Media Release

Zurich/Muttenz, 20 April 2018

Packaging industry meeting point: A show on the rise

On 11 & 12 April 2018, the three trade shows Empack, Packaging Innovations and Label&Print were united for the first time under the umbrella concept 'Packaging Industry Meeting Point'. The focus was on packaging for the future. Some 240 exhibitors presented their new products, process solutions and innovative technologies. A common thread throughout the discussions at the stands, the showroom presentations and the specialist lectures was the concept of sustainability throughout the entire value chain. This topic found its parallel at the co-located Logistics & Distribution. The approximately 4600 visitors made good use of the many opportunities to network at the exhibition, in the Networking Zone, in the Business Bar and at the joint cocktail party with the exhibitors.

Easyfairs show manager Marcus Hapig was quite pleased: "We were able to successfully implement the innovations announced a year ago in the areas of packaging design and brand management. Our strategic partnership with Pentawards allowed us to create a breathtakingly beautiful exhibit for their international packaging design competition. And with the new trade conference on 'Packaging Marketing and Brand Management', our collaborative endeavours with the Designerfactory Schaffner & Conzelmann have succeeded in addressing brand owners and decision makers from all across marketing, product management, advertising and sales."

Fresh wind in the sails: symposium for marketeers

Jean Jacques Schaffner, the conference's inspirer and co-initiator, explains packaging marketing and brand management: "For the first time, the various packaging trade shows all took place simultaneously in Zurich under the 'packaging industry meeting point' umbrella. Easyfairs Switzerland really hit the bullseye with its bold decision to rejuvenate these shows. As a co-partner, Schaffner & Conzelmann played a key role in this, not only designing the presentation but also organising the newly established trade conference. Each in their own way, the five speakers highlighted the topic of packaging and its economic significance. The forum, which was located right at the centre of the show, was very well attended, and the audience rated it consistently as 'good to very good'." Jürgen Strohhäcker, Marketing Manager and Senior Marketing Manager at ASB Grünland Helmut Aurenz GmbH in Stuttgart (Germany), was enthusiastic: "The lecture by Jean Jacques Schaffner, with his many packaging examples, was excellent. By the way, I must
compliment you on both your choice of speakers and the corresponding topics. Every talk had some gem in it – possibly the best lecture series I've heard in the recent past.”

Lecturers included: Uwe Streiber, Head of Packaging Management, ZALANDO; Anna Lukanina, Managing Partner, Depot WPF; Jean Jacques Schaffner, Co-founder, Schaffner & Conzelmann AG; Silvija Graf Coric, Strategy Director, ARD Design; and Uwe Melichar, Partner Packaging, Factor Design GmbH & CO. KG. Incidentally, every one of these packaging professionals is a winner of the renowned Pentaward.

The Pentawards: the world's most exclusive packaging design competition

The Pentawards are the first and most prestigious international competition dedicated exclusively to packaging design. Thanks to the exclusive partnership between Easyfairs Switzerland and the Pentawards, visitors were able to enjoy the Pentawards exhibition displaying a selection of the world's finest packaging. The awe-inspiring exhibit showed the winners of the diamond, platinum and gold Pentawards in the five main categories of beverages, body, food, luxury and other markets. The Pentawards zone offered a unique opportunity to gain a global perspective on last year's best and most creative achievements in packaging design. www.pentawards.org

Winner of the Swiss Packaging Awards 2018 is chosen

On Wednesday, 11 April 2018, the Swiss Packaging Institute SVI presented the award for the best Swiss packaging of the year – for the 49th time. 35 companies competed this year, entering 43 packaging solutions. Eighteen submissions were then nominated by a panel of experts, six of which won the Swiss Packaging Award. The audience award, which is sponsored by Packaging Innovations and chosen by consumers, was also conferred.

