

FINAL
REPORT



REKLAMA POLYGRAF OBALY

27th TRADE FAIR FOR ADVERTISING, PRINTING, PACKAGING
AND INNOVATIVE TECHNOLOGIES



www.reklama-fair.cz

3–5 May 2022

INTRODUCTORY WORD



The REKLAMA POLYGRAF OBALY 2022 international trade fair in the Prague Exhibition Centre in Letňany was visited by almost 10,000 people

The REKLAMA POLYGRAF OBALY trade fair is a traditional and unique event of its kind in the Czech Republic and this year it offered products and news of 147 exhibitors from eight countries across various continents. Altogether 9,873 visitors came to see the innovative, efficient and creative products and technologies displayed in the halls of the Exhibition Centre on an area of 8,200 m².

From 3 to 5 May, Czech as well as foreign companies, manufacturers, suppliers in the field of advertising presented their innovations at the PVA EXPO PRAHA Exhibition Centre on this occasion, which was accompanied by a rich programme focused on professionals, and car wrapping demonstrations were not missing either.

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

OFFICIAL CARS OF THE TRADE FAIR



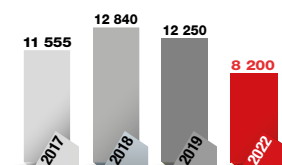
REKLAMA POLYGRAF OBALY 2022

REKLAMA POLYGRAF OBALY 2022 in figures:

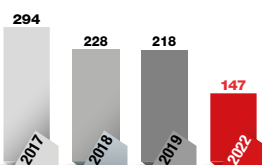
Number of exhibitors: **147**Number of foreign exhibitors: **22**Number of countries: **8**Net exhibition area (in m²): **5 535**Gross exhibition area (in m²): **8 200**Number of visitors: **9 873**Number of accredited journalists: **35**

COMPARISON OF THE TRADE FAIR YEARS

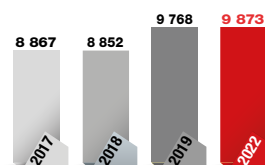
GROSS AREA ▼



EXHIBITORS ▼



VISITORS ▼



REKLAMA POLYGRAF OBALY TRADE FAIR, OVERVIEW OF CURRENT TRENDS



The already 27th edition of the trade fair for advertising, printing, packaging and innovative technologies took place on 3 to 5 May at the PVA EXPO PRAGUE Exhibition Centre.

Innovation, efficiency and creativity were the main focus this time as well. And what did it offer to visitors?

The presentations of trade fair exhibitor were located in halls no. 2, 2D and 5.

In Hall no. 2, where companies from the field of polygraphy and signmaking had their stands this year, there were such companies as SPANDEX, KONICA MINOLTA, BITCON, KOMFI, PAPYRUS or Slovakia-based NANOTEC. In addition, the polygraphy section offered also presentations of such firms as Papyrus, AWC MORAVA, PROFISIGN plus, Electron, Narran, COMAC, Tepede, OKI Europe and other well-known companies.

This year CANON has prepared solutions which have attracted the attention of both professional print providers and interior decorators. It was possible to see the Canon Colorado 1650 roll-to-roll printer which forms the heart of the digital wallpaper printing solution. The purpose was to showcase the greatest strengths of the Canon UVgel Wallpaper Factory technology, which are the endless possibilities of wallpaper personalisation and customisation to meet the needs of demanding customers. Flatbed printers were represented by the Canon Arizona 1380 GT printer.

Konica Minolta, belonging amongst long-time leaders in the field of sales of multifunction, digital and production equipment, had its stand in Hall no. 2. The main attraction of their stand this year was the flagship AccurioJet KM-1e with HD, which they enlarged to an oversized form exceeding normal dimensions. This provided the trade fair visitors with an opportunity of having a look at an interactive tour inside the machine and exploring the possibilities of high print quality and wide colour gamut with the Dot Freeze technology.

Within the framework of this year's exhibition, COMIMPEX PRINT presented an effective solution for low-cost and fast textile printing with the help of polyester film (DTF). The automated thermal transfer printing line simplifies the printing of T-shirts and garments, has low operation costs and is suitable for both medium and small batches of products. The main attraction of the IGEPA stand was the Epson SC-V7000 UV flatbed printer and all the different materials with which it is capable of working for printing purposes.



