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Kick-off for Italy: InPrint Milan 2020 launches new website as Print Tech Industry welcomes co-location with Viscom Italia 2020

Print tech companies in Italy and Europe have reacted positively to the latest announcement that InPrint Milan 2020, the Italian edition of the International Exhibition of Print Technology for Industrial Manufacturing, is to be co-located with Viscom Italia, Italy's premier international trade fair and conference on visual communication.

Perceived as a perfect match, the new collaboration with the renowned Viscom Italia event offers plenty of additional business opportunities for InPrint Milan participants. Both shows take place from 22 to 24 October 2020 at Fiera Milano. The freshly launched InPrint Milan show website now offers detailed exhibitor information and easy online reservation for companies who wish to connect with a rapidly growing range of future print tech markets.

"The co-location of two successful print tech events has created a new buzz as companies seek to reinvent themselves for the digital age", says Nicola Hamann, Managing Director of Mack Brooks Exhibitions, the organiser of InPrint Milan. "The print technology sector continues to open up for new products, services and channels, and our InPrint Milan exhibitors are excited to connect not only to a strong Italian market but also to new market segments in various industries", continues Nicola Hamann.

The highly specialised InPrint brand focuses on progressive print technology in modern manufacturing, designed to facilitate the cost-efficient production, conversion, or customisation of goods, parts, and packaging. Main applications include decorative finishings for tiles, flooring, interior decorations and furniture, functional printing on automotive components, printed electronics, customisation of consumer goods, textile, fashion and accessories, as well as packaging solutions for the food, medical equipment, and cosmetics industries.

For the first time, InPrint Milan will share one of Viscom Italia's exhibition halls, offering a powerful marketing platform for industrial print innovations at the heart of trade activities. Viscom Italia attracts an overall visitorship of more than 20,000 print service providers specialising in visual communication and design, including sign making, large format printing, graphic design and digital print applications from industry sectors such as visual communications to interior decoration, from design to fashion, from the retail to the entire manufacturing sectors. InPrint Milan exhibitors therefore have access to an even wider range of potential visitors due to the co-location with Viscom Italia.

Both print tech exhibitions offer a supporting conference and event programme, providing plenty of speaking and networking opportunities for companies and experts who intend to

make modern print technology even more relevant in today's manufacturing and communication processes.

Exhibitor information and online booking

InPrint Milan offers a unique opportunity for print tech providers seeking to expand partnerships in a range of new growth areas. Companies interested in exhibiting at InPrint Milan 2020 can request the new exhibitor brochure or reserve their stand space online at www.inprintitaly.com. Floor space is limited, therefore early booking is recommended. The new exhibitor list for 2020 and the latest event and conference information will be published on the show website soon. InPrint Milan also offers a free e-News service with the latest updates in the run-up to the show.

About InPrint Milan 2020

InPrint Milan is the Italian edition of the InPrint brand. Other events include the flagship event InPrint Munich, Europe's leading platform for the emerging community of printing professionals and manufacturers looking to maximise on new business potential of print applications in the industrial production sector.

InPrint Milan launched in 2016. The previous edition in 2018 ended with more than 110 exhibitors from 18 countries, presenting technical innovations in digital, inkjet, screen and speciality printing on diverse shapes and materials, including flat or curved plastic, wood, foil, textiles, glass, ceramics, and metal.

Exhibits on display focus on new printhead technology and inks, drying and curing systems, effective machine integration, software for colour and process management, and special industrial applications for packaging and labels, fabrics and textiles, surface finishings, security printing, and more.

The 2018 show was attended by 2,260 high-profile visitors, mainly from the Italian market. These included print tech buyers, users and integrators from companies such as Alcantara, Alcatel-Lucent, Ardagh Group, Artsana, Calzedonia, COCA COLA HBC, Danor, Demmel, Enofrigo, Farmacon, Geox, Gpack Group, Grimont, Groupe SEB, Gruppo ASA, Levi's Footwear and Accessories, Louis Vuitton, Luxottica, Marazzi Group, Merck, Procter&Gamble, Richemont Italia, Saint-Gobain Glass, Salvatore Ferragamo, Samsonite, Sparco, STMicroelectronics, Swatch Group, Tefal, and Unilin.

www.inprintitaly.com

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