A long time ago, a speech made history: ‘Verba volant, scripta manent’

It emphasised the fleeting nature of words which are blown away by the wind, as opposed to the permanence of what is written, or rather printed, which remains forever.

That is why this dictum is set in stone. Because what has value is printed.

Printing enhances everything that matters. Whether ideas, knowledge, experiences or products. It takes them beyond the boundaries of mind and screen. It makes them tangible, relevant and cherished.

When we print, we leave our imprint on the world. Graphispag 2024 will once again be the meeting point for the Spanish graphics and visual communication industry to print innovation and progress on the business of the sector’s specialities.

Together we are going to print value.
Graphispag will be the only national fair for the graphics and visual communication sector in 2024. It will bring together a complete and organised range of equipment, media and finishes for crafting innovative printing products with added value in conjunction with knowledge and networking venues.

We encourage you to experience at firsthand the latest trends in printing, try out new machinery, equipment and graphic finishes, discover new printing materials and applications, check out the power of personalisation and let us help you take your decisions.

Come and find the inspiration you need to take your business to the next level.
This edition will address three main themes: sustainability, new business models and printing’s applications in industrial sectors.

Nowadays new regulations and customer requirements are compelling printing machinery, product and service suppliers to embrace sustainability and the circular economy. Using sustainable materials and green printing will be a key value to stand out.

Likewise, digitalisation continues to impact the business models of printing services enterprises. Graphispag will unpack issues including process automation and efficiency, cloud printing services, joining up business and management areas and new kinds of customer relations.

Meanwhile, printing innovation is also coming to industrial sectors where printing is embedded in many manufacturing processes which also brings new functionalities.
Graphispag bundles printing market trends into **three major areas:**
Printed Products

Printed products will once again take centre stage at the show. Packaging, labels, publishing, large format and commercial printing are all at varying growth stages, yet nevertheless they are traditional sectors for which Graphispag continues to be a touchstone.

Industrial Printing

Many industrial sectors include printing in their production processes: textiles, construction, furniture, automotive, electronics and more. Graphispag also showcases the options printing technology and new media can offer them.

Design and visual communication

Creativity, design and printing go hand in hand. The graphics sector enables printed products which are relevant and bring value to the user by investing in ideas such as originality, personalisation, sustainability, innovation in materials or digital signage and the combination of the physical and digital environments.
OBJECTIVE 2024:
Graphispag will be hosted in Hall 2 at Fira de Barcelona’s Gran Via venue across more than 6,000 sq.m in net exhibition and activities area. We expect 140 exhibitors to be there, including leading suppliers, to offer a wide and varied choice of printing technology, finishes, media and materials, consumables, new tools and services.

A CROSS-CUTTING RANGE

SOFTWARE AND DESIGN, CAPTURE, PUBLISHING, IMAGE AND COLOUR MANAGEMENT TOOLS.

PRINTING MACHINERY.

PRINTING MATERIALS AND MEDIA.

CHEMICALS, RUBBER, PLATES, INKS AND VARNISHES.

FINISHING, POST-PRINTING, PROCESSING AND HANDLING MACHINERY.

PRINTING, LABELLING AND SIGN MAKING SERVICES.

DIGITAL SIGNAGE.

FUNCTIONAL PRINTING AND 3D PRINTING.

PERSONALISATION.

TEXTILES.

CONSULTING.

PROFESSIONAL AND BUSINESS ASSOCIATIONS, TRADE PRESS AND TRAINING CENTRES.
In 2022, Graphispag attracted over 11,000 professionals, 10% of them from abroad. The audience includes the country’s foremost graphics services and industrial printing companies plus end-user brands and firms in emerging sectors which draw on printed communication and see the show as a place to explore new opportunities.
35.00% Industry, Manufacturers and/or Distributors of packaging, textiles, POS, promotional products, industrial machinery, construction, electronics and other industrial verticals.

36.70% Graphics services for printing (commercial, publishing, packaging and labels, advertising and large format, signage, outdoor advertising, textile, decoration and interior design, etc.); handling, finishing and binding; pre-printing and other graphics services.

17.32% Design, Advertising and Communication services and image and photography services.

6.47% End-user brand. B2C companies which hire graphics services. In this case, sectors such as fashion and textiles, publishing, FMCG companies, hospitality and communication.

4.50% Associations, Training and Consultancies related to the graphics and design sector.
OUR VISITORS ARE DECISION-MAKERS

- 47.79% take decisions
- 27.12% decide with others
- 15.00% make suggestions
- 10.09% do not intervene

COUNTRIES
- SPAIN 88.75%
- PORTUGAL 4.20%
- ALGERIA 1.60%
- ITALY 1.40%
- FRANCE 1.38%
- GERMANY 0.50%
- REST 2.17%

SPANISH REGIONS
- CATALONIA 66.70%
- REGION OF VALENCIA 7.95%
- REGION OF MADRID 5.88%
- ANDALUCIA 4.05%
- BASQUE COUNTRY 2.79%
- ARAGON 2.58%
- ARAGON 1.97%
- GALICIA 1.96%
- BALEARIC ISLANDS 1.92%
- CANARY ISLANDS 1.74%
- NAVARRA 2.46%
THE LEADERS WHO PRINT VALUE
VISIT US...

