

FOR IMMEDIATE RELEASE

ImPress Systems Brings “Premium Foil Without the Premium Barriers” to PRINTING United Expo 2026



Live Foil Xpress AP demonstrations at Booth N7330 and on the Embellishment Technology Tour will show printers a practical path into premium digital foil

Westford, Mass. Foil makes people do more than look.

They stop. They pick up the piece. They tilt it toward the light. They run a thumb across the surface and look again.

That reaction is why embellished print gets remembered, feels more valuable and creates opportunities for printers to sell something far more compelling than another commodity sheet. Yet for many print providers, the path into digital foil has been blocked by intimidating investments, oversized equipment, specialized labor and production limitations.

At PRINTING United Expo 2026, ImPress Systems is setting out to change that conversation.

From September 23–25 in Las Vegas, ImPress Systems will demonstrate the Foil Xpress AP digital foil printer at Booth N7330. The company will also be featured on the **Embellishment Technology Tour**, giving tour participants a firsthand look at how premium digital foil can fit into real world print production without traditional dies or screens.

“For too long, foil has been treated like a luxury machine category,” said Sam Glick, president of ImPress Systems. “Printers already know how customers react when they see and touch foil. What has held many of them back is the cost, footprint, complexity and staffing burden associated with bringing that capability in-house. Foil Xpress was built around a different idea: lower the barriers without lowering the standard of the finished work.”

See It. Touch It. Believe It.

Rather than beginning with a specification sheet, ImPress Systems will begin each conversation where the value of foil becomes obvious: with a finished piece in the visitor’s hand.

Attendees will be able to see the shine, feel the finished application and then watch it being produced live on the Foil Xpress AP. The system is designed to make on-demand digital foil practical for short runs, personalized work and everyday premium applications, all without the setup requirements of traditional dies or screens.

Live demonstrations will include invitations, greeting cards, business cards, book covers, leather goods, plastics, photo products and other compatible smooth or semi-smooth substrates. Visitors can also explore ImPress Systems’ range of foil colors and finishes and see the Cyclone Cylinder/Pen Module in action.

The Foil Xpress AP features an 8 × 12-inch printable area, automatic positioning and a compact production footprint designed to fit into the kind of working print environments where floor space, staffing and production flexibility matter.

A Tour Stop Focused on the Business Opportunity

As part of the Embellishment Technology Tour at PRINTING United, ImPress Systems will move the conversation beyond the visual effect and into the practical business opportunity behind it.

Tour participants will see how a compact digital foil platform can help print providers add a premium capability without turning production into an operational science project. They will also explore how foil can open new conversations around personalized work, short runs, invitations, specialty products, promotional applications and jobs that may currently be outsourced, declined or quoted without embellishment.

The message is not that every job needs foil. It is that more printers should have the ability to offer it when foil can make the work more memorable, more differentiated and more valuable.

“Every printer has watched someone react to an embellished sample,” Glick added. “That reaction is the easiest part of the story to understand. At PRINTING United, we want to show attendees how practical it can be to put that reaction to work in their own business.”

Visitors are encouraged to bring an application idea, a product they want to elevate or an example of work they currently outsource. The ImPress Systems team will be available to discuss materials, workflow, production requirements and potential ways to turn those ideas into premium foil applications.

PRINTING UNITED SHOW SPECIAL

PRINTING United attendees will have access to an exclusive show package:

\$1,000 off the Foil Xpress AP

Free Sample Foil Kit

Free Registration Jig

ImPress Systems is not coming to Las Vegas to ask printers to believe a brochure. The company is inviting them to hold the output, watch the workflow and decide for themselves whether their customers would react the same way.

See it at **Booth N7330**. Experience it on the **Embellishment Technology Tour**. Then imagine what your customers could do with it.

About ImPress Systems

ImPress Systems develops, builds and supports digital foil printing technology in the United States. Its Foil Xpress systems give businesses a practical way to add metallic and specialty foil effects on demand without traditional dies or screens. The company is focused on making premium digital embellishment practical for more print providers through compact technology, accessible economics, application flexibility and direct support from the team behind the platform.

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