**PRINT4ALL ON THE STARTING BLOCKS**

*Digitalization, sustainability, industry 4.0: the exhibition is ready to present the innovations for printing and converting*

*Milan, May 3, 2022* - From today to May 6, **Print4All**, the innovative exhibition format dedicated to printing and converting, returns to **Fiera Milano** and is ready to offer a complete overview of the sector: technologies, materials, applications, but also opportunities for discussion and networking.

The event will therefore be a privileged occasion to meet and discover all together the future of the sector: printing and Converting are looking with interest at the evolution towards models of **circular economy and industry 4.0**, but also at **servitization**, which sees the service as an added value to be offered, and at growing **digitalization**, which allows to speed up processes and even to customize short print runs.

The offer will be centered on **sustainability**, which proves to be a value increasingly appreciated by the end customer, who now buys products asking for guarantees of a green supply chain, attentive to materials, inks and energy saving.

Thanks to the presence of **246 companies, 26% of which are coming from 17 foreign countries**, Print4All offers a **highly innovative technological proposal**, with the best machinery for converting, labelling and printing.

A proposal strongly appreciated by international buyers. Thanks to the support of **ITA - Italian Trade Agency, the government agency of the Ministry of Foreign Affairs and International Cooperation**, which supports Print4All in collaboration with Acimga, the event will be attended by **top buyers** representing **14 countries**, from the Middle East, to Eastern Europe, North Africa, the Balkans, Scandinavia and Western Europe.

With a broader vision aimed at exchanging knowledge, the event is also going to provide a rich **training proposal**, which, thanks to international keynote speakers and industry experts, will allow visiting operators to increase their awareness on the actual changes, have a vision of current and future scenarios and acquire new skills.

**PRINTING, CONVERTING, FINISHING: THE BEST AT THE FAIR**

With respect to **converting**, the exhibition will be attended by the main European brands, but there will be also proposals from the **cardboard** and **labelling** sector with a highly innovative offer.

**Printing** sees the presence of international reference brands, with a rich and interesting offer available for printers, creatives and brand owners looking for new proposals and technologies able to offer original solutions, but above all that allow for more and more customization.

And to guarantee originality and a wow effect, there are many innovations in the area of **finishing**, **ennoblement** and **post-printing**.

Great attention is also given to sectors showing great dynamism and important opportunities for development: **online printing**, which makes it possible to aim at increasingly high levels of customization even on short runs; **cardboard**, a market with great potential due to its natural green vocation and the growing development of e-commerce, and **labelling**, a sector that is undergoing a rapid evolution, driven by the demand for increasingly innovative, smart and customized solutions.

The main focus of the entire offer is innovation, with **more and more digital and connected solutions**, combined with a constant search for **sustainability.** Energy efficiency, servitization, increasingly high-performance hybrid solutions, green products, increasing care in the selection of materials and in end-of-life management are the strong points of an offer that combines great attention to customer needs with growing environmental awareness.

**INTENSIVE SEMINARS AND THE FUTURE OF...: MEETINGS THAT MAKE A DIFFERENCE**

Four days full of business and networking, but also of discussion on market prospects and new trends. Print4All 2022 confirms its vocation as a “**house of content**”, presenting the rich schedule of training and refresher courses created and organized by Business International, business unit of Fiera Milano.

The alternation between **Intensive Seminars** and **The Future Of**, successfully tested during last edition, is back.

**Intensive Seminars,** organized in collaboration with ARGI and ACIMGA, will present seven themes alternating between streamlined half-hour sessions and one-hour seminars, with proposals covering all printing markets:

