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Description automatically generated**PRESS RELEASE**

31 May 2022

**FESPA UPDATES INSIGHTS INTO WIDE FORMAT, TEXTILE PRINTING AND SIGNAGE**

**INDUSTRIES WITH THIRD GLOBAL PRINT CENSUS**

FESPA is launching its third global Print Census, with the first surveys being completed by visitors to [FESPA Global Print Expo](http://www.fespaglobalprintexpo.com) and [European Sign Expo](http://www.europeansignexpo.com) 2022 (31 May – 3 June 2022, Messe Berlin, Germany).

Funded through FESPA’s [Profit for Purpose](http://www.fespa.com/profit-for-purpose) reinvestment programme, the objective of this regular international survey is to provide fresh insight into industry trends, and recognise the challenges and opportunities faced by printers and sign-makers post-pandemic. The Census findings will enable FESPA to better support its members and shape its future product offering.

The third iteration of this research initiative will delve further into the six core areas that emerged from the analysis of the 2018 Print Census – market optimism, changing customer demands, the evolving wide format product mix, the importance of digital technology investment, the rise of textile printing, and environmental pressures. Exploring these same topics four years on will allow FESPA to assess how long-term trends are progressing.

The FESPA Print Census also aims to identify new drivers of change in the industry, for example by exploring equipment, software and workflow trends, as well as pricing and margins. Importantly, the report will seek to understand the impact of the COVID-19 pandemic on print and signage businesses.

Graeme Richardson-Locke, FESPA’s Head of Associations and Technical Lead, comments, “At FESPA, our purpose is to deliver education and inspiration to our communities to help them prosper. By hearing from our members and visitors to FESPA’s worldwide events about how trends in the market are impacting their businesses and how the pandemic has changed their ways of working, we can obtain a clear picture of the commercial reality for printers and sign-makers around the world and deepen our understanding of how the market is diversifying.”

“This enables us to adapt our products to ensure that, in conjunction with our local Associations, we’re providing the right support to help our members to succeed. Delivering these services to our community is more vital than ever and, with an informed view of the commercial backdrop, we can help them make informed decisions to support their recovery and long-term growth.”

As with the 2018 Census, Keypoint Intelligence will analyse the results on behalf of FESPA and an overview of the findings will be published in Spring 2023, at FESPA Global Print Expo 2023 in Munich, Germany. The full Census analysis will be accessible free of charge to members of FESPA’s national Associations and FESPA Direct Corporate membership holders. Non-members will be able to purchase the Census report.

From today (Tuesday 31 May 2022), the FESPA Print Census survey is available to complete online at [www.fespa.com/printcensus/survey](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.fespa.com%2Fprintcensus%2Fsurvey&data=05%7C01%7Ciwoods%40adcomms.co.uk%7Cb8646c35545d4b3aa2e208da3a634553%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C1%7C637886495313493713%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000%7C%7C%7C&sdata=yw0%2FLFa1JBwaPvLGg7dfKYevKbBo%2FSjK8or%2Fx2nAtdo%3D&reserved=0) in English, French, German, Italian and Spanish. Further translations into Arabic, Bulgarian, Chinese, Czech, Danish, Dutch, Finnish, Greek, Hungarian, Japanese, Korean, Norwegian, Polish, Portuguese, Romanian, Serbia, Slovakian, Thai and Turkish will be available from mid-June.

Visitors to FESPA exhibitions throughout 2022 and the beginning of 2023 in Europe, Brasil, Eurasia and Mexico will also be able to complete the Print Census onsite.

Anyone participating in the FESPA Print Census will receive a copy of the executive summary ahead of it being published and will be entered into a prize draw to win free entry to FESPA Global Print Expo 2023, with two nights’ accommodation included. Visitors to FESPA Global Print Expo 2022 who complete the survey onsite can also claim a complimentary drink at the Printeriors café located in the South Entrance.

For more information on the FESPA Print Census, visit: [www.fespa.com/printcensus](http://www.fespa.com/printcensus)

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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 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
* FESPA Eurasia 2022, 1 – 4 December 2022, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Brasil 2023, 20 – 23 March 2023, Expo Center Norte, São Paulo, Brasil
* FESPA Global Print Expo 2023, 23 – 26 May 2023, Messe Munich, Munich, Germany
* European Sign Expo 2023, 23 – 26 May 2023, Messe Munich, Munich, Germany

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

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