Text

Description automatically generated**PRESS RELEASE**

2 June 2022

**FESPA LAUNCHES WRAP FEST, AN ALL-NEW VINYL INSTALLATION**

**AND VEHICLE WRAPPING EVENT DEBUTING IN APRIL 2023**

FESPA is launching [Wrap Fest](https://wrapmasters.fespa.com/events/wrap-fest-2023), a brand-new event dedicated exclusively to vehicle wrapping, vinyl installation and detailing. The event will run for the first time from 26 – 27 April 2023 at the Silverstone racing circuit, Northamptonshire, UK, the iconic home of the British Grand Prix.

Wrap Fest will welcome professionals in vehicle wrapping, livery and fleet graphics, car detailing, protection and tinting services, racing teams and automotive professionals, as well as printers and sign-makers who are looking to grow revenue from vehicle wraps, and those active in architectural interiors and signage.

The launch event will feature an exhibition, educational conference, hands-on training sessions and workshops, plus a new regional UK & Ireland [World Wrap Masters](http://www.wrapmasters.fespa.com) competition. The exhibition will occupy Halls 1 and 2 of the new Silverstone Wing, where prominent global brands will showcase their latest innovations for custom vehicle wrapping and detailing, including decorative and paint protection films, window tints, digital printing and laminating equipment, vinyl cutting and finishing, design software, cleaning products, and accessories and tools.

Inspiring presentations will help visitors get up to speed with the latest trends and update their knowledge. Elsewhere, wrappers can join interactive technical training sessions and workshops delivered by experts, and watch live product demonstrations.

Across the two-day event, a maximum of 36 wrappers will compete in a series of timed wrapping competitions for the new regional UK & Ireland World Wrap Masters regional heat. The winner will then go on to compete in the popular World Wrap Masters final at FESPA Global Print Expo 2023 in Munich, Germany (23 – 26 May 2023).

Reflecting the colour and energy of the wrap community, Wrap Fest will have a festival vibe, with international food trucks and live entertainment in the racecourse paddock area.

“Vehicle wrapping is one of the most colourful attractions at our FESPA exhibitions, where we have been hosting our World Wrap Masters competition for over 10 years. With competitions on four continents, we’ve worked closely with suppliers and wrap professionals, but until now, there’s never been a focused event that serves the needs of this specific community”, explains Duncan MacOwan, Head of Marketing and Events, FESPA.

“With Wrap Fest, we want to provide a hub that plugs wrappers and detailers into the latest trends, lets them see all the product innovations from multiple suppliers in one space, gives them access to workshops and demos to refresh their skills, and shows them the opportunities that could fuel their growth.”

Ole Solskin Ravn, Head Judge, World Wrap Masters Series comments on the value of the Wrap Fest event for the community, “The vehicle wrapping and detailing market is thriving and more professionals are specialising in or expanding into this market. There are so many components to consider when wrapping a car, interior surface or object and there isn’t currently an event that enables professionals to connect with suppliers and see multiple solutions under one roof. There’s always something new to learn, too, and rarely the time to fit it in, so the chance to take part in hands-on training sessions at Wrap Fest will be a huge benefit.”

Silverstone offers excellent facilities, with easy access by rail and road from major cities, and from Birmingham and London airports.

For more information on Wrap Fest and to register your interest, visit: <https://wrapmasters.fespa.com/events/wrap-fest-2023>. Tickets will be available in Autumn 2022.

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 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
* Wrap Fest 2023, 26 – 27 April 2023 at Silverstone racecourse, Northamptonshire, UK
* 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
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands

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

**For further information, please contact:**

Imogen Woods Leighona Aris

AD Communications FESPA

Tel: + 44 (0) 1372 464470 Tel: +44 (0) 1737 228 160

Email: [iwoods@adcomms.co.uk](mailto:iwoods@adcomms.co.uk) Email: [Leighona.Aris@Fespa.com](mailto:Leighona.Aris@Fespa.com)

Website: [www.adcomms.co.uk](http://www.adcomms.co.uk) Website: [www.fespa.com](http://www.fespa.com)