

17th to 20th April 2013
www.graphispag-digital.com

A show with digital graphic technology, new materials and finishes to create unique products

Graphispag.digital marks a change of direction in the graphics business as personalisation takes off

Bespoke tiles, decorative vinyl, bath screens, garments and household textiles, vehicles bearing advertising, unique furniture, printed doors, micro-production in packing and packaging, smart labels, photo albums, books, leaflets and catalogues on demand, gift articles... The personalisation of any object or substrate is beginning to take off and is opening up new business opportunities in different sectors. The advances in digital printing, innovative materials and perfect finishes and textures that make it possible to create other forms of graphic communication will be exhibited in graphispag.digital. The new applications of imaging and printing, such as creativity, are now unlimited.

Organised in collaboration with the Graphispack Association, graphispag.digital 2013 will showcase from April 17th to 20th in Fira de Barcelona's Gran Via Exhibition Centre the latest in processes, software, workflows and digital printing equipment, as well as materials, substrates, finishing systems, design, signage and other services.

The show is coinciding with Sonimagfoto&Multimedia in order to show the synergies of imaging and printing, not only with the traditional graphic industry but also with an endless number of demand sectors (automotive, packaging, interior design and decoration, textiles, fashion and accessories, advertising, promotional gifts, jewellery, photography, art, funerary, etc.) that might use digital technology applications. Two shows join 139 exhibitors, the majority of which are Spanish. The list also includes companies from Belgium, France, Germany, Holland, Poland, Portugal and the U.S.

Change in model

The current economic climate, the growing competition of digital media and new consumer habits make it necessary to change the business model in the graphic arts industry, made up of some 10,242 companies that employ 103,773 workers in Spain, according to data from the INE (Spanish Institute of Statistics).

In the face of the evident decline in printing in sales and publishing, the graphic sector knows it has to go beyond paper and incorporate other materials, offer products and services with greater added value for the client and look for new forms of differentiation. These are the sector's challenges.

For the President of graphispag.digital's Organising Committee, Rafael Farrés, the graphics industry can "expand its supply and interact with electronic media thanks to technologies such as print on demand, interactive printing –QR codes and smart labels–, Web to print, functional printing of electronic components and high quality printing". For Farrés, "the future development of this sector will not come from the increase in volume of printed products, but from the increase in value of these products".

The next **graphispag.digital** will take place in the midst of this sector crossroads, with the added determinant of a crisis that is limiting investments and access to financing. The director of the show, Xavier Pascual, explained that the fair and its activities have been designed to “show technology, inspire ideas of emerging businesses, promote networking and exchange of information between graphics professionals in order to tackle the necessary reconversion and attract new groups that find innovative graphic communication applications in digital printing”.

Image&Print spaces

In order to help define the future of graphic communication, **graphispag.digital**, in collaboration with **Sonimagfoto&Multimedia**, has created different **Image&Print spaces** in which to reveal trends, present experiences and success stories and exhibit applications (innovative graphic products and services) that combine imaging and printing. In addition to commercial exhibits and advice from suppliers, trade visitors will find inspiration in the international congress, in the presentation corner, in the innovation area and in the exhibition of the best works entered in various contests in the sector.

In the **Image&Print World Congress**, around thirty experts from various countries will identify the areas where printing and imaging have great growth potential. Split into seven sessions, this international event will present: Experiences of companies that carry out printing on multiple substrates. Business opportunities through social media. Possibilities of innovation via interactive applications (augmented reality, QR codes and Print-On-Demand) associated with web-to-print.

This first-time congress will also tackle new business models in digital publishing and creation of contents for multiple channels and devices, such as tablets and smart phones; the importance of colour management in the end result of each project; new ways of capturing and creating images (three-dimensionality, retouching and CGI treatment) and trends of the global digital printing market and new market niches. Those interested can register for the whole Congress or for individual sessions. The **Image&Print World Congress** is sponsored by Agfa, Canon, Mactac, Roland, Hp, Esko and Nikon.

Image&Print Corner will host short conferences focused on exchanging information to connect with demand needs. Topics will include graphic design, Point of Sales Advertising (PoSA), augmented reality, 3D printing, new substrates and self-adhesive solutions, textile printing, printing of variable data, digital printing of packaging and labels, ecommerce and web-to-print, as well as photography.

A complementary activity taking place at the show is a work meeting of the technological platform **3Neo** determine new applications of inkjet technology for the decoration of materials and for the development of OLED devices, solar cells, antennas, batteries, printed electronic circuits, RFID, smart packaging, etc.

Image&Print Innovation will be an area featuring finished graphic products to show the new applications of digital printing: from decorated fridges to inspired bathroom tiles, furniture with photos to home textiles, among many other proposals.

Lastly, the **Image&Print Awards** will feature the best entries in the contests hosted by **graphispag.digital** and the results of which will be announced during the show. They are the **Anuaria Graphic Design Awards** and the **Marca Digital Awards** for Screen Printing, Pad Printing, Digital Printing and Signage. The show will also host the traditional awards ceremony of **Aserluz**, the association that represents the illuminated signage.

