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PRINT4ALL CONFERENCE RETURNS ON 11 JULY TO REPORT ON THE “PRINTING OF TOMORROW”

As part of the roadmap towards Print4All 2025, an appointment in the heart of Valpolicella for a day of training and discussion for the entire printing community.

Milan, 20 March 2024. The world of professional printing is constantly evolving. Technological innovations, new materials and processes, alternative ways of interacting with customers and suppliers require constant updating in order to remain competitive and respond to increasingly complex customer demands. To hear the views of market experts, and, above all, to share the vision of manufacturers and brand owners through an open exchange of ideas and the sharing of best practices, new trends and emerging technologies, the **Print4All Conference** will be held on **11 July** at **Villa Quaranta, Ospedaletto di Pescantina**, in the heart of Valpolicella. It is the most important event of the year in the roadmap towards Print4All 2025, the exhibition dedicated to the world of printing that will take place next year at Fiera Milano.

The Print4All Conference, organised by **Acimga** (Italian Association of Manufacturers of Machinery for the Graphic, Paper and Converting Industry) and **ARGI** (Association of Suppliers to the Graphic Industry), in collaboration with **Fiera Milano**, is a well-established event aimed at the entire printing and converting industry.

The title, ***Future Print: supply chain outlooks and innovation for the printing industry of tomorrow***, summarises the day's objective. Starting with an analysis of the innovations and technological advances introduced to the market in recent months, a broader scenario will be sketched out, leaving ample room for interdisciplinary debate throughout the supply chain, to consider the future directions all areas of printing industry, from converting to packaging, from labelling to commercial and industrial printing.

*"The Print4All Conference has always been a strategic system project that goes beyond a simple conference event and is the result of being the only event where the entire printing and converting supply chain - manufacturers, printers, communication agencies/designers, brands - meets and interacts around the main issues that drive the sector and the market." - said **Daniele Barbui**, President of **Acimga** - "This year's theme will once again underline the absolute necessity to face the challenges of the future from a common perspective, with ever greater inclusiveness and aggregation. This is effectively reflected in the support of all the industry associations who have confirmed their support for the 2024 edition through their patronage of the event."*

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*"The 2024 edition of the conference is the last fundamental step on the way to the next exhibition, a bridging event leading up to Print4All 2025." - added **Antonio Maiorano**, President of **ARGI** - "Both events stand out in the global panorama because they are cross-cutting and complementary events that bring together all levels of the supply chain at a single time and place, embracing all printing technologies in the three pillars of Packaging & Labelling, Commercial Printing and Industrial & Wide Format."*

THE PROGRAMME AND THEMES

Throughout the day, the innovations and technological advances - from the point of view of both the manufacturers and the brand owners and creatives who have the opportunity to use them - will be grouped around three themes that preview the special areas returning to the Print4All 2025 exhibition:

- **Green Printing:** One of the main challenges facing the printing industry is sustainability, in a vision that embraces the entire life cycle of the printed product, from production to distribution and disposal. In order to improve the environmental impact of the sector, it is also necessary to take into account the waste materials from production, which must be treated in accordance with current regulations and with the support of specialised companies, which are now at the forefront in devoting considerable resources to research and development of innovative solutions.
- **Corrugated Experience:** the only market segment with constant growth, which shows no sign of slowing. In recent years, the sector has been characterised by a strong innovative drive, demonstrating an evolutionary capacity with high added value, which is most evident in Europe and Italy, geographical areas that are home to the largest manufacturers of machinery and systems for the production, converting and printing of corrugated board, whose R&D activities are world class.
- **PrintMAT:** In a market context where brands increasingly need to express uniqueness and distinct personal values, materials and media play a key role. Materials innovation is changing the way companies produce and is an area of strong experimentation and design creativity, looking for new ways to push the traditional boundaries of printing.

To provide an insight into the current state of the market, as well as future forecasts and scenarios, industry experts will also provide an **in-depth analysis of data from across the supply chain, both nationally and globally.**

The Print4All Conference is the main event in the roadmap of events leading up to the next edition of Print4All, the printing industry's benchmark event, to be held at **Fiera Milano (Rho), 27-30 May 2025.**