

# DECO '21

April 17-18, 2021

Sheraton Station Square  
Pittsburgh, PA



Deco '21 Returns to Pittsburgh

Join Us for 2 Action Packed Days of Presentations, Networking, and Exhibits

**Saturday, April 17th:** Technical Sessions

**Sunday, April 18th:** Keynote • Legislative Update • Exhibits



## Keynote Speaker:

Sunday, April 18th, 9:00 a.m.

**Lisa Ryan, President, Grategy**

An experienced keynote speaker, Lisa brings 13 years of manufacturing experience, including seven in the welding industry, to her audiences. Lisa specializes in employee engagement and retention and is an experienced culture consultant.

Covid-19 has upended the workforce, creating additional safety mandates for companies, and the need for strategies to keep work-from-home employees motivated and engaged. Engaged employees have 50% fewer workplace accidents, 41% fewer quality defects, and cost the company 30% less in healthcare expenses. Conversely, unhappy employees return only 60% of their salary in value provided to the company.

Lisa's topic, "Mastering the Millennial Mindset: How to Attract and Retain Emerging Leaders" will show attendees how to avoid the time-consuming, expensive, and difficult task of replacing talent in today's competitive job market. She will let attendees in on the secrets of keeping employees happy, productive, loyal, and profitable. She will also provide strategies for bridging the cultural gap between experienced workers and the next generation of talent.

Lisa's resume includes hundreds of presentations to a broad cross-section of companies and organizations including Bausch & Lomb, FedEx, KPMG, the American Banking Association, the International Sign Association, and more. Lisa is Past-President of the Ohio Chapter of the National Speakers Association and has served on numerous boards, including the Association for Equipment Manufacturing Professionals and the American Welding Society. Visit [lisaryanspeaks.com](http://lisaryanspeaks.com) for more information.

## Headquarters Hotel:

### Sheraton Station Square

For reservations call **800-325-3535** and mention **Society of Glass and Ceramic Decorated Products** or book online at: <http://bit.ly/room4DECO21>

SGCDpro Rate: **\$179**

Good thru **March 15, 2021** or until room block is filled, whichever comes first



**Network** with industry professionals...

**Navigate** the new regulatory environment...

**Learn** about the newest technologies...

**Earn** higher profits...

# Saturday, April 17th

## Decorating Production and Processes

Session Chair and Moderator:  
**Todd Barson, SGCDpro Vice President**

9:30 a.m. – 10:00 a.m. **Bob Keller, General Manager, Marabu North America**  
**Advances in Digital Printing**

Bob will provide an industry update on the current state of direct-to-object/direct-to-shape industrial digital printing process. Parameters such as surface preparation, primers, ink pinning, and surface tension/wetting will be explained in lay terms.

10:00 a.m. – 10:30 a.m. **Melanie Schubert, TUV Rheinland of North America**  
**Compliant Glass & Ceramic Ware – A Journey Through the Global Regulatory Landscape**

Melanie's presentation aims to provide an overview of global legislation applicable to glass and ceramic ware. She will examine both food contact and general chemical regulations, including REACH and California Proposition 65. Melanie will discuss existing requirements and preview pending legislation and regulatory trends.

10:30 a.m. – 10:45 a.m. **Coffee Break**

10:45 a.m. – 11:15 a.m. **Anthony Carignano, Technical Director, Marketing, ACTEGA North American Technologies**  
**Crystal Digital Transfer Technology Offers New Decorating Options**

Anthony's presentation will review Crystal, a versatile print and transfer technology that uses a UV photopolymer based additive manufacturing process on existing conventional printing assets to produce a unique decoration look. Crystal combines elements of no-look pressure-sensitive label decorating along with variable data high definition printing.

11:15 a.m. – 11:45 a.m. **Paul Bolduc, President, Koenig & Bauer Kammann**  
**Technology Update: Digital and Screen Printing**

Paul will discuss the latest product developments at Koenig & Bauer Kammann as well as update the current status of the digital and screen printing technology.

## Sponsorships Available

Increase your company's exposure by sponsoring a Deco networking event. Sponsorships available for receptions, breakfasts, lunches, and breaks. Contact headquarters at 740-588-9882 for complete details.

