

English



**drupa**

no. 1 for print  
and crossmedia  
solutions

# touch the future

**May 31 - June 10, 2016**

Düsseldorf/Germany  
[www.drupa.com](http://www.drupa.com)



Messe  
Düsseldorf

# touch the future

## The entire print and cross-media world in one trade fair

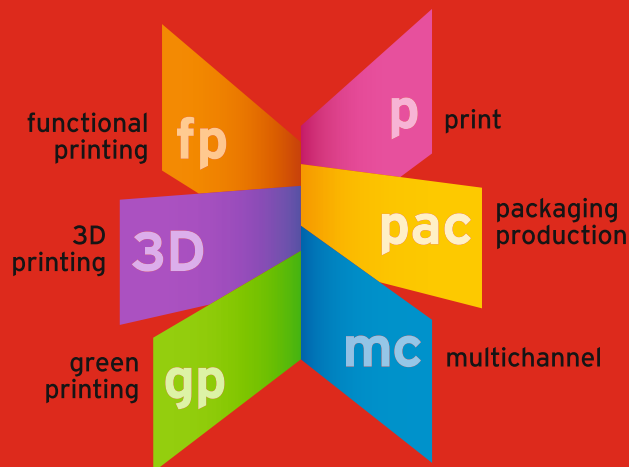
Welcome to drupa 2016, the undisputed number one event for print and cross-media solutions. From May 31 to June 10, drupa, the industry's leading global trade fair, is the gateway to promising visions and the focus of futuristic technologies that are driving the market forward and opening up great opportunities and potential for growth worldwide.

In 19 exhibition halls, around 1,500 exhibitors from over 50 countries will present brand-new business models, best-practice examples, forward-looking concepts, and technological innovations and solutions for your business. The drupa trade fair is the global must-attend event for the whole sector.

**1,500** exhibitors  
**50** countries  
**19** exhibition halls

## Today's innovations – your opportunities for tomorrow

The growth opportunities of the future will be on display here with the six highlight topics: print, packaging production, multichannel, green printing, 3D printing and functional printing.



# touch your business

## The entire print and cross-media world in one trade fair

Welcome to drupa 2016, the undisputed number one event for print and cross-media solutions. From May 31 to June 10, drupa, the industry's leading global trade fair, is the gateway to promising visions and the focus of futuristic technologies that are driving the market forward and opening up great opportunities and potential for growth worldwide.

In 19 exhibition halls, around 1,500 exhibitors from over 50 countries will present brand-new business models, best-practice examples, forward-looking concepts, and technological innovations and solutions for your business. The drupa trade fair is the global must-attend event for the whole sector.

**1,500** exhibitors  
**19** from **50** countries  
exhibition halls

The drupa exhibition is the only event in the world where the entire value creation chain is presented - from machine manufacturers and suppliers to IT specialists, right up to cross-media and financial services providers.

For an overview of the products and sectors represented at drupa, see  
[www.drupa.com/scope](http://www.drupa.com/scope)

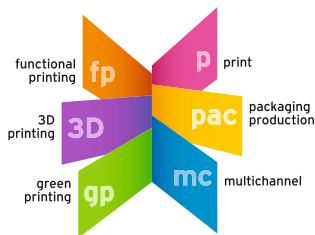
The classification into product categories allows for a clear structure and simple orientation.

drupa's international character and the wide range of its visitor and decision-maker profiles are unique:

**printers** packaging experts  
**manufacturers**  
high-calibre IT experts  
agencies **engineers**  
**print buyers** brand owners

Profiles of all those attending drupa can be found at  
[www.drupa.com/targetgroups](http://www.drupa.com/targetgroups)





# touch innovations

**p** print

Print changes the world - and it will continue to do so. Discover the latest developments of the various printing technologies at drupa and take a look at the future together with us and with renowned experts.

At drupa, you will find the solutions and applications for your industry as well as the latest technologies for the future.

[www.drupa.com/print2](http://www.drupa.com/print2)



**pac** packaging production

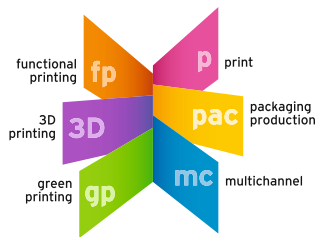
Future technologies drive the market and open up great opportunities and growth potential worldwide.

Materials with special haptic and sensory properties, combined with new techniques of surface finishing, are leading to fascinating and outstanding new packaging solutions. Electronic displays and sensors enable "intelligent" packaging, and digital printing opens up new dimensions of versioning, personalization and individualization.

These and other solutions and applications will be presented by exhibitors from all sectors. In addition, in the forum **touchpoint packaging (Hall 12, B53)**, you can experience a visionary perspective on the packaging of the future in the food, non-food, pharmaceuticals and cosmetics markets.

