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 **PRINTING United Expo 2024 Delivers Unmatched Industry Experience**

*From cutting-edge product launches to groundbreaking education and networking opportunities to mass sales on the show floor, this year’s Expo in Las Vegas delivered in a big way*

**Fairfax, Va.** — [PRINTING United Expo](http://www.printingunited.com), produced annually by PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in North America; wrapped last week in Las Vegas with continued reports of record sales on the show floor and unprecedented, qualified leads, solidifying its status as the premier event for the global printing industry. This year’s show drew 24,969 registered attendees, 800 exhibitors, and industry thought leaders from 115 countries, offering a dynamic blend of product launches, live demonstrations, immersive education sessions, and high-powered networking opportunities.

**Reports from the Show Floor**
The three-day Expo, held September 10-12 in Las Vegas, was reported to be a great success for exhibitors who utilized the Expo’s all-compassing umbrella to showcase their newest technology. With more square feet of technology being shown than in 2023, encompassing 385,600 square feet, the Expo delivered for exhibitors and attendees alike at this year’s event. And, the 2025 Expo in Orlando is already at 267,700 square feet (67% of the floor) sold.

“With the many concurrent events taking place, as well as 2024 being a ‘drupa year,’ we were really pleased with the crowds, but even more so, with the impressive volume of groundbreaking equipment running live on the show floor and, not surprisingly as a result, the sales being reported,” says Mark J. Subers, president, Events and Exhibitions, PRINTING United Alliance. “We had nearly five million pounds of equipment on the floor this year. Many attendees were able to see the newest technology for the first time ever in North America which was a huge highpoint for them.”

Exhibitor sentiment was at an all-time high at this year’s Expo. A preliminary sampling of sales reported at the show and feedback include:

**Title sponsor Canon U.S.A. Inc.** reported a very successful showing. “We were thrilled by the overwhelming response from attendees at PRINTING United Expo 2024. The live demonstrations of the varioPRINT iX1700 inkjet press were a highlight, drawing over 250 attendees to fully-booked product presentations,” said Shinichi “Sam” Yoshida, executive vice president and general manager, Canon U.S.A., Inc. “Additionally, the success of our imagePROGRAF TZ and TX Series printer launches, along with the broad interest in our full array of production and wide format solutions and applications, truly showcased Canon as a leader in the print industry. This level of engagement reaffirms the demand for cutting-edge technology and reinforces our commitment to driving innovation for our customers.”
Ilan Elad, president of **Kornit Americas**, said: "We're leaving Las Vegas energized and focused. Kornit’s presence at PRINTING United confirmed our leadership in the digital apparel and fashion print transformation. With the first-ever Apollo showcase in the Americas and strong endorsements of MAX quality from our customers, it’s clear we’re driving the industry towards a sustainable, on-demand future. The momentum from last week—new leads, closed deals, and strengthened partnerships—positions us for even greater success in Q4 and beyond. Kornit is leading the way, and the impact is already visible."
 **Konica Minolta** signed four sales deals on the show floor: two for the AccurioJet KM-1e LED UV inkjet press, and two for the AccurioLabel 230 digital label press. The team noted that PRINTING United provided Konica Minolta with a steady flow of booth traffic that allowed the opportunity to engage with current and potential customers, learn about their challenges and explore how print is not just a function, but an evolving tool, offering unprecedented opportunities for creativity and business growth.

“Throughout our interactions with members of the press, current and potential customers, partners and other industry affiliates, we felt our message came through that we are fully invested in this business and continue to bring new ideas and new technology to drive our customers’ productivity, efficiency and profitability,” said Frank Mallozzi, president, Industrial and Production Print, Konica Minolta. “Our dedicated focus on growth areas such as labels and packaging, wide format, embellishment and inkjet demonstrate how we are strengthening and expanding the business of commercial and industrial printing.”

**Xeikon** had lots of interest at this year’s event with huge leads reported."In a challenging year with circumstances regarding event timelines and agendas, we couldn't be happier to have focused our priorities around PRINTING United Expo in 2024,” said Mark Pomerantz, sales and marketing director, Xeikon. “We more than doubled our target for leads, and the commercial return value will be significant. This was an ideal event for Xeikon to introduce our new TX500 TITON press with the most exciting and unique in-line, single pass digital metallization solution together with our partner, Kurz Digital Embellishments. Interest is through the roof! Thank you for providing us with this great opportunity."

