**PRESS RELEASE**

**Visual Communication: a circular and sustainable future takes**

**the stage at Viscom Italia 2025**

*Circular economy, recyclability, and new skills: these are the key trends on display at Viscom Italia, where processes and materials become strategic assets.*

**Milan, 16 September 2025** – The visual communication industry is undergoing a profound transformation, driven by increasing environmental awareness. Sustainability is no longer optional – it is a strategic pillar that transforms every element, from trade show booths to signage, into a powerful opportunity to communicate value.

The latest trends clearly point toward a path rooted in circularity, efficiency, and new synergies. These will be the central themes of **Viscom Italia 2025**, the international trade show dedicated to technologies, applications, and materials for visual communication and graphic arts, taking place in **Milan from 1 to 3 October**.

**The new frontiers of sustainability in Visual Communication**

**1. Temporary Architectures: The booth builder as sustainability director**

Trade show stands, by nature temporary, are at the heart of this revolution. The challenge today is to combine aesthetics, efficiency, and safety with minimal environmental impact. In this context, the booth builder's role evolves from mere executor to strategic consultant, with their ability to collaborate closely with exhibitors becoming crucial in promoting the principles of “sustainable communication”.

This approach translates into modular, reusable designs, with structures conceived from the outset to be dismantled, reconfigured, and reused. Structural flexibility is paired with the careful selection of certified materials, such as recycled panels or FSC-certified wood from responsibly managed forests. Energy efficiency is also a key focus, achieved through solutions like centralized lighting systems with automatic timers to reduce energy use outside opening hours.

**2. Eco-Friendly Signage: from limitation to brand opportunity**

For years, environmental regulations on signage were seen as constraints. Today, however, choosing eco-friendly signage is not just a responsible decision—it’s a clear statement of corporate values.

Popular solutions include high-efficiency LEDs and recycled or recyclable materials such as regenerated plexiglass. These are paired with low-impact production methods, like the use of eco-friendly paints and computer-controlled cutting to minimize material waste, or closed-loop cooling and cleaning systems to reduce water consumption. Choosing eco-compatible signage means investing not only in a more sustainable future but also in your brand’s reputation, standing out in an increasingly ethically aware market.

**3. Printing and Screen Printing: innovation in ink and reuse**

The sustainability revolution also touches the core of personalization. In printing and screen printing, attention is focused on reducing volatile organic compounds and, critically, on smart material management and waste reduction.

This includes the use of next-generation inks—such as water-based inks with certified low environmental impact—and growing preference for recycled paper or organic fabrics. Technological innovation plays a key role through on-demand digital printing, which enables production based strictly on need, eliminating overproduction waste. Meanwhile, smarter design optimizes print layouts to reduce offcuts and enables creative reuse or recycling of production waste, transforming it from refuse into a new resource.

**4. Circular Economy: not just recycling, but a new business model**

The shift from a linear “produce-use-dispose” model to a circular economy is at the heart of this ongoing transformation. Embracing this approach means designing for disassembly—thinking from the outset about how each component of a decorative element can be recovered or recycled.

This demands new skills across the entire value chain: from design and logistics to waste management. Environmental and process certifications thus become key indicators of operator reliability. Standards like **ISO 14001** for environmental management or **ISO 20121** for sustainable events offer customers a guarantee, and choosing a certified supplier becomes an investment in corporate reputation—ensuring a service that is transparent and measurably sustainable.

**5. End-of-Life Product Management: recyclability and traceable disposal**

Product end-of-life management is the true test of every project. Increasingly, the trend is to offer customers not only a product but a full-service solution that includes collection and responsible material disposal.

This requires designs that facilitate component separation and the use of mono-material or easily recyclable materials. Collaborating with recycling consortia and specialized companies is essential to ensure traceable and certified waste management—closing the loop of value and responsibility.

*"Sustainability is no longer just an ethical choice, but a fundamental requirement for competitiveness, as brands, retailers, and end consumers reward companies that show real commitment,"* ***says Cecilia Montalbetti, Exhibition Manager of Viscom Italia.*** *"Technology provides us with incredible solutions—regenerated materials, eco-friendly inks, low-consumption processes. The real challenge is integrating them into a circular business model. At Viscom Italia, our goal is to demonstrate that this transition is not only possible but strategic—capable of turning regulatory obligations into extraordinary growth opportunities."*

These topics will take center stage at the **Viscom Talks**, sparking debate throughout the three days of the **36th edition of Viscom Italia**, taking place **1–3 October 2025** at **Fiera Milano – Rho**. The updated Talks program is available at this [link](https://www.viscomitalia.it/en-gb/viscom-talks.html#/sessions).

To attend the trade show, **pre-registration is open** at this [link](https://www.viscomitalia.it/en-gb/visit.html) (use invitation code **VIS25COM**, valid for all three days of the event). To make travel easier, Viscom Italia has once again renewed its partnership with **Trenitalia**, offering discounts of up to **75% on Frecciarossa Base fares** to reach Milan via the “Special Events” promotion.

All updated information is available on the **Viscom Italia website.**

**About Viscom Italia**

Viscom Italia is the only European trade show spanning the entire visual communication sector. The biggest yearly three-day Milan event is full of exhibits, talks, events, competitions and shows relevant for the entire visual community. Viscom Italia breathes creativity, innovation, business, sustainability but it is also the ideal place to premiere technologies and applications, launching future trends in graphics/advertising, design, architecture, interior decoration, fashion, packaging, brand industry and retail.

Viscom Italia is a trade show owned by RX, a global leader in events and trade shows, harnessing industry expertise, data and technologies to generate business for people, communities and organizations. Through its presence in 25 countries, RX annually organizes around 350 events across 41 industry sectors. RX is fully committed to creating an inclusive work environment for everyone. RX enables companies to thrive by leveraging data-driven information and digital solutions.

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