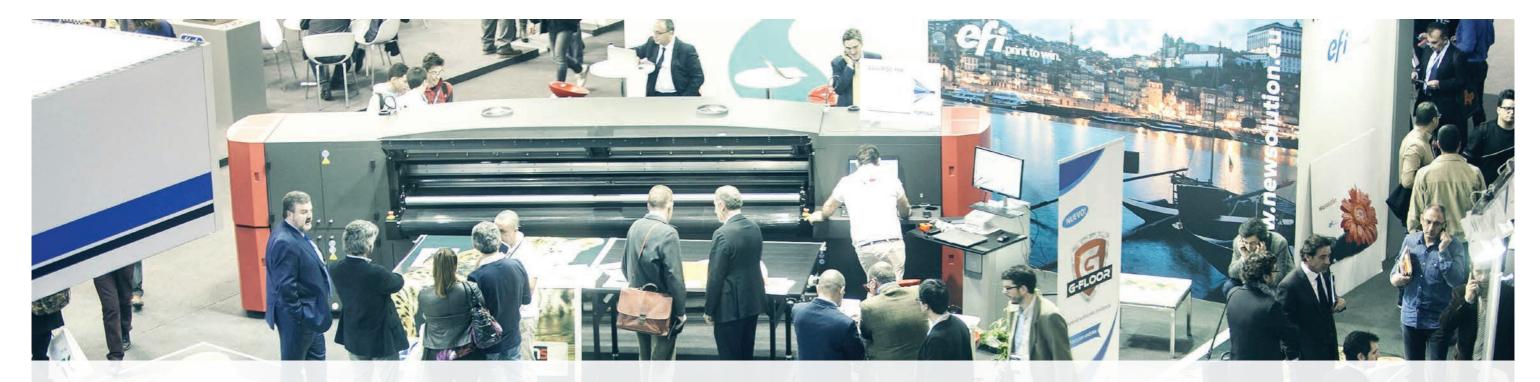
# Graphispag

Fira Barcelona



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SHOW DIRECTOR Aleix Planas

# graphispag 2015

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## **Graphispag 2015,** printing that arouses the senses

Transformation, new cycle, restructuring... these are some of the words being bandied about in the graphic arts industry today. Graphispag was a faithful reflection of the current situation and once again demonstrated the sector's capacity and creativity to tackle change.

Knowledge, the trade fair offering and the activities held at the show this year offered the tools to tackle the major challenges that are facing both professionals and companies: the search for new market segments with value-added services, organizational restructuring, new business models and graphic products, optimization of costs, new sales and distribution channels, internationalization and adaptation to technological changes.

The sector, naturally, responded as one and came to the show with specific investment projects, with the result that this edition marked a turning point and confirmed a change in direction of the graphic industry.

Graphispag also attracted a spectrum of new professional profiles from the worlds of interior design and decoration, construction, advertising, textiles and a variety of industrial sectors, all of whom are starting to see new opportunities to innovate with their products in the printing sphere.

The printing market is now a multi-sector industry – dynamic, seeking out new applications and investing with a determination to continue printing virtually anything.

### Fact Sheet

#### Graphispag The International Printing Industry and Communication Exhibition

Edition: 13<sup>th</sup> Frequency: Every two years from 2017 Type of show: Professional Dates: 24-27 March 2015 President of the Organizing Committee: Ángel Artola Director: Aleix Planas Organized by: Fira de Barcelona With the collaboration of Graphispack Association

#### Sectors

- Colour design, capture, editing and management tools
- 🖶 Printing machinery
- 📚 Printing materials and media
- **≜**<sup>\$</sup>
  - Chemicals, rubber, paints and varnishes
  - Processing and finishing machines

