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FINAL REPORT C!PRINT MADRID 2019

6th edition of C!Print Madrid: A very positive edition

For 3 days, C!Print Madrid has once again consolidated itself as the leading national event that brings together the entire profession of visual communication, printing industry, sign and personalisation. At the same time, the CTCO area, in perfect synergy with C!Print, presented the latest trends in communication through promotional gifts and garments.

The event gathered more than **11,700 visitors** and confirmed its leading position in Spain. Both the quantity and the quality of the visitors were praised by the exhibitors. As Miguel Miranda, CEO of Widinovations, confirms: "C!Print since its first edition has been the strongest fair in Spain, it is an Iberian fair. We have always obtained very good results with our participations".

On the part of the exhibitors, more than **200 exhibitors** met this year, among them **60 new exhibitors** from different market segments such as large format printing, signage, digital printing, cutting and finishing, textile printing, marking, gift and garments, among others, exhibited their technology, techniques and products, demonstrating once again that C!Print is the sector's transversal show par excellence.

The visitor diversity is also underlined: In addition to the visitors of the core target market such as printers, markers or service providers, etc. C!Print manages, through its innovative areas and its didactic and inspiring format, to open up to related markets, mobilising prescriptors, such as designers, creatives or communication agencies, and final customers (brands, trade or administration). The visitors of C!Print define the event as "a great experience" or value the amount of new ideas that C!Print brings to them.

A Platform for Presentations

C!Print has been a place to present novelties from different applications of the main brands in the sector, such as Roland DG and the launches of the VERSAUV LEF2-300, the LEC2-300 or its new LV laser engraver; or as EPSON and its multiple launches, as the SureColor SCF9400, SureColor SC-F500, SureColor SC-S60600L and SureColor SC-T5400M. In addition, other machines have been presented for the first time in Spain, such as the Stitch S1000 or DesignJet XL3600 MFP, both from HP.

Content program, activities and new spaces

The programme of conferences, technical workshops and luminous communication workshops brought together more than **55 speakers in more than 40 presentations** during the 3 days. Highlighting the massive follow-up to the calls of the visual communication specialists and social media influencers Juan Blanco from the YouTube channel *Grafik Landia* and Marco Garcia, creator of *Marco Creativo*. From **analysis of the current state of retail market, copyright of images for printing, color management, keys to the 3D business, printing and decoration**, and a long series of topics covered brought together every day a multitude of visitors who enjoy the added value of the trade show.

In the **Plug&Play personalization area, 11 different customization techniques** were shown. In collaboration with software provider Photo Center 3D, an online application was created that allowed visitors to order and customized almost **2,000 items online**, and follow their implementation live at C!Print. A consolidated and dynamic area within C!Print, in addition to the new **CoxCrea space, which was very well received by the visitors**. The CoxCrea area presented the real and immediate results of the implementation of a communication campaign: C!Print has created a fictitious beverage brand, called "Cruz Cactus", and has developed a graphic design in exclusivity for this brand. Through different techniques, the objective was that the visitor could see how the design is physically implemented in the support: Packaging, customizable objects, signage, textiles, packaging, wrapping or covering, and so on.

Another new C!Print space was **La Selección de CTCO**: Next to the CTCO area, a gallery of promotional gift trends was presented: Objects and garments selected by exhibitors, which

stand out in the market. Visitors voted for their favourite promotional gift, and the company Xoopar with its Mini Xboy Bluetooth speaker was the winner of the public prize.

In its 3rd edition, the **APé awards ceremony** recognized the effort of creatives and applications developing outstanding printing works. Among the winners: Marte Impresiones, Studio Zazen, Maza Coatelier, Clorofila Digital, or Kendu, among others. The draw for the trip to Scotland was won by Dubon.

C!Print: Boosting the visual communication sector

Sponsors, exhibitors, visitors, collaborators and specialized media coincide in qualifying this edition as excellent, and celebrate the good atmosphere in which the national leading event of the graphic and visual communication industries takes place. Above all, professionalism, dynamism and coexistence among the different market agents.

Aurélie Lamandé, Director of Marketing and Development of C!Print, praises during this edition *"the dynamics implemented in the event, together with the renewed confidence in the trade show, the opening that outlines towards new markets and the confirmation of segments such as signage, graphic industries, or communication through promotional gifts & garments."*

C!Print thanks all the participants for their collaboration, including partners of press and media, associations, exhibitors and visitors. **The 7th edition, in 2020, will take place the 29, 30 september and 1 october at the Pabellón de Cristal of Casa de Campo, Madrid.**

For more information, please visit:

- Web: <https://salon-cprint.es/en/>
- Image Gallery :
<https://www.flickr.com/photos/656editions/albums/72157711246370183>
- Official Video of the 2019 edition: <https://www.youtube.com/watch?v=s73m6XhRVlw>
- Social Networks: [Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#)



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