



HOT TOPIC

July 2021

## **FACHPACK 2021 has a continued focus on “environmentally friendly packaging”**

How can the packaging sector help achieve global climate targets, reduce environmental impacts and offer sustainable resources and manufacturing processes? These are issues that are meanwhile being addressed in one form or another by all FACHPACK exhibitors and visitors. This is why “environmentally friendly packaging” will yet again be the main theme of this year’s trade fair for packaging, technology and processes in Nuremberg. Since the last event, there has been a significant surge in development in the field of sustainability that will be widely reflected by the participants in the exhibition.

This thematic focus will allow companies from the packaging industry to present their innovations, best practice solutions and new approaches for environmentally friendly packaging and discuss them with their customers at the stands, in the PACKBOX, TECHBOX and INNOVATIONSBOX forums, special shows and awards ceremonies. Here, visitors can learn all about recycled packaging, resource-conserving materials, reusable packaging and systems, and new environmentally compatible processes.

For example, at the special show “Sustainable Packaging” in Hall 7, NürnbergMesse and bayern design will present concepts that demonstrate how sustainability starts as early as the packaging design. Sustainability is of course also one of the defining criteria for the German Packaging Award 2021.

### **Contact for press and media**

Katja Feeß, Christina Freund  
T +49 911 86 06-83 55  
christina.freund@nuernbergmesse.de

**Veranstalter  
Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-0  
F +49 9 11 86 06-82 28  
fachpack@nuernbergmesse.de  
www.fachpack.de

**Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board**  
Albert Füracker, MdL  
Bayerischer Staatsminister  
der Finanzen und für Heimat  
Bavarian State Minister  
of Finance and Regional Identity

**Geschäftsführer  
CEOs**  
Dr. Roland Fleck, Peter Ottmann

**Registergericht  
Registration Number**  
HRB 761 Nürnberg



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