

Press Release



WPO confirms participation at FachPack 2018, in Germany

September 2018 None as one of the most important European trade shows for packaging technology, processing and logistics, FachPack 2018 (September 25-27 – Nuremberg) will have **WPO (World Packaging Organisation – www.worldpackaging.org)** as a co organizer of the European Packaging Associations area, as well as of the PackBox’s presentations program.

According to **WPO** General Secretary, Johannes Bergmair, the partnership between **WPO** and FachPack organizers will certainly be successful for both parts. “It is very important for an European trade show to have packaging associations, members of **WPO**, participating and showing their projects and actions. From the other side, FachPack is a great opportunity to **WPO** to spread its message to the packaging community in Europe: ‘Better quality of life through better packaging for more people’.”

Bergmair also points that **WPO** will present in its institutional booth the packaging education programs that are being carried on all over the world, including some European countries like Turkey and Italy. “We will also demonstrate in WPO booth projects related to Circular Economy, Save Food and Food Safety. “We have been very active in the last year and the response from the industry and from the professionals is being fantastic. Each day WPO becomes more the voice of the packaging industry around the world”, completes and celebrates WPO President, Pierre Pienaar.

FachPack 2018 expects to open with 1,500 exhibition booths and receive more than 40,000 trade visitors attracted by innovations and by a number os presentations on the hot trends in the industry like digitisation, sustainability or design. The Pavilion of European Associations, of which WPO and members will be part of, i also something new and the intention is to increase knowledge-sharing and networking among visitors and exhibitors.

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

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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.

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.

Date: Tue 25.09.2018

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Time: 12:00 - 13:45; that means 4 or max 5 slots á 20 min

Title of session: „Sustainable Trends in European Packaging“

Subject: you can present everything related to the title; your projects, activities, discussions, actual situation/challenges in sustainable packaging

Moderation: me

Presentations: you ;-)

Time	Institute	Person	Topic
12:00	WPO Packforce Austria	Mr. Johannes Bergmair	Opening/Introduction
12:10	NVC Netherlands Packaging Centre (www.nvc.nl)	Michael Nieuwesteeg MSc, MEng Managing Director	Towards the end of packaging as an environmental issue worldwide: the PUMA project
12:30	A Packforce Austria, FH Campus Wien	Dr.in Victoria Heinrich	Sustainable and future oriented packaging
12:50	H CSAOSZ	Mr. Miklos Nagy (Secretary General of the Hungarian Packaging Association) Mrs. Beata Gönci (Managing Director of ÖKO-Pannon Nonprofit Ltd.)	Specialities of the Hungarian environmental regulations of packaging

- Monday, Oct 15 - 2:30 p.m. – **Johannes Bergmair**, WPO General Secretary, leading the discussion about “**Why is packaging that SAVES FOOD so SUSTAINABLE?**”
- Monday, Oct 15 - 3:30 p.m. – **Pierre Pienaar**, WPO President, leading the discussion about “**Active Packaging Development for Convenience**”

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- Tuesday, Oct 16 - 10:30 a.m. – **Karen Proctor**, Professor at Rochester Institute of Technology (RIT) in the faculty of Packaging Science Department, leading the discussion about “**Bringing Sustainable Packaging Innovation into the classroom**”.
- Tuesday, Oct 16 - 11:30 a.m. – **Franco Mercado**, Design Director/Strategic Consultant in Innovation and Packaging Systems, leading the discussion about “**Using packaging design to enhance the consumer experience**”.

As WPO President and one of the panellists, Pierre Pienaar, explains: “We developed a new model to PMMI. These are intended to be interactive sessions and not speaking sessions as we normally see in a conference. We truly believe the leaders of each theme will engage the audience and have an open dialogue and learning process during the session.”

Besides arranging the program and the leaders for each session, **WPO** will also have a booth at the show as part of the Association Partner Program. This year the Partner Program welcomes 50 industry associations, according to show producer PMMI. Among these associations, other six **WPO** members are confirmed: Instituto Argentino del Envase, AIP (Australian Institute of Packaging), ABRE (Brazilian Packaging Association), AMEE (Mexican Packaging Association), IoPP (Institute of Packaging Professionals) and International Safe Transit Association (ISTA), both from USA.

“This partnership with PMMI and with PACK EXPO is always a great opportunity to spread **WPO**’s message to the global packaging community: ‘Better quality of life through


better packaging for more people””, states Pierre Pienaar, **WPO** President. He also reinforces that **WPO** booth at PACK EXPO is the right environment to promote all **WPO** actions, especially the packaging education programs. “Come and visit us at WPO booth and get in touch with all projects, not only the educational ones, but also the ones related to Circular Economy, Save Food and Food Safety. We have been very active in the last year and the response from the industry and from the professionals is being fantastic. Each day **WPO** becomes more the voice of the packaging industry around the world”, celebrates Pierre.

For more information:

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