For two days in March, a 16-member jury of experts worked intensively on judging the submitted packaging in the categories of sustainability, convenience, design, marketing, technology and design. This year’s entries included new packaging materials, which were closely examined and discussed. The audience award was determined in a public vote that took place between 13 and 28 March; almost 1,000 people participated. Winning a Swiss Packaging Award entitles the contestant to advance to the international packaging competition, World Star.

The winners of the Swiss Packaging Awards 2018

The festive award ceremony was held at the fully occupied networking space of the SVI. The audience cheered along with the happy winners.
- In the category Sustainability: WaveWrap® from WavePack® GmbH, submitted by BVSVerpackungs-Systeme AG
- In the category Convenience: PERLAMED-BLISTair, submitted by Perlen Converting AG
- In the category Design: Redesign of Appenzeller Gin 27, submitted by Kraftkom GmbH
- In the category Marketing: Sidroga Teexpress, submitted by Werbeanstalt Schweiz AG
- In the category Technology: Sealed paper packaging, submitted by Robert Bosch Packaging Technology GmbH
- In the category Construction: Mono-Pralinés Torino LA PIAZZA, submitted by Chocolats Camille Bloch SA
- The audience award: FrischSchoggi-Dose, submitted by Andreas Kopp AG
‘FrischSchoggi-Dose’ wins audience award
The 2018 audience award was bestowed on the FrischSchoggi-Dose (fresh chocolate tin), submitted by Andreas Kopp AG. The FrischSchoggi-Dose was specially developed to contain Läderach Schweiz AG’s ‘FrischSchoggi’ confection, which is normally sold unpackaged; the packaging is designed in such a way that it not only protects its contents from light and breakage, it also reflects the high quality of the product. The graphic design emphasises the most important points. Embossing on the lid gives the tin a haptic element that makes the ‘FrischSchoggi’ seem tangible.

SVI – Networking Zone with lecture programme
As one of the show’s competence partners, the Swiss Packaging Institute SVI organised a varied mix of specialist lectures, talks and networking events. The interest level was high and the Networking Zone was well frequented as a meeting place. Dr. Roland Hischier, head of the Advancing Life Cycle Assessment research group at Empa, took as a metaphor for sustainability the Native American saying, "We have not inherited the Earth from our parents, rather we have borrowed it from our children.” The Earth and our environment are not only a resource but also a collection point for pollutants. He advocates an intelligent use of scarce resources. Patrik Geisselhardt, Managing Director of Swiss Recycling, and Dr. Peter Braun, of Swiss Food Research, Packaging Innovation Group, also presented their holistic approaches to packaging.

Business Bar with Show Room Presentations
Thanks to the sponsor Videojet, visitors could escape to the Business Bar as a retreat from the hubbub of the show. And those who wanted not only fine food and refreshing drinks but also something for their brain to chew on were well sated by the Show Room Presentations, an initiative in the Business Bar for innovative exhibitors to present their inventions, products and solutions – short, sweet and to-the-point. The possibilities offered by digital print finishing are incredible. The interest in the new printing machine at the Xerox stand was correspondingly high. And Creapaper amazed the audience with its presentation on using grass as an alternative raw material. Grass-paper packaging is already being used successfully at Coop Naturaplan.

Packaging Parcours
The Packaging Parcours took visitors through the three exhibition halls in a playful way. The goal for the participating packaging experts was to achieve the best results at the five stations -- one each on the topics of recycling, refillable packaging, smart packaging, more/less packaging and personalisation. The prizes were three Smartboxes worth over CHF 1000.

Networking Apéro
The management team took this year’s shows as a chance to expand the exhibitor evening and turn it into a true a networking event. Both exhibitors and visitors were invited to exchange ideas in a relaxed atmosphere after the busy show day. The aim was to create an additional connection opportunity at this important industry gathering place.

The next Packaging Industry Meeting point will take place on 10 & 11 April 2019 at the Messe Zürich.

