

Press Release

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Taktiful, the digital embellishment sales and marketing aces, announce presence at Americas Print Show 2022



Taktifuller [Warren Werbitt](#) to give a scintillating talk about print being everywhere.

Melbourne, FL, 20th of July, 2022 – Melbourne, FL, 20th of July, 2022: – [Taktiful](#), the international consultancy dedicated to helping successfully grow the digital embellishment market (and [#SexyPrint](#) in general), will be exhibiting at the Americas Print Show 2022, taking place from August 17th-19th at The Greater Columbus Convention Center in Columbus, Ohio.

Taktiful will be in booth #1038, which can be found way ([way](#)) in the back because, frankly, they were a bit late to the game. If you do manage to find the Taktiful booth, you will be rewarded with some cool merch, some good advice about digital embellishment, and some new friends.

[Kevin Abergel](#), the founder and president of Taktiful, is thrilled to be part of the inaugural show that is being put on.

“These are exciting times to be in the print industry,” he says. “There is much disruption in marketing trends thanks to new technologies. Those who can recognize what is happening early on are the ones that can adapt the quickest and make the most of the new opportunities. That is why it is so important for printers to come to tradeshow like APS 2022 and not just learn about the new tech, but to network with colleagues and experts about what they see in the

market and what new business strategies they are creating.”

Taktiful is rolling out a suite of consulting services aimed at helping brand owners, equipment manufacturers, creative agencies, designers, and print service providers to take full advantage of digital embellishment. These include sales training, strategic consulting, design training, go-to-market development and execution, and much more.

Those craving a more technical conversation on digital print embellishments can chat with Taktiful’s head of technical operations, ex-digital embellishment power user, and host of Taktile Talks podcast [Ken Huizenga](#).

“One of my goals is to have conversations with users about what challenges they are experiencing from the sales and technical side of the house,” says Ken. “Bringing helpful advice based on our extensive past experiences to make this new market successful is what our entire team is all about at Taktiful.”

Taktifuller extraordinaire [Warren Werbitt](#) is also ([predictably](#)) excited about print and will be giving a lecture named Print is Everywhere for those attendees fortunate enough to secure a spot.

“Many print industry owners and executives struggle to re-invent their business, especially in a post-COVID commercial environment. Their existing operations, sales processes, production workflows, and marketing tactics are becoming inefficient and ineffective. What got them here won’t get them to where they want to be. What’s needed is a fresh pair of eyes.”

Taktiful is based in Melbourne, FL, in the USA, and its partners already cover Latin America, Canada, Europe, and APAC regions. To learn more about the story of sensory embellishment and the services on offer, visit www.Taktiful.com.

Attendance is completely **FREE** to visit the show floor and participate in the educational sessions and the many other community-building events scheduled throughout our three-day event. Stipends are available for high school and college students to attend our Workforce Development activities. [See our growing calendar of events](#) and register in advance online at AmericasPrintShow.com

AMERICAS PRINT SHOW
Greater Columbus Convention Center
400 N. High St. Columbus, Ohio 43215
August 17-19, 2022
www.americasprintshow.com

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