

ONLINE PRINT SUMMIT

powered by durst

12-13 MARCH 2026 | ALTE KONGRESSHALLE MUNICH

RE:INVENTING PRINT FOR THE ON-DEMAND ERA

PROGRAM ENGLISH

ARRIVAL – 11 MARCH 2026

17:00	CHECK-IN & EXHIBITION
18:00	MIND ON TAP (HOSTED BY INITIATIVE ONLINE PRINT E.V.)
19:00	CHEERS & THOUGHTS

DAY 01 – 12 MARCH 2026

08:00	CHECK-IN & EXHIBITION
09:00	BEATRICE KLOSE INTERGRAF (C-LEVEL CLASSROOM) Navigating EU policies impacting the printing industry
09:00	CHRISTIAN HARDER DURST GROUP (EXECUTIVE BRIEFING) Intelligent. Automated. Scalable: The Next Evolutionary Stage of Print Production
09:00	MARC HORRIAR CLOUDLAB (EXECUTIVE BRIEFING) Next level web to print: from online printer to strategic solution partner
09:00	MARC HUNSÄNGER KOENIG & BAUER (EXECUTIVE BRIEFING) Beyond Cool: A Print Security Broadcast - „protected at print“: Developing new business models with Koenig & Bauer
10:00	BERND ZIPPER & JENS MEYER ZIPCON CONSULTING / VDM BERATUNG Welcome to OPS 2026
10:10	RUPPERT BODMEIER DISROOPTIVE.COM (KEYNOTE) AI First in Commerce: How Artificial Intelligence is Turning Online Retail Upside Down
10:40	BERND ZIPPER ZIPCON CONSULTING (KEYNOTE) Beyond Calm: Mastering Creator Commerce, AI Commerce: Redefining Online Print 2026
11:15	TALK ABOUT IT Bernd Zipper, Jens Meyer, Sarah Schumacher
11:30	COFFEE BREAK
11:50	PHILIPP MÜHLBAUER THE CUSTOMIZATION GROUP Execution at Scale: The Playbook Behind TCG's Global Momentum
12:25	JANNEKE KLASSEN SCHMIDT WERBEVERPACKUNGEN Relevance comes from thinking ahead: why shaping the future is now a corporate responsibility
13:00	LUNCH BREAK
14:00	MARCELO SCHROEDER ISLEB DIGIPIX Fast to market and on demand printing beyond photo: New Opportunities in the Brazilian Market
14:30	PANEL DISCUSSION: How AI and GEO will Transform Print E-Commerce
14:55	CUI WEN FENG GRAND PRINTING GROUP Practices sharing in Chinese printing industry from GRANDPRINT (SHENGDA)

PROGRAMM OVERVIEW

15:30	COFFEE BREAK
15:50	INSIGHT PITCHES: START-UPS PRESENTING THEIR BUSINESSES
17:00	THOMAS KARCHER BUTZ & BÜRKER (C-LEVEL CLASSROOM) Automation in practice: 10x faster to a solution with no-code in the printing industry
17:00	LUDOVIC MARTIN PRINT.WATCH (C-LEVEL CLASSROOM) From support tool to GEO asset: The 7-stage AI chatbot framework
17:00	AXEL ZÖLLER HEIDELBERGER DRUCKMASCHINEN (EXECUTIVE BRIEFING) Prinect Touch Free: The new cloud and AI-based workflow for fully automated print production
17:00	CHRISTOPH CLERMONT PRINTESS (EXECUTIVE BRIEFING) Retention Is the Secret Sauce: How UX and AI Create Loyal Customers in On-Demand Personalization
18:00	MIND ON TAP (HOSTED BY DURST)
19:00	CONNECT & CELEBRATE – THE NIGHT OF THE VISIONARIES & CHANGEMAKERS

