



The international trade fair REKLAMA POLYGRAF offered the best of the sector

The already 24th edition of the International Trade Fair “Reklama Polygraf” took place on 24-26 April at the PVA EXPO PRAGUE Exhibition Centre in Letňany, this year for the first time simultaneously with the new nomenclature of the 1st edition of the Obaly (“Packaging”) Trade Fair. An overview of new technologies, products or final applications from the field of advertising, media, polygraphy and packages was prepared for the professional public this year as well.

In comparison with the previous year, this year’s trade fair has registered a 40% increase and is, without any doubt, the largest event in this sector in the Czech Republic, which is confirmed also by the figures achieved – Altogether 294 companies (59 of which being from abroad) from 11 countries presented their products and services on a gross exhibition area of 11,500 m². The trade fair was visited by 8,867 visitors and some of them took part also in the accompanying programme which was available for the entire term of the trade fair.

At this year’s trade fair it was possible to see again, after several years, the car wrapping technology which is always popular and demanded and was presented by several exhibitors. Already on the first day of the trade fair the car wrapping fans could enjoy a little surprise in Hall 3 prepared by SPANDEX SyndiCUT in the form of a 2-hour presentation during which Piotr Činski – world champion in car wrapping – presented 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 were 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, for example with a focus on the



topic of untraditional printing procedures or interactive printed matters – all of this expected visitors within the framework of five unique workshops of the Canon exposition for the entire term of the event.

Visitors could see a lot of innovations also in the exposition of the Ricoh company at which two production printing machines were available. They demonstrated their interest in printing applications of one of the machines, printing with neon toners, especially in connection with security elements of printed matters. The other machine marked proC5200 presented a possibility of printing structured patterns. Besides these interesting innovations it was possible to see at this stand also new Ultrashort projectors which are able, under certain conditions, to display an image in the range of up to three monitors.

The Konica Minolta company presented a printing machine intended for the printing of low-cost labels “bizhub PRESS C71cf” with which it has filled up the niche in the market in the category of digital print from one coil to another one in a width of 330mm.

At the stand of the Papyrus Bohemia the visitors could try interesting technologies dedicated to finishing. The most successful exhibit was the 4 m applicator with a luminous table on which it was possible to demonstrate backing of board materials.

The Japan-based producer “OKI” presented the large-format eco solvent printers “OKI ColorPainter” to the general public in the Czech Republic for the first time. At this exhibitor’s stand it was surely worth seeing 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 could see new machines of the Xerox Versant series in action, with all their extensive automatic elements supporting higher productivity and time savings of up to 70-80%. Xerox currently offers three models of the Versant series, namely 3100, 180 Press and 180 Performance.

The Bitcon company presented, 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 presented at the trade fair a new printer with a substantially higher capacity, double printing width, suitable even for materials sensitive to heat and featuring a surprisingly low price - specifically the visitors could get familiar with Acuity LED 3200R, UV LED printer for flexible materials.



OBALY (PACKAGING) Trade Fair – news of this year

The **OBALY (PACKAGING) Trade Fair** was a logical result of development from the nomenclature of the traditional **REKLAMA POLYGRAF Trade Fair**, which built up, for all the **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 were made familiar with the news in the sector, focused especially on individualisation of packages and trends in the design of packages.

Visitors could enjoy an interactive exposition entitled **“Centre of low-cost production of packages”** – modern technologies of low-cost production of packages were presented to visitors in this common interactive exposition. The professional public could get familiar not only with the process presenting how packages are designed and manufactured, but they could find also interesting information about general possibilities of low-cost production of packages and how to produce packages in small series on a low-cost basis so that they can be functional, aesthetic and affordable. Within the framework of this project, there was prepared a special **“manufacturing line”**, which consisted of components of individual suppliers. The entire manufacturing process was commenced by the Macron company with the special software **“ArtiosCAD”** intended for the designing of the appearance of packaged from the ESKO company. The packages designed were printed on the Xerox Pro 1000i printer on the mediums supplied by Antalis. The printing was followed by the finishing part with applications of Komfi. The entire production process was then concluded by the cutting plotter **“Konsberg”** represented, like at the beginning of the process, by Macron.

Among the exhibitors from the area of print&packaging it was possible to see such companies as **TECHNOLOGY, Industrial Machinery, ARCON Machinery, Aledeto, CT Praha, Achilles, OTK Group, G.N.P. Paketo, KURZ, Weldplast, Ottova tiskárna, Rajapack**, and other players of the packaging segment.



Various lectures focused on interesting topics took place within the framework of the **accompanying programme of the REKLAMA POLYGRAF and OBALY (PACKAGING) Trade Fairs.**

A part of the accompanying programme was also the announcement of results of the competition for the best signmaking implementation known as Rainbow Ray and results of the Calendar of the Year 2017 competition, in which altogether 111 works were registered, and the winning GRAND PRIX award belonged to the calendar entitled “Invisible People of Charles University”.

The visitors coming on the second day of the trade fair could 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”.

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

Concerning the second day of the trade fair, already the 5th edition of the Trade Fair for Event Services known as **Event Day** was held, as it has already become a traditional 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 presented their products and services on the gross exhibition area of 2,000 square metres.

For more detailed information please visit the web sites:

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