

Il mondo della stampa  
ha una nuova prospettiva.  
Da tutte le angolazioni.



**PRINT4ALL**

**An Innovative Business Platform for  
Professional Printing**

## **1. PRINT4ALL Concept and Value Proposition**

## **2. Features and content of the PRINT4ALL format**

# Presentation content (1)

## 1. PRINT4ALL Concept and Value Proposition

## 2. Features and content of the PRINT4ALL format



## PRINT4ALL

More than the sum of the parts.

**CONVERFLEX**  
CONVERTING • PACKAGE PRINTING • LABELLING

**GRAFITALIA**  
PRINTING & COMMUNICATION

**INPRINTING**  
INDUSTRIAL PRINTING

**A new, great industry event** covering three vertical sectors – commercial printing and publishing, package printing, labelling, converting and industrial printing – showcased in what is set to become the **leading international printing exhibition in Italy for Europe, Eastern Europe and the Mediterranean**

Un progetto a cura di:



**ACIMGA**  
ASSOCIAZIONE ITALIANA  
CONVERTING



# PRINT4ALL: Key differentiation factors



## INNOVATIVE PROJECTS

Print4All is an **innovative format** introducing an integrated approach to the target *business communities* of each printing and converting segment

## CROSS-INDUSTRY SYNERGIES

An **industry event** offering new business development opportunities thanks to the synergies between different printing and converting sectors and its co-location with related exhibitions

## BUSINESS COMMUNITY

A **chance** for the business community at large **to discuss and exchange ideas** as different targets are actively involved through specific engagement activities

## BUSINESS MATCHING

A **real chance** to increase your business contacts through a platform designed to facilitate the meeting of clients and highly qualified, accurately profiled buyers

## CONTENT & EXPERTISE

**Quality content** developed through the expertise of the promoters as well as the contribution of the *Steering Committees* and the *Ambassadors*, conveying specific competences

# PRINT4ALL: Top 10 key concept elements



**INNOVATIVE  
PROJECTS**

**SYNERGIES  
CO-LOCATION WITH  
OTHER EXHIBITIONS**

**SME DEVELOPMENT  
PLATFORM**

**PARTNERSHIPS  
WITH TOP PLAYERS  
FM-ASSOCIATIONS**

**TARGET-SPECIFIC  
VISITOR PLANS**

**BUSINESS MATCHING  
SERVICES**

**EVENTS SEGMENTED  
BY TARGET FOCUS ON  
INNOVATION**

**EXTENSIVE  
ITALIAN/INTERNATI  
ONAL MEDIA PLAN**

**MILAN:  
THE COMMUNICATION  
CAPITAL**

**CUTTING-EDGE  
FACILITY WITH  
EFFICIENT SERVICES**



**VALUE PROPOSITION**



## VALUE PROPOSITION

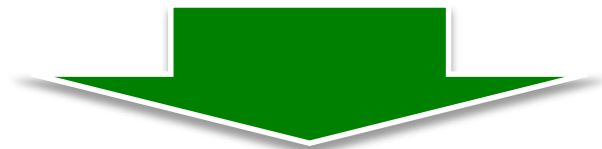


*An **innovative** international **format** with specific focus on **Europe, Eastern Europe and the Mediterranean**, designed **by the industry for the industry** with the experience and competence of experts. Not just representatives of the technology demand and offer, but all industry stakeholders. Produced and promoted with an extensive **promotional plan** by one of the top players in the exhibition industry and located in **Italy's communication capital**. A new exhibition concept as an **incubator of ideas and contents** with the ability to attract new business segments/targets through **the co-location with prestigious exhibitions** representing synergic industry sectors.*

# PRINT4ALL: Exhibition offer macro-segments



The exhibition targets **manufacturers and suppliers of technology, equipment and services.**  
An as «Industry Exhibition», **Print4All showcases the best of the industry offer**  
and can meet in an integrated yet specific way the needs voiced **by the extensive**  
**community of users of Printing and Converting solutions and applications.**



- ROTOGRAVURE
- FLEXO PRINTING
- OFF-SET
- DIGITAL PRINTING
- HYBRID TECHNOLOGIES
- CONVERTING TECHNOLOGIES



- OFF-SET
- DIGITAL PRINTING
- SW FOR ONLINE PRINTING
- SW FOR PRINT WORKFLOW
- OFFLINE / ONLINE MANAGEMENT OF PRINTED COMMUNICATION
- PRINTING ENRICHING & FINISHING



