

An industry united

This year's Printing United Expo highlighted the industry's technological evolution, reports *Michal Lodej*

If you've been listening to predictions of print's demise, you might want to file them somewhere between "the paperless office" and "the fax machine," because judging by the crowds at the annual Printing United Expo in Orlando, the only thing dying in print is the myth that its days are numbered.

More than 30,000 attendees from 104 countries descended on the Orange County Convention Center for an event spanning commercial, packaging, apparel, functional, industrial, in-plant, and wide-format graphics. The show occupied a million square feet of sold exhibit space, with 838 exhibitors, and more than 2000 metric tons of equipment on the floor. It featured global product debuts and a full programme of educational sessions across the three days.

"Printing United Expo continues to prove that the printing industry is vibrant, evolving, and full of opportunity," said Ford Bowers, CEO of Printing United Alliance. "Each year, we see stronger engagement, deeper collaboration, and an even greater spirit of innovation and scale."

Chris Curran, group president of media and events, emphasised the breadth of innovation on display, stating: "From AI to automation and sustainability, every corner of the show floor was packed with solutions driving print forward."



Technology on display

EFI presented enhancements across its portfolio of production-level digital inkjet printers. CEO Frank Pennisi described the show as an opportunity to meet customers and collaborate with partners. "This year, we're showcasing an array of new technologies and enhancements that make our portfolio even more productive, helping customers offer new applications and strengthen the profitability of their operations," he said.

Domino featured its N610i digital UV inkjet label press, highlighting productivity and reliability. "Printing United brings together the entire print industry under one roof, and Domino is proud to showcase how our digital solutions can help printers unlock new opportunities and grow their business," said Mike Barry, commercial manager for Domino Digital Printing North America.

Agfa revealed the Onset Panthera FB3216 flatbed printer, equipped with an autoloader and unloading robot for optimised throughput. The Pinnacle Product Award winner delivers speeds up to 1514sqm/hr for point-of-sale,

retail graphics, and corrugated applications. Also on display was the Jeti Tauro H3300 XUHS with MAX Bot Feeder and Flex RTR system, running at up to 1280sqm/hr. With robotics and advanced automation, this hybrid press streamlines high-volume work while maintaining quality.

Advanced automation

Canon highlighted the varioPRINT iX1700 colour inkjet production press, the imagePRESS V1350, the imagePROGRAF GP-4600S, and the Arizona 2380GTF high-performance flatbed, alongside the returning Colorado M-series. Attendees also saw the latest advances in PRISMA workflow solutions, including PRISMA Home with PRISMAprep Go and the new PRISMAsubmit Go.

Durst introduced its XT Concept, representing the evolution of the P5 platform with expanded capabilities. The P5 350 HS with D4 technology

demonstrated this as a high-performance hybrid printer designed to boost productivity. The company also highlighted its Open Software Initiative, driving compatibility with third-party software and solutions.

Fujifilm showcased its 'Make More' platform, designed to support print providers navigating skilled labour shortages, rising costs, faster turnaround expectations, and changing standards. "'Make More' is more than just a campaign or a tagline – it's a promise to our customers," said Yuji Oki, general manager at Fujifilm North America, business innovation division.

With strong attendance, full manufacturer participation, and significant pre-booking for 2026, Printing United Expo 2025 demonstrated the industry's ongoing evolution and commitment to new technology. **dp**