



**FIERA MILANO**

**PRINT4ALL**

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## **CORRUGATED CARDBOARD IN THE SPOTLIGHT AT PRINT4ALL 2025: THE “CORRUGATED EXPERIENCE” TAKES SHAPE**

*A rapidly growing sector across Europe and a field of Italian excellence, with a market worth over 4 billion euros, corrugated cardboard will be one of the major highlights of Print4All 2025. Trade visitors will have access to an experiential and dedicated tour to discover the top achievements of a sector with a great development potential.*

Milan, 23 October 2024. The **corrugated cardboard** sector is experiencing significant momentum throughout Europe, with a steady growth trend where **Italy stands out among the leading producers**. According to the latest data from GIFCO - Italian Group of Corrugated Cardboard Manufacturers, the Italian market, valued at over **4 billion euros** and producing nearly **8 billion square meters in 2023**, is the **second-largest market in Europe**, renowned worldwide for the quality and technological advancements of its offerings.

At Print4All 2025 (Fiera Milano, May 27-30), this excellence will be showcased and celebrated through the “**Corrugated Experience**”, an immersive, dynamic, and educational journey that will reveal the innovations and limitless potential of a material that, through sustainability, innovation, and design, is reshaping the future of both primary and secondary packaging.

This is a unique opportunity to discover the offerings of major European producers and the high level of **Italian-made products**, which currently **lead the global ranking of corrugated cardboard exporting countries**, with **exports having doubled** in the last 10 years (over 100 million euros in 2023) and a **forecast of continued growth through 2026**.

Several factors are driving this trend. One key growth driver is the **expansion of e-commerce**, a sales channel that demands durable packaging that can be easily and safely transported. Another crucial factor is the **increased demand in retail**, sparking innovation that encourages more attention to design and personalization, made possible by advanced printing technologies. Further fueling this growth is the **rising demand for more sustainable packaging**, driven by recent European regulations. This creates new opportunities for corrugated cardboard, which, from an environmental impact perspective, adheres to all the principles of the 3Rs (Reduce, Recycle, Reuse).

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In this context, the development of the **Corrugated Experience** becomes one of the cornerstones of Print4All 2025, a strategic focus designed to amplify the voice and value of a market segment of undeniable significance and the entire conversion chain.

Thanks to collaboration with GIFCO, the association representing the converters, the Corrugated Experience will serve as a **central meeting point** where visitors can explore applications and learn about the latest trends in efficiency, sustainability, and innovative materials across the entire supply chain, from producers to converters to brand owners.

This won't simply be a vertical exhibit area; it will be a **true thematic journey**, a performance map covering every stage of the process, from pre-press to the finished product. At the exhibition, visitors will be able to follow an "ideal tour" to discover companies with long-standing experience and technological expertise, **showcasing corrugated cardboard from production to conversion and printing**. It will be an engaging and comprehensive experience that focuses on analyzing the production process and innovating the printing experience, becoming a showcase for technological solutions that adapt to market changes and demands, offering insights and new opportunities.

Print4All 2025 already **confirms the participation of key industry players**, suppliers of machinery and equipment for corrugated cardboard production and processing, who will enrich the Corrugated Experience's offerings. These include: Esko, Forgraf, Fosber, Koenig & Bauer, La Sorgente (a member of the Siegwirk Group), Li Shenq Machinery, New Aerodinamica, Pacfort GmbH, Petratto, RE, Sei Laser, Simec Group, tesa, and Uteco.

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*Print4All, organized by Fiera Milano and promoted by Argi and Acimga, benefits from the support of a wide network of associations that have rallied around the project, recognizing its role and value. Numerous stakeholders from across the supply chain - Federazione Carta e Grafica (Italian Federation of Paper and Graphics), Assografici and its Specialization Groups, TAGA, Fespa Italia Association, and international organizations like ERA (European Rotogravure Association) and Global Print - are supporting the event with their expertise and planning, helping to make it a key platform for education and updates. It will be a place to discover market innovations, discuss future challenges, and acquire practical tools to remain competitive. The 2025 edition, taking place at Fiera Milano (Rho) from May 27 to 30, 2025, confirms to be part of The Innovation Alliance, the format that brings together Print4All, Greenplast, Ipack-Ima, and Intralogistica Italia. This event will showcase the best of Instrumental Mechanics.*