

HAMBURG, JANUARY 26 – 27, 2011
HAMBURG MESSE, HALL A3

GERMANY

Co-located
to easyFairs®
LOGISTIK
2011

easyFairs®

VERPACKUNG 2011

A BUSINESS AND INFORMATION PLATFORM FOR
PACKAGING SOLUTIONS IN NORTHERN GERMANY

Industrial Packaging

- Packing machinery & equipment
- Packaging materials & accessories
- Labelling & tracking
- Services

Consumer Goods Packaging

- Packaging solutions
- Packaging design
- Packaging print
- Services

Book your stand now!

Telephone +49 (0)89-1 27 16 50



Sponsored by

bdv
DAS VERPACKUNGSNETZWERK

Media partner:

Das Fachmagazin für Industrie- und Consumer Goods
PACK REPORT



Meet decision makers and budget holders!



Innovative: creative and practical solutions from and for Northern Germany!

easyFairs® VERPACKUNG is the trade show for packaging solutions in Northern Germany. 2010 was the first year in which easyFairs® VERPACKUNG was organised into two distinct thematic sections: "Industrial Packaging" and "Consumer Goods Packaging".

The first, "Industrial Packaging", offers the visitor a complete overview of innovative packaging technologies, from packing machines, equipment, materials and auxiliaries, through to modern marking and labelling technologies, as well as services and software solutions.

The "Consumer Goods Packaging" area is all about the very latest, leading-edge packaging solutions and materials, packaging creation and design, printing and finishing techniques, as well as environmentally friendly packaging, aimed directly at the end consumer.

Time & cost effective: a compact forum for doing business

Positioned as a sales event and designed especially for decision-makers from small to medium-sized enterprises, easyFairs® VERPACKUNG attracts trade visitors with budget authority – and concrete investment needs. The show's clear, compact format offers busy professionals a quick overview of the latest innovations in packaging products and technologies, without huge outlays of travel time or cost. Direct, face-to-face contact with suppliers and the straightforward, professional atmosphere make for a high-calibre business environment conducive to taking purchasing decisions.

At the heart of the market: a powerful business platform for a strong region

easyFairs trade shows take place in the centres of economically vibrant regions with international reach. The greater Hamburg metropolitan area is not only the heart of German foreign trade but is also an important distribution hub for Northern Europe. This is where many of the biggest wholesalers have traditionally settled their headquarters.

Visitors to easyFairs® VERPACKUNG will come from these businesses – as well as from the 35,000 other trade and manufacturing enterprises active in the states of Hamburg, Schleswig-Holstein, Niedersachsen and Mecklenburg-Vorpommern.

easyFairs® VERPACKUNG – your sales platform for Northern Germany

easyFairs® VERPACKUNG again takes place in parallel with easyFairs® LOGISTIK.

Book now! Telephone +49 (0) 89-12716 50



Industrial Packaging

Packaging machinery and equipment

- Filling and sealing equipment
- Unpacking and emptying machines
- Vacuum machines
- Measurement equipment
- Palletisers
- Equipment and machine accessories
- Foil sealing equipment
- Pallet wrap machines

Packaging materials

- Transport packaging
- Packaging for technical applications
- Secondary packaging

Packaging auxiliaries

- Drying agents
- Padding and packing material
- Lids and seals
- Strapping

Labelling and marking technology

- Labelling machines
- Marking and coding machines
- Tagging and identification materials

Services

- Contract packaging
- Maintenance and equipment service
- Systems and software

Visitors from these companies were at easyFairs® VERPACKUNG 2010:

- | | |
|------------------------------------|--|
| • Airbus Operations GmbH | • Sony |
| • Axel Springer AG | • ThyssenKrupp Plastics GmbH |
| • BASF SE | • Unilever Deutschland |
| • Edeka Zentrale AG & Co. Kg | • Vattenfall Europe Business Services GmbH |
| • Hamburger Teespeicher | • Vivanco Gruppe AG |
| • HASPA | • Volkswagen AG |
| • HOCHTIEF Projektentwicklung GmbH | • Vosschemie GmbH |
| • Lufthansa Technik Logistik GmbH | • Webasto AG |
| • Nordmark Arzneimittel | |
| • Pioneer Hi-Bred Northern Europe | |
| • Siemens AG | |

Here's what visitors have to say

„ We love visiting easyFairs trade shows because you can very quickly orient yourself – the crowds aren't huge and intimidating, and it's easy to engage in real discussions with the exhibitors “

