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**READY TO BRING COLOUR BACK AT FESPA GLOBAL PRINT EXPO**

**AND EUROPEAN SIGN EXPO 2021**

The doors to [FESPA Global Print Expo](http://www.fespaglobalprintexpo.com) and [European Sign Expo](http://www.europeansignexpo.com) 2021, Europe’s leading exhibitions for speciality print and signage, will open in just a few days (12 – 15 October 2021 at the RAI, Amsterdam, The Netherlands). For the first time since Spring 2019, FESPA is welcoming its communities of print service providers and sign makers back to a live event, with a focus on bringing colour back after 18 extraordinary months for these industries.

**Bringing innovation back**

Visitors will have the chance to see the latest innovations from a range of suppliers highlighting technologies and consumables for digital wide format, screen and textile printing, garment decoration and signage.

FESPA Global Print Expo is a popular platform for suppliers launching new products and many exhibitors have shared major product announcements ahead of the show. To date, these include an all-new flagship inkjet printer from **Agfa**; an exclusive launch from **Brother** to be revealed at the show; a new flatbed printer from **Durst**; a series of releases from **Mimaki** including a high-volume UV flatbed printer, a high-speed, high-quality series of printers and a full-colour desktop 3D printer; generation-three DTG machines from **ROQ International;** and a flatbed printer from **swissQprint**. Companies including **bergertextiles, Canon, Guangdong Italia** and **Roland DG** will also be demonstrating their recent innovations for the first time in a live setting. This year’s event is once again sponsored by Brother and Mimaki.

Visitors can also visit the co-located European Sign Expo (Hall 2) to see developments in channel lettering, digital signage, dimensional signage, engraving and etching, illuminated displays, out of home media, LED and sign solutions. European Sign Expo 2021 is sponsored by EFKA, LEDIT and Vivalyte.

**Bringing inspiration back**

Printeriors (Stand 6-A1) will once again inspire visitors with a collection of bespoke interior décor applications ranging from soft furnishings and accessories, all the way through to tabletop films, window treatments and wallcoverings. Now in its fifth year, the Printeriors showcase emphasises how print can transform interiors and highlights the opportunities in this market. Based on the design collection originally created for the postponed 2020 event, the applications on display focus on nature. FESPA has teamed up with several exhibitors and their suppliers, including Chromaluxe, EFKA, Pongs, Premier Digital Textiles and Vivalyte who have contributed applications to the display.

A visitor favourite, [World Wrap Masters Europe 2021](https://wrapmasters.fespa.com/events/world-wrap-masters-europe-2021) takes centre stage in Hall 1 (Stand 1-E160) and visitors will have the chance to watch the European leg of the vehicle wrap competition. Competitors will participate in live timed vehicle wrapping matches and, on the final day (15 October), the top installer will be crowned “Wrap Master of Europe 2021”. They will go on to compete against winners of other regional heats in the [World Wrap Masters Final 2022](https://wrapmasters.fespa.com/events/world-wrap-masters-final-2022), taking place at FESPA Global Print Expo 2022 in Berlin (31 May – 3 June 2022).

For visitors considering vehicle wrapping as a diversification path, free daily demonstrations and workshops with wrap experts will also take place.

**FESPA Live**

This year, for participants who are unable to attend the events due to ongoing travel restrictions, FESPA will livestream a series of interviews with leading suppliers and FESPA members, to offer a flavour of the event. The key focus of the livestreams is on innovation and market trends, and viewers can see some of the latest products launched in the past 18 months and live at the show. Participants include Brother, Canon, Durst, Mimaki, Roland DG and many more.

The livestream will be available from 12th October for the first three days of the show at [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com) under the “FESPA Live” tab.

Neil Felton, FESPA CEO comments: “After such a long time, it feels great to be ready to open a live FESPA event. We can’t wait to welcome our community back and feel the buzz of a live show, enjoy meeting people face-to-face again and see the latest innovations. We’re confident that these events in Amsterdam will inspire speciality print and signage businesses as they turn their attention to the future and focus on business recovery and long-term growth”

**COVID-safe event experience**

Visitors will have a contactless experience with entry badges held on their phones via an online visitor portal which will also give online access to brochures, magazines and product information, and enable direct connection with suppliers.

COVID-safe regulations are in place at the RAI exhibition centre to minimise the risk to participants. All delegates must provide proof before entering that they are double vaccinated, have recently recovered from COVID-19, or have received a negative COVID test. A health questionnaire must be completed on entry and enhanced cleaning and hygiene measures are in place. For further information and frequent updates on COVID regulations at the exhibition, visit: <https://www.fespaglobalprintexpo.com/show-information/covid-19-update>

This year, there are no registration facilities onsite so all participants must register online in advance here: <https://registration.gesevent.com/survey/225ttiyimyer0>. Visitors can receive a €30 discount on their entry ticket by quoting code FESM128.

**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**   
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Global Print Expo 2021, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* European Sign Expo 2021, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* FESPA Brasil, 20 – 23 October 2021, Expo Center Norte, São Paulo, Brazil
* FESPA Eurasia, 2 – 5 December 2021, Istanbul Expo Centre, Istanbul, Turkey
* FESPA Global Print Expo 2022, 31 May – 3 June 2022, Messe Berlin, Berlin, Germany
* European Sign Expo 2022, 31 May – 3 June 2022, Messe Berlin, Berlin, Germany

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