Technical Professional Day

Another new feature this year is the **Technical Professional Day** on Saturday, April 20th to encourage graphic arts workshop personnel to visit the show. The day will be dedicated to specific activities to show these professionals the latest in technology and trends that are transforming the sector, in a

relaxed atmosphere. "The fair offers an incomparable educational opportunity of which graphics companies should take advantage in order to involve their staff in this change of cycle", said Xavier Pascual.

Impressive Barcelona

In order to show the importance of the time and that it is not just another trade fair, graphispag.digital will be dressed with different applications done in digital printing with Barcelona as the core theme. The hexagonal paving designed by Gaudí, never-seen-before images of the city taken by the camera of the photojournalist Kike del Olmo, street signs and emblematic places nestled between the stands will form part of the setting with which the show will receive visitors. "With this initiative, we want the show to breathe and allow visitors to experience the potential of new graphic and visual communication", said Xavier Pascual.

On the other hand will also be an exhibition "A journey around the world in 50 posters" prepared by Marc Martí to show the evolution of the visual communication when it did not exist the digital printing. Index Book will propose the exhibition Geo Graphic, homage to geography and to maps in all their creative uses and applications, with a wide range of projects inspired by cartographic elements, from product packaging to furniture.

Graphispag.digital is the only graphics trade fair being held in Spain in 2013 and has wide sector support through its leading companies, associations, professional organisations and educational centres. Professionals wishing to visit the show can get their accreditation through the website: www.graphispag-digital.com

Barcelona, April 2013

Images available at <http://www.graphispag-digital.com/images/>

Maria Dolores Herranz
93 233 25 41
mdherranz@firabarcelona.com

From 17th to 20th April 2013
www.graphispag-digital.com

Facts and Figures

Graphispag.digital 2013 Salón Internacional de la Industria y Comunicación Gráfica

Dates:

From 17th to 20th April 2013

Venue:

Fira de Barcelona Gran Via Exhibition Centre. Pavilion 2

Coincides with:

Sonimagfoto&Multimedia

Edition:

2^a

Frequency:

Four-yearly (alternating with Graphispag. Next exhibition: Graphispag 2015)

Sphere:

Trade

Sectors:

- Prepress
- Digital printing
- Machinery and equipment for screen-printing, pad-printing and other printing systems
- Machinery and equipment for finishing and handling
- Equipment and systems for digital publishing and communications
- Printing materials and supports
- Inks and consumables
- Graphic design Software, equipment and accessories
- Equipment and services for advertising and signage
- Equipment and materials for photographic services companies
- Services companies and associations

Exhibitors:

139 (together with Sonimagfoto&Multimedia)

Visitors:

Over 25,000 (estimate together with Sonimagfoto&Multimedia)

Activities:

- Image&Print World Congress: Over 30 conferences in seven sessions on colour management, shoot and create, multimedia printing, interactive creativity image and printing applications + web-to-print, digital publishing, business on social networks and new digital printing market niches.
- Image&Print Corner: short conferences focused on exchanging information to connect with demand needs.
- Image&Print Innovation: Area featuring finished graphic products to show the new applications of digital printing
- Technical Professional Day (*Saturday, 20 April*)
- Workshop of the Technology Platform 3NEO about “New applications of inkjet technology” for the decoration of materials and for the development of printed electronic devices (*Wednesday, 17 April*)
- Exhibition “Around the world in 50 posters”
- Exhibition Geo Graphic “Development of the map as a design symbol”
- Youth Conference
- Anuaria Graphic Design Awards (*Wednesday, 17 April*)
- Marca Digital Awards for Screen Printing, Pad Printing, Digital Printing and Signage (*Thursday, 18 April*)
- Awards ceremony of Aserluz (*Saturday, 20 April*)
- Sonimagfoto&Multimedia Area: Exhibitions, photography sets, demos conferences, workshops, photowalk, are just some of proposals.

Organised by:

Fira de Barcelona

With the collaboration of:

Graphispack Asociación

President:

Rafael Farrés

Director:

Xavier Pascual

Press contacts:

Maria Dolores Herranz

93 233 25 41

mdherranz@firabarcelona.com

Web

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graphispag.digital and Sonimagfoto&Multimedia are bringing together 30 experts from 8 countries

Image&Print Congress: business solutions for imaging and print converge in Fira de Barcelona

The Fira de Barcelona shows graphispag.digital and Sonimagfoto&Multimedia, which are being held simultaneously from April 17th to 20th, are promoting the International Image&Print World Congress with the aim of inspiring ideas and emerging businesses in the field of graphic and visual communication. Around thirty experts from various countries will identify the areas in which printing and imaging have great growth potential.