[www.drupa.com/packaging2](http://www.drupa.com/packaging2)





# touch innovations



One piece of content - numerous publication channels: Multichannel publishing is adapting itself to the increasing user and B2B customer demand for individualization in the digital age.

At drupa, you'll find multichannel solutions and applications at many exhibitors, including in the **drupa cube** and in the **drupa innovation park (dip!)**, the global platform for innovations. In the dip!, exhibitors present specific solutions and their implementation. One increasingly popular topic focused in the dip! is multichannel publishing solutions for print, web, tablet and mobile.

[www.drupa.com/multichannel2](http://www.drupa.com/multichannel2)



Sustainability in the entire process chain is gaining in importance. Brand owners worldwide require their print communication to comply with green standards.

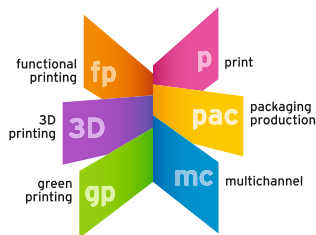
Corporate social responsibility (CSR) and compliance with green standards are developing into an important competitive factor. Furthermore, the saving of resources leads to substantial cost benefits. Green printing opens up potential for your business - today and in the future.

Throughout the entire fair site exhibitors show where sustainability is effective within the supply chain.

[www.drupa.com/greenprinting2](http://www.drupa.com/greenprinting2)







# touch innovations

3D

3D  
printing



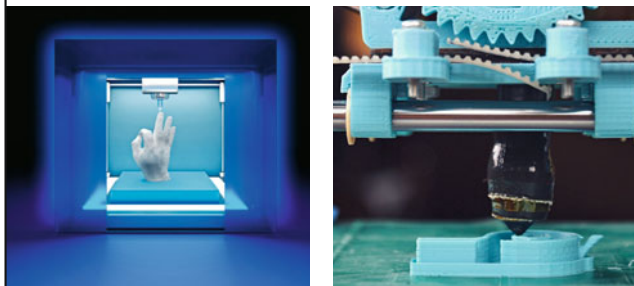
3D printing up close:  
innovations, visions and best practices

3D printing is currently the subject of much discussion in the print industry, probably more so than any other technology. Consequently, the future-oriented topic of 3D printing will also play an important role at drupa 2016.

Numerous "classic" exhibitors such as HP, Leapfrog, Mimaki, Roland, Ricoh and Xerox are presenting exciting solutions at their stands. First movers such as Stratasys or Massivit 3D Printing are represented, as is the Additive Manufacturing group in the VDMA.

In addition, additive manufacturing will have a dedicated platform at drupa 2016. The **3D fab+print touchpoint** in **Hall 7a** will be delivered by KCI Publishing BV.

[www.drupa.com/3Dprinting2](http://www.drupa.com/3Dprinting2)



fp

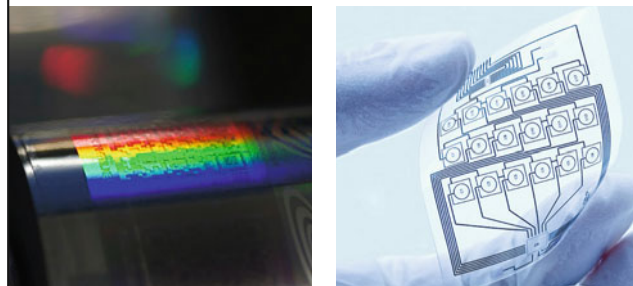
functional  
printing

Industrial and functional printing:  
The signs all point to growth.

Applications and processes for printing on all kinds of materials and surfaces have an enormous economic significance. In particular, these are processes for printing on glass, ceramics, textiles, films, metals and plastics for vertical markets such as automotive, pharmaceuticals, food and cosmetics.

drupa presents the latest innovations, applications and solutions for industrial and functional printing.

[www.drupa.com/functionalprinting2](http://www.drupa.com/functionalprinting2)



**PEPSO**  
Printed Electronics  
Products and Solutions

# touch inspirations

## **drupa cube** The main stage of drupa 2016

Print acts as a bridge between creative agencies, marketers and brand owners from many different vertical markets.

New technologies such as printed electronics and 3D printing, creative multichannel applications or the use of digital print technologies routinely demonstrate the great potential of print media.

The drupa cube reflects this future potential with its international conference and event program.

The program is available at:

**[www.drupa.com/cube-2](http://www.drupa.com/cube-2)**



# touch a new spirit

## drupa cube The main stage of drupa 2016

Print acts as a bridge between creative agencies, marketers and brand owners from many different vertical markets.

New technologies such as printed electronics and 3D printing, creative multichannel applications or the use of digital print technologies routinely demonstrate the great potential of print media.



