

FINAL  
**REPORT**



# REKLAMA POLYGRAF OBALY

26<sup>th</sup> INTERNATIONAL TRADE FAIR FOR ADVERTISING, PRINTING,  
PACKAGING AND INNOVATIVE TECHNOLOGIES



[www.reklama-fair.cz](http://www.reklama-fair.cz)

## 9–11 April 2019

## INTRODUCTORY WORD



### The International Trade Fair REKLAMA POLYGRAF OBALY 2019 – a unique platform for sharing innovations

This year's event, i.e. already the 26<sup>th</sup> edition of the international trade fair REKLAMA POLYGRAF OBALY, offered the professional public three days full of innovations with an overview of new technologies, products and final applications from the field of advertising, media, polygraphy and packaging. It was possible to visit a rich accompanying programme with a lot of lectures, workshops and declaration of competition results this year as well. The largest meeting of professionals from the area of advertising and printing services, marketing, media and packaging took place under one roof of the PVA EXPO PRAGUE Exhibition Centre in Letňany from 9 to 11 April 2019.

The event was visited by 9,768 visitors this year and on the gross exhibition area of 12,250 square metres it was possible to see attractive expositions of 218 firms, 55 of which being foreign firms from 12 countries.

Jana Nosálová Káralová, MBA, REKLAMA POLYGRAF OBALY Trade Fair Director

OFFICIAL CARS OF THE TRADE FAIR





## REKLAMA POLYGRAF OBALY 2019

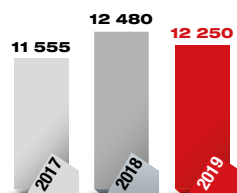
REKLAMA POLYGRAF OBALY 2019 in figures:

Number of exhibitors: **218**  
 Number of foreign exhibitors: **55**  
 Number of countries: **12**  
 Net exhibition area (in m<sup>2</sup>): **5,786**

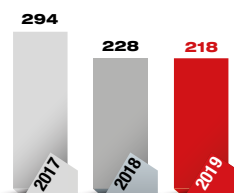
Gross exhibition area (in m<sup>2</sup>): **12,250**  
 Number of visitors: **9,768**  
 Number of accredited journalists: **57**

## COMPARISON OF THE TRADE FAIR YEARS

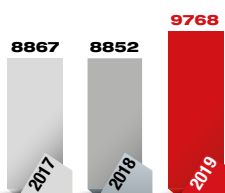
### GROSS AREA ▼



### EXHIBITORS ▼



### VISITORS ▼



## REKLAMA POLYGRAF OBALY TRADE FAIR, OVERVIEW OF CURRENT TRENDS



The presentations of exhibitors were situated in the Halls no. 3, 4, 6 and 7.

The REKLAMA POLYGRAF OBALY Trade Fair is naturally associated with the world of advertising. Apart from advertising textile products and stationeries, it is possible to consider also USB or flash disks as popular useful advertising objects. A specialist in IT gifts of all types is the **ZPROGoteam** company. At the trade fair it was possible to meet also another specialist in electronic advertising gifts, the **PROMOTEUS – 1000KOZ** company, providing live presentations of the latest trends in IT and electronic advertising gifts for 2019.

The firms offering advertising textile products presented their offers in an impressive style, which the visitors could see at expositions of **Adler Czech, New Wave Austria, Bohemia Sport Trade, Adoco, Sportica, Lambeste, Cotton Classics, Taurus Textil, Alex Fox, Alpitrek** and others. The Austria-based firm **Falk&Ross** presented an offer of products with more than 2,500 models of 52 leading international brands, which means that everybody could choose something from their collections. At the exposition of **Nedbal Trading s.r.o.** it was possible for visitors to get themselves familiar with the direct digital print with the DTG M2 printer, on any surfaces, such as cotton T-shirts, pillows, cotton tennis shoes, cardboard gift or pizza boxes – all of this on a maximum print area of 40 x 60 cm, also across seams and zip fasteners, the number of colours is not limited. A static poster was presented by **IDS Media** at the trade fair. This is an electrostatically charged polypropylene foil, which is able to adhere, without any glue or thumb tacks, to clean, dry surfaces such as plaster, glass, plastic materials, metal, wood, paper, plasterboard or stone.

