



NUEVAS IDEAS,  
NUEVAS APLICACIONES,  
NUEVOS MERCADOS.

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**MADRID / CASA DE CAMPO**

Press Release  
March 2015

## C!Print Madrid launches the CTCO Business Corner

*Promotional garments and gifts: a natural complement to printing and personalisation techniques.*

From the 6<sup>th</sup> to the 8<sup>th</sup> of October 2015, 656 will hold the second edition of C!Print Madrid. More than 150 exhibitors will present the latest innovations in personalisation, small and large format printing and visual communication.

For its second edition, the C!Print Madrid trade show will host the CTCO Business Corner: a new event dedicated to professionals in the promotional garments and gifts industry.

After a successful first edition, 656 is determined to repeat this achievement with the second edition of C!Print Madrid.

Solutions and innovative applications will be put at the forefront to show the agents in the personalisation market (embroidery, direct printing on textile, screen printing, tampoprinting, laser engraving, transfer, etc.), the numerous opportunities available to them.

After the success of CTCO, which gathered the leading European brands in



### **CTCO Business Corner presents**

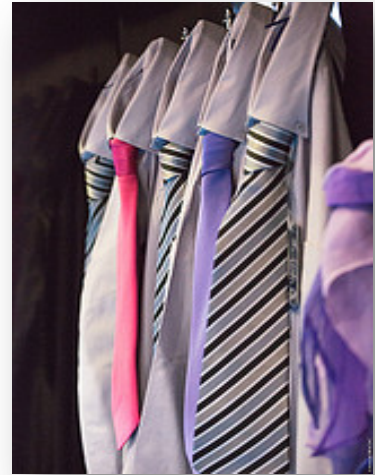
- ✓ 30 stands
- ✓ Promotional garments: communication textiles, corporate wear, fashion models, « green » collections
- ✓ Promotional gifts: electronic devices and high tech goodies, writing instruments, office, luggage, outdoor...

the promotional garments and gifts industry in 2014, C!Print Madrid 2015 will dedicate an even larger area to promotional articles, such as garments and gifts, with both generalist and specialized suppliers.

## Bet on their complementary nature

Today, the correlation between marking and personalisation techniques and promotional garments and gifts is undisputed. The organisers at 656 have already proven this with the successful 8 year run of the trade shows C!Print and CTCO in Lyon. Promotion through garments and gifts is indeed a promising market for printing techniques. Printers and transformers have everything to gain in visiting CTCO, they can:

- **Diversify their offer,**
- **Generate another source of income,**
- **Build customer loyalty.**



In this era of multimedia and multichannel communication, visiting the CTCO Business Corner will give you the opportunity to multiply your domains of expertise and propose an even more comprehensive service.

## An important potential target market

In 2014, C!Print Madrid recorded 7539 visitors including **3518 professionals directly concerned and interested by the promotional garments or promotional gifts markets.** In this specific target market, we can discern:

- 21% promotional garments and gifts distributors,
- 60% professional in the marking and personalisation sectors.

These highly targeted visitors and the date of the trade show, which is strategically planned at the beginning of the year's last trimester (a key period for business gifts), are two key assets that will contribute to the success of the CTCO Business Corner.

**They were present at the first edition in October 2014**

Gildan, Anvil, B&C, Picos, Continental Clothing, Earth Positive, Salvage, Fruit of the Loom, Roly...

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