12:00 p.m. – 1:00 p.m. **Lunch Buffet**

1:15 p.m. – 1:45 p.m. **Thomas Molfese, Sales Manager, Fermac Silk Screen Printing Technologies**  
**Digital Printing...An Opportunity or a Threat?**

A big mistake many decorators make is thinking digital printing technology on containers and other glass products is an alternative to current technologies. In fact, digital printing is a totally new paradigm of industrial production which complements traditional technologies. The presentation will review how digital printing can complement existing processes.

1:45 p.m. – 2:15 p.m. **Sean Weir, Cromaresme**  
**"You Can't Judge a Book by Its Cover – but We Do!"**

This presentation will discuss branding and image, and how they relate to your product's perception. Glass decorations, including special effects, will be discussed. Sean will explain how decoration influences consumer behavior.

2:15 p.m. – 2:45 p.m. **Ed Weiner, President, Maryland China**  
**Navigating the Tariff Wars: Keeping up with Changes and the Impact on Your Business**

With decades of experience importing from China and other countries, Ed will discuss various changes to import tariffs and how to minimize their impact on your business.

2:45 p.m. – 3:00 p.m. **Coffee Break**

3:00 p.m. – 3:30 p.m. **John Hann, E.W. Bowman**  
**Optimizing Decorating Lehr Process**

John will discuss how to determine the capacity of your decorating lehr, as well as critical steps to establishing a proper firing curve. Presentation will include trouble-shooting techniques, essential maintenance and inspections, as well as managing start-ups and shutdowns. Discussion will focus on optimizing decoration quality, energy conservation, and prolonged equipment life.

3:30 p.m. – 4:30 p.m. **Organic Decorating Panel:**

**Bob Keller, Marabu North America**  
**Bob Korlewitz, Ferro Corporation**  
**Jeff Morris, RUCO USA**  
**Bob Nersesian, Sun Chemical**  
**Dave Walden, Seagrave Chemical**  
**Sean Weir, Cromaresme**

Products and Processes. Experts answer your question about material specification, curing, durability, and more.

4:45 p.m. – 6:15 p.m. **Welcome Reception**

# Sunday, April 18th

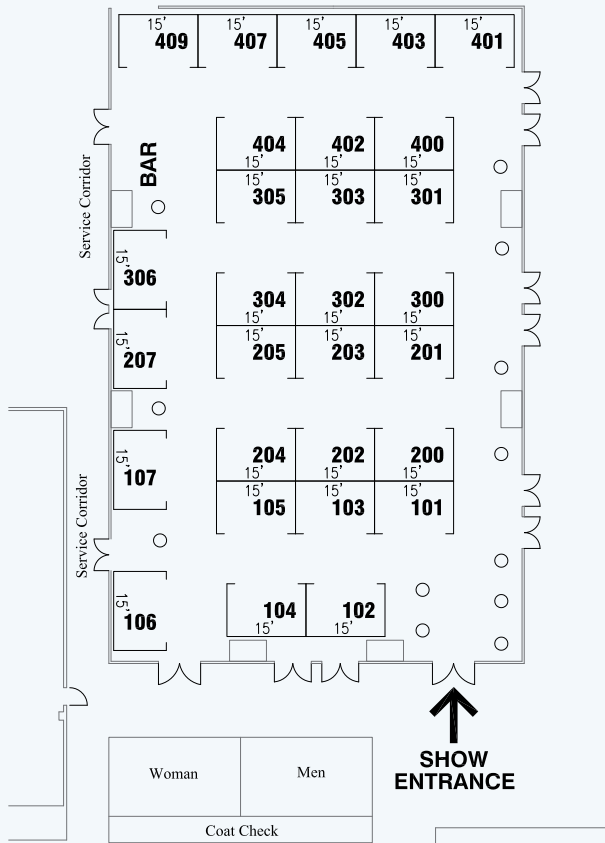
- 7:30 a.m. – 8:30 a.m. **Breakfast Buffet**
- 8:30 a.m. – 9:00 a.m. **Annual Meeting and Awards Presentation**
- 9:00 a.m. – 10:30 a.m. **Keynote Address:**  
**Lisa Ryan, Grategy**  
See bio on page 1
- 10:45 a.m. – 12:00 p.m. **Legislative Update:**  
**SGCDpro Washington Liaison, Walt Sanders**  
Walt will speak about proposed new CPSC reporting rules and other emerging legislation.  
Additional speakers to be announced.
- 12:00 p.m. **Lunch Buffet, Exhibit Hall**
- 12:00 p.m. – 5:00 p.m. **Exhibits**
- 3:30 p.m. – 5:00 p.m. **Exhibitor Reception**

