



HEALTHCARE AND PHARMACEUTICAL PACKAGING NEWS

Packaging Innovations London returns



EASYFAIRS LONDON

The packaging, design, and marketing sectors are once again set to converge at the Business Design Centre in Islington this autumn (6 & 7 October 2011), as Packaging Innovations London returns for a second year.

Following last years successful debut, which attracted over 2,000 visitors, Packaging Innovations London 2011 looks set to be even bigger and better, making it a diary date must for brand managers, marketers, manufacturers and retailers seeking the ultimate packaging solutions.

Packaging Innovations London 2011 will be showcasing all that is new in primary and secondary packaging. The show will also include five other key areas. These being;

- ▶ DESIGN VILLAGE – An inspiring zone which provides a unique opportunity for brand owners to meet face-to-face with creative professionals
- ▶ LUXURY PACKAGING – A brand new area for Packaging Innovations London 2011, this dedicated area will focus purely on innovations within the luxury packaging sector
- ▶ PRINT FOR PACKAGING – The place to find innovations in print solutions
- ▶ ECOPACK – Where the latest advances in sustainable packaging will be on show
- ▶ CONTRACT PACK – The place to find a professional outsourcing partner

Matt Benyon, Managing Director at easyFairs® UK and Ireland, organisers of the show, says: "Last year's launch show was a huge success, delivering a great number of quality visitors from major brands and retailers, as well as attracting a high calibre of exhibitors. For this year's show, we've already sold the majority of exhibitor stands, with just a couple of spaces left in certain areas of the show. So for the visitor, there will be a lot more on offer, plus we're also looking to improve the experience by building on existing show features and introducing new zones, such as the new Luxury Packaging area."

Along with the new Luxury Packaging area, Packaging Innovations London 2011 will also see the welcome return of their Dragons Den inspired competition called Lions' Lair, as well as The BIG Packaging Debate, which will see the country's leading Packaging Specialists, Environmentalists and Brand Consultants take part in a lively packaging Question Time style session. Plus, alongside the show features there will also be a packed out learnShop™ programme, delivered by leading experts and practioners discussing and debating various pressing issues.

The show has also attracted a host of partners including the BCMPA, The London & South East Packaging Society, The Packaging Society, IPIA, and the Chartered Society of Designers.

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