

PRINT**4**ALL

More than the sum of the parts.

3 - 6 MAY 2022

FIERA MILANO RHO

**IMMERSE YOURSELF
IN THE WORLD OF PRINTING**

CONVERTING, PACKAGE
PRINTING, LABELLING

PRINTING &
COMMUNICATION

INDUSTRIAL
PRINTING

From Industry Event to Integrated Business and Content Platform
for the Professional Printing and the Converting Industry

PRINT4ALL

is the exhibition for a printing market undergoing deep change.

A **full spectrum format** that combines **technological innovation, business networking** and **professional training**, offering companies an outstanding opportunity to grow their international profile.

A showcase for technological innovation, a workshop and incubator of ideas, Print4All will be held **from 3 to 6 May 2022 at Fiera Milano**, the exhibition district renowned for its value added facilities and services.

The 5 plus points of Print4All

- 1 Supply chain approach:** an integrated business and content platform for printing professionals and end users.
- 2 Integration:** three core areas - Converting, Package Printing, Labelling; Printing & Communication; Industrial Printing - integrated in a single proposal that goes beyond traditional market segmentations and presents the best of technologies, materials and solutions.
- 3 Up-to-date focuses:** sustainability and industry 4.0, the drivers of market development in the near future, will be the themes at the base of the project.
- 4 Theme based areas:** dedicated areas to give space to fast growing market segments with specific identities: online printing, cardboard, service after sales and printing and innovative materials.
- 5 Alliances and strategic timings: Print4All 2022** takes place simultaneously with **IpacK-Ima** and **Intralogistica Italia**. We confirm the membership to The Innovation Alliance, the format that combines **PLAST, IPACK-IMA, MEAT-TECH, PRINT4ALL** and **INTRALOGISTICA ITALIA**, five trade fairs that together represent the excellence of instrumental mechanics. For the next edition some exhibitions will take place on different dates, but the collaboration continues with joint events and initiatives dedicated to the supply chain.

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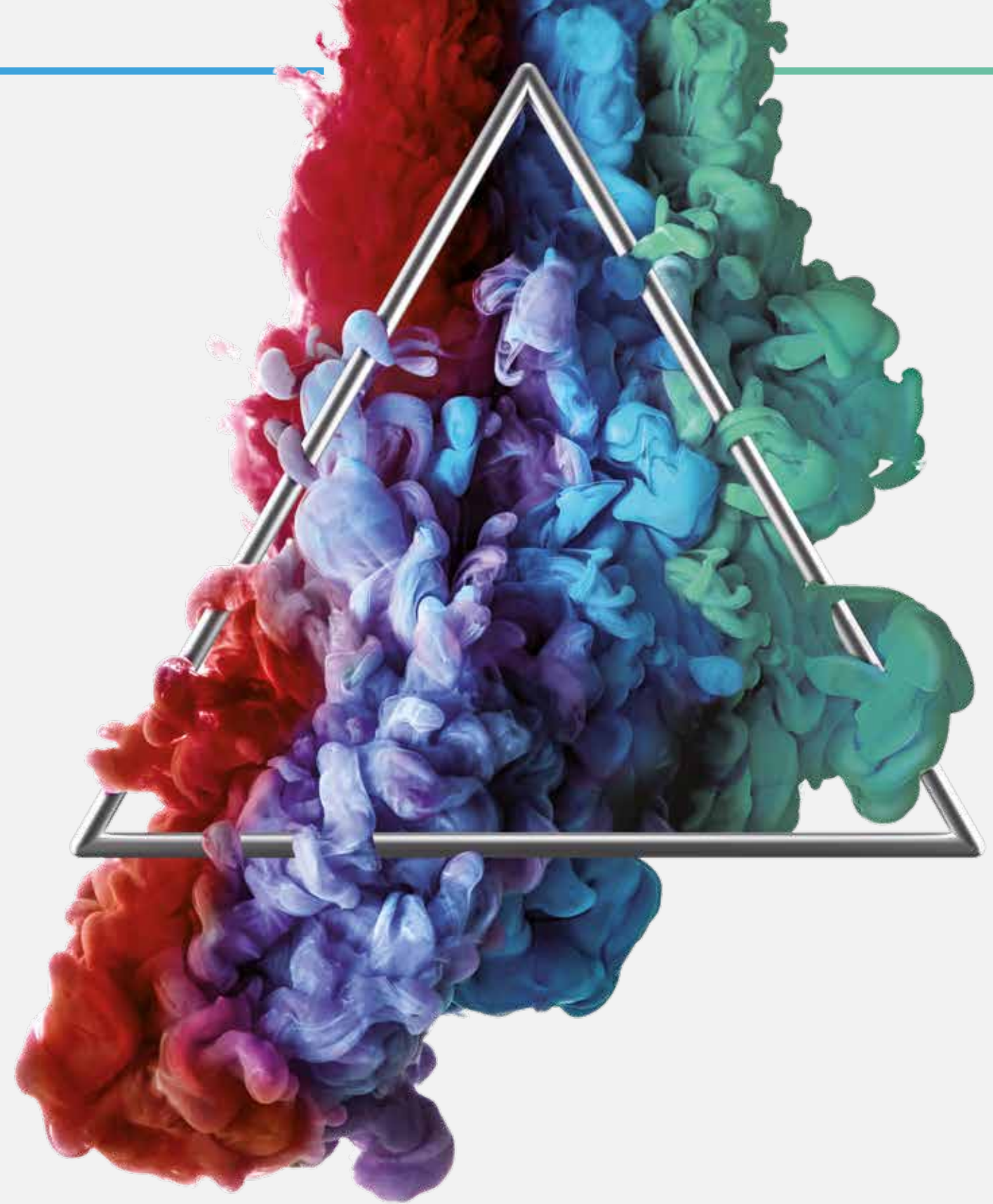
IMMERSE YOURSELF IN THE WORLD OF PRINTING

Integrated business and content platform for the Professional Printing and the Converting Industry, **Print4All** is an international event designed for exchanging views, networking and participating to the market changes, talking about:

- **Industry 4.0**
- **Digital Transformation** and Innovation
- **Sustainability**
- **Servitization**
- **Interconnection**
- **Multi-channel** and **integrated communication**

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PRINT4ALL, MORE THAN THE SUM OF THE PARTS

The Innovation Alliance: Distant but united!