**RAYFILM Moravia** presented a new product series of labels known as RAYFILM Creative Labels, which is intended especially for creative people. The labels include various sizes and shapes, for example postage stamps, hearts, wine labels, sealing labels etc., all this being applied on non-standard premium materials with infinite application possibilities.

It was possible to see representations of companies presenting the nomenclature of advertising and gift objects at the trade fair this year too, for example **Brand Gifts, Ritter CZ, Colop, Blesková razítka, Chocollissimo, Pražská čokoláda** etc. At the stand of **Ottova tiskárna**, which has celebrated its 20th anniversary of its presence on the polygraph market this year, the visitors could make, by using their own hands, a paper bag according to their choice. The printing plant has been dealing with production of unique paper bags already for three years and you can choose there from more than one hundred sizes. Paper bags were also in the offers of such firms as **Svět tašek** or **Bagfactory**.

New trends were presented by a number of this year's exhibitors. This year, **DataLine Technology** decided to present, at their stand situated in Hall 4, especially applications and various products from all over the world which are produced by using these technologies. A part of the stand consisted of a scaled-down digital market which indicated what digitally printed products and packages can be commonly seen now. During the day, the exposition offered short presentations of successful advertising campaigns, new printing and refinement procedures, technologies and many other interesting things.

At the exposition of **Xerox**, visitors could get themselves familiar with a wide range of colour digital printing machines this year as well. Visitors' attention was paid mainly to the unique six-colour digital printing machine known as Xerox Iridesse, representing new printing effects, as well as to the very successful couple of Versant 180 and 3100 machines. In line with the spirit of the last years' tradition, Xerox invited a new partner to its stand, the **Megaflex** company, which is a manufacturer of laser cut-out machines, and therefore it was possible to follow up to the popular production of low-volume packages.

At the stand of **IGEPA**, which is celebrating a quarter of a century of activities on the Czech market, it was possible for the trade fair visitors to try printing on large-format Epson printers, including the top photo-printer SC-P10000. Moreover, visitors could enjoy the OKI printers, Graphtec cutting plotters, Stahls heat press, dedicated Igepa MasterSealer laminator and MasterCutter cutting machine, Rolls Roller application table, and of course – many interesting printing systems, plotter as well as heat-transfer materials.

The **RICOH** company was presented at the exhibition with the news in the technology focused on direct printing on the textile – DTG, with a fully new model known as Ri 1000. It was possible to see also innovations from the range of production printing machines, namely Ricoh Pro C9200 and Pro C7200X with neon colour effects. The range of software solutions was completed with presentations of instruments for creation of variable data or special effects with the help of finishing modules from the Formica company.



This year's exposition of **KONICA MINOLTA** was in line with the spirit of top technologies and an extraordinarily rich accompanying programme. It placed emphasis on the latest technologies and modern trends in the low-volume production of books, and visitors could get themselves familiar there at a more detailed level also with the production and printing machines "AccurioPress C83hc" and "AccurioPress C6100" with the IQ-501 unit. Visitors could see also printing applications made by using AccurioJet KM-1 and digitally refined printouts from the MGI technologies.

One of the largest expositions of the trade fair was again the exposition of the **Spandex** company in the middle of the Hall no. 4, featuring an exhibition area of 320 m<sup>2</sup>, built fully of the materials which are offered by Spandex in its product range. The stand consisted of several parts following up to each other in terms of their topics, evoking a city and its parts from an architectonic point of view. One of the side parts included a garage where a leading car wrapping specialist and trainer presented and provided advice useful for car wrapping activities. Another part of the "city" contained a café where visitors could read newspapers or consult sales agents, asking various questions. In the main part of the exposition, the visitors could see the European first presentation of the Gerber MCT machine – a single print-to-cut system with full integration of various working procedures. MCT is a table plotter intended for the cutting of plate as well as rolled materials. This versatile system is able to cut, break, mill, engrave, and a matter of interest is the laser head as well. It is produced in various dimensions, Spandex presented it in the size of 3.2 x 3.2 m. Spandex brought to Prague also a large quantity of new materials for digital printing, practical presentations and trainings for car wrapping activities, architecture and also digital sample collections of the materials supplied originating from all world brands (Orafol, 3M, Arlon, Avery Dennison) and its own brand ImagePerfect. Visitors were surely interested in new 3M Di-Noc models of architectonic foils and in the new series of self-adhesive foils ImagePerfect 5700 PA for better and simpler applications.

