

**95% of exhibitors rebook onsite as first edition attracts Dutch marketing and design elite**

## **PACKAGING INNOVATIONS Amsterdam delights visitors**

**Amsterdam and Brussels, 5 December 2011: The first edition of PACKAGING INNOVATIONS (Passenger Terminal, Amsterdam, 30 November & 1 December 2011) rewarded packaging services and materials suppliers with an exclusive opportunity to meet leading designers, brand managers and marketers in The Netherlands' creative and media capital.**

“Nearly all of the exhibitors rebooked for next year while other companies visiting the show decided to take stand options for next year,” said a delighted Cornelien Baijens, Managing Director of easyFairs Netherlands. “It’s clear that some companies who did not take part in this first edition are now regretting it. This show has a bright future,” she added.

“The Passenger Terminal, where luxury cruise ships dock is a superb venue. We were in exactly the right place to attract a very high quality audience of visitors with this unique show concept, which has proved so successful in the United Kingdom,” said Baijens. “Making it small and exclusive with an ‘invitation only’ admission policy created a true VIP ambience,” she added.

Visitors emphasised that this was a different kind of packaging event, focused on ideas and design rather than equipment. “You can network in a fun setting and a big plus is that there are no machines present. For all marketing professionals working in the packaging industry, this is a must-attend event,” was the verdict of Sonja de Wit-Platteschor, Marketing Services Manager at FrieslandCampina Export.

The 814 visitors represented dozens of premium international brands including AS Watson, AGIO Cigars, Ahold Europe, AkzoNobel, Ararat Group, B2Side, Babco Europe, Bavaria, Beaphar, Beiersdorf, Blokker, Continental, Coroos, Dancohr, Danone, FrieslandCampina, Guillin, Heineken, Hema, Hero, Hilton Meats, HJ Heinz, Inproba, King Cuisine, Kluwer, Royal Auping, Royal Verkade, Leaf, Maitre Paul, Mora, Nefab, Nestle, Nippon Gohsei Europe, Novum Pharma, Ogilvy, Omega Pharma, Panasonic Energy, Perfetti van Melle, Philips Design, Plus retail, PPM, Prins Petfood, Rituals, Saint-Gobain, Sara Lee, Sligro Food Group, TomTom, Unilever, Vrumona, VSM, Xerox and Zwanenberg Food Group.

The onsite learnShops seminars attracted over 800 visits. The keynote speaker was Lars Wallentin, who for 40 years was responsible for developing design solutions for brands such as Nestlé, Nescafé, Maggi, Buitoni, Nesquik and KitKat. His advice to packaging designers is summed up in three words: simplify, surprise and synergies. Wallentin used the opportunity to present his latest publication, *The World’s First Book about Packaging Communications*.

## Press information

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### Exhibitor quote:

*“A very successful first edition. We have experienced this event as very pleasant and are certainly open to participating in the next edition. There was a warm and welcoming atmosphere and optimal networking opportunities prevailed. Quality learnShops combined with excellent catering made it complete. A beautiful addition to the packaging industry as a networking event.”*

Kees Koks, Marketing manager PET Power

### Visitor quote:

*"I have had a great time at PACKAGING INNOVATIONS 2011. This event is well organized, including the accessibility and the location. In particular, the learnShops are to be recommended; the seminar by Roland ten Klooster (University of Twente) was especially informative and relevant for us. You can network in a fun setting and a big plus is that there are no machines present. For all marketing professionals working in the packaging industry, this is a must-attend event."*

Sonja de Wit- Platteschor, Marketing Services Manager, FrieslandCampina Export

[Show pictures PACKAGING INNOVATIONS 2011 Amsterdam.](#)

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