

PRINTING UNITED, OCTOBER 18-20TH, ATLANTA (USA)

All market segments under one roof



The next edition of PRINTING United, which is the most important event for the printing and packaging industry in the Americas, will take place next month. Held on an annual basis, the event will bring together more than 750 exhibitors from all sectors of the market.

PRINTING United Alliance, the organizer of PRINTING United Expo, is the most comprehensive printing association in North America, consisting of numerous trade communities from different market areas: commercial printing, packaging, advertising and large-format printing, direct mail, textile and apparel printing, etc. The alliance serves professionals in all segments, offering educational programs and training through iLEARNING+, organizing market research, representing the industry in government and influencing legislation on safety and sustainability. The association is also the publisher of trade magazines such as: „Printing Im-

pressions,” „Packaging Impressions,” „Wide-format Impressions,” „In-plant Impressions,” „Apparel” and „Print+Promo Marketing.” Idealliance, as a division of PRINTING United Alliance, is a global leader in training and certification of standards for printing processes throughout the supply chain.

UNDER ONE ROOF

PRINTING United Expo was created as a result of dynamic changes in the printing and packaging market. Numerous trade show events dedicated to individual market segments no longer fit into exhibitors' budgets; also, representatives of printing com-

panies had neither the time nor the resources to attend several, if not more than a dozen events each year. The need to integrate them was becoming clearer. On May 1, 2020, two important nonprofit associations active in the printing industry merged. The Specialty Graphic Imaging Association (SGIA) was a trade association representing the screen and digital printing community worldwide. Printing Industries of America (PIA) was the world's largest trade association for the graphic arts industry, representing thousands of member companies. After the merger, they created the largest printing industry association in the United States, and PRINTING United Expo, which they organize and which is the successor to SGIA, is now the largest industry event in the US market. There is no fixed location – the first edition in 2019 was held in Dallas, Texas, the next in 2022 in Las Vegas (Nevada). PRINTING United Expo 2023



PRINTING UNITED EXPO 2023 WILL BE HELD OCTOBER 18-20 AT THE GEORGIA WORLD CONGRESS CENTER IN ATLANTA. THE EVENT WILL BRING TOGETHER MORE THAN 750 EXHIBITORS FROM ALL SECTORS OF THE MARKET

Mark J. Subers:
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will be held in Atlanta, Georgia, and with an impressive number of more than 750 exhibitors confirmed, it promises to be a major industry trade show this year.

Our approach is to offer visitors insight into all segments of the market, which is the driving force behind the event's growing popularity – says Mark J. Subers, president of PRINTING United Expo. – Attendees will learn about business diversification opportunities in printing technology, consumables, workflow automation, finishing, sustainability and more. Many printing companies in the United States are not limited to serving a single market segment; packaging printers very often also offer POS, POP, large-format and advertising printing applications. Commercial printers, which account for about 40 percent of the market, are increasingly entering the market for soft-signage, printing on textiles, apparel or direct mail. Our concept is therefore also a response to the specifics of the market, in which the various segments are increasingly intermingling.

LABELS, PACKAGING AND MORE

The offer of world leaders in the field of labels and packaging promises to be particularly interesting. The latest technologies to be showcased in Atlanta include:

- Gallus One Digital Label Press – Heidelberg's U. S. division will showcase a machine equipped with an inline finishing device from partner company Prati. With a resolution of 1200x1200 dpi, the

Gallus One achieves offset-like quality and 85 percent white opacity at the highest operating speed.

- Durst will showcase its Tau RSC technology and an ecosystem of printing machines and software. Designed for industry-level productivity, the Durst Tau RSCi offers high quality combined with production economics.
- Screen's Truepress Jet L350UV SAI series addresses industry demand for short-run printing of high-quality labels, including basic, industrial and low-migration labels. The narrow-web machine using UV inkjet technology provides exceptional stability, enabling high-speed printing at speeds of up to 60 m/min.

DIRECT MAILING HUB

Transactional printing and direct mailing services are a significant segment of the printing market in the United States. This will be clearly visible at PRINTING United – the organizers have dedicated a special HUB Mailing, Shipping & Fulfillment space to this area, where various events will take place over the three days of the fair. Attendees will have a unique opportunity to see global product launches and, as the organizers announce, never-before-presented technology, as well as participate in specially targeted meetings and educational programs. Exhibitors in the PRINTING United Expo zone dedicated to direct mailing will include BCC Software, BlueCrest, Bowe

Systec, Capital Mailing Equipment, Crawford Technologies, Inc, Kern, Inc, Kirk-Rudy, PCI – Postal Center International, Pitney Bowes, Quadient, Inc, Tritex Systems, Inc, United Business Mail, W+D North America, among others. Bowe Systec will showcase its latest Fusion Speed Envelope Inserter solution with BoxIT automatic mailbox sorting. Capstone Technology will show its Auto Viri Tray-er robot with conveyor and labeler, while Kirk-Rudy will show its FireJet 4C inkjet addressing machine, printing in color at 1600x1600 dpi. W+D/BW Converting Solutions will present itself with a BB820+ multi-format envelope inserting machine and ballot inserter. The event will be accompanied by seminars and training sessions, but they will not fill the entire trade fair day. *In 2019, we offered more than 100 lecture sessions at the premiere edition of PRINTING United, and I think it was far too many – recalls Mark J. Subers. – This year, we intend to present market trends and challenges in a few keynotes, giving the rest of the day to exhibitors. We also decided to create a space for less formal integration, with afternoon DJ sets, a golf simulator and mini golf area. There's no reason not to have fun during a serious trade show event.*

PRINTING United Expo will be held October 18-20 at the Georgia World Congress Center in Atlanta.

Registration is available online at: www.printingunited.com. AN