Five exhibitions representing the best of instrumental mechanics in a supply chain logic. An alliance that will continue, although the exhibitions will not be held all at the same time, thanks to joint events and initiatives dedicated to the supply chain, to its professionals and to the great challenges of today, to encourage the spread of the know-how.

While the dates of **The Innovation Alliance** events have changed, the desire to create a system and promote the logic of the event has not: the five parties still see interaction between different sectors as a valuable resource for companies.

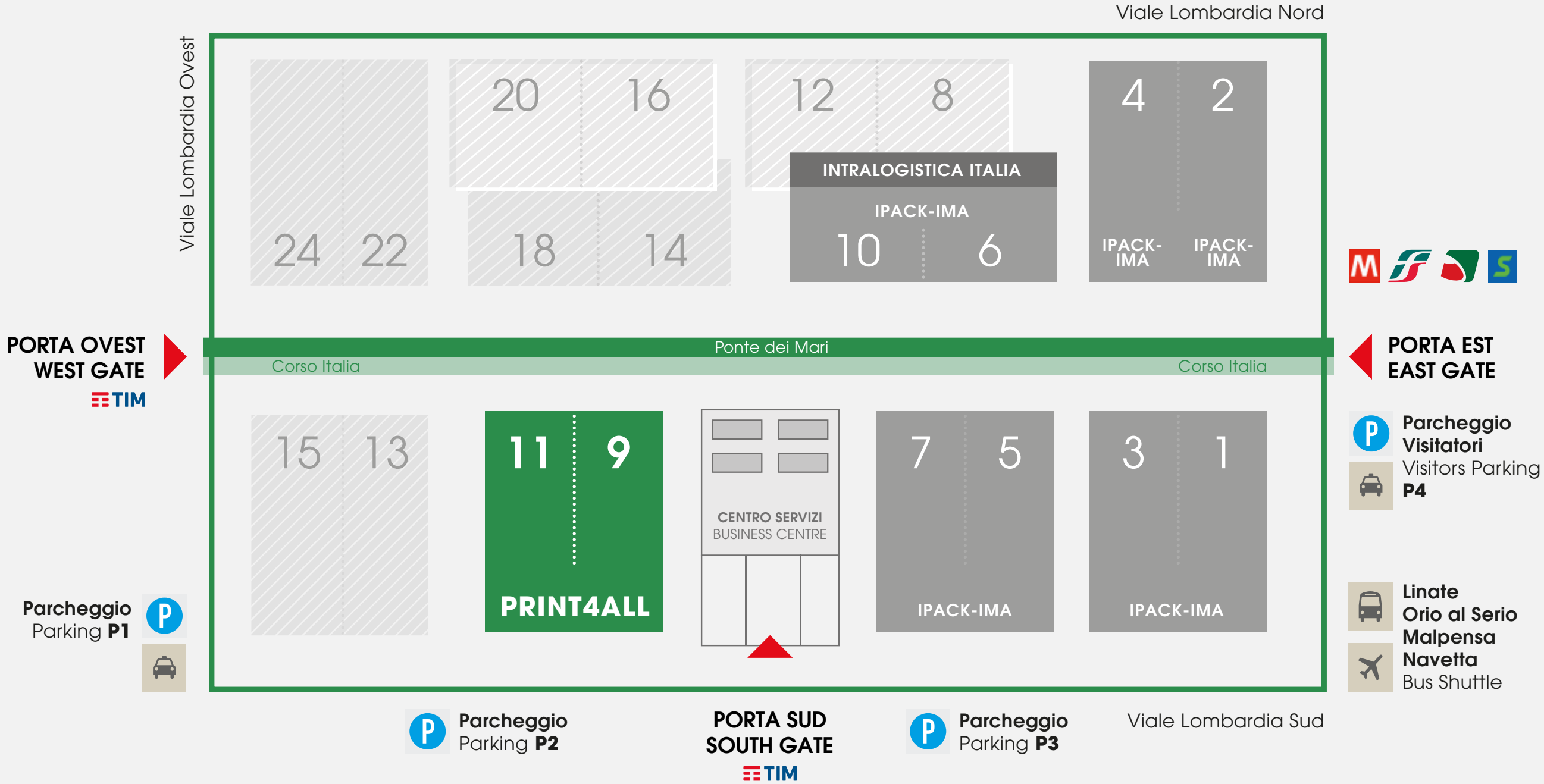
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Print4All will be held in 2022 at the same time as **IpacK-Ima** and **INTRALOGISTICA ITALIA**.

EXHIBITION MAP




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EXHIBITION OFFER

Three sectors for one integrated vision of Professional Printing and the world of Converting

EXHIBITORS
429 COMPANIES → coming from  **26** COUNTRIES

TECHNOLOGIES ON SHOW:



Converting, Package Printing, Labelling

Rotogravure, flexographic printing, offset, digital printing, hybrid technologies, converting technologies.



Printing & Communication

Offset and digital printing, software solutions for online printing, printing workflow software, applications for offline/online printed communications management, veneering and finishing technologies.



