

PRESS RELEASE

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**A perfect Match:
InPrint Munich 2021 to co-locate with two successful trade events
targeting the fast-growing packaging sector**

InPrint Munich 2021, the International Exhibition of Print Technology for Industrial Manufacturing, is teaming up with ICE Europe and CCE International, two leading trade events devoted to the latest innovations in converting and finishing, as well as corrugated and cardboard production technology, with a strong visitor interest also in printing for packaging solutions. The industry has welcomed the move to create a powerful, multifaceted platform with increased opportunities and synergies across related markets. The new show dates are 9 to 11 March 2021; the venue remains unchanged at Munich Trade Fair Centre in Germany.

The print technology sector is constantly evolving, driven by retail changes and technical advancements that allow for new levels of speed, efficiency, interactivity, and automation. As print tech companies prepare for their next round of product launches and industry collaborations, InPrint Munich is the first important industry gathering of the 2021 event season to bring new technologies and product improvements to market.

Over three days, print equipment and machine suppliers will meet international buyers and decision makers from the manufacturing and print service sector to discuss the increasing role of print technology in on-demand production, mass-customisation, and cost-efficient processing in the manufacturing of goods, parts, and packaging.

Powerful co-location with ICE Europe and CCE International

For the first time, InPrint Munich 2021 will be co-located with ICE Europe and CCE International, creating additional footfall from the fast-growing packaging sector. According to show surveys, the majority of ICE and CCE visitors come from industry sectors that are important growth markets for InPrint exhibitors, including packaging, pharma and electronics, but also food and beverage, transport and logistics, furniture and cosmetics at CCE, and plastics, engineering and paper at ICE.

“The co-location of three dedicated trade shows evolving around converting and printing technologies creates a really strong, multifaceted event with increased opportunities and

synergies for both exhibitors and visitors”, says Frazer Chesterman (FM Future), Co-Founder of the InPrint event brand. “Whilst the main focus of ICE or CCE visitors is on specialised converting technology, they are also looking for integrated print solutions to label or decorate their finished foil, film, paper, or carton product. Surveys confirm that one third of ICE and CCE visitors want to know more about print technology that can be integrated into their manufacturing process. With InPrint Munich located next door, they can literally proceed to the next step in their production line.”

ICE Europe, the International Exhibition for Paper, Film & Foil Converting, is the world’s leading exhibition for the conversion of flexible, web-based materials, such as paper, film, foil and nonwovens, with a strong focus on drying and curing solutions, as well as special films used for touch panels, displays, and food packaging. CCE International, the International Exhibition for the Corrugated and Folding Carton Industry, presents innovative technologies for the manufacturing and converting of corrugated and carton board. It covers the entire production and processing chain of corrugated materials, with digital print on carton as one of the key topics.

InPrint exhibitors reach out to new markets at the heart of Europe’s trade activities

InPrint Munich typically attracts high-level trade professionals; more than 80% of visitors are decision makers, many come with definite investment plans. This makes InPrint Munich one of the industry’s favourite places to start future collaborations and business partnerships, in particular with branded goods manufacturers and industrial production companies on the search for practical print applications and custom-built systems. Another target group are traditional print service providers looking to upgrade their business towards more advanced industry applications by employing new printing equipment.

“Print technology has now successfully penetrated most areas of the manufacturing sector. This is because technology suppliers have long acknowledged that adjusting technology to market demands is an ongoing and very rewarding effort”, says Marcus Timson (FM Future), Co-Founder of the InPrint event brand. “Stand allocation is now well underway, and with Munich remaining our home, InPrint will be the destination for many visitors from the heart of Europe’s trade activities – a perfect platform for print tech companies to ride the wave, test the market, and promote new paths for print technology in industrial production.”

About InPrint Munich 2021

InPrint Munich is Europe’s flagship event of the highly successful InPrint brand for the emerging community of printing professionals and manufacturers who want to maximise on new business potential for print applications in the industrial production sector.

The previous InPrint Munich 2019 showcased 136 exhibitors from 22 countries, introducing technical innovations in digital, inkjet, screen and speciality printing on diverse shapes and materials. A total of 2,755 high-profile industry professionals from 60 countries attended the show. Alongside the exhibition, the popular 3-day Technical Conference featured more than 70 international top speakers from across the entire print and manufacturing sector, presenting case studies, technical talks and panel discussions.

Exhibits on display focused on printing machinery, print heads and components, inks, fluids and chemicals, UV technology, drying and curing equipment, metrology and quality assurance, software for colour and process management, and special custom-built systems for packaging and labels, printed electronics, fabrics and textiles, surface finishings, additive manufacturing, security printing, 3D print, and many more.

Exhibitor information and online booking

Companies interested in exhibiting at InPrint Munich 2021 can request the new exhibitor brochure or reserve their stand space online at www.inprintmunich.com. Floor space is selling fast and early booking is recommended. Further updates on the event, participants and conference programme will be posted on the show website as preparations progress.

www.inprintmunich.com

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