# Past Deco Exhibitors

	DECO '21 Booth Number
<b>Applied Surface Technologies</b>	105
Commercial Decal of Ohio	
<b>Decal Solutions Unlimited</b>	404
EMD Group	
<b>EW Bowman</b>	200
<b>Fermac Silk Screen Printing Technologies</b>	304
Ferro Corporation	
<b>Fusion Ceramics</b>	207-306
Fylograf	
<b>Geib Refining Corp.</b>	101
<b>Heidelberg USA, Inc.</b>	205
Heraeus Nobelight	
Heraeus Precious Metals	
Inkcups	
Innovative Digital Systems	
<b>Intertek</b>	201-203
<b>Isimat</b>	103
<b>Koenig &amp; Bauer Kammann</b>	402
Largent Sales Group	
<b>Marabu North America</b>	102-104
Marck & Associates	
<b>Maryland China</b>	305
Miller Process Coating	
OMSO North America	
Pennekamp	
Peter Lacke	
Phoseon	
Photo USA	
PPG	
Preciosa	
<b>RUCO USA</b>	204
<b>Servo Pak</b>	301
Schilling Inc.	
Siak Transfers Ltd.	
SignTronic	
<b>Strutz International</b>	202
<b>Sun Chemical</b>	303
Tecno 5 Curve spa	

## DECO '21 Floorplan

### SHERATON STATION SQUARE GRAND STATION BALLROOM



ALL BOOTHS ARE 10' DEEP x 15' WIDE

Companies in **blue** have committed to exhibiting during Deco '21. (as of December 1, 2020)

Interested in exhibiting? Spaces still remain. Contact Myra Warne at 740-588-9882.

Exhibit hall open: Sunday 12 p.m. - 5 p.m.  
Lunch served in exhibit hall.

## Visit and Win

Visit Deco '21 exhibitors, get your exhibit pass marked and enter to win gift cards during show hours.





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# DECO '21

**April 17-18, 2021**  
**Sheraton Station Square**

## Deco '21 Registration Form

Full Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**Register by phone:**  
740-588-9882

**email:**  
info@sgcd.org

**mail:**  
SGCDpro  
PO Box 2489  
Zanesville, OH 43702-2489

## Conference Registration Fee:

- Glass or Ceramic Decorator\* \$395
- Non-Exhibiting Vendor:     \_\_\_ SGCDpro Member \$695  
  \_\_\_ Non-Member \$795
- Additional Exhibitor Badges \$150  
(one full conference badge included with booth)

**Questions?**  
Call 740-588-9882  
or email info@sgcd.org

Complete meeting details  
available at [www.sgcd.org](http://www.sgcd.org)

## Payment:

Check (enclosed)     \_\_\_ MC     \_\_\_ Visa     \_\_\_ Amex     \_\_\_ Discover

Card Number \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_

*\*To qualify for decorator rate, the PRIMARY business of your company must be decorating. Non-exhibiting vendors and suppliers (including services) MUST pay vendor rate to attend.*

**IMPORTANT NOTE:** There will be ABSOLUTELY NO selling by non-exhibiting vendors and/or suppliers (including services) at any Deco '21 function (INCLUDING RECEPTIONS AND MEALS). Non-exhibiting vendors are not allowed to display ANY samples or literature at any Deco '21 function. This includes sessions, registration area, exhibit hall and all meal functions. For exhibit information, call Myra Warne 740-588-9882.