In its post-show press release, **Kyocera’s** José Estébanez, vice president of Corporate Marketing, said: “In terms of marketing our growing inkjet portfolio, PRINTING United has been a dream.”

Fred Jones, technical project manager, **Muller Martini**, said: “From a technical/logistical standpoint, this was the best show I have participated with in the past 45 years of doing shows. The Alliance team was always present and ready to help…for me the bar has been set very high for Orlando.” The company also highlights the sale of its Prinova saddle stitcher to Bloomington Offset Process Inc. (BOPI) at the show, as well as sold a used saddle stitcher at the event. The team reported many good leads for future sales coming out of excellent customer discussions. **RISO** signed an impressive total of 84 deals on the show floor of its Cut-Sheet Inkjet presses and Digital Duplicators.

**EFI’s** VP Worldwide Marketing Ken Hanulec said: “The EFI team was delighted to see the crowds at PRINTING United in Las Vegas this year. The industry is clearly alive and thriving. So great to see so many innovators and thought leaders under one roof!” EFI highlights the sale of the company's Q5r, which was purchased by Taylor Visual Impressions to help position the company for expansion in the New York Metro area.

Roger Serrette, senior director, **Ricoh North America** GC Marketing & Campaign Strategy and Ricoh North America Customer Experience Centers, said: “Each year, PRINTING United Expo provides an excellent opportunity to connect with new and existing customers to discuss their industry challenges and how Ricoh can co-innovate alongside them to impact their overall businesses from a holistic hardware, software and solutions perspective. This year, the RICOH Auto Color Adjuster was a star of the show, being a color management connection point not just between digital press equipment, but also for the offset and digital conversations happening in the market today.”

Official Expo Association partner **IPMA** signed up numerous new members at the show, welcomed more than 70 industry professionals at their Happy Hour event, and had a full crowd at its annual IPMA breakfast event.Show feedback continues to pour in on other aspects of the show, including the inaugural Media Day event, which took place the day before the Expo opened its doors as a new and innovative way of previewing news and announcements from exhibitors to global industry media.

“Media Day at PRINTING United Expo gave us the platform to explain how we view a thriving and healthy apparel segment, driven in part by STAHLS’ Fulfill Engine,” said Josh Ellsworth, chief revenue officer, **STAHLS’**. “Print on Demand can become its best when we include everyone in the value chain -- respecting and empowering the equipment manufacturers, diverse decoration methods, contract decorators, blank brands, suppliers, as well as the sellers. Convergence doesn't have to mean consolidation. We're setting out to connect the experts to make it possible. We appreciated the opportunity to share our point of view.”

**Save the Date for PRINTING United Expo 2025**
The success of PRINTING United Expo 2024 sets the stage for an even more exciting year ahead! Mark your calendars for PRINTING United Expo 2025 which will be held October 22-24, 2025, in Orlando, Florida. Attendees can look forward to another year of innovation, education, and community building as the industry continues to evolve and grow.To stay updated on next year’s event, visit [PRINTINGUnited.com](http://PRINTINGUnited.com).

**Join the Alliance**
For more information about becoming an Alliance member to tap into the industry’s leading resources, training, education, content, and support, visit [www.printing.org/membership](http://www.printing.org/membership).

**About PRINTING United Alliance**[PRINTING United Alliance](http://www.printing.org) is the most comprehensive member-based printing and graphic arts association in North America, comprised of the industry’s vast communities. The Alliance serves industry professionals across market segments with preeminent education and training via iLEARNING+, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from our leading media brands – *Printing Impressions, Packaging Impressions, Wide-format Impressions, In-plant Impressions,* and *Apparelist.* A division of PRINTING United Alliance, [Idealliance](https://idealliance.org/) is a global leader in standards training and certification for printing and graphic arts operations across the entire industry supply chain.

PRINTING United Alliance also produces the [PRINTING United Expo](http://www.printingunited.com), the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place.