



Supporting the gravure industry

MEETINGS

INFORMATION

ACTIVITIES

MEMBERSHIP



2022 EDITION

Promoting Gravure

Gravure printing enhances all aspects of daily life, including flexible packaging, cartons and labels for food products, laminates for flooring and furniture, wallpaper, transfer printing for textiles, and high-circulation magazines, catalogues and flyers.

The ERA (European Rotogravure Association) is the international organisation of the gravure industry. Members include publication, packaging and decorative gravure printers, cylinder engravers, paper, ink and press manufacturers, prepress and finishing equipment manufacturers, and software houses, both within Europe and overseas.

ERA is a non-profit organisation to promote gravure and support users of the gravure printing process. ERA is the industry representative body in all legislative and EU matters, and a discussion forum for economic and social concerns as well as the technical development of the process.

- ERA arranges conferences, seminars, and workshops on special projects. At ERA conferences, experts present first-hand information on the latest developments in both technical and business areas.
- ERA maintains constant vigilance in environment, health and safety matters, working with relevant bodies at the EU and national levels when new legislation is being prepared that would affect the gravure process.
- ERA offers basic gravure seminars in English and German, in conjunction with the HdM Stuttgart.
- ERA conducts special projects on topical problems, carried out either internally, with the help of special working groups, or externally, with the help of other research institutes.
- ERA participation in international standards committees on behalf of its members helps gravure remain at the forefront of the printing processes.
- Every second year, ERA organises its Packaging Gravure Award for the best quality and sustainability in packaging gravure, together with an innovation prize for technology or process improvements by suppliers or printers.
- The ERA magazine Gravure News, with a circulation of some 1500 copies, is published regularly. It covers trends and information about the gravure industry and is distributed worldwide to all members, and other selected recipients within the gravure industry.
- ERA regularly publishes a list of all installed publication gravure presses worldwide, as well as a list of all packaging and decorative gravure presses in Europe.



A force in the industry

Facts and figures

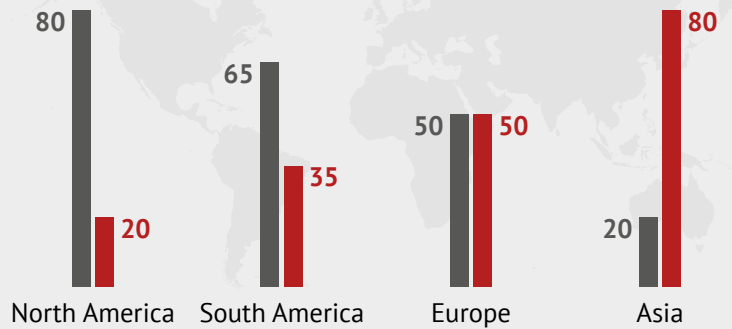
- A major share of flexible packaging for branded articles worldwide is printed in gravure. Gravure's market share in this segment amounts to over 80% in Asia.
- Decorative paper for furniture and flooring is almost exclusively printed in gravure.
- Most major European catalogues and magazines are printed in gravure. ERA represents a significant proportion of the European media industry.
- Packaging and Decorative Gravure members include the largest packaging printing groups and European cylinder engravers.
- Membership from beyond Europe include the most significant press manufacturers and also packaging printers from Asia, as well as the relevant cylinder engravers in Turkey.
- ERA Publication Printers include the relevant printing plants in Europe.
- ERA's membership includes suppliers of equipment, materials and services with headquarters worldwide.

Many years of progress

- The European Rotogravure Association was founded in 1956 as a technical association of European publication gravure printers.
- In 1969, ERA membership was extended to suppliers of paper, ink, and prepress, press and postpress equipment.
- Packaging and decorative gravure printers and cylinder engravers were added in 1996, underlining their increasing significance to the industry.
- Always leaders in technical progress, ERA Members installed the first electronic press controls, the first colour scanners, the first colour page composition systems, and the first electromechanical and laser cylinder engraving systems.
- New generations of gravure presses were pioneered in ERA Member plants in cooperation with the press manufacturers.