The Image&Print World Congress will be opened by Nick Waite, Head of Market Research at the English consultancy firm Smithers Pira, who will present the main trends of digital print, with special emphasis on Europe, and will explain the market niches where this system offers new opportunities. "The current market situation is making the need for change all the more urgent, because the nature of print demand has changed in a number of sectors. Companies will need to invest if they are to prosper in the future. Any printer taking no action and simply awaiting an upturn in the economy is in for a shock as any lost volumes are likely to be lost forever", said Waite.

Sharing the same session will be David Preskett, European Professional Print Director at Canon, who says: "Digital printing is on the rise with enormous potential to produce a wide range of cost-effective products, enabling the printer to become a supplier of global marketing solutions".

The Image&Print World Congress proposes locating these new products and services that arise from digital printing in alliance with image capture, treatment and printing, new materials, on-line shopping and other technologies. Speakers will combine success stories and technical contents with their application in business in order to increase competitiveness and improve the results of graphic communication companies, affected by the technological change, the economic crisis and the obligation to meet the needs of new users.

Seven sessions with simultaneous translation will be held: Overview Global Printing Industry; Full Colour Management Process; Printing on Multiple Substrates; Social Networks: New Business Opportunities; Digital Publishing; How to innovate: Interactive Imaging and Printing, Web-to-Print; and Shoot and Create.

The list of speakers includes Claudio Marconato, expert in digital imaging; Hugo Rodríguez, Professor of photography techniques; Chris Bondy, from the School of Media Sciences, Rochester Institute of Technology; Raúl Suárez, CEO of Zinio International; Tony Hodgson, Director of Print On Demand Initiative (PODi) in Europe; Javier Rigal, CEO of Service Point; Siegfried Blume, interior designer; Jennifer Mat, President of Web2Print Experts; Michael Jostmeier, Professor of Media Design /CGI Imaging Georg Simon Ohm University, Nuremberg; Javier Rodríguez Borlado, Technical Director of ITG Tajamar; Klaasjan Tukker, Solutions Account Manager for Digital Publishing Suite in Adobe's EMEA (Europe, Middle East, and Africa) Region; and Arjan Bonte, Channel Manager, Woodwing Software.

Everything to do with printing on multiple substrates will be especially relevant in a session that will present the experience of companies that use digital printing technology to personalise all types of products: from bath screens to sportswear, tiles and textiles to images for decoration and interior design. Experts will also talk about new applications in functional printing (OLEDs, solar cells, antennas, batteries, printed electronic circuits, RFID, smart packaging, etc.)

Another session will be dedicated to new business opportunities that social networks offer the world of graphic and visual communication. Experts will analyse the change in graphic product consumer habits, the creation of contents suitable for printing by end users thanks to new technologies, the Internet and social media. Other topics will be interactive imaging and printing applications and “web to print”, with the presentation of trends, possibilities of innovation via augmented reality, implementation of QR codes and on-demand printing.

The Congress will also feature the new business models arising from digital publishing of contents for multiple channels and devices, such as tablets and smart phones.

Lastly, in a more technical vein, speakers will cover the importance of colour management from digital image capture to print as a way of guaranteeing work success and also saving money. Experts will talk about 3D virtual tests, remote approval systems, the work of photographers, quality of images and their publication on digital devices. This session will end with an explanation of how digital photographer has led to new ways to capture and create images. Three dimensionality, retouching and CGI (Computer Generated Image) treatment will be some of the topics.

The Image & Print World Congress is an educational space held in the setting of [graphispag.digital](#) and [Sonimagfoto&Multimedia](#) aimed at graphic arts and related companies, photographers, photography labs, advertising agencies, graphic and industrial designers, heads of marketing and publishers, among other professionals in sectors that use printing and images in their activity. This event is sponsored by Agfa, Canon, Mactac, Roland, Hp, Esko and Nikon

Barcelona, April 2013

Image & Print World

Business Solutions Congress - 17/20 abril 2013

sonimagfoto &multimedia  graphispag .digital

Days

From 17th to 20th April 2013

Venue

Hall 2.

Fira Barcelona's Gran Via Venue (Av. Joan Carles I n.58. L'Hospitalet de Llobregat)

Organized by

graphispag.digital and Sonimagfoto&Multimedia

Last updated 5 April 2013

PROGRAMME PREVIEW

Wednesday, 17th April 2013

11.30 – 13.40

Overview Global Printing Industry

Graphics industry trends by market segment. The position of digital versus conventional printing methods in terms of production and cost, plus the situation of and trends in graphic communications from the perspective of the end consumer of printed products, such as purchasing managers of industries and organizations.

- Nick Waite, Smithers Pira (United Kingdom)
 - David Preskett, Canon Europe Ltd (United Kingdom)
- Moderator: Rafael Farrés, President of graphispag.digital

16.0 – 19.00

Full colour process management

The current situation of colour management, virtual 3D tests, remote approval systems and collaboration between the different production stakeholders. How to apply colour in any process and how digital publication influences photographers; work in terms of both colour management and printing.