## Presentations of other exhibitors were attractive too ...

At the exposition of **COMIMPEX PRINT**, the visitors could make themselves familiar at a detailed level with the new roll printing technology known as Efi Pro32r, which features a printing width of 3.2m and UV inks with the LED curing technology. It offers a wide use to its users for various types of jobs, such as printing on textile, vinyl materials, banners, or even both-side and backlite print. Besides the high-quality printing outputs, an important added value is also the possibility of printing with the use of white ink and the economy operation mode.

The most attractive item of the **Canon** company at this year's trade fair was the unique news, UV Océ Arizona flatbed printer of the 1300 series. The new model is perfectly suitable for manufacturers of advertising graphics and boards with a medium-size production volume, who want to increase their production effectiveness and master the continually growing demands of customers for new and diversified applications. Other extensive expositions of the largest players on the Czech market, including **BITCON**, **AWC Morava**, **OKI** or Slovakia-based **NANOTEC** welcomed their customers as well.

Ecology and sustainability in visual communication has been a very frequented topic in recent years and demand for materials not containing PVC originates especially from large corporations. **Papyrus Bohemia** presented their products and services at the trade fair already for several times with its Viscom division which is focused on the sale of materials for signmaking and large-format printing. At the stand presenting itself as Four Seasons it was possible to see materials from Avery Dennison, which offers a non-PVC solution for wrapping and architectonic applications. AVERY MPI 1405 EA RS and DOL 6460 make it possible to cover a wide range of applications, such as all-surface car wrapping and exterior architectonic installations. An exceptional characteristic is the lifetime lasting for up to 8 years after printing at a vertical exposure, except for applications on rough surfaces, such as bricks and concrete.

Visitors could see laser engraving, cutting or CNC machines for example at the stands of **Uhal Trade**, **HaWe systems**, **Automatic Letter Bender** or **4ISP, s.r.o.**, which presented at the trade fair a description laser that is able to automatically adapt the graphics to the shape of the product.

Many innovations were presented by foreign companies (newly also from Spain) which the visitors could find in both the exhibition halls. They include both representatives of advertising textiles and suppliers of digital machines.



## ACCOMPANYING PROGRAMME OF THE TRADE FAIR



The winners of the 2<sup>nd</sup> edition of the Championship of the Czech Republic and Slovakia in Car Wrapping were Jan Tureček and Lukáš Lekeš from WrapStyle Zlín, s.r.o. The 2<sup>nd</sup> place belonged to Vít Šimek, Soso Lukhumaidze from the firm "Polepaut.cz" while Martin Heral, Pavel Huška from the firm "Autofólie MATES" were on the 3<sup>rd</sup> place.

The REKLAMA POLYGRAF OBALY 2019 Trade Fair was not just an overview of current trends and innovations, but it included also a rich accompanying programme for all the time of the event.

Already on the first day of the trade fair, it was possible to visit the **Championship of the Czech Republic and Slovakia in Car Wrapping** held in the hall no. 7. The competition attracted the best teams in the car wrapping techniques which demonstrated their skills and experience to the expert audience. The Championship of the Czech Republic and Slovakia in Car Wrapping had a strong partner represented by the ŠKODA AUTO brand. All 11 competing teams presented their skills on Škoda Octavia cars. The general partner of the event was Arlon, main partners were 3M and Avery Dennison, while Bitcon, COMIMPEX PRINT, HSW Signall, INTEGART CZ, Papyrus Bohemia and Spandex were partners of the event. Winning teams on the first three places obtained financial prizes.

In the Hall no. 6, visitors could find the specialised exhibition known as **3D EXPO**, presenting the largest overview of 3D printers and materials intended for 3D printing in the Czech Republic. The core topic was ecology of the 3D print operation and associated recycling activities. The visitors could see also the first Czech rePET filament, which arose from 100% recycled material. A part of the 3D EXPO accompanying programme was a specialised conference (held on 10 April) and the unique Contest of 3D Printers.