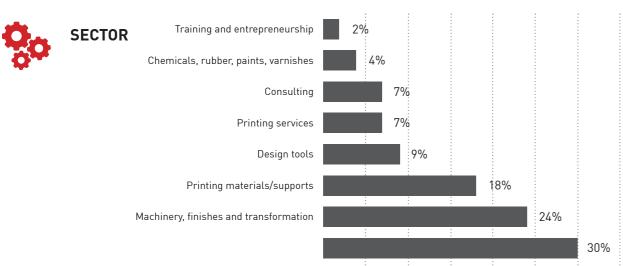


Printing services

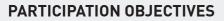


Training and entrepreneurship

graphispag 2015



#### **EXHIBITOR PROFILES**





**7.04** the average rating given by exhibitors for achievement of their objectives in participating was.

**53%** of exhibitors said they were reasonably or very satisfied with the results of their participation

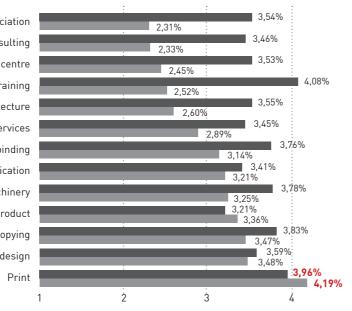


SATISFACTION

This is a clear increase compared to the rating at the previous event (2011).

#### VIEWS OF PROFESSIONAL ACTIVITIES

Professional association Advising / Consulting Technology centre Education and training Interior design and architecture Image and multimedia services Graphic editing, finishing and binding Advertising and communication Manufacturing / Distribution of industrial machinery Brand / End product Reprography / Copying Graphic / Industrial design



IMPORTANCE



# graphispag 2015

## Exhibitor and visitor opinion: all expectations surpassed



Xavi Roca

The show has changed dramatically, it's moved very much towards digital printing and

accessories. We're a small company and there are a lot of things that could be of interest to us. We need to be moving towards digital. The crisis has been useful in terms of opening up new avenues and finding alternatives.

> Inés Daroca Dos Cuartos Com



We were looking for new suppliers to expand our services. We work just outside Zaragoza and for that reason we prefer online suppliers. We man-

aged to find them here, especially for digital labels for wines in short print runs, a sector I'm sure will grow in the future.

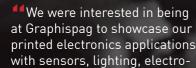


#### Miquel Lloveras tes, speaker on 3D printing

We presented a 3D printer at Graphispag that was designed in-house; it's very easy to use and economical

and ideal for schools, SMEs or domestic use. There's a definite interest, though training is still necessary to show people it's not as difficult as they think.

#### Blas Puerto



luminescence, etc. We're a technology centre and we need to ascertain what people are interested in, what the market might ask of us.



seño v Comunicación For us, visiting Graphispag helps us to identify trends, get

ideas and offer our clients new products. I used to come when I was a student and it opened up the world of printing to me. It's not all about machinery any more but also services



We had a lot of professional visitors with a clear interest in buying and in the short term. The worst

of the crisis has now passed and things are growing; there's a definite change underway and this was ratified at Graphispag.

Ana Lirio

the number of people and the interest in learning about

our machines or selling them in other places. The time

was ripe, we've sold more new technology in the last

few months than in the last four years.



Antonio Fernández

<sup>4</sup>Clients come to Graphispag to see what's going on, in search of trends. They want to move up the technology ladder and see what their next step should be, for example in the case of labels they want to move into digital printing.



We were interested in Graphispag to present our new digital printing models, to give more exposure to the brand, and we've had

a lot of visitors; we're very pleased to be honest. The sector is constantly evolving and most trade professionals are looking for technologies to improve their product even more.

We're a young company and we opted for Graphispag to increase our exposure, and we're happy with the result. There is more financing around and people are more enthusiastic. Now they're saying 'yes, we can do it: I can afford it and we're going to go for it.



Encarna Luque

It's obvious that it's not the same Graphispag as it was 10 years ago, but we're seeing a definite improvement,

things are picking up and there was a constant flow of visitors. People now have the technical information on the product but they still come to get advice about how to round off their business idea.

ogías Gráficas, (exhibitor) We returned to Graphispag because we could see that this was



Toni Folch

Good visitor numbers, we're happy with the clients who visited us as potential buyers. A lot of them are

looking for alternatives. And this generates business, as well as people enquiring about new technologies and new projects.

