a community of like-minded friends,” says D.J. Cabler, director of technical printing for Smurfit WestRock. “It is such a valuable resource to our company that I’ve attended for nearly a decade. Topics range from food packaging to learning about upcoming regulatory legislation. We listen to leading brand owners on what they need and how we can develop processes for them. You gain different perspectives and learn how to be more efficient. You’ll definitely leave the conference with valuable insights on how to improve your own business.”

For those interested in attending PRINT UV 2025, please use K&BUV as a discount code for signing up and this link <https://www.printuv.com/accommodations> to book a room in Las Vegas.

Interesting website: [www.printuv.com](http://www.printuv.com)

#### Photo:

The latest informative seminars and industry-respected speakers such as Chris Travis, vice president of print technology at Koenig & Bauer (US), will be on the agenda at PRINT UV 2025, which is being held from March 10-12 at the Encore by Wynn resort in Las Vegas

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#### About Koenig & Bauer

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 207 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “we’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)