DAY 02 – 13 MARCH 2026

08:00	CHECK-IN & EXHIBITION
09:00	STEFAN LUTZ LUNES (C-LEVEL CLASSROOM) The Last Mile in Automation: Humanoid Robots Closing the Gap in Online Printing
09:00	DR. RAINER PROSI CIP4 ORGANIZATION (C-LEVEL CLASSROOM) Benefits of CIP4 standards for scalable Online Printing
10:00	BERND ZIPPER & JENS MEYER ZIPCON CONSULTING / VDM BERATUNG Welcome to Day 2 at OPS 2026
10:10	LUDOVIC MARTIN PRINT.WATCH (KEYNOTE) Print counter attacks: How to reinvent your business in the new world?
10:45	RUSTY PEPPER TAYLOR CORPORATION How Tech + Creativity + On-Demand Fulfillment Are Reshaping the Marketing Supply Chain
11:15	TALK ABOUT IT Bernd Zipper, Martijn Eier, Rusty Pepper, Philipp Mühlbauer
11:30	COFFEE BREAK
11:50	MICHAŁ TRACZ PRINT LOGISTIC POD transformation: from ancillary business to large-scale production
12:25	ENES CIRITCI LUNES Germany's software lead: Humanoid robots become production partners
12:55	BERND ZIPPER & JENS MEYER ZIPCON CONSULTING / VDM BERATUNG Conclusion 2026
13:00	LUNCH & FAREWELL

ARRIVAL

11 MARCH 2026

17:00

COMMUNITY ZONE



CHECK-IN & EXHIBITION

Take the time to arrive, register and pick up your name badge and your OPS giveaway. Get to know the vibe and check out the OPS partner stands. This is the perfect way to kick off OPS 2026.

18:00

COMMUNITY ZONE



MIND ON TAP

On the Mind on Tap Stage in the foyer of the Alte Kongresshalle, informal panel talks will provide a relaxed setting to reflect on the day's highlights and address questions from participants.

hosted by: Initiative Online Print e.V.

19:00

COMMUNITY ZONE



CHEERS & THOUGHTS

“Cheers & Thoughts” marks the warm-up to OPS 2026: an inspiring evening with relaxed networking in an informal atmosphere. It’s the perfect opportunity to connect, exchange fresh ideas, and kick off the Online Print Summit together.

08:00

COMMUNITY ZONE



CHECK-IN & EXHIBITION

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09:00

EN

C-LEVEL CLASSROOM (THINK ZONE „SATURN“)



NAVIGATING EU POLICIES IMPACTING THE PRINTING INDUSTRY



The presentation will provide an in-depth look at the role and activities of our EU trade association as the voice of the European printing industry in Brussels.

BEATRICE KLOSE

Secretary General, Intergraf

09:00

EN

EXECUTIVE BRIEFING (THINK ZONE „AURORA“)



INTELLIGENT. AUTOMATED. SCALABLE: THE NEXT EVOLUTIONARY STAGE OF PRINT PRODUCTION



Digital print, artificial intelligence, robotics, and emerging humanoid automation are beginning to merge into a new paradigm: the intelligent, automated, and fully scalable print production environment.

CHRISTIAN HARDER

Chief Sales Officer, Durst Group

09:00

EN

EXECUTIVE BRIEFING (THINK ZONE „NOVA“)



NEXT LEVEL WEB TO PRINT: FROM ONLINE PRINTER TO STRATEGIC SOLUTION PARTNER



In this executive briefing, Marc Horriar presents a roadmap for the shift from being a traditional online printer to becoming a strategic tech partner.

MARC HORRIAR

CEO, CloudLab Web to Print Solutions

09:00

EN

EXECUTIVE BRIEFING (THINK ZONE „ZENITH“)



BEYOND COOL: A PRINT SECURITY BROADCAST – „PROTECTED AT PRINT“: DEVELOPING NEW BUSINESS MODELS WITH KOENIG & BAUER



In this unique, dialog-oriented session, Koenig & Bauer reverses the concept of traditional presentations and delivers live insights in the context of brand protection and product protection.

MARC HUNSÄNGER

Director of Protection Technologies, Koenig & Bauer

10:00

DE

SUMMIT HALL



WELCOME TO OPS 2026



BERND ZIPPER

CEO, zipcon consulting GmbH



JENS MEYER

CEO, Verband Druck und Medien Beratung

10:10

EN

KEYNOTE



AI FIRST IN COMMERCE: HOW ARTIFICIAL INTELLIGENCE IS TURNING ONLINE RETAIL UPSIDE DOWN



The keynote speech highlights what the USPs of the future will look like in the age of AI and which new skills will be crucial for success. The aim is to inspire and prepare for a new era in online retail.

