



Press Release - May 2022

7th edition of C!Print Madrid 2022: a memorable edition

The seventh edition of C!Print Madrid finally took place last 26th, 27th and 28th April, after more than two years of the last edition. The reference show for professionals in the printing, visual communication, personalisation and promotional gifts & garments sector, once again confirmed its leading position after a very special edition, in which visitors and exhibitors took part in the long-awaited reunion of the sector.

Pablo Serrano, secretary general of FESPA Spain, describes the event: *"C!Print Madrid has allowed us to meet after a long period of uncertainty caused by the pandemic, to do business again, to present the main novelties of the sector and to see how the sector is pointing towards sustainability, as a great bet for the future and the path to follow for all those who want to progress in the sector. C!Print Madrid has been, once again, a great success for the sector, which allows it to position itself as the annual reference event of the visual communication industry in Spain for which the entire visual communication value chain is betting on".*

There were 138 exhibitors at C!Print Madrid 2022, of which more than 50% had not participated in the previous edition. Some of the most outstanding categories were large and small format printing, visual communication and print service providers, promotional objects and textiles, and signage. **A total of 8,956 visitors** visited the halls over the three days, almost 90% of them from Spain and just over 10% from abroad.

The epicenter of innovation in the graphics and visual communication sector for three days

Some of the most important innovations in large format that could be seen at C!Print Madrid included equipment from the 2022 sponsors, such as the **new TrueVIS series from Roland DG**, **the JFX600-2513 from Mimaki**, **the SureColor R-5000L from Epson**, and **the HP Latex 700-800 from HP**. Cutting and finishing equipment from brands such as Sign-Tronic, Kongsberg Precision Cutting, Wolfcut, or machines from swissQprint, Fujifilm and distributors such as Digital Market, Endutex or Brigal.



Specialists in small format, visual communication and signage, as well as printing services and advertising objects and textiles experienced an extraordinary 2022 edition. The upper floor of the show was continuously visited by professionals who wanted to see and check the quality of the latest innovations *in situ*. Exhibitors and visitors alike highlighted the quality of the exchanges and the enthusiasm of being able to resume physical contact between professionals.

A programme of quality contents

The show's dynamic areas provided entertainment for industry professionals over three days: for example, the 10 customisation techniques were shown at the Plug&Play workshop, where around 1,000 orders were placed via the online application created by **Photo Center 3D**. The sponsors and collaborators were **Epson, Tajima, Trotec, Grupo FB, Mutoh, Oasis, Happy Japan, Roland DG, Mimaki, 3D Lenticular; and Badge4U, Roly and Hatapress**. In addition, the central workshop area of Plug&Play successfully hosted presentations on a variety of topics related to small-format customisation, process management, new materials, new techniques and training possibilities, among others.

The conference programme took the pulse of the latest trends in the sector, confirming sustainability as the most important trend with the greatest impact on the present and future of the sector. Other topics such as textile printing, digitalization, visual communication, design and the importance of retail were at the heart of the event, with printers, manufacturers, agencies and creatives contributing with their point of view through their work and projects.

There were 3 awards ceremonies: the **Ramón Sayans awards given by FESPA España**, in which Vinylcolor was recognised with the award for the "Best work of the year". Also, the successful and crowded APé awards gala took place, created by AP Digitales magazine, which brought together the most outstanding companies in the digital printing sector in Spain, and at which various awards were presented, including the best Start Up, for Printai. **Exaprint, Northern Design, Abiplex and Rol Digital** collaborate in the project of the AP Digitales stand and at the gala show. On the last day of C!Print, the **signage awards were also presented by ASERLUZ**, co-organisier of the C!Sign area.

The CoxCrea and C!Wrap spaces brought together professionals from various fields and showcased the possibilities and know-how of their professionals. The CoxCrea "Café Creativo"



showed a whole range of printing applications created by the sponsors of the space: **Digidelta (Decal)**, **HP**, **Roland DG**, **Módico Graphics** and **Hexis**, as well as the applications created by the collaborators **Truyol Digital**, **Polyprint**, **Sign 24H**, **Abax Innovation Technologies**, **Realisaprint.es**, **PuntoQPack**, **SipCards** and **Spandex**.

The new C!Wrap content area sponsored by **Decal**, **3M / Realtrainink** and **Grafityp**; its workshops, demonstrations, and the first edition of the C!Wrap duels were a great success among the wrapping expert visitors.

The experience continues at C!Print Madrid PULSE

The complementary platform to visit the show, www.pulse.salon-cprint.es will be available online until 1 July. There is possible to watch on streaming the contents of the main conference area and the contents of the C!Wrap area.

The new dates for the 8th edition of C!Print Madrid in 2023 will be announced shortly. All information is available on the website www.salón-cprint.es

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