Industrial Printing

Technologies for special printing and industrial printing, screen printing, pad printing, digital inkjet printing and 3D printing.

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EXHIBITORS ABOUT US

«Print4All is a well-organized event, finally an important international event for our industry has reborn in Italy»

«Print4All is an integrated event in synergy with the entire industry chain, representing a good opportunity for the development of both commercial and corporate image»

«Given the importance of the Italian industry in these markets, I think it is necessary that we all work to transform Print4All into a real big player in the world»

Source: GRS survey

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VISITORS' PROFILE

Trade Operators

35.312 COMPANIES  coming from  **87** COUNTRIES

The top 15 countries in terms of foreign visitors:

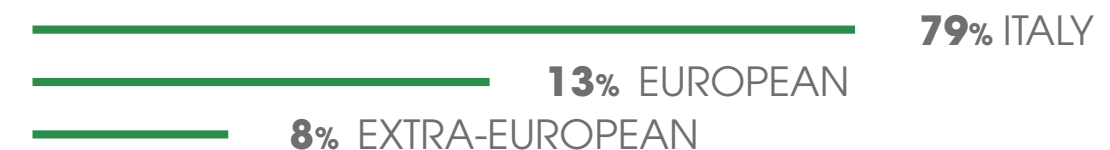
Germany / Spain / Switzerland / Russia / France
Turkey / Iran / UK / Serbia / Poland / Greece
Egypt / Algeria / Romania / Slovenia



TARGET

Printers / Communication and marketing agencies / Creative managers /
Graphic designers, printing designers / Sector specialists and influencers /
Brand owners - manufacturing industry / Schools, professional institutions /
Publishers

GEOGRAPHICAL ORIGIN



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VISITORS ABOUT US

"Print4All has a wide range of exhibitors, including different technologies, from the most established to the most recent and innovative. A range of products and systems that would make Drupa envious."

"I would recommend visiting the event because it is a good mix of the world of printing, packaging but the world of plastic. A meltingpot of new ideas. Because Print4All is an opportunity to find several industry players presenting news for the all-round printing and converting world. It had been since Drupa 2016 that there had not been a similar event in Europe".

Source: GRS survey



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HOSTED BUYERS

Thanks to our collaboration with **ITA, the Italian Trade Agency**, Print4All will host more than 100 top buyers with strong spending potential. Interaction between exhibitors and buyers will be supported by:

MY MATCHING, Fiera Milano's business matching system.

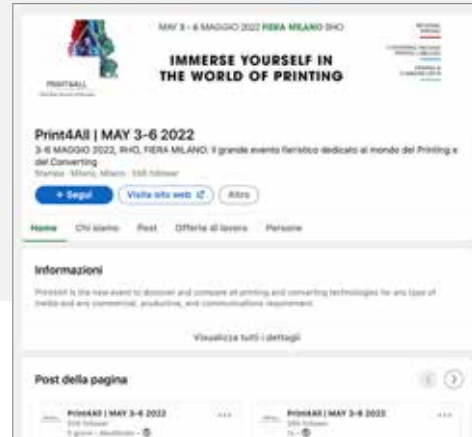
A concrete tool for both parties to evaluate each other's profiles and draw up a targeted schedule of meetings before the event, thus **multiplying business opportunities** throughout the exhibition.



LEAD GENERATION OPPORTUNITIES ALL YEAR ROUND

PRINT4ALL 2022

Communication and Promotion tools



Advertising campaign
Italy/Abroad



Digital Media Plan



Customized Demos
for trade operators



New website



Roadshow
Italy/Abroad



Conferences and Seminars
during the exhibition

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ADVERTISING CAMPAIGN

MEDIA PLAN

Italian trade magazines

CONVERTING
CONVERTER FLESSIBILI CARTA-CARTONE
CONVERTER & CARTOTECNICA
F&C MAGAZINE
GRAPH CREATIVE
IL POLIGRAFICO
ITALIA GRAFICA
PRINT
RASSEGNA GRAFICA
RASSEGNA DELL'IMBALLAGGIO
STAMPARE

International trade magazines

FLEXO+TIEF DRUCK (Germany)
FLEXO GRAVURE GLOBAL (Germany)
PACKAGING FILMS (Germany)
NARROWWEBTECH (Germany)
ETIKETTENLABELS (Germany)
INTERNATIONAL PAPERBOARD (International)
FOLDING CARTON (USA)
CARACTERE (Francia)
DEUTSCHER DRUCKER (Germany)
LA PRENSA (Spain)
PRINT BUSINESS (UK)
POLIGRAFIKA (Poland)

GRAFICUS (The Netherlands)
MATBAA&TEKNIK (Turkey)
Label & Packaging magazine (Russia)
FLEXO PLUS (Russia)
Packaging Art Magazine (Iran)
C2 Magazines / C2 Europe (Germany)
Coating International e Der Verpackungsdruck (Switzerland)
INFOPACK (Spain)
The World of Printing (Poland)
FlexoTech (UK)



