Press Release

Logistics and packaging event comes of age!

More than 60 percent of exhibitors already re-booked for 2018

Zurich/Muttenz, 3 May 2017 - The second edition of Logistics & Distribution (26 & 27 April 2017) proved the advantages of the show format. “The Swiss platform for intralogistics, material handling, distribution and e-logistics was well-received by the public. This encourages us to further expand this platform,” concludes Marcus Hapig, Easyfairs Exhibition Manager. Likewise, the area of packaging has grown in importance to the market, as was made clear at the co-located packaging shows Empack, Packaging Innovations and Label&Print. Thus, topics such as packaging design and brand management warrant even greater focus in the upcoming edition. In total, 263 exhibitors and over 4700 visitors met at this year’s logistics and packaging shows.

Logistics and packaging under one roof and merged into one big industry event: two closely interwoven facts of daily life now form the backbone for a Swiss show concept. Exhibitors and visitors alike were delighted by the combination of the packaging exhibitions Empack, Packaging Innovations, Label&Print with Logistics & Distribution and praised the concentrated two-day event. Exhibition Manager Marcus Hapig explains: “This event gives both trade visitors and exhibitors the opportunity to exchange expert knowledge and get a feeling for what’s happening in the market. Not only can they make important new contacts for their networks, they can discuss concrete business projects.” The award ceremony for the Swiss Packaging Awards held directly at Packaging Innovations was met with unanimous approval by participants and spectators alike. The show’s atmosphere created a pleasant ambiance; at the stands of the award nominees and winners, trade visitors also had the opportunity to view the innovative exhibits first-hand and learn more about them.

Well-attended GS1 Networking Zone in Hall 3

As Switzerland’s foremost trade show on the topic, Logistics & Distribution 2017 again offered exhibitors outstanding opportunities to present their innovations to a savvy trade public. The community could discuss key issues around the role of intelligent networking in the logistics and supply chain areas, as well as exchange expertise and find out about the latest trends in the field. Thomas Bögli, GS1 Academy Director, was satisfied with the visitor feedback: “The short talks in the Networking Zone in Hall 3 were always well-attended, on both days. For me, that’s evidence that the talk contents were relevant and the format offered value to the visitors. We intentionally designed the Networking Zone to be as open as possible, to make it easy for people to join in.”
Hall 5: Adventure parcours with parcel-delivery drones, e-city logistics and virtual reality warehouse logistics

See, feel, try: In Hall 5 visitors had the opportunity to experience innovations first-hand and test them out. The Swiss Federation for Civilian Drones (SVZD) demonstrated with a ‘missile’ - similar in size to a banana box - how ‘pneumatic-tube-post by air’ might look in the future. “Using parcel drones, soon it may very well be possible to supply medicines or to provide a courier service for laboratory samples,” said SVZD Board Member Severin Leuenberger. “Switzerland is very well positioned in this technology, thanks to expertise resulting from research conducted at the ETH. Now, we just have to see how business can make use of these opportunities.” The Drones Federation - an association with some 450 members - took advantage of Logistics & Distribution to present practical approaches to addressing day-to-day problems, to examine the needs of the market in detail and to seek sponsors for the realization of solutions.

Right next door, the focus was on small vehicles for inner-city logistics at the special area for E-Mobility Innovations in Hall 5. Various suppliers presented ingenious solutions around delivery services and parcel shipments for the last mile. For example, vRbikes demonstrated modular electric vehicles for use by small package and delivery services or for community tasks, among other things. With an A1 driver’s license, even 16-year-olds are permitted to drive these electric scooters - offering a “definite advantage for SMEs,” says Rino Reusser, CEO of vRbikes.ch, a subsidiary of vonRoll. The vehicles can be recharged at household electric sockets; the company also exhibited its new charging station. Sortimo, a specialist in vehicle equipment, presented itself as a manufacturer of light vehicles. And another electric scooter was on display, the ‘trivanti’ by Trivanti Professional E. Mobility, now officially registered for road use in Switzerland. Furthermore, Bigatronic was on scene with its four-wheel electric vehicle from the Porter series.

In the Supply Game area, also in Hall 5, visitors got a chance to experience the new gamification trend live and up close. A camera placed into a piece of cargo made it possible to take a virtual voyage from the perspective of a charge carrier using virtual reality glasses and 360-degree filming - from the warehouse via the conveyor system past the stations for labelling and down to the transport container. BITO Lagertechnik, SSI Schäfer, Jungheinrich, Verpama, CHEP, Intersnack and Videojet supported the project as material sponsors. “With this dip into virtual reality, Easyfairs has managed to take an exhibition audience one step further into the digital world. This, too, is a raison d’être for trade shows,” says Exhibition Manager Marcus Hapig.

