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Contents

Preface

The Print Media Research Center, together with the School of Graphic Communications Management at Ryerson University in Toronto, Canada is thrilled to host the 43rd annual **iarigai** conference
Natalia Lumby 1

1 – Printed Functionality

From Biological Molecules to Industrial Printed Products:
the challenges facing new functional printed applications development 3
*Michael Pruneau, Éric Athlan, Laurent Desfontaines, Christiane Lecomte,
Michel Martineau and Chloé Bois*

New Fabrication Approach for Low Cost RFID Tags 13
Lorenzo Pirrami, Danilo Demarchi, Marco Mazza, Fritz Bircher

Fabricating a Flexible Thin Film Humidity Sensor: minimum viable product 21
Maksim Korobkin, Jiayuan Yin, Arne Klemetti

2 – Printed Functionality

Spot Application of a Transparent Nanoclay Layer to Provide Post-print
Laser Marking Functionality on High Brightness 100 % Calcium Carbonate Coatings 33
Roger Bollström, Patrick Gane

Reaction Platforms for Enzymatic Testing 39
*Eveliina Jutila, Risto Koivunen, Roger Bollström,
Tiina Sikanen and Patrick Gane*

Improving Run-time Stability with Aerosol Jet Printing Using a Solvent Add-back Bubbler 49
Arjun Wadhwa, Denis Cormier, Scott Williams

3 – Colour

Optimized inking for cardboard food packaging 57
Fons Put

Colour Management of Tablet Devices 65
Daniel Langsford, Reem El Asaleh, Richard Adams

Microscale halftone dots analysis: A spatial threshold evaluation method 71
Louis Vallat-Evrard, Lionel Chagas, Raphaël Passas, Nadège Reverdy-Bruas

4 – Design

A Case of Beer: A study to determine if the visual design elements
of Ontario craft beer packaging communicate their unique flavour profiles 81
Diana Varma

Why most Brand Manuals fail when it comes to defining Brand Colors;
And how to determine acceptable Color Deviations for specific Brand Colors 91
Michael Abildgaard Pedersen

5 – Printing Materials

- Influence of drying temperature on inkjet printed droplets and lines morphology by using silver nanoparticles based ink: relation with electrical performances 101
Vincent Faure, Aurore Denneulin, Yahya Rharbi, Albert Magnin, Anne Blayo
- Influence of the Background Color on the Quality of Embossed Holograms 111
Pauline Brumm, Edgar Dörsam, Duy Linh Nguyen, Martin Schmitt-Lewen
- TiO₂ nanostructures for dye-sensitized solar cells (DSSCs) on a glass substrate 121
Jarkko J. Saarinen, Roger Bollström, Björn Törngren, Janne Haapanen, Tommi Kääriäinen, Steven M. George, Jyrki M. Mäkelä, and Martti Toivakka

6 – Manufacturing and 3D Printing

- Challenges in the Fabrication of Optimized Microstructures via Fused Layer Modeling 127
Vinzenz Nienhaus, Daniel Laumann, Dieter Spiehl, Edgar Dörsam
- 3D Printing of Model Polymeric Resins for Medical Applications 137
Azem Yahamed, Pavel Ikononov, Paul D. Fleming, Alexandra Pekarovicova and Peter Gustafson
- Inkjet Printed Polyelectrolyte Patterns for Analyte Separation on Microfluidic Paper-based Analytical Devices 143
Risto Koivunen, Eveliina Jutila, Roger Bollström, Patrick Gane

- Index of authors** 153

The Print Media Research Center, together with the School of Graphic Communications Management at Ryerson University in Toronto, Canada is thrilled to host the 43rd annual iarigai conference

Natalia Lumby
Conference Chair

E-mail: nlumby@ryerson.ca

The Print Media Research Centre (PMRC) is a Faculty-based Research Centre within the Faculty of Communication and Design at Ryerson University. The PMRC's Scholarly Research and Creative (SRC) agenda focuses on advancing the broad areas of premedia, printing and finishing on an international scale. The PMRC combines the SRC efforts of faculty in the School of Graphic Communications Management (GCM) and other collaborators within the university and internationally, with those of undergraduate and postgraduate students across the university and other institutions around the world. The PMRC forges short and long-term research partnerships with industry at local, national, and international levels. Funding from industry partners results in a one-of-a-kind print media research centre that establishes Ryerson University as the premiere print media research institution in Canada.

