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26/27/28
SEPT.
2017
MADRID

IMAGE
PERSONALISATION
DIGITAL



PROMOTIONAL
GARMENTS AND GIFTS



LA PLATAFORMA
PRINTING SOLUTIONS AND
CUSTOMIZATION SERVICES

DÉCOR AND DESIGN AT YOUR FINGERTIPS IN 2017

When we hear the word **décor**, we tend to imagine objects covered with shapes, colours or even unusual materials... and often, we also imagine **home and office décor**. But as 2017 begins, the latest trends in interior design and décor go far beyond just pretty and eye-catching designs.



When it comes to bringing a specific personality to a space, the **choice of materials** is increasingly a technical and functional choice as well. We now have access to a wide variety of options to **design our spaces in ways that are both visually striking and highly functional**.

“I want something flashy, but non-slip...” “or something with a wood texture, but easy

to apply...” “I want something metallic, but it’s really hard to work with...” The current décor market includes all of these needs and many more. But **can we find a solution that meets all of these requirements?**



In recent times, **interior design** has **played an important role** in personalising spaces and objects. And that’s why **interior design professionals** and solution providers from the printing, décor and materials industries will all come together once again to present a full range of materials and printing solutions that can help turn those needs from dreams into reality. **CI!PRINT MADRID! The sector’s key trade show.**

Technology is advancing, not only in terms of equipment but also by means of parallel developments in **materials and substrates** that can be used to adapt spaces and objects to meet all the demands of the current market.

Interior design is becoming a powerful tool to generate experiences for customers who are looking for something more than just a product or service—something that brings well-being to their lives.

But what materials and substrates are the best fit for any given personalisation project?

For the personalisation of large-format surfaces and spaces, C!Print Madrid brings together the latest innovations from the biggest producers of materials, substrates and coverings of every kind.



To **stimulate creativity** and to stay on top of the latest technological developments, many technical innovations relating to **machines** (width, thickness or 3D), **inks** (luminescent, exterior), media (anti-Wifi wallpaper, acoustic textile products,

interactive substrates) and more will be on display at the sector's key trade show.

The world is transforming, customers are evolving, and their needs are changing.

New problems are coming to the fore, like visual simplicity to fight back against information overload. Hotels, shops, train stations, airports and museums are communicating more and more with their visitors. And end customers are getting used to that image.

The best decision is to attend **C!Print Madrid** and get involved in this new world of innovation and technology with the best (and most!) experts in the market.

**WE'RE LOOKING FORWARD TO
SEEING YOU AT C!PRINT MADRID
2017 ON 26, 27 AND 28
SEPTEMBER.**

FOR MORE INFORMATION:

If you want to get more graphic or visual material to complete your article.



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