

Preface

Initiated by China Academy of Printing Technology and Beijing Institute of Graphic Communication in 2010, “China Academic Conference on Printing and Packaging” is an academic conference focusing on the printing and packaging field. With the joint effort of China Academy of Printing Technology, Beijing Institute of Graphic Communication, and National Taiwan University of Arts, “2014 3rd China Academic Conference on Printing and Packaging (CACPP 2014)” was held on Oct. 23-25, 2014 at the FLTRP International Convention Center. Editorial Department of *China Printing and Packaging Study* of Keyin Media, School of Printing and Packaging Engineering of Beijing Institute of Graphic Communication, and Department of Graphic Communication Arts of College of Communications of National Taiwan University of Arts are the executive organizers of the conference.

By 2014, “China Academic Conference on Printing and Packaging” and its series of events have been held for five sessions. Because of the high prospective and academic level in the keynotes and the active participation among authors, the conference has become the most influential academic exchange activity in printing and packing field in China. In 2014, the conference is extended to island of Taiwan. Some conference representatives came to Taiwan on Oct. 27th, participated in the “Cross-Strait Academic Forum on New Media and Graphic Communication” which held in National Taiwan University of Arts. This event received high praise from scholars on both sides.

In 2014, the Chinese economic development has entered into a new period. The printing and packaging industry in China has maintained an annual growth at the rate of 10%. By 2013, the gross output value in printing industry has topped to RMB one trillion, which is RMB 10398.5 billion. In the meantime, the gross output value of the packaging industry has exceeded RMB 1.5 trillion (Source: State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China), ranking the second in the world. In normal development period, enhancing the capability of independent innovation in enterprises, achieving the transforming and upgrading in industries are considering as the center. Therefore, as an academic exchange platform for scientific research and innovation, “China Academic Conference on Printing and Packaging” promoted the communication within the people of the same trade at home and abroad, shared the advanced achievements in this field, was achieved the effects we expected for.

In accordance with the style of the first conference, “2014 3rd China Academic Conference on Printing and Packaging” continued to focus on 3D printing technology, green printing and environmentally friendly printing and packaging materials technologies. We invited Professor Roger D. Hersch from Peripheral Systems Laboratory of Swiss federal Institute of Technology in Lausanne, Professor Anita Teleman, team leader of printing solutions from Swedish Innventia research institute, and Professor Wang Yiqing from Xi’an Jiaotong University who is also the secretary-general in Rapid Prototyping Technology Branch of Chinese Mechanical Engineering Society to make keynote speeches. Their titles are “Print based security features” “Flexographic Printability of Packaging: Challenges and New Approaches” and “Additive Manufacturing and 3D Printing” respectively, giving a deep report about the latest developments and achievements on the features of digital security printing, flexographic printability on packaging and 3D printing.

The conference received 224 papers, including 3 keynote speeches and 221 oral presentations, among which 119 were selected to be published in *Applied Mechanics* and *Materials*.

Here we gratefully acknowledge all the organizations that have offered great support to the

conference and they are: State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, the Printing Technology Association of China, School of Printing and Packaging of Wuhan University, Faculty of Printing and Packaging Engineering of Xi'an University of Technology, College of Communication and Art Design of University of Shanghai for Science and Technology, Zhengzhou Institute of Surveying and Mapping, Light Industry College of Harbin University of Commerce, College of Packaging and Printing Engineering of Tianjin University of Science and Technology, College of Light Industry and Food Sciences of South China University of Technology, School of Packaging & Material Engineering of Hunan University of Technology, School of Media and Design of Hangzhou Dianzi University, School of Light Industry of Zhejiang University of Science and Technology, Beijing University of Chemical Technology, Beijing Technology and Business University, National Taiwan University of Arts, Swiss Federal Institute of Technology in Lausanne, Swedish Innventia AB, Xi'an Jiaotong University and China Academy of Printing Technology.

We would also like to express our gratitude to the 38 experts who reviewed and recommended papers for us with strict standards.

We also thank Trans Tech Publications Inc. for offering us a platform for international communication.

We are looking forward to meeting you again at the "2015 China Academic Conference on Printing and Packaging".

Edited by

Editorial Board of *China Printing and Packaging Study*

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2014 3rd China Academic Conference on Printing and Packaging

Date October 24-25, 2014

Location FLTRP International Convention Centre, Beijing

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