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**Printing United Expo in Las Vegas: Muller Martini Presents a Smart Factory**

**At the [Printing United Expo](https://www.printingunited.com/) taking place from October 19 to 21 at the Convention Center in Las Vegas, Muller Martini will be presenting a true Smart Factory environment. Here, the** [**Connex workflow system**](https://mullermartini.com/en/products-en/workflow-systems/connex/connex-workflow-system/) **will be controlling and monitoring the production of a live** [**Presto II Digital VT saddle stitcher**](https://mullermartini.com/en/products-en/digital-solutions/digital-saddle-stitching-systems/presto-ii-digital/)**. With the help of other various live presentations, trade show visitors can find out more about Muller Martini's Finishing 4.0 strategy and its extensive** [**Digital Solutions portfolio**](https://mullermartini.com/en/products-en/)**.**

The live presentations from the Solutions Management team on the digital softcover and hardcover solutions will be running on a large 9’x12’ video wall during all three days of the trade show. Various monitors are strategically placed throughout the booth, allowing the sales team to provide customers with deeper insight into each technology.

*Printing United Expo is the first major live trade show in North America since the start of the corona pandemic, so a large crowd is expected.*

Andy Fetherman, President and CEO of Muller Martini North America, believes the Printing United Expo is timely and will attract many visitors. "First, it's the first major live trade show in North America since the corona pandemic began. Second, our customers want to better understand where they can invest in the latest technologies to increase their production efficiencies in the face of very challenging labor and supply chain conditions. And third, Las Vegas is an attractive location.."

Given the high level of customer attendance expected, Muller Martini North America will have a large team at Printing United Expo. "Most of our sales staff is attending the show," says Andy Fetherman. "This also includes some members of the Executive Management team and, of course, various service and IT support staff. We're also pleased that our Global CEO Bruno Müller will be attending as well."