



Press release
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CTCO MADRID 2016: A NEW VISION FOR PROMOTIONAL GARMENTS AND GIFTS

CTCO: a new vision for promotional garments and gifts

[C!Print Madrid](#) returns in October with the challenge of bringing together into one space all market representatives from visual communication and the creative industries.

So that you can discover small format personalisation solutions, the **C!Print** trade show is, for the second year, complemented by the **CTCO: the space for promotional garments, gifts and merchandising**. Designers, printers and distributors of promotional objects and garments all have a share of this space, which enables them to develop a **global communication offer centred around personalisation**.



The space will be located on the second floor of the Pabellón de Cristal in La Casa de Campo, thus completing the small format communication offer, revealing the latest trends in terms of promotional materials.

C!Print and CTCO: the perfect synergy for your business

In the era of multimedia, multi-channel communication, [CTCO](#) allows you, the visitor, to discover the full potential of **promotional garments and gifts** as a complement to your company or project's global communication activity, to strengthen your marketing campaign or communication strategy.



Thanks to the synergy between the C!Print trade show, its small format personalisation workshop in the Plug&Play space, and the CTCO space, the event will be **the perfect setting for printing professionals and distributors of promotional items to deepen their technical understanding and discover new opportunities in the market**.

Who will be at CTCO?

At CTCO, which boasted exhibition by [40 market leaders](#) in promotional products last year, we find:

- **Promotional garment stands:** communication garments, work and corporate wear, fashion, and eco-friendly collections.
- **Promotional object stands:** electronic and high-tech devices, gifts and goodies, writing and office tools, outdoor equipment, and much more.

Of the **almost 11,000 unique and certified** visitors from last year, 100% were interested in promotional items (as were printers for widening their range), and 47% were directly involved in this sector (18% were advertisers of promotional garments and gifts and 29% were silkscreen printers, needle workers, specialists in customisation).



CTCO and Plug&Play: the experimental workshop where you can discover personalised products

CTCO is the space in which to find solutions for personalisation and the design of promotional garments and gifts. To this end, and in line with the trade show's demonstrative approach, the CTCO space will be located just next to the [Plug&Play](#) workshop.

In the workshop, current small format personalisation techniques will be

demonstrated (embroidery, direct digital and garment printing, engraving and laser cutting, garment silkscreen printing, sublimation transfer, etc.) to show the potential of web-to-print solutions.



A place for inspiring visitors and a place where exhibitors can discover solutions that enhance their brands, learning live how to personalise a phone case using digital printing, a t-shirt using artisanal silkscreen printing, a fabric cap using embroidery, etc.

FURTHER INFORMATION:

To obtain graphic material and videos to complete your article:



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The **C!Print Madrid** trade show is organised by the **656 Editions** company, a media and event organisation group dedicated to professionals in imaging, personalisation and digital printing.

Also the organiser of the **C!Print** and **CTCO Lyon** (France) trade shows, the group brings together exhibitions, press magazines, social media and marketing services specialised in visual communication, garments/gifts, printing, graphic arts and their new applications (architecture, decoration, design, industry).

Throughout the year, **656** disseminates new content on markets, new trends, the most innovative technical applications and communication campaigns to 100% qualified and personalised contacts, making **656** a multi-channel group. With the advantage of its experience, the group supports market representatives in their communication all year round in order to help them to communicate effectively and acquire new market opportunities.

Since its creation in 2001, the group has strived to constantly study innovation with increasing creativity, operability and quality in its services.