

PRESS RELEASE

November 2017

Newsroom: New information platform for FachPack is online

- **Content for all target groups laid out intuitively and attractively**
- **All relevant content grouped together**
- **Industry articles report on trends in the sector**

With ten months to go before the next FachPack event cycle, preparations are in full swing. The European trade fair for packaging, processing and technology is launching a new information platform aimed at the wider professional community. The Newsroom offers exhibitors, interested companies, trade visitors and media representatives the latest information about the exhibition in a clearly structured form that is easy to follow. Regular industry articles will deal with a wide variety of trending topics in the sector, providing inspiration and encouraging discussion.

The new **“News”** tab (www.fachpack.de/en/news) on the FachPack website brings together press releases, photos and videos relating to the event, and is available now. The interested professional community will also find new developments in the packaging industry in the “Industry News” section. Cornelia Fehlner, FachPack Exhibition Director, explains: “With subjects like consumer trends, Industrie 4.0 or Smart Packaging, we are giving our exhibitors and visitors relevant stimuli in the months leading up to the event, as well as a foretaste of the new developments and solutions that will ultimately be presented during the three packed days of the show in Nuremberg on 25-27 September 2018.” She continues, enthusiastically: “Bringing together all the relevant information about FachPack in a central location, and the overview that the Newsroom provides about the latest industry topics, create an advantage for our cross-media communications. I also think the lively presentation, with lots of images and explanatory graphics, has worked out very well.”

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Compact and attractive presentation

The FachPack Newsroom scores with its multi-media linking of text, image and video material, while keeping it all completely user-friendly. In addition to regular information updates, on important deadlines or services, for example, it also provides impressions from the last event in the form of images and videos, as well as an overview of the latest press releases. The individual subject fields are presented in compact form and divided into easy-to-follow modules.

All exclusive services for media representatives, like the press calendar, inclusion in the press mailing list, services for journalists on-site and accreditation guidelines, are provided in the “**For Journalists**” section (www.fachpack.de/press).

FachPack 2018: preparations under way

The European trade fair for packaging, processing and technology is taking a scheduled break in 2017, and will resume its two-year event cycle in September 2018. With ten months to go before the next event, preparations are already in full swing, and the team is counting on having all twelve exhibition halls fully booked by the end of the year.

Save the dates!

25-27 September 2018

24-26 September 2019

About FachPack

FachPack is the European trade fair for packaging, processes and technology. Over a compact three-day schedule in Nuremberg from 25 to 27 September 2018, it will present its extensive range of solutions for the packaging process chain for industrial and consumer goods. Its new brand image “Tomorrow begins when you create it” makes FachPack more up-to-date and more dynamic and gives it a more distinctive look. It is solution-driven and focused but as reliable and pragmatic as ever. With a unique trade fair portfolio from the segments packaging materials, packaging and packaging accessories, packaging machines, labelling and marking technology, machines and equipment in the packaging periphery, packaging printing and finishing, intra-logistics and packaging logistics, and services for the packaging industry, FachPack is the No. 1 industry gathering for the European packaging market that attracts

trade visitors from all packaging-intensive sectors: Food/beverages, pharmaceuticals/medical technology, cosmetics, chemicals, automotive and other consumer and industrial goods. www.fachpack.de

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For all press releases, industry news and further information, photos and videos, see the Newsroom at: www.fachpack.de/en/news

Further services for journalists and media contacts:

www.fachpack.de/press