

PRESS RELEASE

Easyfairs announces exclusive global event partnership with The Dieline

The Dieline to bring conference and award winners to Easyfairs international Packaging Innovations events

London, UK, 19 May 2016: Easyfairs Ltd today announces an exclusive partnership outside the US with The Dieline, the leading global resource for packaging designers, to deliver high-level content to its Packaging Innovations exhibitions. The scope will include an inspirational conference, as well as a curation of The Dieline Awards winners.

The first conference will be held at the Packaging Innovations exhibition in London on 14 & 15 September 2016, incorporating packaging and branding topics aimed at inhouse designers, creative professionals, brand directors and marketers from both leading and emerging brands, as well as packaging suppliers and design agencies.

This will run alongside a gallery of The Dieline Awards winners, showcasing the best package design from across the globe. A selection of Awards winners will also be invited to present case studies as part of the conference content.

The Dieline is a unique dedicated platform for the package design industry and its practitioners and enthusiasts. Its purpose is to define and promote the world's best package design, and provide a place where the package design community can review, critique and stay informed of the latest trends and projects being created in the field. Its involvement in the Packaging Innovations exhibitions will facilitate further networking around these innovations for the packaging communities across Europe in a live environment.

Paul MacDonald, Global Brand Director - Packaging for Easyfairs, comments: "We are both delighted and proud to be partnering with such a notable thought-leader in the world of package design. This relationship will serve to elevate our design and branding content and develop a deeper engagement with the design community from around the world within their local markets. It allows us to deliver a higher level of content to this community to help inspire them and provide them with greater value.

"I am very excited to see this brought first to London, and then across our other Packaging Innovations exhibitions in cities such as Stockholm, Madrid, Amsterdam, Birmingham, Zurich and Hamburg. As we continue to grow our international portfolio of these events, so I look forward to this partnership developing further."

Easyfairs' Packaging Innovations events have seen extensive growth since the launch of the first exhibition in Birmingham in 2006, focusing on innovations in the design and production of packaging as well as materials and finishes, rather than the heavy machinery aspect of packaging. The portfolio now covers 10 events across 10 cities and 9 countries, attracting over 40,000 visitors each year. Further global launches of the successful brand are planned for the coming years.

Andrew Gibbs, Founder & Owner of The Dieline and The Dieline Awards, and former packaging creative director, says: "When we were approached by Easyfairs with this idea, I was immediately impressed with the agility and innovative approach the business takes. The Packaging Innovations events have great coverage across Europe, with excellent local market expertise. I am personally excited to find a partner that is quick to react to local market trends and adapt its events quickly. This will enable us also to strengthen our presence in Europe."

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Information about Artexis Easyfairs

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

Through **Easyfairs**, the Group currently organises 125 events in 18 countries (Algeria, Austria, Belgium, Canada, Denmark, Emirates, Finland, France, Germany, the Netherlands, Norway, Portugal, Singapore, Russia, Spain, Sweden, Switzerland and the United Kingdom).

And through **Artexis**, it manages eight events venues in the Benelux and Nordic regions (Ghent, Antwerp, 2 venues in Namur, Mechelen, Mons, Stockholm and Malmö). For its financial year 2015-2016 the Group employs more than 435 people and expects to generate revenues in excess of €115 million.

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.

For more information, visit the websites

<http://www.easyfairs.com>

<http://www.thedieline.com>

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Upcoming Easyfairs Packaging Innovations events

- **Packaging Innovations** - Fischauktionshalle, Hamburg, Germany - 23 & 24 June 2016
- **Packaging Innovations** - Olympia, London, UK - 14 & 15 Sept 2016
- **Packaging Innovations** - Kistamässan, Stockholm, Sweden - 5 & 6 Oct 2016
- **Packaging Innovations** - Taets Art & Event Park, Amsterdam, Netherlands - 23 & 24 Nov 2016
- **Packaging Innovations** - Madrid, Spain - 23 & 24 Nov 2016
- **Packaging Innovations** - NEC, Birmingham, UK - 1 & 2 March 2017
- **Packaging Innovations** - Messe Zürich, Switzerland - 26 & 27 April 2017

