



PRESS RELEASE

December 2020

7th edition of C!Print Madrid

On the **28th, 29th and 30th September 2021**, the 7th edition of C!Print will be held in Madrid, the reference event in Spain for professionals of printing, visual communication and personalisation. The current healthcare crisis forced the organiser to cancel the 2020 edition of the show, in this 2021 edition the event is back with new features, and with all the control measures implemented, to ensure the correct development of the show and guarantee the safety of all attendees.

C!Print Madrid has the support of the leading brands in the printing, visual communication and personalisation market. It also has the support of **FESPA España**, the association of professionals in the visual communication sector, which defines C!Print as a safe and necessary value at a key moment in the sector's reactivation.

Reorganisation of areas

In this new edition, the areas have been reorganized to meet all the necessary specifications, and to improve the quality of the visitor's experience as much as possible. The ground floor will host the large and medium format exhibitors, manufacturers and distributors; and the upper floor will bring together the small format, personalisation, printing, signage and display service providers. The mezzanine floor will be exclusively dedicated to content.

A dynamic tradeshow

During 3 days, all the new features of the large, medium and small format printing sector, cutting, finishing, signage, display, sign, marking and personalisation, will be shown to visitors who have not been able to see them on site during this particular period. The organisation is preparing an event that will allow the activity to return. Pierre Mirlit, director of the show, said:

"At C!Print, we are committed to creating paths of growth, and that is why we work constantly to ensure that the moment of meeting among colleagues becomes a unique experience, and provides the impulse to restart the activity that the sector needs".

C!Print Madrid continues to offer genuine content, putting live demonstrations, new content and a constant exchange of knowledge at the heart of the event. For example, the **Plug&Play personalisation area**, located in the centre of the upper floor, will showcase the latest innovations in customisation, from online customisation to achieving the final product. A space where visitors will be able to see how the designs are implemented in a whole range of media through different techniques.

This year's **conference programme** will focus on current technological issues, digitalisation, trends and sustainability, among others. In addition, this year the printer, his work, concerns, and his ability to search for new markets will play a leading role.

New spaces for demonstrations and content

In this next edition 2021, C!Print will present the **C!Wrap** demonstration area, dedicated to the world of covering and its innumerable applications. The new space will be divided into 3 parts: demonstrations, workshops and exhibition, and promises to attract the large community of specialists on the Iberian Peninsula.

The **CoxCrea** space will increase its impact in this edition with a new fictitious brand yet to be revealed, and in a new location. The visitor will be able to see the result of the implementation of a fictitious communication campaign in different media and categories: textile printing, decoration, sustainability and visual communication. An inspiring space that is a must see.

A hybrid event: C!Print PULSE

Other new feature included in this edition of C!Print Madrid: the new digital platform **C!Print PULSE**. A platform that will allow visitors to follow the event online, watch the conferences and workshops in streaming, do networking and access exclusive content from the exhibitors. A way of adapting to new ways of conceiving events and enriching the content of the physical exhibition.

Maintain the link with the C!Print community

The registration period for accreditation will open at the beginning of May 2021. Until then, those interested in following news and developments about C!Print can visit its official website www.salon-cprint.es . They can also visit **C!Print Sourcing**, the online platform for searching equipment and material www.cprint-sourcing.com/es available 365 days a year, and a genuine extension of the physical exhibition.

For more information:

www.salon-cprint.es

[Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#), [Youtube](#)

[Imágenes edición 2019](#)

About C!Print Madrid - Professional tradeshow dedicated to the printing, communication and personalisation sector held in Madrid. Since its first edition, in 2014, it is the annual reference event in the sector where to show innovations and trends in large and small format digital printing, textile printing, cutting, finishing, signage, POS, display, sign,... Characterised by its dynamism, every year the event presents spaces with genuine content such as the Plug&Play customisation workshop, or the CoxCrea area or its varied programme of conferences and workshops.

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