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Print Media and Packaging Technologies

facts | what is this programme about?

news | exclusive interviews with our students.

alumni | hear from our graduates.

projects | discover the world of print and packaging.

insights | learn more about the team.



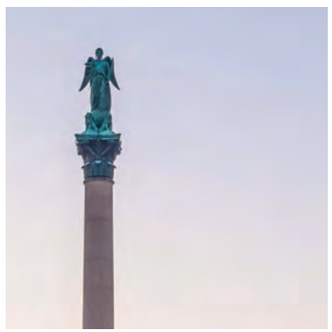
for your orientation

Table of Content



5 | your study programme – Print Media & Packaging Technologies

8 | your curriculum



11 | your place of study – Hochschule der Medien

12 | your place of residence – Stuttgart, City of Engineers



14 | your lab experience – Creative Technologies

17 | your lab experience – Intelligent Automation

18 | your lab experience – Global Communication

21 | your lab experience – Sustainability



22 | your fellow student – Harsh Harikrishnan Asha

23 | your fellow student – Vanessa Gühr

24 | your fellow student – Amelie Rapp

25 | our graduate – Kunj Shah



27 | our alumni – Sarah Schumacher

28 | our alumni – Zeeshan Mohammad

30 | our project development



32 | your coordinators

33 | your professors

34 | your technical assistant

35 | your doctoral students



Print Media and Packaging Technologies

It is Germany's first – and still only – international undergraduate engineering programme dedicated entirely to media. Taught exclusively in English, it leads to the Bachelor of Engineering degree and welcomes students from around the world. This interdisciplinary curriculum combines scientific and technical foundations, business management, intercultural competence, and language skills.

In the initial semesters, students build a strong foundation in media engineering, packaging technology, and core scientific principles, while also developing their communication and management abilities.

A project-based work placement in the fifth semester bridges academic theory with real-world application. In the sixth semester students choose from a variety of electives or spend a semester abroad or attending a Blended Intensive Learning programme at one of our partner universities before completing their Bachelor's thesis.

Throughout the programme, students work on practical projects in state-of-the-art media labs equipped with the latest printing and packaging technologies. Graduates of the programme enjoy outstanding career opportunities, with a 100% placement rate.

The curriculum is designed to develop not only deep technical expertise but also critical thinking, leadership, and presentation skills. Alumni go on to succeed in senior engineering, management, and marketing roles within global companies across the media and packaging industries.

» Print communication is a massive and fascinating industry. To become a qualified specialist in the field means to become a technical engineer, a creative designer, and a capable business executive all at the same time.

Print Media and Packaging Technologies, a Bachelor of Engineering programme at Hochschule der Medien in Stuttgart, Germany, is a unique study course which combines creativity, science, technology, economics, intercultural studies, corporate management, and languages. It's aimed at students, who are interested in working within an international environment. All lectures are held in English, and each student studies a foreign language as part of the curriculum. Therefore, most graduates speak three languages, which strongly supports worldwide employment.

There is a high demand for graduates across the industry, and the Bachelor of Engineering degree in Print Media and Packaging Technologies will help you develop fundamental skills to flourish in whatever area interests you most. Marketing, management, production, research, and design are the main parts you could focus on. The six-month work placement in the 5th semester is an excellent opportunity to gain industry experience and to explore future employment possibilities.

The duration of this Bachelor of Engineering is a minimum of seven semesters (3.5 years). It opens the door to personal growth and discovery. As you learn to say ›Hello‹ in German, make friends and eat exciting new food, it is bound to take your self-confidence to the next level. In the new environment at the Hochschule der Medien, you are able to enter a new world in media and in exciting technologies.

Graduates of PMT have a wide range of careers to choose from. Your employer may be a global business involved in media production, packaging and engineering, or even a creative technologist. You will be prepared to work in marketing, management, production, research, and design.



Getting into details!