Visitors could find the offer of companies with promotional textiles in Hall no. 5 this year, where products from Malfini, Alpitrek, New Wawe, Cotton Classic, Kapatex and others were on display. In the same hall, there were also installed POP, POS and packaging material displays from specialists in the sector. Exhibitors from these segments included such companies as Nedbal Trading, Šicí technika Brother, Stick, Brand Gifts, Colop, Modico Graphics, Grapp, SDI Gifts or Paketo.one, which specialises in the production of floor as well as counter stands, boxes and special packaging made from cardboard and corrugated cardboard. Visitors could find laser engraving, cutting or CNC machines in Hall no. 2, e.g., at the stands of Uhal Trade, FIT Eurazio, 4cut, První hanácká BOW or HaWe systems.

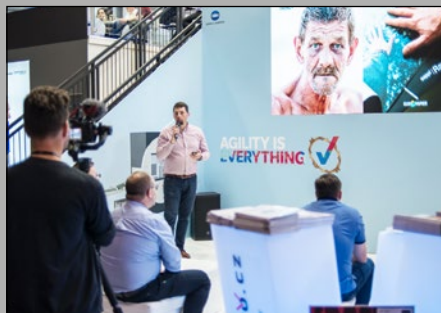
The trade fair included also a special 3DEXPO section located in Hall no. 2D, where stands of dozens of exhibitors presenting 3D printers and the latest trends in 3D technologies were situated.

A regular exhibitor in this segment of the exhibition was the **NC computers** company which has prepared this year for its visitors such presentations as e.g., 3D printers – Raise 3D or Felix Pro L Dual-Extruder, a vacuum forming machine and Shining 3D Transcan high-end scanners, and last but not least also consumables for 3D printers. Another regular exhibitor is the **Materials for 3D** company, which presented in particular special certified materials for the FDM technology and products for the surface treatment of plastic materials. As far as other regular exhibitors are concerned, it is necessary to mention stands of such companies as **Hennlich, Cotu and JustCreate**.

And concerning this year's newcomers, the visitors could see presentations of **AURAPOL, Digibro** and **3D Manufaktura**.



ACCOMPANYING PROGRAMME OF THE TRADE FAIR “TAILORED” FOR PROFESSIONALS



On the very first day of the trade fair, the story of the production of the book entitled “Scooter in the City” was presented and the participants were guided through it by the director of production printing at Kyocera, namely Jakub Eremiáš, in the presence of the author of the book, Vítězslav Křížek, and representatives of the Igepa and Grafie CZ companies, the partners of the project. This lecture was repeated also on the second day of the trade fair. Several listeners won a top ceramic Kyocera knife through their participation in the lecture.

Visitors' attention was also drawn on the first day of the trade fair to the lecture session focused on the topic “Times are changing. How is polygraphy changing?”. These issues were commented by Marian Hains from VELDAN and Petr Breburda from Igepa CZ, and it was also possible to discuss with Tibor Nagy, Sales Director of Koenig & Bauer for the Czech Republic and Slovakia, and Martin Bělik from DataLine, who also joined the moderated discussion about current polygraphy and marketing development trends.

Practical information and tips were presented by printing experts from the Canon company. Those interested saw a demonstration of the Canon Wallpaper Factory solution using Canon's patented UV gel technology for digital printing of interior decorations and wallpapers. Five installations in Czech interiors were presented in this context. These installations provide inspiration through the possibilities which digital technology offers to all those who are interested in using it for small-run printing of wallpapers with original designs.

The accompanying programme on Wednesday (4 May) started with a lecture session provided by Martin Novotný from GRAFIE CZ, focusing on the topics of print data automation, MIS/ERP for polygraphy production and modern W2P for printers.

Continuously throughout the entire duration of the REKLAMA POLYGRAF OBALY trade fair, a special **CAR WRAPPING** programme took place, which showed tips, tricks, advice and gluing presentations, including material demonstrations by the hands of experts and specialists in the field. The programme was held in Hall no. 2D and on the very first day of the trade fair it offered presentations of experts from Comimpex Print, Autofólie Trenčín, HSW Signall and MATRIX Media. On Wednesday, representatives of BL.O.S. Bratislava, Spandex SyndiCUT, Autofólie Trenčín and Comimpex Print and in the afternoon session also experts from AdWraps, Integart, MATRIX Media and HSW Signall demonstrated their skills within the framework of the Car Wrapping Show. During Thursday, professionals from Spandex Syndicut, MT Studio, Integart and Spyron presented their work.

The main partner of this year's car wrapping activities was the KIA company providing its cars for wrapping.



CALENDAR 2022

The competition entitled "Calendar 2022" 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 ceremonial handover of awards of this competition of stories and art took place on the first day of the trade fair in the hall no. 1 situated in the Entrance Hall no. 1 of the PVA EXPO PRAGUE Exhibition Centre.

Altogether 60 calendars registered in 2 categories were evaluated in the Calendar 2022 competition. And which calendar appealed the most to the expert jury and won the prestigious award for 2022? It was clear already on Tuesday after the award ceremony, which was moderated by Jan Říha, the presenter of the TV PRIMA Autosalon programme.