Specialised lectures of the exhibiting firms focused on various topics were held simultaneously with these events on the trade fair premises. On the first day of the trade fair, Konica Minolta was the sponsor of the afternoon series of lectures entitled "Innovations and New Business Models for Book Publishers, Alternative Distribution Channels". The topic was based on modern trends in crowdfunding for publishers, publishing and production of books in low volumes, i.e. "on demand". There were presented also new possibilities thanks to which books may contain interactive online content within the framework of extended reality. Presentations were focused also on new possibilities and standards in refinement of printed matters, and attention was paid also to book binders having a large influence on end consumers.

The **SYBA** packaging institute was the sponsor of the seminar entitled "Packages for Food and Cosmetics", which was an educational event focused on requirements relating to packages, package materials and raw materials for production of packages intended for contacts with food and cosmetics.

On the first trade fair day, visitors could see already the **7<sup>th</sup> edition of the Trade Fair for Event Services known as Event Day**.





## CALENDAR 2019

The competition entitled “Calendar 2019” was intended for calendars issued in the Czech Republic and Slovakia for both domestic and foreign clients. Like every year, also this time the aim was to appreciate exceptional works, in terms of both polygraphy processing and from the viewpoint of design originality or social addressing. The Expert Jury was carefully choosing from 2 categories - wall calendars and desk calendars. The Calendar 2019 competition was again held under the auspices of the Capital City of Prague and the Union of Towns and Municipalities of the Czech Republic. The ceremonial handover of awards of this competition of stories and art took place on the first day of the trade fair in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre.

Altogether 85 registered works were evaluated in the Calendar 2019 competition. The winner in the desk calendar category was “SOKOL VĚRNÁ GARDA” which was registered by Formall CWS s.r.o. The prize of the public was awarded to the calendar entitled “SDH Mečeříž Charity Calendar” registered by the Municipality of Mečeříž. The award for support of young creators was granted to the Secondary Industrial Graphic School for the “VOŠG and SPŠG Calendar 2019”. The prize for original ideas and innovative approach to processing was awarded to the “SPEED” calendar which was registered in the competition by Canon CZ. The prize for quality of polygraphy processing belonged to the “Sleeping Beauties 2019” calendar registered by FEDRIGONI Czech Republic.

A special prize of the Jury for the social role was granted by the Jury members to the “Costume to the Stage!” calendar which was registered in the competition by the National Theatre. The award for support of social and public roles was granted to the “Colour World on the Front Page” calendar registered by the Colour World Daytime Centre, public service company, and to the “All is Normal” calendar registered by the Seňorina Endowment Fund.



The GRAND PRIX award was won by the “**FLOWER FLAVOUR 2019**” calendar registered by **PRESCO GROUP, a.s.** The Expert Jury assessed this calendar as the best one of all registered calendars, thanks to the unique art contribution of the author of collages. It combines the excellent selection of prints and photographs, which together form a unique whole generating strong emotions.



### RAINBOW BEAM



Altogether 35 works were registered in the 16th edition of the competition for the best signmaking realisation of 2018 for the Czech and Slovak markets, known as the **Rainbow Beam** in six categories: Light Advertising, Outdoor Advertising, Indoor Advertising, Mobile Advertising, POP/POS Advertising and Street Furniture. The ceremonial handover of all awards took place on 10 April, i.e. on the second day of the trade fair in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre. In the Light Advertising category, the winning award was granted to **3 P, spol. s r.o.** for the work entitled "Interactive Signmaking of the IGY Business Centre" for complete processing with the use of interactive technology in light advertising. The winner of the Outdoor Advertising category and at the same time also the winner of the Grand Prix award was the work entitled "QUADRIO See&Enjoy Zone" registered by **WELLEN a.s.**, for creative and innovative concepts interconnecting the exterior and interior. The award in the Indoor Advertising category was granted to **MATRIX Media s.r.o.** for complete processing of the project with the use of a wide range of materials for interior design with the work known as "Exhibition of 30 years of animation by the PIXAR studio". The prize in the Mobile Advertising category was handed over to **SPYRON s.r.o.** for the "100 Years of Anniversaries" project for a sophisticated design and mastered application on a difficult surface. The winner of the POP/POS Advertising category was **WELLEN a.s.** for creative and impressive processing of a dynamical element in the interior, for the work known as "NIKE Pegasus Turbo Campaign Table". The winner of the Street Furniture category was **REX, s.r.o.** for nice combination of aesthetics and functionality in the "Prague The Style Outlets" project. The award of the Signmaking Suppliers' Association and of the Association of Czech Advertising Agencies and Marketing Communication was won by **MORIS design s.r.o.** for the work entitled "O2 Future Shop" for original processing with a possibility of variable tailored implementations according to individual premises. The prize of the Czech Marketing Association was granted to **Authentica, s.r.o.** for a sophisticated implementation within the framework of the comprehensive marketing communication strategy with the work entitled "End cap Lod' Margot". The award of the REKLAMA POLYGRAF OBALY 2019 Trade Fair was handed over to **NEONY sign a.s.** for the author's work entitled "Škapa Neon Revelation", referring to the tradition of neon eye catchers and their creators.





