



From 24th to 27th March 2015  
[www.graphispag.com](http://www.graphispag.com)



## Fact sheet

### Graphispag 2015 International Printing Industry and Communication Exhibition

**Edition**

13

**Dates**

From 24th to 27th March 2015

**Venue**

Hall 2. Fira Barcelona Gran Via Exhibition Centre  
Av. Joan Carles I n. 64. 08908 L'Hospitalet de Llobregat

**Time**

10.00am to 7.00pm (24, 25 and 26 March)  
10.00am to 4.00pm (27 March)

**Frequency**

Every four years

**Sphere**

Professional

**Superficie ocupada**

12.000m<sup>2</sup> netos

**Direct exhibitors**

198

**Brands represented**

400

**Sectors**

Software and colour and design management tools  
Printing machinery  
Printing materials and media  
Chemicals, rubber, paints and varnishes  
Finishing and processing machinery  
Printing services  
Consulting

**New areas**

- Print all Experience
- Print Innovation Zone
- Print Conference Corner

**Other activities**

- Masterclass Adobe
- Financing and internationalization advisory service  
Networking Area
- “Jornada Joven” Graphispag for students
- Letra Marca Digital Awards and Anuaría Awards

**Organized by**

Fira de Barcelona

**With the collaboration of**

Graphispac Asociación

**First edition**

1966

**President of Organizing Committee**

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The show opens new business prospects for graphic arts and other industrial sectors

## Graphispag 2015 presents the future of printing through technology and innovation

Graphispag aims to show new directions for the printing business. The largest show held by the printing industry in Spain will bring 200 exhibitors with the latest machinery, technology, software, substrates and finishes for creating all types of printed products. The show will also include three areas which will offer the visitor the experience of being able to print virtually everything; innovation that can be seen and touched, with special inks, smart materials and 3D systems; and the opportunities available to printing companies to refocus or complement their business.

The Spanish printing industry is starting to recover from the economic recession and the far-reaching technological and industry changes that, over the course of seven years, have forced 40% of their companies to close. Falling printing volumes and sales margins, the fierce price-driven competition, the generalization of digital communication and new consumer habits are forcing the industry to look for alternative formulas to reinvent their business model and offer graphic products and services that provide added value.

"Nobody questions the continuity and effectiveness of paper, which will continue to be the printed communication medium par excellence", assures Ángel Artola, president of Graphispag, although he added that "40% of what is currently printed in Europe will use other types of substrate by 2018."

This is the context in which Graphispag will be held from 24 to 27 March at Fira de Barcelona's Gran Via Exhibition Centre. Printers will find technological solutions at the show to upgrade their businesses and create graphic products that cannot be replaced by Internet and digital devices, to improve printing processes, to be more sustainable, to cut costs and increase efficiency. They will also discover new finishes and applications that give added value to their products, differentiating them from the traditional graphic product, and also inks, materials, papers and new substrates for printing virtually everything under the sun.

### **New areas**

This year, Graphispag is featuring three areas (Print All Experience, Print Innovation Zone and Print Conference Corner) designed to showcase new techniques, printing services, innovations and applications with which to create and/or improve printed products.

With an attractive mise en scène, Print All Experience is set to be the focus of attraction for visitors who want to see and touch print applications in a real-life setting. The area will recreate an apartment, a shop and a bar in which everything is printed using different techniques, substrates and

*Marking the beginning of a new era for the industry, this edition's core theme is Imagine tomorrow, print today*

*With 200 exhibitors from 13 countries*

*The show attracts printing businesses, influencers and professionals working in industrial sectors that use printing services*

formats. Here you'll find catalogues, leaflets, books, magazines, merchandising items, signage, walls, floors, furniture, textiles, canvases, tiles, rugs, screens, POP elements, packaging, labels, business cards, menus, crockery, clothing, vehicles and more. The products in this area are supplied by the exhibitors at Graphispag. *"These will be new graphic applications that will show how to generate value with printing and arouse the interest of new demand sectors such as interior design, decoration, textiles, advertising, fashion or packaging,"* says Aleix Planas, Graphispag's director.

### **Towards smart graphic products**

Meanwhile, the Print Innovation Zone will showcase and explain a score of projects and products on which some of the leading technology centres, universities and companies in Spain are currently working, based on functional printing, printed electronics and 3D printing, as well as smart graphic products, inks and materials. This area, which looks towards the future and could offer an alternative option for turning around a graphic business, will feature printed alarms for the electronic surveillance of articles: sensors for touch-operated devices; sports clothing that can monitor vital signs; flexible LCD screens, packaging treated with functional varnishes that prolong foodstuffs' shelf life, packaging that emits light, anti-counterfeiting devices, RFID antennae, 3D printers, inks for printing on ceramics, and bracelets for monitoring patients during surgery, among others. This space will provide a venue for holding meetings with investors interested in taking these new printed products from the laboratory to the market and also a programme of lectures.