The winner of the desk calendar category was the **"FITNESS CALENDAR 2022"**, which was registered by the company **"B. BRAUN MEDICAL, s.r.o."**

The **public prize** with 421 votes went to the calendar **"AROUND KOSTELÍK"**, submitted by **OS KOSTELÍK z.s.** The **prize for the support of young creators** was awarded to the **Chlumec nad Cidlinou Primary School** for the calendar entitled **"Let's return the storks to Chlumec"**.

The **prize for illustration** was awarded to **ANTALIS, s.r.o.** for their calendar **"ANTALIS 2022"**.

Similarly, the prize for the quality of graphic design was awarded to **ANTALIS, s.r.o.** for the calendar **"ANTALIS 2022"**. The winner of the **prize for polygraphy design** was **TISKÁRNA GRAFICO, s.r.o.** for the calendar entitled **"FAUNASTICO 2022"**.

The **prize for the promotion of social and societal role** was awarded to **PRESCO GROUP** for the calendar entitled **"TERIBEAR 2022"**.

The **branded content** award went to **CHARLES UNIVERSITY** for the calendar entitled **"UK FORUM 2022"**.

The jury awarded the **prize for photography** to two winners this year, namely **CHARLES UNIVERSITY** for the calendar entitled **"UK FORUM 2022"** and **TISKÁRNA GRAFICO, s.r.o.** for the calendar **"FAUNASTICO 2022"**. The main prize across the GRAND PRIX categories was not announced this year and therefore it does not have any winner either. However, the jury was most impressed by the following 3 calendars, which have equivalent ratings: **"Antalis 2022"**, **"FAUNASTICO"** and **"UK Forum 2022 Calendar"**. What these calendars have in common is that they cover many sub-topics which are treated comprehensively and completely. All the calendars had overlap into several categories. Most importantly, they succeeded in those categories.



TRADE FAIR COMPETITIONS



RAINBOW BEAM

The 18th edition of the competition for the best signmaking implementation of 2021 for the Czech and Slovak markets known as **Rainbow Beam** presented altogether 28 works in seven categories: **LIGHT AND OUTDOOR ADVERTISING, INTERIOR DESIGN, INSTORE COMMUNICATION, MOBILE ADVERTISING, AMBIENT AND ATYPICAL PROJECTS, CREATIVE SOLUTIONS, and the PRAGUE CITY AWARD**. The award ceremony where all prizes were handed over took place on 4 May, the second day of the trade fair, in the PVA EXPO PRAGUE Exhibition Centre Congress Hall.

In the category of light and outdoor advertising, the winning award went to Premium Zlineon for the high technical complexity and original solution of the „Porsche Prosek Car Showroom“ project from design to implementation.

The winner in the interior design category was MORIS design s.r.o. for the “Rebranding for Footshop” project.

The prize for instore communication was awarded to Authentica, s.r.o. for the appropriate combination of materials and technologies in the project registered by this company under the title “Philips OneBlade Headboard”.

In the category of ambient and atypical projects, the winning award went to Authentica for the implementation of sales promotion associated with an extraordinary visual experience with the project “ROKU big window”. In the creative solutions category, the winner was Elektro Drapač, which won the award for the implementation of atypical interior lighting with the use of signmaking materials and technologies in their work entitled “An atypical interior luminaire”.

The Prague City Award went to Kunsthalle Praha for its precise workmanship and sensitive incorporation into the façade towards the location.

Besides the main prizes, special partner awards were given announced as well. The Signmaking Contractors Association Award went to Premium Zlineon for “Porsche Prosek Car Showroom”. The special jury prize was awarded to MORIS Design s.r.o. for their work known as “Super ZOO Sales Stand – Fill Up” for its promotion of packaging-free sales.

The REKLAMA POLYGRAF OBALY trade fair award was handed over to Authentica, s.r.o. for the project entitled “Signaturestore Waterdrop Brno” for the design connected with natural elements and materials with a clear link to the product.



AUSPICES



EXPERT AUSPICES



ACCOMPANYING PROGRAMME PARTNERS



OFFICIAL CARS



MAIN MEDIA PARTNER



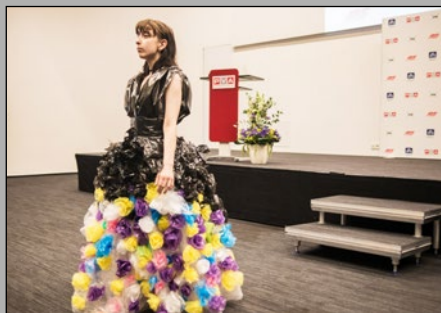
PARTNER



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 300 guests met in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre. The Gala Evening programme was commenced by moderator Jan Říha, who also presented winning works of the competitions "Calendar 2022" and "Rainbow Beam". A part of the Gala Evening was also the announcement of the most impressive expositions within the framework of the TOP EXPO competition in categories up to 50 m², up to 100 m² and above 100 m².

