

graphispag
2024



Fira Barcelona

1-3 OCTOBER

GRAN VIA VENUE - BARCELONA

www.graphispag.com

#graphispag     

PRINTING VALUE



baumann
wohler
RIGO
Zechini
B.MATIC

HALL 2-3
IMPRESIONES Showroom de aplicaciones gráficas
DIALOGOS Impulso, zona de conocimiento
VIP VIP Área

IMPRESIONES Showroom de aplicaciones gráficas
DIALOGOS Impulso, zona de conocimiento
VIP VIP Área

DHP IDEAL

MA EC

EN SOLUCIONE

B.MATIC SHEETS COUNTING MACHINES

emg
ACABADOS TU IMI

DELBE

wels

FU



PRINTING VALUE

A long time ago, a speech made history:

**‘Verba volant,
scripta manent’**

It emphasised the fleeting nature of words which are blown away by the wind, as opposed to the permanence of what is written, or rather **printed, which remains forever.**

That is why this dictum is set in stone. Because **what has value is printed.**

Printing enhances everything that matters.

Whether ideas, knowledge, experiences or products. It takes them beyond the boundaries of mind and screen. It makes them tangible, relevant and cherished.

When we print, we leave **our imprint on the world.** **Graphispag 2024** will once again be the meeting point for the Spanish graphics and visual communication industry to **print innovation and progress** on the business of the sector’s specialities.

**Together we are
going to print value.**



**graphispag
2024**



EXPERIENCE PRINTS VALUE

Graphispag will be the only national fair for the graphics and visual communication sector in 2024.

It will bring together a **complete and organised range of equipment, media and finishes** for crafting innovative printing products with **added value** in conjunction with **knowledge** and **networking** venues.

We encourage you to experience at firsthand the **latest trends in printing**, try out **new machinery, equipment and graphic finishes**, discover **new printing materials and applications**, check out the power of **personalisation** and let us help you take your **decisions**.

Come and find the inspiration you need to **take your business to the next level**.



INNOVATION AND SUSTAINABILITY PRINT VALUE

This edition will address three main themes: **sustainability, new business models** and printing's **applications in industrial sectors**.

Nowadays new regulations and customer requirements are compelling printing machinery, product and service suppliers to embrace sustainability and the circular economy. **Using sustainable materials and green printing will be a key value to stand out.**

Likewise, **digitalisation continues to impact** the business models of printing services enterprises. Graphispag will unpack issues including **process automation and efficiency**, cloud printing services, joining up business and management areas and new kinds of customer relations.

Meanwhile, **printing innovation is also coming to industrial sectors** where printing is embedded in many manufacturing processes which also brings new functionalities.



TRENDS

PRINT VALUE

Graphispag bundles printing market trends into **three major areas:**

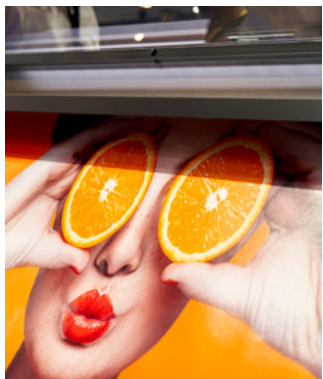
1

2

3

Printed Products

Printed products will once again take centre stage at the show. Packaging, labels, publishing, large format and commercial printing are all at varying growth stages, yet nevertheless they are traditional sectors for which Graphispag continues to be a touchstone.



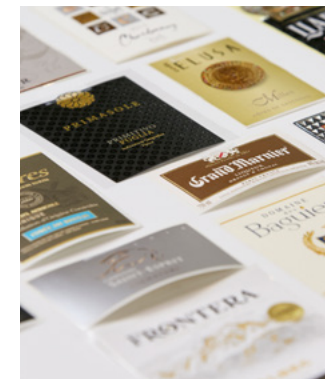
Industrial Printing

Many industrial sectors include printing in their production processes: **textiles, construction, furniture, automotive, electronics** and more. Graphispag also showcases the options printing technology and new media can offer them.



Design and visual communication

Creativity, design and printing go hand in hand. **The graphics sector** enables printed products which are relevant and **bring value to the user** by investing in ideas such as originality, personalisation, sustainability, innovation in materials or digital signage and the combination of the physical and digital environments.





