

# From China to Brazil: Munich Becomes the Global Center of Online Print in 2026

*Leading innovators from around the world: from China's largest online printer to Brazil's big player in the photobook market / Durst, Printess, Cloudlab and Heidelberg shape the first four Executive Briefings / Intergraf provides insights into EU regulations / Book OPS tickets now!*



Picture source: Online Print Summit

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**The first speakers of the Online Print Summit 2026 have been confirmed – and they offer an initial taste of a program that will not only be top-tier but also particularly international. On 12 and 13 March 2026, at the Alte Kongresshalle in Munich, AI will meet strategy, creator commerce will meet online print, and China will meet Canada. Among the speakers already confirmed are Cui Wen Feng, Managing Director of China's largest online printing company, U.S. industry thought leader Rusty Pepper, and Canada's "PrintGeek" Dan Neto. The first Executive Briefings and C-Level Classrooms have also been set. So, it pays to be quick: ticket sales are underway.**

## **International perspectives, forward-looking topics, and a true premiere**

The Online Print Summit will celebrate a very special premiere in 2026. For the first time, Cui Wen Feng, CEO and founder of Shengda Printing, will appear at an event outside of China. This is especially exciting because Shengda Printing is not just one printing company among many. What began more than 25 years ago with business card printing is today the largest online printing company in China. At OPS, Cui Wen Feng will provide insight into the success factors of his business and explain the role played by a high degree of automation, intelligent networking, and a strong focus on e-commerce – after all, more than 95% of his orders are generated via the internet. He will also explain why international networks will be the next logical step. The Online Print Summit 2026 will provide the ideal setting for exactly that.

“We are proud to welcome speakers from all over the world to the OPS stage next year. Because only those who look beyond their own horizon can find new inspiration for their own business and forge international alliances,” explains Bernd Zipper, founder and CEO of zipcon consulting and co-organizer of the Online Print Summit.

With his opening keynote, he will set the tone for the Online Print Summit 2026: the industry expert analyses how AI, platform economies, and creator commerce are breaking traditional market dynamics and explains what this means for strategies, business models, and resilience. His message: “The cards are being reshuffled – not someday, but now. Anyone who wants to shape print in the on-demand era needs the courage to change and an appetite for real innovation.”

Transformation is also at the heart of Rusty Pepper’s presentation. Pepper, Head of Global Markets at Texas-based Taylor Corporation, will speak about how technology, on-demand production, and hyper-personalized campaigns are transforming and reshaping global marketing supply chains. His perspective spans print, promotion, packaging – and an ROI that he redefines as Return on Impressions.

What the creator economy has to do with platform partnerships and an inventory level of zero will be described by Dan Neto, founder and president of Canadian print-on-demand specialist Print Geek Inc., in his talk. He will explain how print-on-demand, thanks to batch size 1, maximum automation, and no inventory, enables content creators not only to monetize their business ideas but also to scale them globally.

Brazil’s print market is also developing dynamically, as Marcelo Schroeder Isleb will demonstrate using the example of his company Digipix. In the largest country in South America, mobile devices, rapid rollout cycles, and a high degree of personalization are the strongest growth

drivers. It is no surprise that Isleb and his team live and breathe a deeply digital DNA and have made their company one of the biggest players in Brazil's photo market.

The current speaker line-up of the Online Print Summit 2026 also shines a spotlight on Germany: Janneke Klasen, Managing Director of Schmidt Werbeverpackungen GmbH in Lichtenberg, will speak about digital brand management, the webshop as a central customer touchpoint, and the balancing act between purpose, service, and future-readiness. Relevance arises, she believes, wherever entrepreneurs think beyond conventional boundaries.