Bertwin Kühlmann, glaskoch B. Koch jr. GmbH & Co. KG

„ Personally, I find the show is exactly the right size. I could meet up with our existing suppliers and make some new contacts, without having to invest loads of time. My visit was efficient and goals-oriented! “

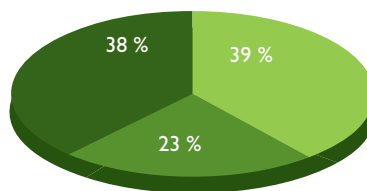
Karola Bubke, ERO Edelstahl-Rohrtechnik GmbH

Visitor profile:

- | | |
|--------------------------------------|-----------------------------|
| - Directors and corporate management | Industries: |
| - Production managers | - Transport & logistics |
| - Purchasing agents | - Wholesaling & retailing |
| - Logistics managers | - Manufacturing industry |
| - Sales managers | - Resellers & services |
| - Packaging engineers | - Chemicals |
| - Quality managers | - Cosmetics & healthcare |
| - Marketing and brand managers | - Electronics & high-tech |
| - Consultants | - Metals |
| | - Food & beverages |
| | - Automotive |
| | - Graphic design & printing |
| | - Wood & furnishings |

Our visitors are decision-makers

62 percent of all visitors come from the executive levels of their companies



39 % Managing Directors
23 % Division Heads
38 % Other

Consumer Goods Packaging

Packaging for

- Food and drinks
- Healthcare products
- Cosmetics and toiletries
- Technical products

Packaging made from

- Plastics
- Paper, paperboard, corrugated cardboard
- Metal
- Glass
- Wood

Design

- Innovations
- Smart packaging
- Sustainable packaging
- Multi-sensory materials and techniques
- Packaging converting and finishing
- Displays / PoS

Packaging print

- Flexographic printing
- Offset printing
- Digital printing
- Gravure printing

Services

- Packaging strategy
- Providers of customised solutions
- Packaging design and development
- Graphic design
- Packaging conversion
- Brand design and development

Visitors from these companies were at easyFairs® VERPACKUNG 2010:

- | | |
|-------------------------|-----------------------------------|
| • BASF SE | • PepsiCo International |
| • Beiersdorf AG | • Peter Kölln KGaA |
| • Blau Mobilfunk GmbH | • Pfanni GmbH & Co. OHG |
| • Casio Europe GmbH | • Procter und Gamble Service GmbH |
| • Deutsche See GmbH | • Sony |
| • Mars GmbH | • Unilever Deutschland |
| • Panasonic Deutschland | • Vivanco Gruppe AG |



Here's what exhibitors have to say

„ We were positively surprised by the quality of the visitors. We had a lot more interesting discussions than we expected! We also talked to some decision makers from very large enterprises – people that aren't easy to reach, otherwise “

Harald Schönfeld, General Director, Rajapack GmbH, exhibitor 2010

„ 95% of all the visitors to our stand were new contacts. Next year, we'll certainly be back to both easyFairs® VERPACKUNG in Hamburg and in the Netherlands. Booking a stand was easy, quick and flexible. “

Torsten Lüdemann, Remscheider Wellpappenfabrik Otto Hampel GmbH & Co. KG, exhibitor since 2008

„ Two days at easyFairs® VERPACKUNG are as effective as 20 days selling on the road. “

Martin Buse, ARPACK GmbH, exhibitor since 2008

„ We've been participating right from the start and we've always been very satisfied with the quality of the visitors. “

Thorsten Wasser, EBS Ink-Jet Systeme GmbH, exhibitor since 2006



Pricing for a 12 sqm ✓ Stand module

stand module: ✓ Furniture and fittings

EUR 3.690,- ✓ Visitor promotion

(Prices exclusive of VAT)

Maximum 4 modules per exhibitor

Book now!

Telephone +49 (0) 89-1 27 16 50



On both days of the show, easyFairs® VERPACKUNG offers visitors and exhibitors alike the opportunity to attend mini-seminars and expert presentations of topical interest to the trade professional. Some examples:

- **End-user Packaging**
- **Packaging Trends**
- **Packaging Design**
- **Networks in the Packaging Industry**
- **Transport and Load Security**

learnShops are free of charge to all attendees and represent a significant value-add to the trade show, without distracting from the actual purpose.