RUPPERT BODMEIER

CEO & Co-Founder, DISROOPTIVE.com

10:40

DE

KEYNOTE



BEYOND CALM: MASTERING CREATOR COMMERCE, AI COMMERCE: REDEFINING ONLINE PRINT 2026



The market logic has shifted radically: AI commerce is transforming the customer journey in real time, and global competition is moving toward highly automated, hyper-flexible on-demand structures.

BERND ZIPPER

CEO, zipcon consulting GmbH

11:15

DE

TALK ABOUT IT



BERND ZIPPER, JENS MEYER, SARAH SCHUMACHER

11:30

COFFEE BREAK

11:50

EN



EXECUTION AT SCALE: THE PLAYBOOK BEHIND TCG'S GLOBAL MOMENTUM



From Picanova in Cologne, launched in a modest garage, to The Customization Group (TCG) as a world-wide mass-customization leader.

PHILIPP MÜHLBAUER

Co-Founder | Co-CEO, The Customization Group

12:25

DE



RELEVANCE COMES FROM THINKING AHEAD: WHY SHAPING THE FUTURE IS NOW A CORPORATE RESPONSIBILITY



Janneke is part of a new generation of female entrepreneurs who are actively shaping the future. She demonstrates how to courageously lead a company by challenging the status quo.

JANNEKE KLASSEN

CEO, Schmidt Werbeverpackungen GmbH

13:00 LUNCH BREAK

14:00

EN



FAST TO MARKET AND ON DEMAND PRINTING BEYOND PHOTO: NEW OPPORTUNITIES IN THE BRAZILIAN MARKET



A smart look at Brazil's leading company in the photo market, with a deep digital DNA: web-driven orders, flexible customization, API ecosystems, and automated pre-press.

MARCELO SCHROEDER ISLEB

CEO, Digipix

14:30

EN

PANEL DISCUSSION



HOW AI AND GEO WILL TRANSFORM PRINT E-COMMERCE

With AI-driven automation and personalization, and GEO-based commerce enabling hyperlocal relevance, the boundaries of what is possible are rapidly shifting.

With: Ulrich Stetter, Sven Burkhard, Ludovic Martin, Florian Baumgartner

14:55

EN



TECHNOLOGY-DRIVEN, ECOSYSTEM-COORDINATED: GRANDPRINT (SHENGDA PRINTING'S PRACTICES AND SHARING IN CHINESE PRINTING INDUSTRY



With over 30 years of deep roots in China's printing industry, Grandprint (Shengda) Printing leverages the incentives of internet technology and robust market demand.

CUI WEN FENG

CEO & Owner, Grand Printing Group Co., Ltd.

15:30

COFFEE BREAK

15:50

EN/DE



INSIGHT PITCHES

During the Insight Pitches, innovative start-ups have the opportunity to present their business ideas to a broad audience.



FRANK THEEG (DE)

authentic.networks



LUKA FILIPOVIĆ (EN)

Dynamic Mockups



NICK GAWRELUK (EN)

Print Profit



GIAN LUIGI BACCHI (EN)

Revibes

17:00

DE

C-LEVEL CLASSROOM (THINK ZONE „NOVA“)



AUTOMATION IN PRACTICE: 10X FASTER TO A SOLUTION WITH NO-CODE IN THE PRINTING INDUSTRY



How does the printing industry remain competitive in a rapidly changing market? The answer lies in the speed and adaptability of its own processes.