## AUSPICES



## EXPERT AUSPICES



## MAIN MEDIA PARTNER



## EXPERT PARTNER



## GENERAL PARTNER



## PARTNERS



## MEDIA PARTNERS



## GALA EVENING



## GALA EVENING

The Gala Evening was held on the second day of the trade fair with participation of both exhibitors and important partners. More than 350 guests met in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre. The Gala Evening programme was commenced with the Introductory Word by moderator Daniela Písařová, who also presented winning works of the competitions “Rainbow Beam” and “Calendar 2019”. A part of the Gala Evening was also the announcement of the most impressive expositions in the TOP EXPO competition. The official part of the evening was ended with the charity auction of the Calendar 2019 – Together Against Powerlessness for the ALSA community associating patients and professionals interested in ALS. During the entire evening it was possible to enjoy the accompanying programme, including musical production of the Jazz RoKa band. All guests had an opportunity of getting an unforgettable and witty photograph in the photo making corner, and taking excellent coffee with a surprise in the form of the photograph impressed in the coffee foam.







**TOP EXPO** is a competition for the most impressive exposition, which is at the same time also highly functional and fulfils the criteria for communication with customers. The competition organiser is ABF, a.s.

The ceremonial announcement of the competition results took place within the framework of the Gala Evening on 10 April 2019 in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre.

The TOP EXPO 2019 diplomas were awarded to the following firms:

**Expositions above 300 m<sup>2</sup>**

Spandex SyndiCUT, s.r.o.

**2) In the 51 - 100 m<sup>2</sup> category**

Papyrus Bohemia, s.r.o.

COMIMPEX PRINT, s.r.o.

NANOTEC, s.r.o.

**1) In the category above 100 m<sup>2</sup>**

XEROX CZECH REPUBLIC, s.r.o.

CANON CZ s.r.o.

Konica Minolta Business Solutions Czech,

spol. s.r.o.

**3) In the category up to 50 m<sup>2</sup>**

G.N.P. spol. s r.o.

SÁRA, s.r.o.