## E<sup>3</sup> Educating Entertaining Engaging

You can look forward to a first-class program with top international speakers - the focus will be on current market and technology trends - as well as thought-provoking keynote addresses, management seminars for companies and interdisciplinary sessions.

In these sessions a number of highlight themes are combined with one another in the context of specific case studies. For example, functional printing and package printing, 3D printing and sustainability, or multichannel and print.

The key feature of this approach is creative and unrestrained thinking, without regard to any pre-established boundaries or limiting conditions. This principle of outside-the-box thinking opens up new perspectives and provides an exciting look at the future of print.

**Hall 6, D03**

[www.drupa.com/cube-2](http://www.drupa.com/cube-2)



JUNE 3, DÜSSELDORF

Creative  
Day 2016

*cooperating partner drupa*

### The day for advertising agencies, designers and marketers

The W&V Creative Day brings together expertise and future trends for advertising agencies, designers and marketers in a 1/2-day conference session followed by a guided tour! Get inspiration from top-class experts and learn more about **new developments** and **trend topics** in the fields of **design, digital publishing, printing, imaging and video**.

Incorporate new ideas and inspirations into everyday work at your agency! The W&V Creative Day is a "must-event" for creative minds! In the drupa cube, **Hall 6, D03**.

June 3, 2016  
incl. a guided  
tour

[www.drupa.de/creative-2](http://www.drupa.de/creative-2)



# touch new ideas

pac

## touchpoint packaging

How is packaging developing over the long term?

At a special 240 m<sup>2</sup>-space set up in the **touchpoint packaging** forum, you'll get a visionary preview of the packaging of the future in the vertical markets of food, non-food, pharmaceuticals and cosmetics. In four futuristic *future labs*, designers, material manufacturers and packaging producers cooperate with makers of branded goods to present examples of successful applications as well as their innovations.

**Hall 12, B53**

[www.drupa.com/tpp-2](http://www.drupa.com/tpp-2)



3D

## touchpoint 3D fab+print

Innovations, Visions & Best-Practices

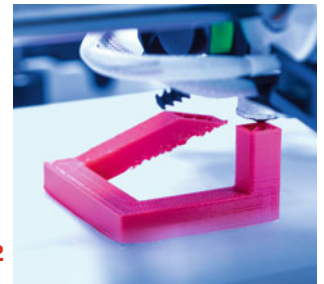
Spot on: Technologies for additive production processes in 3-dimensional space. What are the challenges and specialities that 3D printing technologies entail? Where are the connecting factors for market participants - such as manufacturers of packaging or personalized marketing products?

The touchpoint is a showcase where ideas, success stories and insights into the manifold possibilities of additive manufacturing are displayed. Here opinion leaders, industry experts, exhibitors and visitors meet. Experience the potential 3D printing offers for developing new business models. And discover the opportunities that technology integration and production partnerships can offer.

**Hall 7a, C41**



[www.drupa.com/fabprint-2](http://www.drupa.com/fabprint-2)



# touch solutions

## dip! drupa innovation park

In the drupa innovation park (dip!), approximately 130 international exhibitors will present their innovations and market-ready solutions at their own stands, in interviews in the dip! energy lounge, and in the stage program of the dip!.

As the global innovation platform of drupa, the dip! consists of six 'theme parks' that provide concrete guides to technology, communication and business topics, and introduce possible applications. In addition to process-optimization solutions, these include additional benefits of print products, business-oriented communication platforms, as well as key technologies of modern print and process technology.

- Theme park 1: Multichannel Publishing & Marketing Solutions
- Theme park 2: Web-to-Media & E-Commerce
- Theme park 3: Process Optimization & Automation
- Theme park 4: Added Value in Print
- Theme park 5: Innovations in Printing Technologies
- Theme park 6: Business Models

### Hall 7.0

Admission to dip! is free of charge, more information at:  
[www.drupa.com/dip-2](http://www.drupa.com/dip-2)

## drupa solution guide Innovative, intelligent, interactive

With the drupa solution guide, you'll find all the solutions relevant to you with just a click.

Solutions can be found in the following application areas:

- Packages & Labels
- Books & Catalogues
- Newspapers & Magazines
- Advertising & Commercial Print
- Customized & Individualized Print
- Industrial & Specialized Applications

Find exhibitors and their latest developments and technologies for your business, for today and tomorrow.

drupa solution guide:  
[www.drupa.com/sq-2](http://www.drupa.com/sq-2)



# touch drupacity

## Welcome to drupacity

You'll love Düsseldorf, a cosmopolitan city with international flair and one of the highest quality-of-life ratings in the world. It offers a rich cultural scene and plenty of fine dining – not to mention the world-famous and luxurious shopping boulevards – coupled with a Rhenish zest for life. What's more, this extraordinary city on the Rhine has a special program in store for you: Welcome to drupacity!

