**PRESS RELEASE**

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**SPORTSWEAR PRO AND CO-LOCATED EVENTS TO UNCOVER INNOVATIONS FOR   
ON-DEMAND GARMENT MANUFACTURING**

With just a week to go until Sportswear Pro 2024 (19 – 22 March, RAI Amsterdam, The Netherlands), a host of international exhibitors are preparing to showcase their latest technologies in garment production, design and decoration. Sportswear Pro comprises a dedicated exhibition space covering all aspects of on-demand, customised sportswear production from digital printing, to embroidery and heat sealing, and software solutions for process automation and supply chain management. Sportswear Pro will also be host to a dedicated conference programme, taking place on 21 March 2024.

Alongside Sportswear Pro, FESPA will host FESPA Global Print Expo, European Sign Expo and Personalisation Experience (from 19 – 22 March 2024), enabling visitors to explore the breadth of technologies involved with speciality print, signage and personalisation in a single venue, as well as access networking opportunities and learn about industry trends.

**On display**

At Sportswear Pro, a number of digital printing solutions will be showcased by **Valadio**, a Czech Republic based print-on-demand business that delivers personalised products to key European markets. The company will exhibit printing technologies for items such as clothing, bags and badges.

From equipment to digitisation software, a multitude of embroidery innovations will be displayed by**: Cre8iveskills**, a specialist in digitising, vector art conversion and embroidered patches; **Tajima**, which manufactures single- and multi-head embroidery machines; and **ZSK**, which creates high quality machines for sportswear embroidery.

German heat printing equipment company **Stahls** will exhibit its digitally printed **UltraColor MAX** and hybrid **UltraColor** transfers, as well as its **Hotronix®** heat presses. In addition, user-friendly web-to-print software used to enhance and streamline personalisation will be presented by **Antigro Designer, Kit Builder**, **Optimus, Punch Cloud** and **XMPie**.

**Solutions beyond sportswear**

Sportswear Pro aims to highlight to visitors the synergies between sportswear and the wider printing industry. In light of this, there will also be a number of exhibitors showcasing solutions that can be used in sportswear manufacturing – as well as a wider use of printing applications – within FESPA Global Print Expo. For example: FESPA Global Print Expo sponsors Brother and Mimaki will showcase their digital printers for customisation and finishing, including the latex wide format printer, WF1-L640 (Brother) and the roll-to-roll LED-UV printer, UJV100-160Plus (Mimaki). Other exhibitors at FESPA Global Print Expo will include: **Auxicolor**, spotlighting its digital printing inks; **Epson,** **JHF Print**, **Kornit Digital**, **Leaf**, **MS Printing Solutions**, **Todo Jet** and **Universe Production** displaying digital presses capable of printing on textiles and more; **Hasler, Meevo** and **Nite**, who will exhibit cutting innovations; and **B-Flex**, **Coveme** and **Shock Line**, who will display heating and sealing solutions.

**Additional features**

Delegates can also purchase tickets for the Sportswear Pro conference (21 March, 2024), where they will have the opportunity to learn about manufacturing, production and circularity across the sportswear supply chain. Moderated by FESPA’s Personalisation Ambassador, Richard Askam, the conference will explore topics such as: the latest innovations for materials and fabrics in sportswear design; creating value with personalisation; sustainability and trends; how circularity lies in product design; the use of AI in sportswear design; and aligning productivity and demand.

The sessions will be presented by spokespersons from: **5THREAD, Circular Concept Lab, Copper Global, Cobalt, Desinder, Federation of the European Sporting Goods Industry (FESI), Pattern Project, Printful, RWTH Aachen University** and **The Good Factory**. The full Sportswear Pro 2024 conference schedule can be found here: [www.sportswearpro.com/sportswear-pro-forum](https://www.sportswearpro.com/sportswear-pro-forum). Conference tickets are priced at €295.

In addition, [Personalise Make Wear](https://www.personalisationexperience.com/visit/personalise-make-wear-partners) will run alongside Sportswear Pro. Hosted by FESPA’s Textile Ambassador and CEO of Textintel, Debbie McKeegan, the smart factory will highlight, live and in-person, the end-to-end production and personalisation of sportswear, as well as sports-related merchandise. It will also comprise catwalks displaying finished items; fireside chats focused on the latest innovations and processes in the field; and expert-guided tours of the latest technologies for personalised products. Participating brands include **Antigro Designer, Caldera, Coldenhove, Dekken, InkCups,**  **Greentex, Kleiverik, Kornit, MS Group, SEI Laster, Stahls** and **Tajima**.

**Michael Ryan, Head of FESPA Global Print Expo and Sportswear Pro at FESPA**, comments: “Sportswear Pro is fast approaching and we’re excited to showcase numerous innovations involved with the various stages of the sportwear manufacturing process. Attendees will be able to gain a deeper understanding of how sportswear is designed, developed and produced, as well as how it can be created in more sustainable ways and last for longer. With our numerous co-located events taking place under one roof (RAI, The Netherlands), visitors will get to see innovations which can be used in a multitude of printing and manufacturing processes, including the creation of sportswear clothing and garments. We look forward to welcoming visitors to Amsterdam and we’re confident they will uncover new opportunities across all four shows.”

All members of a FESPA national Association or FESPA Direct can gain free access to Sportswear Pro and the co-located events, and the ticket price for non-members is €80.00.

For more information about Sportswear Pro 2024 and to register, visit: [www.sportswearpro.com](https://www.sportswearpro.com/).

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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 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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