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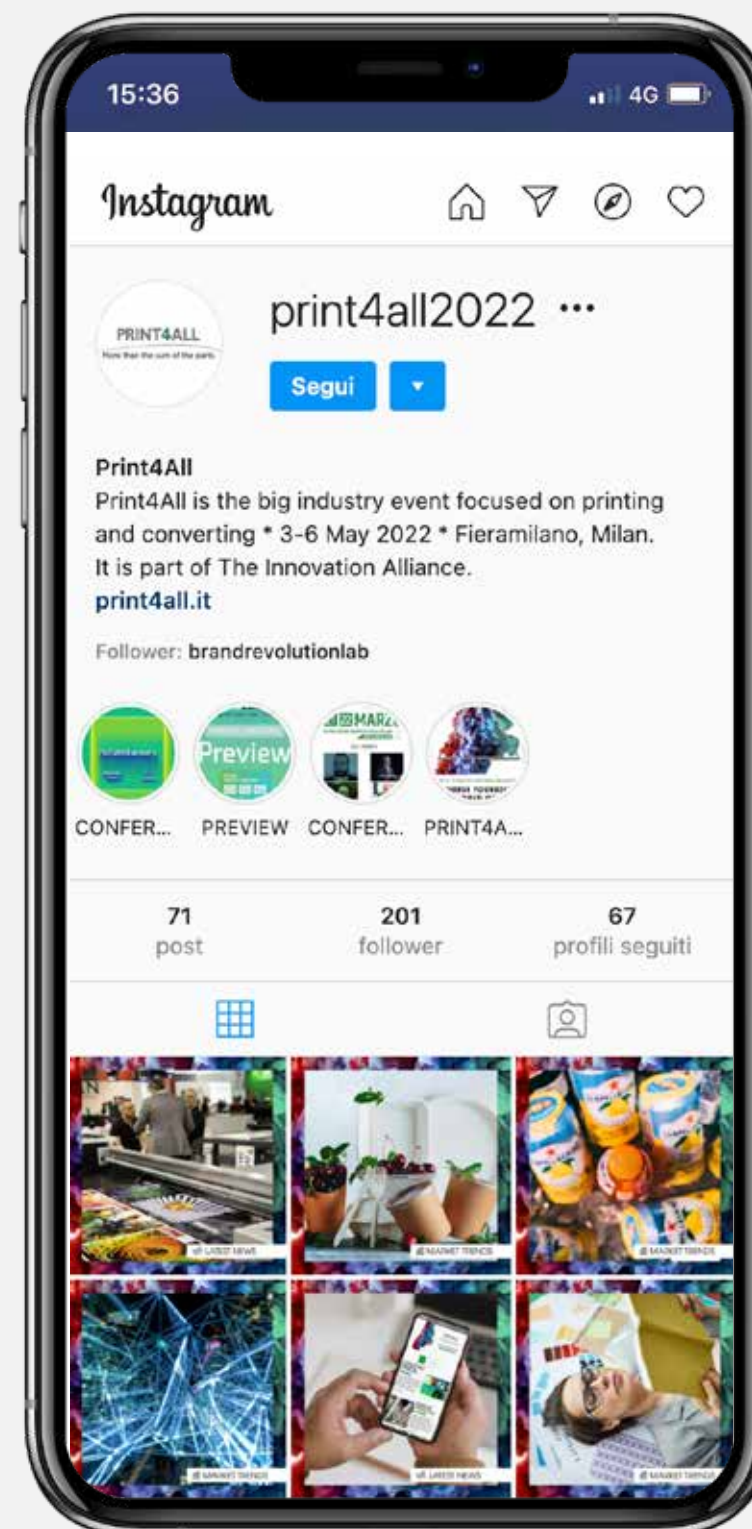
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DIGITAL MEDIA PLAN

Display campaign

www.elempaque.com
www.primaonline.it
www.mediakey.tv
www.stampamedia.net
www.convertingmagazine.it
www.italiagrafica.com
www.graphcreative.it
www.metaprintart.info
www.robadagrafici.net
www.draft.it
www.paperandprint.com
www.convertermag.co.uk
www.matbaateknik.com.tr
www.packagingart.ir
www.printbusiness.co.uk
www.c2-magazines.com
www.ope-journal.com
www.coating.ch
www.pressgraph.es
www.infopack.es
www.printlovers.net

- **Social adv**
On IG, FB, IN, Twitter channels
- **Newsletter**
CONVERTING MAGAZINE Newsletter
STAMPAMEDIA Newsletter
PRINTlovers Newsletter
- **Dem**
Customized dems for Trade Operators



