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Messe Frankfurt's Debut Avanprint USA Show to Feature Pioneers in Digital Printing

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5/9/2017

Showcasing the growth of digital textile printing, Messe Frankfurt is launching Avanprint USA, after introducing Avanprint Paris last year.

Avanprint USA is a partnership with World Textile Information Network and aims to bring together digital printing pioneers and North America's top apparel design and sourcing professionals over the course of three days in New York. This new sourcing platform will showcase the latest innovations in digital textile printing technology, including machinery, inks, software, products and services.



The first edition will debut at the Jacob. K. Javits Convention Center July 17 to 19. Avanprint USA will share the well-established audience of more than 700 companies and 7,000 buyers from Texworld USA, Apparel Sourcing USA and Home Textiles Sourcing Expo.

According to WTiN, Messe Frankfurt's market intelligence partner, the U.S. digital textile market is the fifth largest worldwide, with more than 51 million square meters of fabric produced annually, or about 5.4% of world production capacity. In addition to the natural transition from analogue to digital technologies, growth is being stimulated by reshoring initiatives that are breathing new life into the wider U.S. textile industry. The latest data from WTiN Intelligence: Digital Textiles indicates that in the first half of 2016, digital textile production capacity in the USA grew by an annualized rate of 30 percent.

Organizers said Avanprint USA will provide fashion textile buyers and sourcing professionals an opportunity to connect directly with market leaders in the digital printing industry to understand the advantages that advanced printing technology can provide throughout their design process and ultimately, to their bottom line. The show will also feature live demonstrations of digital textile printing technologies and a textile print trend area.

Dennis Smith, president of Messe Frankfurt North America, said, "We have seen the tremendous growth that the digital printing industry is experiencing and have sought to provide an innovative business platform where our forward-thinking exhibitors and visitors can connect directly with these technology leaders. Avanprint USA is an important new event serving the needs of the North American apparel and textile industries."

Among the confirmed exhibitors for Avanprint are Lectra, MS Printing Solutions SRL, Expand Systems, PremEx Solutions, Mutoh, J-Tek USA, EFI Regianni, SPG and Kornit.

"The USA has become an exciting, expanding market for digital textile printing," said Mark Jarvis, managing director of WTiN. "We are confident that Avanprint USA, located in the fashion center of New York, will provide a stimulus to help maintain the market momentum that has already been established."

Teodora Nicolae, marketing manager for fashion and apparel events at Messe Frankfurt USA, said alongside the dedicated exhibition area for Avanprint USA, where exhibitors will be demonstrating their machinery live on the show floor, will be a showcase for digital textile prints called "Print Park." The Print Park will display digital prints designed by local design studio Nuprimary in the form of finished apparel. In addition, the start-to-finish digital textile process will be showcased in partnership with Lectra. Nuprimary will be hand-painting designs that will be uploaded to digital format using Lectra scanning software and then produced live on the show floor by Avanprint USA exhibitor machinery, Nicolae noted.

Avanprint USA will be the newest addition to Messe Frankfurt's global portfolio of textile trade shows under the established Texpertise network, which currently includes 50 trade shows around the world, more than 19,000 exhibitors and half a million international visitors annually.