1	Introduction to Media Technology [1] 3	Material Science [1] 3	Fundamentals of Engineering [1] 5	Mathematics 7		Information Technology 6	Traineeship in Printing [1] 3	Language Course [1] 4	
2	Introduction to Media Technology [2] 2	Material Science [2] 5	Pre-Media Techn. and Color 8			Physics for Engineers 7	Traineeship in Printing [2] 3	Language Course [2] 4	
3	Digital Printing 5	3D Printing 5	Post Press Technologies 5			Fundamentals of Engineering [2] 7	Product Development [1] 4	Language Course [3] 4	
4	Industrial Printing 5	Sustainability and Environment 3	Metrology 6			Commercial and Packaging Printing 8	Product Development [2] 4	Language Course [4] 4	
5	Internship 30								
6	Elective Courses or Mobility Window 22						Academic Work 4	Language Course [5] 4	
7	Bachelor Thesis 12					Advanced Research Projekts 8		Elective Courses 10	

PRACTICAL SKILLS TECHNOLOGY LANGUAGE SKILLS SCIENCE

7 SEMESTER / 3,5 YEARS 210 ECTS / 30 p.s. 25 Elective Courses



Hochschule der Medien – where Media is everywhere!

» The campus itself is distinguished by its award-winning architecture and provides well-equipped facilities for students to make the most of their education.

At Hochschule der Medien, you'll study in an international community, work on real industry projects, and gain hands-on experience from your very first semester. Whether you want to develop sustainable packaging, smart manufacturing, or the next generation of media technologies, you'll learn by creating — not just by listening.

You'll build friendships with students from around the world, experience life in the heart of Europe, and open doors to exciting international careers. If you're ready to shape the future instead of just watching it happen, Stuttgart is the place to start.

HdM's prime location is advantageous, being a short three S-Bahn stations away from the city centre while also being graced with the picturesque Rotwildpark. Stuttgart itself is a cultural haven, with attractions like the State Gallery, State Theatre, and various cinemas.

your place of residence | our hometown

Study, Live and Thrive in Stuttgart!

» Studying in Stuttgart means living in the centre of Europe, with opportunities to experience different cultures, languages, and ways of life beyond the classroom.

Hochschule der Medien is located on the lively Stuttgart-Vaihingen campus, where education, research and student life come together. The campus is shared with the University of Stuttgart and leading research institutions, creating one of Germany's most dynamic environments for science, technology and innovation. Students benefit from modern laboratories, libraries, student residences, dining facilities and extensive sports and recreational opportunities.

Campus life offers many ways to connect, explore and feel at home. Students can join initiatives, take part in events, use sports facilities or simply meet friends in the many social spaces. The nearby research organisations and technology-driven companies also make the campus an exciting place to experience innovation first-hand.

Stuttgart combines the energy of a major economic region with the quality of life of a welcoming, international city. As the capital of Baden-Württemberg, it is known for technology, engineering, media and creative industries, as well as for its museums, theatres, music, cinemas, cafés and restaurants. The city centre is easy to reach by public transport, while the forests and parks around Vaihingen offer space to relax, recharge and enjoy nature.

With its unique blend of academic excellence, innovation, culture and green surroundings, Stuttgart provides an ideal setting for an unforgettable student experience and a successful start to an international career.



your lab experience | our technical centre

Innovative Technologies

For decades, the print and packaging industry was built on efficient mass production. Today, the focus is shifting towards mass customisation. Consumers increasingly expect personalised books, 3D-printed obejcts, customised packaging, individual labels, and printed products tailored to their needs and lifestyles. This transformation is changing not only the products that are manufactured but also the technologies and production processes behind them. Modern print and packaging engineers must develop manufacturing systems that combine the efficiency of mass production with the flexibility to produce unique, customer-specific products.

your interest | our lab

3D Printing is a new application which is still in its infancy. It involves a large number of different technologies used for additive manufacturing. This technology refers to many processes that are employed to synthesize a three-dimensional object. Top computer graphics software will integrate to 3D printing, resulting in friendly modelling tools. It is said to revolutionise many parts of the industry. This subject requires a detailed understanding of the principles, the science and mathematical theory, and the ability to apply this to your individual project.

your interest | our lab

Digital Printing is used to print variable data. This includes commercial print products, advertising, labels, film or flexible packaging. It involves sending an image directly to the printer using digital files. Variable Data Printing goes hand in hand with the Internet. Images may be modified or exchanged by using a server-based Internet platform. The global commercial printing market is poised for substantial growth over the next seven years. Individualised printing in advertising, packaging, and commercials, will respond to new product needs of business customers.



Hands-On Science!