OBALOVÝ INSTITUT SYBA







## Outdoor presentation

On frequented roads in Prague and Brno



# REKLAMA POLYGRAF OBALY

26. MEZINÁRODNÍ VELETRH REKLAMY,  
POLYGRAFIE, OBALŮ  
A INOVAČNÍCH TECHNOLOGIÍ

**PVA**  
EXPO PRAHA

OFICIÁLNÍ VOZY  
**Ford**  
Go Further

**9.-11. 4. 2019**  
[www.reklama-fair.cz](http://www.reklama-fair.cz)

**REKLAMA  
POLYGRAF  
OBALY**

26. MEZINÁRODNÍ VELETRH REKLAMY, POLYGRAFIE,  
OBALŮ A INOVAČNÍCH TECHNOLOGIÍ

**PVA**

**9-11/4/2019**



**reklama  
polygraf  
obaly  
2019**

**9.-11. 4.**

**PVA**  
EXPO PRAHA

**ZAŽEHNĚTE  
SVŮJ  
BYZNYS**

Hala 4, stánek 4B07

**IGNITE**  
YOUR  
BUSINESS



## FEEDBACK FROM THE EXHIBITORS



### How is the 26th edition of the REKLAMA POLYGRAF OBALY Trade Fair assessed by its exhibitors?

"I have been attending the trade fairs organised by ABF as a visitor and exhibitor already since 2010, i.e. for about 9 years. As a firm specialised in premium corporate gifts and needs for managers, we have gradually taken part in such trade fairs as FOR OFFICE, FOR PRESENT, STŘÍBRNÉ VÁNOČNÍ DNY, and since 2015 we have been regularly present at REKLAMA POLYGRAF as a main partner of the trade fair. The level was always very high and I would like to express my satisfaction with organisation of the trade fairs and with helpfulness of organisers in the course of all events. A small reproach concerns the structure of exhibitors – recently we have started to feel that the trade fair entitled "REKLAMA POLYGRAF OBALY" slowly begins to be a trade fair which could bear the name "Polygraph" – you can see printing specialists everywhere:). Perhaps, one could think that it may be an advantage for the low number of exhibitors in the "Advertising" segment. Nevertheless, we can see that the number of target clients for exhibitors from the "Advertising" branch has been decreasing in consequence of this fact year by year; and the exhibitors must ask the question – Will it pay to us if we come to present our services next time again? From my point of view, the first part of the trade fair name, i.e. "Reklama" (which means Advertising) would deserve some extra promotion and motivation, so that it can be possible to meet more exhibitors just from this segment. Although we perceived that the number of visitors was lower than in previous years, yet we managed to acquire interesting contacts especially from new potential clients. We were visited mostly by people who were really interested in our products, and the well-known thoughtless "collectors of leaflets in bulk" almost disappeared. From many enquiries expressed directly at the stand we got orders immediately after the trade fair."

**Ing. Odon Celler, Member of the Board of Directors of Brand Gifts, a.s**

"Our participation in this year's "Polygraph" was a rather unknown factor for our company. And on the basis of the client's statements it was the way in a right direction. We often heard from the trade fair visitors that they did not know our firm, and it was the best news for us, because our aim was mainly to raise awareness concerning our firm. And it was a good job. I myself highly appreciate that we have managed to implement this project for such a short time and to take part in the long tradition which "Polygraph" enjoys, without any doubt. We have not registered any problem, not even the least one, and this is also a good reference for the professional organisational work on the part of the organiser. But still I cannot help mentioning one critical note, as I was missing a greater interest on the part of printing plants. Polygraph is focused more on Viscom or digital printing, which in the total volume is not as great as offset yet. For the time being I cannot confirm yet, whether we will take part in the event next year as well or not, it will depend on the result which is to be brought by this year's Polygraph."

**Pavel Kocman, Sales Manager, ZING trading s.r.o.**

"I myself assess this year's edition in a very positive way, it was open to new contacts and meetings organised in a pleasant atmosphere. In the course of a few days we managed to organise many work meetings, not only with VIP personalities from the world of polygraphy, but we established contacts with representatives of new companies as well. Just for this reason I perceive this trade fair as a platform for meetings and establishment of new contacts. It is a unique opportunity when you can find, under one roof, an inspiring overview of polygraph firms operating prevalently on the Czech and Slovak markets. You will see news and current trends on the market, and within the framework of the accompanying programme you can get more detailed information about the matters of your interest in the sector by visiting various presentations. Within the framework of improvement proposals, I would like to recommend the organisers to improve the quality of restaurant facilities and their services. I was very satisfied with this year's trade fair and I will be looking forward to its next edition."

**Zita Bukvová, Editor in Chief, Vydavatel'stvo VELDAN, spol. s r. o.**

"For us, the trade fair was always a place, where new customers appear and we can subsequently communicate with them. We have registered 8 clients who came to make a business deal with us directly at the trade fair this year. We are not sure what has changed, but this is a fact. We have always offered special trade fair prices on a historical basis. I do not know whether the number of visitors was lower or not, nevertheless I consider the quality of customers to be very high. For next year we count on our participation in a similar extent as this year. I consider the REKLAMA POLYGRAF Trade Fair to be the most exhibitor-friendly trade fair, from an organisational point of view, of all the events which we take part in. All is resolved in a human way; the situation is not escalated and all is always in time and O.K. There is nothing like – you have missed the deadline; you should have thought



about it. Helpfulness, human approach, professionalism. And this can be seen in expositions as well - their quality is high, firms invest into them and they would not do it if they did not expect a reasonable rate of return. And it can only be ensured by a top trade fair now. So, thank you very much and fingers crossed for next years."

**Ing. Dagmar Smrčinová, Ph.D., Operation and Marketing Director, 4ISP s.r.o.**

"We were satisfied with services provided at the trade fair, all was seamless and met our expectations. REKLAMA POLYGRAF 2019 is an important opportunity, not only for exhibitors, for presentation of new technologies and meetings with professionals from the sector, but also for the general public, and especially students who again bring new direction of development in the field of advertising. Thank you for all services. We will be looking forward to next year."