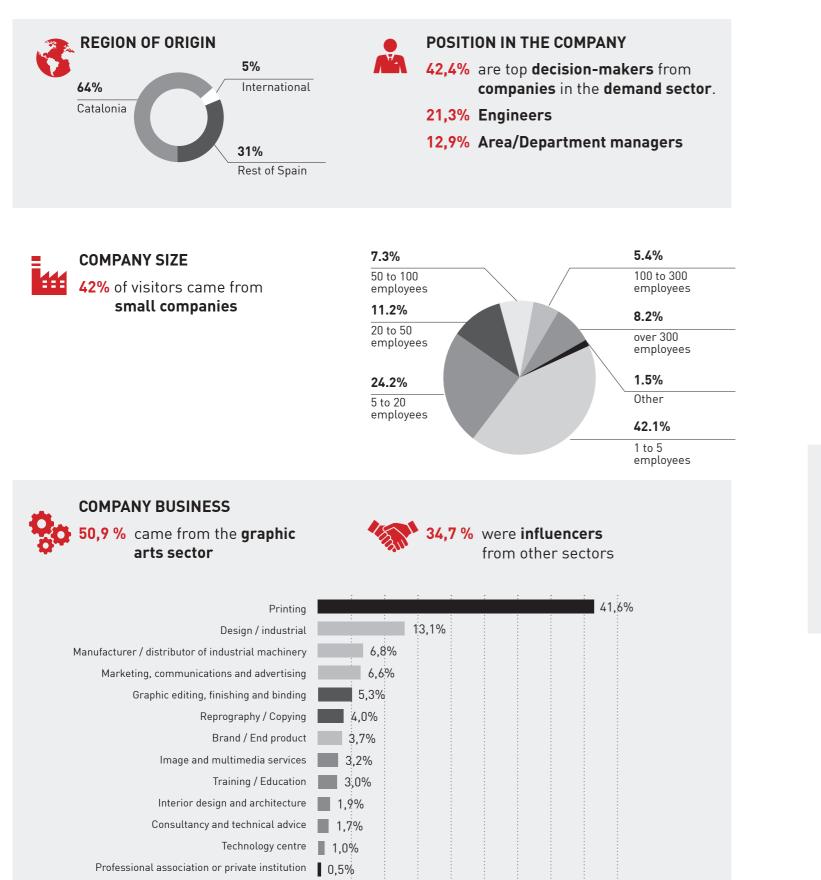
Valero Gracia

Enric Martínez P Indigo Spain and Portugal)

> We've seen a lot of clients and there was a noticeable presence of industry leaders from the Spanish labelling sector, a mar-

ket which has transformed itself and withstood these turbulent times well. At Graphispag we also revealed that we're developing a new 3D technology which will revolutionize the industry.

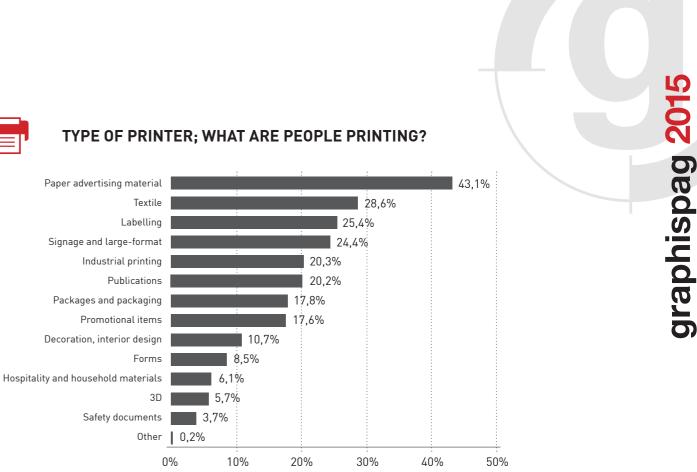
#### **VISITOR PROFILES**



0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

7,6%

Other



**VISITORS' VIEWS** 

Visitors gave Graphispag a rating of 8.32 as a trade fair that is **representative** of its sector.