Visitor Promotion

easyFairs aggressively promotes its events to visitors through a complete programme of highly targeted promotional activities. We work in close cooperation with prominent trade magazines and user organisations, and through such channels as direct marketing campaigns, web advertisements and the industry press.

At no additional cost, exhibitors receive a variety of online and traditional communications tools to help raise their visibility before, during and after the show:

- Unlimited visitor invitations
- Media service:
 - Press compartments during the show
 - Mailings of technical news releases before the show
- Stickers, banners, logos and electronic tickets
- Personalised registration link (for your website)
- Exhibitor incentives for redeemed visitor invitations



The easyFairs® Concept:

Cost-effective

- Meet hundreds of qualified buyers, customers and business partners
- Low-cost all-inclusive package
- Easily calculable return on investment

Time-saving

- Direct, face-to-face contact with potential buyers due to a clear and compact exhibition structure
- Easy planning, booking and participation
- Two intensive days of making business contacts

In the heart of your market

- Regionally focused: easyFairs takes the show to the buyers who want to meet you
- Specialised and targeted: For qualified trade show visitors only
- Minimum risk: Standard format throughout Europe

Environmentally friendly

- Trade shows with minimal impact on the environment

easyFairs® VERPACKUNG 2011
Efficient – Cost Saving – Customer-Oriented



Book your stand now!

Online at:

www.easyFairs.com/hamburg
or telephone:
+49 (0)89-1 27 16 50

Contact:

Madelaine Schneider, Charlotte Bössl

Phone: + 49 (0)89-1 27 16 50

Fax: + 49 (0)89-1 27 16 51 11

E-mail: madelaine.schneider@easyFairs.com
charlotte.boessl@easyFairs.com

All-in package:

Stand module includes:

- ✓ **Stand module:**
 - Walls and floor space
 - Stand build
 - Fascia board with company name
 - Carpet
- ✓ **Furniture and fittings:**
 - 1 Table
 - 2 Chairs
 - 1 Literature rack
 - 1 Waste paper bin
 - 3 Spotlights
 - 1 Power strip 1 KW
 - 2 Exhibitor passes
 - 1 Parking permit

✓ **Visitor promotion:**

easyFairs gives you a complete programme of highly targeted promotional activities. We work in close cooperation with prominent trade magazines and user organisations, as well as the industry press – not just the packaging press but also in design, marketing and other relevant industry titles. Plus, we give you at least 250 visitor invitations (if you need more, just ask) and provide a variety of online and traditional communications tools to raise your visibility before, during and after the show.

Practical information:

easyFairs[®] VERPACKUNG 2011

26 January 2011, 9.00 - 17.00

27 January 2011, 9.00 - 17.00

Hamburg Messe, Hall A3

Messeplatz 1, 20357 Hamburg

Organizer

easyFairs Deutschland GmbH,
Hilblestraße 54, 80636 München, Deutschland
E-Mail: deutschland@easyFairs.com

12 sqm module: EUR 3,690.-

(Prices excl.VAT) – Maximum 4 modules per exhibitor

For more details, phone your local easyFairs office or visit easyFairs.com/contactus:

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Finland:	+358 (0)50 3 48 18 06
France:	+33 (0)1 58 17 07 20
Germany:	+49 (0)89 1 27 16 50
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Norway:	+47 (0)22 99 61 24
Poland:	+48 (0) 126 519 520
Spain:	+34 (0) 915 591 037
Sweden:	+46 (0)31 89 41 00
Switzerland:	+41 (0)61 2 28 10 00
United Kingdom:	+44 (0)20 86 22 44 11

Other easyFairs[®] industrial shows in Europe

easyFairs offers a uniform show format across Europe, so you can explore and develop new markets with minimum risk.

easyFairs[®] **EMPACK**, 22.-23.09.2010, St. Petersburg, Russland

easyFairs[®] **PRINT**, 29.-30.09.2010, Brüssel, Belgien

easyFairs[®] **EMPACK**, 29.-30.09.2010, Brüssel, Belgien

easyFairs[®] **PACK & EMBALLAGE**, 20.-21.10.2010, Stockholm, Schweden

easyFairs[®] **EMPACK MADRID**, 24.-25.11.2010, Madrid, Spanien

easyFairs[®] **EMPACK Nord**, 30.-31.03.2011, Lille, Frankreich

easyFairs[®] **VERPACKUNG Austria**, 21.-22.09.2011, Wien, Österreich

easyFairs[®] **EMPACK Ouest**, 19.-20.10.2011, Vannes, Frankreich