**Radka Kravková, ASKA Praha, spol. s r.o.**

"As far as the trade fair is concerned, we do not have any objections on our part. We were satisfied with the course of the entire trade fair. The organisation was ensured (from parking to vehicle exit) in an excellent way. Once we filled in the application form, we started to receive relevant information in time and if we had any question it was always answered quickly and our problem was resolved. Already now we are looking forward to the next trade fair. Thank you very much for the trouble-free course of the event!"

**Petra Dubská, DiS., Marketing, Inter Flag, s.r.o.**

"It was perfect, everything went all right, plenty of visitors. We will come again next year."

**Mgr. Jiří Šonka, Executive Officer, Achilles CZ s.r.o.**

"Concerning the trade fair, I have just less significant objections – If exhibitors leave the facility during the day and then they return back, you force them to take an armband. I really did not want to wear it (and in fact I did not wear it either), it is like in a festival. I would welcome if you could resolve it in another way. At the end of the exhibition between 16:00 and 17:00 hours only the vans whose weight does not exceed 3.5 t were to be allowed to enter the area, but already at half past four the road system was blocked by several large lorries. Otherwise without any problems in terms of organisation in our opinion, the things are already established. I would like to praise the quality of the meal in the restaurant between the Halls no. 3 and 4. For myself it was a pleasant surprise, at least comparing to other meals which I was eating for all the time of the exhibition."

**Petr Hruboš, Executive Officer, PRINTSTEP s.r.o.**

"On the whole, we assess this year's REKLAMA POLYGRAF well, in our opinion the trade fair develops in a right way. It seems, however, that the expertise of visitors has increased. But the realisation of the stand was rather complicated this year – there must be somebody who is responsible for the complete construction until the handover in site, this issue was not all right. Otherwise many thanks for cooperation."

**Václav Novotný, OKI EUROPE LIMITED**

"Basically, the trade fair probably developed as it should, just the composition of visitors was probably worse than it used to be. Perhaps for all exhibitors from our sector the essential groups are advertising agencies, copy centres, large customers, and these groups unfortunately did not arrive in a large number. But it is not your problem, it is a general problem of exhibitions:-(. In other words, in my unprofessional opinion, if people do not want to come, they will not arrive. The same situation occurs also at other trade fairs, even abroad. For us the "connection" with CANON was quite successful, but in spite of this fact the number of high-quality potential customers generally decreases. It is too early to make any in-depth evaluation, but the exhibition definitely made sense for us."

**František Mazáč, Rayfilm**

"We liked the REKLAMA POLYGRAF OBALY Trade Fair very much. We perceived a large number of visitors. We prepared this year's edition as a social meeting and presentation of several innovations in the field of printing technologies. We were highly pleased by the awards for our exhibition expositions as well as for the calendar. I do not have any negative objections. Everything was all right in terms of the event organisation. The Packaging part probably still needs some time for a stronger presentation. We preliminarily think about our participation next year, nevertheless – like many other firms, we are undergoing some changes too, and therefore we will still have to wait for the final confirmation."

**Petr Breburda, Channel Director, Canon**



**Trade Fair Director**

Jana Nosálová Káralová, MBA  
M: +420 602 229 017  
nosalova@abf.cz

**Expert Consultant**

Zdeněk Sobota  
M: +420 602 302 772  
sobota@abf.cz

**Trade Fair Manager**

Veronika Votroubková  
M: +420 724 530 418  
votroubkova@abf.cz

**Foreign Trade Manager**

Mgr. Pavla Hynčíková  
M: +420 721 942 100  
hyncikova@abf.cz

**Trade Fair Manager**

Zdena Háchová  
M: +420 602 641 813  
hachova@abf.cz

**Production**

Michaela Dunajská  
M: +420 724 225 752  
dunajska@abf.cz



WE WOULD LIKE TO INVITE YOU TO

# REKLAMA POLYGRAF OBALY

27<sup>th</sup> INTERNATIONAL TRADE FAIR FOR ADVERTISING,  
PRINTING, PACKAGING AND INNOVATIVE TECHNOLOGIES

**28–30 April 2020**

[www.reklama-fair.cz](http://www.reklama-fair.cz)

