

PRINTING UNITED – MUCH MORE THAN A TRADESHOW

One voice of the industry

PRINTING United Alliance, the printing industry's most comprehensive association, has another reason to be proud of. The PRINTING United Expo, held in Atlanta on October 18-20th this year, attracted a record number of exhibitors and visitors, launched a number of products and, for many exhibitors, proved to be record-breaking in terms of sales as well.

SETTING INDUSTRY STANDARDS OF EXCELLENCE

PRINTING United Expo has set a new benchmark for the printing industry – comments Mark J. Subers, president of the show. – The 28,000 registered attendees this year are giving us feedback directly and through social media, which confirms that we are delivering what visitors and exhibitors have been asking for. Terms such as „record-breaking,” „refreshed,” „energized,” „revitalized,” „enthusiastic” and „optimistic” dominate the published posts. We are grateful to the industry for its continued investment and commitment to making PRINTING United a success. We will continue to raise the bar with each passing year and look forward to seeing everyone in Las Vegas in 2024!”

Trade Show Executive magazine recently named PRINTING United Expo the „Best Exhibitor ROI in 2022” and the 32nd largest trade show in the United States. The success of this year's show eclipsed last year's results and this trend is expected to continue in 2024 as well. *Compared to last year's event, the exhibition space has expanded by about 10 percent, as has the number of machines on display – comments Ford Bowers, CEO of PRINTING United Alliance. – In the United States, a ranking of trade shows by size is conducted. The premiere 2018 edition ranked 98th, 2019 ranked 50th, and last year ranked 32nd. This shows how fast we are growing compared to the overall economy and how important we are to the printing community. Lately, we've been rather used to industry trade shows declining with each edition, so our rapid growth is invigorating.*

In one million square feet of exhibition space occupied by 811 exhibitors, attendees had the opportunity to see machine debuts and the latest versions of the hottest technologies in the printing industry. New solutions were presented in almost every segment of the printing market: apparel decoration, advertising and publishing solutions, commercial, functional and industrial printing, signage and promotional products, large format printing, labels and packaging, mailing and logistics.



Compared to last year's event, the exhibition space has expanded by about 10 percent, as has the number of machines on display

Ford Bowers: The fragmentation of the printing industry is its big challenge. Organizations dedicated to its various segments may have a better understanding of the technological issues, but they lack the clout needed to effectively lobby for the interests of the printing community. The larger we are as an organization, the better our voice is heard and the more effective our actions are

RECORD AFTER RECORD

According to the organizers, a key indicator of the show's success is the volume of sales realized by exhibitors. Initial feedback indicates that many exhibitors easily achieved sales results in excess of \$5 million over the three-day event, and companies such as MBO/Komori America sold every piece of equipment on their booth at the show, including machines on display for the first time. EFI,



**IN-PACK
EXPO**

Targi Kielce
exhibition & congress centre

**TARGI BRANŻY
OPAKOWANIOWEJ
13-15.02.2024
TARGI KIELCE**



PARTNERZY:



RELOPACK



IN ONE MILLION SQUARE FEET OF EXHIBITION SPACE OCCUPIED BY 811 EXHIBITORS, ATTENDEES HAD THE OPPORTUNITY TO SEE MACHINE DEBUTS AND THE LATEST VERSIONS OF THE HOTTEST TECHNOLOGIES IN THE PRINTING INDUSTRY

MBM Corporation, Yul Technologies and many other companies also sold all or almost all of the equipment on display at their booths.

Standard Finishing Systems' marketing director, Don Dubuque, stated that PRINTING United Expo 2023: *exceeded all expectations in terms of the number of booth visitors, leads generated and sales. The booth was packed with representatives of printers who wanted to see the latest Horizon and Hunkeler automated solutions in action.*

Representing M&R Printing Equipment, Inc. Danny Sweem reported that: *PRINTING United Expo 2023 was one of the best trade shows we've attended, meeting all of the company's goals and allowing us to sell all of the machines on display at the booth.*

The huge success of this year's event has already led organizers to contract 77 percent of the exhibition space for next year's edition, which will be held in Las Vegas on September 10-12.

MUCH MORE THAN A TRADE SHOW

PRINTING United Alliance is distinguished from other tradeshow organizers by almost everything. It may be closest to FESPA, a well-known non-profit organization in the large-format printing market, which reinvests profits from tradeshow in the industry by organizing training programs or publishing reports. Unlike FESPA, the U. S. organization also owns a media group that publishes trade magazines for each printing segment. This alone gives PRINTING United Alliance an audience and wide reach, although Ford Bowers assures the organization also works closely with media it does not own. It also has a research department that provides members with business intelligence, and the organization also offers top-notch education and training through workshops, events and an open platform called iLEARNING+, available to the entire print community,

including students who can use it free of charge for up to two years after graduation, enabling them to upgrade their skills as they enter the industry. A division of the PRINTING United Alliance, Idealliance is a global leader in training and certification for printing processes throughout the industry's supply chain.

One of the most important tasks carried out by the association, however, is advocacy. *The fragmentation of the printing industry is its big challenge – believes Ford Bowers. – Organizations dedicated to its various segments may have a better understanding of the technological issues, but they lack the clout needed to effectively lobby for the interests of the printing community. The larger we are as an organization, the better our voice is heard and the more effective our actions are. We have an ambitious plan laid out for the next two years to show congressmen during factory visits what printing really is, how widespread its use is, and how crucial it is to the overall economy. They don't know this, and they tend to legislate based on what they think they know about our industry, rather than facts. Let me give you a great example – this spring, the Washington state legislature tried to push through a bill to include a ban on all printing inks that use chlorinated pigments. If enacted, the ban would have had a devastating impact on the printing industry, as some of the process inks – yellow and blue – would no longer be allowed to be sold in the state, putting all printers operating in the state out of business and throwing companies buying printing services into serious trouble. With one signature, the entire industry would be barred from using inks that pose no risk to human health or the environment. Behind this controversial law was a recycler that was having trouble processing printed materials. Thanks to PRINTING United Alliance's strong response, the document was successfully blocked. As for legislation, it will provide us with a lifetime of work, each state sets its own regulations, in the thicket of which it is really difficult to navigate. We monitor them at the state and federal level, trying to prevent disasters like the one that might have hit Washington state. And we are effective in this, thanks to which, since the case of the unfortunate law, which spread through the industry, we have been able to attract hundreds of new members who want to support us in these activities.*

PRINTING United Alliance already has close to 4,000 individual members, and each year the membership grows by 1,000-1500 people. *In five years, we hope to have 10,000 members, which will give us a strong voice and provide the desired influence – Ford Bowers expects. – In addition to legislation, only collectively, working with other organizations do we have a chance to attract fresh blood to our industry – this is currently one of its biggest challenges and our task for the next five years.*

There is a lot to learn for the European printing industry from PRINTING United Alliance. We, too, need one strong voice – after all, regardless of the printing technologies used, we are struggling with the same challenges. AN