



**FIERA MILANO**



**Press Office**  
Fiera Milano

Rosy Mazzanti  
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio  
+39 024997.6214  
Mariagrazia.scoppio@fieramilano.it

**Fiera Milano S.p.A.**  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

## Press office

### **PROMOTIONTRADE EXHIBITION SPECIAL EDITION: SUSTAINABILITY, MADE IN ITALY AND CUSTOMISATION FOR UNIQUE ITEMS**

*The event will take place on 7 and 8 September at Fiera Milano, with a wide range of advertising items, promotional textiles and personalisation technologies.*

Milan, 5 August 2021 - One month to go until the opening of the special edition of **PTE-PromotionTrade Exhibition**, which will be held at **Fiera Milano, Rho (halls 9-11) on 7 and 8 September**, and preparations are in full swing: the online ticket office is open, the digital catalogue can be viewed on the exhibition website and everything is in place to offer a varied showcase of advertising items, gifts, promotional textiles and personalisation technology.

From the most commonly used objects to the most sought after high-end, PTE Special Edition will therefore finally give the sector the opportunity to meet again and, thanks to the more than 50 companies present, which in several cases will present exclusive items and brands, to evaluate the latest products suitable for every occasion, budget and target. **Major Italian and international players in the sector** such as Anda Present, Asiatrade, Get Impressed, Melprom, Midocean, PF Concept, Promozionale Italiana, Sei due Sei, Silicon, Stricker, Xindao have confirmed their participation, confirming the importance of this event for all companies in the sector. Many of **the brands that have always been loyal**, will also participate in this special edition, but there are many new features, especially on the front of the **specialists with new presences** such as Euromotiva, Fab bere facile, Mantuano (with the brands Victorinox, Locman, Nixon, Cuervo y Sobrinos, Green Time), Perletti and Promotred (with the brands Inestasy and Corthogreen).

The proposal dedicated to "two worlds" - **promotional items** and **customisation machines** - is confirmed, with an offer tailored to every need: giftware, corporate gifts and textiles.

In the **tech area** there will be, of course, the ranges of machines for printing, engraving, embroidery and all related equipment. The **PTE Lab** is dedicated to the potential of printing and customisation machines, and will be back for this Special Edition. A real live production laboratory in which many of the companies present will show visitors live productions and personalisation techniques - from UV printing to digital printing, from embroidery to screen printing - offering a concrete vision of the opportunities that technological innovation makes available on the market today.

### **DIGITAL AND PHYSICAL MEET FOR AN INNOVATIVE VISITING EXPERIENCE**

Innovation will characterise the entire offer at PTE, which will also provide new ways to enjoy the event and exhibitors.



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Thanks to the **Expo Plaza** digital catalogue, in fact, visitors will be able to supplement their physical visit with a wealth of information, images and stories provided by the exhibitors and follow thematic routes that will enable them to identify the most interesting products at the fair that meet their needs.

PTE Special Edition offers two itineraries: **Made in Italy** and **Sustainability**.

The itinerary dedicated to **Made in Italy** will showcase the inimitable style of textile products and gifts made in Italy, which stand out for creativity, quality of raw materials and excellence of workmanship. A proposal that has always been sought after as a gift and promotional item, even high-end.

Everlasting calendars made of bamboo, 100% recyclable pens, from the casing to the refill, USB pens made of wood, objects made of biodegradable raw materials or recycled plastic granules: the **Sustainability** path will offer a wide range of proposals that are sensitive to environmental impact, an issue to which companies and consumers are increasingly sensitive. Products and ideas designed to respect the environment, thanks to careful design and the use of alternative, recycled or recyclable materials.

#### A SAFE VISIT

In order to ensure that visitors, exhibitors and organisers can participate in trade fairs and events in complete safety, Fiera Milano has worked on guidelines that define how all trade fairs and events should be conducted and which will naturally be applied at PTE.

Among these, **particular attention has been paid to the indications for entering the fair**: the pedestrian and vehicular access points have been redefined, paying particular attention to the correct management of transit flows. In addition, the **use of digital technologies** has been implemented in **order to automate entry procedures**. A neighbourhood app will provide access to a range of services including fast track, parking and dining reservations. **In addition, the catering areas have been organised in such a way as to guarantee the necessary social distancing**.

The consistent use of **masks** for all persons entering the exhibition grounds completes the picture of the measures described. Thanks to these simple and clear rules, it will be possible to move around the stands with complete peace of mind, to meet and discuss, thus protecting the trade fair business and safeguarding everyone's health.

A unique opportunity for specialists in the promotional and personalisation sector, PTE will take place at the same time as **HOMI**, the Lifestyle Exhibition. Visitors will therefore be able to **visit the other event free of charge**, developing positive synergies that will expand contact and business opportunities, creating a positive exchange of content and ideas.