**PRESS RELEASE** 

10 March 2025

**PERSONALISATION EXPERIENCE RETURNS FOR ITS THIRD EDITION**

[**Personalisation Experience**](https://www.personalisationexperience.com) is back for its third edition, taking place from 6-9 May 2025 at Messe Berlin, Germany. At the event, visitors wishing to discover the latest innovations in personalisation technology, as well as trends, will be able to explore innovations from a wide range of exhibitors and engage with thought leaders.

The event is designed to connect brand owners, retailers, marketers and agencies, who wish to tap into personalisation to enhance their business and product offering through the use of printers, OEMS and software providers.

This year’s event comprises three elements: an exhibition showcasing the latest innovations in digital print personalisation; a SmartHub, which hosts the Smart Factory; and the SmartHub Conference with daily sessions.

In the dedicated Personalisation Experience **exhibition space**, visitors will be able to see up-close and in-person the latest innovations for customisation. Confirmed Personalisation Experience exhibitors include: Antigro Designer, Konfigear, ip.labs, Printess and Printbox.

Visitors will also see a wealth of personalisation solutions – from both digital print and textile manufacturers and suppliers – from exhibitors across all eight halls of FESPA Global Print Expo, including: **3M Deutschland GmbH, Adobe Inc, Agfa NV, Berger Textiles, Brother Internationale, ColorGATE, Drytac Europe Ltd, Durst, EFI, Enfocus, Epson, Georg+Otto Friedrich GmbH, Inkcups, Kongsberg Precision Cutting Systems, Metamark, Orange Tree Garments, PrintFactory** and **Roland.**

In addition to the exhibition space, Personalisation Experience will also offer a new feature, **SmartHub**, which comprises a Smart Factory and SmartHub Conference. The Smart Factory is a dedicated area on the show floor providing a live showcase of smart and intelligent manufacturing. The feature will highlight the latest on-demand technologies from a variety of vendors and experts in garment decoration, apparel production and interior décor, and it will demonstrate to visitors the numerous commercial opportunities that personalisation offers via focused tours. For example, how it can add value to PSPs’ businesses.

The dedicated SmartHub **Conference** will run daily and will explore topics and trends such as AI, automation and sustainability, as well as real-life customer stories about personalisation experiences. Confirmed speakers to date include representatives from: **Cloudprinter, EFI, Jubels, McGrew Group, Nutshell Creative, Printerpix, Printfab fabisimo.com, XMPie and Your Surprise.** *The full conference programme will be announced later in March.*

Duncan MacOwan, Head of Marketing and Events at FESPA, comments: “We’re delighted that Personalisation Experience is returning for its third year. The success of the event over the last two iterations supports the desire for an event of this nature. The combination of the exhibitor space, interactive feature and conference programme means that there is something for every visitor looking to explore the benefits of personalisation. As well as the dedicated event, it is positive to see a number of our Global Print Expo exhibitors also displaying personalisation solutions, indicating the growing demand for customisation within the speciality print industry.”

For more information on Personalisation Experience 2025 and to register to visit, go to: [www.personalisationexperience.com](http://www.personalisationexperience.com). Visitors who register before 8 April can save €30 by using code PEXM501 when registering.

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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 2025, 17 – 20 March 2025, Expo Center Norte, São Paulo, Brazil
* FESPA Global Print Expo 2025, 6 – 9 May 2025, Messe Berlin, Germany
* European Sign Expo 2025, 6 – 9 May 2025, Messe Berlin, Germany
* Personalisation Experience 2025, 6 – 9 May 2025, Messe Berlin, Germany
* FESPA Africa 2025, 9 – 11 September 2025, Gallagher Convention Centre, Johannesburg
* FESPA Mexico 2025, 25 – 27 September 2025, Centro Citibanamex, Mexico City
* FESPA Middle East 2025, 13 – 15 January 2026, The DEC, Dubai, UAE

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

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