***SOLUTIONS FOR BOTH  
SPECIALIZED AND  
INDUSTRIAL PRINTING:***

- SERIGRAPHY
- PAD PRINTING
- DIGITAL & INK-JET PRINTING
- 3D PRINTING



# PRINT4ALL: Targets of interest (Visitor Clusters)



As an «Industry Event», the **exhibition targets the extensive community of professional print users**, ranging from traditional print professionals to specialists in every field of the industrial print production chain – with functional, decorative and/or package printing applications – and, last but not least, manufacturing industry professionals

## «MANUFACTURING» Cluster

Professionals and end users in different industries:

- Food & Beverage
- Packaging
- Textiles
- Fashion
- Paper
- Automotive
- ...

## «INTEGRATORS, CONVERTERS, COMPONENT PRODUCERS and DEVELOPERS» Cluster

Professionals from the print production chain looking for partners, technology, machinery and equipment to create new solutions or integrate existing ones

# PRINT4ALL: targets of interest (Visitor Clusters)



## «PRINT» Cluster

### ROTOGRAVURE

- Artistic Print Professionals
- Commercial Print Professionals
- Graphic Print Professionals
- Industrial Print Professionals (decorative/functional and package printing solutions)
- Publishing professionals
- Print services
- Communication & Marketing agencies
- Copy centres
- ...

## «PROFESSIONAL» Cluster

- Innovators
- Creatives
- Designers
- Architects
- Project managers
- Print Buyers
- Print Managers
- Industry specialists

## «EDUCATION» Cluster

Students are a category of potential future professionals as well as influencers of trends and development opportunities in terms of technology and innovation in the professional print industry

# PRINT4ALL: Product format for a «Content Exhibition»



Pre-show,  
September  
**2017**

**PRINT4ALL**  
CONFERENCE

*September 12-13, 2017  
Stella Polare Congress Centre  
fieramilano, Rho*

During  
the show,  
May  
**2018**

PRINT4ALL EXHIBITION

SPECIAL THEMED PROJECTS

INSTITUTIONAL MEETINGS

SEMINARS & WORKSHOPS

MY MATCHING

P4ALL NETWORKING

**PRINT4ALL CONFERENCE (2018)**

PRINT4ALL fa parte di "THE INNOVATION ALLIANCE"



# PRINT4ALL: An Industry Event



Print4All is part of **The Innovation Alliance** project, which for the first time ever will combine **PLAST, IPACK-IMA, MEAT-TECH, PRINT4ALL** and **INTRALOGISTICA ITALIA** at Fiera Milano from May 29 to June 1, 2018

- Born out of the partnership between **ACIMGA** (Italian Manufacturers Association of Machinery for the Graphic, Converting and Paper Industry), **ARGI** (Association of Graphic Industry Suppliers), **AMAPLAST** (National Association of Manufacturers of Plastics and Rubber Processing Machinery and Moulds), **UCIMA** (Italian Packaging Machinery Manufacturers Association), **Fiera Milano** and **Hannover Fairs International**, this strongly industry-oriented project combines **five top-notch sectors in the Italian and International exhibition industry**, giving rise to a unique event for completeness and cross-industry content.

- Professionals from all industry sectors will find a **broad-ranging offer** including processing and packaging, plastics and rubber processing, commercial and industrial printing, graphic customization of packaging and labels, material handling and warehousing, all in one place.

Print4All will be located in halls 16, 18 and 20



# PRINT4ALL: I Partner della manifestazione



# PRINT4ALL: Exhibition Partners



## **FEDERATION OF THE PAPER AND GRAPHIC INDUSTRY**

Comprising National Trade Associations ASSOGRAFICI, ASSOCARTA and ACIMGA

## **ASSOCARTA**

Trade association gathering companies producing paper, cardboard and paper paste in Italy

## **ASSOGRAFICI**

National Italian Association of Graphic, Paper and Converting Industries

## **ATIF**

Italian Technical Association for Flexography

## **ITALIAN PACKAGING INSTITUTE**

Association of companies for information, professional training and the spread of packaging science in Italy

