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Date and Time: 09:30 AM Martedì, 16th - 05:30 PM Martedì, 16th

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EyeC - ProofRunner Evo

Date and Time: 11:00 AM Martedì, 16th

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EyeC - ProofRunner Evo

Date and Time: 02:00 PM Martedì, 16th

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EyeC - ProofRunner Evo

Date and Time: 04:00 PM Martedì, 16th

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Date and Time: 09:30 AM Mercoledì, 17th - 05:30 PM Mercoledì, 17th

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Date and Time: 11:00 AM Mercoledì, 17th

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EyeC - ProofRunner Evo

Date and Time: 04:00 PM Mercoledì, 17th

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Date and Time: 09:30 AM Giovedì, 18th - 05:30 PM Giovedì, 18th

Free
[The Pulse: Learn ? Connect ? Engage](#)

AI + Cloud: The Digital Transformation of Label and Packaging Workflows

Date and Time: 10:00 AM Giovedì, 18th - 10:30 AM Giovedì, 18th

Posizione: Hall7, 7B15

Speakers:



[Mathias Erlandsson](#) | Director of Cloud Development | [Cerm](#)

Free

[The Pulse: Learn ? Connect ? Engage](#)

Demystifying Digital Product Passport (DPP)

Date and Time: 11:00 AM Giovedì, 18th - 11:30 AM Giovedì, 18th

Posizione: Hall7, 7B15

Speakers:



[Dr. Vlad Sljapic](#) | Chief Commercial Officer | [Graphimecc Group S.r.l.](#)



[Sophia Savvides](#) | Director, Sustainability, Strategy and Market Intelligence | [Avery Dennison](#)

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EyeC - ProofRunner Evo

Date and Time: 11:00 AM Giovedì, 18th

Free
[The Pulse: Learn ? Connect ? Engage](#)

KEYNOTE - From Data to Action: Real-World Automation and AI for label converters

Date and Time: 12:00 PM Giovedì, 18th - 01:00 PM Giovedì, 18th

Posizione: Hall7, 7B15

Speakers:



[Steve Metcalf](#) | Chief AI Officer | [Imagine AI Live](#)

Free

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Q&A | Meet & Greet with Steve Metcalf

Date and Time: 01:00 PM Giovedì, 18th - 01:30 PM Giovedì, 18th

Posizione: Hall7, 7B15

Free

[The Pulse: Learn ? Connect ? Engage](#)

End of the line for barcodes: Are you ready for 2027?

Date and Time: 02:00 PM Giovedì, 18th - 02:30 PM Giovedì, 18th

Posizione: Hall7, 7B15

Speakers:



[Camilla Young](#) | Programme Lead - Next Generation of Barcodes| [GS1 UK](#)

Free

[Live demonstrations](#)

EyeC - ProofRunner Evo

Date and Time: 02:00 PM Giovedì, 18th

Free

[The Pulse: Learn ? Connect ? Engage](#)

Connecting Brand and Consumers

Date and Time: 03:00 PM Giovedì, 18th - 03:30 PM Giovedì, 18th

Posizione: Hall7, 7B15

Speakers:



[Paula Rivero](#) | CEO | [Digital Link](#)

Free

[Live demonstrations](#)

EyeC - ProofRunner Evo

Date and Time: 04:00 PM Giovedì, 18th

Free

[The Pulse: Learn ? Connect ? Engage](#)

Moving AI from Buzzword to Business Catalyst in the Packaging Industry

Date and Time: 04:00 PM Giovedì, 18th - 04:30 PM Giovedì, 18th

Posizione: Hall7, 7B15

Speakers:



[Jan De Roeck](#) | Marketing Director | [Esko](#)

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All-day demonstrations – running continuously. Click for full list & details

Date and Time: 09:30 AM Venerdì, 19th - 04:30 PM Venerdì, 19th

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EyeC - ProofRunner Evo

Date and Time: 11:00 AM Venerdì, 19th

Free

[Live demonstrations](#)

EyeC - ProofRunner Evo

Date and Time: 02:00 PM Venerdì, 19th