



## Pressemitteilung

11. Januar 2023

Digital Printing Association (DIPA)

### **Robert Bierfreund of Interprint new Chairman of DIPA**

Robert Bierfreund is taking over the chairmanship of the Digital Printing Association (DIPA) with immediate effect, replacing Ali Özyilmaz of MB Digitalprint. DIPA brings together experts from all process steps of industrial surface design. The cooperation network for craft and industrial companies was founded during LIGNA, the world's leading trade fair for the woodworking and wood processing industry. The aim of DIPA is to take a holistic view of the individual surface design process and to make the possibilities of industrial digital printing as an innovative process accessible to as many users as possible.

Robert Bierfreund started his career in the printing industry back in 1991. For 17 years, he held various management positions throughout Europe at Bertelsmann Printing. Since 2011, the electrical engineer has been leading INTERPRINT worldwide as Group COO / Managing Director: "I am looking forward to my new tasks within DIPA. INTERPRINT has demonstrated innovative strength in all areas of décor printing since its foundation. As an active member and chairman of DIPA, it is my concern to further develop the new technologies around digital printing with its associated ECO system on their way to the perfectly designed surface."

DM 01/2023 – 237-ke

1/3



### **EGGER, FINSA, METIS and Heimann strengthen the DIPA network**

In addition to Robert Bierfreund as its new chairman, DIPA also welcomes EGGER, Finsa, METIS and Heimann, as additional members that support DIPA with their expertise in the application of digital printing. The EGGER Group is one of the leading international wood processing companies and is active in furniture and interior design, flooring and building products. Finsa, a traditional Spanish company, has been producing technical and decorative wooden flooring and construction solutions since its foundation in 1931. METIS, headquartered in Italy, designs and manufactures high-quality scanners for the decor industry, cultural institutions, creative professionals and high-end digital service providers. Heimann, a medium-sized family business based in Hamm, Germany, has been a competent supplier to the graphic arts industry for over 45 years, specializing in gravure, flexo and digital printing.

The DIPA network is growing steadily and now has 23 members. In addition to the new member companies, these include Adler, AVA CAD CAM, ColorGATE, CRUSE Spezialmaschinen, Deutsche Messe, Durst, HOMAG, Hymmen, IPAC, INSERCO, INTERPRINT, König & Bauer, Li & Co, MB-Digitalprint, MOSS, Plantag Coatings, SURTECO, Teknos and warda design.

### **May 15, 2023: DIPA presents Spotlight at LIGNA.Stage**

The cooperation network is returning to its founding venue this year. On the opening day of LIGNA 2023 (May 15 - 19, 2023), DIPA will present a two-hour Spotlight in German and English, for visitors on site and in stream or on demand for anyone interested. The "future workshop" on digital printing will highlight, among other things, the DIPA Academy as a solution to the acute shortage of skilled workers, the use of artificial intelligence in the digital printing process, and the need to build an ecosystem of its own in the digital environment of different machine manufacturers,

DM 01/2023 – 237-ke

2/3



technologies, and a wide variety of materials. The DIPA Academy is a newly established organization that incorporates DIPA's education and training philosophy. As an independent limited liability company, it will start offering comprehensive training programs in collaboration with designated technical colleges from 2023.

No. of characters (incl. spaces): 3,593

**Your contact for further information:**

Kornelia Esch

Tel.: +49 511 89-30416

E-Mail: [kornelia.esch@messe.de](mailto:kornelia.esch@messe.de)

For more press releases and photos, visit: <https://www.ligna.de/en/press/>