* **COMMUNICATION:** with a look at the added value of ennoblement and finishing. There will also be an open reflection on the theme of reading, understood as a formative support enabling critical conscience and an antidote to fake-news. Lastly, there will be space for packaging, seen as a powerful communication tool.
* **SUSTAINABILITY:** from the requirements for circular management of raw materials to more sustainable industrial choices. Print4All is hosting the presentation of the supply chain analysis produced by the Paper and Graphics Federation, with the aim of a company certification based on GRI international standards.  The spotlight will then be on circular economy, its meaning, impacts and critical factors for the implementation of environmentally neutral systems.
* **MATERIALS**: an analysis of versatility, impacts and printability of various materials is going to be carried out, from newer ones, which are leading the sector into the future, to “classic” materials such as paper, with its cultural and environmental significance.
* **PRODUCTIVITY:** a focus on finishing, including innovative solutions, integrated processes, digital and hybrid technologies, which have become a guarantee for the development of production efficiency. But productivity also means servitization: as a matter of fact, companies and markets are increasingly adopting an offer model that combines products and after-sales services.
* **DIGITALIZATION OF PROCESSES:** Artificial Intelligence and Augmented Reality are the two new dimensions enabling printers to become Smart Printers. But having a smart approach towards a business segment also requires, even for printers and converters, quick decisions and continuous interaction with customers. It will be analyzed how AI and AR technologies can support this transformation. With respect to the subject of digitalization, the Paper and Graphics Federation is presenting at Print4All the latest update on the industry 4.0 survey, three years after its first release.
* **PRINTING CONVERGENCE**: the convergence of printing markets is reflected in the need to offer new solutions to customers, prompting Print Service Providers to expand their portfolios, including through technology or business acquisitions.
* **BIG DATA:** a space for Data Economy, which has to go through security and the ethical use of data. From using data for process optimization analyses (Big Data and Productive Efficiency) to marketing strategies that make use of data itself.

On the other hand, **The Future Of** is going to take stock of future trends and market evolutions that will change the way of doing business. Through the involvement of international keynote speakers, the three scheduled events will allow to share and exchange ideas and best practices, access sources of information and updates, facilitate new contacts and inspire new ideas:

* **THE FUTURE OF... INNOVATION**: a look at the disruptive innovations that will change the way of doing business (AI, Metaverse, Innovation)
* **THE FUTURE OF… WORK**: Change Management and Change Agility, to learn how to deal with continuous change
* **THE FUTURE OF… DATA**: Big Data for Decision Making, because nowadays data is at the heart of decision making.

**AWARD: BEST IN SHOW AWARDS**

**THE BEST PRINTED COMMUNICATION PROJECTS**

Print4All 2022 rounds up all exhibitors to present the first edition of **Best in Show**, an award that aims to give voice to all exhibitors producing technologies whose machinery contributed to creating printed marketing products alongside client companies.

The initiative **aims to engage** **the entire supply chain**, from ideas up to products, involving creatives, designers, manufacturers and producers of materials and machinery that contributed to the final product.

Therefore, the goal is to **award a printed product, but most importantly those who decided to work skilfully and passionately** along a path that now involves several key players joined together to achieve major professional goals.

The technical jury of the Best in Show, called to choose the projects for the final, is independent, formed by professionals with specific knowledge in the selected categories, and involves marketing and communication experts from leading companies. The jury members are: Matteo Bonetti (Smith & Lumen), Monica Bragagnoli (Ex Account TBWA), Paola Gemelli (Product Manager TBWA), Francesco Legrenzi (Italian Packaging Institute) and Alberto Vignati (Havas). The winning project will be voted by a popular jury formed by all visitors at the event, that will be able to express their opinion directly at the exhibition. Nominated products will be digitally displayed on monitors in the Best In Show area at Pavilion 9. The award ceremony will take place on May 5, 2022 at the exhibition.

**A SUPPLY CHAIN APPROACH**

The 2022 edition confirms the supply chain approach that was so well received during last edition. In fact, **Print4All is once again part of The Innovation Alliance**, the event dedicated to instrumental mechanics, and will take place in conjunction with Ipack-Ima, Greenplast and Intralogistica Italia.

A great opportunity to discover the best technologies for the manufacturing industry, with products ranging from green solutions, developed by rubber and plastics industries, to food processing technologies, from packaging for food and non-food sectors to graphic customization, up to storage and handling the finished product. Machinery for managing different stages of the industrial production process characterized by a very high degree of innovation and major investments in research and development, especially in light of the huge changes that are sweeping every sector.