Art of Packaging Design and the Swiss Packaging Awards

The award ceremony for the Swiss Packaging Awards - held directly at Packaging Innovations - was met with unanimous approval by participants and spectators alike. Speaking on how it was to hold a gala audience event in a trade show ambience, Andreas Zopfi, Managing Director of the Swiss Packaging Institute SVI, admitted: “For us, moving the Swiss Packaging Awards ceremony to Packaging Innovations was something of an adventure. But our goal was to generate more attention for this brilliant and innovative packaging. And that worked outstandingly well,” he concluded. After the ceremony, trade visitors had the opportunity to view the innovative exhibits and learn more about them at the stands of the award nominees and winners.

With the 48th Swiss Packaging Awards, the SVI recognized outstanding services and packaging solutions. In addition, a special prize was bestowed by the public. Packaging Innovations is the official granting sponsor of this audience award.
In Hall 6, Packaging Innovations also provided new impetus for innovative packaging design and the effective presentation thereof at points of sale in the special Art of Packaging Design area. Visitors could see for themselves what effect packaging design has in the marketing mix and who the competent partners are for packaging in Switzerland.

**Further developments for the leading trade show on logistics and packaging**

The end of every show is really the start of the next one: for experts like Prof. Dr Herbert Ruile, the logistics of the future is really ‘smart logistics’ - meaning customer-specific production in a highly-automated manufacturing environment, networked with intelligent, lean logistics. "There’s a lot of technological hype around the topic of Industry 4.0. In practice, however, factory production and logistics are still not well interlinked,” says Ruile. How, for example, does one deal with the trend of ‘near- or reshoring’, that is, when production is shifted back to Switzerland via automated processes? Or when - due to 3D production, for example - more things are produced centrally than decentrally? “This means that logistics will become even more complex in the future, and we need to start thinking now about new and practical solutions. That’s why it’s necessary to encourage thought and concrete collaborations between science and business.”

**Enhancements already planned for logistics and packaging show format**

In the coming months, a newly installed Easyfairs Strategy Advisory Board will discuss and introduce the new developments. According to Roland Brand, as of March the new Managing Director of Artexis Easyfairs Schweiz, an “ambitious growth course” is planned. The shows are to be enhanced by new focal areas such as transport services and packaging design, as well as brand management.

**Satisfied exhibitors - testimonials from the event**

The exhibitors at all four individual shows were pleased with their 2017 participation and the positive response from the visitors. An overview follows:

**Logistics & Distribution**

![Valentin Adelfio, Managing Director for Floor-level Conveyance, Stöcklin Logistik AG: “Logistics & Distribution is the ideal platform for solidifying our network. In just two days, I personally had the opportunity to speak with about 40 customers - which usually takes about a month of travel. We had many good and promising contacts.”](image1)

![Stefano Ghilardi, Sales Director and Member of the Executive, Linde Material Handling Schweiz AG: “There was always something going on at our stand. The consultants talked with trade visitors - and at a pretty high level! - about topics such as digitisation, automation and Logistics 4.0. Everyone’s thinking about how the sector can improve and they were asking for solutions that can be implemented concretely in practice. We’ve already committed to a stand in 2018.”](image2)
Rino Reusser, CEO vRbikes.ch ag: “This was our second time at Logistics & Distribution, and we were delighted by the large e-mobility area in Hall 5. The space turned out to be perfect for presenting innovative solutions for the last mile in courier services to a savvy trade public. Visitors were able to test the electric vehicles live! That’s important for demonstrating to customers – including many small enterprises from the logistics sector – what’s possible, even with a very reasonable investment.”

Severin Leuenberger, Member of the Board of the Swiss Association of Civilian Drones (SVZD): “At Logistics & Distribution we met exactly the right target group of industrial users we were hoping for! There could be some exciting business cases coming as a result. With the help of some forward-looking investors, in about two years it might be possible to deliver packages via drones in Swiss airspace 10-150 metres above the ground.”

Thomas Bögli, Director of the GS1 Academy: “Once again, Logistics & Distribution 2017 was compact and easy to navigate. That really makes for an efficient trade show visit. Combining logistics with packaging was also correct, because both fields work closely together in day-to-day operations. And this logistics & packaging event is well positioned in Switzerland. What we need now is even more continuity. And in 2018, besides the networking, the exhibition should also be expanded further.”

Prof. Dr Herbert Ruile, Verein Netzwerk Logistik VNL (Association of Network Logistics): “For me, a trade show is always about intensive contact-making. Logistics & Distribution is a good platform for social networking. My goal, as a logistics network, is to stimulate innovations in logistics that can be implemented in practice and that are grounded in expertise stemming from scientific research. In Switzerland, there’s still a lot of potential for that. At this point, I see myself as a bridge builder.”
Packaging Innovations

Heinz Stocker, Sales Manager / Authorized Signatory, Bachmann Forming AG: “It’s easy to find your way around this compact show. We had a lot of customer contact, including some really good inquiries – especially from the German-speaking region. Our Swiss customers are very important to us. At Packaging Innovations, we get to meet all the key players of the industry.”

