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## **NEW LAUNCH INDUSTRIAL PRINT EXPO TO CO-SITE ALONG MEXICO'S MAJOR MANUFACTURING EVENT IN 2015**

**Bethesda, MD (March 12, 2014)** – Tarsus Group and E.J. Krause & Associates (EJK) are pleased to announce the latest addition to its portfolio of manufacturing events, **Industrial Print Expo**. **Industrial Print Expo** will be Mexico's first tradeshow exclusively dedicated to industrial print within manufacturing. The 2015 event will be co-located with **Expo Manufactura™**, the most important business forum for the manufacturing industry in Mexico.

**Industrial Print Expo** will bring together companies providing print solutions used in the manufacturing, assembly, marking, decoration and distribution of a wide range of electrical, mechanical and industrial machine products and components. The show floor will include the latest developments in inkjet technology and 3D printing as well as feature print technologies ranging from screen, hot stamping, laser and thermal transfer.

Industrial printing is an area for innovation and growth, playing a greater role in the manufacturing sector. Currently, industrial print is being used across a wide variety of industrial applications to increase productivity, reduce manufacturing costs, enable customization and produce shorter or unique runs.

According the McKinsey report 3D printing alone could generate economic impact of \$230 billion to \$550 billion per year by 2025, mainly from consumer and manufacturing use.

The versatile advancements in print technology is becoming prominent in multiple industries as diverse as aeronautics, automotive, medical, printed electronics, instrument panels, appliance marking, housewares, packaging, floor and worktop decoration, and coding and marking.

**Industrial Print Expo** will be a platform for displaying cutting edge technologies and solutions, sharing knowledge, and generating investment within the industrial print sector. The event will bring together specialists and key decision makers from both the public and private sectors. Attendees, whether representing industrial, commercial, public, government or military, will be able to see and compare the latest print technology solutions and applications, learn and understand the benefits and opportunities offered, discuss specific requirements, and meet industry professionals from across a wide array of sectors and technologies.

**Industrial Print Expo** will build off the synergies of Tarsus' Labelexpo series, the leading global events for the labels and package printing industry.

Running alongside Expo **Manufactura™**, the show provides a perfect opportunity for visitors from the manufacturing and process industries to look at both their manufacturing and industrial print needs in one all-inclusive event.

**Industrial Print Expo** will take place February 3-5, 2015 at Cintermex Monterrey.

**About E.J. Krause & Associates:**

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)

**About Tarsus Group**

Tarsus Group plc (LSE:TRS) is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the Labelexpo exhibitions in Europe, the Americas, India and Asia and the Dubai Airshow.

The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, India and South America. For more information visit [www.tarsus.com](http://www.tarsus.com)