

Press release

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## DS Printech China 2020 exhibitors contribute to fight against COVID-19

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**A number of digital and screen printers and equipment suppliers who have confirmed their participation in the debut edition of DS Printech China are assisting during the COVID-19 pandemic by contributing resources and skills to ease the pressure on face mask and other PPE supply chains. Some are also providing online and other special customer services to help the industry navigate this uncertain time.**

“In the global fight against the pandemic, every effort in preventing the spread of the virus counts. We are glad to see that digital and screen printers in the textile industry have played an important role in assisting the frontline pandemic response,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “The kind and meaningful gestures of our exhibitors have demonstrated their dedication to social responsibility and commitment to the community.”

**Gildan** has leveraged its manufacturing facilities to produce non-medical face masks and isolation gowns. Cooperating with various business partners, the company are helping to lessen the current shortage of these much-needed items in the healthcare community. The Canadian company is a leading apparel manufacturer which owns a diversified portfolio of brands such as Gildan®, American Apparel® and Comfort Colors® among others. Their products are sold to a broad range of customers including wholesale distributors, screen printers and embellishers, retailers and global lifestyle brand companies.

**Brother International Corporation** (USA) will be donating up to 100 industrial sewing machines to support the manufacturing of personal protective equipment. The first few companies receiving the donations will include a coalition of well-known American apparel brands and textile companies such as Los Angeles Apparel, Beverly Knits and SanMar. Brother is a premier provider of home office and business products, home sewing and crafting appliances as well as industrial solutions for the print and imaging, labelling and sewing sectors.

**Beijing JHF Technology Co., Ltd.**, from China, donated RMB 1.2 million (USD 169,000) to support the efforts in containing the spread of the virus in Shandong province. As one of the leading manufacturers in the global inkjet printing industry, the company is a pioneer in the development of UV digital inkjet printing. They develop, manufacture and

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market high quality inkjet printing equipment for advertising and industrial printing.

### **Navigating through this unprecedented time**

There is no denying the impacts that the pandemic has had on most industries, and the digital and screen printing sector is no exception. With social distancing measures widely adopted by governments, businesses are implementing different measures to brace themselves for the challenges posed.

**ATMA**, a Taiwan-based supplier which will exhibit at DS Printech, has developed a contingency plan to ensure smooth operation and maintain customer relations while minimising physical contact. They are providing online customer service, and video demos for equipment installation and more. Founded in 1979, the company focuses on R&D and manufacturing of screen printing machinery. Their products are exported to over 70 countries and regions.

DS Printech China, an influential platform dedicated to the screen and digital printing industry, is a rebranded fair of two pre-existing events: CSGIA and the concurrent Textile Digital Printing China. The new fair will take place at the brand-new Shenzhen World Exhibition and Convention Center from 28 – 30 October 2020.

The fair is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service.

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### **Notes to editors:**

#### **Download press materials:**

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/DSPSZ20-PR3.html#download>

#### **Further press information and picture material:**

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press/photos.html>

#### **Follow the fair on social media:**

<https://www.facebook.com/DS-printech-China-100589418252308/>

<https://www.instagram.com/dsprintech/>

<https://www.linkedin.com/company/dsprintech/>

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and

DS Printech China  
Shenzhen World Exhibition and  
Convention Center  
Shenzhen, China, 28 – 30 Oct 2020

flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2019