

# Packaging Innovations

8<sup>th</sup> International Packaging Trade Fair

12-13  
April  
**2016**  
Warsaw, Poland

The most  
important  
packaging fair  
in Central  
Europe

[www.packaginginnovations.pl](http://www.packaginginnovations.pl)

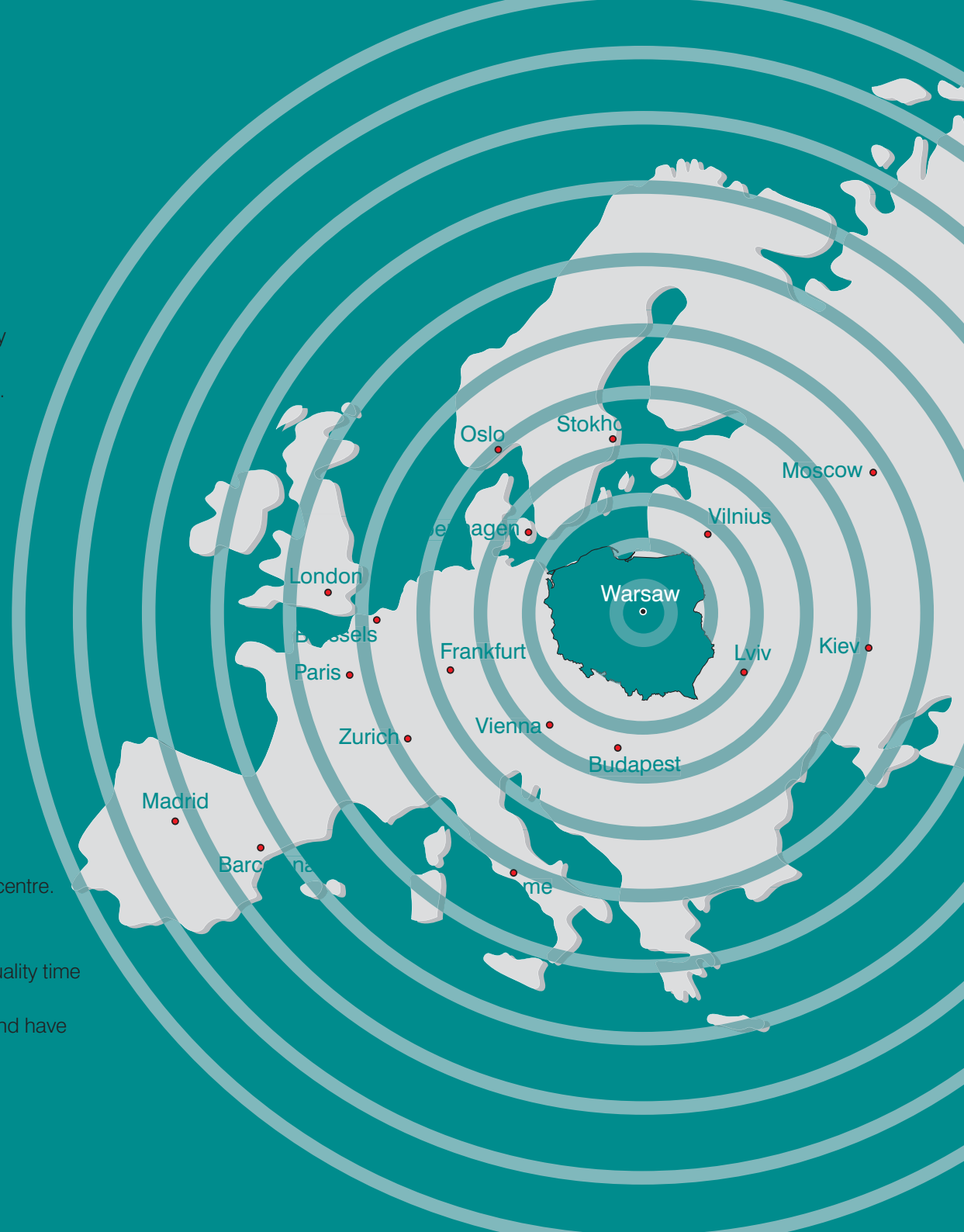


# Warsaw, the city of opportunities

- Capital of Poland and the centre of Polish business.
- Vibrant metropolis, in which modernity and progress coexist harmoniously with history and tradition.
- Strategic location makes it an interesting target for international investors.
- One of the fastest growing cities in Europe.
- Place where many international businesses of various industries have their headquarters.
- An important center of culture, science, politics and economics.

