



ONLINE PRINT SUMMIT 2027: “Turn Intelligence into Revenue”

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Artificial intelligence costs money before it makes any. When it will start generating returns, and how, is the question that shapes the ONLINE PRINT SUMMIT (OPS) 2027. Under the motto "Turn Intelligence into Revenue," the event on 13 and 14 April 2027 at the Alte Kongresshalle in Munich will explore how intelligent systems translate into sustainable revenue. Koenig & Bauer comes on board as Major Partner, the first speakers have been confirmed, and the new OPS website is live: anyone who books their tickets before 26 October 2026 will receive the early bird price.

The OPS 2027 motto "Turn Intelligence into Revenue" describes the journey from intelligent systems to measurable revenue.

In recent years, the online print industry has been exploring what is technically possible: automated preflight, dynamic pricing, AI-assisted design, connected production. There is no shortage of pilot projects. What is often missing is the answer to the question every management team eventually asks: what does it actually deliver, in orders, in margin, in customer retention? This is precisely where the ONLINE PRINT SUMMIT 2027 comes in. Over two days, the focus will be less on technology itself and more on its contribution to value creation.

OPS 2027 will once again take place at the Alte Kongresshalle in Munich, this time on 13 and 14 April. The event opens with a get-together on the evening before, 12 April. Alongside the conference in the Summit Hall, the programme once again includes C-Level Classrooms, Executive Briefings and Insight Pitches from start-ups.

Koenig & Bauer joins as Major Partner

With Koenig & Bauer, a company that supported OPS 2026 as a Silver Partner steps into the largest partner role in 2027. The Würzburg-based press manufacturer covers a broad spectrum, from sheetfed offset to packaging printing and digital production systems, bringing the perspective of mechanical engineering into a programme that is otherwise strongly shaped by platforms and software. It is precisely this combination that makes the motto question so interesting: intelligence is created in the software, but the money is made at the machine.

"Online print is the most dynamic driver of the future and the growth of our entire industry. Those who want to scale sustainably in this area must view high-end technology and smart digital processes as a single, integrated whole. As a major partner of the ONLINE PRINT SUMMIT, we're focusing on the critical questions of tomorrow: How can we leverage the next level of automation to open up new areas of growth for our customers and actively shape the future of printing? This is precisely the path we are taking in close collaboration with the industry's pioneers," says Markus Weiss, CEO of Koenig & Bauer Paper & Packaging Sheetfed Systems.

The first speakers: a view of the global market

One of the first speakers to confirm is Maddy Alcala, President of US-based print-on-demand provider OrderMesh. In Munich, she will share a story of female

entrepreneurship, namely her own. Alcala traces how a small, technology-driven print-on-demand provider that started with its first hundred customers grew into a company ultimately acquired by Taylor Corporation, one of the largest print service providers in North America.

What makes her presentation particularly interesting is that she does not intend to speak only about the successes. Alcala will offer a candid account of what her team got right and what it got wrong as the print-on-demand market shifted beneath them: over the past ten years it has fragmented, consolidated, expanded and internationalised, often in ways the industry had not anticipated. Alongside this, she describes her own journey from operator to manager and ventures an outlook on where print-on-demand is headed next.

Also confirmed is Bernd Zipper, founder and CEO of zipcon consulting and co-organiser of OPS. His topic is Agentic Print: print products that can be found, configured and reordered by AI agents without a person initiating the ordering process at all. For online print providers, this is an immediately business-critical question, because when software does the buying, it is no longer the shop design or a high-gloss campaign that wins the order, but the machine-readability of the offering.

Further names from the speaker line-up will be announced by the organisers over the coming weeks.

The partner line-up is taking shape

Alongside Koenig & Bauer, several further OPS 2027 partners have already been confirmed, including companies that have supported the ONLINE PRINT SUMMIT for many years. The Gold Partners are CloudLab, ctrl-s, Printess, proba.de and rissc solutions, providers that reflect the full breadth of the market, from web-to-print software to process automation and large-format printing. Fotoba is supporting the Summit for the first time as a Silver Partner, and Heidelberg returns once again as a Bronze Partner. The Initiative Online Print (IOP) will once again contribute as Community Partner in the coming year.

The ONLINE PRINT SUMMIT partner network continues to grow: spaces are still available in the Community Zone and Connect Zone exhibition areas, as well as for Executive Briefings. All partner packages can be viewed on the OPS website.

Exchange remains at the heart of the Summit

"The industry has experimented a great deal over the past two years. Now we need to show that it pays off," says Bernd Zipper, founder and CEO of zipcon consulting.

"Intelligence alone is not a business model. It only becomes one when it is translated into processes, pricing and products. Those who do not take this step end up managing expensive technology and nothing more. And the next stage is already approaching: when AI agents find and order print products themselves, the order is decided before a person has even seen the shop. This is exactly what we will be discussing in Munich in 2027, with numbers, not statements of intent."

"The ONLINE PRINT SUMMIT is the place where providers, users and investors look at each other's cards," adds Jens Meyer, Managing Director of Verband Druck und Medien Beratung GmbH and co-organiser of OPS. "That is not an end in itself. Those who want to know which approaches are already generating revenue in other markets will hear it here directly, and can assess what fits their own business. That kind of direct comparison is not available at any trade fair."

Website live, early bird until 26 October

The new ONLINE PRINT SUMMIT 2027 website is now live. It brings together all information on the programme, the venue and partner packages, as well as attendee tickets. Ticket sales have just launched, and those who act early save money: the early bird period runs until 26 October 2026, after which regular prices apply.

All information is available at www.online-print-summit.com.

The organisers

zipcon consulting GmbH is a global consulting company for the communications, print and media industry with a focus on online print and digital transformation. The company sees itself as an independent and comprehensive technology and strategy consultant. zipcon also produces market studies and various case studies for e-business print, mass customization and multichannel publishing. Leading companies in the online print industry rely on the expertise of this company.
www.zipcon.de

Verband Druck und Medien Beratung GmbH is the consulting company of the Printing and Media Associations. With in-depth industry expertise in management, controlling, environmental issues, sustainability, as well as production and processes, it supports the industry and positions itself as a driver of innovation and

business success. Backed by the regional associations and the German Printing and Media Industries Federation, it consolidates expertise and future perspectives for the industry under the umbrella brand “Verband Druck und Medien.” www.vdm-beratung.de

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