

## **REKLAMA POLYGRAF OBALY 2019 – Overview of Current Trends**

**This year offers already the 26<sup>th</sup> edition of the International Trade Fair REKLAMA POLYGRAF OBALY, traditionally presenting modern and attractive expositions of Czech and foreign firms from the area of advertising communication and use of printing technologies. All is to be held under one roof of the PVA EXPO PRAGUE Exhibition Centre from 9 to 11 April 2019.**

### **Trade Fair Innovations in 2019**

The REKLAMA POLYGRAF OBALY Trade Fair will be accompanied by the simultaneously held **Exhibition of Franchising** (9-10 April) with a two-day programme full of lectures and workshops focused on specified topics. In the hall no. 6, the visitors will be able to find the specialised exhibition known as **3D EXPO**, whose core topic is environmental friendliness of 3D printing operation and associated recycling. A part of the accompanying programme will be also the all-day specialised conference and the unique competition of 3D printers.

### **Car Wrapping Championship of the Czech Republic and Slovakia**

The Car Wrapping Championship of the Czech Republic and Slovakia will be held on the first day of the trade fair in the hall no. 7. Both application firms and suppliers will have a possibility of getting registered for the competition. The aim of the competition will be to present quality in this area, and the competition participants will be able to compare their skills with their competitors.

### **REKLAMA POLYGRAF OBALY, a unique platform for the sharing of news**

New trends will be presented by a number of this year's exhibitors. One of them is the DataLine Technology company, which used to present top solutions for digital printing and print refinements at the REKLAMA POLYGRAF Trade Fairs in previous years. This year it has decided to present especially applications and various products from all over the world which are manufactured by using these technologies.

Spandex will bring equipment for complete processing by cutting, milling, engraving in large dimensions, of the Gerber brand, solution for UV printing from Mimaki and swissQprint, in all dimensions not only for signmaking, but also industrial applications. The offer will include also many new materials for digital printing, practical presentations and trainings for car wrapping, architecture and digital sample collections of the materials delivered, originating from all world brands (Orafol, 3M, Arlon, Avery Dennison) and those of their own brand "ImagePerfect". Other large expositions of leading players on the Czech market will welcome their customers as well, these are for example such companies as CANON, RICOH, KONICA MINOLTA, BITCON, AWC Morava or NANOTEC from Slovakia.

Even this year at the exposition of the Xerox company, visitors will have a possibility of getting themselves familiar also with the wide product range focused on colour digital printing



machines. Great attention will surely be paid to the unique six-colour digital printing machine Xerox Iridesse representing new printing effects and to the very successful couple of machines known as Versant 180 and 3100. In line with the tradition of last years, Xerox has invited a new partner to its stand, namely a manufacturer of laser cutting machines, so that it can follow up to the popular production of low-cost packages. At the IGEP A exposition, visitors will have a possibility of trying the print on large-format printers “Epson” including the top photo printer SC-P10000. Besides, they can look forward to OKI printers, Graphtec cutting plotters, Stahls heat press, Igepa MasterSealer proprietary laminator and MasterCutter cutting machine, Rolls Roller application table and (of course) many interesting printing materials and plotter as well as heat-transfer materials.

At the COMIMPEX PRINT exposition it will be possible for visitors to get familiar, at a detailed level, with the new roll-to-roll printing technology known as **Efi Pro32r**. This universal printer features a printing width of 3.2m and UV inks with LED curing. It offers a wide use to its users for various types of jobs, such as printing on fabrics, vinyl pieces, banners, or even two-side and backlite printing applications. In addition to high-quality printing outputs, a significant added value is also the possibility of printing with the use of white ink and economical operation.

Laser engraving, cutting or CNC machines will be presented to visitors e.g. at the stands of Uhal Trade, HaWe systems or 4ISP, s.r.o., which is to present a description laser system automatically adapting graphics to the shape of the product at the trade fair. Advertising textile products, gift articles and embroidery machines will find their place, like in previous years, on the premises of the hall no. 3. There will be also such expositions as e.g. Cotton Classics, Alex Fox, Lambeste, Sportica or ADLER Czech, a.s. At the exposition of Nedbal Trading s.r.o., visitors will be able to watch the DTG M2 printer presenting direct digital printing applications on various surfaces, from cotton shirts, pillows, cotton sneakers to cardboard boxes for gifts or pizza. It enables printing on a maximum printing area of 40x60cm, also across the seams and zippers, the number of colours is not limited.

Many innovations will be presented by foreign firms (newly from Spain) which the visitors can find in the two exhibition halls. They will include both advertising textile product representatives and digital machine suppliers.

#### **Accompanying programme of the trade fair**

The announcement of results of the competitions “Calendar 2019” and “Rainbow Beam 2018” will be carried out within the framework of the trade fair. Simultaneously with these events it will be possible to take part in the accompanying programme organised on the trade fair premises, in which the exhibiting firms are to present lectures focused on various topics. Even this year, the professional partner is the SYBA Czech Packaging Institute, which is the sponsor of a part of the accompanying programme to the trade fair too, namely the seminar entitled “Packages for Food and Cosmetic Products”.



## ...press release

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Already the 7<sup>th</sup> edition of the Event Services Trade Fair known as **Event Day** will be held on the first day of the main trade fair.

*For more current information about the trade fair and the accompanying programme see:*  
[www.reklama-fair.cz](http://www.reklama-fair.cz).

