DECO '27

April 28-29, Hyatt Regency Columbus, Ohio

Navigating the New World of Decorating Technology

New Format, New Speakers, New Opportunities

Join your customers and fellow colleagues for two days of informative technical and business presentations designed to help you harness quickly emerging technologies for your decorating business.

- AI (Artificial Intelligence)
- Virtual/Augmented Reality
- Digital Printing and Inks
- Testing Protocol
- Imports and Tariffs

Deco '27 will prepare you to navigate the headwinds, steering a path toward higher profitability.

Including Special Presentations by:

- VR/AR Association of Ohio
- ATiiD
- International Product Assurance
- Carlton Fields

See details inside.

Headquarters Hotel

Hyatt Regency Columbus

350 North High Street
Columbus, OH
(614) 463-1234

Book Your Room:

Visit: bit.ly/room4deco27 or call (614) 463-1234
Deco '27 rate: $189 per night. Rate available through March 27, while supply lasts.

Deco '27, where leaders in the decorating industry create and innovate!

Society of Glass and Ceramic Decorated Products | www.sgcd.org | 740-588-9882

Wednesday, April 28

Morning Session: New Technologies, New Opportunities

Understanding the constantly evolving worlds of Artificial Intelligence, Virtual/Augmented Reality, and Digital Marketing Strategies.

7:00 a.m. – 8:00 a.m.
Exhibitor Setup

8:00 a.m. – 9:30 a.m.
Exhibits Open, Breakfast in Hall

9:45 a.m. – 10:15 a.m.
Omari Hitson (invited), *VR/AR Association of Ohio*
Harnessing VR/AR for Your Decorating Operation
Omari serves as local president of the VR/AR Association of Ohio. He will introduce you to meaningful virtual/augmented reality applications you can implement now to increase your company's productivity and response time.

10:15 a.m. – 11:00 a.m.
Dan Simkins, *co-founder, ATiiD*
David "Doogie" Levine, *co-founder, ATiiD*
WHICH STEP IS YOURS?: The Four Foundations of AI Readiness, and How to Tell Which One is Holding You Back
Every decorator and producer is hearing that AI is coming, but most of the advice out there is written for tech companies, not shops running screens, kilns, and artwork approvals. This session starts from a simple premise: every AI effort rests on four foundations (data, process, people, and culture), and it breaks at whichever one is weakest. AI is already getting good at organizing order and compliance data and at documenting and automating repeatable processes, but it will never build your team's skills or your company's willingness to change. We'll walk through each foundation with examples, from capturing what your most experienced employee knows before they retire to keeping customer specs and regulatory paperwork where people can actually find them. Attendees will take a short, anonymous readiness self-assessment during the session and leave knowing which foundation to work on first. Dan Simkins and Doogie Levine of ATiiD, a people-first, technology-agnostic AI consulting firm, will present.

11:00 a.m. – 11 :30 a.m.
Mel Blohm
Maximizing Digital Marketing Opportunities
Mel Blohm is a marketing strategist with a background in graphic design, content strategy, and digital marketing. He specializes in helping businesses clarify their message, strengthen their online presence, and connect with the right customers.

Mel will explore five simple website improvements you can make to increase online visibility, build buyer confidence, and generate more qualified quote requests, including how to make businesses easier to find through Google and AI-powered searches.

11:30 a.m. – 12:00 a.m.
Dale Bobula, Midwest Transatlantic Lines, Inc.
Navigating the Transportation and Logistics Landscape
Dale returns to Deco '27 to provide the latest updates to the challenging transportation and logistics landscape. From tariffs to import bans, Dale will explain the constantly changing tariffs, rules, structures, and shipping rates.

12:00 p.m. – 2:00 p.m.
Exhibits Open, Lunch in Exhibit Hall

Afternoon Session: New Products and Processes

Suppliers introduce their latest solutions to your production challenges.

2:15 p.m. – 2:45 p.m.
James Bullington, *LSINC*
Digital Direct-to-Object Printing on Glass
James will review LSINC's state-of-the-art process for direct printing on glass. Several case studies, including examples of winery, distillery, and licensed product customers, will be included in the presentation. James will also review the decorating process from art development, through color management, ink selection, and equipment choice.

2:45 p.m. – 3:15 p.m.
Thomas Ripplinger, *Northern Coatings*
Choosing The Right Tests
Thomas will discuss the difference in qualification type tests, quality control tests, and how to choose tests and quality protocols that correlate strongly with real world performance and that keep line conditions in check.

3:15 p.m. – 3:45 p.m.
Benjamin Kurz, *Isimat*
Hybrid Decoration on Glass: One Machine - Multiple Possibilities
This presentation explores the concept of hybrid decoration for glass containers, demonstrating how multiple decoration technologies can be integrated into a single machine. By combining different decoration processes within one system, glass manufacturers and decorators can benefit from greater production flexibility, expanded design possibilities, and new opportunities to create distinctive, high-value glass packaging. The presentation will highlight the potential of hybrid decoration to meet evolving market demands while making production more versatile and efficient.

