

Prague, on 21 May 2018

REKLAMA POLYGRAF to Start in Last Days of May

Already in one week, exactly from 29 to 31 May 2018, the PVA EXPO PRAGUE Exhibition Centre will host the jubilee 25th edition of the REKLAMA POLYGRAF International Trade Fair. At this traditional trade fair the visitors will be able to see, under one roof, the news of Czech and foreign firms from the fields of polygraphy, signmaking, advertising and gift objects or packaging technologies. The 2nd edition of the OBALY (PACKAGING) 2018 Trade Fair focused on packaging innovations and technologies will be held simultaneously.

There are again many things which the trade fair visitors can look forward to - the organisers promise at least the same extent of the event as last year.

At the trade fair it is possible to see hot news from the area of digital printing and refinement

Many digital machine exhibitors who are to present their products at the trade fair are aimed at customers from the polygraph industry as well as at packaging specialists - and especially thanks to them the machines working with large formats will not be missing there either. DATALINE TECHNOLOGY, a.s. will present the unique printing machine HP Indigo 12000 at this year's trade fair for the first time in the Czech Republic. There are five of these machines in the Czech Republic and Slovakia at present. As one can see from the experience from our as well as world markets, the possibility of digital prints in the B2 format is a regular revolution and brings a lot of advantages to customers. One of them is for example the breakpoint when it is possible to print, on the B2 format machines, in a more cost-effective way if compared to offset technologies, various jobs that are much larger than it was the case for the A3+ format. A presentation of the digital printing machine for the B2 format – HP Indigo 12000 will take place at the exhibition every day at the stand of the firm, with presentations of the prints and use of this machine for advertising agencies and designers.

A trendy matter in the field of digital printing is to offer an added value not only in the form of high-quality prints, but also in the area of subsequent finishing and refinement. Konica Minolta will present at the trade fair just various demonstrations of applications of digital 3D refinement of printed matters by using the MGI JetVarnish technology, through applications of UV varnish and metallic foils. Besides a better visual impression, this technology adds also a touch dimension to printing applications. Konica Minolta will furthermore present its current range of digital printing machines of the AccurioPress series, the augmented reality application known as “KM Vision”, or

Also print calculation systems and also various examples of industrial use of Konica Minolta inkjet printing heads.

At the exposition of Canon, the trade fair visitors will be the first ones in the Czech Republic who can get familiar with the large-format roll-to-roll printer Océ COLOREDO 1640 with a width of 64 inches, which uses the new UV gel printing technology. The Canon UV gel ink is typical of its immediate “adhesion” to the surface.

XEROX will present news at the Prague Exhibition Centre as well. One of them will be the breakthrough digital high-end printing technology of Xerox, which is to be presented there even for the first time in Europe. Besides the actual technology, the visitors will be able to see also its further possibilities in the field of refinement or finishing processes. It will be possible to see also demonstrations of production of digitally printed packages, including finishing with the help of hot sleeving and die cutting by using the KAMA machine.

Presentations of other exhibitors will be attractive too...

In the polygraph section, visitors can look forward also to expositions of leading players on the Czech market, e.g. the firms: HSW Signall, Comimpex, Papyrus, Bitcon, Tepede, Profisign, Electron, COMAC, OKI, 3M Česko, Swistar, Avetech and other well-known companies. New trends will be brought by some exhibitors directly from FESPA and will be presented to visitors in Prague. Such companies as RICOH, Spandex or Slovakia-based Nanotec will welcome visitors with their large expositions. It is just Spandex that is to present one of the largest expositions, whose exhibition area of 320 m² reaches across the entire width of the Hall 4. **Spandex** represents world brands and offers a wide range of materials for signmaking and digital printing. The large offer of this company includes foils of virtually all types, whether the matter concerns cast, rolled or special foils.

The 4ISP company prepared a special innovation for the trade fair - it is applied to textiles and consists of the Relicut marking laser, which is able to cut the textile before sewing to the right cutting format in a few seconds and then recurrently according to the drawing entered in the machine. In addition to the cutting of textiles and marking of images and ornaments it is possible to use the new type of the laser also for other decoration purposes. For example, some firms use the marking CO₂ laser for creation of an effect of washed-out and ironed jeans. The CO₂ laser is able to create the same effect in a few tens of seconds, cleanly and in an environment-friendly way without using any additives or chemicals and absolutely without any waste.

A view of the world of advertising

The world of advertising is associated with the REKLAMA POLYGRAF Trade Fair without any doubt. Besides the advertising textiles and stationery, it is also USB units or flash disks that are popular useful advertising objects. A specialist in IT gifts of all types is **ZPROGOteam**. The offer of this supplier includes, apart from flash disks, also various power banks, selfie sticks etc. Among the relative news in the product range it is possible to mention the video booklet, representing a unique connection of image, sound and emotions. Interesting advertising mouse pads are supplied by **NOEX Sp. z o.o. S.K.** This company is also a specialist for advertising pads of all the types. Among leading suppliers of a number of advertising articles it is necessary to mention also **badge 4U**, which is not missing at the Letňany Exhibition Centre in May either. This means that visitors can get themselves familiar, in the hall no. 3, with a really wide product range in the form of openers, car fragrances, card magnets, labels, hangers etc., which can be again purposefully used for promotion in the form of a B2B gift. Also **K-Square s. r. o.** will present a wide range of objects. Among highly demanded products it is possible to mention corporate cup production where really everybody can choose from the wide offer of shapes and designs.

Advertising, promotional as well as festive types of high-quality chocolates will be available from the stand of the well-known supplier, **Čokoládovny Fikar, s.r.o.**, which is a traditional producer of hollow figures and other special advertising chocolate products.

Interconnection of the REKLAMA POLYGRAF and OBALY (PACKAGING) Trade Fairs

Besides manufacturers of packaging systems, the exhibition area will offer also various presentations of suppliers of materials, including Antalis or Papyrus.

The OTK Group is one of the largest manufacturers of labels on our market. In addition to various types of labels, the trade fair visitors will be able to see also special or flexible packages, including Smart Pack. OTK is a pioneer also in implementation of flexible electronics in connection with smart packages, smart textiles and smart security cards.

The attractiveness of packages connected with the use of paper and cardboard materials with surface finishing using special foils (silver, gold, holograph) will be demonstrated at the trade fair by **Achilles CZ s. r. o.** It belongs among the firms that not only carefully monitor all market trends but is also able to work with them in an appropriate way.

Specialities of the printing art will be presented by Ottova tiskárna, which has been building upon quality of polygraph and printing staff for a long time. Apart from the wide range of printing applications, the company manufactures tailor-made gift boxes as well. The surface of colour-printed

paper can be glossy, matt or silky smooth. The carrying handle may be in the form of a ribbon, cord, it may be glued or riveted by using a decorative rivet.

Car wrapping is coming back

At this year's trade fair it will be possible to see again car wrapping, which is still popular and demanded. All-day presentations of a professional car wrapper will be prepared for those who like this technology, with possibilities of individual consultations, and those interested will have a possibility of enjoying their own testing of materials.

A rich specialised accompanying programme will take place for all the time of the trade fair.

For more current information about the trade fair and accompanying programme see: www.reklama-fair.cz, www.veletrhobaly.cz.

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