**PRINT4ALL: THE NEAR FUTURE OF PRINTING**

*Four days at Fiera Milano to discover the new trends in the sector, amidst customisation, sustainability and new emotions.*

*Milan, 3 May 2022 -* Talking about printing today means facing a multifaceted world, where printing becomes the fundamental tool to **communicate with the outside world**, **create engagement**, **transmit messages** and even **excite**. Printing machines and solutions capable of achieving these goals, from those for large industries to those for new smart workers, will be the stars at Fiera Milano from today until 6 May, as part of Print4All, the event dedicated to the printing and converting sector.

In a world where communication takes place through messages and images that must strike the imagination of the consumer in an immediate and effective way, the new potential offered by the press opens up interesting prospects and opportunities. From packaging that becomes a vehicle for information and corporate values, because it speaks of sustainable choices, to labelling that becomes an interactive spokesperson for product information, to secondary packaging, which goes from being a service tool to an opportunity to communicate, the objectives remain the same: to maintain a high level of quality, to be able to produce increasingly customised and innovative products and, above all, to guarantee the sustainability of processes and materials.

Digital printing has undoubtedly given a strong impetus to this growing level of quality and customisation, which today allows us to diversify the appearance of each individual product on the shelf, opening up a privileged relationship with the consumer and supporting marketing and communication agencies in their creativity. Thanks to advanced digital printing techniques, it is possible to offer prints in a wide variety of formats, from interior decorations to books on demand, to point-of-sale displays, with much reduced times and costs compared to the past.

Converting machines also play their part and offer increasingly wide-ranging possibilities for customising cuts, dies and materials, which are increasingly biodegradable and sustainable.

In any case, impressing remains a prerogative, always and in all ways, both when it comes to customising packaging and when creating advertising prints with which to tell the story of brands in an appealing and unconventional way. The WOW effect represents an added value: think of metallic inks for luxury cosmetics or tactile or sandy effects, glitter, embossing, new colours and varied textures to give life to the most creative ideas, without losing sight of sustainability and safety. Ennobling, an indispensable step among post printing processes, allows to embellish any application, whether it is a business card or a luxury package. The finished product is thus transformed into a tool that can radically change the shopping experience. Ennobling techniques can now also be used with small-format printers to create "precious" and sophisticated covers, labels and packaging that can make every project special, achieving an effect that was previously only the preserve of a few.

Paper but not only that. The development of increasingly high-performance printing solutions and an increasingly varied portfolio of applications opens up new perspectives in the world of textiles and clothing, where it is possible to customise in a few minutes many items, such as T-shirts, bags, sweatshirts and polo shirts, even using special inks such as fluorescent ones, but above all environmentally friendly and biodegradable.

Even with regard to large formats, increasingly higher levels of refinement are being reached and "furniture prints" are becoming the protagonists of a new way of living, capable of arousing emotions and transforming an environment into a real experience, from evocative wallpaper to "animate" the wall of a room to adhesive vinyl supports that, with lively and relaxing graphics, are able to make environments such as hospitals, traditionally bare and impersonal, more cheerful.

All this without forgetting sustainability, which is now a fundamental concept for every type of industry and product and which will be the fil rouge of this edition of Print4All, both when it comes to converting machines designed to combine maximum efficiency with the reduction of costs, consumption and emissions, and when it comes to inks, cartridges and media. Technological evolution today not only places no limits on the media on which to print, but is increasingly attentive to the use of new materials that are completely recyclable and recycled, which allow the creation of food-safe, environmentally friendly packaging, but also beautiful in the rendering of images and colours.