



In the "Print Live" special zones give-aways were imprinted on-site.

Premium Sourcing, Paris Established platform

F – The 7th edition of the Premium Sourcing took place at "Les Docks – Cité de la Mode et du Design" in Paris on September 6 and 7, 2017. The trade fair is jointly organised by the two French industry service providers, 656 Editions (CTCO) and European Sourcing, and offers the French industry an established contact platform at the start of the second season of the year in the heart of the capital. Exclusively promotional products resellers are allowed to visit the show. According to the official accounts, around 120 suppliers – which corresponds to the same number of exhibitors as last year – presented their wares and fares at the architecturally striking fashion and design centre on the banks of the Seine – the majority of whom were as usual international companies.

According to the organisers, 23 exhibitors participated for the first time.

The official visitor figures were on a par with last year's result: 1,746 promotional products distributors were registered over the two-day period (2016: 1,754). Many of the exhibitors were very positive about the quality and quantity of the visitors.

The latter were able to enjoy the Pick&Meet activity, which allowed them to benefit from welcome offers at the stands of exhibitors participating in the campaign. They were also able to inform themselves about digital individualising techniques on the "Print Live" special zones and have give-aways imprinted on-site: In the "Object customization" area, Mimaki printed pocket

mirrors supplied by the exhibitor PF Concept. In the "Garment customization" area, Must Technologie, exclusive distributor of Kornit machines in France, customized Fruit of the Loom T-shirts.

Furthermore, the French promotional products association, 2fpco (Fédération Française des Professionnels de la Communication par l'Objet), officially launched its major national advertising campaign for promotional products in the new "lounge area" of the fair. The objectives of this campaign: to publicise promotional products and to prove their effectiveness, but also to revamp the sector's image and legitimize its message among communication professionals. ■ **TB**

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