- Chris Murphy, President Color Remedies (USA)
 - Jan de Roeck, director Solutions Management Esko (Belgium)
 - Claudio Marconato, digital imaging expert (Italy)
 - Hugo Rodríguez, photographic technique professor (Spain)
- Moderator: Jordi Quera, president of Graphispack Asociación



Thursday, 18th April 2013

10.30 – 13.30

Multiple Media Printing

Digital printing opens up new business opportunities thanks to the variety of materials that can be used as a base for printing, some of which are extremely unconventional, such as ceramics, plastics, fabrics, glass, wood, metal and circuit boards. The success stories of users who have integrated digital printing in their company.

- Ana Paula Cecilia, Intergraficas magazine Editor (Portugal)
- José Manuel García, EFICretaprint, ceramics (Spain)
- Siegfried Blume, interior designer, BDG Decoración (Spain)
- Rodrigo López, DURST Image Technology (Spain)
- Víctor Peral, CIROSPORT, sport clothes (Spain)
- Valentí Rodón, Business Developer R&D Projects at CETEMMSA (Spain)

Moderator: Stijn Simoens, Business Manager Labels&Packaging.

HP Indigo EMEA

16.00 – 18.45

Social Media: New business opportunities

Graphic communications are using multimedia content more and more frequently. Many companies are taking advantage of social networks for their business aimed at the end consumer; however, there are also companies which use them to capture new clients, enhance their reputation and wield a competitive advantage.

- Javier Rodríguez Borlado, Director I+D. ITG Tajamar (Spain)
- Chris Bondy, School of Media Sciences (RIT). Rochester (USA)
- Trina Milán, Social Media Strategist, Elogia (Spain)

Moderator: Ignasi Vich, general manager Veredictas Internacional

Friday, 19th April 2013

10.30 – 13.30

Digital Publishing

With the increase in smart digital devices and tablets, the way people read published content is changing. Editors and agencies are being forced to grapple with an environment that questions their business and the way they do things. Digital reading media are creating new publication channels and business opportunities.

- Klaasjan Tukker, Adobe – EMEA (The Netherlands)
- Raúl Suárez, Zinio Internacional (Spain)
- Arjan Bonte, Woodwing Software (The Netherlands)
- Andrés Checa, marketing manager Protecmedia (Spain)

Moderator: Miquel Bada, Marketing Manager Italia, Benelux e Iberia de Adobe Systems

Image & Print World

Business Solutions Congress - 17/20 abril 2013

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15.30 – 18.30

How to innovate: Imaging and printing interactive. Web-to-print

The internet is essential tool in any company communication and management processes, from enhanced reality apps to QR codes, on-demand printing and the Web-to-Print concept as the integration between digital content and printing. This track shows you how to implement a W2P project, how to achieve success and which segments to target.

- Chris Bondy, School of Media Sciences (RIT). Rochester (USA)
- Jordi Serchs, ICUB – Arxiu Fotogràfic Barcelona (Spain)
- Tony Hodgson, PODi (United Kingdom)
- Javier Rigal, General Manager Service Point (Spain)
- Jennifer Matt, W2P Experts (USA.)

Moderator: Begoña Giralt, HP, Marketing Manager Iberia Indigo&Inkjet web Press

Saturday, 20th April 2013

10.30 – 13.30

Shoot and create

High quality digital photography generates new business opportunities by using images in different formats. The subjects of management and retouching software, 3D images, Computer Generated Images (CGI) and image banks will be up for discussion with well-known experts.

- Prof. H. Michael Jostmeier, CGI Nuremberg University(Germany)
- Lola Maté, General Manager and Glow Images (Spain)

Moderator: Enric Galve, President of Sonimagfoto&Multimedia

17th to 20th April 2013
 www.graphispag-digital.com

New print trends that generate business opportunities

Welcome to the era of "Print everything"

Decorating the living room wall with your best photo, turning your child's drawing into a 3D doll and printing the face of children on their bedroom door is possible, fast and has a reasonable cost. New technologies make it possible to produce high-quality digital printing on all types of surfaces and open up a world of opportunities: the "print whatever you want, wherever you want" business is taking off. Limitless personalisation has arrived.

They do not want the same as everyone else. They hate to feel like a number. They like to decide and personalise their clothes, their home, their car... and feel unique. They are the consumers of the 21st century: more connected, more informed, more aware and more demanding. Adapting to their new demands, such as product personalisation, is the challenge of and, at the same time, the opportunity for the graphic communication sector, which will meet up from April 17th to 20th in Fira de Barcelona's graphispag.digital. The trade fair will be an authentic showcase with the latest in digital graphic technology, new graphic products and innovative finishes and substrates; everything to satisfy a new client who demands quality, price and unlimited personalisation.

The re-evolution of graphic communication

Printing on a door, a table or shower tiles was unthinkable a few years ago. However, today, thanks to the latest advances in digital printing and its great versatility in use of materials, almost everything is possible.



