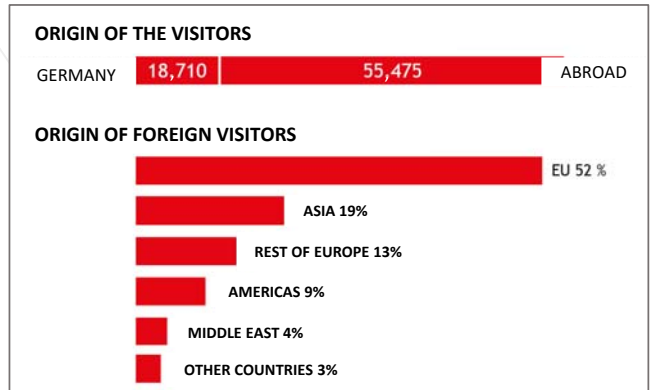




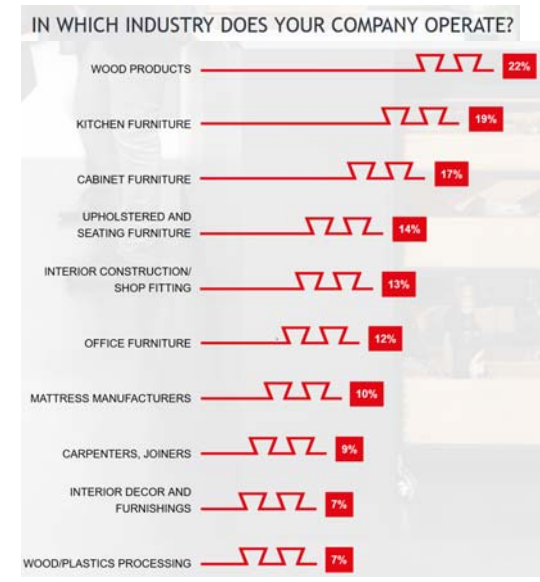
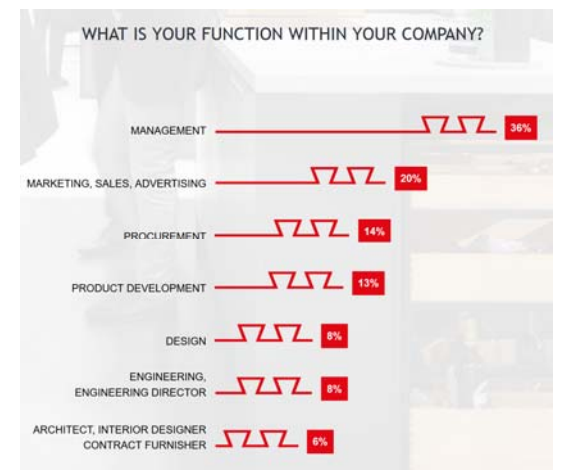
interzum

The **world's leading trade fair** for designing the living spaces of tomorrow:

- interzum is the world's most important place where **global suppliers** present themselves
- interzum is the central communication and business platform for **designing the living and working worlds of tomorrow** - and thus the ideal place to present ideas to the whole world at once
- **1,804 exhibitors from 61 countries** presented their innovations, products and services at the last interzum 2019
- **80% of the exhibitors** in 2019 came from countries **outside Germany**



