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C!Print Madrid: More promotional products



photo source: 656 Editions



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E – The second edition of the C!Print Madrid will be held from October 6-8, at the Casa de Campo in Madrid. The trade fair for visual communications of the French exhibition organiser, 656 Groupe that was re-introduced last year and which is organised by the Spanish subsidiary, SC6, which is based in Barcelona, presents a wide spectrum of printing and customising technologies.

This year, there will be an increased focus on the theme of promotional products, which have been awarded their own exhibition zone: In the “CTCO zone“, located in the centre of the trade fair, around 40 international promotional products specialists will be exhibiting on over 1,500 m² of exhibition space. According to the organisers, this expansion of the offering is in response to the demands of the visitors. Many of the printing specialists that visit the C!Print Madrid, are interested in adding promotional products to their range of services. The combination between visual communications and haptic advertising has also proved successful for years at the CTCO and C!Print event duo that is also organised by 656 annually in Lyon.

According to the official figures, 7,539 visitors attended the premiere of the C!Print Madrid last year to inform themselves about the products and services of the 142 exhibitors.

www.salon-cprint.es

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