

PRESS RELEASE

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## Attractive supporting programme at FachPack 2018

- **Top-class – special premium packaging show in Hall 8**
- **All you need to know at TechBox and PackBox Forums**
- **European focus at Pavilion of Associations**

**FachPack, Europe's No. 1 trade fair for packaging, processing and technology, is much more than just an exhibition, as a peek into the programme booklet shows. Alongside the 1,500 exhibition booths, the more than 40,000 trade visitors can look forward to an attractive supporting programme with numerous presentations on the hot trends in the industry like digitisation, sustainability or design. Hall 8 is a new addition that puts the spotlight on premium packaging, packaging printing and processing. Working on the principle “Two are better than one”, the popular PackBox Forum (Hall 7) has now been complemented by a new TechBox Forum in Hall 3, almost doubling the number of presentations as a result. Another new feature is the Pavilion of European Associations in Hall 6 that provides an inviting venue for knowledge-sharing and networking.**

How can design help create a successful brand image? What are the trends in brand communication? What new materials and technologies are available for packaging? Issues like these are addressed in the new Hall 8 and in a special show dedicated entirely to premium packaging, innovative materials, packaging printing and processing.

In keeping with its design focus, Hall 8 will welcome its visitors in a stylish and sophisticated black and white look consisting of black clad walls and carpeting with contrasting white exhibition stands. This is where around 70 companies will present their products and solutions. In the centre of the hall there will be a special show created by bayern design. It will display around 30 innovative exhibits, including little cosmetics containers made from Finnish spruce, olive oil in crystalline sugar capsules or a paint backpack with integrated roller.

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### **Innovation out of the box: TechBox Forum**

Smart packaging carriers, data security at packaging lines or digital campaigns are just some of the topics on the programme of the new TechBox Forum, which takes place on all three days of the fair in Hall 3. There will be presentations by renowned industry partners who will share their expertise and facilitate discussions on packaging and labelling technology, intra-logistics and packaging logistics. "Similar to the new hall set-up into the two areas 'Packaging and Processing' and 'Technology and Processing', we are also offering two thematically matching forums," explains Cornelia Fehlner, Exhibition Director FachPack at NürnbergMesse. In addition, the PackBox Forum will be back again, in Hall 7 this year, with a series of presentations on packaging materials, packaging printing, processing and design.

### **Europe's packaging associations come together in Hall 6**

A new feature at this year's FachPack is the Pavilion of Associations in Hall 6. Around ten advocacy groups and associations from various European countries (including Poland, the Czech Republic, Hungary, Latvia, the Netherlands and Austria) will invite visitors to get to know them, chat and network at this open and attractive pavilion.

The German Packaging Institute (dvi), Berlin, also has a stand in Hall 6 (6-459), where products that have received the German Packaging Award will be on display. This award acknowledges outstanding and innovative solutions from the entire packaging supply chain in ten different categories. It is regarded as the most prestigious European competition in the packaging segment and is presented by the dvi on the first day of FachPack.

### **Supporting programme offers accessible knowledge transfer free of charge**

Numerous other special shows and forums offer education and in-depth knowledge on the various aspects of packaging. And the best thing about this is that all items on the programme are free of charge with no need to register beforehand.

**Other highlights from the FachPack supporting programme:**

- Corrugated Cardboard Forum (26.9.2018, NCC Ost, St. Petersburg Room)
- Marketplace “Sustainability and plastics – no contradiction” (Hall 7)
- Theme park “Packaging in medical technology and pharmacy” (Hall 3A)
- Experience the world of solid fibreboard (Hall 9)
- “Labels & More” pavilion (Hall 9)
- German Ministry of Economic Affairs and Energy (BMWi): Young Innovative Companies Pavilion (Hall 3A)
- Robotik-Pack-Line (Hall 3)
- Packaging Business Lounge (Packaging Club) (Service 8/9, between Halls 8 and 9, Level 1)
- Xing Packaging Lounge (Service 1/2, between Halls 1 and 2, Level 1)

Detailed information is available from: [www.fachpack.de/programme](http://www.fachpack.de/programme)

**About FachPack**

FachPack is the European trade fair for packaging, processing 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/en](http://www.fachpack.de/en)

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