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## C!PRINT MADRID CELEBRATES ITS 10TH EDITION AND STRENGTHENS ITS ROLE AS A KEY PLATFORM FOR INNOVATION, NETWORKING AND BUSINESS OPPORTUNITIES

C!Print Madrid celebrated a decade of innovation, knowledge sharing and joint projects from 13 to 15 January, with an edition marked by the high quality of visitors, strong commercial momentum and growing international reach, reaffirming its role as a must-attend event for the graphic arts, visual communication and personalisation sectors across the Iberian Peninsula.

The 10th edition of the show welcomed **14,219 visitors**, evenly distributed over the three days: **32% on the first day**—an increase compared to the previous edition—, 41% on the second day and 27% on the third day, confirming sustained interest throughout the event.

Regarding professional profiles, **45% of attendees were specialists in printing, prepress and postpress**, followed by professionals in **small-format marking and personalisation (14%)**. **Distributors and resellers of promotional products and textiles accounted for 8% of visits**, followed by **advertising agencies, design agencies and non-print visual communication providers (6% each)**. This breakdown highlights the highly specialised nature of the event.

The geographical distribution once again demonstrated the national and international reach of C!Print Madrid: **37.4% of visitors came from the Madrid region**, followed by **Andalusia (10.8%)**, **the Valencian Community (9.6%)** and **Catalonia (7.2%)**, the latter showing growth compared to the previous edition. In total, **61 nationalities were represented**, with an increase in international attendance, reaching **8.9% of total visitors**. **Portugal stood out in particular**, accounting for **6.4% of total attendance**, an increase year on year, consolidating the event as a key reference for the Iberian market.

**Pierre Mirlit, Director of C!Print Madrid**, stated: *“This 10th edition of C!Print Madrid has been a key meeting point for the sector. The quality of professional visitors, networking opportunities and the innovation presented by exhibitors have been particularly significant. We have identified concrete solutions that are already transforming our processes. This tenth edition further consolidates the event as a driving force for the sector across the Iberian Peninsula.”*

It is also worth highlighting the active participation of sponsors **Digidelta, Epson, Yberia Solutions, Realisaprint.es, Antalis** and **Onlineprinters**, as well as **industry associations FESPA España, Neobis, ASEIGRAF, LaFede** and **Aserluz**; and the presence of **specialised media such as AP Digitales, Interempresas, Prosign, Alabrent** and **Signolia**, all of whom were available to professional visitors throughout the event.



## THE INDUSTRY ENDORSES THE STRATEGIC VALUE OF C!PRINT MADRID

Several key event partners shared their views on this latest edition, including **Jesús Durá, President of FESPA España**, who commented: “As President of FESPA España, I am proud to share the success of this tenth edition of C!Print Madrid. The **outstanding attendance of professionals confirms the consolidation of this show as the leading strategic meeting point in the Iberian Peninsula for professionals in the printing and graphic communication industry**. This event has proven not only to be a cutting-edge technology showcase, but also an accurate barometer of the sector, clearly reflecting its dynamism, innovation and ability to adapt. Without a doubt, FESPA España leaves C!Print Madrid confident that the sector is moving forward with determination and in the right direction.”

Exhibitors also rated the edition very positively. According to **Josep Maria Coll, Head of Sales Commercial & Industrial Printing at Epson Ibérica**: “C!Print Madrid 2026 **has once again demonstrated that it is the key meeting point for the sector**. This has become a constant over the past ten editions: a decade of projects, knowledge, progress, innovation and solutions driven by the quality of the show. At Epson, **we are extremely pleased with the large number of very high-quality leads generated**, as well as having chosen C!Print Madrid to present, for the first time in Spain, our latest innovation and first entry into the DTF market. It was the star of the show, while also confirming that traditional businesses such as water-based printing continue to play an essential role in the sector. Achieving this level of success after last year’s date change was no easy task, and we take our hats off to the organisers and thank the sector for the continued trust placed in Epson. We will continue to surprise the market while listening to feedback and incorporating it into future solutions.”

