**PRESS RELEASE** 

12 March 2024

**OVER 90 EXHIBITORS TO SHOWCASE CUSTOMISATION-ENABLING INNOVATIONS**

**AT PERSONALISATION EXPERIENCE 2024 AND CO-LOCATED EVENTS**

In less than a week, the doors to the second edition of [**Personalisation Experience**](https://www.personalisationexperience.com) and the co-located [**FESPA Global Print Expo**](https://www.fespaglobalprintexpo.com/)**,** [**European Sign Expo**](https://ese.fespa.com/) and inaugural [**Sportswear Pro 2024**](https://www.sportswearpro.com/) events (19 – 22 March at the RAI Amsterdam, The Netherlands) will open. Personalisation Experience comprises a one-day conference with industry expert speakers and a comprehensive exhibition area. The event provides a pivotal platform for industry professionals to explore the latest customisation-enabling solutions, from cutting-edge design tools and web shop automation software to advanced printing and finishing hardware and consumables, presented by over 90 leading global suppliers.

In the Personalisation Experience exhibition space, visitors can explore personalisation-enabling software such as easy-to-use design tools and customer-friendly, web-to-print solutions from suppliers including **Antigro Designer, Cre8iveSkill, Kit Builder, Optimus**, **Printbox, PunchCloud** and **Shirtinator**.

**GTO SRL, Tajima Europe** and **ZSK Stickmaschinen** are among the suppliers showcasing hardware solutions for embroidery and customised textile and pad printing.

Within the co-located events, over 75 further exhibitors are highlighting tools for creative, customised applications, such as 3D printers, heat presses and finishing equipment, from exhibitors including **Transmatic, Dongguan Prosub Technology Co.** and **Siser**. Suppliers including **Brother** and **Dataline Solutions** will showcase automation, MIS and workflow software, while visitors interested in DTF and DTG printing machinery and substrates can find products from **BestSub Technologies Co Limited** and **Pals Print & Screen BV.** Visitors can also connect with suppliers offering digital printing and finishing equipment for customisation, including **Kornit, Mimaki, Agfa, Epson** and **Roland**.

The complete line-up of exhibitors, as well as further information on the products that can be found on individual stands can be found here: <https://www.personalisationexperience.com/visit/exhibitor-list-2024>

**Duncan MacOwan, FESPA’s Head of Marketing and Events, comments,** “Last year’s Personalisation Experience reaffirmed to us that there was a gap in the market for an event dedicated to customisation. We’re thrilled to bring the event back this year to help brand owners and retailers connect with the people, technology and software that can help them take advantage of customisation opportunities. They can explore creative tools and production technologies to capitalise on the customer demand for personalised products and learn how they can make personalisation central to their offering. We have a strong line-up of exhibitors showcasing their solutions in the Personalisation Experience exhibition area, and I would encourage visitors to also visit the co-located events, as there’s a significant number of suppliers highlighting customisation enabling solutions.”

Visitors can also purchase tickets for the **Personalisation Experience conference**, taking place on 20 March, where they can learn about the power of personalisation and the commercial growth opportunities it represents. Moderated by FESPA’s Personalisation Ambassador, Richard Askam, the conference will delve into topics such as: creating value with personalisation; aligning productivity and demand; understanding the value of customers’ self-expression; and how personalisation has the power to make fashion more circular and emotionally meaningful. The full Personalisation Experience conference schedule can be found here: <https://www.personalisationexperience.com/2024-agenda>. Conference tickets are priced at €295.

In addition to the exhibition and conference, will be the [Personalise Make Wear](https://www.personalisationexperience.com/visit/personalise-make-wear-partners) smart factory, showcasing live end-to-end production and personalisation of sportswear, as well as sports-related merchandise. Hosted by FESPA’s Textile Ambassador and CEO of Textintel, Debbie McKeegan, the smart factory will comprise catwalks showcasing the finished products, fireside chats focused on cutting-edge solutions and processes, and expert-guided tours of the latest technologies for personalised products. Participating brands include **Antigro, Caldera, Bella + Canvas, Greentex, MS Group, Coldenhove, JK Group, Klieverik, Tajima and Dekken, Kornit, InkCups, SEI Laser** and **Stahls.**

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

For more information on Personalisation Experience 2024 and to register, visit: <https://www.personalisationexperience.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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