Visitor facts

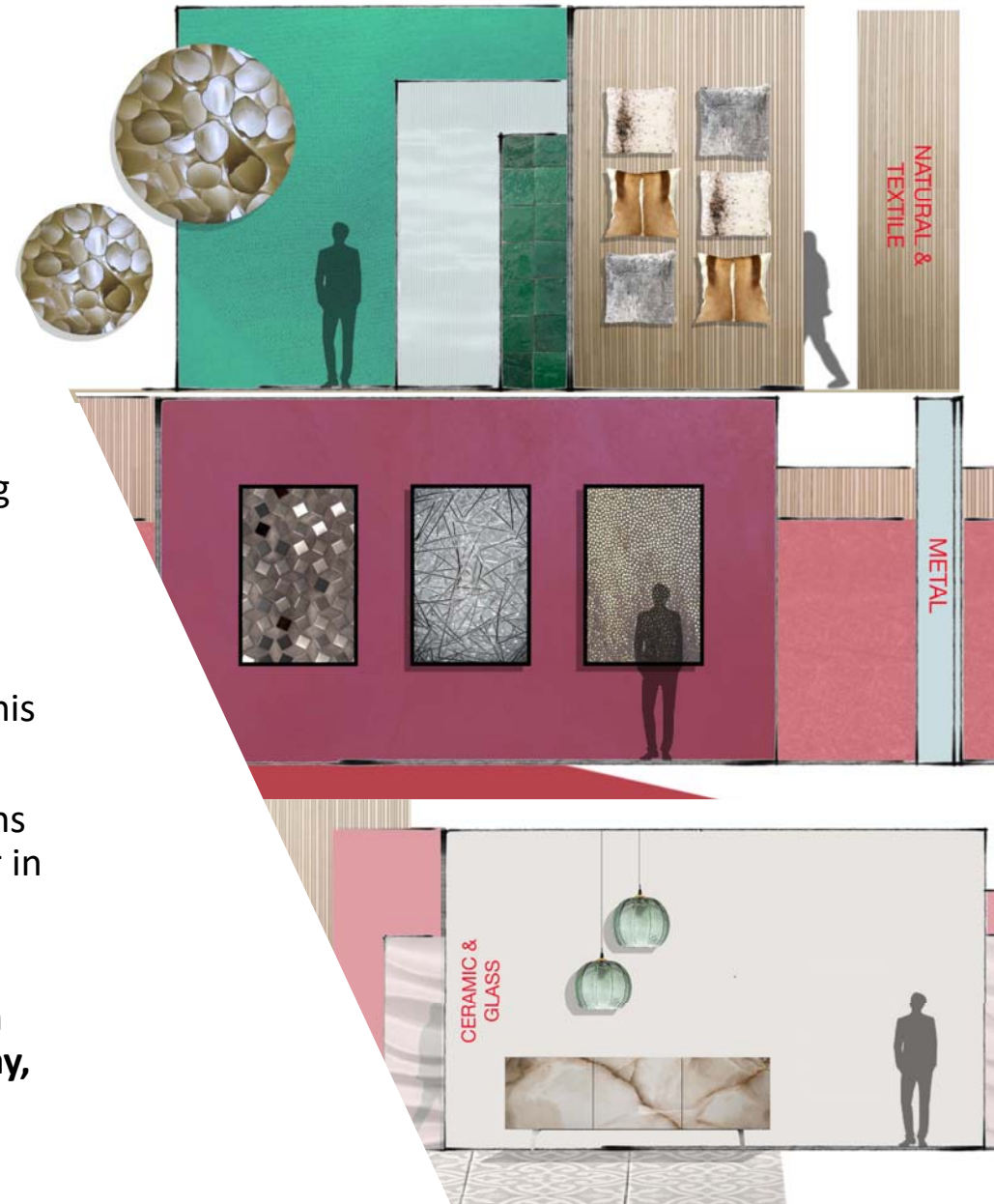


all statistics: interzum 2019



TREND CASE Digital Printing at interzum 2021

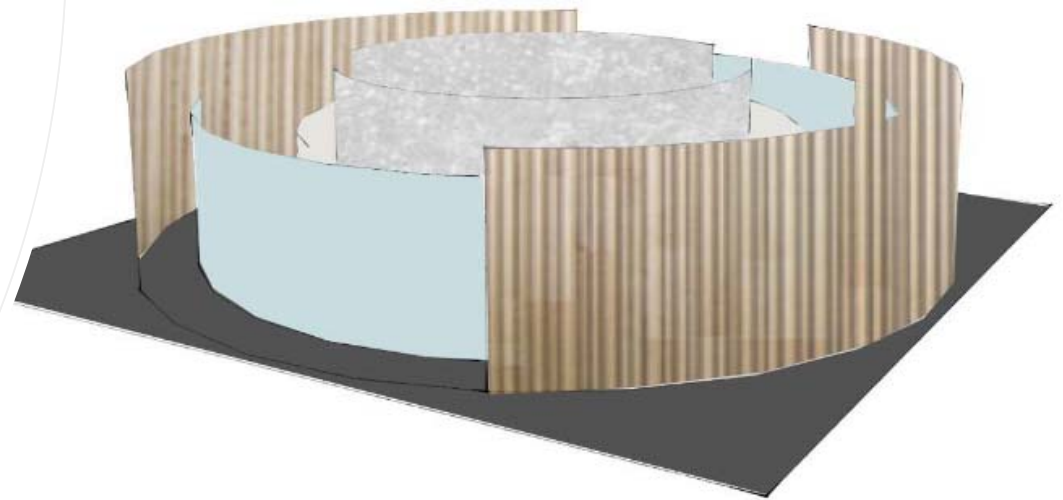
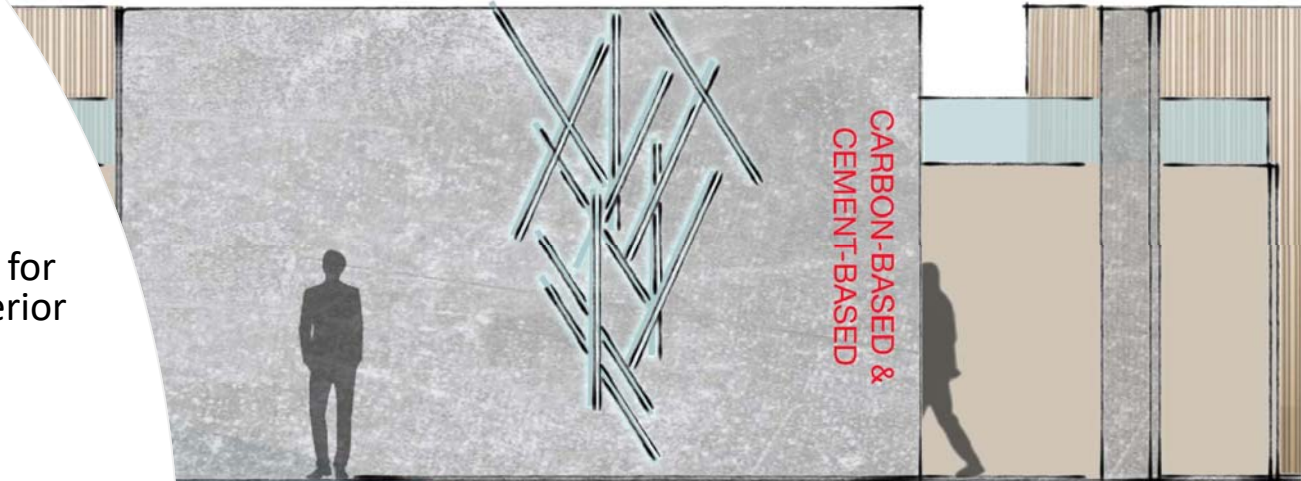
- ✓ **Individualization** in the design of furniture and living spaces is a central and increasingly important **consumer need**
- ✓ How can furniture manufacturers and interior designers of living and working spaces **respond to this?**
- interzum 2021 provides visitors with inspiration and enables suppliers of digital printing solutions to present themselves in this environment
- The trend case will demonstrate the various possible applications of digital printing, whether on demand or customizing, whether in direct printing or on motif carriers - the potential for use is enormous
- **Take your chance and become an exhibitor at interzum 2021 in close proximity to our special show area: Present your company, your products and solutions to a worldwide demand!**

