

FESPA Global Print Expo 2020: Where colour comes alive

FESPA has launched its visitor campaign for FESPA Global Print Expo 2020 and its co-located exhibitions, European Sign Expo 2020 and Sportswear Pro 2020, which will take place from 24th to 27th March 2020 at IFEMA – Feria de Madrid, Spain.

The campaign strapline, 'Where Colour Comes Alive', highlights the vibrant, creative range of print and signage applications, processes and materials that can be found at the show and emphasises FESPA Global Print Expo's role as an annual hub of innovation and ideas for the wide format graphics, industrial and textile print sectors.

"'Where Colour Comes Alive' is a powerful theme that expresses the boundless opportunities within our industry," says Neil Felton, FESPA CEO. "'Colour' has multiple connotations – it refers to media, inks, finishing, colour management, as well as the vivid end products being created using print. I'm confident it will resonate with the whole spectrum of our visitors and exhibitors, whether their focus is on graphics, signage, décor or textile."

2020 marks the return of FESPA Global Print Expo to Madrid, where the exhibition was last held in 2002. Covering five halls of the Feria de Madrid, the event is expected to host 600 exhibitors and will provide an international platform for the latest innovations that the digital wide format, screen and textile printing markets have to offer.

The event's popular educational features are all set to return, including Printeriors for interior and exterior decor, Print Make Wear for garment printing, World Wrap Masters for vehicle wrap, and the Trend Theatre, as well as the Colour L*A*B* colour management showcase, which was

first introduced at FESPA Global Print Expo 2019 in Munich.

Part of the comprehensive offering for visitors to Madrid will be European Sign Expo 2020, Europe's largest exhibition for non-printed signage and visual communications. A dedicated showcase of technology solutions and materials for non-printed signage applications, the event offers brand owners and visual communications professionals the possibility to explore untapped opportunities beyond print, including channel lettering, engraving and etching, LED and neon signage, as well as digital signage.

Making its debut alongside FESPA Global Print Expo 2020 will be Sportswear Pro 2020, a brand new exhibition that capitalises on FESPA's roots in textile printing. Dedicated exclusively to sportswear manufacturing, Sportswear Pro will focus on the latest technologies in on-demand and customised sportswear production, bringing together suppliers of solutions for design, production and garment decoration.

Neil concludes: "The annual flagship FESPA Global Print Expo continues to be the key destination for specialty print and signage professionals looking for the tools and inspiration to enhance their output and grow their business. In the coming months, we look forward to seeing what our exhibitors plan to launch at the show. It's always invigorating to see the rich potential and colourful possibilities that these open up to our global print community."

For more information on FESPA Global Print Expo 2020 and to register, visit: www.fespaglobalprintexpo.com and use code FESM201 for free entry. ♦

