

12<sup>th</sup> November 2019

### **Powerful combination:**

## **InPrint Milan 2020 will be co-located with Viscom Italia 2020**

The next Italian edition of the International Exhibition of Print Technology for Industrial Manufacturing, InPrint Milan 2020, will be held in co-location with Viscom Italia, International Trade Fair on Visual Communication, from 22 – 24 October 2020, at Rho Fiera Milano.

The co-location of the two shows is a result of increased opportunities and synergies following the acquisition of Mack Brooks Exhibitions by Reed Exhibitions earlier this year. By co-locating InPrint Milan with Reed Exhibitions' Viscom Italia, the organisers reflect recent developments in the industry sector, mainly driven by digitalisation in manufacturing and the need for print service providers to develop their businesses by exploring new market segments.

Nicola Hamann, Managing Director of Mack Brooks Exhibitions, said: "We are very excited by the opportunity to use the synergies of our exhibition portfolio to take forward the InPrint brand in Italy together with Viscom Italia. With the co-location of the two shows, we will be able to offer the print tech sector a powerful combination of events in the Italian market. Our attendees, both exhibitors and visitors, will benefit from added value and the highest level of customer service."

"The agreement with Mack Brooks Exhibitions," declared Massimiliano Pierini, Managing Director Reed Exhibitions Italy, "fits into our overall strategy aimed at enhancing two leading exhibitions in the field of international production - Viscom Italia and InPrint Milan - and boosting innovation in an increasingly creative, cutting-edge and ever-changing industry."

InPrint Milan, the Italian edition of the InPrint brand, is targeted to exhibitors showcasing print technology and solutions for printing on different shapes and materials, such as plastic, wood, foil, textile, glass, ceramic and metal materials and surfaces. The show attracts buyers, users and integrators of innovative print technology from the printing industry and various industry sectors, such as automotive, architecture and design, flooring, fashion and textiles, food and beverage, packaging, consumer goods manufacturing and surface imaging. The previous event in 2018 brought together 110 exhibitors from 18 countries and 2,260 visitors from 51 countries. A majority of the visitors (70%) were from Italy.

Viscom Italia, the International Trade Fair on Visual Communication, addresses a targeted trade audience of print service providers. This year's event featured 480 international brands from 15 countries and attracted a total of 20,478 trade visitors; 93% of visitors were from Italy. Visitors at Viscom Italia include digital and screen printers, sign-makers, manufacturing businesses, the clothing, accessories and furnishing industries as well as influencers, such as creative agencies and architects.

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

ENDS

**Issued by:**

Susanne Neuner, PR & Marketing Director

InPrint Press Office, Mack Brooks Exhibitions

Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom

Tel: +44 (0)1727 814 400, Email: [press@mackbrooks.co.uk](mailto:press@mackbrooks.co.uk)