



FIERA MILANO

PRINT4ALL

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PRINT4ALL 2025: INNOVATION FOR PRINTING AND CONVERTING AT FIERA MILANO. CORRUGATED AT THE CENTER OF INDUSTRY EVOLUTION

- A showcase of increasing automation, digitalization, and sustainability in processes and materials.
- Spotlight on corrugated, a steadily growing market segment, integrated throughout the entire exhibition.
- An additional opportunity: *The Innovation Alliance*.

Milan, March 3, 2025 – Just a few months separate the printing and converting community from the must-attend event **Print4All**, the industry's leading trade show, returning to Italy at Fiera Milano from **May 27 to 30, 2025**. This is a unique opportunity to discover innovations and new trends in the printing market, with a special focus on the major drivers shaping the sector.

Digitalization, driven by the increasing adoption of automation solutions and Artificial Intelligence within machines, will be a key theme of the event. These technologies are profoundly transforming production processes, improving efficiency, expanding service offerings, and increasing customization possibilities.

Another major theme is **Green Printing**, which will be reflected throughout the exhibition. Growing environmental awareness and increasingly stringent European regulations are compelling companies to align with the **4R principles (Reduce, Reuse, Recycle, and Recover)**. Sustainability means new materials, low-impact inks, and technologies that reduce energy consumption across the production chain, leading to **better waste and scrap management**.

Lastly, **new materials** will take center stage, allowing boundless creative expression. On one hand, technological advancements enable maximum flexibility and high-quality results on various substrates; on the other, new sustainable, biodegradable, or interactive materials offer added value to the final product.

To provide visitors with direct access to the most original solutions - where creative ideas, innovative materials, and cutting-edge printing and converting techniques come together to serve **effective communication** - **PrintMat** returns for Print4All 2025. Positioned in **Hall 11**, this innovation hub will feature leading companies such as **3M**, **Colines**, and **Oropress**, demonstrating how advancements in materials and finishing techniques can enhance the aesthetic

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and functional value of printed products. The area will focus on **commercial, editorial, and packaging applications**, with an emphasis on personalization and **eco-friendly solutions**.

CORRUGATED: AN "EVENT WITHIN THE EVENT"

Corrugated cardboard is no longer just a packaging material - it has become an essential resource for multiple industries and distribution channels, valued for its **strength, flexibility, printability, and sustainability**.

With **steady growth across European markets** and **Italy ranking as the second-largest market in Europe**, worth over **€4 billion**, corrugated cardboard is now a pillar of **sustainable innovation and design**.

For this reason, **corrugated will be a major focus at Print4All 2025**, with a **technological spotlight** running through the entire exhibition. Visitors will be guided through an **experiential journey** featuring **over 30 specialized companies**, showcasing innovations and the growing potential of corrugated as a **visual communication tool**.

A key highlight is the **Corrugated Experience**, an initiative beyond individual exhibitors. This **dedicated space in Hall 9** will showcase the **entire supply chain - from corrugation to processing**.

Thanks to the contribution of technologies and expertise from prestigious companies in the fields of production, processing, transformation, and customization through corrugated cardboard printing such as **Canon, Erhardt + Leimer, Fosber, HP, Koenig & Bauer, New Aerodinamica, and Tesa**, the **Corrugated Experience** will feature **live demonstrations** of key applications, along with **expert discussions on market opportunities and technological advancements**.

Designed as a **meeting point for manufacturers, processors, printers, and brand owners**, this area will provide an **ideal environment for networking, business development, and knowledge exchange**, helping professionals explore **new application possibilities** for the technologies presented at the exhibition.

WEAREPRINT4ALL HUB: TRAINING & INSIGHT

Print4All 2025 will introduce a **revamped approach** to conference content, designed to **foster relationships and discussions on trends and challenges shaping the printing industry**.

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At the heart of this edition is the **wearePrint4All Hub**, developed in collaboration with **Argi and Acimga** and strategically located at the center of **Hall 11**. This space will serve as a **key networking hub** for the industry, offering **talks, market insights, and expert presentations**, while also acting as a **gathering point for the entire printing and converting community**.

Key themes will be explored through **contributions from exhibitors and industry associations**, ensuring that discussions reflect the **real demands and expectations of the market**. Topics include: **Digitalization** (Automation & Artificial Intelligence), **Innovative Materials, Customization, Sustainability & Green Printing, Security & Traceability, Creativity & Finishing, Made in Italy & Competitiveness**, but also **attracting Young Talent to the Industry**, a priority for fostering innovation and securing a dynamic future for the sector.

Each key topic will be addressed through multiple **sessions spread across the four-day event**, ensuring that every visitor - regardless of the day they attend - —can **engage with content relevant to their specific areas of interest**, choosing from a wide range of content.

THE INNOVATION ALLIANCE: A WINNING SYNERGY RETURNS

A **major advantage** of attending Print4All is its **renewed partnership with The Innovation Alliance** - a format that brings together Print4All alongside **three other leading exhibitions: Ipack-Ima, Greenplast, and Intralogistica Italia**. This **unique European platform** spans the entire supply chain, from sustainable plastic production to packaging, printing & converting, and logistics.

A unique system proposal in Europe that strengthens the international vocation of Print4All, supported by a dedicated incoming program. Once again, Print4All's promoter **Acimga**, in collaboration with **Agenzia ICE**, is actively scouting and inviting over **100 top buyers from key international markets**. These buyers will have the chance to experience firsthand the **high technological level** of a sector that is not only a **flagship of European industry** but also a **pillar of Italy's economy** - with **Italian printing exports alone reaching €1.86 billion in 2024**, according to Acimga data.