Adhesivos Romero García
Alzamora Carton Packaging
Amcor
Arconvert
Autajon Labels
Auxiliar Conservera
Bic Graphic Europe
Bonpreu
Cartonajes de la Plana
Casa Ametller
Condis Supermercats
Decathlon España
División Puig España
DS Smith
Editorial Casals
Editorial Planeta
Editorial Salvat
Editorial Vicens Vives
Einsa Print
El Corte Inglés
Emsur Saymopack
Enva
Estella Packaging
Etygraf
Eurohueco
Franchising Calzedonia España
General Optica
Germark
Grupo Anaya
Grupo Argraf
Grupo Enplater
Grupo Ezquerr
Grupo Hinojosa
Grupo Jiménez Godoy
Grupo Saica
Grupo Santillana
Ikea Ibérica
Impress Diseño Iberia
Impressions Rotatives Offset
Lamigraf
Laminados Careva
Lappí Industrias Gráficas
Larousse Editorial
Lego
Liberdúplex
Lidl Supermercados
Logista Libros
Louis Vuitton
Mirmar
Novotecno
Omnipack
Ondupack
Penguin Random House
Plastienvase
Quadpack Group
Rieusset
Sanoma Educación
Silvalac
Stradivarius España
Tekman Education
Alongside its business range, Graphispag also features a packed activities programme.

This year we are seeking to inspire graphics businesses and professionals to help them innovate in their processes, enhance and expand their graphics product portfolio and make their businesses more resilient and profitable.

These activities will enable sharing experiences and knowledge and building connections to drive sector growth and identify new applications and business opportunities.
We have set up a **discussion forum** to connect the graphics industry with traditional and emerging printing sectors.

The idea is to **share innovations and cutting-edge technology solutions** which help everyone to grow and improve.

**Industries**

The application of printing in various industrial processes.

**Printed product**

New products, services and business models for traditional printers.

**Design and visual communication**

New print solutions and applications for influencers, designers and content creators.
An activity to underline the value of customising innovative and creative graphics products to explore the possibilities of printed products.
ITINERARIES

Guided tours around the fair for professionals from sectors tapping printing solutions to learn in detail about everything the graphics industry can offer them.
The time

Graphispag is the flagship meeting which gathers the entire print and visual communication value chain to share the latest innovations, support investment decisions and inject renewed energy into the sector.

The audience

Made up of over 11,000 visitors with high purchasing and influencing power from the graphics industry and other sectors which harness printing solutions, it is instrumental in invigorating the market.

Multi-sector outlook

Graphispag drives graphics innovation with a cross-cutting impact as it brings together printing solutions for numerous customer sectors.
The offer

One of Graphispag's greatest assets is the presence of leading suppliers coupled with a wide array of graphics technology, media and finishing firms.

Connections and the drive for innovation

Graphispag is a facilitator of constant synergies between suppliers and customers anchored in innovation. It will be the opportunity of the year to assemble all the players in the sector (suppliers, distributors, designers, printers and professionals from graphics applications and visual communication user sectors).

The business approach

Graphispag is a premier business hub for the graphics industry where business and partnership agreements are struck, suppliers and customers meet up, equipment, finishes and new applications are discovered to create unique graphics products, and opportunities for growth are generated.
PARTICIPATION OPTIONS

Space only*

Up to 28 sq.m you have to book the Stand Pack option.

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<thead>
<tr>
<th>Space only*</th>
<th>Stand Pack*</th>
<th>Event Partner*</th>
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</thead>
<tbody>
<tr>
<td><strong>Preferential Rate</strong></td>
<td><strong>Official Rate</strong></td>
<td><strong>Visibility package</strong></td>
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<td><strong>From</strong></td>
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<tr>
<td>29 - 49 sq.m</td>
<td>31-01-2024</td>
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<td>100 - 200 sq.m</td>
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<td>Over 200 sq.m</td>
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Price additional sq.m

- 29 - 49 sq.m: €226
- 50 - 99 sq.m: €233
- 100 - 200 sq.m: €226
- Over 200 sq.m: €233

* Registration fee: €600.
* Registration fee not included: €600.
* Does not include stand or space.

Special prices for companies which register before 31 January 2024.
Also check out the special conditions for exhibitors at the most recent editions of Graphispag and Hispack and for members of the Graphispack Association.

Prices do not include VAT.
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