**Why print shows continue to play a vital industry role**

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**Ricoh Europe, London,** **June 15, 2022** －Print industry events are at last regaining their rightful place in the calendar and it has been hugely exciting to see clients, partners, and colleagues, as well as meet new prospects, once again.

At FESPA, Gulf Print & Pack, Printwear & Promotion, All4Print and C!Print we saw firsthand how there is still very much an appetite for in person events.

There is still the need to meet, talk face to face, and explore new systems and solutions close up.

It has been encouraging to be part of so many incredibly open and positive conversations about how to face the challenges of today, and what the future holds.

Visitors were enthusiastic about exchanging views and sharing feedback. They were determined to gain a greater understanding of how the market is evolving, what opportunities can be grasped, and where growth can be achieved.

Michael Ryan, Head of Global Development &FESPA Global Print Expo, described the energy in the show halls in Berlin at the start of this month as evidence that confidence is returning - with visitors happy with the chance to connect and stimulate growth. Great interest was shown in technologies and solutions with a renewed focus on automation, sustainability, and diversification. On the ColorGATE - a Ricoh company - stand, substantial discussions and new trend discovery took place. The team described FESPA as “a great return to having events”.

One of the hot topics at the show was Ricoh’s printhead expertise, as manufacturers like d.gen announced new printers powered by Ricoh printheads. Ricoh’s textile printing innovations were also a magnet for visitors.

The footfall, supplier numbers, product developments and order news reaffirmed just how much the industry continues to thrive.

Nowhere was this more true than at Gulf Print & Pack in Dubai last month where we celebrated the chance to re-establish strong bonds with our partners across the Middle East and North Africa. As well as report a number of major [orders](https://www.linkedin.com/posts/eef-de-ridder-2561733_ricoheuropegc-digitalprinting-middleeast-activity-6935684002594869248-84Gn/?utm_source=linkedin_share&utm_medium=member_desktop_web). The buzz was palpable, and everyone was clearly delighted to be able to engage and do business, in person. With a handshake and a smile.

While at Print4All in Milan, in May too, visitors explored the greater production agility and sustainability enabled by digital transformation. They learned how they can reinvigorate their business by moving from analogue to digital processes to deliver faster print on demand production on a wide range of substrates. They also saw how easy it is to personalise applications with Direct To Film printed with Ricoh Direct To Garment systems.

In France, attendees at the very busy C!Print show in Lyon - in May again - had investment projects in mind and were focused on finding the best hardware and software solutions available. They explored their options and shared their ideas with Ricoh experts. They researched how software and finishing systems can support workflow automation as well as the possibilities enabled by the latest in garment decoration technology.

At all these shows Print Service Providers of all kinds saw for themselves the features and benefits of new portfolio additions in action.

They made the most of the access provided to highly knowledgeable experts to evaluate new investments and identify how they could make a difference in their business.

They took the time to consider how any investment could support the segments they are strong in today, while enabling them to confidently expand into new areas.

One of the major pluses of being back on the exhibition floors once again was the ability to stagelive demonstrations of the latest technologies. After such a long period of remote presentations it was exciting to see visitors watch applications in production, hold them, and appreciate their quality.

Nothing can fully replace events dedicated to bringing the latest industry developments to life. Showcasing the newest solutions provides visitors with a clearer picture of how they can successfully adapt to ever changing market demands.

More important, though, is the opportunity they give us to get together and take a moment to connect on a human level

If you didn’t see us at any of these shows but would like to learn more about Ricoh and our latest developments, please get in touch.

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With cultivated knowledge and organizational capabilities nurtured over its 85-year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimize business performance.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD).

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