FOR IMMEDIATE RELEASE

Cal Poly and Taktiful Join Forces to Power the Technology Tours at PRINTING United Expo 2026

Collaboration gives the next generation of print leaders hands-on industry experience while connecting students with technology innovators and potential employers

MELBOURNE, Fla., Sept. 17th, 2026 – Taktiful today announced that students from California Polytechnic State University's graphic communication program will help operate the Taktiful Technology Tours at PRINTING United Expo 2026, taking place Sept. 23 – 25 at the Las Vegas Convention Center.

The collaboration will place Cal Poly students directly in the middle of one of the printing industry's largest and most important events.

Students will work alongside the Taktiful team to help coordinate attendees, support participating exhibitors and guide printers through a carefully curated look at the technologies shaping the future of print.

More importantly, they will have the opportunity to meet equipment manufacturers, software developers, print service providers, entrepreneurs and industry leaders from around the world.

"You can tell students that the printing industry has an incredible future, or you can put them right in the middle of it and let them experience it for themselves," said Kevin Abergel, founder and CEO of Taktiful. "We chose the second option. These students will not be standing on the sidelines. They will be part of the team, building relationships, discovering new technologies, and meeting the people who may become their future mentors, colleagues or employers."

The Taktiful Technology Tours were created to make the massive PRINTING United Expo show floor easier to navigate while giving attendees a focused, educational look at emerging applications and technologies.

For the participating Cal Poly students, the experience goes far beyond helping manage a tour.

They will gain direct exposure to the people, companies and technologies moving the industry forward while seeing the wide range of career paths available throughout print, packaging, design, software, manufacturing, sales, marketing and communications.

"The best experiences create connections, and that is exactly what this collaboration is designed to do," said Eric Vessels, Chief Experience Officer at Taktiful. "These students will

arrive as emerging professionals and leave with a much bigger picture of what this industry can offer them. At the same time, employers will have the opportunity to meet talented, motivated young people who represent the future of print. That is a win for everyone."

The initiative reflects Cal Poly's signature Learn by Doing philosophy by giving students the opportunity to translate classroom knowledge into real-world experience at a major international industry event.

"Experiences like PRINTING United allow students to see how everything they are learning connects to the professional world," said Colleen Larkin Twomey, Professor of Graphic Communication at Cal Poly. "They will be exposed to new technologies, applications, business models and career possibilities while developing the confidence that comes from contributing to a real industry program. Those conversations and connections can have an enormous impact on how students imagine their futures."

Cal Poly graphic communication students have access to advanced embellishment technology, including the AccurioShine from Konica Minolta. According to Twomey, "The Taktiful tours will help students understand how this technology is used in industry and how embellishment can be applied strategically to solve design, packaging and production challenges."

The collaboration also addresses a challenge facing nearly every part of the printing industry: attracting the next generation of talent.

By putting students in visible, active roles at PRINTING United Expo, Taktiful and Cal Poly hope to demonstrate that print remains a creative, technology-driven industry filled with opportunities for people interested in design, engineering, software, manufacturing, sales, sustainability, entrepreneurship and emerging media.

"This is about more than giving students something interesting to put on a résumé," Abergel added. "It is about helping them feel that they already have a place in this industry. If one conversation leads to an internship, a first job, a mentor or even a company one of these students starts someday, then this collaboration will have accomplished something meaningful."

Taktiful encourages printers attending PRINTING United Expo to reserve their place on a tour as soon as possible.

Space is limited to 30 participants per tour, and several sessions are expected to reach capacity before the Expo begins.

Tour participants should arrive 15 minutes before their scheduled departure to check in and receive their wireless headsets.

To view available tour times and register, visit:
https://web.cvent.com/event/e90ee354-8da2-46e8-b644-beb108d01011/summary?refid=ADGS

About Cal Poly Graphic Communication

The Graphic Communication Department at California Polytechnic State University, San Luis Obispo prepares students for careers spanning design, print and packaging technologies, user experience, business management, production and emerging communication platforms.

Grounded in Cal Poly's Learn by Doing philosophy, the program combines technical education, creative problem-solving and direct industry engagement to prepare students for leadership in a rapidly evolving graphic communication marketplace.

About Taktiful

Taktiful is a global consulting, education, and technology company dedicated to helping the print industry sell, design, produce, and profit from digital embellishment and premium print applications. Through consulting, training, research, software, live programming, and the Taktisphere community, Taktiful connects print professionals with the knowledge, tools, and relationships needed to build higher-value print businesses.

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