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Print4All 2025 to present a new image in Milan



Milan is waiting to welcome the world of printing in person once again at [Fiera Milano](#) for Print4All, 27-30 May 2025, with the organisers marketing the event under a completely new image.

Organised by [Fiera Milano](#) and promoted by Argi and Acimga – the two leading Italian associations in the printing and converting sector – Print4All reconfirms its identity as an integrated platform for the printing world and its professionals. The 2025 edition will focus on the opportunities offered by the increasing convergence between printing technologies and target markets. Organisers say the exhibition will offer the best of printing, converting and finishing innovation for all industry areas, from graphics to sales, from packaging to industrial.

Three keywords are being promoted for the 2025 edition: Convergence, Experience and Networking.

Print4all intends to welcome the entire supply chain (manufacturers, printers, communication agencies/designers, brands) and renew its membership of The Innovation Alliance, which sees Print4All, Ipack-Ima, Green Plast and Intralogistica Italia, four trade fairs that represent the excellence of instrumental mechanics, taking place simultaneously.

In order to tell and share the spirit of the next edition, Print4All's organisers say they have chosen to present the event through a new image to be used on all its communication channels, from the website to social channels, covering the below-the-line, advertising pages and event signage. The new visual, they say, attempts to create a multilevel dynamism.

An allegory of the printing world and its evolution over the centuries, the image contains three colour palettes and three icons that identify three distinct but co-occurring dimensions at Print4All – machines, media and innovation.

Organisers say their new '**Not your ordinary Printing Af(fair)**' message is a nod to international players, with a play on words highlighted by parentheses reminds us that the fair (fair) is an inimitable business event (affair).

For more information, visit: www.print4all.it



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