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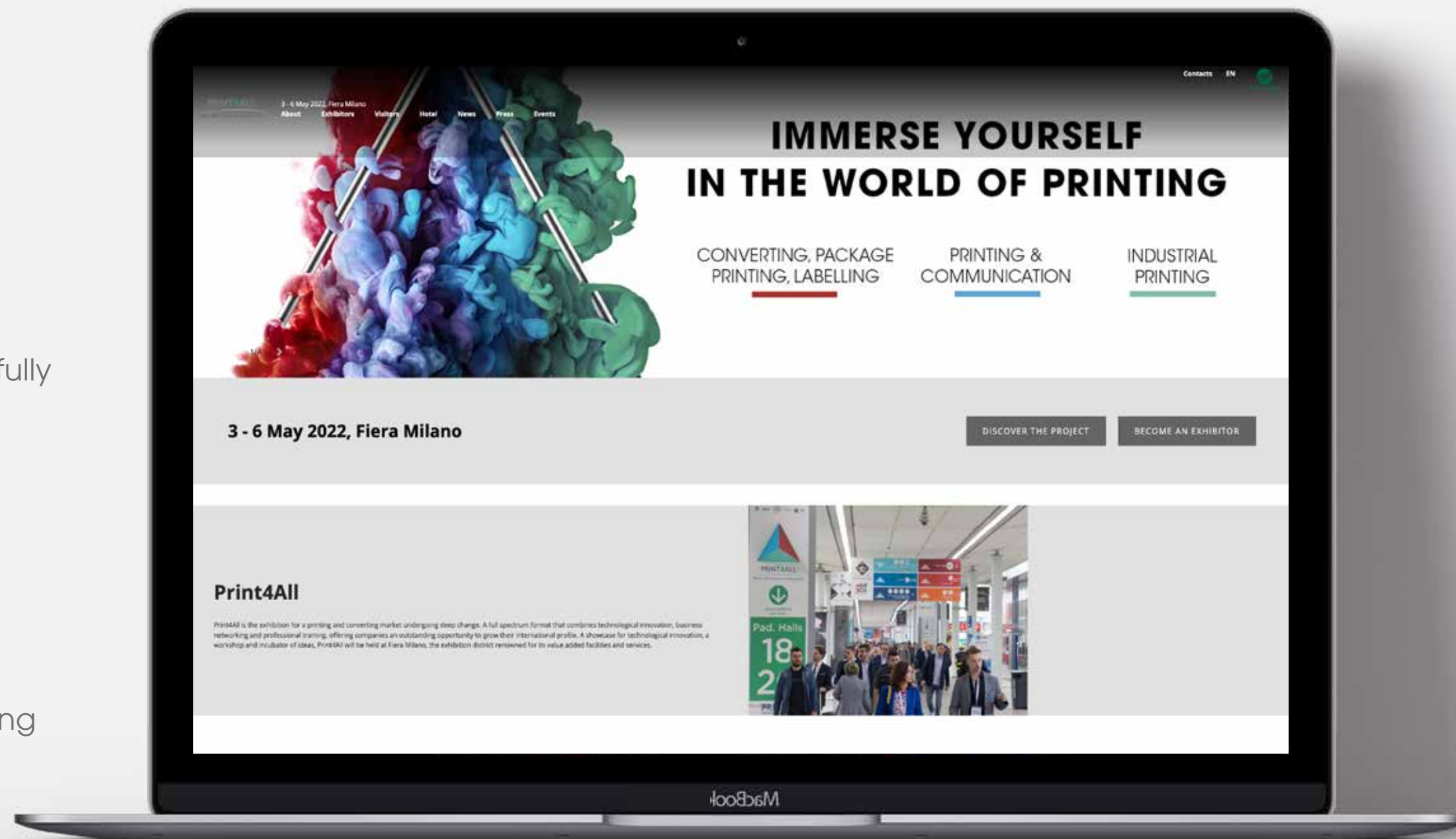
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NEW WEBSITE

More space for information, thanks to clear sections and to an agile language full of images, with a **format designed to enrich the user experience** of those seeking news and information regarding the fair and its market.

The **www.print4all.it/en/** website has been fully renewed to offer targeted content in just a few clicks for exhibitors and visitors, allowing everyone, thanks to dedicated sections, to identify the most interesting themes and functionalities.

The news on the home page represents a distinctive element, making the site a tool to serve the whole printing and converting community, with updates regarding the fair, but also interviews, background information and market insights.



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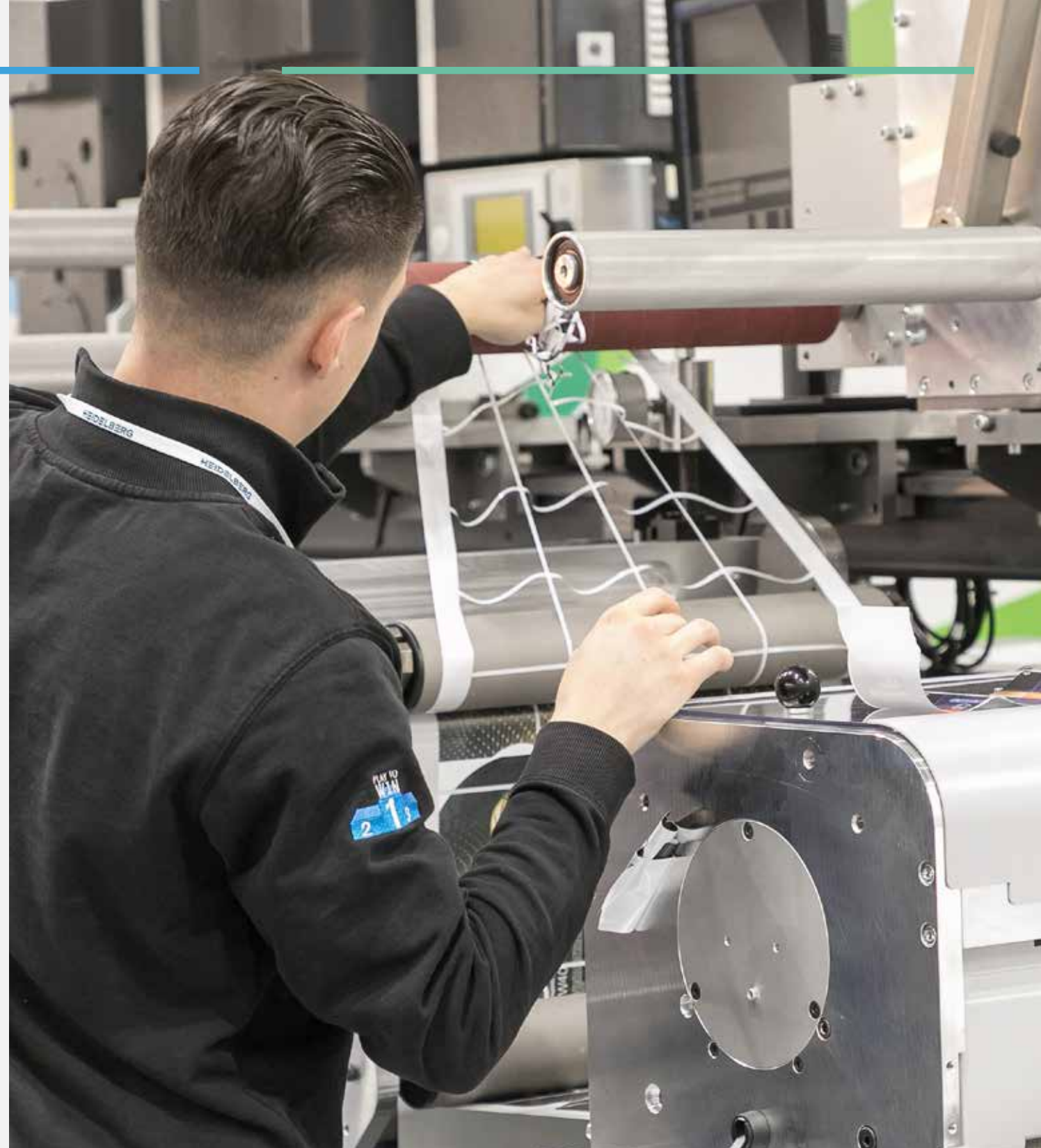
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PRINT4ALL CONTENT HOUSE

