



FIERA MILANO



Press office
Fiera Milano

Rosy Mazzanti
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio
+39 024997.6214
Mariagrazia.scoppio@fieramilano.it

Fiera Milano S.p.A.
+39 02.4997.7134
info@fieramilano.it
fieramilano.it

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GREAT SATISFACTION AS PTE 2024 CEMENTS ITS POSITION AS ITALY'S LEADING PROMOTIONAL SECTOR EVENT

Business, networking and professional development featured at the exhibition, which gave attendees an overview of the market and the main trends. Next year's event will be held at Fiera Milano, Rho, in January 2025.

Milan, 22 February 2024 – **More than 4,500 professionals from 33 countries and over 110 companies from 12 countries** took part in the 2024 edition of **PTE-PromotionTrade Exhibition**, which ended on 1 February and was dedicated to marketing items, gifts, promotional textiles and personalisation technologies. The result was a major achievement, above all in view of the **great satisfaction** expressed by the exhibitors. They were able to meet carefully selected buyers – such as promotional product agencies, communication and marketing experts, printers and e-commerce specialists – who shared a strong interest in investing and purchasing.

The 2024 edition featured a universal commitment to offering **curated items and textiles of a less disposable nature**. These are made unique by the advanced technical expertise and skilful execution of the machine industry.

PROMOTIONAL AND TEXTILE: TRENDS

Sustainability proved to be a well-established trend among the stands and came in many forms, from materials – such as recycled plastic, natural fibres, cork, ethical textiles, RPET and bamboo – to production processes. In particular, there was growth in the offering of **certified products**.

The strong drive for **customisation** continued, thanks to technologies for direct printing onto not only paper, materials and textiles of all kinds, but also onto food products, including edible gadgets.

After a gap for the pandemic, **items for travellers** have made a strong comeback: they range from backpacks to themed gadgets and beach towels. These are products that make you feel like you are already on holiday and bring the dream of travelling ever closer.

The focus on accessories for remote workers continued, with a trend for **tech items**, especially customisable wireless devices and powerbanks that make it possible to work from anywhere.

Metal effects obtained by the special processing of plastic or other materials proved to have all-round appeal. The result is a perfect imitation of the most precious metals, which reproduces their visual and tactile effect, colour, and even weight.

The focus on **quality and conscious choices** was notable in textiles too, with offerings ranging from the all-time classics, such as t-shirts and caps, to shirts,

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sweatshirts, technical jackets and accessories in prime fabrics ready to be customised and provide the attire for any corporate identity.

Lastly, **boxes promising culinary, tourist or adrenaline-boosting experiences** also made an appearance among the stands; once customised, they are an environmentally friendly way of gifting guaranteed excitement.

THE WORLD OF TECH:

INFINITE CUSTOMISATION. PTE LAB PROVES ITS APPEAL ONCE MORE

The **UV laser technique**, one of a range of new tech solutions, attracted a great deal of attention. The technique, which has become highly precise, is combined with the utmost respect for materials, making it suitable for customising high-value gifts.

But even a traditional technique like **screen printing** continued to amaze attendees; the advanced level of technology combined with the operators' technical expertise means it can work real "magic".

There were several **DTF** (Direct To Film) offerings, as the technology confirmed its versatility. It provides an innovative solution for printing on both polyester and natural fibres and producing high-quality detailing on all types of garments.

The **commitment to protecting the planet** continued in the tech space too, with lower impact and cheaper water-based inks and machines that are increasingly energy-efficient.

There was once again a lot of buzz around this year's edition of the **PTE LAB** – a production laboratory where attendees can view different types of machines at work. It featured heat presses, markers, dryers, embroidery machines and DTF printing solutions.

PTE MEET: DISCUSSIONS AND TRAINING

Thanks to the contribution of industry experts, the PTE stage also provided several opportunities for discussion and professional development. **PTE Meet** – the area dedicated to training – hosted talks, seminars, and workshops over three days that explored various technical and context-related topics.

To provide a direct insight into market trends in the world of customisation, the results of the **survey on demand for promotional products** – which, for the second year running, was conducted by Promotion Magazine in cooperation with PTE – were presented during the event. This year's survey once again returned a positive result for the **operators' confidence index: 88%** of agencies/personalisers say that during 2024 they **will spend more on promotional products and services** (in 2023 the share was also very positive, but slightly lower at 81.6%), and **65% of manufacturers/importers** stated that they were expecting a positive year.



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The figure for **managers of target companies** was also good: 41.3% stated that their company is very likely to buy promotional products (last year the figure was 32.8%) and 35.3% considered promotional spending probable. This positive tendency is further reinforced by the indication of **52% of respondents that their budget will also increase.**

The make-up of the most appealing products remains similar, with complete alignment between retailers and companies – a sign that operators are in tune with the market and companies prefer to buy from agencies. **Clothing remains the best seller**, with a modest decline in household goods, food and toys, and **growth in luggage**. This signals the impact of the return to travelling, after the pandemic-enforced stop. Similarly, the upswing in events has also driven growth in **shoppers, badges and lanyards.**

Lastly, the survey revealed a strong focus on **sustainability: 74.4% of resellers and 70.6% of end customers** are willing to spend more for green and certified products.

The **PTE - PromotionTrade Exhibition** will return to Fiera Milano, Rho, **from 22 to 24 January 2025** and will once again run in partial conjunction with **Milano Home (23 to 26 January).**

<https://www.promotiontradeexhibition.it>