## **AIMSC**

Italian Association of Print and Paper Museums

## **E.N.I.P.G.**

National Authority for Professional Graphic Education

## **INTERGRAF**

European Federation for Print and Digital Communication

## **AIMCAL**

The Association of International Metallizers, Coaters and Laminators

## **NPES**

The Resource of Choice for the Graphic Communication Industry

## **PEIAC**

Printing Equipment Industries Association of China

## **ESMA**

Association of European Manufacturers of Screen Printing Equipment and Supplies

# Presentation Content (2)

**1. PRINT4ALL Concept and Value Proposition**

**2. Features and content of the PRINT4ALL Format**

# PRINT4ALL Format: 5 Content Clusters



**PRINT4ALL  
exhibition**

**1**

Special themed  
projects

**2**

**Institutional meetings  
Seminars & Workshops**

**3**

Business and relation  
development

**4**

**PRINT4ALL  
CONFERENCE (2018)**

**5**





The exhibition showcases the best of the industry offer, from technology to solutions designed for professional print suppliers in all applications:

- Artistic
- Commercial
- Publishing
- Industrial
- Packaging
- Labelling



The exhibition section will host a number of **thematic areas** with **special projects** designed to attract **specific targets** to the exhibition  
(PRINT-MAT, P4ALLforSchools, THE VALUE OF PAPER)



## PRINT-MAT

*THE FRONTIER OF  
PRINTING  
INNOVATION*

Target: Press and Professionals

## P4ALLforSchools

THE HISTORY OF  
PAPER

*FROM THE ORIGINS  
TO ...PRINT4ALL*

Target: AIMSC and E.N.I.P.G  
schools

## THE VALUE OF PAPER

*PAPER - CLICHÉS and  
REALITY*

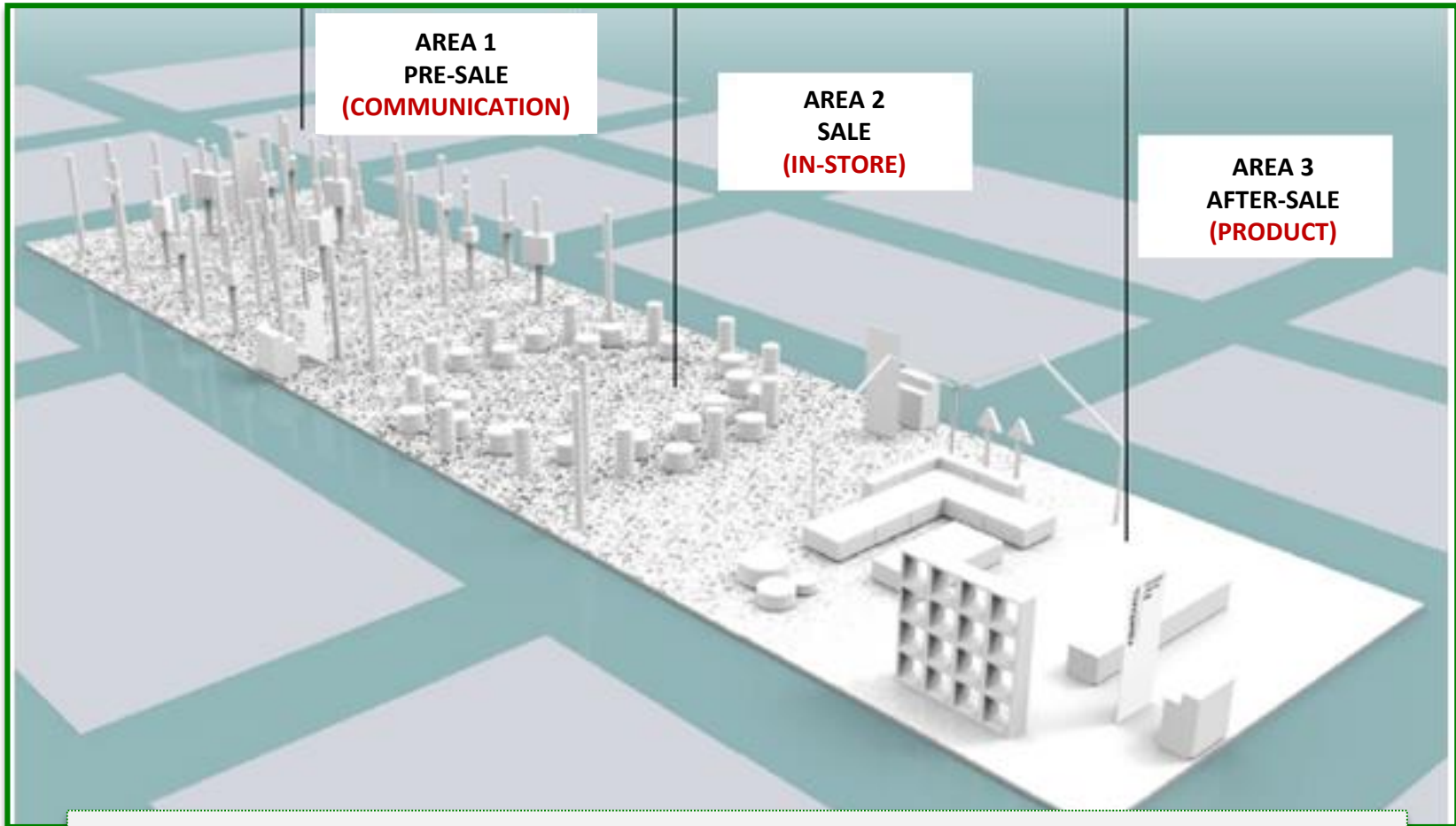
Target: AIMSC and E.N.I.P.G schools, ASSOCARTA  
and professionals