THOMAS KARCHER

CEO, Butz & Bürker GmbH & Co. KG

ENTRY
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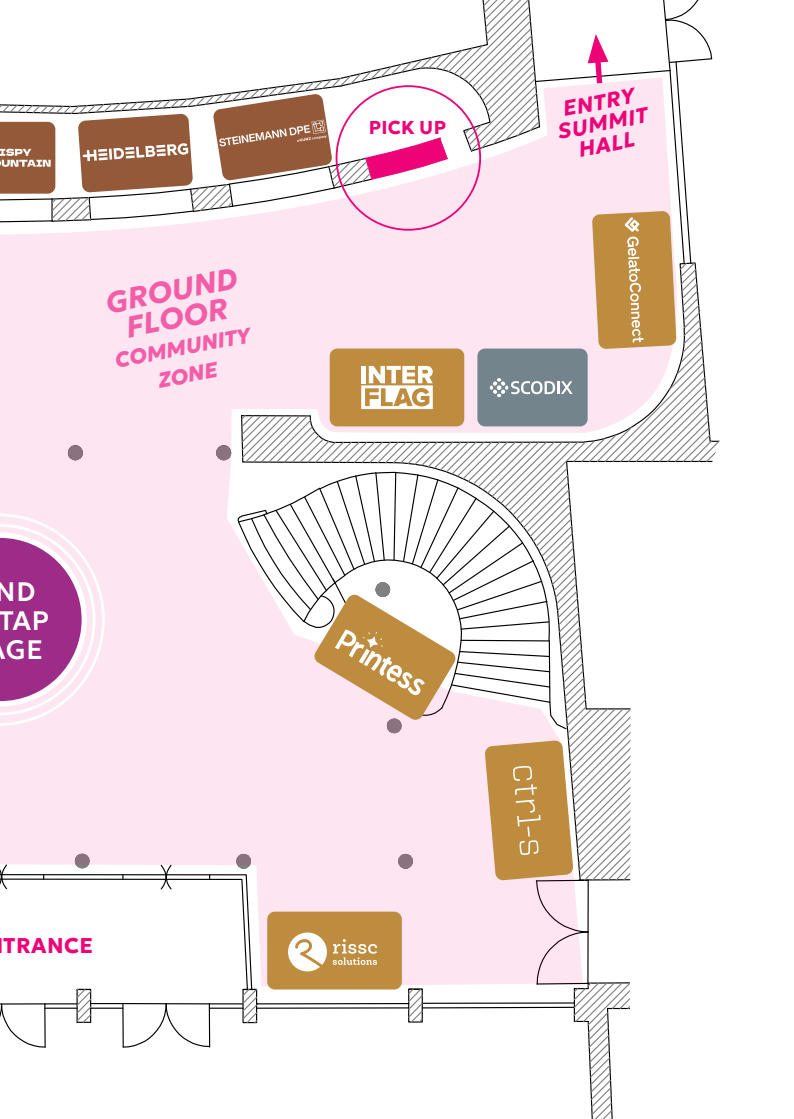
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SUMMIT
HALL