At the same time, the Print Conference Corner will host about a dozen sessions each day on subjects related to printing equipment and technologies, finishes, improving sales and management systems, financing, customer analyses, the connection between printed products and digital channels, and examples of success stories. In addition, Adobe will give several daily theory and practice masterclasses at Graphispag to explain 3D printing, design 3.0 and the latest software trends in image processing and editing.

### **Financing + internationalization + networking**

As a complementary feature, Graphispag will offer for the first time a financing and internationalization advisory service geared especially for visiting companies. Consultants from PIMEC - the Catalan small and medium-sized enterprises and self-employed workers association - will attend individually to visitors' queries and help them choose the best financing options on the market or draw up an export plan.

At the same time, in partnership with the leading printing industry associations, Graphispag will facilitate networking among the professionals visiting the show. At the Print All Experience, meetings will be arranged using the "speed dating" format to expand the network of business contacts and meet prospective suppliers or partners for new business alliances. It is also expected that more than 1,300 graphic arts and design students from all over Spain will come to the show to take part in the various Jornada Joven events targeting student audiences. Lastly, the Anuaría Graphic Design and Letra Marca Digital Visual and Graphic Communication Prizes will be awarded at the show.

### **Printing, substrates and finishes**

Attended by 200 direct exhibitors who will represent more than 400 brands, Graphispag 2015 –organised by Fira de Barcelona in partnership with Graphispag Asociación– will bring the leading printing machinery and accessory suppliers and distributors in different systems (offset, inkjet, flexography, rotogravure, screen printing), who make up 40% of the show's offering. A quarter of all exhibitors come from the finishing and processing machinery sector, with a growing presence of companies specialised in printing materials and substrates, which now account for 20% of the stands. Closing this list of specialities are colour and design management tools (6%); inks, varnishes, plates, consumables and chemicals (4%); printing services (2%); and consultancy firms, the trade press and industry associations (3%).

Most of the exhibitors are from Spain although there are also 28 foreign exhibitors from Germany, Belgium, China, USA, France, Greece, Italy, Netherlands, Poland, Portugal, United Kingdom and Sweden.

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There will be a continuous programme of presentations at the Print Conference Corner and the Print Innovation Zone

## More than 80 speakers will be at Graphispag to analyse trends and the printing business

Graphispag 2015 will not only showcase the latest innovations in machinery, technology, software, substrates and finishes for the printing world but will also become a leading meeting point for knowledge and analysis of trends, technologies, business models and innovations in the graphic arts industry. The educational programme will bring more than 80 speakers who will take part in the almost 70 lectures, presentations, success stories, Jornada Joven sessions and Adobe masterclasses that will be held during the show.

With the goal of bringing inspiration and fostering idea exchange and networking among professionals, two spaces will be opened within the show venue: the Print Conference Corner (coordinated by Graphispag Asociación) and the Print Innovation Zone (organised in partnership with the Advanced Printing Platform 3Neo), where short sessions will be given continuously on different issues related with printing technology and the printing business.

Among other issues, the Print Conference Corner will provide input on how to improve efficiency and profitability in graphic arts enterprises; trends and opportunities in digital printing, offset and flexography, focussed particularly on the packaging industry; 3D and large-format printing; enhanced reality and the graphic product; new solutions in inks, materials and substrates; the implementation of web-to-print; the use of social media to sell more or printing applications for interior decorators or textile manufacturers.

The experts giving the lectures will include reputed executives from supplying companies; consultants and trainers; and owners of graphic arts businesses or printed product users who will share their experience. Keynote speakers will include Hewlett Packard's vice president and general manager for large format and 3D printing Ramón Pastor; the consultant Eugènia Álvarez, from Podium; Enric Pardo, managing director of Exaprint, or the entrepreneur Pablo Caralps from BCN Brand, who transformed a traditional graphic arts business into a leading company in the fashion world.

Other speakers will discuss credit access formulas and how to start an internationalization process. These presentations complement the new financing and internationalization advisory service available for the first time at Graphispag. Consultants from the PIMEC employers' association will attend individually to visitors' queries and help them choose the best financing options on the market or draft an export plan.

*Suppliers, printing businesses, consultants, trainers and researchers will take part*

*There will be a financing and internationalization advisory service and a networking area*

*The Jornada Joven will be attended by more than 1,300 graphic arts and design students*

The sessions at the Print Innovation Zone will be grouped by themes on different days and will address 3D printing (24 March), functional printing (25 March), printed electronics (26 March) and Digital Signage (27 March). There will be presentations on research, developments and advanced printing products that will give us a taste of the innovation to come. We will learn about projects to manufacture ultrathin printed circuits; photovoltaic solar panels; anti-counterfeiting systems for documents and packaging; high-resolution 3D printers; self-lighting containers; or bracelets with printed sensors that monitor patients during surgery, among others.

At the same venue, Adobe will give several theoretical and practical sessions targeting designers and focussed on 3D printing, design 3.0 and the latest software trends in image processing and editing with Photoshop and Lightroom.

In addition, responding to requests from graphic arts employers' associations in different regions of Spain, Graphispag 2015 has created an activity to foster information and experience exchange among visitors, with the aim of helping them expand their network of business contacts and meet prospective suppliers or partners for strategic alliances. Participants in the networking area may have 15 4-minute interviews in one hour, similar to the "speed dating" format, and then attend a group encounter to develop the issues that have been raised.

