

## A letter from the Editor

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Dear Readers,

As we welcome the fresh breezes of spring in Europe, I am both honored and excited to address you for the first time as the new Editor-in-Chief of the Journal of Print and Media Technology Research. Since January 1, 2024, I have had the privilege of building upon the solid foundation laid by my esteemed predecessor, Gorazd Golob. His dedication and impactful stewardship have profoundly shaped this journal over the years, and I am deeply grateful for his enduring contributions to our community.

Stepping into this role, I bring with me a passion for both the scientific and practical aspects of print and media technology, nurtured through my work as a scientific employee at the University of Wuppertal. It is my intention to continue fostering the innovative spirit of this journal while exploring new horizons that keep us at the forefront of our field.

Our first article, authored by Juan X. Chonillo and Robert J. Eller, focuses on optimizing white ink usage in compostable packaging. This study delves into the technical and environmental challenges associated with packaging sustainability. Through detailed experiments and analysis, Chonillo and Eller provide valuable insights into how to enhance the visual quality of packaging while reducing environmental impact, offering a significant contribution to sustainable printing practices.

In the second feature, Lucille Trepanier, Areej Syeda, and Reem El Asaleh from Toronto Metropolitan University present a comprehensive overview of the integration of advanced technologies in the graphic communications industry. Their paper explores the impact of automation, artificial intelligence, the Internet of Things, big data, and extended reality on organizational performance and user experience over the last decade. Their systematic review highlights how these integrated technologies are not only reshaping our industry but are also setting the stage for future innovations in Industry 5.0.

In the third article, Hanna Gilreath from Clemson University examines the implications of generative artificial intelligence (AI) in graphic communication education. Her research offers a thought-provoking analysis of how AI tools are being incorporated into educational programs and the broader ethical and practical impacts this has on student learning and the skill sets required for the evolving job market.

Each study in this issue provides a unique perspective on the challenges and opportunities within our field, encouraging a deeper understanding and ongoing dialogue about the future of print and media technology.

As tradition dictates, our March 2024 issue is rich with discussions on the latest developments in patents and innovations. Therefore, in our Topicalities section, the detailed contributions of Markéta Držková, our Associate Editor, are evident. She provides a comprehensive overview of the latest news, publications, and events, with a particular emphasis on the innovations marked by patents granted to printing inks over the past year. This coverage clearly demonstrates the rapid evolution of our industry and underscores the significant opportunities these advancements offer.

The News & more section offers a thorough analysis of recent patent trends in printing inks, presenting a detailed review of innovations across different categories of the Cooperative Patent Classification (CPC) system. It highlights significant advancements and steady trends in the industry, such as the notable share of patents for inks based on artificial resins and increase in radiation-curable inks. The Bookshelf section provides insightful information on the latest publications relevant to the fields of print and media technology. This issue features a range of topics from the comprehensive guide on color engineering to advanced discussions on virtual reality, reflecting the diversity and depth of current academic inquiry and professional practice in these areas. Each information on books and doctoral theses offers a summary that underscores the relevance of these works to ongoing technological advancements and practical applications in the industry.

The Events section outlines several significant conferences and forums that focus on print and media technology. Highlights include the SPIE Photonics Europe 2024, which delves into 3D-printed optics and organic electronics, and drupa 2024, set to showcase the latest in printing technology and applications.

Thank you for your trust and support as we continue to champion the advancement of print and media technology. Here is to a year filled with innovation, collaboration, and growth.

Wuppertal, May 2024