An informed community ready for confrontation is an indispensable precondition for the development of the sector, especially in a market facing major changes such as the printing and converting industry. In the period between each edition, Print4All shares content with its community thanks to observatories, news and to the contribution of the two main industry associations, ACIMGA and ARGI, which organise meetings to take stock of the market and monitor hot topics and trends.

These moments of confrontation contribute to:

- **Add value to the whole chain**
- **Building a system**
- **Develop synergies**
- **Deepen the topics of training and professional development**
- **Create content of interest for the market during the approach stages and during the event**

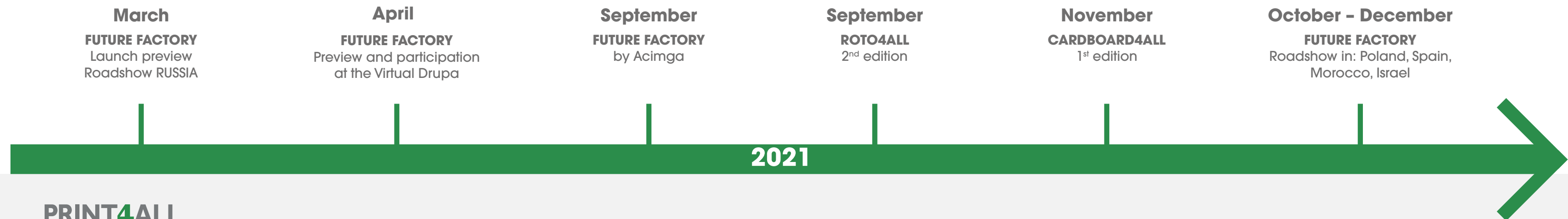


ACIMGA'S MARKETING PLAN TOWARDS PRINT4ALL

ROAD TO PRINT4ALL 2022

ACIMGA is the Association of Italian Manufacturers of Machinery for the Graphic, Paper and Converting Industry, constantly present and recognisable on social networks and international digital and print media, it supports companies in foreign markets through internationalisation and effective promotional activities.

In the period preceding the fair, it organises Italian and international road shows:



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FUTURE FACTORY

Future Factory takes stock of the evolution of the whole converting, graphics and communication industry: the event brings together the complete supply chain of technology producers, transformers/printers, influencers and brand owners.

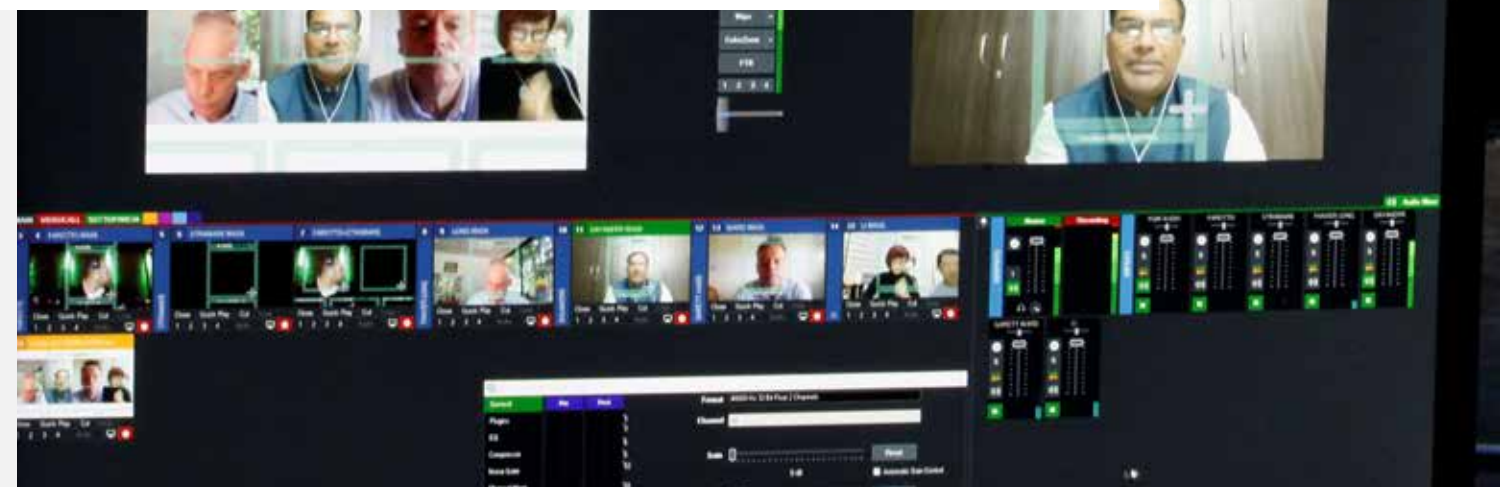
Future Factory opens the way for the next edition of Print4All; in 2020 was attended by 1200 participants, 33% from abroad: the 2020 edition confirmed how the market cares about this appointment, which is now more important than ever to understand the state of the art and orientation of the sector. Because confrontation and updating are essential to restart with the right equipment.



