

EXECUTIVE SUMMARY

Visual Edge IT participated in Printing United Expo 2025 in Orlando, Florida, from October 22-24, marking another successful year of engagement with partners, clients, and industry leaders. The event brought together thousands of print professionals from across the nation to explore innovations in production print, wide format, finishing, workflow, and IT integration. For Visual Edge, it was an opportunity to strengthen relationships, showcase its role as a total technology solutions provider, and highlight the power of combining managed print, IT, and cybersecurity into a unified customer experience.



Across the show floor, there was a strong sense of momentum and optimism. The word most often used to describe Printing United was “exciting,” closely followed by “massive” and “innovative.” Visitors to the Visual Edge booth connected with our national team and explored how our partnerships with leading manufacturers continue to shape the future of print and business technology.

Industry Highlights

At the **Xerox** booth, excitement centered around the launch of Proficio, a new sub-brand designed for production printing. Xerox unveiled the PX300 and PX500, featuring fifth-station capabilities for clear and fluorescent inks, all built with advanced imaging and speed enhancements drawn from the Iridesse and PrimeLink platforms. The new IJP900 inkjet press, set to launch early next year, drew attention for its performance on uncoated stock. Xerox also reinforced the value of its long-standing partnership with Visual Edge, highlighting our shared focus on service, media testing, and client success.

At **Kyocera**, attendees saw the TASKalfa Pro 15000c inkjet press in action—a 146-page-per-minute production device that bridges the gap between office and high-volume print environments. Kyocera recognized Visual Edge as its number one channel partner in the United States and emphasized how our collaboration allows customers to scale print volumes, reach new markets, and provide more complete solutions.

Canon drew large crowds with its vario-PRINT iX1700 inkjet press and the global debut of the Colorado XL wide-format printer.

Visitors were also captivated by Canon's digital embellishment demonstrations, featuring third-party integrations from Skandacor and Duplo that add new creative finishing capabilities to print.

At **Formax**, demonstrations focused on efficiency and affordability. The ColorMax9 digital envelope printer impressed attendees with its versatility and low cost per print, while the DDC50 digital die cutter showcased the move toward customizable, on-demand finishing. Their FD6308 Folder Inserter illustrated how automation continues to streamline traditional mail workflows.

Konica Minolta's booth was packed from start to finish, with several product announcements generating buzz. The AccurioWide 250HS wide-format printer and AL400 label press both represented new opportunities for commercial printers to diversify their offerings. Visitors also saw firsthand the potential of digital embellishment—adding sculpted varnishes and foils without the need for dies—as well as the new Jet 30,000 UV inkjet platform and the AccurioPress C14010S toner device with white ink capability. Konica Minolta described its goal as helping customers not only print better but also profit more.

At **HP**, the Latex R530 hybrid printer demonstrated the growing demand for flexible, eco-friendly printing. Using low-VOC latex inks, the printer allows users to move seamlessly between roll-fed and rigid media without special ventilation or environmental constraints—ideal for shops expanding into new substrates.

Epson highlighted both speed and color precision, featuring the SureColor R5070 resin printer and the S7170/S9170 solvent series, which can reproduce up to 99.5% of the Pantone color gamut. The company also showcased the V7000 UV flatbed, a powerful 4×8-foot printer priced under \$100,000, underscoring Epson's ability to deliver high-end performance at competitive value. Their team reiterated Epson's strong partnership with Visual Edge, both in large format and business inkjet categories.



At **Xanté**, the debut of the XR126 roll-to-roll printer and X-121 flatbed demonstrated versatility and innovation. Both machines offer modular designs that can fit through a standard door—an important advantage for smaller shops—and the ability to print on multiple rolls simultaneously for higher productivity.

LEADERSHIP PERSPECTIVES

Beyond the show floor, Visual Edge IT leadership played a key role in connecting print innovation to technology strategy.

Peter Avery, Vice President of Security and Compliance, observed that while many booths featured AI and automation, few addressed cybersecurity or data privacy. He reminded attendees that “innovation does not equal security” and stressed the importance of partnering with experts like Visual Edge to safeguard information flowing through new digital print environments.

Eric Stavola, Vice President of Sales Engineering and Consulting, summarized the most common customer conversations around three themes: ensuring they have the right technology stack, finding ways to move faster through smarter workflows, and gaining better visibility into their operations. He emphasized that success depends on aligning devices, data, and infrastructure—backed by strong security and a seamless user experience.

Aaron Smith, Vice President of National New Business Development, reflected on the show as a powerful platform to engage clients and partners. He reaffirmed Visual Edge’s commitment to being a total technology provider—supporting customers with managed print, IT services, cloud and AI solutions, communications, and cybersecurity. From our CEO to our field teams, he noted, Visual Edge remains “obsessed with making office technology work for our customers.”

In summary, Printing United 2025 underscored the rapid evolution of the printing industry and the growing convergence of print, IT, and data security. Across every conversation and demonstration, one theme stood out: innovation thrives when supported by partnership. Visual Edge IT’s presence at the show reinforced its leadership in integrating technology and print, helping businesses of every size future-proof their operations and grow with confidence.



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- Video Interview Recap & Review (20 min)
- Podcast deep Dive (13 min)
- Top Trend Video (2 min)
- Additional resources from Printing United

If you have questions, email us at ProductionPrint@visualedgeit.com

About Visual Edge IT

Visual Edge IT is the nation's leading Total Technology Provider for production printing companies and in-plant departments by selling and supporting the printing equipment, software, and IT and cybersecurity services necessary for a modern business. Talk to a representative about how Visual Edge IT can transform your operations.



The Visual Edge IT Advantage

Total Technology Provider

- Production Printing Equipment
- Finishing and Mailing Systems
- Workflow Automation Solutions
- IT Infrastructure Management
- Cybersecurity for Production

Multi-Vendor Support



Business Services

- Financing
- Technical Training
- Sales Training
- Marketing Support

