LC Sign Highlights Craftsmanship, Sustainability and Accessibility at FESPA Global Print Expo 2026

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Barcelona, Spain – May 2026 – LC Sign, a global provider of custom signage manufacturing and commercial signage engineering solutions, concluded a successful participation at FESPA Global Print Expo 2026, where discussions with European buyers, designers, and project managers revealed growing demand for sustainable materials, refined fabrication standards, and accessible design solutions.

Held in Barcelona from 19–22 May, the exhibition brought together professionals from across the visual communications sector. Throughout the four-day event, LC Sign showcased a range of illuminated signage solutions while engaging with industry stakeholders on the future direction of commercial branding and architectural signage across Europe.

Strong Commercial Engagement Across Europe

LC Sign welcomed approximately 400 professional visitors to its stand and distributed more than 500 product catalogues. Interest came primarily from Spain, Germany, France, the United Kingdom, and Italy.

The exhibition generated ten project commitments on-site, while ongoing discussions and technical consultations are expected to contribute between USD 400,000 and USD 500,000 in potential project opportunities. The company also initiated pilot programme discussions with several international advertising and signage organisations.

European Buyers Prioritise Quality and Sustainability

Conversations with clients and project partners highlighted several key trends shaping signage procurement decisions across Europe.

A growing preference for refined minimalist design continues to drive demand for ultra-slim profiles, rimless letter constructions, and precisely controlled illumination effects. At the same time, sustainability has become a core purchasing consideration, with buyers placing greater emphasis on recyclable materials, environmentally responsible manufacturing processes, and compliance with CE and RoHS standards.

Perhaps most notably, many industry professionals indicated that long-term reliability and fabrication quality are increasingly outweighing low-cost sourcing considerations. High-quality finishing, waterproofing performance, and long-term durability remain critical factors for commercial projects.

Premium Fabrication Solutions Draw Attention

Among the products showcased, two collections generated particularly strong interest.

LC Sign's 3D Chromatic and Illusion Lettering attracted visitors seeking innovative visual branding solutions capable of creating dynamic colour-changing effects within durable physical structures.

The company's Premium Mirror-Finish Fabricated Signs also received significant attention from architects, retailers, and corporate branding specialists, who praised the precision finishing, seamless polishing, and premium material execution.

Accessibility Initiative Receives International Interest

Beyond commercial discussions, one of the most widely discussed exhibits was LC Sign's Touchpoint Initiative, a corporate social responsibility programme focused on improving accessibility through professionally engineered braille signage systems.

The initiative was inspired by LC Sign's recent accessibility project for visually impaired students, where the company developed and installed tactile wayfinding solutions designed to improve independent navigation and daily safety.

During FESPA 2026, representatives connected with the FESPA Belgium community expressed interest

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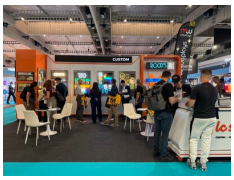



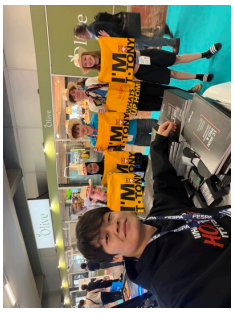

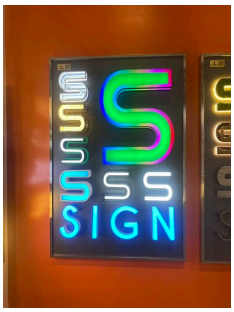



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in exploring how similar accessibility solutions could support organisations serving visually impaired individuals within Europe.

The discussions have opened the door to potential future collaboration opportunities that could extend the Touchpoint Initiative beyond Asia and into European communities.

The response reflects a broader recognition across the visual communications industry that accessibility is no longer a niche consideration but an increasingly important component of modern design and public infrastructure.

Looking Ahead

The conversations and partnerships formed during FESPA 2026 reinforced several clear priorities within the European market: design refinement, sustainability, accessibility, and long-term quality performance.

As brands seek more responsible and durable visual communication solutions, LC Sign will continue investing in advanced manufacturing capabilities, certified production systems, and accessibility-focused initiatives that support both commercial objectives and broader social impact.

About LC Sign

Founded in 2011, LC Sign is a global custom signage manufacturer and commercial signage engineering provider specialising in illuminated signage, architectural branding systems, wayfinding solutions, and bespoke visual identity projects.

Operating from advanced manufacturing facilities exceeding 22,000 square metres, the company serves clients across more than 160 countries and supports brand owners, signage resellers, project contractors, design agencies, and commercial developers worldwide.

For more information, visit www.lcsign.com.

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