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For Immediate Release



Odyssey Expo 2019 Travels to Atlanta

IADD and FSEA Announce New Name, New Logo for 10th Anniversary

Crystal Lake, IL – The premier event for diecutting/diemaking, foil stamping and other specialty print effects will be held in Atlanta, Georgia, USA, on May 1-3, 2019. This will be the 10th anniversary of the event, held every two years and hosted by the International Association of Diecutting and Diemaking (IADD) and the Foil and Specialty Effects Association (FSEA).

In honor of the anniversary, a new name has been revealed – Odyssey Expo. Formerly the IADD·FSEA Odyssey, Odyssey Expo 2019 symbolizes a fresh inclusivity. Not strictly an event for association members, for many years Odyssey has drawn the attention of leaders in the folding carton, corrugated, printing and package design industries, and the new name welcomes that broad audience. The revamped logo retains the globe from the original logo and adds a modern font, crisp color scheme and date/location line for instant event branding.

Odyssey organizers were thrilled with a record number of registrations in 2017 and expect similar exciting results for the upcoming event. Odyssey Expo 2019 will be held at the Cobb Galleria Centre in Atlanta, a 20-minute drive from the airport and near two major interstates for attendees driving in from the surrounding area. After a day at the event, networking can continue at The Battery Atlanta – a newly constructed premier dining and retail space next to the stadium where home games for baseball's Atlanta Braves are held.

Education once again is a priority for the programming committee, with a continued focus on what's new in the world of diecutting, diemaking, folding cartons, foil and engraving. Many of the educational programs will take place in the Techshop™, offering attendees a one-of-a-kind experience with live, operating equipment available for informative programs and hands-on teaching. The Odyssey's Techshop™ environment simulates a working production shop floor where technical sessions on diecutting, diemaking, folding/gluing, foil stamping/embossing and other print finishing processes are taught on-press throughout the three-day event. Live-action feeds allow attendees to see all action on the presses up close and in real time.

More information on Odyssey Expo 2019 will be available soon at www.OdysseyExpo.org.

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*Odyssey logo attached