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Inaugural InPrint USA Highlights New Print Technology for the Packaging and Manufacturing Community

Chicago, IL, November 9, 2016 – According to recent studies conducted after a successful second edition of InPrint: The Industrial Print Show in Europe in 2015, research revealed that the U.S. manufacturing sector is set to overtake China by 2020 as the world's largest manufacturing country. This growth has created an accelerated demand for industrial inkjet printing technologies used in advanced packaging, decorative and functional manufacturing markets. InPrint USA, April 25-27 in Orlando, FL, is the only trade exhibition in North America focused on the latest in industrial print solutions specifically for these industries.

"Through our industry research and exhibitor focus groups, we found that there was an opportunity for a new platform in the U.S. highlighting the emerging technology happening in the industrial print sector," said Melissa Magestro, Executive Vice President of Mack Brooks Exhibitions Inc, the show organizer. "There are several successful printing shows already happening in the US, but we are marketing to an entirely different audience. InPrint USA is a more specialized, focused show aimed at manufacturers, who need complex, customized, co-operatively designed system solutions in order to generate new possibilities and revenue in industrial production."

InPrint USA targets decision makers in three main categories of manufacturing, providing them with a high level of expertise and unique, cutting-edge technology, product launches and showcases from leading brands in the fields of industrial specialty, screen, digital, inkjet and 3D technology print solutions.

The Packaging Industry: Manufacturers printing on corrugated, glass, aluminum, and flexible surfaces are quickly adopting this technology. For example, the craft brewing industry looks for solutions to print on aluminum cans.

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The Decorative Industry: Manufacturers of:

- textiles (creating customized fabrics for window treatments or furniture);
- custom wall paper;
- flooring (printing on laminate flooring products to look like wood or another type of material.)

Functional Industrial Printing: Additive manufacturers and those printing on electronics. (Flexible printing on circuitry going into cell phone or other consumer electronics.)

“It is a diverse group that is adopting industrial inkjet technology into their operations, so to reach the various audiences we are developing close relationships with associations and media partners that serve those specific market segments” explained Magestro. “InPrint USA is co-located with the International Converting Exhibition – ICE USA – which already delivers an audience of packaging converters, but we are also actively identifying targets in textiles, printed electronics, and décor who are wanting to learn more about industrial print solutions.”

“Being in the R&D Packaging Group, we are always interested in technologies that advance what we are working on,” said Matt Allen of Proctor & Gamble after attending the InPrint USA Industrial Print Forum, in Chicago, IL in September, a pre-show to InPrint USA. “My focus is print so obviously inkjet printing is really driving the industry. We want to see what’s new, interesting, and ways it could benefit our business.”

For more information on InPrint USA, please visit www.inprintshows.com/usa/ or contact Mack Brooks Exhibitions at +1 312-868-0194 or inprintusa@mackbrooks.com.

About Mack Brooks

InPrint USA is organized by Mack Brooks Inc., a subsidiary of the Mack Brooks Exhibition Group based in St. Albans, UK, which has branches and partner companies in France, Greece, Italy, Poland, Russia, India, China and the USA. The Mack Brooks Exhibitions Group has been organizing industrial trade fairs around the world for almost 50 years. As a privately-owned, independent and professional show organizer, the company organizes a program of highly specialized trade exhibitions throughout Europe, Asia and the Americas, in the fields of engineering, transport, metalworking, information technology, textiles, food and beverages, railways, construction, tunneling, printing, converting, airport management and aviation. The Group also publishes related directories, magazines, sector reports and Internet sites. Visit Mack Brooks Exhibitions online at www.mackbrooks.com.

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