



**Press release**

31 January 2011

**WORLD-FIRST LIVE MULTI-VENDOR DEMO AT FESPA AMERICAS**

***Debut of Wide Format Print Shop Live! at FESPA Americas***

At the [FESPA Americas](#) show, taking place next month (February 24-26, 2011), visitors will have the opportunity to participate in a multitude of engaging on-floor features, including the groundbreaking, world-first: Wide Format Print Show Live!, which sees key global brands: EFI, HP, Roland, Caldera and EskoArtwork; working together to create a unique attraction.

A brand-new feature from FESPA, being introduced for the first time at FESPA Americas, Wide Format Print Shop Live! reflects the educational intentions and innovative format of the wider event. Designed to inform and inspire participants with the latest digital inkjet technologies, software and consumables, visitors will experience a real-life, real-time end-to-end production environment.

In order to provide visitors with a meaningful appreciation of the production characteristics of the technologies on display, participants are invited to bring job files that can be printed live on the show floor. This will demonstrate the wide ranging qualities of output that can be achieved on a variety of substrates, and across multiple output engines from some of the industry's leading manufacturers. As a result, Print Shop Live! offers a unique opportunity for commercial printers looking to discover how wide format print can enhance their businesses.

Hosting the event are Mike Horsten and Sophie Matthews-Paul. Horsten is a consultant on green and sustainable growth ideas, while Matthews-Paul is an independent international consultant, specializing in the wide-format digital print market. She comments: "FESPA Americas is unlike traditional print shows, where you rarely see demonstrated all the different technologies, software and workflow solutions in one place. Like FESPA, I believe that the best way to learn and be inspired is by seeing the technology in action, so I am extremely excited to be involved in this innovative feature."

Alongside Wide Format Print Shop Live!, the FESPA Americas programme also includes the Global Business Forum, Screen Masters Workshop, Digital Textile Conference and the American stage of the Wrap Cup Masters Series.

Marcus Timson, sales and marketing director, FESPA, comments on the show's action-packed schedule, "Print Shop Live! is just one of the many exciting features taking place on the show floor

at FESPA Americas, each of which offers unique points of interest for visitors to the event. Wide Format Print Shop Live! in particular, is an opportunity for printers to be involved with the technology in a way that can't be experienced anywhere else, and for commercial printers looking to 'Go Wide' to discover how these technologies can enhance their business."

If you are an owner, director or production manager and are interested in experiencing and testing the technologies in the Wide Format Print Shop Live! area, please register at [www.fespaamericas.com](http://www.fespaamericas.com).

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#### **About FESPA**

Founded in 1962, FESPA is a not-for-profit federation of trade associations and an organiser of exhibitions and conferences for the screen and digital printing industries. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

FESPA member organisations include 26 separate National Associations in Europe, and 10 Associate Member Associations in Australia, China, India, Japan, Korea, Mexico, Nepal, the Philippines, Thailand and Sri Lanka.

#### **Forthcoming FESPA events include:**

- FESPA Americas 24-26 February 2011, Orlando, USA
- FESPA Digital 2011 – 24-27 May 2011, Hamburg, Germany
- FESPA Fabric 2011 24-26 May 2011, Hamburg, Germany
- FESPA Asia 26-28 October 2011, Singapore
- FESPA European Summit, 17-18 November, Barcelona, Spain
- FESPA Digital 2012, 21-24 February 2012, Barcelona, Spain
- FESPA 2013, 25-29 June 2013, London, UK

#### **Issued on behalf of FESPA by AD Communications**

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