## It has never been so easy and comfortable

- The trade fair takes place in EXPO XXI which is a state-of-the-art trade fair centre.
- The location of the hall provides for fast access from the city centre, Warsaw Chopin Airport and Warsaw Modlin Airport.
- The city itself is full of attractions, offering many opportunities to spend quality time during the breaks and after the trade fair.
- With many excellent hotels you will certainly find the place to hide away and have a good rest after a full day.



# Thematic zones

## **LABELLING zone**

- Labels, codes, stickers.
- Smart labels.
- Solutions for label printing.
- Equipment for labeling, marking and checking.
- RFID systems.

## **CO-PACKAGING zone**

- Co-packaging.
- Packing solutions.
- Repacking solutions.
- Quality control.

## **LOGISPACK zone**

- Multipacks.
- Shelf-Ready Packaging.
- Logistic packaging.
- Internal packaging.
- Protective packaging.

## **LUXPACK zone**

- Packaging for luxurious products (e.g. jewellery, food or cosmetic industry).
- Decorative packaging.
- Premium type packaging.

## **SAFETYPACK zone**

- Closing systems, safety caps, locks, tops.
- Child-resistant packaging.
- Reclosable packaging systems.
- Packaging for hazardous foods.

## **PRINTING zone**

- Solutions for printing on packaging.
- Print finishing methods.
- Plotters.
- POS materials.

*Our company has attended the Packaging Innovations trade fair again, and we are very happy with the number of potential clients that visited our stand."*

**Iwona Matłok**  
Sales Development Manager  
Plastique Sp. z o.o.



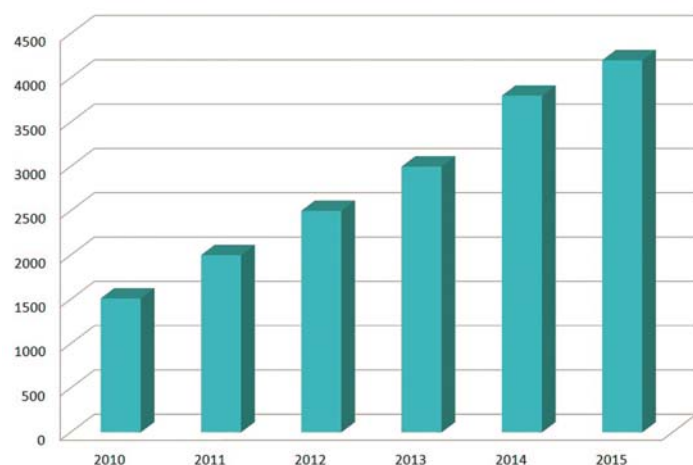
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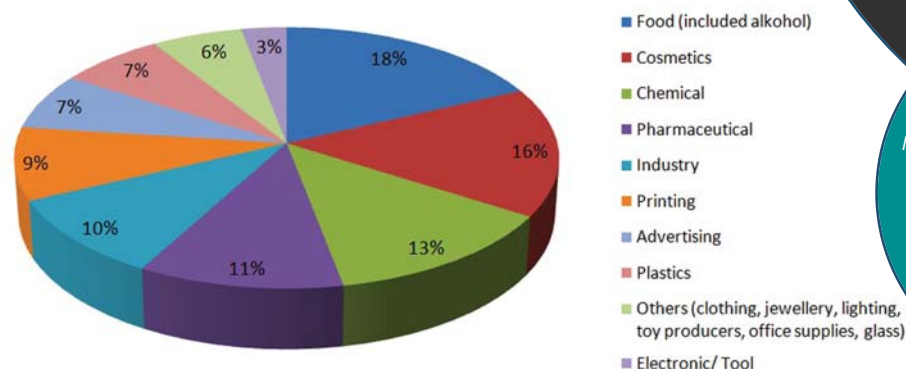
# Who are our visitors?

