

PRESS RELEASE

26/05/25

INTERGRAF ANNOUNCES THE WINNER OF YOUNG TALENT AWARD 2025



Intergraf is delighted to announce the winner and runners-up of the Intergraf Young Talent Award 2025, our annual celebration of the pioneering ideas of young people in print. The first prize was awarded to Sarah Schumacher from Germany. Yuliyana Tsigova won second place, and Victoria Dimitrova was awarded third place. Both hail from Bulgaria.

As the print industry continues to evolve, it is essential to listen to the expectations of young people and foster their ideas. At Intergraf, we are dedicated to encouraging innovative thinking and ensuring that print remains attractive to future generations. The Intergraf Young Talent Award was established in 2017 to provide a platform for the voices of the next generation of print professionals. Each year, our esteemed panel of experts selects the top three exceptional submissions that showcase innovative ideas and creative solutions. While only one first-place winner can be selected, all submissions hold immense value and should be consulted by everyone interested in the future of print, not just employers in the graphical sector.

This year's theme delved into the increasing attractiveness of the sector. Candidates were asked to address the question: **How can print companies effectively attract and engage younger generations to pursue careers in the print industry?**

The **first-place winner** of Intergraf's Young Talent Award 2025, **Sarah Schumacher** pointed out: *"There is often a disconnect between what young people seek and what the print industry offers—particularly in innovation and digital integration. Attracting young talent and driving business development go hand in hand, as one reinforces the other. However, even the best innovations mean little without visibility. Print companies must actively engage with schools, universities, and digital platforms, empowering young employees to take the lead, guided by experienced professionals."*

This year's **second-place winner**, **Yuliyana Tsigova**, highlighted *"The print industry has a strong future, especially for young professionals interested in technology, innovation, and sustainability. Far from obsolete, it is evolving rapidly through digital printing, 3D printing, printed electronics,*



Intergraf aisbl
Avenue Louise 130A, 1050 Brussels (BE)
(+32) 2 230 86 46



PRESS RELEASE

26/05/25

INTERGRAF ANNOUNCES THE WINNER OF YOUNG TALENT AWARD 2025

sustainable methods, and even virtual reality. To attract and retain young talent, print companies must showcase their commitment to innovation, sustainability, and career development. Strengthening visibility, partnering with academia, and promoting the sector's role in digital and green transitions are key to securing its place in the future workforce. Success lies in bridging tradition with technology to create a dynamic and rewarding industry.”

The **winner of third place, Victoria Dimitrova, underscored:** “Attracting younger generations to the printing industry requires a holistic approach—combining education, innovation, sustainability, and digital integration with clear career pathways. By embracing these strategies, companies can create an appealing environment for young talent and ensure the sector’s long-term vitality. Digital technologies will play a central role as packaging demands evolve, offering flexibility, speed, and cost-efficiency. To engage millennials and Gen Z, it’s essential to understand their values and offer diverse entry points into the industry. The key challenge is visibility—young people must first be informed of the industry’s wide-ranging opportunities.”

Sarah Schumacher will present her winning ideas at the Print Matters 2025 conference on 13 June 2025, in Zurich. Intergraf thanks all applicants for taking the time to submit their candidacy for the Young Talent Award 2025. We look forward to Sarah’s presentation and to gaining insights into how the next generation views the opportunities the printing industry can offer young people.

Selected works of the Young Talent Award 2025 contributors can be found [here](#).

You can register [HERE](#) for the Print Matters Conference. Find more details about the conference [here](#).

– ENDS –

The **European printing industry** supports all economic activities with their products, be it for information, news, entertainment, education, advertising or packaging. Print plays a huge role in everyday life – so much so that it is frequently overlooked. Our sector supplies the packaging for goods at the supermarket, the books, newspapers and magazines we read as well as the boxes our digitally ordered food, clothing, gadgets and much more are packaged in. These products are produced by 110,000 printing companies all over Europe that employ 550,000 people and generate a turnover of 85 billion EUR (EU27 + UK, Switzerland, and Norway). The industry throughout Europe consists mainly of small enterprises, as 95% of them employ fewer than 20 persons.

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in this sector. We are a Brussels-based umbrella organisation with 22 members from 21 countries. Contact **Sergejs Mikaeljans**, Communications & Events Officer at Intergraf, for more information: smikaeljans@intergraf.eu