

**DECORATIVE SURFACES  
CONFERENCE**  
Berlin, Germany, March 13–14, 2024

# Final Program

## Wednesday, March 13, 2024

- 09:00 **Welcoming Remarks**  
Kurt Fischer, *Technical Conference Management*
- 09:05 **Market Update**  
Goran Schmidt, *Afry*
- 10:00 **EPF Political and Regulatory Advocacy, and How it Relates to Surfaces of Wood-based Panels Today, and Tomorrow**  
Clive Pinnington, *European Panel Federation*
- 11:00 Networking coffee break, exhibitions
- 11:30 **How Well do You Know Your Color Workflow? Tips and Advice on Achieving Excellence**  
Nick Hope and Duncan Ross, *Ava Cad Cam*
- 12:00 **The Importance of Inkjet Consumables for Printing Decorative Designs**  
Marc Graindourze, *Agfa*
- 12:30 Lunch break
- 13:30 **Title to be announced**  
Jens Becker, *Cruse*
- 14:00 **AI as a Disruption: Pioneering New Realities**  
Royce Dodds, *Dekor8*
- 14:30 **AI in Digital Decor Print: Basics and Challenges**  
Oliver Baar, *Koenig & Bauer*
- 15:00 **Opportunities for AI in Interior Decoration**  
Thorsten Beinke and Felix Mohr, *Tarkett*
- 15:30 Networking coffee break
- 16:00 **(Technical) Update IPAC**  
Harald Jordan, *IPAC*
- 16:30 **Simplifying Surface Decoration with Automation**  
Heiko Pieper, *ColorGate*
- 17:00 End of day 1

## Thursday, March 14, 2024

- 09:00 **Sustainability at IKEA: Roadmap to 2030 for Wood-based Furniture**  
Anders Pettersson, *IKEA*
- 09:30 **Surface as an Interface to Nature – Sustainable Materials**  
Birgit Hansen, *Hansen Innenarchitektur*
- 10:00 **Capturing, Rendering, and Printing Surfaces: How Similar We Can be to Nature**  
Stefan Höfs, *CGS Oris*
- 10:30 **Circular Economy for Flooring Products – What do We Have to Consider Tomorrow**  
Volker Kettler, *Meister Werke*
- 11:00 Networking coffee break
- 11:30 **International Best Practice Reports for Digital Lacquer Embossing**  
Sebastian Bazyk, *Hymmen*
- 12:00 **Added Value Through Inkjet Integration in Analogue Equipment**  
Frank de Jonge, *Neos*
- 12:30 **How to Measure Materials and Surfaces for Consistent Color in Digital Decor Printing**  
André Schwarz, *Barbieri*
- 13:00 Lunch break
- 14:00 **Colour Road 24/25 – Treasures of Our Planet**  
Clarissa Blüm, *Renolit*
- 14:30 **Turkish MDF and PB Industry Strengthens its Nr. 2 Position After China with Non-stop Investments**  
Naci Güngör, *Alim Group*
- 15:00 **Don't Do the Same Thing Over and Over, Go Digital and be Different**  
Mike Horsten, *Agfa*
- 15:30 Farewell Coffee
- 16:00 End of conference