

PRESS RELEASE

February 2019

packaging-360.com now available in English

The new theme portal packaging-360.com, launched at FachPack last September, is now available in English.

“The timing couldn’t have been better, since it coincides with the start of BIOFACH, the world’s leading fair for organic food products,” says a delighted Heike Slotta, Director Exhibitions, NürnbergMesse. “This now gives our international customers and prospective customers the opportunity to learn about the latest trends and innovations in packaging throughout the year, and to pick up inspiration from the articles and interviews.”

Rainer Miserre, Publishing Director at dfv Mediengruppe, comments: “About 70 percent of all packaging is used in the food and beverage industry. The current calls to use mainly sustainable packaging mean there is a particularly strong demand for information and education right now.”

Portal for brand manufacturers, manufacturers and packaging industry

packaging-360.com is a collaborative project between Frankfurt-based dfv Mediengruppe and FachPack, the trade fair for packaging, processes and technology, based in Nuremberg. The portal is intended to serve as a link to the packaging industry for brand manufacturers and manufacturers of consumer goods. Its focus is on the food and beverage industry. Fast moving consumer goods (FMCG), in particular, place heavy demands on both manufacturers and the trade.

Via its four sections, “Inspiration”, “Brand”, “Image” and “Experts”, packaging-360.com reports on new developments in the world of packaging. The articles published there cover technology and packaging, design, marketing and markets. The portal also covers themes relating to politics, society and the environment, and offers examples of best practices and expert opinions.

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Readers of packaging-360.com

packaging-360.com is aimed at the following target groups:

- Management personnel in the packaging and filling industry, especially in the areas of foodstuffs, beverages, pharmaceuticals and cosmetics
- Management personnel in wholesaling, retailing and mail ordering
- Service firms in the areas of packaging development, consulting and design
- Decision-makers responsible for investment in machines, materials and processes
- Manufacturers and suppliers of packaging machines and accessories

Anyone wishing to receive regular information about the latest articles is invited to subscribe to the Newsletter at **www.packaging-360.com**.

About dfv Mediengruppe:

The dfv media group, based in Frankfurt am Main, Germany, is one of the largest independent media companies in Germany and Europe. With its subsidiaries and holdings, it publishes more than 100 specialist periodicals which make their readers more successful in their profession and business. A lot of the titles are market leaders in important sectors of the economy. The portfolio is supplemented by more than 100 digital offerings as well as 400 recent professional book titles. More than 140 commercial events, such as conferences and trade fairs, offer not only information but also the opportunity for intensive networking. The dfv media group employs more than 950 staff in Germany and abroad and achieved revenue of EUR 144.4 million in 2017.

About FachPack:

*FachPack is the European trade fair for packaging, processes and technology. With its extensive range of products and services on all aspects of the packaging process chain for industrial and customer goods, Fachpack will be held in Nuremberg as a compact three-day event running from 24 to 26 September 2019, focusing this year on “Environmentally friendly packaging”. Its unique portfolio comprises packaging materials, packaging accessories, packaging machinery, labelling and marking technology, peripheral packaging machinery and equipment, packaging printing and finishing, intra-logistics and packaging logistics and services for the packaging industry. FachPack draws trade visitors from the fields of food and drink, pharmaceutical/medical technology, cosmetics, chemistry, automotive and other consumer and industrial goods. **www.fachpack.de***

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