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Description automatically generated**PRESS RELEASE**

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**BRAND-NEW CONTENT TO INSPIRE AND EDUCATE VISITORS AT FESPA GLOBAL PRINT EXPO 2022**

***Sustainability Spotlight and Associations Pavilion set to educate and inspire***

Visitors to FESPA Global Print 2022 (31 May – 3 June 2022, Messe Berlin, Germany) are set for an inspiration and education boost with the launch of two new content-led features: Sustainability Spotlight and the Associations Pavilion.

**Spotlight on Sustainability**

To enable speciality printers to make more sustainable and environmentally conscious choices for their business, FESPA will introduce its Sustainability Spotlight feature. Located in Hall 25 Stand C50, visitors can join presentations from several industry experts providing useful, informative and actionable advice around environmental best practice. Graphics producers and textile printers can also view a wide range of material samples on display and learn how to produce innovative but sustainable finished products that their customers will value. The headline sponsor for the feature is HP and the stand will be recyclable and reusable, made using products from Reboard Technology.

During the event, industry experts will be hosting a series of highly informative talks on subjects including: Sustainable materials to use for graphics and textile applications; How to reduce energy consumption; Carbon footprint facilities and benchmarking; How to make supply chains more transparent; and How print professionals can avoid greenwashing.

Commenting on the launch of FESPA’s new Sustainability Spotlight, Michael Ryan, Head of FESPA Global Print Expo comments: “Building a successful and profitable business is every entrepreneur’s number one goal, but the print community has an obligation to sustainability too, and this is becoming a priority for print buyers. Becoming sustainable means understanding the whole operation and the opportunities and risks that need to be addressed, now and in the future. Our goal with the launch of Sustainability Spotlight is to inform the print community of the different options open to them as they progress along the path towards sustainable operations. We want to show print businesses how to meet changing customer demands, increase productivity and profitability, while making meaningful improvements to their supply chain and efforts to decarbonise.”

**Celebrating talent – FESPA’s Associations Pavilion**

This year’s event also sees the launch of the Associations Pavilion, celebrating the talent of FESPA’s international member community. The Pavilion gives members of FESPA’s worldwide network of Associations the opportunity to showcase their talent through samples of their screen- and digitally-printed work. Visitors to the South Entrance of the Messe Berlin are set to be inspired and learn how the diverse applications were printed and finished by members from 16 countries, including Japan, Thailand, Mexico and South Africa.

**Printeriors immerses FESPA in nature**

Back by popular demand, Printeriors will return to Berlin to connect brand owners, designers and architects with PSPs and manufacturers as they explore the latest trends in décor and design. Also located in the Messe’s South Entrance, the showcase will bring illustrations to life across a range of textiles, wallcoverings, furnishings, flooring, fine art, lighting and accessories.

Once again, FESPA has collaborated with illustrator Jasper Goodall whose work is being curated and developed through design, manufacturing and onto finished products by FESPA Textile Ambassador Debbie McKeegan.

Highlighting the multiple opportunities for printers in the world of interior and exterior décor, visitors will be immersed in an interactive world of flora and freshness of the natural world as they move through a collection of seven themes: Tropical Verdure; Nature’s Canopy; Opulent Lux; Aqua Mist; Surface Micro; Organic Flora; and Cacti Geos.

**Get wrapped up in the action with the return of ‘Wrap Masters’**

The popular, high-octane World Wrap Masters is also back this year, in association with 3M as vinyl partner and HP as print partner. As in previous years, participants will be tasked with wrapping cars as well as surprise objects in a series of timed battles where they will then be judged by a panel of past Wrap Masters winners and experts.

As many as 36 European wrappers will compete in the regional competition on the first two days of the competition. In the event’s biggest-ever final to date, 12 successful semi-finalists will then go head-to-head to compete for the title of Wrap Master 2022.

Michael Ryan concludes: “With new content streams and enthusiastic participation from our partners and Association members, FESPA Global Print Expo 2022 will be a must-attend event for the print community. Print professionals stand to gain so much by investing in time away from their day-to-day operations to boost their knowledge, network with peers and be inspired by other people’s creativity. With brand-new content streams, visitors will leave FESPA brimming with innovative ideas, fresh insights and valuable contacts, primed to make positive changes and enhance their offering.”

For more information on FESPA’s event features, visit <https://www.fespaglobalprintexpo.com/why-visit/features>.

To find out more about FESPA Global Print Expo 2022 and to register to attend, visit: <https://www.fespaglobalprintexpo.com/>. Visitors receive a €30 discount on the cost of their entry ticket by using code FESM213.

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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**   
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 Bajio, 6 – 7 April 2022, Poliforum Leon, Guanajuato
* Print Congress 2022, 7 April 2022, Poliforum Leon, Guanajuato
* 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
* FESPA Mexico 2022, 22 – 24 September 2022, Centro Citibanamex, Mexico City

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

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