



FIERA MILANO

PRINT4ALL

More than the sum of the parts.

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PRINT4ALL 2022: TEAMWORK AND A SUPPLY CHAIN APPROACH TO SUPPORT A CHANGING INDUSTRY

Sustainability, digitisation, servitisation: the great challenges that the market must face today are at the center of a project that combines innovation, training and business networking. The event will take place at Fiera Milano from 3 to 6 May 2022.

*Milan, 15 September 2021 - With the Future Factory, the event that today and tomorrow turns the spotlight on printing, the journey towards **Print4All** continues, the innovative exhibition that will be back at **Fiera Milano from 3 to 6 May 2022.***

A ROADMAP TO THE EXPO

On the first day of works, ACIMGA and ARGI, promoters of the event, and Fiera Milano, in charge of its organisation, showed once again the teamwork behind the project. Teamwork that included listening, comparing and sharing experiences that involve the entire supply chain, thanks also to the many opportunities for meetings - from ACIMGA's Future Factory and international roadshows to ARGI's series of "Accorciamo le distanze" (Let's shorten the distances) meetings - that make it possible to focus on issues, hot topics and potential for market development that will then be the focus of the trade fair.

*"ACIMGA has been focused for years on the goal of aggregating the community, offering itself as an occasion for exchange and internationalisation. We believe that a global approach is necessary today more than ever: talking about a single product is no longer enough, brand positioning and the answers that companies can offer on key issues such as sustainability and servitisation, which require a supply chain vision, are becoming important," said **Daniele Barbui**, President of ACIMGA. "Thanks to Future Factory, in the last two years we have met in 15 countries, creating relationships, gathering ideas, interest and content that will flow into our exhibition, because we are sure that Print4All is the hub that was missing for the sector."*

*"Our role as an association is to highlight the role of printing and contribute to the competitiveness of the national printing industry. We have the firm belief that printing today, regardless of the type of product, is the most effective tool for engaging end consumers," added **Antonio Maiorano**, President of ARGI. "In recent years, several trends have emerged, such as printing convergence, but above all the approaches and demands of consumers and brands have changed. These are all elements that have accelerated the diversification of printing companies, which today are increasingly engaged in the search for*

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new markets and new technological solutions. These are the topics that inspired Print4All and, through the many appointments of our 'Accorriamo le distanze' (Let's shorten the distances), we have started a journey that will flow into the fair, where the same topics will be explored further and in-depth".

Therefore, Print4All renews its role of an event created by the market for the market, with the goal of explaining the potential of innovation, anticipating future trends and creating new business opportunities by promoting networking with high-profile operators from the markets most interested in the solutions shown at the expo.

THE 2022 EVENT

The 2022 edition of the event confirms the innovative approach that goes beyond **the traditional segmentation** of the printing sectors and offers itself as an **integrated platform dedicated to every printing method on every type of media and material.**

Thus, Print4All will be a **showcase for solutions and innovation** and, thanks to its new logistics that called for single-floor pavilions, will give even more space to machines and entire printing lines, which can be exhibited without weight or size limits. Therefore, in a single location it will be possible to present the best of converting, labelling, package printing, printing&communication, industrial printing machines and tell about the many opportunities for application.

Print4All also renews its strong spirit for dialogue and updating, becoming a **content hub** where space can be given to new ideas and provide professional training workshops that can guarantee a discussion on the urgent matters of the sector and future trends to exploit.

There will be two themes around which the training at the fair will revolve: **digitisation and sustainability**, topics that are no longer a matter of choice, but a mandatory direction to take to remain competitive and that is necessary to follow when the push is significant: it is impossible to ignore that they are two pillars of the Italian PNRR and the European recovery project.

The **digital leap, industry 4.0 and servitisation**, whose increasing diffusion are the result of the growth of connected solutions, are not the future, they are here today and it is fundamental to be ready. Print4All will be the gym in which to practice and invite potential customers to discover the advantages and profitability of a new way of doing business, which will soon become the only one possible.

In this way, Print4All will be able to offer all professionals interested in printing - brand owners in the manufacturing industry, designers, printers, creators and



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component developers, as well as schools and professional institutes - an advanced vision of the state of the art of the market, but also of trends, scenarios and future developments.

POSITIVE SYNERGIES

The combo with other instrumental mechanics events, which in 2018 was strongly appreciated by Italian and foreign operators, will be back also in 2022: Print4All will be held simultaneously with **Ipack-Ima**, **Intralogistica Italia** and **GreenPlast**.

An ideal industrial supply chain of sorts will thus be available to operators, ranging from plastic materials to packaging, from graphic customization to warehouse logistics.

Teamwork, supply chain approach, innovation: **Print4All** continues its journey. The event will be held at **Fiera Milano from 3 to 6 May 2022**.

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