

Press Release

Quality and innovation at the heart of the second edition of InPrint Italy  
The show set to return to MiCo, Milan, in 2020

**PRINT TECHNOLOGY SOLUTIONS FOR INDUSTRIAL MANUFACTURING GROW AT INPRINT**

**The second edition of InPrint Italy confirms the event as the essential platform where the manufacturing industry meets the industrial print community to discover the best and newest technology. The fashion, interior décor and automotive industries were strongly represented. The show saw an advance in the range of applications and increased collaborations between exhibitors, stimulated by direct requests from visitors.**

*Milan, 23 November 2018* – The strong interest in **InPrint Italy**, the international exhibition of print technology for industrial manufacturing, confirms Italy's market as a dynamic one, particularly interested in integrated solutions. The second edition of InPrint Italy, exhibition organised by Mack Brooks Exhibitions, concluded successfully on 22 November at the MiCo Milano Congressi exhibition centre.

**From the 20 to the 22 November, a total of 2,260 visitors** came to meet **109 exhibitors from 18 countries**. While 70% of visitors were from Italy, 30% were international, from 50 countries. Following Italy, the majority of visitors were from Germany, Switzerland, France, the United Kingdom and Spain. Established market leaders and new fast-growing companies brought to Milan the latest technology in the three sectors of industrial printing: functional, decorative and packaging.

**Decorative printing** was the prime area of interest for **48% of visitors**, followed by **functional (45%)**, **packaging printing (34%)** and **3D printing / additive manufacturing (20%)**. Machinery and printing systems, inks, print heads, materials and substrates were among the most sought-after products and services.

The organisers conceived this year's InPrint Italy to provide a perfect platform to **connect new markets, understand new demands and create new business opportunities** for advanced technologies aimed at the manufacturing industry. Visitors were able to find solutions to **integrate** new printing technologies, **improve** existing processes or **introduce** a revolutionary new digital system in production.

One of the key features of the exhibition remains the **high quality of the visitors** in attendance, who discovered existing technologies and inspired exhibitors with highly specific requests for customised solutions for industrial applications.

Leading companies in a large variety of industry sectors visited the show: fashion and textile (Salvatore Ferragamo, Louis Vuitton, Levi's Footwear and Accessories, Geox SpA, Calzedonia, Samsonite, Miroglio Textile, Tucano Urbano Ratti, Swatch Group), interior decoration (Alfredo Salvadori), ceramics and flooring (Marazzi Group), luxury goods (Danor, Luxottica), electronics (BTicino, IBM, Alcatel Lucent, STMicr), automotive (Demmel AG, Magneti Marelli, Sparco, Alcantara, Brembo SpA ), software (Google), packaging (Ardaghgroup, Procter&Gamble, COCA COLA HBC, Venchi, A. Loacker, F.Ili Saclà, Bauli, Luxoro), white goods (Groupe SEB, Tefal), pharmaceutical (Unifarco, Artsana), printing (HP, Xerox, Kodak, Durst Phototechnik AG, Atlantic Zeiser).

The exhibition was supported by an extensive **seminar and conference programme** sponsored by Xaar: 518 professionals attended the 72 sessions held by international speakers during the three days of the event. Among others, the programme included a two-days Technical Conference, where some 20 companies discussed inkjet technology for industrial application, and sessions organised by IMI Europe, TCM, The University of Sheffield and a conference organised by Wide magazine.

### **InPrint Italy returns in 2020**

The third edition of InPrint Italy has been confirmed - it will take place at the MiCo Milano Congressi from **24-26 November 2020**. Leading companies like **Ricoh, Roland DG Mid Europe, Fujifilm, Agfa, Inx Digital, Siegwerk, Cefla** and **Sensient** have already reserved their stand.

Ahead of the next event in Italy, Mack Brooks Exhibitions is organising two more InPrint shows: from 9 to 11 April 2019 in **Louisville**, USA, and from 12 to 14 November 2019 in **Munich**, Germany.

[www.inprintitaly.com](http://www.inprintitaly.com)



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