

Press

July 2017

For Immediate Release

Avanprint USA – Summer 2017
Javits Convention Center
July 17-19, 2017

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AvanprintUSA-Summer17FR-e

Avanprint USA makes its New York City debut alongside Texworld USA, Apparel Sourcing USA and Home Textiles Sourcing Expo

PrintTex Demonstrations showcase the entire design-to-print process

Fashion meets technology in dedicated Print Park trend displays

The highly anticipated digital printing technology focused trade event, Avanprint USA, made its North American debut alongside the Summer 2017 editions of Texworld USA, Apparel Sourcing USA and Home Textiles Sourcing Expo on Monday, July 17th. The addition of Avanprint USA to Messe Frankfurt's summer textile event roster was a strategic move as part of the on-going efforts to create the most comprehensive sourcing destination in North America for apparel manufacturers, sourcing professionals, fabric buyers, designers, merchandisers, and product R&D specialists.

As a joint partnership with World Textile Information Network (WTiN), Avanprint USA brought together digital printing pioneers and North America's top apparel design and sourcing professionals under one roof. Featured exhibitors such as Kornit, J-Teck USA, Lectra and Expand Systems showcased the latest innovations in digital textile printing technology, including machinery, inks, software, products and services, and more. Additionally, Brooklyn design studio NuPrimary presented a wide variety of proprietary digital textile designs available to designers and buyers.

Messe Frankfurt North America
3200 Windy Hill Rd
Suite 500 West
Atlanta, GA, USA

Summer 2017 Avanprint USA exhibitors included:

Caldera

France

Expand Systems

USA

J-Teck USA Inc.

USA

Kornit Digital

Israel

Lectra

USA

MS Printing Solutions SRL

Italy

NuPrimary

USA

PremEx Solutions

USA

Reggiani Macchine Spa

Italy

Vanguard Digital Printing Systems

USA



Brooklyn design studio NuPrimary showcased digital textile designs during Avanprint USA Summer 2017

Attendance for the debut edition of Avanprint USA exceeded expectations, with the show ultimately drawing a highly diverse group of established apparel and home goods brands and designers searching for new digital printing technologies and resources.

Overall, the Summer 2017 show lineup, which included Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo and Avanprint USA, saw a record-breaking number of attendees over three days. The previous attendance record was exceeded by a staggering 25%.

PrintTex Demonstrations Showcase Entire Design-to-Print Process

In addition to giving buyers the opportunity to connect directly with market leaders in the digital printing space, Avanprint USA also allowed visitors to experience the entire design-to-print process through technology and art demonstrations on the show floor. A series of four

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interactive experiences took place daily, featuring live machinery demonstrations from Kornit Digital, MS Solutions, and Expand Systems in partnership with NuPrimary and Lectra's Kaledo software solutions.



Design to finished product in under 2 minutes at the Kornit Digital PrintTex Demonstration showcased NuPrimary

“The debut edition of Avanprint USA was a great success,” said Jennifer Bacon, Show Director. “Industry turnout exceeded our expectations, the live art and technology demonstrations on the show floor created the most exciting, interactive atmosphere we’ve ever seen, and our Print Park display areas brought a lively dose of inspiration to the show floor.”

Fashion, technology and art meet at Avanprint USA’s Print Park

Avanprint USA’s dedicated trend display areas also drew visitor interest throughout the three day show. The Print Park, comprised of several on the show floor scenes, showcased finished apparel and fabrics using digital textile prints by NuPrimary. Featured designs and fabrics were printed by exhibitor technology solutions.

Featured Print Park display areas included:

“Laundry Day“, 2017

Textile Design: NuPrimary

Printing: Décor Print, using DuraVibe Fabric on a Mutoh VJ1938TX printer

Apparel Design: Elle Renee

“Dogs in the City“, 2017

Textile Design: NuPrimary

Printing: Cad Fabulous on an MS Solutions MS JP7 printer

Apparel Design: Elle Renee

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“Breath of Fresh Air“, 2017

Textile Design: NuPrimary

Printing: Reggiani Macchine Spa

“Sedentary“, 2017

Textile Design: NuPrimary

Printing: Springs Creative, using DuraVibe Fabric on an MS Solutions MS JP7 printer



Avanprint USA Print Park display area featured digitally printed textile designs from NuPrimary and Kornit Digital

To find out more about Avanprint USA, please visit avanprintusa.com.

About WTiN:

As the official partner to Messe Frankfurt and Avanprint USA, WTiN brings its own experience, a global reach and long-standing credibility to the project. Publishing since 1881, WTiN is a leading information provider, delivering unmatched intelligence and insight into the global textile manufacturing industry through wtin.com, a portfolio of business-to-business magazines, exhibition newspapers and conferences. This clear industry focus means WTiN has become an integral part of the textile community, providing the highest-quality business and technical intelligence.

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating over €640* million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are

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home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*Preliminary figures for 2016