The interior design studio Egue & Seta and the digital printing centre Sabaté, with 70 years history in the sector, demonstrated this in the last edition of Casa Decor with "Print Avenue". It is a unique space where Sabaté has been commissioned to print Egue & Seta's exclusive designs on metal, methacrylate, wood, fabrics and carpet. The result is spectacular and proves that almost everything imaginable is possible. For **Daniel Pérez** (Egue & Seta), "digital printing is suggesting to interior designers a whole new field of formal exploration and the possibility of

offering a stunning solution at an interesting price". This price reduction has been a key factor according to César Díaz, sales and production manager of Sabaté: "Years before, the graphic applications we carried out were basically for trade fairs and exhibitions. Today, interior designers, architects and window dressers have become big consumers of our product ". Therefore, Sabaté has clearly opted for 3D graphics, offering clients the possibility of personalising elements that, until now, had not been considered (chairs, tables, shelves...), and using recyclable substrates.



Clorofiladigital, with 30 years in the sector, is another firm that has joined this trend. With the slogan "With us, your imagination has no limits", the company offers personalised solutions to architects, interior designers, museographers, stage designers and individuals. **José Luís Cano**, the manager, ensures us that *"technology has opened up great artistic possibilities because of its application on*

multiple substrates" and *"clients bring us great creativity of which we try to take advantage"*. It is easy to see on their website that there are, effectively, no limits to the imagination: washing machines with the New York skyline; headboards with the photo of Marilyn; walls that envelop you in an almost real autumnal landscape or floors with the city's metro map.

Others, such as Pixartprinting, allow you to design your own armchair online, they print it for you and they deliver it to your home in a couple of days at a modest price. The examples are limitless and some are very original, such as Crayon Creatures, which print 3D children's drawings, giving "three dimensional" life to suns, giraffes, children and little houses drawn by kids.

Textile digital printing grows exponentially

One of the digitally printable substrates that has grown notably in recent years is textile; and it is not only large companies that are taking advantage of the possibilities, but small start-up firms have managed to turn them into business opportunities. This is the case of stikets.com, a small company from Igualada that prints personalised labels. The idea came from **Maria José Rivas** and **Stephanie Marko**, two enterprising mothers who saw the need to find an easy, long-lasting solution to identify their children's clothes. For Marko, *"it is evident that there is a market where clients and companies want personalised and competitive products in small quantities"*.

Another start-up that is growing thanks to digital textile printing is La Fibra Creativa, founded by **France Buyle**. Through her website, this patchwork enthusiast offers to print photos, drawings and exclusive designs on silk, cotton and linen scarves with no minimum quantity required. Buyle is convinced that "part of silk screen printing production will gradually become digital because of its flexibility" and "part of local textile manufacturing, which disappeared decades ago, will be recovered". These are optimistic forecasts, like those of the consultancy firm **Pira Internacional** and **FESPA** (formerly the Federation of European Screen Printers Associations) that, in a recent study, foresaw an increase of over 870% in digital textile printing between 2009 and 2014.

It is therefore evident that the printing industry is undergoing a deep reconversion but it is also clear that, with the latest advances in digital technology, a whole world of opportunities to print everything we could imagine is opening up. **Rafael Farrés**, President of graphispag.digital 2013, concluded: "it is essential to pay attention to changes in demand. It is crucial to understand this and see how we have to adapt our product, within the company's real possibilities". Some are already taking advantage of the demand for limitless personalisation.

The pleasure of personalisation

Why do we like designing our trainers and online business cards or getting our favourite photo printed on the living room wall? What is behind the personalisation boom? Marc Cortés, Professor of Marketing at ESADE, says "having a personalised product or service makes us feel different and unique". Moreover, he adds "Having a tailor-made product increases the perception of a good service. This guarantees more "pleasure" in use and, therefore, more bond with the brand".

A recent Accenture study corroborates this boom: 63% of consumers wish to be able to personalise the products or services they receive for them to be exactly what they want. According to Cortés, it is a change in consumer behaviour reinforced by efficiency: "production processes allow us to personalise products at a more affordable cost" and, moreover, "digitalisation allows us easier, faster and cheaper access to these processes".

In the face of these changes, Cortés recommends companies in the printing sector to observe their clients. "Only those who understand the transformation from the client's viewpoint and not from the sector's perspective and those who work on developing services and not products will survive", he warns.

Printing photos to give as mementos

We accumulate thousands of digital photos on our smartphone, laptop, social networks... But, how many do we print? Although traditional printing on paper has been freefalling for years, other forms of giving physical life to our photos and give as mementos are growing in strength. Hofmann, Fotoprix, Kodak and Fann are just some of the companies that offer thousands of possibilities on their websites: photo albums, mugs, canvasses, calendars, posters, bags and even mobile casings. According to HP, this market is growing in strength all over Europe and, in 2015, will generate over 780 M€. This business can be found more and more on the Internet. According to InfoTrends, in 2013 75% of photographic products will be bought online.