## Printing innovation for the *CUSTOMER JOURNEY*

- Created and developed by ACIMGA and ARG1 in cooperation with FESPA ITALIA, **PRINT-MAT represents the pinnacle of innovation at PRINT4ALL 2018**
- The initiative is designed to **demonstrate printing applications bringing the «WOW» effect into the complex customer purchase journey**. A *trend* area where companies supplying printing solutions to end clients will present – through the simulation of “usage scenarios” - **their best solutions** which, thanks to the innovative technology and materials on display at the booths of PRINT4ALL exhibiting companies, can be optimally applied to the three main stages in the *Customer Journey*: **Pre-Sale, Sale and After-Sale**
- Located at the heart of the exhibition, PRINT-MAT will be better explained to Visitors within the **PRINT-MAT Live Innovation** visitor route
- An extensive **calendar of workshops and seminars** held by PRINT-MAT exhibiting companies will bring additional content to the demo area
- PRINT-MAT represents the continuation and translation into exhibition of an extensive exploration process of the *Customer Journey* - the main topic of the 2<sup>nd</sup> edition of the **PRINT4ALL CONFERENCE** held in Milan on September 12-13 2017 at the fieramilano Congress Centre, Rho.

# PRINT-MAT, at the heart of innovation for the *Customer Journey*



**PRINT-MAT** will showcase **real-life examples** of how innovation in technology and materials makes PRINTING a **key element in consumers' increasingly multi-channel experiential process**, with applications along the entire journey including places (touch points), tools (both physical and digital) and time (at all times)



PRINT4ALL will place a **special focus on schools** as incubators of **future Professionals and industry Innovators** by developing specifically designed educational and training routes, which include **guided tours** to exhibition booths to experience first-hand and interact *live* with the products on display and with the representatives of the industry.

In particular, the project will involve students from **AIMSC** (Italian Association of Print and Paper Museums) and **E.N.I.P.G** (National Authority for Professional Graphic Education) **Schools**, which include as many as 34 graphic schools located across the country, and **ASSOCARTA**





## The history of paper: from the origins to... PRINT4ALL

- A **museum tour** illustrating the history of paper up to the present day. The most significant displays include machinery, equipment, production and printing processes «**from the origins to PRINT4ALL ...**», which **sums up, showcases and emphasizes the value** of technological evolution and innovation in the industry.
- The project was developed with the cooperation of **AIMSC**, Italian Association of Print and Paper Museums, which will enrich the display with historical Printing and Graphic Arts machinery and equipment
- The museum will be located in a dedicated area and will also have an **experiential** side, with **guided tours** to exhibiting companies' booths offered to the benefit of the schools involved
- **The tour will be centred around three main themes: 1)** paper as a tool for study and knowledge; **2)** paper under the impulse of technical and technological evolution; **3)** present-day printing: the state of the art of technology, solutions, processes and industry trends (PRINT4ALL)