Information and images at www.verpackung-schweiz.ch
Voices from the show – Here’s what exhibitors had to say

EMPACK

Tobias Sommer, Managing Director, PRODINGER Verpackung AG:
“This year’s EMPACK met our expectations. Besides meeting many of our regular customers, we were also able to make interesting new contacts. The visitors also often had concrete questions about packaging solutions. Speaking subjectively, our stand seemed busier on Thursday than on Wednesday. Since EMPACK is the only remaining Swiss packaging trade fair, it’s of great importance to us and a critical marketing instrument for our company. Together with the same number or even more co-exhibitors, we could well imagine booking another stand at EMPACK in 2019.”

PACKAGING INNOVATIONS

Marion Würthele, Head of Internal Sales, Labels & Flexible Packaging, Food / Non Food Market Unit and Pascal Baumgartner, Chief Sales Officer Flexible Packaging, Permapack AG:
“Our goals for the show were achieved, and we’re satisfied overall. We were able to cultivate customer relations at the stand and establish good contacts. There are many facets to this packaging industry meeting place. It’s of real advantage to the visitors that they can gather knowledge on different topics at the diverse events and multiple shows, all under one roof. Nevertheless, we still think that Packaging Innovations should only take place once every two years.”

Iris Brugger, Director of Marketing & Communication, Model AG:
“It's great that we can meet so many customers at the show in just two days. The number of visitors was good. Mainly it’s our existing customers that visit us. At our round bar we treat the visitors to fine catering, which makes their visit to the show all the more pleasant. On the whole, we're satisfied with Packaging Innovations 2018, also with the support and the organisation. What struck us this year was the smaller number of exhibitors.”

Michael Kroheck, Business Development, CREAPAPER GmbH:
“We’re exhibiting for the first time at Packaging Innovations and we’re satisfied. The exhibition is well organised and very inspiring. Already on the first day around noon we knew that the show would be worth it: good discussions, numerous concrete contacts and promising enquiries. On the first day more purchasers and large companies came to us; but on the second day, it was entrepreneurs who were specifically looking for products and manufacturers. We supply raw materials as well as developing our own products. Our patented process uses grass as a raw material for the production of paper and cardboard – saving up to 75% in CO2 emissions! We are very pleased that so many visitors were interested in seeing and feeling our grass paper in person.”

Sascha Wallmer, Bijewa:
“Bijewa is short for Bijou and Wallmer. We’re a Swiss family-owned company in the third generation. With our handcrafted products, we’re really in a niche market. We specialise in high-quality jewellery and gift packaging, carrier bags, decorative objects and storage items for valuable things. Our offerings range from elegant, custom-made boxes and individually-produced carrier bags to inexpensive pouches. We also have a wide range of
packaging that can be supplied in small quantities from stock, including logo printing.
Because of the many contacts we made and the exciting meetings we had, I’m satisfied
with the show. Every contact is a potential new customer.”

LABEL&PRINT

Matthias Wagner, Marketing Manager Production (Germany, Austria, Switzerland),
Xerox:
“We actively invited and registered about 150 people. In general, we’re satisfied with the
response. The platform for capturing leads is great. We get an SMS as soon as our
guests arrive and register, so we know that they’re in the hall. And using the app, it’s easy
to register the visitors at our stand. My talk on digital print finishing at the Show Room
Presentations generated a good response and brought additional people to the stand.
There was constant activity and discussion about the many new printing options. My
conclusion: great event, a real packing industry meet-up that fits well into our marketing
plans in terms of timing and the target audience.”

Mirko Ackermann, CS / IB / Marketing Manager, Videojet Technologies Suisse
GmbH:
“We’re pleased with both the number and the quality of the visitors. Our potential is huge,
because anyone who produces something could be one of our customers. Nowadays you
can label almost anything – and we have solutions for every product and packaging. By
sponsoring the Business Lounge, we had a second presence in the logistics hall from
where we could draw more attention to ourselves. The future is looking good for us.”

Media contact
Debora Holdener
Easyfairs Switzerland GmbH
T +41 (0)61 228 10 04
Debora.Holdener@easyfairs.com