Intelligent Automation

Personalised books, printed products, labels, and packaging are transforming the print and packaging industry. Every customised product generates data that must be processed, analysed, and converted into precise manufacturing instructions in real time. Intelligent automation, digital workflows, and connected production systems make it possible to produce individual products efficiently, even in high volumes.

your interest | our lab

Lithography is a method of printing, originally based on the immiscibility of oil and water. In modern lithography, the image is made of a polymer coating applied to a flexible plastic or metal plate. The image is printed offset, by transferring the image onto a flexible sheet or rubber blanket, which is then printed to the substrate. The image on the plate emulsion is created by direct laser imaging in a CTP device. The offset printing process is commonly used for cardboard packaging like cereal boxes. It's also used for magazines and other high volume printing products.

your interest | our lab

Flexography is a printing process which utilises a flexible relief plate. This may be a photopolymer or rubber plate. The technology is used for printing non-porous, flexible substrates, which are required for various types of food packaging.

your interest | our lab

Rotogravure is an industrial technology for high volume printing applications. It is used predominately in packaging and decorative printing. In general rotogravure printing is used for high volumes with superior quality, like catalogues, magazines and high quality packages. Beyond that, rotogravure offers advantages for anything that needs a seamless design or very high resolution security elements. Large copper plated steel cylinders are engraved with a given design. The substrate gets pressed by the impression roller to the rotogravure cylinder, and the ink gets transferred from the recessed cells to the substrate.

your lab experience | our technical centre

Global Communication

The way we communicate, shop, learn, and live is constantly evolving, and print and packaging play a central role in this transformation. Books preserve knowledge, printed products communicate ideas, and packaging protects, informs, and connects consumers with brands around the world. As lifestyles become more global and individual, the demand for innovative, sustainable, and intelligent print and packaging solutions continues to grow. By studying Print Media and Packaging Technologies, you will help shape how people communicate, consume, and experience products in an increasingly connected world.

