

FINAL
REPORT



REKLAMA POLYGRAF OBALY

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

P V A
EXPO PRAHA

www.reklama-fair.cz

25–27 April 2023



The REKLAMA POLYGRAF OBALY 2023 international trade fair held at the Prague Exhibition Centre in Letňany was visited by almost 10,000 people

Visitors could find out what currently drives the sector of technologies and materials for the production of advertising, signmaking, polygraphy, packaging, POP/POS, gift items and other services at the PVA EXPO PRAGUE from 25 to 27 April. Almost 10 thousand people came to learn news about modern processes. Professionals from these branches saw presentations of more than a hundred stands full of innovations, technologies, products and final applications.

At the 28th edition, leading manufacturers and suppliers from the Czech Republic, Slovakia and neighbouring countries presented themselves to the professional public in Letňany. Attractive exhibits filled the halls no. 1 and 6 and there was also an accompanying programme with lectures, workshops and the announcement of the Calendar 2023 competition results.

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

OFFICIAL CARS OF THE TRADE FAIR

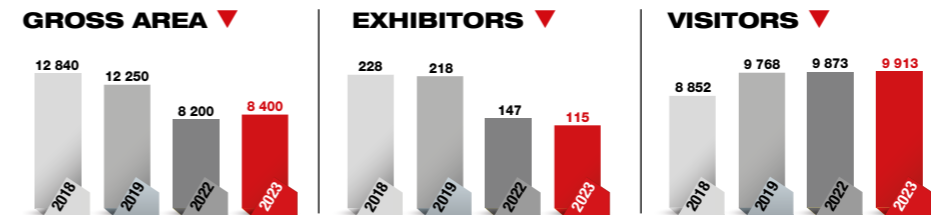


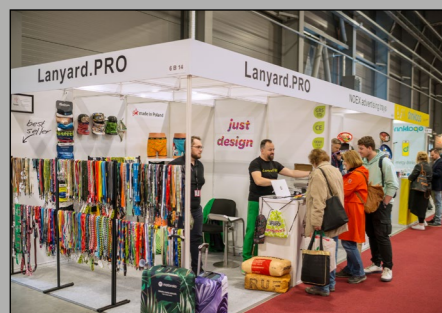
REKLAMA POLYGRAF OBALY 2023

REKLAMA POLYGRAF OBALY 2023 in figures:

- Number of exhibitors: **115**
- Number of foreign exhibitors: **29**
- Number of countries: **9**
- Net exhibition area (in m²): **5 145**
- Gross exhibition area (in m²): **8 400**
- Number of visitors: **9 913**
- Number of accredited journalists: **31**

COMPARISON OF THE TRADE FAIR YEARS





Already the 28th edition of the Advertising, Printing, Packaging and Innovative Technologies Trade Fair took place from 25 to 27 April at the PVA EXPO PRAGUE Exhibition Centre.

Once again, innovation, efficiency and creativity were at the forefront. And what did it offer visitors? Exhibitors' presentations were situated in Halls 1 and 6.

It was possible to see the exhibits presented by FUJIFILM, CANON, COMIMPEX and Slovak NANOTEC in Hall 1, where this year companies from the field of printing and signmaking had their stands. Furthermore, the polygraphy section featured AWC Morava, Profisign, OKI Europe, Navetech, KOMFI, Versotrade and other companies..

In addition to printing production, manufacturers from the digital printing sector are increasingly focusing on packaging production and its new trends were presented at PVA EXPO PRAGUE by a number of major exhibitors. One of the largest expositions focused on this sector was presented by Fujifilm, which returned to the trade fair after a several-year break and brought some of its latest innovations. Spandex, Canon, Comimpex, AWC Morava or Slovakia-based Nanotec were also present in the event. These companies are not new to the fair, nor is Profisign, which has been a supplier of signmaking technologies and materials since 2004. This year, Profisign boasted new Roland DG printers and plotters at its stand, which were among the absolute leaders among cutting plotters. Versotrade also presented several types of digital cutting plotters. For example, the CB03II-2516RM digital cutting plotter with fixed or rotating belt, which allows working on all kinds of materials (cardboard, corrugated board, honeycomb, flexo board, fabrics, leather, plastic/PVC, rubber fabric, dibond/ACM, acrylic material, MDF, plexiglass, polypropylene and foam of different thicknesses, etc.).

