

SPARK Media's Print Fashion Week innovations

If you thought print media was boring, think again. Ahead of [SA Fashion Week](#) taking place later this month, SPARK Media made 5 to 9 September 'Print Fashion Week'.



Over the week, they visited media agency partners to demonstrate their latest print innovations.

These include the Layered Inserts and Belly Bands, as well as refined wraps and the Powernote sticker that reveals a QR code or tailored marketing message.

They also unveiled the Digiquill, innovated with Caxton Printers to let marketers print individual messages on every pre-printed product.

Follow [SPARK Media](#) on Twitter for more.

For more, visit: <https://www.bizcommunity.com>