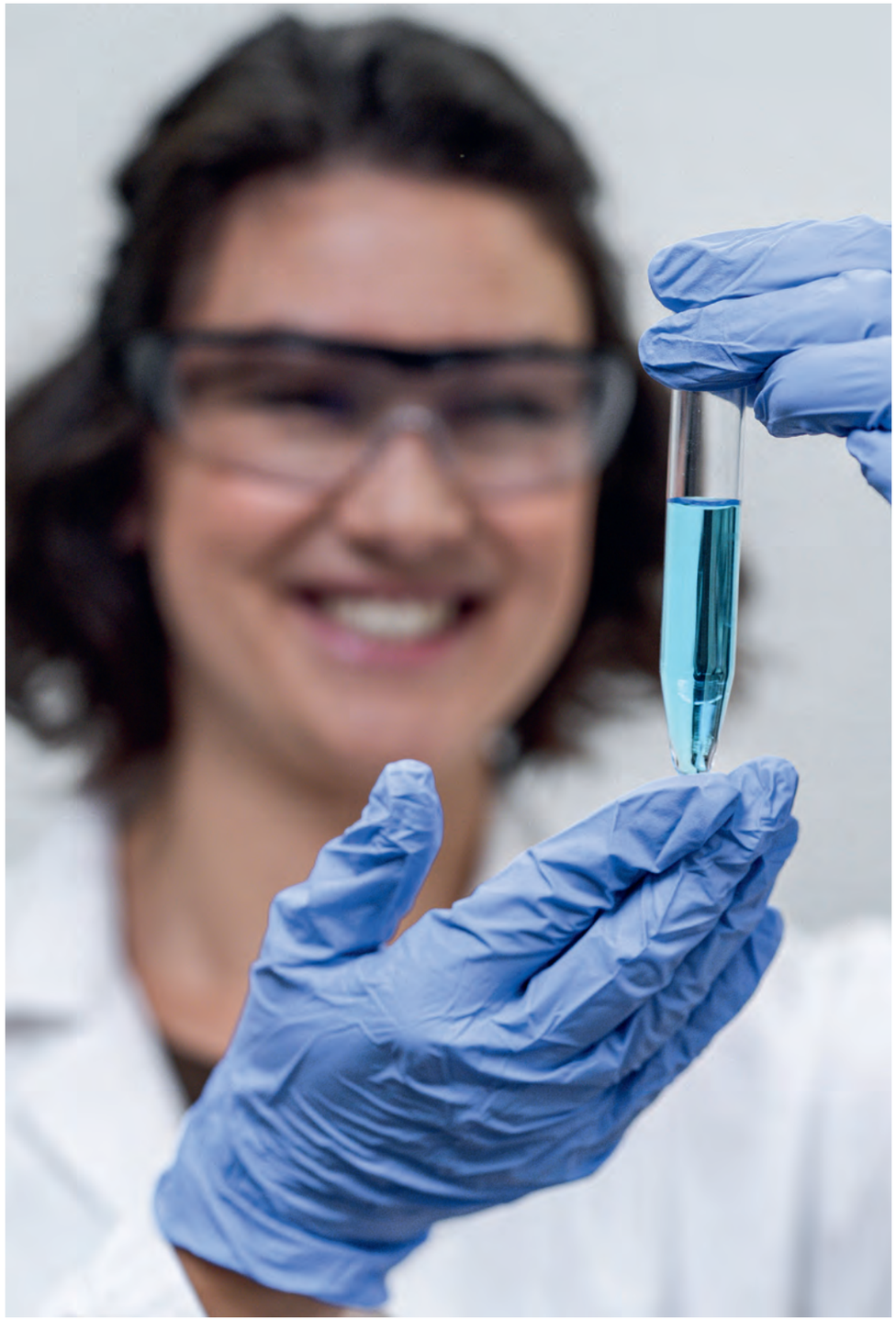
your interest | our lab

Post-Press technologies include anything which is applied after printing, for example binding and finishing. Binding involves folding and fastening of individual sheets together, while finish-ing involves additional decorative actions, such as die-stamping, embossing or laser cutting. Although binding is a post-press function, binding considerations need to be dealt with in the pre-press phase of any print job. There are many different ways to bind press sheets, and certain binding allowances need to be made, which vary by binding type.

your interest | our lab

Screen Printing is a printing technique whereby ink is transferred through a mesh of threads or wires onto a substrate, except in areas made impermeable to the ink by a blocking stencil. The technique has even been adapted for more advanced uses in functional printing, such as laying down conductive lines in solar cells or antennae. Combined with resistors in multi-layer circuits using thin ceramic layers as the substrate (e.g. LTCC motor control units). It also applies to sensors, batteries and many more functional features.





Sustainability & Environment

Sustainability is transforming the print and packaging industry. What was once considered an environmental responsibility has become a key driver of innovation, competitiveness, and business success. Companies are developing recyclable packaging, fibre-based alternatives to plastics, resource-efficient production processes, and circular business models to meet new customer expectations and international legislation.

At Hochschule der Medien, students experience this transformation first-hand. Our research laboratories develop and test new sustainable materials, printing technologies, packaging concepts, and recycling solutions in close collaboration with industry. Students have the opportunity to work with modern equipment and contribute to projects that address real-world challenges.

At the same time, digital technologies are reshaping the industry. Smart packaging, digital product passports, traceability systems, and data-driven manufacturing are becoming standard requirements. Tomorrow's engineers will need to combine expertise in materials, production technologies, automation, and sustainability to create products that are both economically successful and environmentally responsible.

Harsh Harikrishnan Asha



Hi, I'm **Harsh Harikrishnan Asha**, from India. I'm currently in my 3rd semester of B.Eng. Print Media and Packaging Technologies. It's been a good experience so far, both academically and personally.

I wanted a course that was practical and connected to something I could see in everyday life, and packaging and print are literally everywhere. HdM stood out because the course is very hands-on, not just theory in a classroom. Stuttgart also has a strong industry presence in this field, which made it feel like the right place to study.

Making friends from different countries has been a real highlight for me**.** The lab sessions, where we actually work with printing and packaging equipment, have also been a nice change from just sitting through lectures. Overall, it's been a good mix of learning and getting to know new people.

I didn't expect the course to be this hands-on — we spend a lot of time working with machines instead of just reading about them. Teamwork also plays a bigger role than I expected, since a lot of the lab work depends on coordinating well with classmates. Packaging technology turned out to be more technical and detailed than I thought before starting.

I like how practical the teaching style is here — you're expected to apply what you learn, not just memorize it. It's also made me a lot more independent, from managing my own schedule to handling everyday things on my own. The mix of people from different countries on campus makes it interesting too.

Vanessa Gühr



Hello! My name is **Vanessa** and I'm from South Africa, currently in my second semester of the Print Media Technologies and Packaging course. I chose this course because it combines creativity with technology and innovative thinking, and I've really enjoyed the practical learning experience so far.

