



July 2015
Press release

CTCO (promotional garments and gifts) at the heart of C!Print Madrid: a clear connection

Known as the leading event in the French promotional and garment market, the CTCO area will open the doors of its 9th edition in Lyon in January 2015, and is heading to **Spain** the 6th, 7th and 8th of October 2015 to C!Print Madrid: the must-attend event in visual communication. After the successful first edition of C!Print, the second edition will present a real CTCO zone, evolving from 400m² to more than 1,500m² and gathering almost 40 exhibitors, all of them leaders in the promotional products market.

Promotional products: a real communication tool

Considered a real media onto itself, today promotional garments and gifts represent a differentiating merchandising tool that is appreciated by the general public. It is a way of optimizing the presentation of your products but most of all of influencing the consumer purchase decision.



The complementarity of personalisation techniques and promotional products

The presence of such an area at the very centre of a visual communication, personalisation and creative industries trade show completes the visitors' expectations, especially those looking for a global offer.

This space dedicated to promotional garments and gifts is the ideal opportunity for the professionals of printing to open up to new market opportunities and reinforce their knowledge about small personalisation. It is also the time for promotional gifts distributors to take advantage of the complementarity of C!Print Madrid and the CTCO area, and learn more about personalisation techniques.

Even if 100%* of our visitors are concerned with promotional products (such as the growing interest of printers with enlarging their offer), 47%* of them are directly involved in this sector (18% are promotional garments and gifts distributors, 29%* are screen printers and embroiders specialists in personalisation).

- *Source: the trade show pre-registration of visitors 2015*

A key date



The **end of the year** is a crucial time for professionals of promotional garments and gifts, as companies begin their search for business gifts. Organised on October 6th, 7th and 8th at Casa de Campo – Pabellón de Cristal, the CTCO area will allow distributors to reinforce their offer and end the year on a good note!

The **leading brands** in promotional garments and gifts trust us and exhibit at CTCO in C!Print Madrid. Come and meet the leaders of the market by ordering your badge for free and develop your business visiting the CTCO, October 6th, 7th and 8th 2015 at Casa de Campo – Pabellón de Cristal.

ANVIL/ CAMILO VILAS/ CAMIMPRESS /CONTINENTAL CLOTHING / FALK & ROSS / GAMAX/ GILDAN / JHK / MIDOCEANBRANDS/ PAD'S WORLD / PAUL STRICKER / RAL TEKSTIL LTD STI / ROLY / SEDESMA INYECTADOS SL / SIEGE SL / SOL'S/ TEXTIL MALLORCA / VALLES IMPORT / WISE UP / ZIRAKETAN



** Exhibitor list updated July 21st 2015*

For more information, please consult our website:

<http://salon-cprint.es/en/business-corner-ctco/>

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