

PRESS RELEASE
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LEARN FROM THE SCREEN MASTERS AT FESPA AMERICAS

At [FESPA Americas](#) (Orlando, Florida, 24-26 February 2011) visitors will have the opportunity to take part in FESPA's first ever [Screen Masters Workshop](#). Hosted daily by five screen industry gurus, participants will benefit from their collective expertise spanning nearly 200 years.

Bringing experience from around the globe, the Screen Masters are SGIA Parmele Award winners Michel Caza (France) and Scott Fresener (USA), Charlie Taublieb (USA), owner of *Taublieb Consulting*, Bhargav Mistry (India), Managing Director, *Grafica Flextronica* and Ad Versteeg (The Netherlands), Secretary of *Het Zeefdruk Instituut*,

The Screen Masters Workshop, taking place on the exhibition floor, will run in two streams. The morning session will focus on graphics, signs and fine arts including prepress screen-making. Ad Versteeg will deliver an **Overview of Screen Printing** before Michel Caza and Bhargav Mistry reveal the **Secrets of Great Graphics Printing**.

The afternoon session hosted by Scott Fresener & Charlie Taublieb will concentrate on the **State of the Industry Today** in reference to garment decoration before examining **T-Shirt Printing: Printing High-End and Special Effects**.

The FESPA Americas Screen Masters Workshop delegate rate is US\$50 for each session, or US\$90 to attend both. An additional, free-of-charge, bonus session on **Fine Arts Screen Printing** will be led by Michel Caza, Bhargav Mistry and Ad Versteeg.

Registered Screen Masters students can actively experience the complete screen printing process and have the exclusive opportunity to absorb the Screen Masters' passion for print, to gain practical tips and to receive expert advice that can be transferred to their businesses. Visitors not actively joining the tuition can also observe the Screen Masters Workshop from the sidelines and learn along with delegates.

Frazer Chesterman, Managing Director, FESPA comments, "The Screen Masters Workshop is an interactive, hands-on learning experience, and there could be no better teachers than our five 'gurus'. We guarantee that every person who registers will come away having learnt something new and with the confidence to utilise that knowledge."

Scott Fresener says, "As a group we are looking forward to hosting this distinctive and innovative event. Having spent numerous years in screen printing, we recognise how important it is to pass on the knowledge we have collected, and are excited to be doing so as part of FESPA Americas.

FESPA is an important forum for the wide format industry, running ground-breaking events globally with valuable features that sets it apart from others in the industry. As a not-for-profit organisation, they are committed to supporting the community and re-investing profits, and that's something I am proud to be a part of."

Places on the Screen Masters Workshop are very limited, so to avoid losing out, visit the [FESPA Americas](#) website and register. Visitors unable to register in advance should visit **booth 1455** at FESPA Americas to avoid missing out on the action.

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About FESPA

Founded in 1962, FESPA is a not-for-profit federation of trade associations and an organiser of exhibitions and conferences for the screen and digital printing industries. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

FESPA member organisations include 26 separate National Associations in Europe, and 10 Associate Member Associations in Australia, China, India, Japan, Korea, Mexico, Nepal, the Philippines, Thailand and Sri Lanka.

Forthcoming FESPA events include:

- FESPA Americas 24-26 February 2011, Orlando, USA
- FESPA Digital 2011 – 24-27 May 2011, Hamburg, Germany
- FESPA Fabric 2011 24-26 May 2011, Hamburg, Germany
- FESPA Asia 26-28 October 2011, Singapore
- FESPA European Summit, 17-18 November, Barcelona, Spain
- FESPA Digital 2012, 21-24 February 2012, Barcelona, Spain
- FESPA 2013, 25-29 June 2013, London, UK

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