PLUG&PLAY: a dynamic area designed for purchasing advisors that inspires printers and their end clients

The creative workshop PLUG&PLAY is the opportunity to discover and further engage with the digital printing and personalisation markets, starting with applications...

In its second edition, Plug&Play, which takes place in C!Print-Madrid, will ask designers and professionals from the digital printing industry to present personalised spaces on-site, in the image of a brand. It is a project that exemplifies the reality of companies who wish to develop their visual identity through products, as well as through points of sale, event areas, or in their corporate premises. In the same manner as would be adopted by these companies or by their communications agencies, a committee of experts will work on the proposition of a "Brand manager" for the brand PLUG&PLAY, who will transmit their graphic chart to an interior designer (Barcelona agency *Egue&Seta*). The agency will then offer their expertise in the decoration of 3 themed areas:

- **A Pop-up store**, where the attributes of digital printing will be displayed through underlying market trends such as, greater flexibility and rapidity in the installation as well as original and ephemeral atmospheres, within the context of increasingly limited budgets.
- **A Bar**, where the variety of material, such as those with antibacterial functions, creates the possibility of a commercial or events-based zone with a strong identity that is easily complemented with personalised accessories (beer mats, glasses, bottle labels...).
- **A Business meeting room**, where the user codes evolve quickly to achieve increasing levels of modularity and conviviality, while emphasizing the efficiency in both the signage and connectivity of the location.

Once these areas have been drafted, the designer will work alongside printers specialised in large format digital printing (including the printer *Sabaté*, who is specialised in interior design).

These printers will produce the supports and personalised surfaces that will be displayed in Plug&Play. It is an area of over 600m^2, at the heart of the exhibition, visitors will discover *live* the range of personalisation applications available. The visitor will then be shown solutions for their own creations in exhibitor's stands by a professional intermediary trained in either products or printing.

Partners in Materials & Wide Format Digital Printing:
Roland, Mimaki, HP Latex, Epson Iberica, Fujifilm, Mutoh, Zund 3A Composites, Hexis, Universal Woods, Javier Herranz, Endutex, Digidelta, NidoKraft, Re-board

For the direct personalisation of products, a second PLUG&PLAY area will present the complete panorama of the technologies available for personalising textile products (T-shirts, baseball caps, tote-bags...) or merchandising.
Based on technical demonstrations, the visitor will be able to see the level of equipment required and the facility of usage of any given application, sometimes headed by a web-to-print solution (in partnership with *Gateway 3D*), before being directed to the exhibitors who offer such solutions.

Partners in Product personalisation & Small format Digital Printing:
Grupo FB maquinaria, SAWGRASS, Laser Project, Tajima, Gravograph, Unibind, Roland, Epson, Hexis, Molca World

With this 'live' product personalisation and its presentation in a real life sales environment in the Pop-up store, marketing/communications purchasing advisors and decision makers will easily be able to project their own products and brand onto the propositions found in Plug&Play.

There still exists a world of applications to be discovered for your brand, come see them in C!Print Madrid!
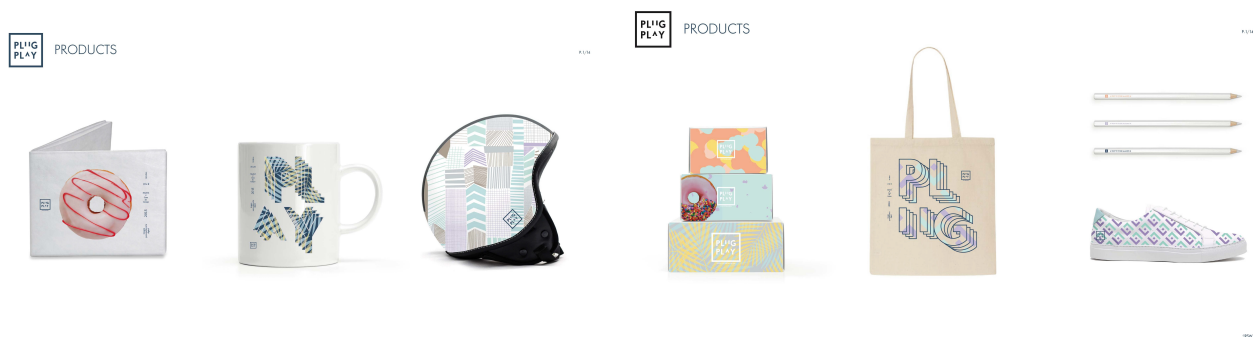
Discover the PLUG&PLAY workshop in the C!Print Madrid trade show on the 6th, 7th and 8th of October 2015 in Casa de Campo - Pabellón de Cristal!
www.salon-cprint.es/en

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