



PDC – PRINT DIGITAL CONVENTION 2026 – Press Release Nr. 4 / March 2026

New partnership: PRINT DIGITAL CONVENTION brings print and e-commerce closer together

By partnering with the German E-Commerce Association, the PRINT DIGITAL CONVENTION (PDC) is expanding its professional network across the value chain. Following collaborations with industry and marketing associations, the focus is now shifting even more strongly towards the interface between print, packaging and digital commerce.

Digital commerce is growing rapidly and transforming the demands placed on communication, logistics and the customer experience. Personalised print inserts, brand-defining packaging, sustainable shipping solutions and data-driven campaigns are becoming increasingly important in the battle for attention and customer loyalty. Print is increasingly seen as a physical touchpoint within a digital customer journey. The PDC is responding to this development by creating a framework in which technology providers, producers, brand managers and e-commerce experts can exchange practical insights.

“In online retail, it is often the first physical contact that determines the impression a brand makes. Print and packaging are not mere afterthoughts here, but an integral part of strategic brand management,” explains Rüdiger Maaß, Managing Director of the Fachverband Medienproduktion e.V. (FMP). “Through this partnership, we are creating a platform where industry and digital retailers can discuss concrete solutions.”

This collaboration reflects the growing importance of e-commerce for print and packaging solutions and reinforces the cross-sector focus of the congress and trade fair. For exhibitors, this opens up an expanded environment in which technological expertise and specific use cases meet new market requirements head-on. The theme is also being given greater prominence in the congress



programme: On the second day of the event, a dedicated thematic block comprising four presentations will focus on the role of print and packaging in e-commerce – particularly in conjunction with data-driven print communication. This focus has been conceived and curated by e-commerce expert Michael Atug, who, as the organiser of several e-commerce and AI formats, brings the perspective of digital commerce to the PDC programme.

The PRINT DIGITAL CONVENTION will take place from 16 to 17 June 2026 in Düsseldorf and is organised by the Fachverband Medienproduktion (FMP) in partnership with Messe Düsseldorf and drupa. Further information is being updated regularly at www.printdigitalconvention.de/en/. Information for prospective exhibitors is available here: [Exhibitor Brochure](#).

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