**GENERAL SATISFACTION** AND SUCCESS OF VISIT 5 — 3,97 3,97 3,66 3,64 4 — 3 — 2 — 1 — Average satisfaction Average rating of success of visit rating



This is a clear increase compared to the rating given at the **previous** edition (2011).

2015 2011

#### **Print All Experience**

Unlimited printing



A new strategic area with infinite graphic applications to demonstrate finished printed products and attract new demand sectors such as interior designers and decorators, publicists, textile manufacturers and signage professionals, amongst others.

Print All Experience showed every possible format, product, material, support and finish along with all the industrial and digital technologies: ceramics, tables with removable vinyl surfaces, non-slip vinyl flooring, textile or vinyl ceiling cladding, luminous panels with backlit canvas, rugs, furniture, domestic appliances, textiles, premium quality printed products such as magazines and books, cardboard and Perspex elements, household articles, packaging, point of purchase advertising, and more.

In total, almost 200 printed applications provided by exhibitors at the show to decorate the three scenarios – a house, a bar and a store - in an area of 600 sq. m.



Presentations

Demonstrations

200

printed

22

 $\bigcirc$ 

 $\star$ 

applications

Demo area of

companies took part

600 sq.m





A forum open to knowledge, solutions and synergies between professionals.

Forty-four speakers from both the supply and demand sectors spoke about new printing equipment and technologies, finishes, better management and sales practices, financing, client analyses, the link between printed products and digital channels, and success stories.







#### **Print Conference Corner**

A forum of solutions that offered the tools to tackle the major technological, corporate and organizational challenges that the graphic arts sector needs to address in the short and medium term.

#### **Print Innovation Zone**

New applications to be developed using print technologies.

Organized in partnership with the Advanced Printing Technology Platform, 3NEO, which encompasses about a hundred companies, universities and technology centres across Spain, this new area provided 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 also presented the results of the latest research being undertaken in the field of technologies, advanced materials, functional printed devices and 3D environments.



# PrintInnovation Zone





#### Adobe Masterclass Theory and practical sessions

In the Print Innovation Zone, Adobe offered theory and practical master classes in 3D printing, design 3.0 and the latest digital



#### Advice on financing and internationalizationt

Together with PIMEC, Graphispag offered an advisory service on financing and internationalization for exhibitors and visitors at the show. This exclusive service consisted of 45-minute meetings with expert advisors, during which 42 advisory sessions were held.

In the financing advice sessions, users were offered financing terms that are unique in the market and exclusive to the dates of the trade show, as well as free advice on making a financial analysis of their company. In the internationalization sessions, consultants helped businesspeople to steer their international expansion plans correctly in terms of the company's structure and product.

trends in editing and processing photos with Photoshop and Lightroom.

#### Professional contacts area, networking for visitors

This new activity received a positive reception from visitors and some 300 people took part. It consisted of four-minute meetings to strengthen interactions between professionals in the print and graphic and visual communication worlds. The objective was to learn about new opportunities and identify potential partners for embarking on new initiatives.

#### Sector meetings **Graphispag facilitates** the self-assessment of the graphic industry

Under the heading "Let's imagine the future to print it today," Graphispag organized a series of sector meetings in Madrid, Santiago de Compostela, Seville, Pamplona, Valencia, Lisbon and Barcelona which brought together suppliers, businesspeople, graphic arts professionals and representatives of provincial associations.

The discussions served to put forward alternative business models, talk about printing technologies and share experiences and case histories which have helped

in adapting to the new demands of buyers of graphic services and products.

Graphispag, along with the sector itself, thus provided a valuable analysis of the need for technology updates, the search for business opportunities, the connection with customers from other demand sectors, increased competitiveness, the role of associations, training and the effects of the economic situation.









Valencia





Lisbon







# Graphispag's tribute to

Epson Ibérica, Pérez Camps and Comart on their anniversaries, and to the presidents of graphispag.digital and Sonimagfoto.