From **Antalis, Gonzalo Chécoles, Marketing Manager Iberia**, highlighted: “At C!Print 2026, we strengthened our positioning as a global partner in visual communication, expanding our offering beyond materials. **This year marked a key step forward with the integration of specialised machinery from leading brands such as Fujifilm, Kongsberg, ST Control and Summa, allowing us to deliver complete solutions to our customers**. Our presence at the show reflects Antalis’ commitment to innovation, process efficiency and increasingly responsible visual communication, enabling us to support professionals at every stage of their projects.”

**Aroa González, Manager at Realisaprint.es**, commented: “For us, **the C!Print experience has once again been very positive**. This was our fourth year attending, and as always, it has been a pleasure to be present. As an online printing company, the show offers one of the few opportunities we have to meet our customers in person and speak directly with them. **These interactions help us better understand their needs and continue improving every day**. C!Print is definitely an event we look forward to each year.”

Meanwhile, **Franco Luis Gómez, General Manager at Onlineprinters**, stated: “**Our experience exhibiting at C!Print with Onlineprinters has been fantastic. The show gave us the opportunity to connect directly with customers and industry professionals**. We were able to showcase our most innovative printing solutions and receive highly valuable feedback. **The atmosphere also encouraged new collaborations and inspired us to keep growing**. We are extremely satisfied with the visibility and reach we achieved during the event. Participating



*in C!Print has undoubtedly strengthened our market presence and motivates us to continue delivering the best for our customers.”*

## CONTENT, DEMONSTRATIONS AND EXPERIENCES THAT DRIVE THE SHOW'S VALUE

The 2026 edition was also marked by the success of its feature areas. **C!Wrap** brought together professionals interested in the latest surface application techniques, with live demonstrations and wrapping duels by sponsors **Arlon** and **Fedrigoni**, alongside technical partner **DPI'S**.

**Plug&Play** introduced a new layout where **Epson**, **Tajima**, **Modico Graphics**, **Lasit**, **Grupo FB** – **Xtool** and **Photocenter 3D** showcased, through a guided tour of different personalisation and small-format marking technologies, the possibilities offered by new applications.

In addition, the **10 Editions** commemorative area, created in collaboration with **Cartonlab**, **RolDigital**, **Panel Pac**, **PLV Impact** and **Apil**, illustrated both the evolution of the show and that of the sector itself over the past decade.

An ambitious content programme featuring **65 speakers**, **21 conferences** and **round tables**, **12 workshops**, and **two award ceremonies** —the Aserluz Awards and the APé Awards— recognising excellence in signmaking and printing respectively, unfolded over three days, addressing the key challenges facing the sector in the short and medium term. Recordings of all conferences and workshops will be available shortly.

With these results, **C!Print Madrid closes its 10th edition consolidating its maturity, adaptability and role as a leading platform for business, innovation and knowledge exchange within the graphic arts and visual communication sector**. The next edition will take place from **12 to 14 January 2027**, coinciding with **PMG Promogift** in the adjacent hall. Full details of the latest edition are available on the official website.

**Press contact:** [monica.calvo@salon-cprint.es](mailto:monica.calvo@salon-cprint.es) / +34 629 490 26

### **About C!Print Madrid**

Organised by **SC6 Organización y Comunicación**, a subsidiary of the international group **Infopro Digital Trade Shows**, C!Print Madrid is a professional trade show dedicated to the printing, visual communication and personalisation sectors. Since its first edition in 2014, it has become the annual benchmark event for showcasing technological innovations and trends in large- and small-format digital printing, textile printing, cutting, finishing, signage, POS, displays, signmaking, software, ERPs, print packaging, robotics and online printing solutions, among others. Known for its dynamic approach, the event features unique content areas each year, such as the Plug&Play personalisation workshop, the C!Wrap space and an extensive programme of conferences and workshops.