



FOR IMMEDIATE RELEASE

## Taktiful Unveils “The Digital Embellishment Manifesto,” A High-Voltage Rallying Cry Against Commodity Print

*The industry’s first manifesto dedicated to the art and science of digital embellishment is now live at [DigitalEmbellishmentManifesto.com](https://DigitalEmbellishmentManifesto.com). Be among the first to experience it at the FSEA Print Embellishment Conference and PRINTING United Expo 2026.*

Melbourne, Fla. – May 12, 2026 – Taktiful, the creative force championing the global digital embellishment movement, today announced The Digital Embellishment Manifesto, a bold new declaration aimed at ending commodity print and igniting a new era of sensory-rich, high-value print experiences. Hosted at [DigitalEmbellishmentManifesto.com](https://DigitalEmbellishmentManifesto.com), the manifesto invites printers, manufacturers, brands, and creatives to add their names and stand together for a future where print is anything but forgettable.

Structured as 95 hard-hitting theses, The Digital Embellishment Manifesto calls out the race-to-the-bottom mindset that has commoditized print and makes the case for embellishment, finishing, and tactile design as the new growth engine of the industry. Co-authored by Taktiful Founder and CEO Kevin Abergel and Chief Experience Officer Eric Vessels, with contributions from practitioners across the field, the manifesto is equal parts wake-up call and playbook.

“Digital didn’t kill print – it exposed how dull we allowed it to become,” said Kevin Abergel, Founder and CEO of Taktiful. “We now have the technology to make print shimmer, pop, and stick in people’s brains, yet too often it’s still sold like commodity ink on paper. This manifesto is our way of saying: enough. If you want to stop competing on price, this is where you plant your flag.”

“This is not a white paper, it’s a rallying cry,” added Eric Vessels, Chief Experience Officer at Taktiful. “We wrote it for the people who feel in their gut that embellished print outperforms, but need the language, data, and conviction to sell that story upstream. If you believe print should be felt as much as seen, we wrote this for you.”

Printers, converters, OEMs, and brands can dive into the opening theses and add their names at [DigitalEmbellishmentManifesto.com](https://DigitalEmbellishmentManifesto.com). Every signatory gets an emailed digital copy of all 95 theses the book is based on and a spot on the wait list for the fall book release, plus first access when the limited-edition print runs go live later this year.

Attendees at the FSEA Print Embellishment Conference in Nashville will get an early look at the manifesto, with the full launch set for PRINTING United Expo 2026 in Las Vegas.

Whether you discover it online or hear it presented live from the stage, The Digital Embellishment Manifesto is a bold reminder that print is not just visual – it is visceral.

## About Taktiful

Taktiful is the world's leading digital embellishment consultancy, dedicated to transforming printers, manufacturers, and brands through the unmatched power of #SexyPrint. By combining expert consulting, tailored training, and innovative software development, we empower clients to elevate their embellishment workflows, boost their marketing impact, and increase sales with stunning sensory print. Headquartered in Melbourne, Florida, with a global reach spanning North America, LATAM, and APAC, Taktiful merges deep industry expertise with practical strategies, turning captivating print enhancements into profitable opportunities. Discover how Taktiful makes sensory print seriously successful at [www.taktiful.com](http://www.taktiful.com).

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THE  
**DIGITAL  
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The End of Commodity Print