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SEPT.
2017
MADRID

IMAGEN
PERSONALIZACIÓN
DIGITAL



RECLAMO Y TEXTIL
PUBLICITARIO



LA PLATAFORMA
SOLUCIONES EN SERVICIOS DE
IMPRESIÓN Y PERSONALIZACIÓN

MEET WITH CUSTOMISATION AND INSPIRATION ONLY AT C!PRINT MADRID 2017

Brands are increasingly aware of the fact that **customisation** plays an essential role in the relationship with clients. It allows you to contextualize the **message**, **gain customer loyalty**, **carry out world-wide event planning campaigns**, turn products into collectible items, maintain regular contact with clients, develop competitions, tutorials...



Thanks to **customising** campaigns through digital printing, brands are getting to know their **customers** better and better **and the consumer** becomes proactive, which multiplies the campaigns' impact. As soon as the message is personalised, customers take ownership of the products, of the **selling spaces** and of the **brand's identity**. They integrate it into their daily lives, they develop a relationship with the history which drives the brand.

They themselves create a buzz, by word of mouth, sharing it with their own network of friends and professional contacts.



Which will be the mise-en-scene at this year's Plug&Play applications and demonstration spaces?



According to Aurélie Lamandé, Marketing Director at C!Print Madrid:
"This year, on each of the pavilion's three floors, visitors will find something to be inspired by and for the evaluation of potential new markets: interior design,

retail, visual communication, etc. All spaces and customised products will have the “jungle” as their graphic theme!”

*She adds: “In the mezzanine, we will recreate two **pop-up areas**: on one side, a bookshop and on the other, a space-décor “Café”. The printing techniques’ full potential will be carried out by The Image Company in this personalised space with the support of material manufacturers.”*



You will only be able to check out the final result of these projects during **C!Print, from 26th till 28th September at the Pabellón de Cristal in Casa de Campo.**

Unmissable content to boost your business

To complete the tour, don't miss out on the **theoretical and practical content**, which will take place in the spaces dedicated to **conferences and workshops as well as at the Image Lab**, where successful cases, image processing workshops, web-to-print,

etc., will be exhibited. In addition, a series of guided tours will allow you to follow closely the processes of **space, message and product customisation**. Find out about the whole programme on the trade fair's website.



This year **C!Print** wishes to cater once again to the entire community, using individualised accompaniment with **CUSTOMISATION** as its main theme, all innovation and solutions can be found in one unique place. **C!Print will give you access to more than 250 exhibitors** on 26th, 27th and 28th September 2017 at the Glass Pavilion in Casa de Campo Park.

Go on to our website: salon-cprint.es and register for free, start to live the C!Print experience!

MORE INFORMATION:

If you need any further graphical or visual material for your article.



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