OBJECTIVE 2024:





GROWTH

Graphispag will be hosted in Hall 2 at Fira de Barcelona's Gran Via venue across more than **6,000 sq.m** in net exhibition and activities area. We expect **140 exhibitors** to be there, including **leading suppliers**, to offer a wide and varied choice of printing technology, finishes, media and materials, consumables, new tools and services.

A CROSS-CUTTING RANGE

SOFTWARE AND DESIGN, CAPTURE, PUBLISHING, IMAGE AND COLOUR MANAGEMENT TOOLS.

PRINTING MACHINERY.

PRINTING MATERIALS AND MEDIA.

CHEMICALS, RUBBER, PLATES, INKS AND VARNISHES.

FINISHING, POST-PRINTING, PROCESSING AND HANDLING MACHINERY.

PRINTING, LABELLING AND SIGN MAKING SERVICES.

DIGITAL SIGNAGE.

FUNCTIONAL PRINTING AND 3D PRINTING.

PERSONALISATION.

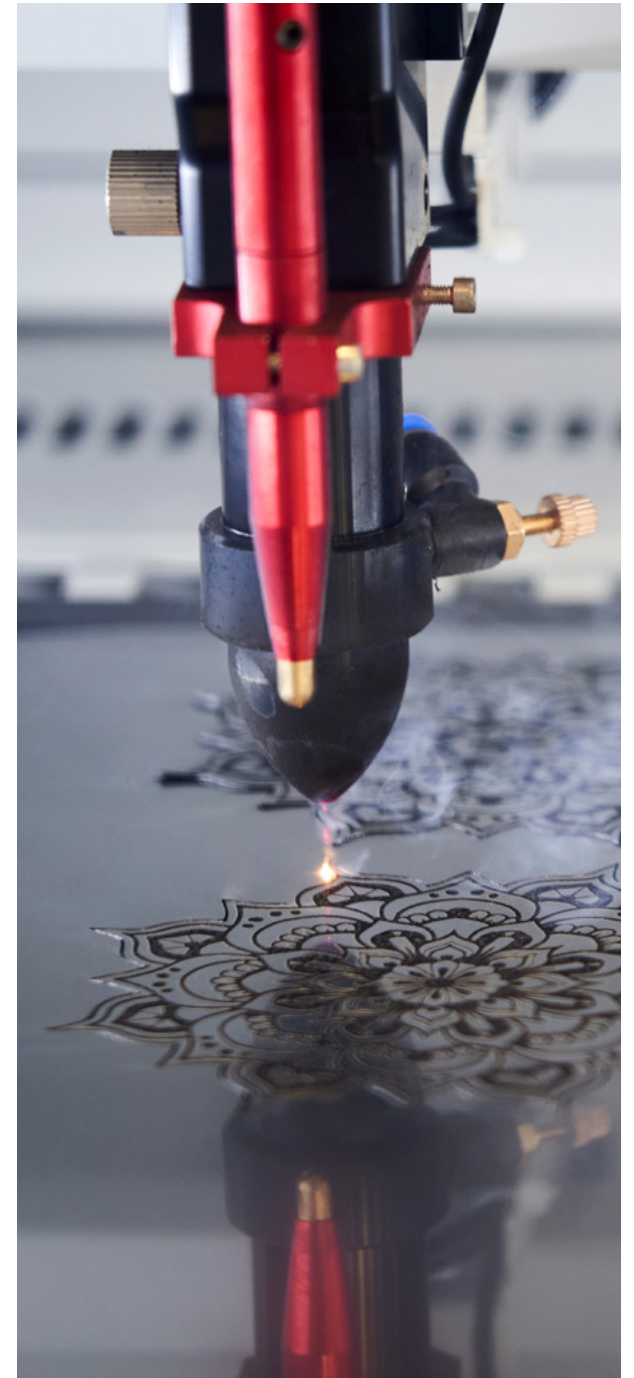
TEXTILES.

CONSULTING.

PROFESSIONAL AND BUSINESS ASSOCIATIONS, TRADE PRESS AND TRAINING CENTRES.

