

PRESS RELEASE

May 2018

**FachPack 2018:
European packaging industry under one roof**

- Innovative packaging solutions for consumer & industrial goods
- Find, don't search, with new industry guide

When FachPack, the European trade fair for packaging, processing and technology, opens its doors again for three days on 25 September 2018, 1,500 exhibitors will be waiting to present their products and innovations to industry professionals in the exhibition halls in Nuremberg. As they look at the list of exhibitors, many trade visitors ask themselves: “But which exhibitor has the right solution for my requirements?” FachPack offers innovative packaging solutions for consumer and industrial goods from a wide range of sectors. To help visitors plan their trade fair visit, Exhibition Director Cornelia Fehlner worked with her team to make a few adjustments. “We began by arranging the halls according to thematic focus areas, as shown on the floor plan. And there is now also a special industry guide on the website www.fachpack.de/en”, explains Fehlner.

The new navigation tool was designed on the principle “Find, don't search!” and will make it easy for visitors in future to quickly find the most important exhibitors, products, presentations and news items that best match their interests and requirements at FachPack, even in the run-up to the event. The new industry guide helps answer the question: “For which sector are you seeking a packaging solution?” There are seven areas to choose from: food and beverages, pharmaceuticals and medical technology, cosmetics, chemicals, automotive, consumer goods and industrial goods. A simple click then displays all exhibitors offering products and/or services for the selected sector, as well as suitable presentations in the supporting programme and news items on the website.

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Online exhibitor and product search

The industry guide also provides a direct link to the website's exhibitor and product search function: www.fachpack.de/exhibitors-products. This is where visitors can find out in advance about all the relevant exhibitors with their product innovations, create wish lists and make personal notes. It is also possible to contact exhibitors of particular interest or inquire about making an appointment to visit them at their stand. Users can also subscribe to a newsletter tailored to their personal interests that provides information about new exhibitors and products. Naturally, these resources from the exhibitor and product search can also be accessed on mobile devices.

Professional audience from commerce and industry

FachPack covers a comprehensive range of products and services from the entire packaging process chain, from packaging materials and machines to packaging printing, logistics systems and services. This is why it is a worthwhile event for all companies that produce and/or package consumer or industrial goods. It attracts manufacturers and users of primary, secondary and tertiary packaging alongside their sub-contractors and equipment suppliers. They come primarily from the sectors food and beverages, pharmaceuticals and medical technology, cosmetics, chemicals and automotive.

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

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All press releases, industry news, as well as further information, photos and videos are available in the newsroom at: www.fachpack.de/en/news

Additional services for journalists and media representatives are available at: www.fachpack.de/press