

**NEWS RELEASE**

1 April 2019

**EXPLORE THE POSSIBILITIES IN NON-PRINTED SIGNAGE AT EUROPEAN SIGN EXPO 2019**

***EFKA confirms sponsorship of event for second year running***

[European Sign Expo,](https://ese.fespa.com/welcome) Europe’s leading international event for non-printed signage and visual communications, will once again take place alongside FESPA Global Print Expo from 14 to 17 May 2019 in Munich, Germany.

Located in hall A4 at Messe Munich, European Sign Expo will offer sign-makers the opportunity to explore the latest technological developments from leading global international brands and smaller companies, as well as meeting and networking with exhibitors and industry peers and taking inspiration from the possibilities the industry has to offer.

Visitors to European Sign Expo 2019 will be able to discover over 100 exhibitors specialising in illuminated displays, channel lettering, dimensional signage, engraving and etching, digital signage, display systems, out-of-home media, neon, LED and sign tools. Returning exhibitors including Aluvision, Automatic Letter Bender, Cosign, Mouse, Pixlip, Roffelsen Plastics, Sloan LED and Yellotools, will be joined by more than 30 new exhibitors this year, including: Artiteq, Balted, Dizrega, MPL PowerElektro sp. z.o.o, Queue Advertising and Viscom LED and Frames.

For the second year running, European Sign Expo 2019 is sponsored by textile frames and lightbox supplier, EFKA. Henk Lever, Director and Owner at EFKA comments on the decision: “European Sign Expo is a very important event for us. As a producer of textile frames and lightboxes in Holland for many years, we wanted to expand our visibility internationally and felt that European Sign Expo was the best channel to target distributors and customers. We also find it very beneficial that the show changes location year-on-year, as it means that we are able to extend our European footprint.

“The event is a great opportunity for visitors to speak with exhibitors face-to-face and to see the latest product developments first-hand. We are looking forward to European Sign Expo 2019 to meet existing and new customers and distributors and to introduce our newest product. I think that attending European Sign Expo can be game-changer for visitors’ businesses.”

Visitors to European Sign Expo can also benefit from attending the co-located FESPA Global Print Expo, as sign-makers will be able to explore the possibilities in wide format print applications, while print service providers can discover opportunities in visual communications beyond print.

Within the FESPA halls, visiting sign-makers can access the free show features including seminars, workshops and technology showcases. Features of particular interest to sign-makers include: [Colour L\*A\*B\*](https://ese.fespa.com/features/colour-lab), the new colour management feature designed to help visitors improve colour management practices within their businesses; [Printeriors](https://ese.fespa.com/printeriors), a unique showcase demonstrating the opportunities for interior décor, highlighting both interior and exterior décor applications using a range of different technology including sustainable signage solutions; the [World Wrap Masters](https://ese.fespa.com/world-wrap-masters), FESPA’s vehicle wrapping competition, and the [Trend Theatre](https://www.fespaglobalprintexpo.com/trend-theatre) conference programme, where leading industry speakers will present the latest industry trends and panel discussions on key topics.

Roz Guarnori, Exhibitions Director at FESPA comments: “Since we first launched European Sign Expo in 2013 we have consistently developed the event’s proposition in-line with market demands. For example, knowing that our European Sign Expo exhibitors want to engage directly with end-users, architects, designers and retailers, we have concentrated efforts on attracting these audiences to this year’s event.

“Having achieved 26% year-on-year audience growth in 2018, and heard glowing feedback from exhibitors and visitors we are confident that we are delivering a market-leading event that really meets the needs of signage professionals.”

For more information on European Sign Expo 2019, visit: [www.europeansignexpo.com](http://www.europeansignexpo.com). For free entry, use code ESEM905 when registering.

**ENDS**

**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**
The shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

**FESPA Print Census**

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind.

**Forthcoming FESPA events include:**

* FESPA Global Print Expo, 14-17 May 2019, Messe München, Munich, Germany
* European Sign Expo, 14-17 May 2019, Messe München, Munich, Germany
* FESPA Mexico, 22-24 August 2019, Centro Citibanamex, Mexico City, Mexico
* FESPA Africa, 11-13 September 2019, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA China, 8-10 November 2019, Canton Fair Complex, Guangzhou, China
* FESPA Global Print Expo, 24-27 March 2020, Fiera de Madrid, Madrid, Spain

**Issued on behalf of FESPA by AD Communications**

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