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PRINT4ALL 2025 IS JUST TWO YEARS AWAY. THE LEADING EVENT FOR PRINTING AND CONVERTING IS REPRESENTED WITH A NEW IMAGE

Milan, 29 March 2023. The countdown has started and in two years the world of printing will gather once again at Fiera Milano for Print4All, scheduled from **27 to 30 May 2025**.

Organised by Fiera Milano and promoted by Argi and Acimga - the two leading Italian associations in the printing and converting sector - **Print4All** reconfirms its identity as an **integrated platform for the printing world and its professionals**. The 2025 edition will focus on the opportunities offered by the increasing convergence between printing technologies and target markets to lend a voice to all components of integrated solutions capable of meeting any customer requirements. The exhibition will offer the best of **printing, converting** and **finishing** innovation for all industry areas, from graphics to sales, from packaging to industrial.

PROJECT KEYWORDS

There are three keywords for the 2025 edition: **Convergence, Experience** and **Networking**.

Convergence between the various printing applications, which intersect to create new solutions and new business opportunities, but also convergence between technologies and new techniques.

Experience because, in particular through the exhibition and themed areas dedicated to particular market segments, it will be possible not only to approach new topics, but also to discuss the major challenges of the industry, especially how to be sustainable and efficient in terms of production processes and market offerings.

Finally, **Networking**, because the trade fair is an opportunity for business, but also for meeting and comparing with synergistic sectors, which is guaranteed both by the format of Print4all, which welcomes the entire supply chain (manufacturers, printers, communication agencies/designers, brands) at once, and by the renewed membership of **The Innovation Alliance**, which sees

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Print4All, Ipack-Ima, Green Plast and Intralogistica Italia, four trade fairs that all represent the excellence of instrumental mechanics, taking place simultaneously.

Three words, therefore, that summarise the identity of the exhibition: a **business opportunity** where international supply and demand meet, a **knowledge reference** point where you can find the answers to any market and technology-related questions, and a **system event** serving the relevant community.

NEW IMAGE: A FANTASTIC JOURNEY

In order to tell and share the spirit of the next edition, Print4All has chosen to present itself through a **new image**, that will be used on all its communication channels, from the website to social channels, covering the below-the-line, advertising pages and event signage.

A contemporary and multilevel dynamism is conveyed in the new visual.

An allegory of the printing world and its evolution over the centuries, the image contains three colour palettes and three icons that identify three distinct but co-occurring dimensions at Print4All - machines, media and innovation - and that come together to create a unique image with a strong chromatic and figurative impact.

This image therefore leaves room for interpretation while also providing clarity. **"Not your ordinary Printing Af(fair)"**. The message, a nod to international players, with a play on words highlighted by parentheses reminds us that the fair (fair) is an inimitable business event (affair).

The journey towards Print4All has therefore begun. You can follow the development of the project via the event's social channels and the official website www.print4all.it.