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**PTE RETURNS IN JANUARY 2025 WITH CUSTOMX: A MAJOR NEW TECH-FOCUSED SHOWCASE**

*Milano, 14 November 2024.* - **PTE – Promotion Trade Exhibition**, Italy's leading event for promotional products, promotional textiles, and customization technologies for the communications sector, will return to **Fiera Milano (Rho) from January 22-24, 2025**, with an exciting new focus on tech innovations.

Introducing **CustomX – Personalization Technologies**, a brand-new exhibition area dedicated to cutting-edge technological solutions for personalizing textiles and items.

As the market increasingly values individuality and uniqueness, **CustomX** aims to be an essential venue for industry professionals to meet, exchange ideas, and stay updated on the latest trends in response to rising consumer and business demand for personalized products.

CustomX will showcase technologies that transform any item into a unique piece, designed to fully express the brand it represents and highlight its identity.

Attendees will experience a diverse array of personalization techniques - 3D printing, digital printing for various materials, sublimation, embroidery, and laser marking - ideal for both small and single-item production runs. Beyond being **a display of innovation**, CustomX will serve as **a space for dialogue, updates, and networking**, creating an ideal meeting point for technology producers and professionals in the promotional and retail sectors. It will be a place for exchange and collaboration, capturing the latest trends and fostering strategic business connections

CustomX will further benefit from its concurrent scheduling with **MILANO HOME**, the annual gathering point for the independent retail sector focusing on home goods, decor, textiles, gifts, and fragrances; **BRAND POWER @ MILANO HOME**, Italy's exclusive event connecting brand and premium suppliers with marketing professionals from industry, distribution, and services and **QUICK&MORE**, a fair event dedicated to

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the distribution of home items, holiday decorations, and general goods, aimed at retailers seeking competitively priced product assortments.

Located within a designated area with dedicated attendee flows, **CustomX** exhibitors will not only reach PTE's targeted audience of printers and customization specialists but, for the first time, also have access to independent retailers, large distributors, and lifestyle professionals from the home and decor sector, who are showing growing interest in personalization solutions. This is a valuable opportunity to expand business reach and present innovative, inspiring solutions to a broader yet relevant audience, catering to the rising trend of **bespoke**, tailor-made products that continue to captivate end consumers.