



OBALY (PACKAGING) 2017 + REKLAMA POLYGRAF 2017 = Presentation of current trends as well as an opportunity for meeting professionals

The traditional trade fair REKLAMA POLYGRAF has achieved, for 23 years of its existence, a position of the most important event held in this sector in Central and Eastern Europe. This year it will bring, already for the 24th time, presentation of innovations and trends in the advertising communication and use of printing technologies. This year's edition will focus on the area of packaging - the OBALY (PACKAGING) Trade Fair will be organised simultaneously with the REKLAMA POLYGRAF Trade Fair. The two events will be held from 24 to 26 April 2017 under one roof of the PVA EXPO PRAGUE Exhibition Centre.

At the trade fair of advertising services the professional public can enjoy not only an overview of new technologies, products or final applications, but also a rich accompanying programme of competitions, lectures and conferences. The visitors coming to the Packaging section will be made simultaneously familiar with the news in the sector, and we will focus mainly on individualisation of packages and trends in the design of packages. Attention will be paid not only to digitally printed labels and packages, but also to always more and more popular intelligent packages.

The REKLAMA POLYGRAF Trade Fair is the only event of this type in the Czech Republic and every year it is attended by thousands of visitors from the circles of contracting entities, advertising agencies, advertising producers and other firms. At present it is already possible to definitely state that unlike the last year's event, when participation of exhibitors was endangered by organisation of the Drupa Trade Fair, this year's edition of the trade fair will be proud of its extensiveness and participation of exhibitors comparable with 2015. This means that preparations for the Trade Fair 2017 are fully underway, and therefore it is already now possible to look slightly at composition of individual exhibitors. Like in previous years, the trade fair will be attended not only by a large number of Czech and Slovak firms, but also by a regularly increasing number of foreign exhibitors coming from Poland, Germany, Italy or Bulgaria. *"The visitors of the REKLAMA POLYGRAF Trade Fair can look forward to expositions of leading players on the Czech market – they will be able to see extensive expositions of Xerox or Spandex, while in the polygraph section you will find such firms as Canon, Comimpex, Ricoh, FujiFilm, Epson, DataLine Technology, Papyrus, Bitcon, Profisign and other important companies to which the clients are already used in this country. A relatively extensive presentation will be offered in the hall no. 4 by the Slovakia-based firm "Nanotec", which is one of the largest suppliers of consumable materials for digital printing and focuses on complete sublimation designs.*



Major space of the REKLAMA POLYGRAF Trade Fair will be devoted to advertising textile products. You will not miss there expositions of such firms as Cotton Classics, Kapatex, Alex Fox, Falk & Ross, Andrea Design or Industrial Wear. Embroidery machines will be traditionally presented at the trade fair at the expositions of Nedbal Trading, Šicí technika Brother or of newly registered Tama Bohemia. The visitors will find laser etching and cutting machines for example at the stands of Uhal Trade or at the unusual exposition of the 4is company. This year's participation of the firms with an offer of exhibition systems and modules, which are to be presented e.g. by Madness Advertising, Ultima Displays or DIS Media, is also worth mentioning. And of course, companies representing the nomenclature of advertising and gift articles and companies representing the digital signage sector will not be missing at this year's trade fair either," adds Jana Nosálová, Trade Fair Director.

The OBALY (PACKAGING) Trade Fair is a logical crystallisation from the nomenclature of the REKLAMA POLYGRAF Trade Fair

This print&packaging segment is not fully new at the trade fair, already last year (2016) approximately 200 m² of the floor area was dedicated to this sector with expectations of the feedback from visitors and possible new potential exhibitors. This year we prepare 2 interactive expositions for visitors, which are to predominate at the OBALY (PACKAGING) Trade Fair. One of them is the **"Centre of Low-cost Production of Packages"** - in this common interactive exposition we will present modern technologies of low-cost production of packages to the visitors. They will learn not only how packages are designed and manufactured, but also what the possibilities of the low-cost production of packages are like and how to produce packages at low cost in such a way that they can be functioning, aesthetical and affordable. Within the framework of this project we will present a "manufacturing line", which is to consist of components of individual suppliers from various segments of production, i.e. software for production of packages, printing machines, finishing (lamination, varnishing, cutting-out, laser cutting). We will simply try to present to the trade fair visitors how the package production process takes place, from the design up to its final product. The other interactive exposition will then be **"Centre of Marking and Labels"**.

The partners of both the centres can thus get involved actively in the stand of "their" Centre, where they will present their firm, products or services directly in the place of the event.

The OBALY (PACKAGING) 2017 Trade Fair will be presented as a specialised event, whose main focus in 2017 will be mainly on:

- 1) Packages for e-shops
- 2) Gift packages
- 3) Packages for toys, cosmetics and pharmacy
- 4) Labels
- 5) POS displays



Among the exhibitors from the field of print&packaging it will be possible to welcome such companies as TECHNOLOGY, ARCON, XEROX, KOMFI, Macron, Antalis, Achilles, OTK Group, G.N.P. Paketo, KURZ, Weldplast, pap4ever digital and many other players of the packaging segment.

As it is therefore clear from the above mentioned brief description, visitors coming to these two events will not be bored in any case. They will be able to enjoy also the accompanying programme, guaranteed by leading personalities. *“After the successful last year’s specialised panel we prepare again, for registered participants, a discussion forum concerning the issues of advertising in the Capital City of Prague. Within the framework of the trade fair it will be also possible to attend the announcement of the results of the competition known as Rainbow Ray 2016,”* adds Nosálová. The expert conference entitled *“Specialities of the Packaging Design”* organised by the CZECH PACKAGING INSTITUTE SYBA, which is the main professional partner of the OBALY (PACKAGING) Trade Fair, will be held for the professional public on the second day of the trade fair in the Congress Hall of the Entrance Hall II.

For more information see www.reklama-fair.cz and www.veletrhobaly.cz.