The official part of the evening ended with a fashion show of the second-grade students of the Secondary Industrial School of Clothing from Prague 7, specialised branch of study "Scenic and exhibition creation" under the direction of Prof. Eva Helekalová. The collection, which the participants saw in the hall, was called **"SEARCHING FOR LOST TIME"** and included a total of **20 unconventional and very original models**.

During the entire evening it was possible to enjoy the accompanying programme, including background musical production of the Jazz RoKa band.





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 **4 May 2022** in the Congress Hall of the PVA EXPO PRAGUE Exhibition Centre.

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

1) In the category above 100 m²

Konica Minolta Business Solutions Czech,
spol. s.r.o.

2) In the 51 - 100 m² category

FIT EURAZIO s.r.o.
Papyrus Bohemia s.r.o.
MALFINI, a.s.

3) In the category up to 50 m²

Paketo group s.r.o.
KAPATEX s.r.o.
Falk&Ross Group Hungary Kft.



MARKETING CAMPAIGN



The REKLAMA POLYGRAF OBALY Trade Fair, competitions within the framework of the trade fair and the accompanying programme were promoted by the advertising campaign. Several dozens of advertisements and PR articles were published in the printed and Internet media. Like in previous years, also this year the campaign was supported by special outdoor advertising on tens of large-area mega-boards installed along motorways and in frequented places of Prague and its surroundings, in order to increase the number of visitors arriving at the event. The issuing of the Newsletter was especially a mass project, as it was regularly distributed in an electronic form and targeted way to 10,000 addresses. Almost 15,000 visitors were invited to the trade fair in an electronic form. The Newsletter was followed up by the PPC campaign working with several types of banners appearing on almost one hundred web sites.

MEDIA

Outdoor: Billboards along main roads in Prague

Eventy: Accompanying programmes, competitions, conferences, Gala Evening

Odborné tituly:

Marketing & komunikace, Noviny pre grafický priemysel, Noviny pro grafický průmysl, TOPiProfesional, Retail News, Logistika, Packaging, PrintProgress, Brands&Stories, Marketing & Media

Internet:

streamtech.tv, retailnews.cz, packaging-cz.cz, hyperinzerce.cz, printprogress.sk, www.pribehynacek.cz, www.litacka.cz, www.hypermedia.cz, www.eulog.cz, www.elogistika.info, www.prumyslovaekologie.cz, www.mam.cz

Direct mail:

Targeted distribution of invitations and information concerning the trade fairs to wide databases of the organiser and cooperating companies (Screen Printing and Digital Printing Association, ČMS, Slovak Union of Screen Printers and Digital Printers), distribution within the framework of partner newsletters

Promotion in foreign countries:

eppi-online.com, eppi magazine, display.de, webpackaging.com, packmarket.net

PPC:

Targeted online campaign within the framework of the Internet advertising area of Facebook, Google, Seznam



Outdoor presentations on frequented roads in Prague




REKLAMA POLYGRAF OBALY

27. VELETRH REKLAMY, POLYGRAFIE,
OBALŮ A INOVATIVNÍCH TECHNOLOGIÍ

PVA
EXPO PRAHA

3-5/5/2022

REKLAMA POLYGRAF OBALY

27. VELETRH REKLAMY, POLYGRAFIE, OBALŮ
A INOVAČNÍCH TECHNOLOGIÍ



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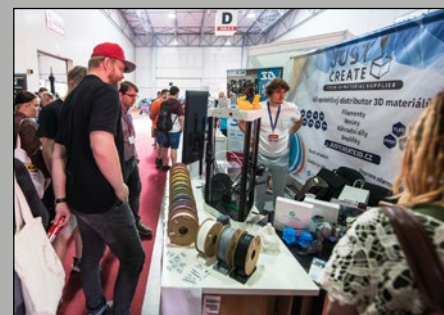
OFICIÁLNÍ VOZY



REKLAMA POLYGRAF OBALY TRADE FAIR



REKLAMA POLYGRAF OBALY TRADE FAIR



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WE WOULD LIKE TO INVITE YOU TO

REKLAMA POLYGRAF OBALY

28TH TRADE FAIR FOR ADVERTISING, PRINTING, PACKAGING
AND INNOVATIVE TECHNOLOGIES

25–27 April 2023

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