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PRINT4ALL: Brand Leaders Keep Signing Up

Posted by ITAMachines | 17 Jan 2018

Milan, 17 January 2018 - 2018 is here, and Print4All is getting ready for its debut. Based on solid foundations, in the next few months, (from 29 May to 1 June at Fiera Milano) the event is going to complete and enrich its content with printing and converting solutions on any type of media and for any marketing, productive, and communication requirement.

An ambitious project shared with the market, which did not hesitate to confirm its trust in this event. On the Printing & Communication front, the event is now even stronger thanks to the participation of leading brands, such as Agfa, Canon, Bompan and Neopost. A demonstration of how Print4All will be a must-attend event for printers, creatives, and brand owners.

The event will be an opportunity to showcase innovative solutions for printed products and visual communication. You will see sophisticated digital and non-digital printing machines that meet the most demanding requirements. Whether they are books, catalogues, direct mail, packaging, labels or "things", the aim will be to surprise with special effects and offer solutions that can ensure recognition, identity, and product interactivity. From post printing treatments (finishing and enobbling) to extreme customisation, but also high-quality inks or the combination between innovative technologies and traditional media to achieve astonishing results, such as augmented paper and reality.

The converting, package printing, and labelling offering will be as rich as ever, thanks to the presence of major global brands. Rotogravure, flexo, and hybrid technologies for packaging printing and labelling, as well as converting technologies will be showcased to engage the consumer. The event will make room for lamination, coating, embossing, and

serigraphic effects that provide new tactile sensations, as well as for the research on colours as subliminal messages, safer labels, and packaging providing the wow effect and transmitting information on the origin of the products. Print4All is all this and much more.

A TOOL AT THE SERVICE OF THE MARKET

Print4All's positive trend confirms the value of an event supported by a wide network of partners, associations, editors, and Ambassadors. This event is the result of collaborations, choices, and meetups aiming at promoting the continuous confrontation with companies and users to support the industry's growth.

All initiatives will provide updated information and be an effective tool to understand the market and be decisive for the decision-making process. In addition, Fiera Milano, the organiser of the event in collaboration with ARGI and ACIMGA, has recently launched an international survey, made by Keypoint Intelligence-Infotrends, between printing service providers. It was an opportunity to map and evaluate the latest market trends and operators' requirements to make this trade fair a reference for the industry. The results, which will be available before the event kicks off, will help producers understand their customers' technology and communication requirements and offer customised solutions to each one of them.

To find out more, please visit: www.print4all.it [13].

Print4All is part of The Innovation Alliance, the event to take place in Fiera Milano from 29 May to 1 June 2018.

For the first time presented together, IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL and INTRALOGISTICA ITALIA will offer to professionals from all industrial sectors a showcase of technological excellence from different manufacturing worlds in Italy and abroad, brought together as way to put a strong focus on the entire supply chain. A wide product range in one location that goes from processing to packaging to the working of plastics and rubber to industrial and commercial printing and the personalization of packaging and labels, all the way to the handling and warehousing of consumer-ready goods.

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