### **Executive Briefings: Where practice meets pioneering spirit**

In addition to the speakers of the OPS conference, four Executive Briefings have also been confirmed:

- “Intelligent. Automated. Scalable: The Next Evolutionary Stage of Print Production”: Christian Harder, Chief Sales Officer of the Durst Group, will present the next evolutionary stage of digital print production: an integrated ecosystem of hardware, software, AI, and robotics. The focus is on scalability, efficiency – and the role of humanoid assistance systems.
- “Retention is the secret sauce: How UX and AI Create Loyal Customers in On-Demand Personalization”: Christoph Clermont, co-founder and co-CEO of Printess, will demonstrate how strong user experience and AI-driven personalization generate customer loyalty instead of driving users away. Customer retention is the new ROI – and mobile UX is the key element.
- “Next Level Web to Print – from Online Printer to Strategic Solutions Provider”: Marc Horriar, CEO of Cloudlab, will present the playbook for transitioning from a traditional online printer to a strategic tech partner. AI-enabled processes and high-end customization play a special role, especially when it comes to opening up new revenue channels.
- “Prinect Touch Free: The new cloud- and AI-based workflow full automation in print production”: Axel Zöller, Product Manager Digital Workflow at Heidelberger Druckmaschinen AG, will present “Prinect Touch Free,” a fully automated workflow that makes print production more efficient, more error-tolerant, and cloud-ready, providing an answer when order frequency is high but resources are scarce.

### **C-Level Classroom: Understanding EU policy, shaping the future**

With Intergraf, the umbrella organization of European printing and media associations, the organizers of the Online Print Summit have secured a top-tier first session for the C-Level Classrooms. Intergraf Secretary General Beatrice Klose will focus on the impact of current and

upcoming EU regulations on the print industry in this format, which is primarily aimed at managing directors and decision-makers. Her topics will range from raw material questions to environmental communication to digital requirements. She will demonstrate how companies can not only react but also proactively engage through strategic policy monitoring.

### **Panels that get straight to the point**

Current topics will also take the stage in the two planned panel discussions:

- Panel 1: “How AI and GEO Will Transform Print E-Commerce”: This panel will address the question of what role AI, dynamic pricing, geodata, and instant design will play in the future of online print. International experts will discuss platform intelligence, emerging expectations, and the need for action for providers.
- Panel 2: “Reinvent or Retreat”: Creator platforms, new work, and robotics are already transforming workflows, customer management, and production realities. Four personalities from tech, print, and the platform economy will share their perspectives and discuss them openly and controversially.

### **Buy tickets and gain early access to the community**

The Online Print Summit 2026 – true to its 2026 motto “Re:inventing Print for the On-Demand Era” – is not merely rethinking print but redefining it. The current speaker line-up, Executive Briefings, and C-Level Classrooms are the best proof of this.

“With the summit, we create spaces for exchange, practical relevance, and strategic depth,” says Jens Meyer, Managing Director of VDM Beratung and co-organizer of OPS. “The formats, our speakers from around the world, and the forward-looking topics show that we are serious – about transformation and about connection.”

Anyone who wants to shape the future prospects of their company, take control of their own trajectory, and benefit from a strong, dependable network in the future should not miss the Online Print Summit 2026. Ticket sales are already underway. All important information and booking options are available at [www.online-print-summit.com](http://www.online-print-summit.com).

### **The organizers**

**zipcon consulting GmbH** is a global consulting company for the communications, print and media industry with a focus on online print and digital transformation. The company sees itself as an independent and comprehensive technology and strategy consultant. zipcon also produces market studies and various case studies for e-business print, mass customization and



multichannel publishing. Leading companies in the online print industry rely on the expertise of this company. [www.zipcon.de](http://www.zipcon.de)

**Verband Druck und Medien Beratung GmbH** is the consulting company of the Printing and Media Associations. With in-depth industry expertise in management, controlling, environmental issues, sustainability, as well as production and processes, it supports the industry and positions itself as a driver of innovation and business success. Backed by the regional associations and the German Printing and Media Industries Federation, it consolidates expertise and future perspectives for the industry under the umbrella brand "Verband Druck und Medien." [www.vdm-beratung.de](http://www.vdm-beratung.de)

Contact for media

Jens Meyer

Verband Druck und Medien Beratung GmbH

Einsteinring 1 a

85609 Aschheim

Phone: +49 (0) 89 - 330 36 210

E-Mail: [j.meyer@vdm-beratung.de](mailto:j.meyer@vdm-beratung.de)

Sender: Verband Druck und Medien Beratung GmbH (co-organiser)