APPOINTMENT WITH FUTURE FACTORY
for September 2021.

"The future at human service"

The main topics will be sustainability, digitalisation, centrality and role of human resources, servitisation.



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ARGI'S MARKETING PLAN TOWARDS PRINT4ALL

LET'S SHORTEN THE DISTANCE

Since 1983, ARGI is the association that brings together producers and distributors of machinery, systems and products for the Graphic Industry. In line with the National Recovery and Resilience Plan (PNRR) of the Italian Government, ARGI has among its objectives to optimize the focus on **PRINT4ALL** within all the sector's Stakeholders so as to aid the recovery of the whole community, by maximising the presence of Visitors and Exhibitors at the next edition.

The driving theme will be **REDUCING DISTANCES**:

- between **exhibitors** (suppliers of systems, solutions, materials) and **system users** (printers)
- between **innovative printing applications** and **demand generators** (brand owners and influencers)



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ARGI'S MARKETING PLAN TOWARDS PRINT4ALL

THE WORKING TABLES

Divided into **6 working tables**, specialised according to their activity (SHEETS- PRESS ROOM PRE-PRESS OFFSET, PRESS OFFSET, DIGITAL PRINTING, LABELLING, FINISHING, WIDE and INDUSTRIAL PRINTING), ARGI members will address from March 2021 to May 2022 a series of **topical issues**, such as promoting green and **digital transition** and increasing the resilience and recovery of printing companies thanks to **digitalisation, innovation** and **competitiveness, connectivity** and **multi-channelling** and **training** and **employment**, with the use of communication tools that will bring major stakeholders together.

More than 15 testimonials will discuss these topics in a series of **video interviews** and in a series of **6 webinars**.

The results of these discussions will be presented in the occasion of **PRINT4ALL 2022**.



ARGI'S MARKETING PLAN TOWARDS PRINT4ALL

THE TOPICS CHOSEN BY EACH GROUP

PRESS ROOM

- Waste management within the press room: good practices for use
- SaaS solutions and the Cloud creating new paradigms for the pre-press
- Sheets and chemical additives, a mix that brings efficiency and sustainability to processes in the press room

REFERENCES TO THE PNRR: **ECOLOGICAL TRANSITION, DIGITALISATION**

OFFSET

- The value of printing
- The use of data creates efficiency throughout the entire printing process: artificial intelligence and predictive analysis
- The 4.0 offset printing process

REFERENCES TO THE PNRR: **INNOVATION and DIGITALISATION**

DIGITAL PRINTING

- Digital printing at the service of contemporary communication
- Digital printing in primary and secondary packaging
- Variable Data and relationship with the created content (GDPR and Privacy)

REFERENCES TO THE PNRR: **INNOVATION and DIGITALISATION, ECOLOGICAL TRANSITION, INCLUSION**

FINISHING

- Easily accessible and interconnected finishing
- Printing a product starts with the finishing: the map of advanced finishing solutions
- Digital converting as seen from the side of the finishing: digital die-cutting and ennobling

REFERENCES TO THE PNRR: **INNOVATION and DIGITALISATION**

LABELLING

- The vanguard of labelling: hybridisation, colour, web2labelprint
- Labelling and sustainability: deinking, low migration inks, compostability
- Digital printing and VA in labels: Protect, Personalize, Ennoble

REFERENCES TO THE PNRR: **INNOVATION and DIGITALISATION, ECOLOGICAL TRANSITION, INCLUSION**

WIDE FORMAT & INDUSTRIAL

- New materials for large format printing
- Industrial Printing Solutions for the Print of Things
- Digital printing and sustainability of the textile industry

REFERENCES TO THE PNRR: **INNOVATION and DIGITALISATION, ECOLOGICAL TRANSITION**

CONFERENCES AND SEMINARS DURING THE EXHIBITION

A captivating schedule built for constant communication with the market and to enable targeted promotion.

AT THE TRADE FAIR IN 2022

INSTITUTIONAL CONFERENCES

SEMINARS & WORKSHOPS

SPECIAL THEMED PROJECTS

THE FUTURE LABS

PRINT4ALL NETWORKING



AGREEMENTS

On the occasion of **PRINT4ALL 2022**, MiCodmc, a Fiera Milano Group company, is available to organize in every detail your stay in Milano: travel, hotel booking, transfer or any other service, thanks to:



Agreements with **hotels** in Milan and in the immediate vicinity of the exhibition centre.



Partnership with the main **airlines** to ensure the best conditions.



Conventions for rail transport.



Support for the organization of exhibitor events during fair days: MiCodmc is available to organize a private event or dinner for customers, with proposals ad hoc for any budget and number of guests.



Total support in the organization of exclusive tours and excursions to experience the city and its surroundings in a very special way and unique through the choice of classic cultural visits, unusual itineraries and shopping tours.

