

PROFILE

NAME: Fira de Barcelona
LOCATION: Barcelona, Spain
FOUNDED: 1932
WEBSITE: www.firabarcelona.com/en/

CHALLENGE

Create high-quality color tradeshow badges quickly to get attendees into events as fast as possible.

SOLUTION

Implement the Epson ColorWorks® C4000 on-demand color label printer for speed, flexibility, quality, and color in badge printing.

Fast and Colorful Tradeshow Badges

Fira de Barcelona finds success with ColorWorks on-demand label printers for event badges

Alex Freginals is responsible for technology projects at Fira de Barcelona and he had one goal when evaluating the badge printing process – to have the entry of participants be continuous without any delay or interruptions. “While entering the show, every second or millisecond counts,” he said.

Fira de Barcelona is one of the most important trade fair organizations in Europe in terms of the volume and quality of its events, the high level of its venues and its organizational experience and professionalism. Its biggest challenge was to get visitors through the entry process as fast as possible.

After choosing the ColorWorks C4000 printer, they were able to do just that. “Visitors would enter and we would scan their identification, then print their badge right there and keep the line moving, without any stops or interruptions,” said Freginals.

Choosing a Printer

Each year Fira de Barcelona organizes and attracts events that are international leaders within their specialties (food, technology, health, fashion, automotive, industrial production, etc.). It also innovates to expand its fairs and create events to meet new social and business demands.



According to Freginals, they chose the ColorWorks printer for three main reasons.

“The first reason we went with ColorWorks was the wide color gamut available and the outstanding color print quality,” he notes. “Second was the fast print speed of ColorWorks, because fast print speeds were required. Third, we needed reliability. We print thousands of badges daily and require a system that wouldn’t fail.”

The ColorWorks C4000 offers crisp, photo-quality color labels on demand in a compact design. Leveraging the ColorWorks printer, Fira de Barcelona was able to offer different color badges. “This allows for easy identification for all trade show participants. Plus, it creates better opportunities between visitors and exhibitors,” said Freginals.

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- ALEX FRENIGALS, TECHNOLOGY PROJECTS, FIRA BARCELONA

Power of the Badge

Freginals notes that in the past, a badge was the only item that allowed entry to a tradeshow, but nowadays, there are more options, like using a mobile device. Yet he doesn't believe the two are equivalent.

"When networking and meeting other tradeshow guests, a badge provides basic information," he notes. "Also, it is a keepsake, almost like a medal, where we are proud of attending a show and we see the tradeshow badge as a symbol."

Fira de Barcelona sees a bright, colorful future for badges. They can be a fun item that brings out an entity's own style. "Full badge customization with logos and more – it fully showcases who people and companies are," he concluded. "Epson ColorWorks gave us the on-demand color printing solution to meet our needs."



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FIRA BARCELONA

The views and opinions expressed in this article are those of the individual.

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