

## **The Reklama Polygraf Trade Fair attracted more than twelve thousand experts from the marketing area in three days**

**Modern and attractive expositions of Czech as well as foreign firms, manufacturers and suppliers from the field of advertising and communication were offered under one roof by the PVA EXPO PRAGUE Exhibition Centre at this year's edition of the REKLAMA POLYGRAF Trade Fair, whose 23<sup>rd</sup> edition was held in the middle of May. Altogether 212 exhibitors, 34 of which being from abroad, presented their expositions on the area of 7,770 m<sup>2</sup>. The three-day event intended for experts and professionals was visited by 12,341 visitors, including 2,468 visitors coming from abroad, according to the statistics. The second day of the trade fair was completed with an overview of event marketing activities - the 4<sup>th</sup> edition of the EVENT DAY Trade Fair.**

The REKLAMA POLYGRAF Trade Fair focused on advertising services offered space for meetings of leading personalities from the sector and presented also the latest trends, manufacturing techniques and procedures, as well as modern solutions of advertising communication.

The REKLAMA POLYGRAF Trade Fair is the only event of this type in the Czech Republic. That is why there is no wonder that it is visited every year by thousands of visitors from the number of contracting organisations, advertising agencies, advertising producers and other firms. This year's edition offered not only the largest players on the Czech market, but also many more foreign exhibitors from Slovakia, Poland, Germany, Austria, Italy or Bulgaria.

Like every year, the trade fair was divided into several parts. The technological-industrial part of the trade fair, which includes production of advertising and the actual printing activities, was situated in Hall 3. All important firms from the sector were represented there, such as Spandex, Canon, Xerox, Comimpex, DataLine Technology, Ospap, Profisign, Bitcon, Konica Minolta and Fujifilm. An innovation which was presented at this year's edition of the trade fair was the 3.2 m wide roll-to-roll printer Mimaki UJV55-320 with a possibility of printing two rolls at the same time.

Another innovation was the print&packaging segment, occupying, in Hall 2, almost 200 m<sup>2</sup> of the area called Centre of Packaging and Packing Innovations. The visitors could see several demonstration workplaces there, together with manufacturing lines which were presenting various processes directly to visitors - personalised printing of envelopes and bags, printing of corrugated plasterboard, application of labels onto bottles, work with heat-shrink foil, work with labelling machines and many other matters of interest. Among exhibitors from the print&packaging area it was possible to see for example such companies as Ondrášek INK-JET SYSTÉM, spol. s r.o., pap4ever digital, ARCON, Ospap or OTK Group.

A relatively large part of the REKLAMA POLYGRAF Trade Fair was dedicated to advertising textile products. The visitors could admire expositions of such firms as Cotton Classics, Adler Czech, Alex Fox, Lambeste or Industrial Wear. Embroidery machines were already traditionally presented at the trade fair within expositions of such companies as Nedbal Trading, Šicí technika Brother s.r.o. and others. Visitors could find laser engraving and cutting machines for example in the stands of Uhal Trade, 4isp and Semper. Concerning this year's edition of the event, it is also necessary to mention participation of new firms with an offer of exhibition systems and modules. Of course, the firms presenting the nomenclature of advertising and gift articles and companies representing the digital signage sector were represented at the trade fair this year as well.

The accompanying programme was very interesting too and included specialised lectures, conferences and workshops, and it was guaranteed by leading personalities from the sector. The visitors interested in the matter and registered in advance could take part in the discussion panel prepared for them with the title “Advertising in historical coulisses”, which was focused on the issues of advertising in the protected area (which includes historical monuments). The competitions known as Calendar 2016 and Rainbow Ray were announced within the framework of the trade fair as well.

The subject matter of the Calendar 2016 competition consisted in the calendars issued for domestic as well as foreign clients in the Czech Republic and Slovakia. The aim was to appreciate exceptional works, not only from the viewpoint of the actual polygraph processing, but also in terms of the original design or social and public missions. This year’s edition of the competition was completed with a new category. In addition to the two regular competition categories – wall calendar and desk calendar, contributions were competing also in the category entitled “Community Calendar”. The Calendar 2016 competition was held under the auspices of the Ministry of Culture. The winning calendars were selected by the Expert Jury assessing the calendars on the basis of the artwork level of solution, originality, innovative approach to processing, quality of polygraph processing and public benefits.

Altogether 142 registered works were assessed in the **Calendar 2016** competition. The main GRAND PRIX award and the special “Community Calendar” prize were granted to the calendar “Let’s Work Hard, Říčany! 1910-1949”, registered by the Municipality of Říčany, for the uniquely most original design, workmanship and idea of a smart and playful solution evoking a gramophone record. The prize for the expressing of the social role was taken over by the registered participant Tichý svět, o.p.s. (*Silent World, public service company*), for the charity calendar “Silent Spots 2016”. The prize of the public was won this year by the calendar entitled “We Are ZOO Zlín”, which was registered by Z STUDIO, spol. s r.o.

The 13<sup>th</sup> edition of the competition for the best signmaking implementation of 2015 for the Czech and Slovak markets known as **Rainbow Ray** appreciated works in **six categories** for the first time this year, namely: Illuminated Advertising, Outdoor Advertising, Indoor Advertising, Mobile Advertising, POP/POS Advertising and Street Furniture (news). The ceremonial handover of all awards took place on 11<sup>th</sup> May within the framework of the accompanying programme of the trade fair.

The winner of the Light Advertising category was Neony sign, a.s. for the “Waltrovka” work. The award in the Outdoor Advertising category was taken over by Preciosa Ornela, a.s. for the attractive use of public areas for impressive interactive communication with the winning work “Dancing Cubes”. Concerning the Indoor Advertising category, the first prize was won by Atlas Advertising Group s.r.o. with their “Samsung S7 Aquarium”. Also the Mobile Advertising branch has its winner, namely Mobilboard, s.r.o. for the work entitled “Effective Marketing Impact of the ZOOT Campaign”. As far as the POP/POS category is concerned, 2 implementations obtained the award this year. A special award of the Jury was won by Grapo, s.r.o. for the work “Implementation of the original painting of a room in the Milotice Castle by using one of the state-of-the-art technologies Wallwrap”.

The Grand Prix award was granted to Moris design, s.r.o. for the extraordinarily successful comprehensive solution of product presentation for the work entitled “Comprehensive solution of presentation of Primalex and Balakryl products on the points of sale, various sales situations in the CR, SR and HU”.

Within the framework of the social evening party for exhibitors, the **TOP EXPO** awards for the most impressive expositions of the trade fair were handed over. The diplomas were granted to CANON CZ s.r.o., Bitcon, spol. s.r.o., OSPAP, a.s. and Paketo one/G.N.P. A special award of the Reklama Polygraf Trade Fair was won by Spandex SyndiCUT, s.r.o.

The set of the SPRING INDUSTRIAL TRADE FAIRS offering a comprehensive view of industrial technologies was held this year for the first time simultaneously with the REKLAMA POLYGRAF Trade Fair in the PVA EXPO PRAGUE Exhibition Centre.