



DESIGN
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12.13.14
JANUARY 2027
IFEMA MADRID

#11

Press Release | Madrid, September 10, 2026

C!PRINT MADRID 2027: TECHNOLOGY, AUTOMATION AND PERSONALIZATION SHAPE THE EVOLUTION OF THE GRAPHIC INDUSTRY

The graphic industry is changing at high speed. Automation, artificial intelligence, personalization, new materials and sustainability are transforming the way products are made while, at the same time, opening up new business opportunities for professionals in the sector. Against this backdrop, **C!Print Madrid 2027 will bring together manufacturers, distributors, printers and professionals from the printing and visual communication world at IFEMA MADRID from January 12 to 14**, showcasing the technologies and trends driving this evolution.

This eleventh edition arrives with a strong market response: **90% of its more than 7,000 m² of exhibition space is already booked**, with leading companies in the sector such as **HP, Epson, Fujifilm, Roland DG, Mimaki, Digidelta and Konica Minolta**, among others. The full, continuously updated list of exhibitors is already available on the event's official website.

FROM TECHNOLOGY TO BUSINESS OPPORTUNITIES

Digital printing has considerably expanded its applications and markets, from printing, packaging and retail to textiles, decoration, signage and personalization. C!Print Madrid aims to showcase this evolution from a practical perspective, focusing on the possibilities these technologies offer and on how to bring them into the business. **Live demonstrations**, a packed **conference program**, areas such as **C!Wrap**, dedicated to surface personalization, and the new **Play! Innovation Academy**, focused on personalization techniques and processes, will round out the show's offering.

AUTOMATION AND PERSONALIZATION: KEYS TO COMPETITIVENESS

The need to produce more efficiently, flexibly and profitably is accelerating the automation of graphic processes. In 2027, C!Print Madrid will showcase solutions spanning production and finishing through to workflow management and the integration of software and artificial intelligence. Personalization and short runs are, moreover, driving new production models and diversification opportunities for graphic companies.

The event's simultaneous, adjoining staging alongside **PMG Promogift**, organized by FYVAR, AIMFAP and IFEMA MADRID, in the pavilion next to C!Print Madrid, reinforces this connection between printing, personalization and brand communication. In the last edition, the two shows together drew more than 22,000 visits.



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SUSTAINABILITY: MOVING FROM INTENTION TO ACTION

Sustainability will be another pillar of the upcoming edition. The challenge for the industry lies in taking a holistic look at materials, processes, resource consumption, energy efficiency and waste management, seeking solutions that move production toward greater responsibility without losing sight of productivity and profitability.

From **January 12 to 14, 2027**, C!Print Madrid will once again bring together the professionals driving this evolution: graphic companies, visual communication and personalization professionals, advertising and design agencies, brands, retailers, creative studios, packaging, decoration and interior design companies, manufacturers and distributors, among other profiles interested in new solutions for producing, personalizing and communicating. **Badge registration will open in early October**, and all information on exhibitors, conferences and content areas will be continually updated at salon-cprint.es.

About C!Print Madrid: Organized by SC6 Organización y Comunicación, a subsidiary of the international Infopro Digital Trade Shows Group, C!Print Madrid is a trade show dedicated to the printing, visual communication and personalization sector. Since its first edition in 2014, it has become the sector's annual reference event for showcasing technological innovations and trends in large- and small-format digital printing, textile printing, cutting, finishing, signage, POP displays, signage and lettering, software, ERP systems, print packaging, and online printing solutions, among others. Known for its dynamism, the event presents original content areas each year, such as the Plug&Play personalization workshop, the C!Wrap area, and its extensive program of conferences and workshops.

Press Contact:

Mónica Calvo
monica.calvo@salon-cprint.es
(+34) 629 490 265
salon-cprint.es