



FIERA MILANO



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Fiera Milano**

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PTE - Promotiontrade Exhibition: customisable gadgets and corporate gifts protagonists at Fiera Milano

Many new products on exhibit from today in the Rho district, in the sign of sustainability and originality. Space for customisation, thanks to the machines that you can see at work in the PTE Lab.

Milan, 25 January 2023 - The promotional gadget? It works! Saying it are the client companies themselves, in a survey conducted by Promotion magazine, in collaboration with PTE and Assoprom, which will be presented next Thursday at the **PTE-PromotionTrade Exhibition**, the event dedicated to advertising objects, gifts, promotional textiles and customisation technologies, scheduled **from today to Friday 27 January at Fiera Milano, Rho.**

In fact, 8 out of 10 operators (retailers, importers, distributors) **state that they will buy more promotional products and services in 2023**, while **around 60% of the surveyed managers** from companies in different sectors say they **will spend more** than last year on gadgets and corporate gifts. Inflation and political-economic uncertainty in international markets therefore do not seem to affect the sector very much, which is off to a confident start this year. The textile sector did very well, ranking first in the purchase intentions of respondents (71% of respondents say they will buy clothing and accessories).

A market of PTE, therefore, in great ferment, which, thanks to the proposal of **more than 110 companies and brands from 12 countries**, is once again ready to welcome operators - sector intermediaries, promotional objects companies, communication and marketing agencies, printers - to present the best of products, textiles and machines ready to satisfy all types of promotional needs.

A varied offer, but united by clear guidelines: **sustainability, durability and uniqueness.**

ALL THE COLOURS OF GREEN

There is a wide range of **green proposals** on display: many objects made of recycled plastic or paper, wheat fibre, cork, wood, bamboo, regenerated leather. Whether it's the reuse of recycled and recyclable materials or the certification of sustainable supply chains, the gift world is now increasingly environmentally friendly.

From pencils made of newsprint that, when sharpened, sprinkle plantable chamomile seeds, to environmentally friendly, scented diaries and notebooks made of dried grass, from wooden tech accessories to rPet hats, to umbrellas made of biodegradable plastics: today, **sustainability**, which is also increasingly demanded by the end customer, **is a compulsory direction for the entire industry.**

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The world of **textiles** is also following the same trend: whether sweatshirts or t-shirts, beach towels, fashion accessories or home textiles, there is a growing search for certified fabrics and production chains that embellish the product and offer one more reason to choose and appreciate it.

IN SEARCH OF THE MOST ORIGINAL CORPORATE GIFT

At PTE the world of **corporate gifting** is revealed in full: from **gadgets**, small items for the home or office materials, but also accessories for the car, games, electronics, to **textile proposals**, up to **fine gifts**, designed to meet every budget requirement and customisable for every occasion.

Among the exhibits on display are the lamp "wearing eyeglasses", with its round shape, made of wood and awarded as a design object, table accessories, including bread and wine racks made of natural fibres, as well as environmentally friendly pens made from materials of disused electrical and electronic equipment or recycled plastics.

The leitmotif of the entire proposal is the focus on **sustainability** and the increased **durability** of the object: from the care of production, in the *made-in* banner, to the search for new materials.

CUSTOMISATION WITHOUT BORDERS

Thanks to machines and techniques designed to work on an ever-widening range of fabrics - from technical to the finest, from cotton to polyester - and on every material, PTE will allow you to discover how products and fabrics can be true "blank canvases" through which you can convey your message, your brand or your identity, responding to the needs of all kinds of customers: from the world of sport to concert merchandising, from summer clothing to major events.

From the graphic design to the choice of material through to printing, thanks to the manufacturers' consulting capacity, the **tech area** will offer the latest high-tech printing and customisation equipment, capable of making every type of object and fabric unique: embroidery, screen printing, sublimation, printing, but also engraving and laser cutting machines.

Completing the technological offer is also the **PTE Lab**, a real production workshop where, thanks to the proposals of **Awservice**, **Embroidery Service**, **Gian**, **Market Screentypographic** and **Offitek**, it will be possible to see live examples of customisation using various techniques. A unique opportunity to discover new machines and innovative techniques, but also a chance to come up with hybrid ideas and exchange opinions with the protagonists of the supply chain.



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THE TRAINING OFFER

Three days dedicated to innovations in the sector, but also an opportunity for discussion and professional updating. **PTE Meet**, the area dedicated to training, will host presentations on the state of the art of the market and its growth forecasts, reflections on professional skills, as well as technical seminars that will provide an in-depth look at customisation technologies.

On 26 January, the area will host the presentation of the **survey** on the promotional market, carried out by Promotion magazine in cooperation with PTE and Assoprom, the results of which will be commented on by Assoprom, among others.

HOMI: CONTEMPORARITY IS CONFIRMED

PTE 2023 confirms the semi-contemporarity with **HOMI**, the Lifestyle Exhibition (to be held from 26 to 29 January 2023), which will take place in the neighbouring halls. Specialists in the promotional and customisation sector will therefore be able to **visit the other event** again this year with the **same ticket**, expanding contact and business opportunities and developing new synergies that will create a positive fusion of content and ideas.

Interesting moments of inspiration can be derived from the HOMI proposal that will open a further window on items that can be used for promotional activities, corporate gifts, anniversaries and prize competitions.

The **PTE** event - **PromotionTrade Exhibition** will be at Fiera Milano, Rho, **from 25 to 27 January 2023**.

<https://www.promotiontradeexhibition.it>