



Media Release

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Packaging industry gathering: Knowledge transfer and networking

Recyclability, eco-impacts of online shopping, innovations in food packaging – these will be the dominant topics at the event where the entire packaging industry will meet on 11 & 12 April 2018 at the Messe Zürich. Visitors to the trade show trio Empack, Packaging Innovations and Label&Print will sharpen their knowledge and find a huge variety of practical solutions at the exhibitors' stands. Also counting the co-located show, Logistics & Distribution, some 85 percent of the stand spots are already booked.

There's a lot going on in the packaging sector: China has recently prohibited the import of unsorted plastic waste, the EU Commission is haggling over quotas for the year 2030, and end consumers are trying to sort out the differences between recyclable, recycled, biodegradable and organically produced packaging. At the core of the matter is this: the various stakeholders are debating the question of what constitutes optimal packaging. Patrik Geisselhardt, Managing Director of Swiss Recycling, will open the symposium of the Swiss Packaging Institute SVI with his keynote, "Packaging 2030 – Recyclability Above All Else?" (11 April 2018, 10:00)

Cartons vs. driving?

According to a 2017 study by PriceWaterhouseCoopers (PwC), 28 percent of consumers worldwide are less likely to shop in stores and instead turn to e-commerce platforms such as Amazon or Zalando. Ten percent of respondents even say that they shop exclusively online! But what effect does this purchasing behaviour have on the environment? Dr Roland Hischier, Head of the Research Group "Advancing Life Cycle Assessment" at Empa, will lecture on the topic of "Cardboard Boxes vs. Travel by Car. Or: The Sustainability of Online Shopping." (11 April 2018, 11:00)

Intelligent packaging

More and more, food packaging must assume additional functionalities. Above and beyond the pure protection, transport, advertising and informational purposes it has traditionally served, the tasks assigned to packaging have expanded greatly. Packaging must be active, intelligent and interactive if it has any chance of fulfilling today's expectations for freshness, safety, convenience, traceability and storytelling. This is the exciting content that Dr Peter Braun, Swiss Food Researcher for Innovation Group

Packaging, will present in his paper, "Innovations for Food Packaging – From Idea to Implementation." (11 April 2018, 13:00)

49. Swiss Packaging Award Ceremony

The Swiss Packaging Award is the national platform for creativity and innovation in the packaging industry; it will be presented by the Swiss Packaging Institute SVI on 11 April 2018, starting at 14:30. The winner of Audience Award is to be decided by the public. Online voting will open on 5 March 2018 at www.verpackung-schweiz.ch.

Packaging Parcours

Anyone who wants to take a playful turn around the exhibition hall can participate in this fun competition. The Packaging Parcours consists of five stations on the topics of refill packaging, smart packaging, recycling, more-or-less packaging and customization / personalization. The Packaging Parcours is made possible by partners such as Neuhaus AG and Videojet Technologies Suisse GmbH. The first three finishers will each win a Smartbox and prizes worth a total of CHF 1,000.

Networking cocktail party

On 11 April 2018 starting at 17:00, the packaging industry has a chance to lounge together: with catering and drinks in abundance, networking galore and live music with the cover band "Top4tea" till the cows come home. And for the first time ever, visitors will be invited to attend the Networking Apéro. But registration in advance is required – and over half of the places have already been snapped up.

Show Room Presentations

Short, to-the-point, informative – innovative exhibitors will present their topics and products in 30-minute timeslots. Including, among others:

- Permapack: Sustainability and Optimisation (11 April 2018, 11:30)
- BVS Verpackungs-Systeme AG: WaveWrap® Packaging Systems for Small Formats – From Idea to Development through to Market Launch (12 April 2018, 11:30)
- Metsä Board Deutschland GmbH: Shaping the Future of Packaging (12 April 2018, 13:30)
- Xerox AG: Digital Print Finishing (11 & 12 April 2018, 10:00)

More show highlights

- Symposium: "Packaging Marketing and Brand Management" for brand owners and decision makers in marketing, product management, advertising and sales. (12 April 2018)
- Pentawards, exhibiting 15 winning exhibits from past events. The exclusive Pentawards are considered the Oscars of packaging.
- Business Bar for extended networking, a quiet retreat with clients or to catch up with colleagues and professional peers.

More info at www.verpackung-schweiz.ch

Packaging industry meet-up 2018 at a glance

Shows	Empack 2018, Packaging Innovations 2018, Label&Print 2018
Duration	Wed. 11 April – Thurs. 12 April 2018
Venue	Messe Zurich Halls 4, 5 and 6 Wallisellenstrasse 49, 8050 Zürich-Oerlikon
Opening hours	Wed., 9:00 - 17:00 / Thurs., 9:00 - 16:00
Co-located show	Logistics & Distribution, Hall 3

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