**News Release**

30 January 2020

**REVAMPED WORLD WRAP MASTERS FEATURE TO RETURN TO FESPA GLOBAL PRINT EXPO 2020**

[World Wrap Masters](https://wrapmasters.fespa.com/), FESPA’s popular vehicle wrapping competition, will return with reinvigorated displays and a new scoring system to FESPA Global Print Expo 2020, taking place from 24 – 27 March 2020 at IFEMA in Madrid. The competition will take place in Hall 2 for the full duration of the event, where visitors will see a host of talented wrappers showcasing their wrapping skills whilst competing for the title of World Wrap Master 2020 champion.

On 24 and 25 March, up to 32 competitors will be competing in **World Wrap Masters Europe**, the last qualifying event in a series of competitions held across the world. Over the course of the two days, participants will be judged on their wrapping skills that will be put to the test during multiple timed sessions. The event will welcome experienced vehicle wrappers from countries across the globe, including Bulgaria, Czech Republic, Germany, Hungary, Italy, Russia, Spain, Sweden, Thailand and the United Kingdom.

On 26 and 27 March 2020, the winner of the European competition and three runners up will battle it out against the winners from previous World Wrap Masters contests that took place at FESPA Mexico 2019, FESPA Africa 2019, FESPA Eurasia 2019 and FESPA Brasil 2020, as well as competitions in Denmark, Finland, Russia and Japan. Competitors will be tasked with wrapping vehicles, as well as creative items that will be announced at the event to add an element of surprise. The World Wrap Masters Series Champion will be announced at 1pm on 27 March.

Both the World Wrap Masters European and Series Final competitions will be judged by a panel of leading wrap industry experts including: Kiss Lajos, Head Judge and two-time World Wrap Masters Champion, from Fixfolia, Hungary; Rainer Lorz, aka ‘The Car Wrap Trainer’ from Germany and newly appointed European lead for The Wrap Institute; and local judge Carlos Ruiz from the Alta Wrapping Academy in Spain. On the final afternoon of the event the judges will host individual wrapping demonstrations, giving attendees an invaluable opportunity to learn first-hand from some of the best in the wrap business. Demonstrations will explore a variety of materials and techniques, aiming to educate and inspire the audience.

Lajos comments: “Having competed in the World Wrap Masters competition myself, I know what it is like to be on the participants’ side and it is such a great opportunity for competitors to learn from each other and improve their abilities. The level of skill and dedication increases year on year, and I am looking forward to being a part of this exciting event again. To keep the competition new and fresh, we are introducing a new scoring system and exciting creative items that will push the contestants, their originality and their capabilities.”

**World Wrap Masters re-design**

FESPA have redesigned the World Wrap Masters feature with a new logo and design, which can be viewed at the official website: <https://wrapmasters.fespa.com/>. Working closely with [Ben Allen](https://www.benallenart.com/), a contemporary artist focusing on graffiti and pop art prints, the new look was developed to reflect the lively vehicle wrapping community. Visitors to World Wrap Masters 2020 will be able to see live graffiti art demonstrations from Ben Allen on 24 – 26 March.

Neil Felton, CEO, FESPA comments: “We are excited to be hosting once again the European qualifier and final of World Wrap Masters 2020, where there will be a lot of top talent on display. It is very important for us to keep the competition fresh and exciting each year, which is why we felt it was time for a reinvigorated look and feel that was more representative of the global wrapping community. World Wrap Masters will be one of the most energetic and eye-catching features at FESPA Global Print Expo 2020 this year and one that visitors definitely shouldn’t miss!”

Vehicle wrappers still have the opportunity to apply to compete in the World Wrap Masters Europe competition, although spaces are limited. For more information and entry details visit: <https://wrapmasters.fespa.com/events/world-wrap-masters-europe-2020>

For more information on the World Wrap Masters series, visit: <https://wrapmasters.fespa.com/>.

Visitors to the show can also see the latest vinyls, films and print and cut machinery at FESPA Global Print Expo 2020. To register your attendance to FESPA Global Print Expo 2020 visit [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com) and use code FESM216 for free entry. An entry ticket will also gain you access to co-located shows European Sign Expo and Sportswear Pro.

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**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 Brasil, 18-20 March 2020, Expo Center Norte, São Paulo, Brasil
* FESPA Global Print Expo, 24-27 March 2020, IFEMA, Madrid, Spain
* European Sign Expo, 24-27 March 2020, IFEMA, Madrid, Spain
* Sportswear Pro, 24-27 March 2020, IFEMA, Madrid, Spain
* FESPA Mexico, 24-25 September 2020, Mexico City, Mexico
* FESPA Global Print Expo, 18-21 May 2021, Messe München, Munich, Germany
* European Sign Expo, 18-21 May 2021, Messe München, Munich, Germany

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

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