

## PRESS RELEASE

# Easyfairs launches Packaging Innovations New York

*Europe's largest series of primary and secondary packaging events launches New York show in collaboration with global design competition Pentawards, to run alongside ADF&PCD New York*

**London, 6 September 2017:** Packaging Innovations, Europe's largest series of primary and secondary packaging events, is teaming up with the world-renowned **Pentawards**, the most prestigious worldwide competition exclusively devoted to packaging design, to deliver a new exclusive, intimate and cutting-edge event in New York on 5 & 6 September 2018.

The event is designed to be an exclusive format of hand-selected suppliers and exclusively-invited buyers, running alongside the Pentawards Conference and Pentawards Live, a global curation of award winning packaging design. This unique concept will bring together an exclusive mix of brands, design agencies, packaging manufacturers, material producers and innovators across all market sectors to learn, network, discover, collaborate and do business.

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 company's portfolio of packaging events (which covers brands such as Empack, Label&Print, Luxury Packaging, ADF, PCD and the Pentawards) now covers 38 events in 19 cities across 12 countries, and attracts over 85,000 visitors each year. As well as the New York edition, further global launches are planned for the brand in the coming years.

The **Pentawards** was acquired by Easyfairs in November 2016, and are the most prestigious worldwide competition exclusively dedicated to packaging design in all its forms. It honours the most cutting-edge and beautiful design in a high-class annual awards ceremony, taking place in Barcelona in 2017. Since its acquisition it has also launched: the **Pentawards Live** exhibit at the Packaging Innovations shows around Europe and now New York; and the **Pentawards Conference**, an exciting line-up of global award-winning packaging design gurus, pioneers and disruptors, to share their experiences and provide the community with a vision of their future.

Located at the Metropolitan Pavilion in Manhattan, the show will take place alongside **ADF (Aerosol Dispensing Forum)** and **PCD (Packaging of Perfume, Cosmetics & Design)**. ADF&PCD, which in 2018 will be in its third year, is North America's only dedicated event for the aerosol,

dispensing, perfume and cosmetic packaging community, having launched in the US after a long successful history in Paris. A powerful niche event, it brings together a highly focused audience of packaging buyers primarily dedicated to aerosol and beauty packaging. The co-location of Packaging Innovations with ADF&PCD will facilitate a crossover of key buyers between the two shows.

James Drake-Brockman, Divisional Director for Packaging Innovations London, Birmingham and New York, commented: ***“We are delighted and excited to be launching Packaging Innovations in New York for 2018. Through our one-of-a-kind collaboration with the Pentawards, we have the opportunity to create a truly unique event to serve the North American packaging community. Our experience in Europe also gives us an invaluable level of expertise and heritage in this sector; plus the collaboration with Pentawards also enables us to deliver a very powerful and high level of content that simply cannot be seen anywhere else!***

***“Since its launch in 2016, the ADF&PCD shows have been received with exceptional enthusiasm from the market in the US, so it is a natural extension for both brands.”***

Packaging Innovations New York will be open for booking applications from 6 September. To find out more, visit [www.easyfairs.com/PI-NYC](http://www.easyfairs.com/PI-NYC), email [jamesdb@easyfairs.com](mailto:jamesdb@easyfairs.com) or call +44 (0)20 3196 4302.

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## About Easyfairs' global packaging portfolio

Easyfairs runs a global portfolio of market leading packaging events (comprising exhibitions, conferences & awards) across the world, with 38 events in 19 cities across 12 countries, with brands including Packaging Innovations, Luxury Packaging, Empack, Label&Print, Industrial Pack, ADF, PCD and Pentawards. The events are designed to individually serve niche communities and together serve the entire packaging community.

For more information, visit [www.easyfairs.com/packaging](http://www.easyfairs.com/packaging)

## About Packaging Innovations

**Packaging Innovations** is Europe's leading brand for branded and inspirational packaging, with 10 events taking place in the UK, the Netherlands, Spain, Belgium, Switzerland, Sweden, Finland, and most recently the USA. It focuses entirely on the design and technical aspects of primary and secondary packaging, bringing together a community of packaging technologists, designers, brand managers, product managers, and marketers to meet with suppliers of design, concepts, materials and end solutions.

For more information, visit [www.easyfairs.com/packaging](http://www.easyfairs.com/packaging)



## About Pentawards

Created in 2007, the Pentawards is the first and most prestigious worldwide competition, devoted exclusively to packaging design in all of its forms.

Each year, packaging from around the world is judged by an international jury of 12 highly respected designers, packaging design directors and marketing chiefs from major global brands. By participating in the Pentawards, packaging designers, design students, brand-owners and packaging producers have the opportunity to compare their creations to those from around the world.

There are five main award categories: beverages, body, food, luxury and other markets; these are then split into 55 sub categories. For the 2017 awards, there were 2,013 entries from 5 continents and 54 countries.

The winners receive bronze, silver, gold and platinum Pentawards. The 'Best of the Show' receives the unique Diamond Pentaward. Each year, trophies are awarded in a different city in Europe, Asia or the Americas, at an official ceremony which hosts hundreds of designers from around the world, and provides a unique opportunity to meet and exchange ideas.

The eleventh Pentawards gala ceremony will be held in Barcelona on 23 September 2017.

For more information, visit [www.pentawards.org](http://www.pentawards.org)

## About ADF&PCD New York

ADF&PCD is North America's only dedicated event for the aerosol, dispensing, perfume and cosmetic packaging community. The event follows the successful format established by its Paris show in 2001, with its educational conference programs, Innovation Awards and exhibition. ADF&PCD's unique proposition is its two-shows-in-one offering, based on synergistic markets. The aerosol industry was worth \$56.4 billion in 2014 and is estimated to reach \$70 billion in 2020. While ADF serves various markets - from technical applications, painting, household, food, pharma, among others - 53% of aerosols are used for cosmetics (according to the French Aerosols Council), making ADF a perfect fit with PCD.

The event enables packaging and aerosol experts from R&D, innovation, development, purchasing, sourcing, production and quality control, marketing and general management, to take stock of current trends and innovations. Over 130 exhibitors participate at the event, which features an easy-to-navigate layout and standard booth designs that level the playing field for all exhibitors.

The New York show debuted in 2016. Following its immediate success, ADF&PCD will expand to Shanghai in March 2018. ADF&PCD New York is organised by EFI US, Inc., part of Artexis Easyfairs, based in New York City.



For more information, visit [www.adf-pcd.com](http://www.adf-pcd.com)

## About Artexis Easyfairs

Easyfairs is part of the Artexis Easyfairs group. 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 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).

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 €169 million for its financial year 2016-2017.

Artexis Easyfairs strives to be the most adaptable, agile and effective player in the events 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 [www.artexiseasyfairs.com](http://www.artexiseasyfairs.com)

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