

Dear Reader,

I am proud to present to you the 9th edition of the Circular. The on-line version of this journal can be found at https://www.internationalcircle.net/circular/issues/16_01.

This edition has been made possible by the hard work of my predecessor Professor Wolfgang Faigl from the Hochschule der Medien (HdM), who is now in his well-earned retirement.

This Circular features seven articles that cover a wide range of topics. This is good, since it shows the very diverse interests of the members of the IC.

The first article talks about the need for standardization in the print industry using PSO and G7, but also for the need for constant learning of the employees working in the print industry.

The Science and Technology section is comprised of three articles. The first one talks about printed electronics using PEDOT:PSS in the ink to print circuits. The next article talks about the instruments that are used in US print and ink industry to measure colour and which colour differencing equation is used to express colour differences numerically. The last article in this section discusses the use of a wide-format UV inkjet printer for package prototyping and how the substrate used influences the number of Pantone colours that can be produced on this board with the UV inkjet CMYK inks.

The Education section features two very interesting articles. The first one identifies the skills gaps in the Creative Industries in the European Union and what can be done to close these

skills gaps. The second article in this section makes the reader aware how people with colour-vision deficiencies see the world around them and how design can be adapted to accommodate them. I found this article particularly interesting.

In the Economics section is an article about the challenges the businesses in the print industry are facing in a rapidly changing environment. New strategic models are needed and Porter's strategy model can help finding these models.

From this short editorial you can see that the articles in this edition are very diverse and there should be at least one interesting article for every reader.

If you have an article yourself that you would like to get published please send them to me. I can be reached via email at mhabekos@ryerson.ca. You can write to me in German or English, but your articles need to be in English.

Best regards,

Martin Habekost