The drupa trade show doesn't stop at the edges of the trade fair grounds. Instead, drupacity transports the trends of the trade fair into the city and allows visitors to experience the latest developments of the print media sector in the Düsseldorf city center. The program is aimed at drupa visitors and exhibitors as well as at the residents of Düsseldorf. Look forward to creative events and specific activities associated with the drupa highlight topics in Düsseldorf city center. Many drupartners from the hotel sector, restaurant trade and retail segment, as well as other industries, are supporting drupacity.

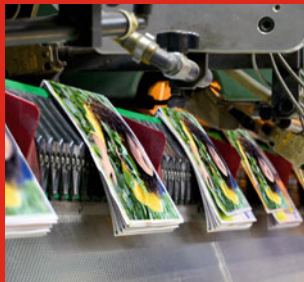
Relax and wrap up your day at the trade fair by rediscovering the topics that interest you while experiencing the city of Düsseldorf.

**drupacity**  
düsseldorf



drupacity is a joint initiative of Messe Düsseldorf and Destination Düsseldorf.

Everything you need to know about drupacity:  
**[www.drupacity.com](http://www.drupacity.com)**



# touch down

## Save time and money, seize the benefits



- Over 30% savings on the box-office price
- Direct trade show entrance, without waiting times
- Free travel to and from the site in the VRR/VRS public transit association

Register and obtain your discounted ticket as follows:

- Go to [www.drupa.com/2130](http://www.drupa.com/2130)
  - Log in
  - Print your ticket – from the screen or via e-mail
- Also available as a mobile ticket for smartphones

### Tickets

Prices	eTicket*	Box office
1-day pass	€ 45.00	€ 65.00
3-day pass (for one person)	€ 120.00	€ 175.00
5-day pass (for one person)	€ 190.00	€ 290.00
Discounted		
1-day pass	€ 15.00	€ 25.00

\*The eTicket entitles you to free travel to and from the exhibition grounds on the day of your visit, with all modes of transport within the VRR and VRS public transportation network. This is valid for VRR category D tickets and VRS (DB/German Railway 2nd class, supplement-free trains).

### Catalogue

Catalogue (plus shipping costs) € 25.00

### Opening times

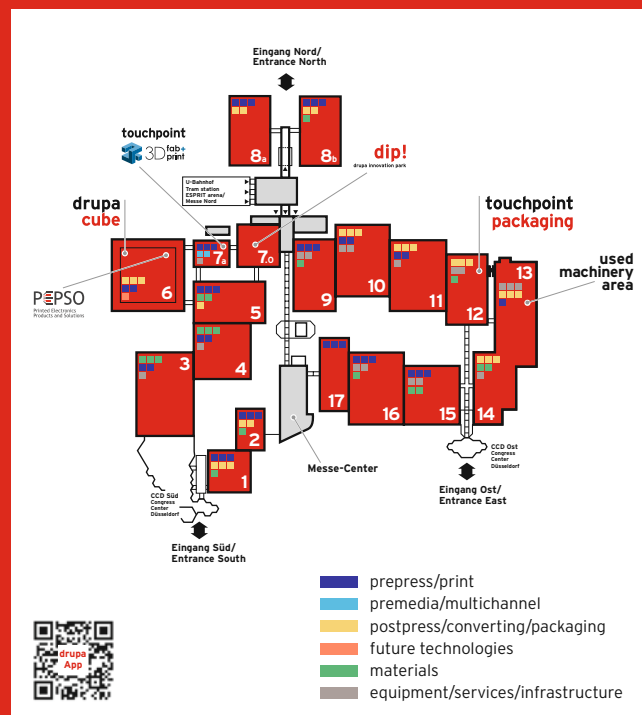
Monday to Friday 10 a.m. to 6 p.m.

Saturday and Sunday 10 a.m. to 5 p.m.

Information on arrival and accommodation:

Düsseldorf Marketing & Tourismus GmbH

[www.duesseldorf-tourismus.de/en/tradefair/drupa/](http://www.duesseldorf-tourismus.de/en/tradefair/drupa/)



# get in touch

daily news, trends, innovations  
**drupa newsroom**

[blog.drupa.com](http://blog.drupa.com)



Innovations are created almost every day. The latest news and assessments of the main topics at drupa - print, packaging production, multichannel, green printing, 3D printing and functional printing - read all about it on our blog.  
[blog.drupa.com](http://blog.drupa.com)



Our image trailer shows you drupa's fascinating range of topics. Simply scan the QR code with your smartphone or tablet, or go to  
[www.drupa.com/video](http://www.drupa.com/video)

The drupa ticket shop  
will open in January 2016 at  
[www.drupa.de/2130](http://www.drupa.de/2130)

The visitor hotline  
**+49 (0) 211/45 60-76 04**

Share



**May 31 - June 10, 2016**

**Düsseldorf/Germany**  
[www.drupa.com](http://www.drupa.com)