Author:

Natàlia Torrent for graphispag.digital

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Offering printed products with more added value is key to the growth of the graphics sector

New technologies reinvent printing

Bespoke digital printing on demand, interactivity of graphic products with on-line media, web-to-print, electronic printing, 3D printing...are the latest trends that are revolutionising the printing sector. They give the over 10,000 graphics companies in Spain innovative business models and various possibilities of reinventing or repositioning themselves. Doing so in times of crisis and of accelerated change is more difficult but, at the same time, more urgent.

Yesterday, they only printed in large quantities of paper. Today, they have to be suppliers of graphic communication services, who continue to specialise in sheets and reels but are also capable of printing unique products on demand on any material, of using e-commerce platforms to contact their clients and of looking for maximum interactivity with new technologies.

The graphics industry is undergoing an authentic reconversion at a dizzying speed, obliged to adapt to the digital media boom, to new consumer habits and to the crisis. Many companies in the sector have turned necessity into a virtue and are turning their businesses around. In order to help them define and face this new stage, graphispag.digital, a show with new digital printing equipment, innovative substrates, workflows, software and cutting edge graphic applications, as well as numerous inspirational proposals to reveal the areas in which printing still has great growth potential, is coming to Fira de Barcelona from April 17th to 20th.

The President of graphispag.digital, Rafael Farrés, says: "the future development of the sector will not come from the increase in volume of printed products, but from the increase in value of those products". And, more added value, he adds means "expanding the offer of products and services and interacting with electronic media, such as print on demand, interactive printing –QR codes, augmented reality and smart labels– and web-to-print".

Along these lines, many companies are already using hybrid technologies, which combine traditional systems, such as offset, with digital printing in order to increase flexibility and reduce costs. Others have opted for specialisation (large format, packaging, textile printing and "green printing") and, meanwhile, emerging businesses based on digital printing on any substrate, electronic printing and printing on 3D objects are appearing.

Does conventional printing have a future?

"Any printer taking no action and simply awaiting an upturn in the economy is in for a shock as any lost volumes are likely to be lost forever". This is the emphatic opinion of Nick Waite, Head of Market Research at the prestigious consultancy firm Smithers Pira, on the graphic industry's situation. For Waite, the decline in demand for print on paper will persist "in the short term, affected by the global economic slowdown; and in the long term, mainly due to the impact of competing electronic communication media".

Javier Rodríguez Borlado, Head of R&D at the Tajamar Technological and Graphic Institute, agrees: "printing will continue to decline in areas where the printed product provides a poorer service than the digital product and it will continue to hold its own, or even grow, in fields where it brings added value or where it cannot be replicated, such as packaging or labelling". He recommends looking for synergies between printed products and the digital field: "Companies that know how to offer users of social networks the opportunity of communicating through printed products too will generate a lot of print output". For Rodríguez Borlado, trends in consumer habits are clear: access, generation and enjoyment of communication from mobile devices, customisation and greater participation of end users in the creation and distribution of contents. In this scenario, it is evident that graphics companies need to adapt to the changes, the difficulties in obtaining necessary financing are also obvious.

From web to print in one click

In this situation, the best ally of companies if they want to operate in a global market and make direct contact with end users is the Internet. Implementing web-to-print technology is one of the best ways to achieve it since it connects the production department with users, who decide the design of their graphic product, put in the content they want and get it printed professionally.



Pixartprinting is one of these online platforms from which you can design and print cards, posters, photo canvas prints, vinyl, fabrics, cardboard stools and an endless number of products. It was founded in 1994 as a traditional printing firm but, in 2000, it was transformed into an e-commerce digital printing company. This company's business model, ground-breaking at the time, allowed it to achieve undisputed leadership in Italy, and become one of Europe's largest online print businesses in Europe. Today, with 260 employees and 80,000 clients it is still growing and has a plan to expand across the border. According

to General Manager, Alessandro Tenderini, "we are witnessing a slow but inexorable passage from traditional printing to online printing where the offer of products that clients can request is increasing and being enhanced".

Impresum.es also went over to web-to-print after 10 years as a traditional offset printing company. "We realised that processes were endless with conventional workflow", said Dani Matoses, head of client services. They opted to adapt to new consumer habits and offer bespoke services. "The user is king in the internet and has the power to make decisions; we can only make recommendations". Impresum also offers something extra: green printing. "We encourage maximum use of recycled paper, we reduce waste and energy consumption as much as possible, we do not use chemicals in prepress and only use vegetable-based inks".



Printing smart labels, batteries and sensors

Experts say that emerging businesses do not come from nothing, but from industries with a long tradition and very valuable know-how. This is the case of the graphics industry, which has contributed to the birth of printed or functional electronics: the manufacture of electronic and photonic devices and circuits using conventional printing technologies. They are flexible, ultra-thin and cheap photovoltaic cells, integrated circuits, sensors, flexible screens and batteries that can be printed on packaging, fabrics and other surfaces.

Some applications are already on the market: RFID labels, printed batteries for electronic devices, flexible photovoltaic surfaces and glucose monitoring sensors for diabetics. Others will soon transform our lives, according to Jordi Carrabina, President of PEC4, a cluster of 5 technological centres in Barcelona dedicated to printed electronics. "Their growth in lighting and photovoltaics will be imminent; we will have mass production in RFID and batteries in 2-3 years and, in biomedical

and food and beverage areas, we will have to wait around 5 years", he says.