BRINGING TOGETHER PRINTERS, GRAPHICS SERVICES AND NEW MARKET SEGMENTS **PRINTS VALUE**

In 2022, Graphispag attracted over **11,000 professionals**, **10% of them from abroad**. The audience includes the country's **foremost graphics services and industrial printing companies** plus **end-user brands** and **firms in emerging sectors** which draw on printed communication and see the show as a place to **explore new opportunities**.



THE TRADITIONAL AND EMERGING SECTORS

● 35.00 %

Industry, Manufacturers and/or Distributors of packaging, textiles, POS, promotional products, industrial machinery, construction, electronics and other industrial verticals.

● 36.70 %

Graphics services for printing (commercial, publishing, packaging and labels, advertising and large format, signage, outdoor advertising, textile, decoration and interior design, etc.); handling, finishing and binding; pre-printing and other graphics services.

● 17.32 %

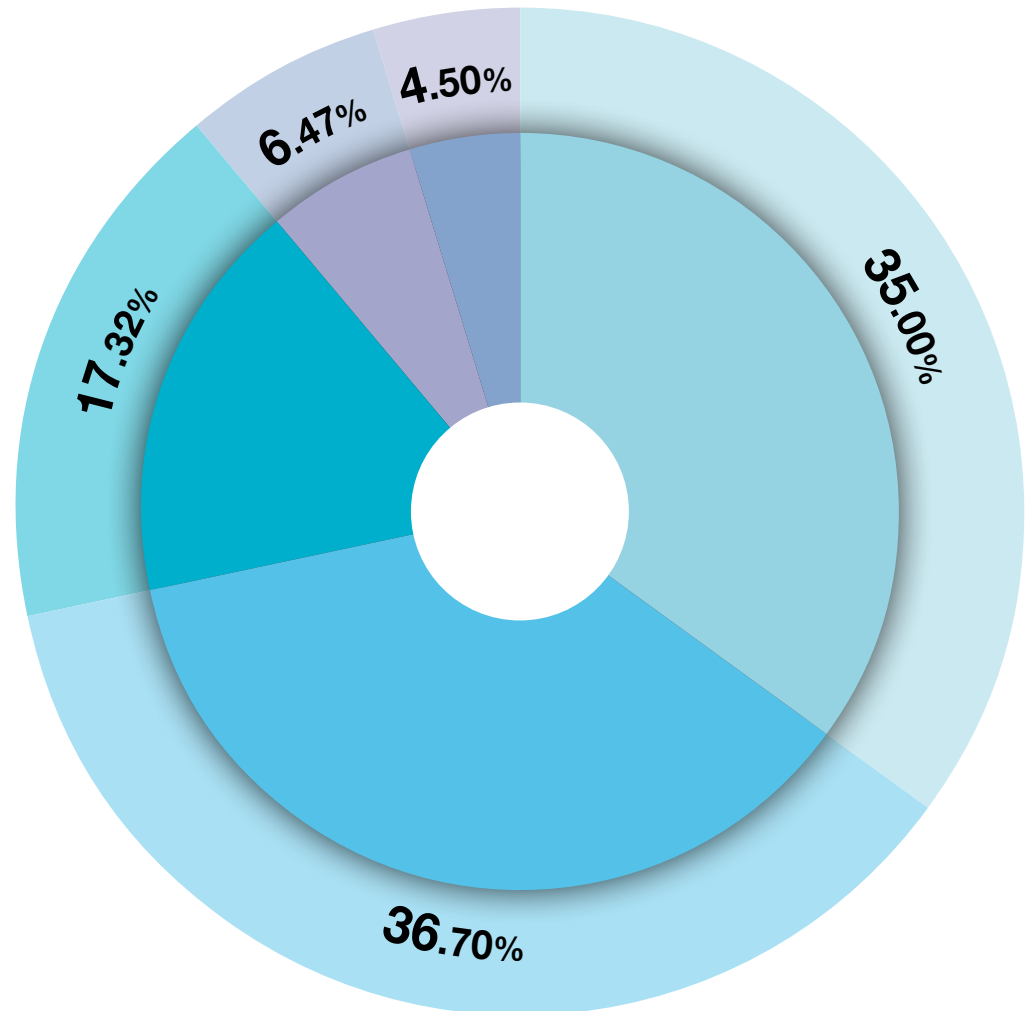
Design, Advertising and Communication services and image and photography services.

