



**FIERA MILANO**



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## Ufficio stampa / Press office

### **PROMOTIONTRADE EXHIBITION 2024: BIG BRANDS AND IMPORTANT RETURNS FOR A QUALITY EDITION**

*Three days of business, networking and training to discuss the state-of-the-art of an evolving market.*

*Milan, 5 December 2023* - Great returns, new brands and important confirmations: the 2024 edition of **PTE-PromotionTrade Exhibition**, the event dedicated to advertising objects, giftware, promotional textiles and customisation technologies, to be held at Fiera Milano, Rho, **from 30 January to 1 February**, is ready to provide an outline of the market through the offers of its major players.

All **key players in the sector** will be among the exhibitors: importers, distributors and manufacturers. To date, **more than 100 companies** confirmed their presence - coming from **12 different countries** including **Italy, Germany, France, Austria, Spain and Poland** - and are ready to present the latest news in the field of advertising and customisation technology.

A unique event in Italy for promotional products agencies, communication and marketing experts, printers and e-commerce specialists who are interested in planning investments and purchases, updating and networking. It is already possible **to buy a ticket** after registering on the website <https://www.promotiontradeexhibition.it/en/visitare/biglietteria.html>.

### **THE EXHIBITION OFFER: QUALITY AND UNIQUENESS**

Until recently, **sustainability** has been a choice made by a few 'enlightened' manufacturers and distributors, but today it is **part of the industry's DNA** and takes into account all phases of the product's life cycle: from the choice of raw materials to supply chain certification, from low environmental impact to end-of-life management.

A large proportion of the catalogues presented at the exhibition will display objects made from **entirely recyclable materials** - paper, wood or cork - **or recycled materials** such as Rpet. In the textile sector, the search for fabrics - often coming from organic materials or from a controlled supply chain - is combined with **traceability, which is guaranteed by RFID labels**. In the world of machinery, new technologies allow to **optimise the waste** of ink, time and energy, thus ensuring less environmental impact and greater savings.

Also linked to sustainability are the other two trends that will shape the entire proposal of PTE 2024: **quality and durability**. Gadgets used to be considered as a disposable object, but today they stand out due to their ability to combine beauty, practical use and durability. From pens to water bottles, from T-shirts



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to technology items, everything is designed to ensure durability and offer a value-added 'service' to the customer.

**Customisation** is what makes the offer more and more unique, thanks to printing, embroidery and engraving processes that can be adapted to all kinds of shapes and materials and that are now economically profitable even for small print runs.

### **PTE LAB AND TRAINING MOMENTS: THE VALUE OF EXPERIENCE**

PTE 2024 will be a showcase for products, but it will also provide opportunities for discussion and professional training.

As a matter of fact, both **PTE Lab** and **PTE Meet** will be confirmed. The former is a workshop dedicated to live demonstrations of different types of customisation on all kinds of materials and with the use of different techniques. The latter, thanks to a packed schedule of talks, seminars and workshops, will allow visitors to discuss the state of the art of the market and its trends and take stock of customisation technologies.

**PTE – Promotion Trade Exhibition** will be held at Fiera Milano, Rho, **from 30 January to 1 February 2024, in Pavilion 10.**