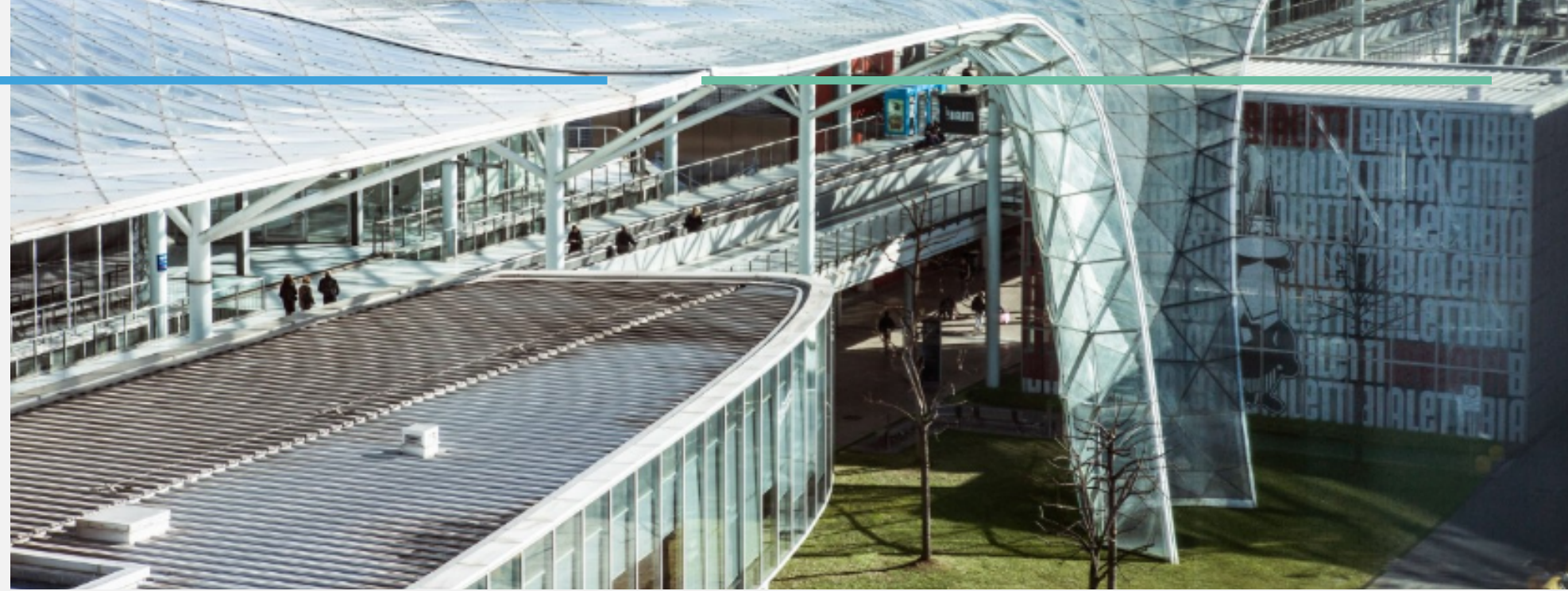
E-mail: print4all@micodmc.it
Ph.: +39 02 4997 6275

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FIERA MILANO. SAFE. TOGETHER.

Fiera Milano has adopted a Protocol to contain the diffusion of the new coronavirus for a **safe reopening**, in full compliance with the health rules and **protocols** adopted at national level to ensure that visitors, exhibitors and organizers can participate in total safety at trade fairs and events taking place in our exhibition and congress centres.



- Entering the exhibition centre
- Accesses and ticketing
- Information
- Cleanliness and hygiene
- Managing exhibition areas
- Catering in the stand

www.fieramilano.it/safetogether/

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FIERA MILANO PLATFORM

Fiera Milano Platform is the new set of **technologically advanced solutions** that allow Fiera Milano customers to enjoy a new «**phygital**» experience, both physical and digital, that brings together the many trade fair players in a well- connected community.

The **solutions designed** for events are **modular and designed to link organisers, exhibitors and visitors**, thus facilitating communication, expanding the possibilities for exchange and creating new contact conditions through **dedicated portals, websites, smart apps, streaming of events and remote matching**.



FIERA MILANO PLATFORM DIGITAL SERVICES



FIERA ID AND DEDICATED PORTALS

The **portals** guide exhibitors and **stand builders** towards what they need to manage their trade fair **participation**. The portals provide direct access to **digital services** via the **Fiera ID**.

This **makes setting** up and managing your stand **quick** and **easy**, not least through the direct compilation of documents and administration procedures.



EXPO PLAZA

Getting to know the exhibitors, the product showcase **Expo Plaza** is the solution that provides visitors and exhibitors with a **digital presentation and meeting space**.

Exhibitors can be contacted via the chat service and can customise their own page, creating **content to share** with visitors (event calendar, documents, information, videos, streaming, etc.). Expo Plaza provides a **premium package** with expanded services.



APP OF THE EVENT

The Exhibition App is designed to allow exhibitors and visitors to customise and **plan their own exhibition experience**, allowing them to navigate through the exhibition centre, consult the events calendar, stay up to date on all the events and schedule appointments on-site or remotely.

FIERA MILANO PLATFORM DIGITAL SERVICES



WEBSITE

The exhibition website is always up-to-date on **industry trends** and provides access to all **useful information** about the exhibition.

It is a showcase for exhibitors and events organised in the halls, as well as a place where you can purchase the tickets for the exhibitions.



DIGITAL SIGNAGE

In addition to traditional signage, Fiera Milano provides **over 70 latest-generation LEDwalls** that project multimedia content: an advanced **digital signage** system that guides visitors along Corso Italia and Ponte dei Mari.

It is possible to customise the signage, thus allowing Exhibitors to highlight their position within the fair and advertise their brand to visitors in the best possible way.



STREAMING

An audiovisual direction that allows the organisation and broadcasting of **live events on** company websites, dedicated web pages, Youtube channels, Twitch, Facebook.

Whether it is a conference, a product presentation or a fully digital webinar, Fiera Milano together with its partners, follows the customer **from the project to the broadcasting**, offering locations and technologies

CONTACTS

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