The company from Murcia, Vivainnova, has already started to market a low-cost automobile battery tester manufactured in flexible plastic lamina. It is placed in the vehicle's glove box and lets you know when to change the battery. For Julián Serrano, Managing Director of Vivainnova, "functional printing and 3D printing open up new perspectives for an industry, like the graphics one, which is excessively dependent on habitual markets and applications". Carrabina, from PEC4, agrees: "it is an opportunity for reinvention, not only for printing companies but also for those related to lighting, photonics, machinery, chemistry and materials".

3D printing: the latest revolution

Printing a three-dimensional prototype, model or jewellery is already possible with a 3D printer. But, can you imagine printing a kidney from stem cells? Or a kneecap that is stronger than a human one? And what if we manage to print materials on the Moon, instead of transporting them there? It appears to be science fiction but they are projects under research in various universities around the world. Every day, 3D printing becomes more perfect, more versatile and more economical and, according to experts, it will transform medicine and cause a new "industrial revolution".



Hewlett Packard, Roland DG and the Spanish firm Protorapid already have 3D printers on the market, while dozens of companies are discovering original business models with them. In Japan, for example, you can already enter the first 3D photo cabin and come out with your own miniature

figure. Closer to home, the Catalan company Crayon Creatures prints children's drawings in 3D. Their creator, Bernat Cuní, a graphic designer, who wanted to give life to one of his daughter's drawings said: "after an initial test with a domestic 3D printer, I printed it professionally with the colours of the original drawing. The result was so pleasing that I decided to turn it into a service". Cuní also works in jewellery and decoration and studies new business models: "before, doing things was a privilege in hands of an elite, but now you can decide to do it. 3D gives people access to production media".

Graphispag.digital will feature these trends in Image&Print Congress and in the presentations that will be taking place in Image&Print Corner.

Author:

Natàlia Torrent for graphispag.digital

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17th to 20th April 2013
www.sonimagfoto.com



The imaging world finds business opportunities by joining forces with printing

Sonimagfoto&Multimedia or how to give new life to our photographs

What is the point of taking and storing so many digital photos if you do not use them? With this question in mind, Sonimagfoto&Multimedia is joining forces with the graphic technology fair, graphispag.digital, at Fira de Barcelona, from April 17th to 20th, to showcase the endless possibilities available for our photos to take on new life. From decorative murals for the walls of our home to furniture, domestic appliances and gift articles imprinted with a photo. The customisation of images is taking off and business opportunities arising from digital printing, new substrates and finishes and online shopping are multiplying.

The adverse economic climate is taking its toll on the photographic industry, the turnover of which has been greatly affected by the drop in demand and consumption. Not even the recent launches that improve the performance of fixed lens cameras have mitigated the decrease in sales, 27,2% in the last year. Added to this is the competition from smartphones, which have almost wiped out use of the most basic compacts. There is a shift in paradigm and users, above all, are looking for connectivity and immediacy when it comes to sharing their photos on social networks, functions that smartphones can provide in abundance.

At the same time, the annual growth in the photographic product market is increasing by 5.6%, according to sector sources. The way of printing photos has changed radically, since we have gone from traditional copies on paper to printing on objects, creating photo books and customising spaces and surfaces.

Sonimagfoto reflects this market situation to a T: leading firms such as Canon, Nikon and Fujifilm are bringing the latest in capture equipment, while other camera brands will be represented by distributors. Other exhibitors will be showcasing photographic software, material, accessories and consumables, digital albums and photography services; in addition to the graphispag.digital exhibitors of digital printing equipment and substrates and materials. Overall, 139 companies are participating.

It is being held in the Gran Via Exhibition Centre together with graphispag.digital. The shows are bringing together 139 exhibitors.

Camera sales are dropping but a growth in the printed photographic product market is forecast

The show includes activities for photo lovers: Exhibitions, Conferences, Photography sets, Digital Classrooms and a Photowalk

Image and printing converge

In the face of this convergence with the world of printing, imaging is reclaiming its exclusive and differential value and its indisputable power of communication. The President of Sonimagfoto&Multimedia, Enric Galve, says: "Technology makes photography an essential element in new graphic applications. We have to be creative and very proactive in order to detect trends and tastes in terms of image consumption and knowhow to respond with these new photographic products. That is the challenge".

At this edition, the show organised by Fira de Barcelona will be showcasing applications of printed images and inspiring emerging businesses in graphic and visual communication for professionals. The main new feature organised by Sonimagfoto&Multimedia and graphispag.digital is the international Image&Print World congress in which 30 speakers from 8 countries are participating. These experts will present success cases, techniques and solutions in the imaging and printing businesses that offer growth opportunities for companies in the sector. The sessions, more interesting for photography professionals, will cover full colour process management, multimedia printing and creativity for innovation from the moment of shooting.