Graphispag paid tribute to Epson Ibérica, Pérez Camps and Comart which, in 2015, celebrate their 25th. 30th and 50th anniversaries respectively of operating in the Spanish market and providing services for the graphic industry. At the event – held during the meeting to analyse and conclude this edition – appreciation was also expressed for the work of Rafael Farrés (Agfa Graphics), Jesús Garre (MacTac) and Enric Galve (Laboratoris Color EGM) in heading up the organizing committees of the shows associated with the history of Graphispag: Graphintro, Serigraph, graphispag.digital and Sonimagfoto.

The organizing committee of Graphispag held a simple act of recognition – chaired by the managing director of Fira de Barcelona, Agustín Cordón, and the vice-president of the Graphispack Association, Javier Riera-Marsá - to pay homage to Epson Ibérica, Pérez Camps and Comart, regular exhibitors at the trade show, as well as Farrés, Garre and Galve, who have "always stood out for their knowledge and professional track record in the graphic sector and the world of associations. their consistent commitment to trade fair activity and their human quality," said Riera-Marsá.



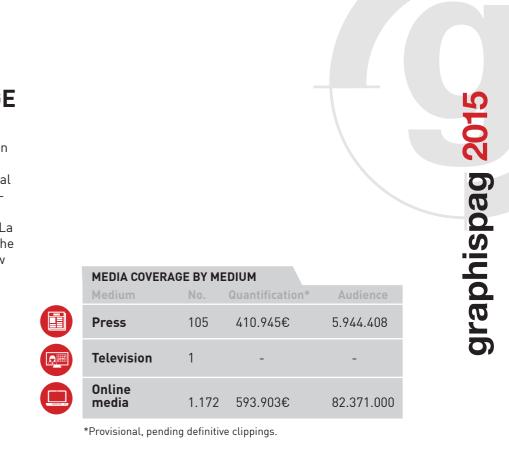
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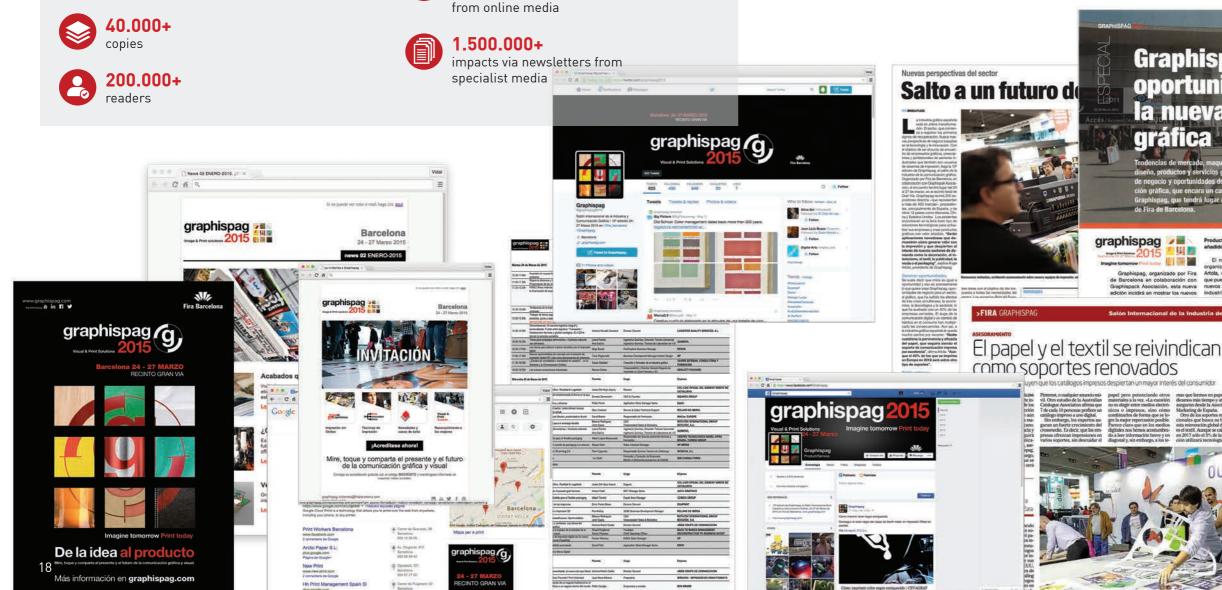
Agustín Cordón congratulated the companies on their anniversary and the three individuals who, some years ago, were presidents of those trade shows and "well deserve our recognition for their hard work and commitment." He also touched on the role played by Fira de Barcelona when it comes to supporting the productive sector of different industries to help their companies grow and increase their business. He highlighted the role of organizing committees, "which bring us a market vision and very valuable advice for organizing trade fairs that effectively reflect the interests of the sector."