Market share for flexible packaging worldwide

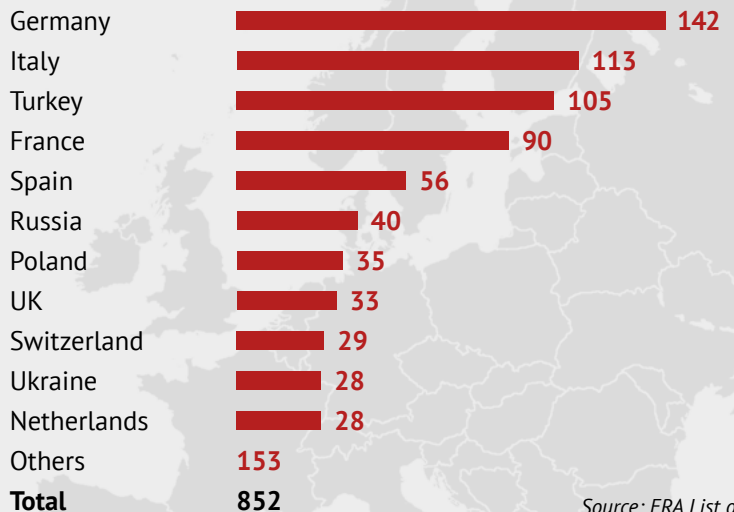
Flexo Gravure



Source: ERA

Packaging Gravure

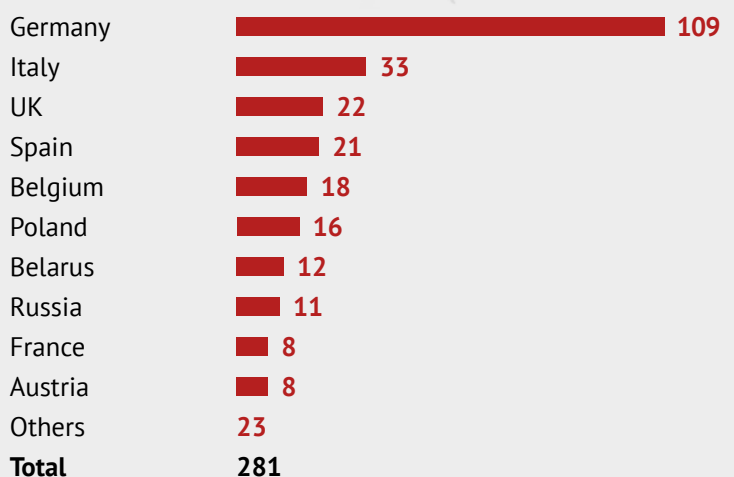
Printing presses in Europe and Turkey



Source: ERA List of Presses

Decorative Gravure

Printing presses in Europe and Turkey



Source: ERA List of Presses



Activities

Conferences and Seminars

At the yearly ERA Annual & Packaging/Decorative Conference members and non-members meet for a conference on the development of the gravure process and its markets. Apart from technical issues the conference also discusses socio-economic issues related to the printing industry. The regular General Assembly of the members (Management Meeting) also takes place during the conference. ERA also organises ad hoc conferences and seminars open to members and non-members to discuss technical development and innovation in gravure printing and other relevant printing processes (e.g. digital printing).

Working Groups

Besides conferences and seminars ERA organises working groups for members from the whole supply chain to promote gravure and to deal with specific topics which are of relevance for the gravure industry (e.g. technical development and innovation, environment, health and safety matters etc.), as well as steering special scientific projects (e.g. sustainability etc.).

Lobbying

ERA lobbies at EU level to ensure that the gravure industry is fairly treated in EU legislation (e.g. classification and labelling of toluene, EU reference document for the Best Available Techniques for surface treatment with solvents, EU Ecolabel, REACH authorization of chromium trioxide so that it can be further used in the chrome plating of gravure cylinders etc.). In order to raise the awareness for gravure's case on EU level and at the EU Commission ERA closely co-operates with the umbrella organisation of the European printing industry in Brussels Intergraf.



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Gravure Seminar

This seminar, arranged jointly by ERA and the Media Faculty of Stuttgart University (Hochschule der Medien, HdM) gives an overview of the gravure process in two and a half days. Training will be given using a state-of-the-art four-colour Bobst gravure press at the HdM. Participants are limited to 10 per course, allowing for hands-on experience in the practical sessions. The ERA Gravure Seminar is held two to three times a year in German and English language. It is open to members and non-members.

Membership

Active Members

- Companies engaged in publication, packaging or decorative printing using the gravure process, and cylinder engravers.
- Companies engaged in manufacturing equipment or materials for use by the gravure industry.
- Companies providing services to the gravure industry.

Overseas Members

- Companies engaged in gravure printing outside Europe.

Affiliate Members

- Magazine publishers without a printing facility, catalogue publishers, advertising agencies, repro houses, packaging brand owners.

Cooperations

- GAA, Gravure AIMCAL Alliance, Greenville, USA
- Flexible Packaging Association of Converters of Pakistan, Karachi, Pakistan
- Government Institute of Printing Technology, Mumbai, India
- HdM, Stuttgart University, Germany
- HTWK, University of Applied Science, Leipzig, Germany