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**SUSTAINABILITY, QUALITY, AND CUSTOMIZATION: THE PROMOTIONAL SECTOR AT PTE 2025**

*Milan, January 21, 2025* – From **January 22 to 24**, the **PTE-PromotionTrade Exhibition** will once again take place in hall 10 of Fiera Milano, serving as the reference event in Italy for promotional items, gifts, promotional textiles, and personalization technologies.

Thanks to the participation of **133 companies**, **30%** from abroad - importers, distributors, and manufacturers **from 13 countries**, mainly coming from **Poland, Spain, France, and Austria** - PTE 2025 offers promotional item agencies, communication and marketing experts, printers, and e-commerce specialists interested in planning investments and purchases. An opportunity to update and network, discover new catalogues, and identify the new trends that will guide orders in the coming months.

**PROMOTIONAL ITEMS: SUSTAINABLE AND HIGH-QUALITY**

**Sustainability, quality, and customization** are the hallmarks of the showcased offering, encompassing everything from high-end products designed for occasional gifts or loyalty collections to small gadgets and promotional items.

The **unique item** is one of the market drivers: everything is customizable, from technological devices designed for mobile work to travel items or school cases, which can become "unique" because the recipient will decorate them with special markers provided.

For years, the market has been shifting towards low environmental impact solutions. At PTE we will find a lot of products made from recycled materials, such as pens crafted from coffee waste and water bottles that have become essential in all catalogs. This growing awareness translates to controlled supply chains, sustainable, recycled, and recyclable materials, as well as a focus on utility and durability.

The concept of disposable items is gradually being overcome: even for small gadgets, proposals combine utility, recyclability, or even a "**second life**," such as wooden cubes or confetti containing seeds that, when watered and planted, will turn into original plants.

In short, it is no longer enough to surprise: promotional items must become an investment, reflecting the company's identity through its commitment to the environment.

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## THE TEXTILE WORLD ON THE CATWALK

PTE 2025 offers a rich selection from the textile world, **with more than 20 companies from this sector participating.**

Whether it's workwear, safety devices, or branded garments, the quality of materials - breathable, stretchy, ultra-light - increasingly combines with the utmost attention to detail: embroidery, prints, or applications, contemporary designs, and finishes, making each item a true fashion piece.

In this market segment as well, the common thread of the proposals is quality and durability, distinctive of products capable of expressing the value and identity of the brand they will carry, a concrete vehicle of the company's brand reputation.

As in the best tradition of the fashion world, to appreciate the details and care, the garments will be showcased on the catwalk. In three different time slots, visitors can attend the **fashion shows organized by ArtarTextile** on January 22, while **Roly** will take the stage on January 23.

## CUSTOM X: INNOVATION THAT MAKES YOU UNIQUE

**CustomX – Technologies for personalization** is the new exhibition area of PTE dedicated to the most advanced technological solutions for the personalization of textiles and objects.

The machines from the participating companies - Aremedia, Awservice, Colorcopy, Crios Transfer, Embroidery Service, Gi-An, Global Graphics, Gnoato Lino, Hurricane Italia, Il Punto, Lasermake, Market Screentypographic, Offitek, Personalizzati di Fazari Armando, T-Shirt Makers, and Worklinestore - will offer a synthesis of all the most advanced personalization technologies, meeting the needs of those who need to print on textiles as well as those who use more rigid materials, on flat or even three-dimensional surfaces.

Digital technologies such as Dtf and Dtf Uv, screen and sublimation printers, laser markers, embroidery machines, but also essential accessories such as smoke purifiers and ovens: CustomX will allow you to get to know the countless potentialities of all the technologies capable of working not only on increasingly limited runs and even on single pieces, seeing them concretely at work in the **CustomX Arena**.

There will also be a multifunctional bench for creating gadgets such as pins, keychains, and pens, capable of printing on paper, die-cutting, and encapsulating the promotional message within the gadget.



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Not just an area, but almost a "fair within the fair" with dedicated flows, open to the profiled public of PTE - printers and personalizers - but also to independent stores, large distribution, distributors, and professionals from the home and lifestyle world, now more than ever called to provide personalized solutions directly in-store.

To enhance the opportunities of CustomX, PTE will be held simultaneously with **MILANO HOME**, the annual meeting point for the independent retail world, dedicated to home items, decoration, textiles, gifts, and fragrances; **BRAND POWER @ MILANO HOME**, the only event in Italy that connects prize suppliers and brands with industry, distribution, and services marketing; and **QUICK&MORE**, the trade fair dedicated to the distribution of home items, holiday decorations, and objects, aimed at retailers looking for product assortments in series at competitive prices.

An opportunity to expand business and offer a wider, but still targeted, audience innovative solutions, ideas, and inspirations to respond to the growing trend of bespoke increasingly appreciated by the end consumer as well.

### THE PTE TALKS: DISCUSSION AND UPDATES

Within the CustomX Arena, the Talk program will host a rich schedule of **discussion and update events** for operators, animated by the contribution and expertise of machine manufacturers and sector editorial realities.

The program will be inaugurated on January 22 with the presentation of the results of the **survey conducted by Promotion Magazine for PTE**. The annual opportunity to take the market's pulse and evaluate the visions, expectations, and perspectives of printers and agencies, as well as end-client companies. The program will continue with a talk by **Piero La Puca, T-Shirt Makers, and Customate** on the **opportunities related to bringing your business online**, while the afternoon slot, curated by **Angelo Barzaghi – Accademia Serigrafica**, will discuss the evolution of **screen printing and digital transformation**.

On the morning of January 23, again with **Angelo Barzaghi – Accademia Serigrafica**, the **state of the market, trends, and other variables to monitor for an efficient business** will be discussed. In the afternoon, **Fabrizio Selis – Market Screentypographic** will present a talk on **online sales strategies**, which will be repeated the following morning. Finally, on the morning of January 24, **Piero La Puca - T-Shirt Makers and Customate** will offer an in-depth look at **DFT UV, the new frontier of digital personalization**.