I chose this program because it offers a strong combination of practical and technical learning. It is also taught entirely in English. As an international student, this has made it much easier to understand complex topics while studying in a new country.

One of my biggest highlights has been the practical lab sessions, where I've had the chance to work with printing equipment. Seeing theory applied in real projects has been especially rewarding.

I was surprised by how broad the field of print media really is. The course covers everything from packaging, designing and sustainability to color management and digital printing etc. It has shown me that the industry is much more innovative than I expected.

What I like most about studying in Germany is how organized everything is. There is a clear structure and routine, so it's easy to stay on top of deadlines and plan ahead. I also enjoy the international environment and the opportunity to experience cultures while studying.

your fellow student | our future graduate

Luisa Chen Leineweber



I grew up surrounded by a rich blend of cultures. My father is German, and my mother is Brazilian with Chinese roots. This multicultural environment taught me to appreciate different perspectives and traditions, and it ignited a curiosity in me that has driven much of my life.

My path took an unexpected turn when I found an apprenticeship at a screen-printing company after leaving school. For three years, I immersed myself in the world of screen printing, learning everything I could about the technology and techniques. However, I felt there was more to explore and learn.

This thirst for deeper knowledge led me to search for a program that could offer a more comprehensive education in printing technologies. That’s when I discovered a unique program in southern Germany that seemed tailor-made for me. The international aspect of the program was the main reason I wanted to take part. I’ve always enjoyed connecting with people from different cultures, and this program offered a diverse mix of students from all over the world.

Stuttgart is an amazing city, and I’m lucky to be studying here. It’s vibrant and full of life, and there’s always something new to discover.

I am certain that my multicultural upbringing has played a crucial role in shaping who I am today. It has taught me to be open-minded and adaptable—qualities that are essential in our ever-changing world.

your ambition | our graduate

Kunj Shah



Moving from India to Germany for my bachelor's at HdM was a life-changing opportunity. Although arriving in a new country without Knowing anyone was challenging at first. I quickly felt at home. What I appreciated most about the PMT program was its small class size, which made it easy to build friendships, connect with professors, ask questions, and collaborate closely.

My favourite part of the course was definitely the practical side, especially the advanced labs. Rather than just learning theory, we actually worked in teams, using the available machines, equipment and devices to solve real problems and build products from start to finish.

One of the biggest takeaways for me was getting exposed to the entire print industry through company visits, excursions, trade fairs and especially my internship and bachelor's thesis, which gave me valuable experience and helped me understand how the industry works.

If I could give one piece of advice to current and future students, it would be to make the most of every opportunity given, especially attending the excursions organised.

Overall, studying at HdM has been a memorable journey that helped me grow both personally and professionally, and I'm excited to continue that journey by pursuing a master's degree to build on the knowledge and experience I gained during my bachelor's.



your ambition | our alumni

Sarah Schumacher

*How was your overall experience of studying at the HdM in Germany?*_The most unique aspect of the PMT program is the people: the international network of fellow students, the passionate mentors and professors, and the supportive environment that truly encourages you to grow. It's a hands-on program, and looking back, I would say that most of my classmates had a strong entrepreneurial mindset. Something that inspired and motivated me deeply. What I valued most were the collaborations between the university and the print industry.

*What were your highlights and most memorable experiences?*_During my PMT journey, I achieved several milestones, including winning the INTERGRAF Young Talent Award 2025, completing my bachelor's thesis with Tetra Pak, studying abroad in Mexico, receiving the German Print and Media Award 2023 as part of the "Student Group of the Year," earning a Canon Scholarship, and contributing to an award-winning campaign for Mademoiselle YéYé. Beyond academics, PMT helped me build lasting relationships within the university and the print industry while supporting me in balancing my studies with my athletic career, culminating in becoming a World Champion in minigolf.

*What were your most important takeaways?*_The most valuable skills I gained through PMT include an open and curious mindset, adaptability, and the ability to collaborate effectively in international teams. I also developed strong initiative and entrepreneurial thinking, learned how to turn ideas into tangible projects, and strengthened my problem-solving skills through creativity and collaboration.

*Do you have any advice for current and future students?*_You will struggle at times, and you will make mistakes — and that's okay. It's not a weakness; it's part of the learning process. Talk about your challenges — with fellow students, professors, supervisors, or even the free psychological counselling service by the "Studierendenwerk". It will help you overcome them faster and grow — both academically and personally.

