

The international trade fair REKLAMA POLYGRAF to offer the best of the sector

Also this year, the professional public can look forward to a well-prepared overview of new technologies, products or final applications from the field of advertising, media, polygraphy and packaging which are to be presented by the REKLAMA POLYGRAF and OBALY (PACKAGING) Trade Fairs. The event will include also competitions, exhibition events, lectures or workshops. The largest meeting of professionals from the field of advertising and printing services, marketing, media and packaging in Central Europe will take place from 24 to 26 April 2017 at the PVA EXPO PRAGUE Exhibition Centre in Letňany. The official cars of the trade fairs are cars of the FORD brand.

This year, also the OBALY (PACKAGING) Trade Fair is organised as a solo event for the first time simultaneously with this REKLAMA POLYGRAF Trade Fair edition. In comparison with the previous year, this year's trade fair registers a 40% increase and has prepared a lot of innovations for visitors. Altogether 294 companies will present their products and services there on a gross exhibition area of 11,555 square metres.

At this year's trade fair it is possible to see again, after several years, the car wrapping technology which is always popular and demanded and will be presented by several exhibitors. Already on the first day of the trade fair the car wrapping fans can enjoy a little surprise in Hall 3 prepared by SPANDEX SyndiCUT in the form of a 2-hour presentation during which Piotr Čínski – world champion in car wrapping – will present hot news in the ARLON SLX foil car wrapping with the Flite Technology system.

At the exposition of the Canon company the trade fair visitors will be the first ones in the Czech Republic to be able to get themselves familiar with the unique [technology known as UVgel](#), which is changing the large-format print world. Real experience and observations of five leading personalities from the sector of polygraphy, design, education and production of advertising in connection with the top Canon technology – all of this can be expected by visitors within the framework of five unique workshops of the Canon exposition.

The delivery of the technology is only the first step for the launching of advertising production. It is still a question of how to use this investment in the most effective way. The exposition of the HSW Signall company will show how important the overall solution is.

The Japan-based producer “OKI” will present the large-format eco solvent printers “OKI ColorPainter” to the general public in the Czech Republic for the first time. It will be possible to see also graphic LED printers for low-cost calibrated print and also a special printer for print with neon toners of the OKI NeonColor series.

At the Xerox exposition the professional public will see new machines of the Xerox Versant series, namely Xerox Versant180 and Xerox Versant 3100. It means that you will be able to see and try all advantages offered by the Xerox Versant machines in action.

The Bitcon company will present, besides combined eco solvent and UV Roland DG printers, still the Graphtec cutting plotters, including the news represented by the FCX-2000 flatbed cutting plotter and Olepo laminators.

After a great success of the Acuity LED 1600 model, Fujifilm presents a new printer with a substantially higher capacity, double printing width, many technical improvements and a surprisingly low price. You will get familiar with Acuity LED 3200R, UV LED printer for flexible materials, which Fujifilm will exhibit at this year’s trade fair.

OBALY (PACKAGING) Trade Fair – news of this year

The OBALY (PACKAGING) Trade Fair is a logical result of development of the traditional REKLAMA POLYGRAF Trade Fair, which has built up, for 23 years of its existence, the position of an important event in its sector in Central and Eastern Europe. For this reason the organisers have decided to prepare the first edition of the OBALY (PACKAGING) Trade Fair. The trade fair visitors will be made familiar with the news in the sector, focused especially on individualisation of packages and trends in the design of packages. Appropriate attention is paid not only to digitally printed labels, but also to intelligent packages that become always more and more popular.

Visitors can enjoy an interactive exposition entitled “**Centre of low-cost production of packages**” – modern technologies of low-cost production of packages will be presented to visitors in this common interactive exposition. They will have a possibility of seeing not only how packages are designed and manufactured, but they will be able to find also interesting information about general possibilities of low-cost production of packages and how to produce packages on a low-cost basis so that they can be functional, aesthetic and affordable. Within the framework of this project, there is prepared a special “manufacturing line”, which consists of components of individual suppliers from various production segments, i.e. software for production of packages (Esko – Macron), printing machine (Xerox), finishing (Komfi) and supplier of printing media for production of packages (Antalis).

Concerning the second day, i.e. 25 April, already the 5th edition of the Trade Fair for Event Services known as **Event Day** will be held, being traditionally an integral part of the REKLAMA POLYGRAF Trade Fair. The Event Day is a targeted presentation for event agencies, congress centres, hotels and providers of services for seminars, conferences, congresses, corporate parties, teambuilding sessions and other events. Altogether 49 exhibitors will present their products and services on the gross exhibition area of 2,000 square metres.

Various lectures focused on interesting topics will take place within the framework of the **accompanying programme of the REKLAMA POLYGRAF and OBALY (PACKAGING) Trade Fairs**. For example, if you want to learn more information about how the inkjet printing technology moves the printing limits from the area of standard polygraphy to other manufacturing branches, please come and listen to the lecture of the Konica Minolta company on the second day of the trade fair.

A part of the accompanying programme will be also the announcement of results of the Calendar of the Year 2017 competition, in which altogether 113 works were registered, and those of the competition for the best signmaking implementation known as Rainbow Ray. The visitors coming on the second day of the trade fair can look forward to the last year's free continuation of the discussion panel on the issues of advertising in the capital city, this year with the title "Prague from the Viewpoint of Advertising of the 21st Century", which is intended for registered participants again.

The Czech Packaging Institute SYBA, which is the main professional partner of the OBALY/PACKAGING Trade Fair, is the organiser of the professional seminar entitled "Packaging Design Specialities", which is to be held on the second day of the trade fair in the Congress Hall. The topic selected for this year's edition is "Packages for Toys".

For detailed information please visit the web site:

www.reklama-fair.cz, www.veletrhobaly.cz, www.eventday.cz

Basic information of the 2017 edition:

REKLAMA POLYGRAF – 24th International Trade Fair for Advertising, Media and Polygraphy

EVENT DAY – 5th Trade Fair for Event Services

OBALY/PACKAGING – 1st Trade Fair for Packaging Innovation and Technology

...press release

Term of the event: 24–26 April 2017
Place of the event: PVA EXPO PRAGUE, Beranových 667, Prague 9 – Letňany
Opening hours: Monday and Tuesday 10 – 18 hours, Wednesday 10 – 17 hours
Entrance fee: CZK 180, reduced CZK 150

Organiser: ABF, a.s., www.pvaexpo.cz

Overall statistics of the REKLAMA POLYGRAF and OBALY/PACKAGING Trade Fairs:

Number of participating firms: 294
Number of foreign exhibitors: 59 (11 countries)
Total net exhibition area: 6,011 m²
Total occupied gross area: 11,555 m²

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