## Paper - Clichés and Reality

- The project deals with **the topic of the value of paper - clichés and reality**, with the goal to dispel or change some of the erroneous convictions or beliefs about paper that have been spreading over the last few years. On this key issue **ASSOCARTA** has developed a special project called «Paper - Clichés and Reality»
- The special emphasis placed on this topic stems from the need to **rectify misleading information** about paper and the Italian paper industry. The goal is to provide users, institutions and the press with accurate information about paper products and the paper industry, which today observes strict environmental sustainability criteria and plays an important economic and cultural role in the country's industrial system.
- The project is part of «**Two Sides**», an initiative launched in 2008 by representatives of the printed communication industry with the objective to create a *forum* where professionals from every industry sector can cooperate and share experiences, improving industry standards and practices and effectively communicating them outside of the industry, to the end of making the public opinion aware of the sustainability of printed communication. **Two Sides** involves companies and organizations from every stage of the printed communication value chain: production, distribution, printing, content production and delivery
- The topic will also be extensively discussed during an **institutional meeting promoted by ASSOCARTA**, with the support of industry professionals and trade associations.





**Institutional / educational perspective**

**INSTITUTIONAL  
MEETINGS**

**For all PRINT4ALL  
targets**

**SEMINARS &  
WORKSHOPS**

**By topic / target**

**Technical/commercial  
perspective**

**PLAYERS ON STAGE  
EXHIBITORS'  
PROPOSALS**

**By topic / target**





## INSTITUTIONAL MEETINGS for the professional print industry

- **Presentations and debates on a broad range of key topics** for the entire industry of professional printing and converting, promoted by leading Institutional bodies and industry Associations.
- As of today, **institutional activities** include:
  - ☐ **INDUSTRY 4.0** convention promoted by the **Federation of the Paper and Graphic Industry** (ACIMGA, ARGi, ASSOGRAFICI and ASSOCARTA)
  - ☐ «**Paper – clichés and reality...**» Convention by **ASSOCARTA**
  - ☐ Inaugural convention on economic policy issues by **ASSOGRAFICI** – the National Association of Graphic, Paper and Converting Industries. The Association will also promote a discussion on printed communication. Discussion topics include **Food contact materials**, **Environmental Sustainability** and **the Value of Products** promoted by **Specialization Groups** members of the Association
  - ☐ Annual Association Meeting and International Conference on the future of printing by **INTERGRAF**, European Federation for Print and Digital Communication
  - ☐ **ATIF** Convention – Italian Technical Association for Flexography



## INDUSTRY 4.0, a «federation project» for industry professionals

- A complex **research-educational** project developed by the **Federation of the Paper and Graphic Industry** in cooperation with Università SDA Bocconi, with the objective to present the opportunities and advantages that the Industry 4.0 can offer to companies in the industry. The initiative is connected to the 2017-2018 funding plan established by the Ministry of Economic Development for the Industry 4.0.
- The “**P4ALL INDUSTRY 4.0**” **convention** will provide **a summary** of a long research and mapping process of the state of the art of *practices 4.0* in Italy – the results will be presented for the first time at PRINT4ALL 2018
- The institutional session will last half a day and will focus on applications with the **presentation of case histories**
- The research and mapping project will be capped off by a **specially designed educational plan**, which will leverage operational guidelines devised on the specific needs inferred from the survey, to the benefit of individual companies
- **The INDUSTRY 4.0 project is an outstanding example in the Italian association landscape**, as it is the first result of the joint, coordinated efforts of the Federation and of the direct, operational involvement of member associations including **ACIMGA, ASSOGRAFICI and ASSOCARTA**.



## Proposals by the Specialization Groups

The discussion will deal with several topics:

- **FOOD CONTACT MATERIALS:** all groups produce materials and items designed to come in contact with food; the issue of compliance with relevant regulations and the investigation of critical aspects in fulfilling regulatory requirements are topics of considerable interest for all member companies. It may include a discussion with experts who can help companies meet market demands in terms of consumer safety
- **SUSTAINABILITY AND ENVIRONMENT:** research into the best solutions to market increasingly environment-friendly products is a highly interesting topic involving all member companies. There will be opportunities for discussion where companies may present successful *case-histories* about eco-friendly products/productions
- **THE VALUE OF PRODUCTS:** too many times has packaging been viewed negatively by the public opinion and its high social value forgotten, especially in limiting food waste. The groups will present the positive aspects of their products and solutions to minimize environmental impact while maintaining the same performance in terms of protection and preservation of packaged products.