● 6.47 %

End-user brand. B2C companies which hire graphics services. In this case, sectors such as fashion and textiles, publishing, FMCG companies, hospitality and communication.

● 4.50 %

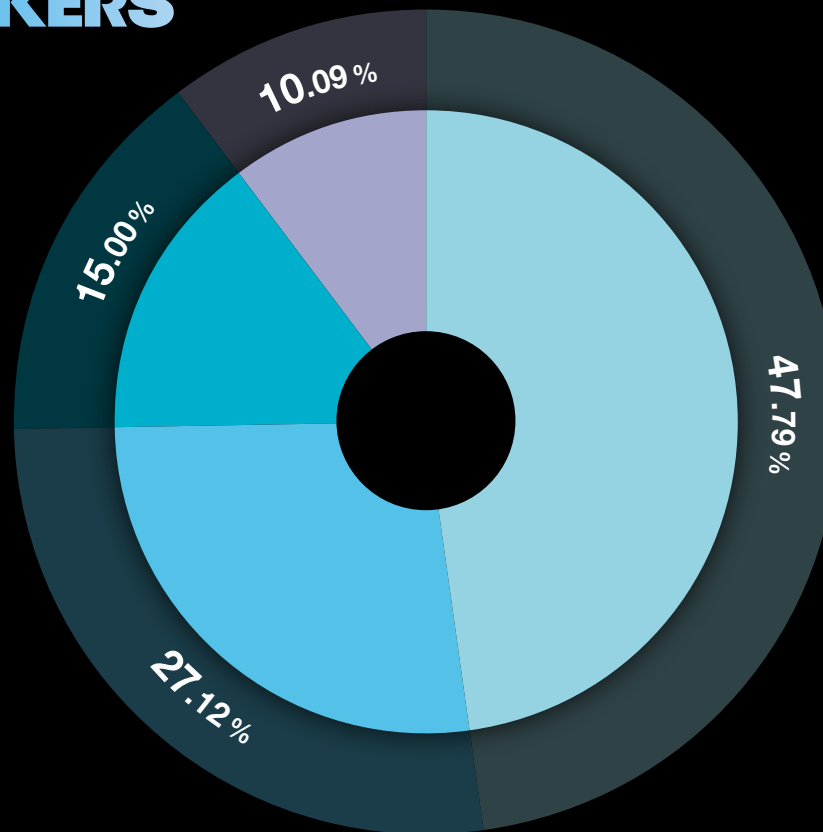
Associations, Training and Consultancies related to the graphics and design sector.



OUR VISITORS

ARE DECISION-MAKERS

- 47.79 % take decisions
- 27.12 % decide with others
- 15.00 % make suggestions
- 10.09 % do not intervene



COUNTRIES

SPAIN	88.75 %
PORTUGAL	4.20 %
ALGERIA	1.60 %
ITALY	1.40 %
FRANCE	1.38 %
GERMANY	0.50 %
REST	2.17 %

SPANISH REGIONS

CATALONIA	66.70 %
REGION OF VALENCIA	7.95 %
REGION OF MADRID	5.88 %
ANDALUCIA	4.05 %
BASQUE COUNTRY	2.79 %
ARAGON	2.58 %
GALICIA	1.97 %
BALEARIC ISLANDS	1.96 %
CANARY ISLANDS	1.92 %
NAVARRA	1.74 %
REST	2.46 %

THE LEADERS WHO PRINT VALUE VISIT US...

