

embrace the future

June 16-26, 2020

Düsseldorf
www.drupa.com



drupa

no. 1 for printing technologies

drupa 2020 – Press Release No. 3 / May 2017

drupa 2020 invites exhibitors from all over the world

Kick-off for no. 1 printing technologies event / Highlight topics showcase the industry's innovative force / New key visual "embrace the future"

The race is on for drupa 2020! With a clear strategic alignment, a new communication strategy and pioneering highlight topics, the international flagship fair for printing technologies welcomes exhibitors from all over the world to present their innovations from 16 until 26 June 2020 in Düsseldorf. Online registration for exhibitors via www.drupa.com is now open. Registered exhibitors will soon receive their printed version of the official drupa 2020 brochure in the post. Registration closes on 31 October 2018. The global marketing campaign was launched at interpack 2017, the most important event of the international packaging industry and all related processors, which took place from 4 until 10 May. At interpack 2017, drupa 2020 was presented to international media partners during a major press conference.

The emotive advancement of the successful key visual originally developed for drupa 2016 put the industry in the right mood for the event in 2020. The design concept, implemented by Agentur Niehaus Knüwer and friends, refers to the dramatic changes the industry has encountered during the past few years: the new key visual signifies beauty, aesthetic appeal, creativity and depth. Sabine Geldermann, Director of drupa and Global Head Print Technologies at Messe Düsseldorf, explains the key visual's exquisite appearance and tactile effect: „The delicate butterfly wings symbolize

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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

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departure, change – a transformation process that affects all industries, but particularly the traditional print industry, every company, everybody. Transformation moves companies to rethink their strategies, adapt to new processes and move into new business models – a change that also takes place in people's minds. Different individuals have already moved into the focus of the new marketing campaign. On the one hand, it underlines the international alignment of the drupa trade fair, on the other, it shows that trade fairs stand for emotive power and experience and, last but not least, it shows that "people are business". The heads are surrounded by colour digits that symbolize the wide variety of print applications. Below the slogan "embrace the future" you find the drupa 2020 invitation extended to exhibitors and visitors, who are welcome to experience and accept technological innovation, trends and future challenges, so as to implement them into their own corporate workflows and tap into new potential."

With this strategy, drupa 2020 will write a new chapter in the 2016 success story and prove once again that no other event in this industry has a stronger international attraction and radiance. drupa 2020 will continue this strategic realignment and focus on future topics with major growth potential. The trade fair profile prescribes a clearly defined structure, which encompasses the following product groups

1. Prepress / Print
2. Premedia /Multichannel
3. Post press / Converting / Packaging
4. Future Technologies
5. Materials
6. Equipment / Services / Infrastructure

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Highlight topics: packaging production, functional printing, 3D printing, industrial printing

In the wake of growing international markets and increasingly demanding requirements from the industry and manufacturers of branded products, the packaging production segment has again been selected as one of the most important topics for drupa 2020. Technological developments in packaging and labelling have engendered innovative solutions in the areas of customizing and personalization, while technologies such as smart and intelligent packaging, packaging design and finishing have become increasingly important. All of these developments are changing the industry. In order to assume an active and successful role in this competitive market, companies need to stay informed about the new technologies that many exhibitors will show at drupa 2020.

At drupa 2020, packaging will have a special slot called **Touchpoint Packaging**. Launched at drupa 2016, this forum created quite a stir. It is organised and hosted in close cooperation with the European Packaging Design Association (epda), Europe's leading association of brand and packaging designers.

It will cover the entire packaging production chain from the brand, materials, design, print right through to finishing and sales. The interaction between all involved professions – branded products manufacturers, designers, material manufacturers and a high-calibre panel of companies from the printing and finishing industry – will turn this forum into a special place of inspiration where solutions and answers to relevant questions for future developments will be presented.

The future will become tangible in all its facets, and the focus will be on all that is new, unconventional and surprising. An event titled AMAZING,

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INSPIRING, EXCITING and UNEXPECTED hosted by Best Cases, innovative technology applications and visionary packaging solutions for different markets welcome visitors to an interactive brainstorming session with exhibitors.

The forum addresses interested manufacturers of branded products and designers as well as companies from the packaging segment, who are provided with an opportunity to join the **Touchpoint Packaging** team. In addition to experienced professionals we also welcome young talented people from all related areas and professions.

Among the other highlight topics showcased at drupa 2020 are subjects such as functional printing, 3D printing and industrial printing. These areas of application have major potential and therefore provide important new markets. The related technologies are also extremely important for the global packaging market, as they provide intelligent packaging with additional functions, while different printing technologies allow the use of a wide range of printing substrates. In the segment of industrial printing, the trade fair will focus on major issues such as “artificial intelligence” and “robotics”, new workflows in the production process and the “next generation of industry 4.0” as all of these will have a major impact on the workplace and industry environment.

drupa 2020 – no. 1 for printing technologies – will present all technical processing methods for the global printing and media industry as well as for the packaging industry. Werner Matthias Dornscheidt, Chairman and CEO of Messe Düsseldorf, is convinced: “With the innovative products presented by our international exhibitors and the extensive supporting programme, drupa 2020 will set new trends. It inspires markets and vertical industries and as such, it provides exceptional networking opportunities, chances and ideas for

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excellent business deals. drupa focuses on the industry's innovative force, provides pioneering technologies with a platform for highlight topics and presents an extensive supporting programme – i.e. the “Touchpoints”, the “drupa cube” and the “dip” – that encourages the transfer of knowledge and dialogue. No other event is more relevant for the entire industry.“

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Twitter: www.twitter.com/drupa2016

Facebook: <http://www.facebook.com/drupa.tradefair>

Xing: <https://www.xing.com/net/pri2b1dd0x/drupa>

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