3:45 p.m. – 4:15 p.m.
(speaker to be announced)
Advances in Digital Printing Inks
Advancements in digital printing inks will be reviewed.

4:15 p.m. – 6:30 p.m.
Exhibits Open - Reception in Hall

6:30 p.m.
Exhibit Hall Closes

Interested in exhibiting? Spaces still remain.
Contact Myra Warne at 740-588-9882 or info@sgcd.org

Exhibit Hall Open: Wednesday (see hours in schedule).
Lunch served in exhibit hall at 12:00 p.m.

Deco '27 Exhibitors:

Applied Surface Technologies

ATiiD

Brendle Metalquimica

DeCo System

Engineered Printing Solutions

Fusion Ceramics

INX

IPA Laboratories

Isimat

Koenig & Bauer Kammann

Maryland China

Noble Metals

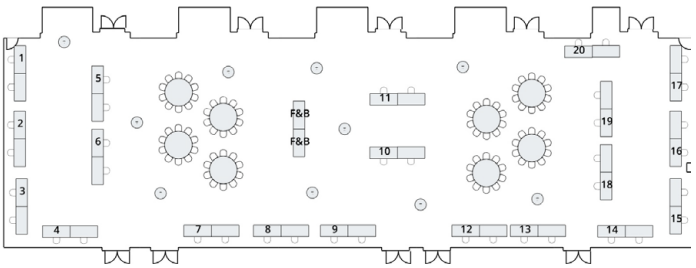
Printing United

SGCDpro

SGCDpro Corporate Members in italics.

Deco '27 Floorplan

Hyatt Regency Hotel
Columbus, OH
Union Rooms



Each tabletop includes a six foot table and two chairs at no additional cost

Thursday, April 29

8:00 a.m. – 9:00 a.m.
Breakfast

8:30 a.m.
Annual Meeting and Awards

Testing and Compliance Update

9:00 a.m. – 9:45 a.m.
Keynote Speaker: Thad Luebbers, *Ardagh*
State of the Glass Industry
Thad will review the current state of the glass industry and trends driving product development in the current market.

9:45 a.m. – 10:30 a.m.
Dennis Raglin, *Carlton Fields*
California Proposition 65 Update
Dennis will discuss recent updates to California's Proposition 65 labeling rules, including developments in the use of QR codes as part of labeling protocol.

10:30 a.m. – 11:15 a.m.
Katelyn Simpson, *International Product Assurance*
Beyond the Decoration: Testing for Compliance and Performance
IPA Laboratories provides independent, third-party testing to support the ceramic and glass tableware industry. This presentation will introduce the laboratory's testing capabilities, including testing for regulatory compliance and evaluation of product performance. Attendees will gain an understanding of how laboratory testing can help manufacturers, decorators, and suppliers verify product quality, support compliance with U.S. requirements, and evaluate performance. The presentation will also highlight the importance of selecting appropriate test methods and understanding what test results can—and cannot—tell you about a product.

11:15 a.m. – 12:00 p.m.
Michael Deible, PhD, *Principal Investigator II, R.J. Lee Group*
Everything I Can Tell You About PFAS in 40 Minutes
Michael will update attendees on the ever-changing status of PFAS testing and regulations.

12:00 p.m.
Grab and Go Lunch

Program subject to change, visit www.sgcd.org for latest updates.

Gift Card Drawing

Visit the exhibit hall and drop your business card in the box at the SGCDpro table for a chance to win a gift card.

DECO '27

April 27-29

Deco '27 Registration Form

Full Name_____ Name for Badge_____

Company_____ Title_____

Address_____

City_____ State_____ Zip_____

Phone_____ Email_____

Register by phone:
740-588-9882

email:
info@sgcd.org

mail:
SGCDpro
PO Box 2489
Zanesville, OH 43702-2489

Conference Registration Fee:

☐ Glass or Ceramic Decorator* $450

☐ Non-Exhibiting Vendor: ___ SGCDpro Member $725
___ Non-Member $850

☐ Additional Exhibitor Badges $150
(one full conference badge included with booth)

Questions?
Call 740-588-9882
or email info@sgcd.org

Complete meeting details
available at www.sgcd.org

Payment:

☐ Check (enclosed) ____MC ____Visa ____Amex

Card Number_____ Expires_____

Signature_____

3% processing fee added for credit card payments.

**To qualify for decorator rate, the PRIMARY business of your company must be decorating. Non-exhibiting vendors and suppliers (including services) MUST pay vendor rate to attend.*

IMPORTANT NOTE: There will be ABSOLUTELY NO selling by non-exhibiting vendors and/or suppliers (including services) at any Deco '27 function (INCLUDING RECEPTIONS AND MEALS). Non-exhibiting vendors are not allowed to display ANY samples or literature at any Deco '27 function. This includes sessions, registration area, exhibit hall and all meal functions. For exhibit information, call Myra Warne 740-588-9882.

Keep Informed:
Visit **www.sgcd.org**

www.facebook.com/SGCDpro1

www.linkedin.com/company/sgcdpro

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