Adhesivos Romero García
Alzamora Carton Packaging
Amcor
Arconvert
Autajon Labels
Auxiliar Conservera
Bic Graphic Europe
Bonpreu
Cartonajes de la Plana
Casa Ametller
Condis Supermercats
Decathlon España
División Puig España
DS Smith
Editorial Casals
Editorial Planeta
Editorial Salvat
Editorial Vicens Vives
Einsa Print
El Corte Inglés
Emsur Saymopack

Envaflex
Estella Packaging
Etygraf
Eurohueco
Franchising Calzedonia España
General Optica
Germark
Grupo Anaya
Grupo Argraf
Grupo Enplater
Grupo Ezquerro
Grupo Hinojosa
Grupo Jiménez Godoy
Grupo Saica
Grupo Santillana
Ikea Ibérica
Impress Diseño Iberia
Impressions Rotatives Offset
Lamigraf
Laminados Careva
Lappí Industrias Gráficas

Larousse Editorial
Lego
Liberdúplex
Lidl Supermercados
Logista Libros
Louis Vuitton
Mirmar
Novotecnó
Omnipack
Ondupack
Penguin Random House
Plastienvase
Quadpack Group
Rieusset
Sanoma Educación
Silvalac
Stradivarius España
Tekman Education



CONTENTS WHICH PRINT VALUE



Alongside its business range, Graphispag also features a packed **activities programme**.

This year we are seeking to inspire graphics businesses and professionals to help them **innovate** in their processes, **enhance** and **expand** their graphics product portfolio and make their businesses more **resilient** and **profitable**.

These activities will enable **sharing experiences and knowledge** and **building connections** to drive sector growth and identify new applications and business opportunities.

IMPULSO, KNOWLEDGE AREA

We have set up a **discussion forum** to connect the graphics industry with traditional and emerging printing sectors.

The idea is to **share innovations and cutting-edge technology solutions** which help everyone to grow and improve.

Industries

The application of printing in various industrial processes.

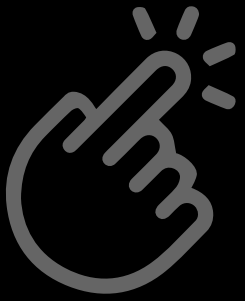
Printed product

New products, services and business models for traditional printers.

Design and visual communication

New print solutions and applications for influencers, designers and content creators.





CLICK & PRINT

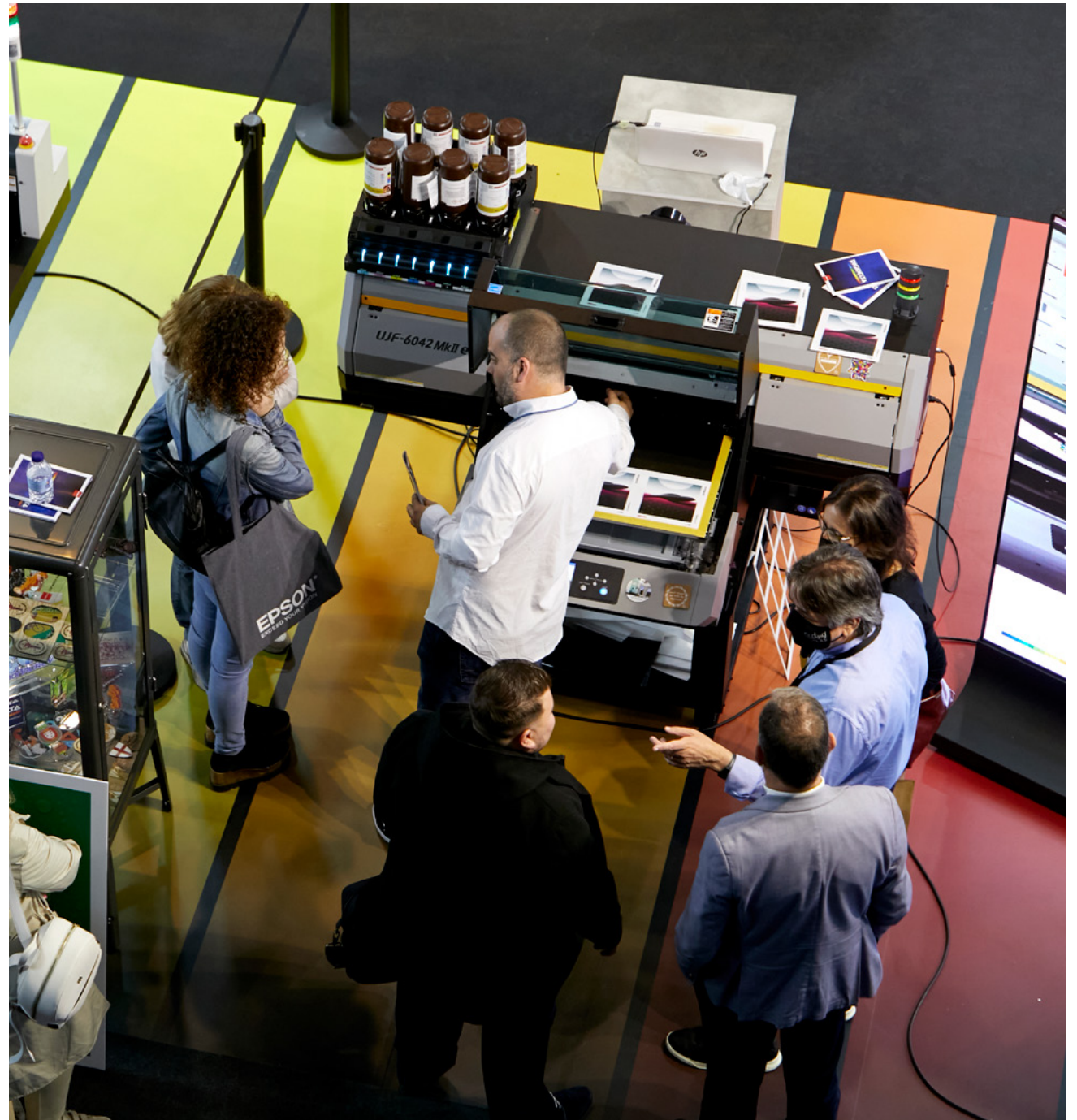
An activity to underline the value of customising innovative and creative graphics products to explore the possibilities of printed products.