Spandex has brought a new product to the Czech and Slovak markets – SWEDBOARD Fibre - 100% recyclable and FSC certified paper honeycomb boards produced by the Swedish manufacturer "SWEDBOARD", a member of the 3A Composites group. Throughout the entire REKLAMA POLYGRAF OBALY trade fair, the Spandex stand organised also a special CAR WRAPPING programme. Various tips, tricks, advice and bonding demonstrations including material presentations were presented by experts and specialists in the sector.



Canon also presented itself at the REKLAMA POLYGRAF OBALY 2023 trade fair. It presented innovative solutions which attracted not only professional print providers but also interior decorators. Among other presented exhibits, it was possible to see e.g., the Canon Colorado 1650 roll-to-roll printer using UVgel technology, which adapts to the needs of demanding customers and offers versatility in print media. Flatbed printers were represented by the Canon Arizona 1380 GT, which is designed for mid-volume sign and graphics manufacturers, helping them to increase production efficiency and cope with market demands for greater application variety. Professional photographers were attracted to the imagePROGRAF GP-4000, which is a large-format 11-colour printer with high-quality computer graphics prints.

Quentin provided the general and professional public with a comprehensive range of tools for printing, prepress and photography. It is a supplier of products from Adobe, Apple, Canon, EFI, Eizo, Enfocus, Epson, Extensis, ILFORD, Just Normlicht, LaserSoft, XRIte, Pantone, Quark, Tecco, Wacom, etc. At the fair, the company presented, among other things, spectrophotometers for print quality control, specifically the new eXact 2 – the second generation of the most widely used portable spectrophotometer. At the trade fair, it was also possible to see the production i1 Pro 3 or the industrial CI6x.

Visitors could find presentation systems and POS materials at the stand of Showdown Displays Europe, a manufacturer and printer of promotional stands. Promotional items, a wide range of POS, paper boxes, ashtrays, ice containers and products made to special customer requests were presented in Letňany by NOEX. Baloušek, one of the leading Czech producers of diaries, calendars, forms and creative products for children, was also present at the fair.

The offer of the company Headwear Professionals, whose stand visitors could find in Hall 6, included many products from a wide range of headwear, such as caps - over 100 different models and types - giving the opportunity to choose a product for even the most demanding customers. Hall 6 also featured displays of stationery and packaging materials from industry specialists. Exhibitors from these segments included Modico Graphics, Grapp, Promoteus and Paketo.one, which specialises in the production of floor and counter stands, boxes and special packaging made from cardboard and corrugated board. Promotional items and premium gifts could be viewed and selected at the Brand Gifts stand. This company has expanded its product range to include a collection of promotional candles.

Embroidery machines were on display at the Nedbal Trading, Stick or Šici technika Brother stands. The Brother GTX technology offers direct printing on textiles - of course printing on cotton with a certain ratio of admixtures, but the big advantage is direct printing on polyester. An innovative feature is the ability to print DTF with the same printer.





The accompanying programme started on **Tuesday, 25 April** at 11:00 a.m. with a lecture block by Dušan Novotný from Fujifilm, who in several presentations introduced the company, which today is an icon not only in the field of printing technologies, materials, photography, but also medical devices.

