



Press release  
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## C!Print Madrid supports the graphic art actors in the Spanish market

The second edition of C!Print Madrid, which will take place on the 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> of October 2015 at Casa de Campo – Pabellón de Cristal, will present a **global offer**, ranging from **gift personalisation to wide format printing**. This trade show will also accompany the development of the graphic art market: a sector that had approximately **6,607 companies** and **40,000 employees** in **Spain** by the end of 2014.



**packaging have a sales growth of 2% to 4%**. In this manner, printing plays an important role in the customer's experience: brand image, the customer's presence at the point of sale, purchasing decision, customer loyalty.

But, over the last few years, the one trend that has greatly impacted the customer has been **personalisation**, a phenomenon seen even in large-scale marketing campaigns such as Coca-Cola. Thanks to innovative digital techniques – printing or cutting – designers have a variety of new creative possibilities. These techniques respond to the strong personalisation demands in the **graphic art market** but also to those of **new markets** such as **decoration** and **interior architecture**.



The Spanish graphic art field is changing. Activities are converging and offers are diversifying. **New techniques** such as 3D printing and **emerging markets** such as interior decoration are being introduced to this sector. C!Print Madrid accompanies this phenomenon by **breaking down technical and market barriers**. Promotional gifts, packaging, textile, decoration, architecture, POS... the **whole graphic art sector** will be reunited in the same location and **brought to life** in the **Creative PLUG&PLAY Workshop**.

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