



210 East Route 4, Suite 304
Paramus, NJ 07652 USA
201-881-1654
cpp@cppexpo.com

For immediate release

CPP EXPO REPORTS EQUIPMENT SALES FROM THE SHOW FLOOR *Optimism Indicated from Both Print & CPP EXPO Buyers*

Paramus, NJ, October 17, 2013 – H.A. Bruno LLC, owners of CPP EXPO, report that the recent event concluded at McCormick Place in Chicago after its first co-location with Print 2013, September 8-12, 2013. Of the 24,645 attendees at the co-located events, 33% were printing professionals who came through the doors purposely seeking the latest in package printing presses.

Ranked number 3 in the overall equipment/products shopped by attendees; converting equipment and processes were sought by industry buyers with thousands of requests noted for applications that are specifically associated with converting/package printing. These include:

Coating & Laminating	3225
Converting – Flexible Packaging	1514
Converting –Folding Carton	1339
Die-Cutting	2709
Drying/Curing	967
Extrusions	457
Instrumentation/Guide/Controls	433
Package Printing Equipment	2082
Slitting/Rewinding	901

A number of exhibitors commented on the very high quality of leads and the many sales opportunities anticipated as a result of interaction on the show floor. In fact, many had confirmed sales as a result of this interaction, as evident from Mary Sullivan, Director of Global Marketing for Mark Andy, Inc.: “CPP proved to be a robust event for Mark Andy this year. We found that CPP being co-located with Print13 gave us a unique presence where we had non-stop activity connecting with many existing and potential customers. We took advantage of the buyers in attendance and promoted our equipment, brands and new supplies to both commercial and flexo printing audiences. CPP is a unique hybrid show that is key to Mark Andy – it keeps our presence strong in our traditional markets while also uncovering new opportunities.”

CPP EXPO looks to the future and will increase its educational offerings through expanded alliances with industry associations and publications, as well as the creation and installation of a formal CPP EXPO Advisory Board.

“Knowing that each converting segment – meaning tag, label, folding carton, flexible packaging – continues to experience annual growth, it is no wonder the latest innovations in printing equipment and converting solutions are in demand,” said Leo Nadolske, President, CPP EXPO. “Our task is to expand the offerings on the show floor – and we intend to do so through tapping into the industry and making sure we stay relevant and on track.”

The next edition of CPP EXPO will take place September 28 – October 1, 2014 in Chicago’s McCormick Place Complex (South Building). For details on the event, contact us today: 201-881-1654 or dberns@cppexpo.com

About CPP EXPO: CPP EXPO is produced and managed by H.A. Bruno, LLC. H.A. Bruno, with its U.S. headquarters in Paramus, N.J., has extensive experience in producing and managing trade shows and conferences that create results-oriented markets for buyers and sellers in the following industries: converting and packaging materials, information technology, and franchise business. For decades, the company has provided its clients with a most professional, customer-focused staff that is highly regarded in the trade show business for its industry knowledge, its record of client service, and its responsive management team that has produced world-class events.

About PRINT 13: Recognized as the most expansive exhibition in the Americas of digital, inkjet, offset, flexo, and hybrid technologies, products, and services for the commercial, transactional, converting and package printing, publishing, mailing, in-plant, photo imaging, and marketing industries, this year’s “Innovate, Integrate, Communicate” themed PRINT 13 offered an exciting show-going experience for a diverse spectrum of attendees. The trade show presented the latest graphic communications technologies in live equipment demonstrations across the show floor and education on the most in-demand products and newest profit-making opportunities. PRINT 13, co-located with the CPP EXPO, offered more than 70 educational sessions and 60+ co-located events for attendees across 12 key market segments.

About Graphic Arts Show Company (GASC): PRINT and GRAPH EXPO are produced by the Graphic Arts Show Company (GASC). GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES), and the Printing Industries of America. GASC is located at 1899 Preston White Drive, Reston, VA 20191 USA, telephone: 703/264-7200, fax: 703/620-9187, e-mail: info@gasc.org.