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Packaging Touchpoint at drupa 2016:

The packaging of tomorrow – experience the future, now

One of the key highlight topics at drupa 2016 will be packaging production. Papers with outstanding sensory appeal combined with excellent finishing techniques turn packaging into first class advertising media. Electronic displays and sensors make packaging intelligent; digital printing permits personalisation and versioning. As a result, according to current forecasts the packaging market will increase to 975 billion euros by 2018. A separate special show, Packaging Touchpoint, reflects this market relevance. "Our aim is to use the visionary Touchpoint to identify potential in packaging design and production and address important vertical markets", says Sabine Geldermann, Director of drupa, highlighting the idea behind this part of the show. Packaging Touchpoint is aimed at brands, packaging designers and service providers already operating in the packaging sector or who want to enter the sector.

This special forum in Hall 12 is being designed and implemented in close collaboration with the European Packaging Design Association (epda), Europe's leading association of brands and packaging agencies. "We will be covering the whole spectrum of the packaging world: technical/functional requirements, cultural and ethical considerations, cost-effectiveness and efficiency, the wide range of substrates through to the technologies used", explains Claudia Josephs, Project Manager at epda. To be in a position to fulfil the special needs of the various user industries better, Packaging Touchpoint is divided into four "future labs" – specifically



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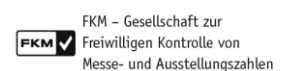
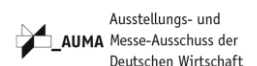
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into "food & beverage", "non-food", "pharma" and "cosmetics". Successful practical examples as well as potential future production solutions will inspire visitors and leave a long-lasting impression. A special programme in the Forum itself will cover very specific topics.

The Packaging Touchpoint gives companies from the packaging design and production sector the opportunity to present their innovative technologies, inspiring solutions and visionary concepts. This offering is free of charge for drupa exhibitors. As the number of partners is very limited, immediate registration via epda is required.

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