



PRESS RELEASE

International Trade Fair REKLAMA POLYGRAF OBALY 2019 – overview of current trends

The professional public visiting this year's International Trade Fair REKLAMA POLYGRAF OBALY (*ADVERTISING, POLYGRAPH, PACKAGING*) (already the 26th edition of the event) will enjoy three days full of news with an overview of new technologies, products and final applications from the fields of advertising, media, polygraph sector and packages. The accompanying programme with a lot of lectures, workshops and announcement of competition results will not be missing this year either. The largest meeting of professionals from the area of advertising and print services, marketing, media and packaging is held under one roof of the PVA EXPO PRAGUE Exhibition Centre in Letňany from 9 to 11 April 2019.

Attractive expositions will be presented for visitors on a gross exhibition area of 12,250 square metres by 218 firms, 55 of which being from abroad, from 12 countries.

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

Like in previous editions of the trade fair, also this year many exhibitors attending this rare event will present a lot of new trends. Presentations of the exhibitors are situated in the halls no. 3, 4, 6 and 7.

New trends will be presented by a number of this year's exhibitors. One of them is the DataLine Technology company, which has decided to present, at its stand situated in the hall no. 4, especially applications and various products from all over the world, which are produced by using these technologies. A fact is that a part of the DataLine Technology stand will be a diminished digital market indicating what digitally printed products and packages can be commonly met today. During the day it will be possible to see, at the exposition, short presentations of successful advertising campaigns, new print and refinement procedures, technologies and many other interesting things.

At the Xerox company's exposition, the visitors will be able to get themselves familiar with a wide range of colour digital printing machines this year as well. Visitors' attention will surely be paid mainly to the unique six-colour digital printing machine known as Xerox Iridesse, representing new printing effects, as well as to the very successful couple of Versant 180 and 3100 machines. In line with the spirit of the last years' tradition, Xerox has



invited a new partner to its stand, a manufacturer of laser cut-out machines, so that they can follow up to the popular production of low-volume packages.

At the stand of IGEPA, which is celebrating a quarter of a century of activities on the Czech market, it will be possible for the trade fair visitors to try printing on large-format Epson printers, including the top photo-printer SC-P10000. Moreover, they can enjoy the OKI printers, Graphtec cutting plotters, Stahls heat press, dedicated Igepa MasterSealer laminator and MasterCutter cutting machine, Rolls Roller application table, and of course – many interesting printing, plotter as well as heat-transfer materials.

The RICOH company is presented with the news in the technology focused on direct printing on the textile – DTG, with a fully new model known as Ri 1000. KONICA MINOLTA places emphasis on the latest technologies and modern trends in the publishing of books, and visitors can further look forward to production and printing machines AccurioPress C83hc and AccurioPress C6100 with the IQ-501 unit.

One of the largest expositions of the trade fair is again the exposition of the Spandex company in the middle of the hall no. 4, built in full of the materials which are offered by Spandex in its product range. The stand consists of several parts following up to each other in terms of their topics, evoking a city and its parts from an architectonic point of view. One of the side parts includes a garage where a leading car wrapping specialist and trainer will present and provide advice useful for car wrapping activities. Another part of the "city" contains a café where visitors can read newspapers or consult sales agents, asking various questions. In the main part of the exposition it is possible to find several interesting innovations – one of them being the European first presentation of the Gerber MCT machine – a single print-to-cut system with full integration of various working procedures. MCT is a table plotter intended for the cutting of plate as well as rolled materials. This universal system is able to cut, break, mill, engrave, and a matter of interest is the laser head as well. It is produced in various dimensions, Spandex presents it in the size of 3.2 x 3.2 m, whereby it is at the same time the largest equipment of this exposition. Spandex will bring to Prague also a large quantity of new materials for digital printing, practical presentations and trainings for car wrapping activities, architecture and also digital sample collections of the materials supplied originating from all world brands (Orafol, 3M, Arlon, Avery Dennison) and its own brand ImagePerfect. Visitors will surely be interested in new 3M Di-Noc models of architectonic foils and in the new series of self-adhesive foils ImagePerfect 5700 PA for better and simpler applications.

At the exposition of COMIMPEX PRINT, the visitors can make themselves familiar at a detailed level with the new roll printing technology **Efi Pro32r**. This universal printer features a printing width of 3.2m and UV inks with the LED curing technology. It offers a wide use to its users for various types of jobs, such as printing on textile, vinyl materials, banners, or even both-side and backlite print. Besides the high-quality printing outputs, an



important added value is also the possibility of printing with the use of white ink and the economy operation mode.

The most attractive item of the Canon company at this year's trade fair will be the unique news, UV Océ Arizona flatbed printer of the 1300 series. The new model is perfectly suitable for manufacturers of advertising graphics and boards with a medium-size production volume, who want to increase their production effectiveness and master the continually growing demands of customers for new and diversified applications.