## Promoting Specialization Groups

- **GIFCO**  
*Undulated cardboard manufacturers*
- **GIFASP**  
*Manufacturers of foldable cardboard cases*
- **GIPEA**  
*Self-adhesive label manufacturers*
- **GIFLEX**  
*Flexible packaging manufacturers*
- **GIPSAC**  
*Paper bag manufacturers*
- **SHOPPING BAGS**  
Paper shopper manufacturers
- **TUBES**  
*Cardboard tube manufacturers*



## INTERGRAF Conventions

The Association will promote two meetings:

- **INTERGRAF member and Board meeting** – participants include the Presidents and Directors of federated Associations from different countries (graphic industry entrepreneurs); the session will be held on **Thursday, May 31 2018**
- ***Print Matters for the Future Conference***, an international conference on topics connected to the future of printing; the session will be held on **Friday, June 1 2018**



## «Intensive Seminars», a meeting with experts and leading industry professionals

- **Daily information clips with the support of experts and leading industry professionals** (including exhibiting companies) on a number of key topics such as *Creativity, Design, Communication, Technology and Innovation*, with the **goal** to: **1)** offer education and updates; **2)** provide actionable work tools applicable to the relevant company scenarios, *clinics* on specific issues, suggestions to enrich and improve participants' competences
- The *Intensive Seminars* programme includes two sessions, one in the morning and one in the afternoon, lasting a maximum of thirty minutes. Each seminar will be offered on multiple days to give all who are interested the chance to participate
- The seminar programme **can include contributions from visitors** according to a *collaborative format* giving them the opportunity to recommend / nominate topics of specific interest. A «call for themes» will be opened three months prior to the beginning of the exhibition.



## «THE FUTURE OF ...», the frontiers of the future of printing

- A series of «meetings-networking sessions» with international experts with the **objective** to provide support to the success of the Enterprise of the Future as well as to constantly inspire Innovation
- The **events are designed to exchange and share** experiences and *best practices*, access reliable sources of information and update, collect new contacts and obtain inspiration for new ideas
- «THE FUTURE OF ...» events include: **1)** live meetings with international keynote speakers on macro-trends and experiences related to Professional Printing; **2)** sharing and circulation of contents and research results; **3)** a final sum-up with discussion and networking opportunities
- «The Future of ...» meetings will last a maximum of one hour and will take place at the end of the exhibition days



4

**MY  
MATCHING**

**Business development**

**P4LL INCOMING  
BUYER  
PROGRAMME**

**Business development**

**P4ALL  
NETWORKING**

**Relation development**





## MY MATCHING to do business in a targeted way

- To the end of providing our clients both from industry Demand and Offer (worldwide) with **targeted business development opportunities**, PRINT4ALL offers **MY MATCHING** – a new digital platform designed by Fiera Milano to create specific meeting calendars based on the specific needs of both parties.

## Global «P4ALL INCOMING BUYER» programme

- To the end of maximizing our clients' opportunities to do business, **PRINT4ALL will select and bring to the exhibition over 150 potential buyers** with decision-making power and high spending capacity, mainly from *Eastern Europe, Russia, Africa and Middle East.*

## P4ALL NETWORKING to build «helpful relations»

- All events in the PRINT4ALL calendar are designed both to provide helpful content and to create valuable **networking opportunities**, instrumental in «opening doors» to new business with a strategic and/or commercial purpose.



## The whole industry community meets at Print4all Conference 2018

After two successful editions (Palermo, 2016 and Milan, 2017),  
the **Professional Printing Community** will assemble at the  
**third edition of**



The programme is still being finalized



## PRINT4ALL

### CONTATTI

#### UFFICIO COMMERCIALE ITALIA

Rossella Longhi Tel. +39 024997.7649 - Mob. +39 335.213398 - rossella.longhi@fieramilano.it

Cinzia Mondini Tel. +39 024997.7515 - Mob. +39 340.3456307 - cinzia.mondini@fieramilano.it

#### UFFICIO COMMERCIALE ESTERO

Riccardo Ursini Tel. +39 024997.6890 - Mob. +39 335.6305311 - riccardo.ursini@fieramilano.it

Emiliana Cappellini Tel. +39 024997.7238 - Mob. +39 335.7770450 - emiliana.cappellini@fieramilano.it

[www.print4all.it](http://www.print4all.it)

Un progetto a cura di:



**ACiMGA**  
Associazione Comunità Italiane  
Milano - Italy



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ha una nuova prospettiva.  
Da tutte le angolazioni.

**PRINT4ALL**

More than the sum of the parts.

Fiera Milano, Rho 29 Maggio - 1 Giugno, 2018

[www.print4all.it](http://www.print4all.it)