Activities for photo lovers

Nonetheless, Sonimagfoto&Multimedia is not forgetting photo lovers and has prepared a full programme of activities for enjoying the cultural and educational aspects of photography. The list includes dozens of exhibitions never seen before; a photo walk through Barcelona; conferences and round tables on underwater, potholing, panoramic and nature photography; photography sets to discover tricks and techniques from professional photographers; and the Adobe Digital Classroom on the use of the latest image treatment and editing programmes.

Unseen exhibitions

Photography lovers will be able to enjoy themselves with the work of classical and avant-garde photographers: "*La mirada feroz*" (A Fierce Look) by Colita, "*Seis fotos, seis*" (Six photos, six) by Carlos Virgili, "*Barcelona sin filtro*" (Unfiltered Barcelona) by Kike del Olmo, "*Texturas, el mundo invisible*" (Textures, the invisible world) by Albert Masó and "*La fotografía panorámica 360º*" (360º panoramic photography) by Hugo Rodríguez. Moreover, on occasion of its 90th anniversary, the *Agrupació Fotogràfica de Catalunya* will be surprising visitors with the exhibitions of two of its most representative members "*La vida atrapada al vuelo*" (Life Caught in Flight) by the last winner of the National Photography Award, Eugeni Forcano, and the works of photo artist Sergio Tello. Visitors will also be able to see the collective exhibitions of the "Montphoto Competition" and "10 years of Captura.org", which will show selections of the best nature images of recent years and of photographs taken and shared on his photo blog by Andreu Buenafuente and his friends.

Some of these exhibitions will be complemented by a conference by the author, such as "*Branding para fotógrafos*" (Branding for photographers), by Judith Membrives, from Comunikko, Montphoto's marketing and communication agency; "*Fotografía panorámica 360º: más allá de los límites de la visión*" (360º panoramic photography: beyond the limits of vision, by Hugo Rodríguez; "*Foto submarina, tan fácil, tan difícil*" (Underwater photo, so easy, so difficult), by Carlos Virgili; "*Fotografía en la espeleología*" (Photography in potholing), by Víctor Ferrer; and the round table debate on the Captura.org project moderated by Andreu Buenafuente, who will be accompanied by other photographers, such as Mikel Urmeneta, Jon Sistiaga, Alicia Otaegui, Ana Sánchez and Mia Font.

A walk around Montjuïc

Photo lovers, who wish to share their passion for photography and Barcelona can take part in the Sonimagfoto-Naturpixel photo walk, an initiative that proposes walking around the city and photographing places together with other photo lovers, accompanied by leading professionals, who will help participants to improve their technique and answer questions.

This photo walk, which will start in Plaza España and end at the Gran Via Exhibition Centre, crossing the Montjuïc mountain, will take place on Saturday April 20th. The only essential requisites are being in possession of a ticket to Sonimagfoto&Multimedia and a compact, reflex or mobile camera. The route is apt for all ages, publics and levels. To top it off, on arriving at the Gran Via Exhibition Centre, participants can attend the round table debate moderated by Andreu Buena Fuente.

The courses, workshops and classrooms are other cornerstones of the show. Highlights of the educational activities programme are the Adobe Digital Classroom, which includes theoretical-practical sessions that teach the latest digital trends in image treatment and publishing by leading professionals, and the Photography Sets organised by the AFP on photography techniques. These sets will feature fashion photography (Pau Palacios); creative image manipulation (Sergio Tello); the portrait (Joel Ventura); and macro photography (Albert Masó).

Image&Print Corner

As a complement, the show is joining graphispag.digital to open the Image&Print Corner, featuring brief presentations to reveal the applications of digital imaging and printing, as well as success stories with the aim of promoting networking between supply and demand. Topics will include augmented reality, web-to-print, 3D printing design, graphic design, visual communication services, PoSA, textile printing and greenprinting, among others.

This space will also host all the conferences related to some of the show's exhibitions and the first World Wedding Photo Awards, which recognise the work of photographers in wedding parties and ceremonies around the world.

Sonimagfoto Scholarship

Lastly, during the show, the name of the winner of the Sonimagfoto Scholarship for a Postgraduate Diploma Course in Photojournalism at the Autonomous University of Barcelona between October 2013 and June 2014 will be announced. The ten best entries in this seventh edition will be screened at the Diploma Course stand.

Sonimagfoto&Multimedia that, together with graphispag.digital, will occupy pavilion 2 in Fira de Barcelona's Gran Via Exhibition Centre, will be open from 10 a.m. to 7 p.m. except for Saturday when it will close at 4 p.m. Professionals linked to the photography and imaging sector can register online on the show's website to get their pass valid for the whole show. Enthusiasts can also purchase their ticket in advance via the Internet at a price of 10 Euros.

Barcelona, April 2013

Images available at <http://www.sonimagfoto.com/images/>

Marta Juvell / Maria Dolors Herranz
93 233 20 89 - 25 41
mjuvell@firabarcelona.com