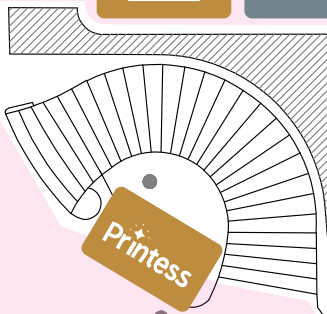
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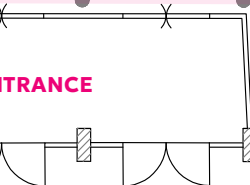
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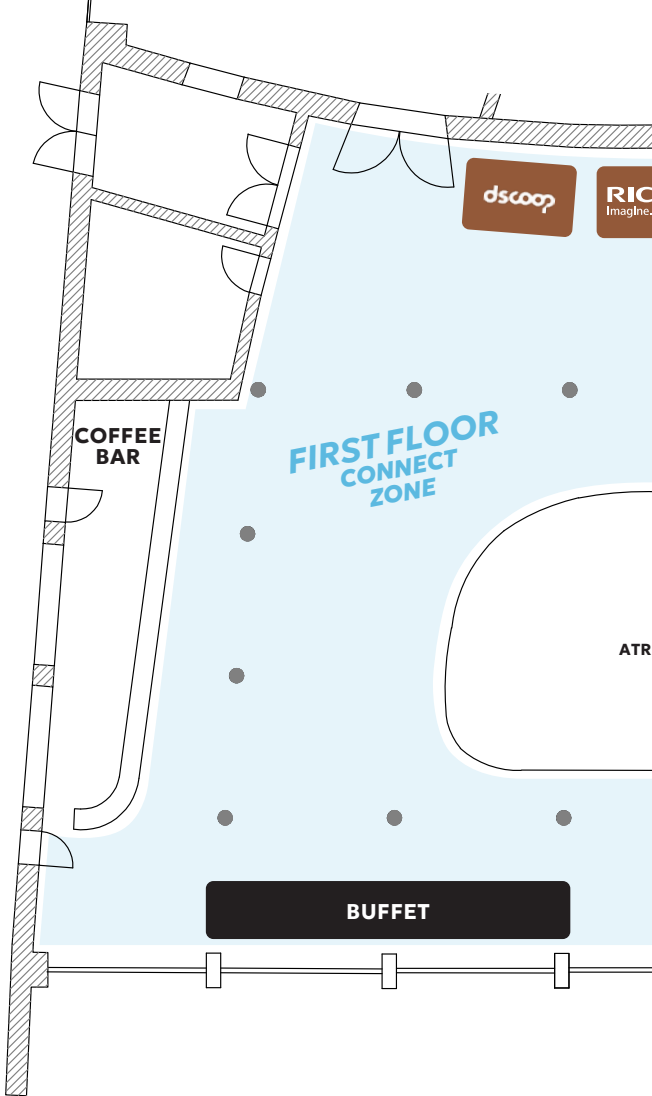
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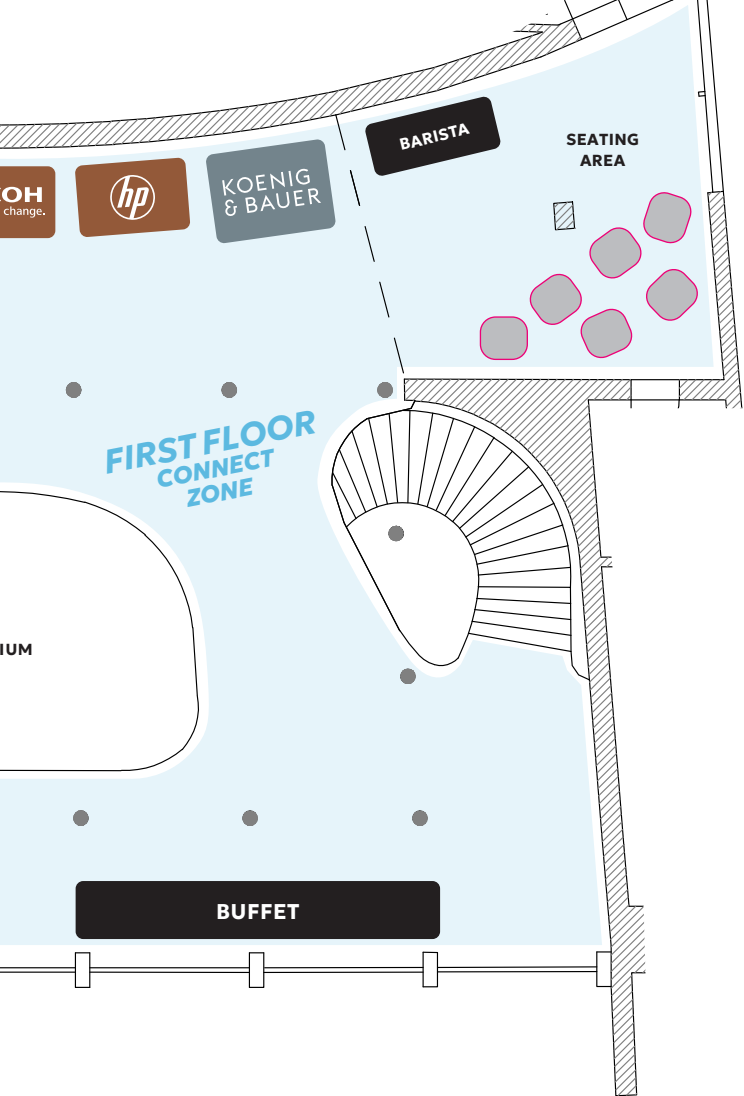
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17:00

EN

C-LEVEL CLASSROOM (THINK ZONE „SATURN“)



FROM SUPPORT TOOL TO GEO ASSET: THE 7-STAGE AI CHATBOT FRAMEWORK



This session goes beyond technical delivery and presents a strategic 7-step framework that transforms a simple support tool into a business growth engine.

LUDOVIC MARTIN

Web2Print Consultant / Strategist, print.watch

17:00

EN

EXECUTIVE BRIEFING (THINK ZONE „AURORA“)



PRINECT TOUCH FREE: THE NEW CLOUD AND AI-BASED WORKFLOW FOR FULLY AUTOMATED PRINT PRODUCTION



Princt Touch Free is a newly developed workflow solution from Heidelberg based on modern cloud technology. It is specially designed to address the challenges of digital print production.

