

by Intergraf & NOPA
4-5 June 2026 | Budapest, Hungary

Intergraf, in partnership with the **Nordic Printing Association (NOPA)**, is delighted to announce the **next edition of Print Matters, taking place in Budapest, Hungary, on Friday, 5 June 2026**, with a company tour scheduled for Thursday, 4 June 2026.

This annual flagship conference will bring together printing industry leaders, suppliers, market experts and association representatives from across Europe and beyond to explore the strategic, economic and technological developments shaping the future of print.

As the graphic industry navigates regulatory pressure, global market volatility, sustainability transformation and increasing security risks, Print Matters 2026 will provide a high-level platform for forward-looking discussion and practical insight across four key pillars:

- **Business Matters** – including a case study from EDS, retail and consumer research insights from Lidl, and the Young Talent Award 2026 session exploring opportunities for print in a hyper-personalised future.
- **Sustainability Matters** – addressing developments such as the Packaging and Packaging Waste Regulation (PPWR), greenwashing considerations, the future of CO₂ calculation, and evolving corporate sustainability reporting requirements.
- **Economic Matters** – featuring an outlook on the US print market, developments in the global paper market, and analysis of worldwide production capacity across paper grades.
- **Security Matters** – focusing on risk assessment, business continuity, crisis management case studies, and broader resilience strategies including automation and robotics.

The programme will feature confirmed international speakers and industry experts, offering a strong combination of market intelligence, case studies and strategic foresight to support business decision-making in an increasingly complex environment.

PROGRAMME OVERVIEW

Print Matters 2026 will take place as a full-day conference on Friday, 5 June, from 09:00 to 17:00. The conference will be preceded by a company tour on Thursday, 4 June at 16:30, offering participants an opportunity to gain practical insights and connect with peers ahead of the main sessions. Networking opportunities such as welcome cocktail and conference dinner will be integrated **throughout the programme over the span of two days.**

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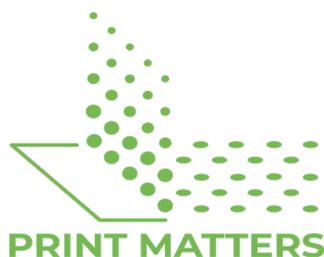
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ACCOMMODATION

Intergraf has secured a block of rooms at the [Radisson Blu Beke Hotel](#), Budapest, where the event will take place, available at a special rate for conference participants. Please note the following cut-off dates for the release of any unsold rooms:

- 31 March 2026 (65 days before arrival): 80% of the blocked rooms will be released.
- 15 April 2026 (50 days before arrival): All remaining blocked rooms will be released.

After these dates, reservations will be subject to availability and offered at the hotel's best available rate.

You can secure your room by following this booking guide (download [here](#)) from the hotel.

We strongly encourage early booking to ensure availability and to benefit from the preferential group rate. Participants will be able to reserve their accommodation at the special rate, the link will be shared shortly.

ABOUT PRINT MATTERS

Print Matters is Intergraf's annual conference dedicated to examining the most pressing strategic issues facing the European printing industry. Organised in collaboration with NOPA, the event brings together senior executives, association leaders and international partners to exchange knowledge, strengthen cooperation and anticipate future market developments.

The 2026 edition in Budapest continues this tradition, offering a focused and forward-looking agenda designed to equip participants with practical tools, global insights and valuable industry connections.

SAVE THE DATE!
REGISTRATION OPENS IN MARCH
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