What will be the future of printing technologies in the polygraphy sector? This question and many other questions were dealt with by the participants of the panel discussion entitled „The Future of Printing Technologies in Polygraphy“. Well-known personalities representing manufacturing and supplier companies took part in the discussion: Jaroslav Švejda (Heidelberg), Petr Breburda (IGEPA), Jakub Eremiáš (KYOCERA Document Solutions) and Martin Bělík (DataLine Technology), who also successfully moderated the whole panel. The event was held under the auspices of the Union of Polygraphic Entrepreneurs and almost eighty listeners came to listen to it. This moderated discussion took place twice, on Tuesday 25 April at 12:00 p.m. and Wednesday 26 April at 1:00 p.m..



On **Wednesday, 26 April**, the accompanying programme started at 10:30 a.m. with a lecture block by Martin Novotný from GRAFIE CZ focused on the implementation of MIS/ERP systems specially developed for the polygraphy industry. The presentation included a demonstration of the EPS Pace MIS/ERP system – costing and its variants, order creation, planning, stock management and evaluation of profitability of each order. Then, from 11:30 a.m., the programme continued with the presentation entitled „Automation in Polygraphy – Enfocus Switch“, in which Mr. Kulka and Mr. Novotný from Grafie CZ showed a solution for transferring individual data within the framework of the such technological units and interpretation of production statuses of individual print jobs on one large LCD panel.

Simultaneously with the REKLAMA POLYGRAF OBALY trade fair, the specialised exhibition **3DEXPO 2023** took place in Hall 6, presenting the largest showcase of 3D printers and 3D printing materials in the Czech Republic. The 8th edition of the event was the place where it was possible to see presentations of such companies as HENNLICH, COTU, TECNOTRADE, Felix printers, 3D Manufaktura, Průša Research, IGUS, Anisoprint and other interesting exhibitors who have a lot to show on the Czech market. For more information see www.3dexpo.cz . www.3dexpo.cz .



CALENDAR 2023

The subject matter of the Calendar 2023 competition were calendars published in the Czech and Slovak Republics for domestic and foreign clients. As every year, the aim was to award exceptional works, both in terms of polygraphy processing and original design or social message. The award ceremony of this competition of stories and art took place on the second day of the fair in Hall 1 of the PVA EXPO PRAGUE.

A total of 60 registered works were evaluated in the Calendar 2023 competition. Which calendar appealed most to the expert jury and won the prestigious award for 2023? It was clear on Wednesday after the award ceremony, which was hosted by Jan Říha, the presenter of TV PRIMA's Autosalon programme.

The winner of the table calendar category was the **2023 Ostravice photo**, which was registered by the **Municipality of Ostravice**.

The **public prize** with **6,238 votes** was awarded to the calendar entitled **NEBÝT NA TO SAMA (NOT TO BE ALONE FOR IT)**, created by the association **NEBÝT NA TO SAMA z.s.**

The jury awarded the **prize for support of young creators** to two winners, namely the **Secondary Vocational School of Commerce, Applied Arts and Design** with the calendar **WRAP UP** and **ANTALIS s.r.o.** with the calendar **HISTORY OF POLYGRAPHY** whose author is Markéta Myšková.

The **prize for illustration** was again awarded to two calendars. **INTERNATIONAL WORLD DAYS of the Secondary Vocational School of Commerce, Applied Arts and Design** and also the calendar **PANOPTIKÓN** from the association **DROZD-IN, z.s.**

The **prize for the quality of graphic design** was awarded to **ANTALIS s.r.o.** for the calendar entitled **HISTORY OF POLYGRAPHY** by Vasil Hatala.