#### COMMUNICATION



#### MEDIA COVERAGE





# Graphispag 2015, oportunidades para la nueva industria



ging y et

otro lado, en la feria se habili-diferentes espacios como el

#### Artola, e del comité or de Graphispag 2015

o, así que hay que tomar impulso porque la ocio que tiene futuro"

clave, crucial" te del comité

y zo15, que celebra en Barcelona entre el 24 y el 27 de marzo una edición más abierta que nunca a nuevos sectores, soportes plicaciones y tecnologías. Desde sus inicios, en 1966, el salón ha ido evolucionando de la mano de ector, mostrando la última maquinaria, las

novaciones, los cambios de procesos, y se ha dentificado plenamente con las necesidades que la industria gráfica ha ido planteando en cada momento. "Como no podía ser de otra manera, ahora lo v19seguir haciendo", afirma Artola, quien adelanta la extinción de Graphispag Digital:



# LIST OF EXHIBITORS

	A.O.E. PLASTICS, S.L.
	ABELLAN HERMANOS
	ABG INTERNATIONAL
	AER DIGITAL
	AFFORD INDUSTRIAL, S.L
	AGFA GRAPHICS NV
	AIMAN GZ, S.L.
	ALABRENT EDICIONES, S.L.
	ALBORUM, S.L.
	ALEYANT SYSTEMS
	ANVIGRAF PRINT, SL
	APDIGITALES
	APR SOLUTIONS SRL
	ARISTA SISTEMAS GRAFICOS
	ARISTA SISTEMAS GRAFICUS
	ARMTEX, S.L. ARPON PAPELES ESPECIALES S.A.
	ARTPLAY CREATIVIDAD VISUAL, S.L. ATS TANNER SISTEMAS DE
	ENFAJADO,
	AUTOMAIL /COTRUSA
	B&H PHOTO, VIDEO, PRO AUDIO
	BARCELO ATOM ESPAÑA
	BAUMER HHS GMBH
	BECA GRAFIC
	BECKER IBERICA
	BLACK HORSE MACHINERY, S.L.
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	CIA LEVANTINA DE SERVICIOS LOGÍSTICOS
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5	COLDIS QUIMICA, S.L.
	COLOP ESPAÑA S.L
2	COMART
Q	COMERCIAL ARQUE
ā	COMERCIAL CASTANY
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D	CORONA GRAFICA

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EDITORIAL, SA
EFI - ELECTRONICS FOR IMAGING
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EXAPRINT
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۱.	TECNOHARD, S.A.	
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	TEXPAPER	
RAFIA IBERICA	THEISEN & BONITZ GMBH	
ARRIA	TIERRA TECH, S.L.	
INDUSTRIA GRAFICA,	TOT MARC	
	TROQUELES RUBIO, S.L.	
	TRUYOL DIGITAL	
	ULTIMA DISPLAYS	
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	XPRESS DISPLAYS	
POST PRINTER, S.L.	YANTAI HONGOING PACKING	
RAF S.L	MATERIAL CO, LTD	
PAÑA	YOSAN	



NTG Nuevas Tecnologías Gráficas



#### GRAPHISPAG, **HELD EVERY TWO YEARS**

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As evidenced at this year's show, the evolution in the graphic market has also forced Graphispag to change the frequency with which it is held. In this respect the show's organizing committee has decided to dispense with the graphispag.digital brand and hold a single trade show every two years under the Graphispag banner for the whole graphic communication and printing industry.

The next edition of Graphispag will be heled at Fira de Barcelona in 2017.



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K Cap de Pavello

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