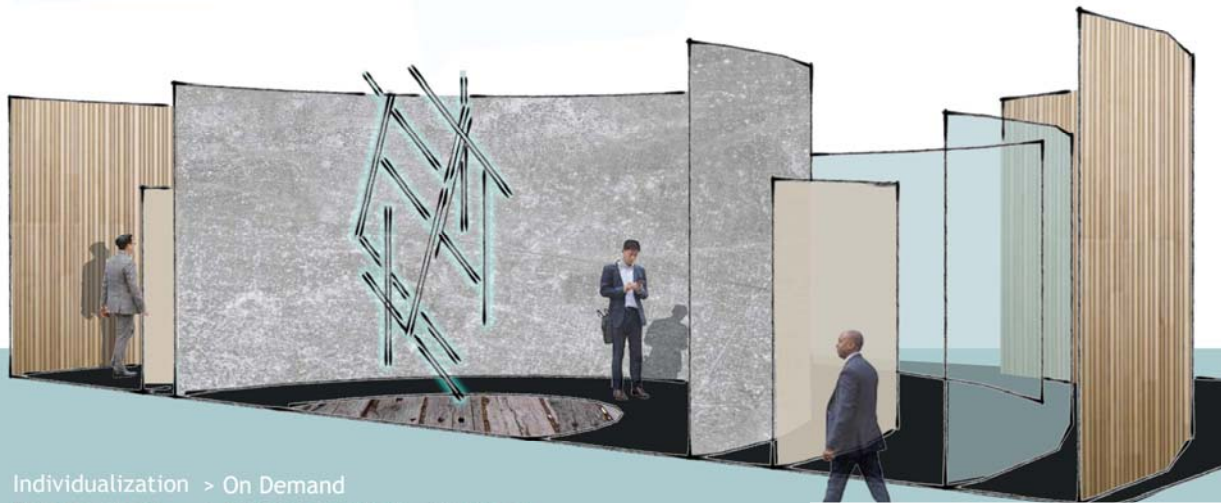




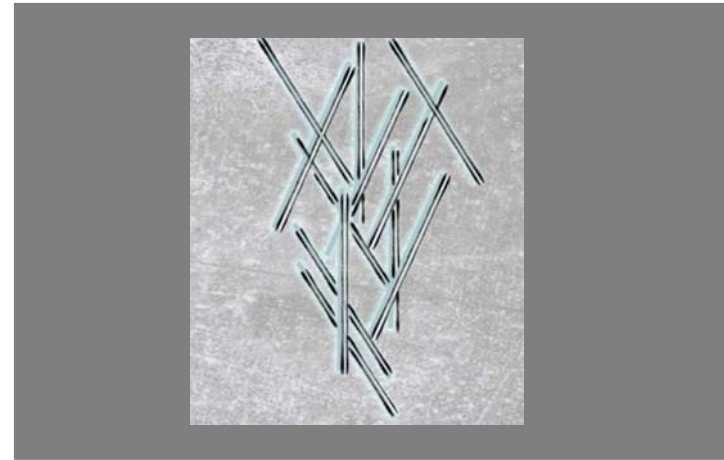
Your Chance

- Do you offer solutions for the growing demand for digital printing to be used for furniture and interior design?
- Do you want to meet the creative people, the opinion leaders and decision-makers from furniture production and interior design?
- ✓ Then join the growing market as a pioneer as you have already recognized the potential
- ✓ At interzum you will meet all the important contacts you need to conclude sustainable business deals
- ✓ You have the opportunity to develop your network further and more internationally
- ✓ You benefit from the placement in the TREND CASE Digital Printing
- ✓ You benefit from the full attention of this special show area