ITINERARIES

Guided tours around the fair for professionals from sectors tapping printing solutions to learn in detail about everything the graphics industry can offer them.



READY TO **PRINT** **VALUE** AT GRAPHISPAG 2024?

1

The time

Graphispag is the flagship meeting which gathers the **entire print and visual communication value chain** to share the latest innovations, support **investment decisions** and **inject renewed energy into the sector**.

2

The audience

Made up of over **11,000 visitors** with **high purchasing and influencing power** from the graphics industry and other sectors which harness printing solutions, it is instrumental in invigorating the market.

3

Multi-sector outlook

Graphispag drives graphics innovation with a cross-cutting impact as it brings together printing solutions for **numerous customer sectors**.

4

The offer

One of Graphispag's greatest assets is the presence of leading suppliers coupled with a **wide array of graphics technology, media and finishing** firms.

5

Connections and the drive for innovation

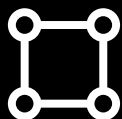
Graphispag is a facilitator of **constant synergies between suppliers and customers anchored in innovation**. It will be the opportunity of the year to assemble all the players in the sector (suppliers, distributors, designers, printers and professionals from graphics applications and visual communication user sectors).

6

The business approach

Graphispag is a premier business hub for the graphics industry where business and partnership agreements are struck, suppliers and customers meet up, equipment, finishes and new applications are discovered to create unique graphics products, and **opportunities for growth** are generated.

PARTICIPATION OPTIONS



Space only*

Up to 28 sq.m you have to book the Stand Pack option.

	Preferential Rate Until	Official Rate From
	31-01-2024	01-02-2024
	€	€
from		
29 - 49 sq.m	€177/sq.m	€184/sq.m
50 - 99 sq.m	€170/sq.m	€177/sq.m
100 - 200 sq.m	€163/sq.m	€170/sq.m
Over 200 sq.m	€158/sq.m	€165/sq.m

* Registration fee: €600.



Stand Pack*

From 16 sq.m
Low-cost participation with stand included.

	Preferential Rate Until	Official Rate From
	31-01-2024	01-02-2024
	€	€
Price Pack 16 sq.m	€3,954	€4,082
Price additional sq.m	€226	€233

* Registration fee not included: €600.



Event Partner*

From 60 sq.m
Extensive visibility and networking.

Visibility package

€2,500

* Does not include stand or space.

**REGISTER
HERE**



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