



dive into
the unseen

09-17 May 2028
Düsseldorf/Germany



The global stage for
printing solutions

drupa 2028 – Press Release Nr. 5 / February 2026

drupa 2028: New brand identity as a catalyst for networked printing solutions

With a new brand identity, drupa is presenting its future direction at an early stage. Two years before the start of the trade fair, the world's leading trade fair for printing solutions is thus providing an initial glimpse of its conceptual and content-related repositioning.

The central element of the new image is a symbolically used key visual: the octopus. It stands for networking, intelligence, agility, and resilience, as well as the simultaneous mastery of complex processes. It thus refers to a technological reality in which printing solutions are increasingly conceived as integrated systems, including sophisticated applications in the packaging environment. Processes are interlinked, workflows are networked, and efficiency is created through the interaction of hardware, software, materials, and automated applications.

“drupa 2028 will be a drupa like never before,” says Dr. Andreas Pleßke, Chairman of the drupa Committee. “We are setting new standards in how technological developments, applications, and markets are classified and brought together—a claim that is also consistently reflected in the new brand identity.”

“drupa. dive into the unseen” as a communicative mission statement

The slogan “drupa. dive into the unseen” picks up on this approach and draws attention to developments whose significance often only becomes apparent in the overall context – for example, through the interaction of technologies, processes, and applications along the value chain. The slogan thus stands for a solution-oriented classification of technological innovations, beyond individual products or short-term effects.



Messe Düsseldorf GmbH
Postfach 1010 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

Telefon +49 211 4560 01
Telefax +49 211 4560 668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Marius Berlemann
Bernhard J. Stempfle
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

The global
Association of the
Exhibition Industry

Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

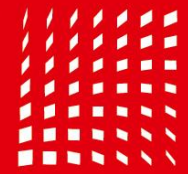
FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center/Verwaltung



dive into
the unseen

09 - 17 May 2028
Düsseldorf/Germany



drupa

The global stage for
printing solutions

“The slogan sums up what drupa stands for: vision, knowledge transfer, and orientation in an increasingly complex technological landscape,” says Sabine Geldermann, Director drupa, Portfolio Print Technologies at Messe Düsseldorf. “It underscores drupa's claim and attitude of not presenting future topics and technological progress in isolation, but rather classifying them in a comprehensible way in the context of the market, application, and value creation.”

How drupa 2028 is creating orientation for tomorrow

Against this backdrop, drupa 2028 is introducing a new experience architecture for the first time. Content, applications, and formats for exchange, collaboration, and networking will in future be bundled along clearly defined thematic clusters. This will make technological developments comprehensible and structured. The architecture serves as a common framework for exhibitors, visitors, and the media.

Further information on the brand story, the experience architecture, and the content focus of drupa 2028 can be found at [www.drupa.com/en/Home/The new drupa](http://www.drupa.com/en/Home/The_new_drupa).

The next drupa will take place in Düsseldorf from May 9 to 17, 2028.

Press Team drupa

Christian Müller, Senior Manager MarCom (Press & PR)

Apostolos Hatzigiannidis, Manager MarCom (Support)

Tel: +49 (0)211-4560 -435 /-544

MuellerC@messe-duesseldorf.de;

HatzigiannidisA@messe-duesseldorf.de

www.drupa.com

