

Milan, February 2009

- [An overview on trade literature](#)
- [Digitvision@Grafitalia: the future goes digital](#)
- [The PRINT Buyer Club: the new visitors](#)

An overview on trade literature: "About Grafitalia 2009" and "About Converflex 2009"

Communicating is not enough, it must be done effectively. This is why Centrexpo Spa considers press reviewing an essential tool to constantly monitor the perception of the exhibitions in the business community. "[About Grafitalia 2009](#)" and "[About Converflex 2009](#)", two special sections of the Grafitalia and Converflex websites, include a selection of articles published on the main trade publications in Italy and internationally.

A lot of media have covered the "Cosmic Event" of 2009, and many press representatives have already pre-registered to the exhibitions' press room a little over a month from the official opening: the list already includes **148 journalists**, 32% from outside of Italy.

We would like to highlight the special feature on exhibitions scheduled for publication on March 16th 2009 by the financial publication "Il Sole 24 Ore".



: The future goes digital.

One of the most relevant innovations in the layout of the 2009 edition of Grafitalia is the **Digitvision@Grafitalia** area, featuring a separate brand marking pavilion 14.

The area will feature companies displaying cut-edge digital [products and technology](#); the idea is to go beyond the individual products and give industry professionals the opportunity to experience the new frontiers and business models created by last-generation technology.

The participation of [leading technology producers](#) clearly shows the exhibition's role as an irreplaceable venue for discussion and update, especially during a time of great change like the current one.

The PRINT Buyer Club: new visitors

Among the many innovations in store at Grafitalia, one of the most outstanding ones is the [PRINT Buyer Club](#), a project by reviews *Print Buyer* (published by Zeta's) and *Impact* (published by Edizioni Dativo) in cooperation with Centrexpo Spa and TAGA Italia (Technical Association of the Graphic Arts).

It is an area reserved to those visitors looking for applications and finished products rather than technology, such as communication managers, art directors, graphic designers, publishers and marketing managers searching for new ideas. It is the perfect place to discover the most interesting techniques and solutions and to meet high-profile printing professionals. In particular, a special section of the club called the "**gallery of ideas**" will feature the most innovative printed products by partner graphic and converting companies. Lastly, the experts

from Taga Italia will guide the print buyers through the exhibition and point out the stands displaying the technology and solutions that are most likely to fulfill their professional needs. The PRINT Buyer Club is located in pavilion 9, stand D-01.

For further information please visit:

www.grafitalia.biz
www.converflex.biz

or write to:

[Maria Grazia Facchinetti](mailto:Maria.Grazia.Facchinetti)
Promotion & Communication Manager

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