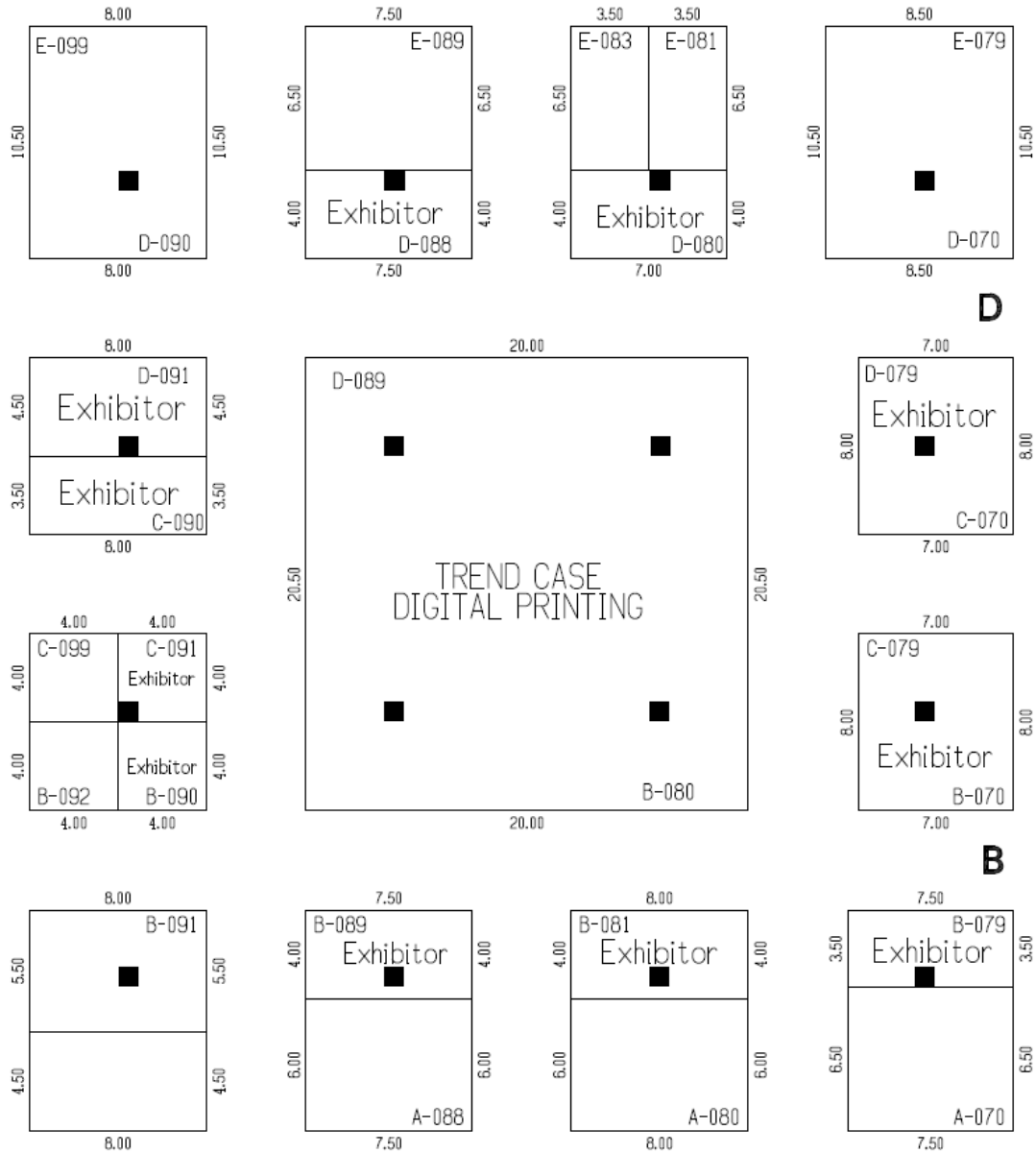
- Individualization > On Demand
- Best Practices > Printing methods, substrates
- Sample Galleries > Tangible, vivid
- Life Styles > Room atmospheres
- Functionality > Office, Hospitality, Health Care, Living
- Added Value > Digitalization





Digital Printing
floor space
conception:

Special show
area in hall 4.2
surrounded by
corresponding
exhibitors



D

B

Review and concept TREND CASE Digital Printing 2019

- Using exhibits, the advantages of digital printing for furniture and interior design were demonstrated and the different processes explained step by step
- In the process, questions were clarified which companies must ask themselves when deciding to use digital printing

"Digital printing gives furniture manufacturers, architects and interior designers the opportunity to respond flexibly and quickly to customer requirements".

Dr. Anke Pankoke,

Hymmen GmbH Maschinen- und Anlagenbau,
Exhibitor at the interzum 2019 in the field of digital printing