*What did you do after you finished your Bachelor's degree?*_After the PMT program, I recently graduated from the one-year Master's in Entrepreneurship & Innovation at Lund University, Sweden, and co-founded a Minigolf E-Commerce Business. It might not be the most traditional path — but I believe we don't study to follow one fixed route, we study to develop the skills that help us create our own path, and simultaneously, this path always leads me back to the print industry in one way or another.

Zeeshan Mohammad

*Please introduce yourself and briefly introduce Meccanotechnica*_My name is Mohammad Zeeshan Mehmood. I was born in Brescia, Italy, but my family is originally from Pakistan. After graduating in the summer semester 2022, I started working for Meccanotecnica Group – Book Finishing Solutions. Meccanotecnica Group is the world's leading manufacturer of automatic book-sewing machines and lines both for offset and digital printing for the industrial production of books.

*What do you like most about working at Meccanotechnica?*_Currently, I work as an after sales technical service engineer. What I find most captivating about my work is being able to gain international exposure by conversing with different customers in different languages when providing technical assistance. This is helping me expand both my sales and technical expertise in this niche field. Additionally, Meccanotecnica provides an opportunity for young students like me to learn the state-of-art technology that is being developed in the market.

*How was your internship experience at Meccanotechnica?*_My internship at Meccanotecnica was fundamental for me to find out about the company's aim and objectives for the future. I learned a lot about the mechatronics involved in the machines when working in the production department. The colleagues with whom I worked with were very friendly and helpful, which helped contribute to a joyful and memorable learning experience.

*Do You think the PMT curriculum helps in working in the printing industry?*_I believe that the PMT curriculum provides you with a strong foundation of skills and knowhow which allows you to be a step ahead when working within the printing industry.

Do You have any advice for pmt students who are preparing for their internship semester?_Try to find an internship in a field that you find most interesting. Once you have started working as an intern, try to ask as many questions as possible to your colleagues so that you can learn as much as possible.

*Lastly, is there anything else you would like to share with us?*_Be happy. Work hard.



Around the world in a ten bites



How can food bring people together? This question inspired an interdisciplinary project that accompanied our students over two semesters as part of our Product Development courses.

The result is a unique children's cookbook combining storytelling, illustration, product design and print production. Written entirely by our students, without the use of AI, the book follows the adventures of two children who discover a magical lunchbox.

The enchanted lunchbox takes them on a journey around the world, where they collect recipes from children from different cultures. Along the way, they discover that, although traditions may differ, the enjoyment of preparing and sharing good food is something that connects children everywhere. The story concludes with a festive celebration at which everyone comes together to enjoy the dishes they have prepared. What makes the cookbook particularly meaningful is that every recipe originates from one of our students' home countries. As an international, English-taught degree programme, we typically bring together students from 20 to 30 different nationalities in our classrooms each semester. This cultural diversity is one of our greatest strengths, enriching both our academic environment and everyday life at the university. The book celebrates this diversity by transforming it into a collection of authentic family recipes and personal cultural experiences.

Beyond its narrative, the project challenged the students to develop an innovative physical product. Each recipe is presented on a removable card that can be taken out of the book while cooking, making the book both interactive and practical for young cooks and their families.

A particular technical innovation was the production of these removable recipe cards. Each recipe page was constructed as a three-layer assembly, with the recipe card incorporated into the finished page. In collaboration with Heidelberg Druckmaschinen, the book was produced using offset printing, while screen printing was employed to apply the adhesive selectively. Adhesive was deposited only in the areas surrounding the recipe card, leaving the card itself completely free of glue.

After lamination, the sheets were trimmed on all four sides. This final cutting operation released the recipe card from the surrounding paper, while the two outer layers remained securely bonded. The result is a precisely formed pocket that holds the card securely in place until it is removed by the reader. This production concept eliminated the need to insert individual recipe cards manually during assembly and demonstrates how product engineering, printing technology and production design can be combined to create an elegant and efficient manufacturing solution.

From the initial concept and storytelling to editorial development, product design, illustration, prototyping and final production, the project gave students comprehensive insight into the entire product development process. It demonstrates how design, engineering, craftsmanship and cultural exchange can be brought together to create a meaningful product that celebrates creativity, diversity and collaboration.



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