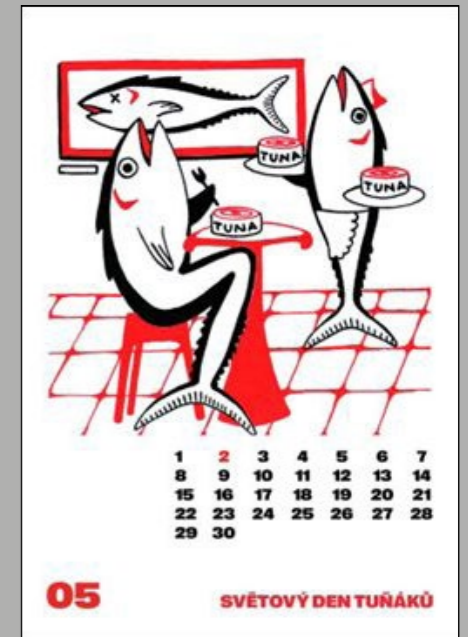
The winner of the **prize for Polygraphy processing** was **HISTORY OF POLYGRAPHY** by Markéta Myšková and **ANTALIS s.r.o.**

The **prize for promoting social and societal role** was awarded to the organization **NADĚJE** for the **ART 2023** calendar.

The **Branded Content Award** went to **CHARLES UNIVERSITY** for the calendar entitled **STUDENT ASSOCIATIONS OF CHARLES UNIVERSITY**.

The jury awarded the **photography prize** to the organisation **“Cesta domů, z.ú.”** for the calendar entitled **DOMA 2023**.

The **main prize GRAND PRIX** went to two calendars this year, namely **WRAP UP** and **HISTORY OF POLYGRAPHY** (Markéta Myšková). Both the calendars were extremely original, they were dealing with many sub-topics and the jury members would like to have both the calendars at home.





GALA EVENING

Almost 200 guests gathered in the foyer of the Entrance Hall I of the PVA EXPO PRAGUE Exhibition Centre. The programme of the official part of the Gala Evening was, for several times already, a fashion show of a collection of models created by third-grade students of the Secondary School of Clothing from Prague 7. The basic aesthetic framework of the show, which consisted of over 20 unconventional and original models, was inspired by a sculpture.

Among the large number of sculptures which inspired the models made of non-woven fabrics, we should mention, for example, the mythical Icarus, the goddess of victory Nike, Michelangelo's Pieta, the statue of Charles IV, the Spider by Louise Bourgeois, a famous French sculptor. Concerning Czech artists, it is necessary to mention Josef Klimeš and his sculpture Equilibrium, or Michal Gabriel with his sculpture known as Rider.



Jazz RoKa band played during the evening for dancing and listening.

AUSPICES



EXPERT AUSPICES



ACCOMPANYING PROGRAMME PARTNERS



MEDIA PARTNERS



PARTNERS



OFFICIAL CARS OF THE TRADE FAIR



We would like to thank to all partners of the REKLAMA POLYGRAF OBALY 2023 trade fair. We are looking forward to seeing you at the next trade fair.



Reklama Polygraf Obaly 2023



The REKLAMA POLYGRAF OBALY trade fair, the CALENDAR 2023 competition and the accompanying programme were promoted by an advertising campaign. Dozens of advertisements and PR articles were published in both printed and online media. Also, this year, the campaign was supported by dozens of billboards placed in busy places in and around Prague to increase the number of professional visitors to the event. An especially massive event was the publication of the Newsletter, which is distributed electronically on a regular basis to 10,000 addresses. Almost 15,000 visitors were invited to the trade fair electronically. The Newsletter was followed by a PPC campaign which worked with several types of banners that appeared on almost a hundred websites.



MEDIA

Outdoor: billboards on frequented roads in Prague

Events: accompanying programme, CALENDAR 2023 competition, social evening

Specialised titles and internet:

Advertising and PR articles in specialised press titles and on the websites of the trade fair's media partners

Direct mail:

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

PPC:

Targeted online campaign within the framework of the internet advertising space provided by Facebook, Google, Seznam



Outdoor presentation
on frequented roads in Prague



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WE WOULD LIKE TO INVITE YOU TO

REKLAMA POLYGRAF OBALY

29TH INTERNATIONAL TRADE FAIR FOR ADVERTISING,
POLYGRAPHY, PACKAGING AND INNOVATIVE TECHNOLOGIES



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