Other expositions of the largest players on the Czech market, including BITCON, AWC Morava, OKI or Slovakia-based NANOTEC will welcome their customers as well.

Ecology and sustainability in visual communication has been a very frequented topic in recent years and demand for materials not containing PVC originates especially from large corporations. At the stand of Papyrus Bohemia, it will be possible to see materials from Avery Dennison, which offers a non-PVC solution for wrapping and architectonic applications. Avery MPI 1405 EA RS and DOL 6460 make it possible to cover a wide range of applications, such as all-surface car wrapping and exterior architectonic installations. An exceptional characteristic is the lifetime lasting for up to 8 years after printing at a vertical exposure, except for applications on rough surfaces, such as bricks and concrete.

Visitors will find laser engraving, cutting or CNC machines for example at the stands of Uhal Trade, HaWe systems or 4ISP, s.r.o., which presents at the trade fair a description laser that is able to automatically adapt the graphics to the shape of the product. The area of the hall no. 3 will be dedicated to advertising textiles, gift articles and embroidery machines like in previous years. There it will be possible to see expositions of such firms as Cotton Classics, Alex Fox, Lambeste, Sportica or ADLER Czech, a.s. At the exposition of Nedbal Trading s.r.o. it will be possible for visitors to experience direct digital printing with the use of the DTG M2 printer, applied on all various surfaces – beginning from cotton T-shirts, pillows, cotton tennis shoes to cardboard boxes for gifts or pizza. The system makes it possible to print on a maximum printing area of 40x60cm, even over seams and zips, the number of colours is not limited.

Many innovations will be presented by foreign companies (newly also from Spain) which the visitors can find in both the exhibition halls. They include both representatives of advertising textiles and suppliers of digital machines.



Accompanying programme of the trade fair

The REKLAMA POLYGRAF OBALY 2019 Trade Fair is not just an overview of current trends and innovations, but also a rich accompanying programme for all the time of the event.

Already on the first day of the trade fair, i.e. on 9 April, it will be possible to visit **the Championship of the Czech Republic and Slovakia in Car Wrapping** held in the hall no. 7. The competition will be open for participation of both application firms and suppliers. Altogether 12 teams will compete at this event and they will work with several brands of foils. The aim of the competition is to present quality in this area and the competing teams will be able to compare their skills with competitors.

Those who are interested in franchising can attend lectures of the Czech Franchise Association, which are planned for 9 April in the lecture room no. 1 for all the day.

In the hall no. 6, visitors can find the specialised exhibition known as **3D EXPO**, presenting the largest overview of 3D printers and materials intended for 3D printing in the Czech Republic. The core topic is ecology of the 3D print operation and associated recycling activities. The visitors will see the first Czech rePET filament, which arose from 100% recycled material. A part of the 3D EXPO accompanying programme will be also a specialised conference (held on 10 April) and the unique Contest of 3D Printers.

The announcement of the competitions known as **Calendar 2019** and **Rainbow Ray 2018** will take place within the framework of the trade fair as well. Specialised lectures of the exhibiting firms (Canon, Spandex, Ricoh, DataLine Technology) focused on various topics will be held simultaneously with these events on the trade fair premises. Among the largest ones it is necessary to mention surely the events of Konica Minolta entitled "Innovations and New Business Models for Book Publishers, Alternative Distribution Channels", held on 9 April from 13:00 hours in the lecture room no. 4, Entrance Hall II. The topic will be based on modern trends in crowdfunding for publishers, publishing and production of books in low volumes, i.e. "on demand". There will be presented also new possibilities thanks to which books may contain interactive online content within the framework of extended reality. Presentations will be focused also on new possibilities and standards in refinement of printed matters and attention will be paid to book binders having a large influence on end consumers too.

On the first trade fair day, visitors can see already **the 7th edition of the Trade Fair for Event Services known as Event Day**, which is held also in the hall no. 7.



The **SYBA** packaging institute is the sponsor of the seminar entitled "Packages for Food and Cosmetics", which is to be held on 10 April in the Congress Hall from 11:00 to 16:00 hours. This will be an educational event focused on requirements relating to packages, package materials and raw materials for production of packages intended for contacts with food and cosmetics.

For more current information on the trade fair and accompanying programmes see:
www.reklama-fair.cz.

Basic information of the 2019 edition:

REKLAMA POLYGRAF – 26th edition of the International Trade Fair for Advertising, Polygraph Services, Packages and Innovative Technologies

EVENT DAY – 7th edition of the Trade Fair for Event Services

Term: 9-11 April 2019

Venue: PVA EXPO PRAGUE, Beranových 667, Prague 9 - Letňany

Opening hours: Tuesday, Wednesday 10 – 18 hours, Thursday 10 – 16 hours

Entrance fee: CZK 180, discounted: CZK 150

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

Summary statistics:

Number of attending firms: 218

Number of foreign exhibitors: 55 (12 countries)

Total net exhibition area: 5,786 m²

Total occupied gross exhibition area: 12,250 m²

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