Ryerson is Canada's leader in innovative, career-focused education. Being located in the core of downtown Toronto, it is distinctly urban, with a focus on innovation and entrepreneurship. The roots of Ryerson University are in applied education, with the School of Graphic Communications Management being one of the original programs launching in 1948. As Canada's only degree program for the printing industries, we are serious about developing qualified graduates to move our industry forward.

Hosting the 43rd annual iarigai conference is an example of how our school fosters collaboration and innovation within our industry. The breadth of topics for the conference is a testament to the high level of expertise that is a part of the iarigai community. With industry's ability to print circuits, solar cells and 3D objects the applications are far reaching. Gathering international researchers from a dozen countries provides us with opportunities to learn from one another and create opportunities to collaborate to further the growth of this important industry.

In addition to covering topics new to the graphic arts, there is a great deal left to learn and discover about more traditional uses of print media. With the changing media landscape, print is constantly adjusting to respond to new demands. Printed advertisements often have to connect to digital counterparts, and the design we use today needs to reflect this new behavior. In addition, our ability to manufacture high quality images, with excellent colour accuracy both traditionally and digitally continues to improve. The topics covered include advancement in each of these critical areas.

We are also thrilled to have an excellent set of keynote speakers represented at the conference. Covering topics of colour, haptics and integration of audio content these speakers used their graphic arts industry knowledge to push our thinking beyond the page, while reminding us that the page persists to be critical tool in the media landscape.

Further, in addition to academic presentations, this conference also included a morning of industry focused workshop sessions. Challenging the Status Quo industry day featured several relevant workshops on topics, which include big data, e-mail communication and targeted marketing. In addition to workshops, iarigai in partnership with Ryerson delivered a Drupa update session. Attendees consisted of regular conference participants as well as industry guests.

In total the conference featured 17 academic presentations, representing the work of 63 researchers, 3 keynote presentations as well as 4 industry focused workshops. In addition to attending presentations conference goers were able to explore the majestic Niagara Falls, as well as visit the Mackenzie Printery Museum, which houses Canada's largest collection of operational antique presses.

On behalf of Ryerson I would like to thank you for your participation in this year's conference.

Index of authors

Adams, Richard	65	Passas, Raphaël	71
Athlan, Éric	3	Pedersen, Michael Abildgaard	91
		Pekarovicova, Alexandra	137
Bircher, Fritz	13	Pirrami, Lorenzo	13
Blayo, Anne	101	Pruneau, Michael	3
Bois, Chloé	3	Put, Fons	57
Bollström, Roger	33, 39, 121, 143		
Brumm, Pauline	111	Reverdy-Bruas, Nadège	71
		Rharbi, Yahya	101
Chagas, Lionel	71		
Cormier, Denis	49	Saarinen, Jarkko J.	121
		Schmitt-Lewen, Martin	111
Demarchi, Danilo	13	Sikanen, Tiina	39
Denneulin, Aurore	101	Spiehl, Dieter	127
Desfontaines, Laurent	3	Steven, M. George	121
Dörsam, Edgar	111, 127		
		Toivakka, Martti	121
El Asaleh, Reem	65	Törngren, Björn	121
Faure, Vincent	101	Vallat-Evrard, Louis	71
Fleming, Paul D.	137	Varma, Diana	81
Gane, Patrick	33, 39, 143	Wadhwa, Arjun	49
Gustafson, Peter	137	Williams, Scott	49
Haapanen, Janne	121	Yahamed, Azem	137
		Yin, Jiayuan	21
Ikonomov, Pavel	137		
Jutila, Eveliina	39, 143		
Kääriäinen, Tommi	121		
Klemetti, Aarne	21		
Koivunen, Risto	39, 143		
Korobkin, Maksim	21		
Langsford, Daniel	65		
Laumann, Daniel	127		
Lecomte, Christiane	3		
Magnin, Albert	101		
Mäkelä, Jyrki M.	121		
Martineau, Michel	3		
Mazza, Marco	13		
Nguyen, Duy Linh	111		
Nienhaus, Vinzenz	127		