Lastly, the more than 1,300 students from graphic arts vocational centres and design schools who will visit Graphispag will attend the various Jornada Joven sessions, organised in partnership with Graphispack Asociación and the Fundació Indústries Gràfiques "Antoni Algueró". At these presentations, groups of students accompanied by their teachers will receive practical information on visiting the show, detecting trends and finding the leading innovations presented by exhibitors.

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The full programmes of the Print Conference Corner and the Print Innovation Zone are available at [www.graphispag.com](http://www.graphispag.com)



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Print All Experience, where you can see and touch the new customizable printing

## Graphispag recreates a home, a shop and a bar full of innovative printed products

**To open minds, inspire business ideas related with the printing world and see first-hand that it is possible to print almost everything under the sun. These are the goals driving Graphispag's Print All Experience, a new area that will enable the visitor to walk into a home, a shop and a bar where everything there will be printed.**

One of Graphispag's showpieces, this space takes a leap into the future and complements the traditional stand with a suggestive mise en scène that seeks to immerse the visitor in the experience of seeing and touching the finished printed product in its natural environment. In total, almost 200 printed applications will theme and form part of the three scenarios, recreated in a 600 sq. m space, that will present different printing systems as well as all kinds of substrates, materials and finishes.

It will be possible to view the results produced by the most innovative digital equipment in both small and large format, and also the quality and possibilities offered by offset or flexography, among other techniques, used either individually or in combination. The space will also feature examples of 3D printing. Thus, visitors will find printed walls, furniture, household textiles, tiles, shower screens, floors, rugs, clothing, domestic appliances and vehicles... and glasses, labels, boxes, bags, packaging, books, magazines, sales leaflets, wallpaper, posters, newspapers, point-of-sale advertising, promotional material, serviettes, menus... all personalized with different designs and finishes that give an idea of the starring role that printing plays in our everyday lives.

"Print All Experience offers a ground-breaking exhibition formula which aims to awaken people's senses and inspire ideas among graphic arts professionals, as well as visitors from new sectors that are buying graphic communication applications," explains Aleix Planas, Graphispag's director. All the graphic products on display will be identified with a technical data sheet detailing the technology, the substrate and the process used along with the name of the exhibitor presenting the application.

This space will be enlivened by students from the "Antoni Algueró" and "Salesians de Sarrià" Vocational Training Schools, who will give guided tours around the home, shop and bar and reveal the companies behind each graphic application. Thus, any professionals interested in specific products in the Print All Experience area can then visit the stands of the score of partner exhibitors to find out more about the techniques, processes and substrates used.

Graphispag has launched a specific campaign for this new space, encouraging printers, influencers and new graphic communication application users such as interior decorators, interior designers, advertising professionals, manufacturers of textile products, packaging printers, sign makers, among many other sectors, to visit the show accompanied by their customers. Thus, a unique setting is provided to show the end customer the added value that printing can contribute.

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The Print Innovation Zone will include functional printing, printed electronics and 3D printing

## Graphispag will present advanced printing developments that will revolutionise the industry

T-shirts with sensors that monitor athletes' vital signs; packages that light up on the shelves to attract the consumer's attention; or ultrathin, flexible LCD screens. Until recently, such products sounded more like science fiction but today, they are the latest innovations related to the printing industry. Traditional techniques and systems are still used in their manufacture (screen printing, offset, flexography, rotogravure or inkjet), combined with conductive, thermochromic and functional inks and smart materials. The result: futuristic printed products that can offer interesting business alternatives to traditional printing companies and other industrial sectors, presented by Graphispag 2015 in the Print Innovation Zone.

Organized in partnership with the Advanced Printing Technology Platform, 3NEO, which encompasses about a hundred companies, universities and technology centres across Spain, this new Graphispag area will provide a kind of marketplace to showcase some 20 projects, prototypes and products in the launch phase based on functional printing, printed organic electronics and 3D printing. It will also present the results of the latest research being undertaken in the field of technologies, advanced materials, functional printed devices and 3D environments.

Visitors can also view an exhibition at the Print Innovation Zone with some of the most innovative products; find out the features of research projects through scientific posters; and attend the programme of lectures on 3D printing, functional printing, printed electronics and Digital Signage, at which many of the projects will be explained.

There will be printed alarms for electronic surveillance of articles; sensors for printed touch-sensitive surfaces; cardboard boxes for electroluminescent cava bottles; packaging treated with functional varnishes that prolong foodstuffs' shelf life; anti-counterfeiting systems for documents and packages; modular systems with printout to count people in walkways; RFID antennae, 3D printers, inks for printing on ceramics, bracelets with printed sensors to monitor patients during surgery; printed photovoltaic solar panels or low-cost, light, ultrathin printed circuits for electronic products, among others. Printing processes are used for all these products.

At the same time, through the Network of Science and Technology Parks of Catalonia (XPCAT), meetings will be scheduled during the show with investors interested in accelerating launch and deployment of these products on the market.

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