**PRESS RELEASE**

22 February 2024

**FESPA CONFIRMS FEATURE PROGRAMME FOR FESPA GLOBAL PRINT EXPO 2024**

**AND CO-LOCATED EVENTS**

***Two brand-new features, as well returning ones, are set to inspire and   
educate visitors***

FESPA is pleased to confirm three new features in 2024 – Digital Signage Lounge, Personalise Make Wear and the Sportswear Pro Conference – as well as the returning Personalise Experience Conference, World Wrap Masters, Sustainability Spotlight and Club FESPA Lounge. The features will run alongside this year’s FESPA Global Print Expo and the co-located European Sign Expo, Personalisation Experience and Sportswear Pro events (19 – 22 March 2024, at RAI Amsterdam, The Netherlands).

**Digital Signage Lounge**

European Sign Expo 2024 will host the all-new [Digital Signage Lounge](https://ese.fespa.com/exhibit/digital-signage), a networking hub created for visitors to explore the wealth of business opportunities associated with digital signage. The lounge, which is run in partnership with Navori Labs and Grupo Metal (Johnson Group), will highlight advancements in the digital sign sector, showcase the latest digital screens and software, and offer expert advice. Visitors to the Digital Signage Lounge will also gain free online access to the 'FESPA How-to Guide', a must read for any printer exploring digital signage as an added business offering to their customers. Daily workshops, run by digital signage experts, will also take place each afternoon.

**Personalise Make Wear**

Also new in 2024, and part of Personalisation Experience and Sportswear Pro, is the [Personalise Make Wear](https://www.fespaglobalprintexpo.com/personalise-make-wear#:~:text=A%20NEW%20feature%20for%20Amsterdam,Personalise%20Make%20Wear%20smart%20factory.) smart factory. Hosted by FESPA’s Textile Ambassador Debbie McKeegan, the smart factory will demonstrate the end-to-end production of personalised sportswear garments across four workflows.

* Direct-to-garment production of polyester training tops, using print and software solutions from Antigro and Kornit
* Roll-to-roll production of yoga pants, using design, print and finishing solutions from Antigro, Caldera, Antigro, Greentex, MS Group, Coldenhove, Kleiverik, Tajima and Dekken
* Direct-to-object printing on water bottles, using solutions from InkCups
* Direct-to-film transfers for sweatpants, using design, print and finishing solutions from Antigro and Stahls

Visitors will be able to attend guided end-to-end production tours of the workflows and daily catwalk runway shows.

In addition, Debbie McKeegan will host fireside chats on topics including: ‘The Smart Factory and Customisation Technology Explored’; ‘How to Implement Sustainable Manufacturing at any Scale’; ‘Personalised Production – Opportunities, Challenges and Solutions’; and ‘The Market Shifts and Technologies Driving Print Workflow Automation’, with representatives from Inkcups Europe, Kornit Digital, Caldera, SEI Laser, Dover Industries Italy, and JK Group.

**Sustainability Spotlight**

The popular [Sustainability Spotlight](https://www.fespaglobalprintexpo.com/sustainability-spotlight) feature returns this year and will run in conjunction with Reboard and Carbon Quota. The feature will highlight more than 100 eco-conscious graphics and textiles substrates, while giving visitors the opportunity to learn about more sustainable production processes.

Materials on display will include natural and cellulosic fibre types which, when combined with social initiatives across Africa and Asia, make smaller volumes more cost effective. This is particularly useful because, while Europe is a key generator of new fibre types, the difficulty in scaling these up into other countries is challenging.

Each substrate on display will include an information card so participants can learn about its sustainable attributes and how it can be used to produce innovative, environmentally conscious products. Visitors will also be able to access the free Sustainability Spotlight content catalogue after they have attended. Content in the catalogue includes: blogs, podcasts and interviews from global brands and experts, exploring themes such as certification Schemes, Energy Reduction, and more.

**World Wrap Masters Europe**

Additionally, the [World Wrap Masters Europe](https://www.fespaglobalprintexpo.com/show-information/world-wrap-masters-europe) and World Wrap Masters Series Final will return this year in conjunction with Orafol, Arlon and Teckwrap the Wrap Institute and Wrapstock.

The first and second days of the high-adrenaline event, will see up to 30 wrappers compete in a mixture of rounds, using Colour Change media (sponsored by Arlon), Paint Protection Film (sponsored by Teckwrap) and Printed Media (sponsored by Orafol) for a chance to progress to the global final, taking place on days three and four. Winners from World Wrap Masters regional competitions will be welcomed back, from countries such as Brazil, Denmark, Japan, Dubai and Norway, for the competition final. This year, the judging panel will include: Kiss Lajos, who won the competition in 2014 and 2015; Ivan Tenchev, who won in 2022; and guest MC Ole Solskin.

Additionally, for the second year running, expert trainers from the Wrap Institute will host a series of live demos and training workshops throughout the event. Demos will include: ‘Protocol For Perfectly Prepping A Vehicle For Wrapping’; ‘The Most “Cutting” Edge Tools for PPF, PVC and Tint’; ‘Why and How To Make Inlays’ – and many more.

**New and returning conference programmes**

The Sportswear Pro conference (21 March, 2024) will be dedicated to manufacturing, production and circularity across the sportswear supply chain. Confirmed speakers for the conference include: Sam Taylor, The Good Factory; Ana Kristiansson, Desinder; Circular Economy Innovation and Strategy consultant Serena Bonomi; Thomas Rothery, Copper Global; Paul Foulkes-Arellano, Circuthon; and Katarzyna Klara Sulisz, FESI (Federation of the European Sporting Goods Industry).

For the second year running, the Personalisation Experience conference (20 March, 2024) will offer insight and inspiration to visitors about the value of including personalised products in their offering. Confirmed speakers for this year’s programme include: FESPA’s Richard Askam; Neil Reynolds, NFL/Sky Sports; Matt Bailey, Glazer Corp; Justin Cairns, Ogilvy; Dans Rozenthals, Printful; and Bernd Zipper, zipcon Consulting.

Michael Ryan, Head of FESPA Global Print Expo, comments: “By attending our features, visitors are guaranteed to enhance their industry knowledge, learn about the latest industry trends and be inspired by other printers and visual communicators. Our brand-new Digital Signage Lounge and Personalise Make Wear features are set to be insightful and impactful, while our popular Sustainability Spotlight and World Wrap Masters events will be enjoyed by first-time and returning visitors alike. Additionally, our Personalisation Experience and Sportswear Pro conference programmes will give visitors even more of an opportunity to learn, network and maximise their business growth. This year, there’s truly something for everyone and we can’t wait to share the experience with visitors.”

For further information about the feature programme, visit: <https://www.fespaglobalprintexpo.com/whats-on>

To register for FESPA Global Print Expo 2024, and the co-located European Sign Expo, Personalisation Experience and Sportswear Pro, visit: <https://www.fespaglobalprintexpo.com/>.

**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 Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo, Brazil
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Personalisation Experience 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* FESPA Eurasia 2024, 11 – 14 September 2024, Istanbul Fair Center, Istanbul, Turkey
* FESPA Africa 2024, 13 – 15 September 2024, Gallagher Convention Centre, Midrand, South Africa
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City
* WrapFest 2024, 3 – 4 October 2024, Silverstone Race Circuit, UK
* FESPA Middle East 2025, 20 – 22 January 2025, Dubai Exhibition Centre, Dubai

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

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