What essentially contributes to the high quality of Packaging Innovations are our professional guests from Poland and abroad. They who come to the event with very precise expectations and every intention to establish business relations. These are mostly decision-makers who can make important business decisions on the spot.

Visitors in years 2010-2015



Sectors represented by our visitors in 2015



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Representatives  
of the companies  
were among the visitors

Bakoma Sp. z o.o., Carrefour Polska Sp. z o.o., Coca-Cola HBC Polska Sp. z o.o., Danone Sp. z o.o., Dr Gerard Sp. z o.o., Farmio, Ferrero Polska Sp. z o.o., Hortex Marketing Services Sp. z o.o., Jeronimo Martins Polska S.A., Lidl Polska Sklepy Spożywcze Sp. z o.o. Sp. k., LOTTE Wedel Sp. z o.o., Mieszko S.A., Mokate Sp. z o.o., Nestle Polska S.A., PPU.H. Woseba Sp. z o.o., Grupa Żywiec S.A., Henkel&Co. Vinpol Polska Sp. z o.o., Sobieski Sp. z o.o., AVON, Bielenda, Colgate – Palmolive, Coty Polska Sp. z o.o., Dax Cosmetics, L'OREAL Polska, Oriflame Poland Sp. z o.o. Fabryka Opakowań Kosmetycznych Pollena S.A., Korona Candles S.A., Orlen Oil Sp. z o.o., Klingenburg International Sp. z o.o., Orange Polska S.A., Pekao Faktoring.

Our stand has been visited by a surprisingly large number of guests. We are very pleased with our presence at this exhibition.

Waldemar Salamon,  
Vice President  
Silny & Salamon

Our stand has attracted a lot of interest. We had guests from the very first to the last minute of the event. (...) We can certainly say that the participation in the fair has consolidated the position of Netbox as a trustworthy and reliable business partner.

Hanna Adamczak,  
Marketing Manager  
Netbox Polska



# Accompanying programme

## workShops seminars

A two-day cycle of meetings with representatives of the packaging industry, open to all trade fair guests. This is an excellent opportunity to present new products and share one's experience and knowledge of the industry.

During the last edition of Packaging Innovations, our guests discussed such topics as:

- theoretical and legal aspects of packaging safety,
- how to consolidate the company's image through packaging,
  - the essence of innovations,
  - legal aspects of packaging design.



## Student's zone

Student's zone is a competition addressed to young designers of packaging. Participation in the competition gives students a chance to present their designs and discuss them with some of the key players in the sector. As demonstrated by previous editions, these contacts often result in the proposals of internship or work. Students' works are evaluated by Internet users and professionals from the sectors.

*Participation in the Student's Zone provides us with an opportunity to present our project to a large number of viewers of various ages, industries or areas of expertise. This is an excellent chance to review the design through helpful comments and see how others respond to it. Student's Zone is also a great occasion to meet people from the packaging industry and establish interesting contacts. I certainly recommend the event to all students.*

**Magdalena Witkowicz**  
finalist of Student zone

The organisers encourage guests to support the initiative for developing young designers of packaging through Sponsorship Packages.



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# Stands

## STANDARD STAND (6 sqm and more)

- Ready-built stand in the OCTANORM system with fascia board, height 2.5 m.
- Number and company name on the fascia board – up to 20 characters.
- Navy-blue flooring.
- Table.
- Chairs (depending on stand size):  
6-9 sqm – 2 chairs; 12 sqm – 3 chairs; 15-18 sqm – 4 chairs.
- 230V 2kW power outlet.
- 2 wall shelves.
- Waste bin.
- Lights (1 light fixture for every 3 sqm of stand area).