Iris Brugger, Director of Marketing & Communication, Model AG: “For us, Packaging Innovations went beautifully. We got a lot of very good feedback from the many visitors to our stand. And two appearances by the legendary marketer Lars Wallentin served as an additional draw for further visitors. Of course, we’re also proud of the honours we received from the Swiss Packaging Awards and have celebrated that! It’s perfect that the award ceremony is now being held at Packaging Innovations. The show is an important touchpoint in our marketing mix and a good opportunity for reaching out to customers and prospects.”

Pascal Baumgartner, Chief Sales Officer and Marion Würthele, Head of Inside Sales, Labels & Flexible Packaging Division, Permapack AG: “The Swiss Packaging Awards ceremony was a real highlight at Packaging Innovations. We felt that it was very successfully combined with the exhibition. We proudly displayed our award at our stand, which sparked a lot of discussions with customers. In general, Packaging Innovations is a good platform for making customer contacts in Zurich. It was a successful show for us. The quality is spot-on, and that’s what’s essential to us.”

Eljesa Cakolli-Kurtishi, Consultation / Sales, Labelpack: “Our stand was well-attended. Among the many interested parties there were also quite a few potential new customers. The personal contact with our customers is very important. And the show’s two-days-a-year rhythm is perfect for us. We’ll be back again next time.”

Andreas Zopfi, Managing Director of the Swiss Packaging Institute SVI: “For our association, it’s the networking at the show that takes highest priority. This year, there was a lot going on, what with the excellent discussions and of course the first Swiss Packaging Awards ceremony. Here I always find out what our industry members really need, and simultaneously I can advertise for new memberships and/or our broad range of training programmes. For us, this is a perfect event!”
Empack

Thomas Zerwes, Director of Business Unit Sales, cargopack tägi AG: "The quality of the contacts we made at Empack 2017 was very good. Among the interested parties, there were many potential new customers there - that makes working a trade show fun."

Tobias Sommer, Managing Director, Prodinger Verpackung: "Empack is an important platform, both for marketing and customer care as well as for making new contacts. Two days of concentrated business is ideal for us. And we also liked the combination with Logistics & Distribution. It brought us new visitors to the stand. We conducted good discussions and had some interesting inquiries. In this respect, our investment in the show has paid off."

Joël Buchs, Sales Packaging Division, Storopack Schweiz AG: “The quality of the visitors was very good; there could have been even more of them! Empack is the only show in Switzerland that we exhibit at, because the Swiss market is so important.”

Label&Print

Mirko Egli, Head of Marketing, CCL Label AG: “Label&Print is the only show if its kind in Switzerland, which is an important market for us. Just to be seen and recognised as one of the leading manufacturers of labels, we’ve got to be present here! We had many good discussions. And we think that integrating the Swiss Packaging Awards ceremony into the show was ideal. Our award in the Convenience category was wonderful compensation for our work. This way, we were able to show our product with the Rigid Reclose Label solution right at the exhibition and draw the attention of many potential customers.”

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Easyfairs packaging and logistics shows in 2018:

Empack, Packaging Innovations and Label&Print  11 & 12 April 2018  Zurich Messe, Halls 3-6

Logistics & Distribution

For more information, visit our website  www.logistics-packaging.ch

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About Artexis Easyfairs

Artexis Easyfairs enables communities to "visit the future" at must-attend events that anticipate their needs and present solutions in the ideal format for their individual markets.

Through Easyfairs the Group currently organises more than 200 events in 19 countries (Algeria, Austria, Belgium, China, Denmark, Emirates, Finland, France, Germany, the Netherlands, Norway, Portugal, Singapore, Russia, Spain, Sweden, Switzerland, the United Kingdom and the United States).

In the DACH region alone, Easyfairs organises Automation & Electronics (Zurich); Empack (Zurich); Label&Print (Berlin and Zurich); Logistics & Distribution (Zurich); Maintenance (Dortmund, Stuttgart and Zurich); Packaging Innovations (Berlin and Zurich); Pumps & Valves (Dortmund and Zurich); Recycling-Technik (Dortmund) and Solids (Dortmund, Basel and St Petersburg).

And through Artexis, it manages 11 events venues in the Benelux and Nordic regions (Ghent, Antwerp, 2 venues in Namur, Mechelen-Brussels North, Mons, Hardenberg, Gorinchem, Venray, Stockholm and Malmö). The Group employs more than 700 people and expects to generate revenues in excess of €167 million for its financial year 2016-2017.

Artexis Easyfairs strives to be the most adaptable, agile and effective player in our industry by employing committed individuals, deploying the best marketing and technology tools, and developing strong brands. Visit the future with Artexis Easyfairs.