AXEL ZÖLLER

Product Manager Digital Workflow,
HEIDELBERGER DRUCKMASCHINEN

DAY 01
12 MARCH 2026

17:00

DE

EXECUTIVE BRIEFING (THINK ZONE „ZENITH“)



RETENTION IS THE SECRET SAUCE: HOW UX AND AI CREATE LOYAL CUSTOMERS IN ON-DEMAND PERSONALIZATION



This Executive Briefing explores why retention is the real secret sauce in the on-demand world and why UX, especially on mobile, is the most powerful lever for increasing both conversion and long-term customer value.

CHRISTOPH CLERMONT

Co-Founder, Printess GmbH & Co. KG

18:00

DE/EN

COMMUNITY ZONE



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hosted by: Durst Group

19:00

SUMMIT HALL



CONNECT & CELEBRATE – THE NIGHT OF THE VISIONARIES & CHANGEMAKERS

“Connect & Celebrate” brings together live music, shared dinner, and a vibrant atmosphere — an ideal setting to spark new connections, strengthen partnerships, and build the foundation for future collaborations.

proudly supported by TCG

08:00



CHECK-IN & EXHIBITION

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09:00

EN

C-LEVEL CLASSROOM (THINK ZONE „SATURN“)



THE LAST MILE IN AUTOMATION: HUMANOID ROBOTS CLOSING THE GAP IN ONLINE PRINTING



Online print has mastered digital workflows from web-to-print to automated prepress. Yet manual labor is still prevalent in between. Humanoid robots are emerging as the missing link to close these gaps.

STEFAN LUTZ

CEO, Lunes GmbH

09:00

EN

C-LEVEL CLASSROOM (THINK ZONE „AURORA“)



BENEFITS OF CIP4 STANDARDS FOR SCALABLE ONLINE PRINTING



In this briefing we show you the benefits of CIP4 standards that provide a common language between the print shop, MIS/ERP, prepress, production, and fulfillment and how they relate to proprietary APIs.

DR. RAINER PROSI

Chief Technical Officer, CIP4 Organization

10:00

DE

SUMMIT HALL



WELCOME TO DAY 2 OF OPS 2026



BERND ZIPPER

CEO, zipcon consulting GmbH



JENS MEYER

CEO, Verband Druck und Medien Beratung

10:10

EN

KEYNOTE



PRINT COUNTER ATTACKS: HOW TO REINVENT YOUR BUSINESS IN THE NEW WORLD?



This keynote explores how print businesses can strengthen their position by showcasing their knowledge, promoting their key differentiators through digital advertising, and winning back accessibility.

LUDOVIC MARTIN

Web2Print Consultant / Strategist, Print.watch

10:45

EN



HOW TECH + CREATIVITY + ON-DEMAND FULFILLMENT ARE RESHAPING THE MARKETING SUPPLY CHAIN



This session explores how the convergence of technology, creative adaptability, and localized on-demand production is driving premiumization, reshaping how brands engage their audiences and redefining ROI.

RUSTY PEPPER

Head of Global Markets & Partnerships, Taylor Corporation

11:15

EN

TALK ABOUT IT



BERND ZIPPER, JENS MEYER, MARTIJN EIER,
RUSTY PEPPER, PHILIPP MÜHLBAUER

11:30

COFFEE BREAK

11:50

EN



POD TRANSFORMATION: FROM ANCILLARY BUSINESS TO LARGE-SCALE PRODUCTION



This presentation shows how the print-on-demand market has evolved from small, hobbyist operations to a professional, high-volume retail model.

MICHAŁ TRACZ

CEO & Co Founder, Print Logistic

12:25

EN



GERMANY'S SOFTWARE LEAD: TURNING HUMANOID ROBOTS INTO PRODUCTION PARTNERS



Germany and Europe possess a critical competitive advantage in mechanical engineering and automation technology—one that must be leveraged as we enter the age of physical AI and robotics.

ENES CIRITCI

CEO, Lunes GmbH

12:55

DE

SUMMIT HALL



CONCLUSION



BERND ZIPPER

CEO, zipcon consulting GmbH



JENS MEYER

CEO, Verband Druck und Medien Beratung

13:00 LUNCH & FAREWELL

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