## PREMIUM STAND (15 sqm and more)

### – extra charge added to Standard Stand (1000 PLN + VAT)

- Ready-built stand in the OCTANORM system with fascia board, height 2.5 m and two boards over the stand with the company's logo at a height of 3 m.
- Number and company name on the fascia board – up to 20 characters.
- Navy-blue flooring.
- Table.
- Chairs (depending on stand size):  
6-9 sqm – 2 chairs; 12 sqm – 3 chairs; 15-18 sqm – 4 chairs.
- 230V 2kW power outlet.
- 2 wall shelves.
- Waste bin.
- Lights (1 light fixture for every 3 sqm of stand area).
- Arc counter.
- Bar stool.
- Locked back room (2x1m).

## Individual stall

We offer design and building of individual stalls.  
On request we can prepare a project and quote.

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# Price list

## Until 30.11.2015

6 sqm stand: **4029 PLN** + VAT  
 9 sqm stand: **5084 PLN** + VAT  
 12 sqm stand: **6690 PLN** + VAT  
 15 sqm stand: **7962 PLN** + VAT  
 18 sqm stand: **9435 PLN** + VAT  
 and more – ask for price

Non-returnable, obligatory registration fee\*:  
 197 PLN + VAT

## From 01.12.2015

6 sqm stand: **4410 PLN** + VAT  
 9 sqm stand: **5796 PLN** + VAT  
 12 sqm stand: **6962 PLN** + VAT  
 15 sqm stand: **8163 PLN** + VAT  
 18 sqm stand: **9708 PLN** + VAT  
 and more – ask for price

Non-returnable, obligatory registration fee\*:  
 220 PLN + VAT

Extra charge for a stand with 2 sides open: **550 PLN** + VAT

Extra charge for a stand with 3 sides open: **1000 PLN** + VAT

For exhibitors not registered in Poland VAT payable by the recipient of the services.

\*Registration fee contain: a standard entry in the fair catalogue (800 characters) with company's logo, invitations for visitors, 1 identification badge per each 3 sqm of stall space ordered, 1 copy of fair catalogue.



# Promotion

## Presentation Pack

- Presentation delivered in the special "Presentation Zone" during the trade show.

Cost: **850 PLN** + VAT

## Promotional Pack

- Mailing to a database of your potential clients containing information about your company and products, as well as your company logo.
- Placement of your company's logo on the printed hall floor plan.
- Placement of a roll-up banner in the exhibition hall.

Cost: **950 PLN** + VAT

## Advertisement in catalogue

- Full page ad in catalogue (one A5 page), which is distributed to exhibitors as well as visitors.

Cost: **800 PLN** + VAT



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## VENUE:



Expo XXI Warszawa  
Prądzyńskiego Street 12/14  
01-222 Warszawa  
[www.expoxxi.pl](http://www.expoxxi.pl)

## ORGANISER:



Targi w Krakowie Ltd.  
Galicyska Street 9, 31-586 Kraków  
Tel. + 48 12 651 95 24

[www.targi.krakow.pl](http://www.targi.krakow.pl)

## OPENING TIMES:

Tuesday, 12 April 2016: 10:00 – 16:30  
Wednesday, 13 April 2016: 10:00 – 16:00

## CONTACT:

Katarzyna Banach  
Head of Trade Fairs Department  
T: + 48 12 651 95 24  
GSM: + 48 510 134 218  
F: + 48 12 651 95 22  
[Banach@targi.krakow.pl](mailto:Banach@targi.krakow.pl)

Elżbieta Hołody  
Trade Fairs Organization Specialist  
T: + 48 12 651 95 25  
GSM: + 48 507 044 238  
F: + 48 12 651 95 22  
[Holody@targi.krakow.pl](mailto:Holody@targi.krakow.pl)

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