**PRESS RELEASE**

9 April 2025

**PERSONALISATION EXPERIENCE REACHES NEW HEIGHTS AS IT CONFIRMS INAUGURAL SMARTHUB FEATURE**

*Visitors can broaden their knowledge of personalisation, as well as intelligent technologies for end-to-end production, via the SmartHub Conference and Smart Factory Trail*

FESPA has confirmed the introduction of its new inaugural **SmartHub** feature, taking place within [**Personalisation Experience 2025**](https://www.personalisationexperience.com/) from 6-9 May 2025 at the Messe Berlin, Germany.

The SmartHub will comprise a series of expert-led **conference** sessions and a **Smart Factory Trail**.

The new feature will highlight the importance of using the latest technologies and software across a range of disciplines, to reduce waste and increase operational efficiency, while leveraging the benefits of digital production methods.

**Smart Factory Trail**

By participating in the Smart Factory Trail, via the FESPA App and QR codes within the exhibition, visitors will be able to explore all the highlighted exhibitors across the three co-located shows in Berlin offering personalisation solutions and intelligent manufacturing technologies, from software, to on-demand printing solutions.

**SmartHub Conference Programme**

The free-to-attend SmartHub Conference will take place throughout the first three days of the expo and will be delivered in English. Located in Hall 5.2, Stand A55, sessions will be moderated by Frank Tueckmantel and will include talks from experts on their experiences of personalisation and smart production, its importance within marketing and how speciality printers can benefit from investing in customisation-enabling solutions. Speakers will also explore the power of personalisation across areas such as textile and packaging, and will dive deeper into the current trends impacting customisation.

Confirmed sessions, include:

* **Mass Customisation in the Age of AI: From bespoke products to algorithmic design.** Here, Frank Piller from the RWTH Aachen University, will highlight the evolution of mass customisation and the transformative power of AI. Attendees will discover how AI-driven personalisation, smart customisation and generative AI enable companies to customise products and services like never before. The talk will offer a forward-looking glimpse into the world of personalised products and services, emphasising the importance of strategic integration to unlock the full potential of AI in mass customisation.
* **RSPCA: Data-driven marketing for greater impact.** In this session Charlie Stewart, Development Lead at Ebi, Tom Ridges, CEO at Herdify, and Ben Briggs, Managing Partner at Join the Dots, will look at how charities are turning to data-led strategies to maximise their impact, and explore how behavioural insights can refine audience targeting and improve marketing efficiency. Focusing on the RSPCA’s Christmas campaign, Charlie, Tom and Ben will demonstrate how optimising past responder data, testing different formats and using localised messaging led to an 80% increase in donor acquisition and a 54% reduction in cost per donation.
* **The Power of Personalisation: Transforming corrugated packaging with right-sized, on-demand digital printing.** In this session, Kerry Sanders, VP Market & New Business Development at EFI, will explain how digital printing technology can empower PSPs and packaging professionals to meet the evolving demands of their customers. The session will explore why personalisation matters, the benefits of variable data printing and new revenue streams through customisation.

**Panel Sessions**

In addition to the speaker sessions, a number of panel discussions will also take place across the event, including those led by FESPA’s Textile Ambassador, Debbie McKeegan, focusing on smart manufacturing. Panel sessions include:

* **The Rise of B2B in Print On-Demand: Mastering personalisation to drive growth.** This panel discussion will feature Rusty Pepper, Head of Global Markets & Partnerships at Taylor OnDemand; Hans Scheffer, CEO & Co-Founder at HelloPrint; and James Old, CEO & Co-Founder at Prodigi Group. This session will take a deep dive into the evolving landscape of B2B print-on-demand and the fundamental differences between the European and US markets, the unique challenges businesses face in customisation, and how brands, suppliers and resellers can adopt best practices for scaling personalised B2B solutions.
* **How automation is impacting the future of textile production.** In this session,David Sweetnam and Johnny Shell, Principal Analysts at Keypoint Intelligence will explore how automation is revolutionising the way the apparel decoration industry operates, offering up greater efficiencies, faster turn around times, higher-quality end product, and of course higher profit margins.
* **When Less Makes More!** Debbie McKeegan, FESPA Textile Ambassador.In the age of smart, efficient manufacturing, Debbie and guests will help attendees understand how doing less can yield more for your print business. This session explores the potential of the smart manufacturing, demonstrating how harnessing cutting-edge technology, streamlined operations, and sustainable practices will result in profitable production alongside reduce waste - thus delivering environmental stewardship and operational efficiency.

Click [here](http://www.personalisationexperience.com/whats/smarthub) to view the full SmartHub Conference programme.

Duncan MacOwan, Head of Marketing and Events, FESPA comments: “FESPA events provide the ability to hear and learn from visionaries on their experiences, which is why we’re delighted to host the SmartHub. Building on the success of the Personalisation Conference over the last two years, in 2025, we have extended the duration of the conference so it runs across three days of the exhibition, as well as making it free-of-charge to attend. As a result, this valuable opportunity is open to a wider audience of visitors, and we are confident they will find relevant sessions on the latest in personalisation and smart production, as well as real-life examples and insight into how they can expand their personalisation offering.”

Personalisation Experience 2025 visitors will also gain free access to its co-located events, **FESPA Global Print Expo** and **European Sign Expo**,where they can discover the latest solutions in the speciality print, signage and visual communications industries.

For more information on Personalisation Experience 2025 and to register to visit, go to: [www.personalisationexperience.com](http://www.personalisationexperience.com/), using code **PEXM507** when registering. Entry to all exhibition areas is free for members of a FESPA National Association or FESPA Direct. The ticket price is €80.00 for non-members.

**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 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

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