



FIERA MILANO



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PTE - PROMOTION TRADE EXHIBITION: THE LEADING PROMOTIONAL EVENT RETURNS TO FIERA MILANO ON THE 9TH OF MARCH

Major new entries in companies, space for innovations, from sustainability to 'Made In', and a conference centred on the personalisation industry.

*Milan, 07 March 2022. PTE - Promotion Trade Exhibition, the event for advertising objects, gifts, promotional textiles and personalisation technologies, is coming back from **the 9th to the 11th of March 2022.***

The location has been confirmed - **Fiera Milano, Rho** - previously successfully trialled for its special edition last September, but this time held in its own **pavilion - 18** - right next to HOMI, the Lifestyle Trade Fair, which will once again partially coincide.

With **over 100 companies and brands taking part**, PTE will bring you the latest catalogues and personalisation technologies to explore.

The major brands in the sector are confirmed, both in terms of promotional items and textiles, and in the field of customisation machines, but there will also be interesting **new entries** specialised in corporate gifts.

Among the latter, there are many **gourmet products**, increasingly appreciated as original gifts, expressions of uniqueness and taste: from the excellence of Made in Italy, such as the high-density vinegars of Modena PGI by **Acetaia Bellei** and the extra virgin organic oils by **Bordoni Italia**, to the personalised snacks by **Loacker**, which offers to brand wafers, cakes and pralines.

For the first time at PTE this year, there will be the participation of manufacturers such as **Doppler**, with its range of **customisable umbrellas** that combine Austrian craftsmanship, Italian fabrics and wood from sustainable, Fsc-certified forests, and **Fiordo**, which, thanks to 100% sustainable and customisable choices, makes the notepads as attractive as ever, even in the digital age.

New in 2022 are also exclusive brands such as **Premium Square**, which will bring to the fair its **signature lamps** by Le Zen and **Pelco**, and that will host a corner dedicated to **Swarovski special collections**.

There won't be any shortage of new brands in the **tech area** either: **Errelle** will introduce machines that can print on fabric, even with a 3D effect, while **Finitech**, specialised in digital printing, will present solutions that lend themselves to printing on any type of material, from fabric to mirrors, leather and even tires.

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SUSTAINABILITY, 'MADE IN' AND PERSONALISATION WITHOUT LIMITS

Circular economy, a focus on future generations, respect for diversity, well-considered raw materials as well as production chain certification: **the promotional industry has made sustainability a choice all-round**, driven by demand from increasingly discerning customers in their search for products to associate with their brand.

100% recyclable pens, umbrellas made from recycled materials, objects made from wood, paper, bamboo, cork or even brown algae, agendas made from coffee grinds and grass paper, lanyards in rPET and ethical fabrics. There are just some features of the new catalogue products. Diverse, original ideas, united by an ever-increasing focus on sustainability, understood not simply as a low environmental impact, but also as a responsible approach. A clear choice can also be seen in machinery, from water-based inks to energy-saving technologies.

Alongside green ideas, another feature shared by the offers on display will be **the consideration and creativity that sets 'made in' products apart**. Production that's always thorough when it comes to quality, making every object - from umbrellas to high-tech products, from sweatshirts to straw hats, from ties to the most sophisticated food products - unique and suitable for any kind of gift.

Finally, there will be a large space devoted to **personalisation**, now possible even in limited editions and on any type of material, from paper to metal, from fabric to leather. The **PTE Lab** demo area will be set up once again to explore this, where it will be possible to see live examples of personalisation through printing, embroidery and engraving. A unique opportunity to discover new machines and innovative techniques that also promotes the exchange of ideas and expertise.

ONE DAY OVERLAPPING WITH HOMI

This edition of PTE will once again partially coincide with HOMI, the Lifestyle Trade Fair (held from March 11th-14th, 2022), presenting an additional opportunity to visiting operators who will be able to **gain access to the other event using the same ticket**, expanding networking and business opportunities and developing new synergies that will give rise to content and idea cross-pollination.

A synergy that will also be conveyed through a shared event: on **Friday the 11th**, in collaboration with HOMI, the **"Dalla massa all'ego" [From the masses to the ego]** conference will be held, organised and moderated by Andrea Demodena, Editor-in-Chief of Promotion Magazine and featuring Consuelo Muredda, owner of Finitech, Giulia Ceriani, chair of Baba - Research and Market Insights, and Marco Ghidelli, marketing manager for Kasanova.

Centred around the theme of personalisation, the conference will analyse the advantages and potential of small "seals" that nowadays can make every object unique. A trend that is taking off both the promotional and home industries, and made possible thanks to a new generation of machines, small in size and



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extremely user friendly. Indeed, personalisation becomes a value-adding service which makes a product unique, exclusive and dear to those who receive it as a gift.

MEET IN SAFETY

Thanks to the protocols Fiera Milano has adopted, thoroughly tested through dozens of events that have taken place over recent months, PTE can be visited in total safety.

Super Green Passes and masks as well as paying close attention to exhibition access: pedestrian and vehicular access points have been redefined in order to properly manage transit flows. In addition, the use of digital technologies will automate access procedures. A district-specific app will provide access to a range of services including fast track, parking and dining reservations. The catering areas themselves have been laid-out in such a way as to guarantee adequate social distancing.

Thanks to these clear and simple, it will be possible to move around the stands, meet and exchange ideas with total peace of mind, thus protecting the trade fair business and safeguarding everyone's health.

The **PTE – Promotion Trade Exhibition** is taking place at Fiera Milano, Rho, **from the 9th to the 11th of March 2022.**

<https://www.promotiontradeexhibition.it>