



**drupa**

no. 1 for print  
and crossmedia  
solutions

# touchpoint packaging

Special Forum:  
The Future of Packaging  
Hall 12, B53



Messe  
Düsseldorf

# drupa

## **drupa offers**

- innovative print and cross-media solutions
- future technologies
- industrial applications

## **The visitor profile**

Print service providers and specifiers/print buyers from the publishing sector and media business/ media producers/product designers and packaging experts/agencies/brand owners/IT specialists/ media partners/ trade associations/representatives from research and development

# drupa

# touchpoint packaging

## drupa touchpoint packaging

- provides insights into the packaging of the future, latest solutions and applications
- shows how future packaging and design will deliver additional value, initiatives and growth opportunities

## The visitor profile

drupa touchpoint packaging will particularly inspire target groups such as brand owners and packaging designers as well as print service providers.

**“HUMANITY WILL CHANGE MORE  
IN THE NEXT 20 YEARS THAN IN  
ALL OF HUMAN HISTORY.”**

Thomas Frey, leading scientist and future visionary

drupa touchpoint packaging shall inspire the visitor with innovations of today and opportunities for tomorrow. It will give an outlook for three time horizons:

1. Short-term view ‘what is in the market or in the pipeline’  
- next 5–10 years (2025)
2. Medium-term view ‘concrete ideas’  
- next 10–20 years (2035)
3. Long-term view ‘out of the box’  
- in more than 20 years (2050)

# THE CONCEPT

drupa touchpoint packaging is a visionary forum dedicated to packaging production and design.

Covering four main vertical markets the permanent, special forum will reveal how future packaging and design will deliver additional value, initiatives and growth opportunities for brand owners, agencies, print service providers and buyers, product and packaging experts.



# THE EXHIBITION CONCEPT

Designed as four futuristic working laboratories drupa touchpoint packaging will inspire by using best case prototypes, the latest packaging design and production solutions as well as visionary concepts for future packaging design and production.

It will provide information and offer opportunities for interaction, dialogue and communication in exhibition platforms, at interactive information desks, during workshops, in presentations or panel discussions.



# THE LABORATORIES

Each laboratory will have to meet the following criteria:

## 1. Topics

Packaging with regard to:

- technical and functional needs
- ecological needs
- ethical and cultural needs
- profitability and efficiency needs

## 2. Substrates:

- corrugated board/Solid board
- label (paper, plastic)/Sleeves
- flexible packaging and more...

## 3. Technologies:

- analogue printing  
(offset, photogravure, flexo)
- digital printing
- 3D printing/prototyping

# THE EXHIBITOR PROFILE

Are you a supplier of packaging production and solutions, a manufacturer, a packaging designer or a packaging material provider?

Are you open-minded about cooperation with other exhibitors, willing to share real innovations?

Then you should be exhibiting!

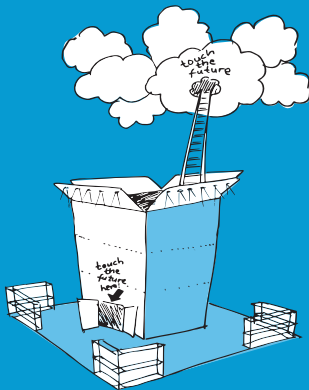
Get involved and contribute with:

- Your outstanding packaging design innovations
- Your latest packaging solutions featuring solid board, corrugated board, sleeves, labels or flexible packaging
- Your ground-breaking concepts for future packaging production technologies



# EXHIBITOR BENEFITS

- High-profile display of your products, services and ideas
- Visibility of your company via PR and communication activities by Messe Düsseldorf
- Platform speaker opportunities
- Potential for participation in expert panel discussions
- Outstanding networking prospects on your stand



# CONDITIONS OF PARTICIPATION

You will be asked to contribute to at least one vertical market with

- best cases describing projects from creative idea through to final product
- information about innovative packaging material solutions
- visionary concepts for future packaging design and production

and to provide a dedicated contact person of your company for visitors at the stand

## **Participation is free of charge for drupa exhibitors!**

You have to cover your personal and shipping expenses for the participation before, during and after the event.

Please note:

The number of exhibiting companies is limited. Exhibition content will be collected and approved according to certain quality standards. The opportunities and benefits provided will depend upon the level of your contribution. It will be assumed that the four vertical markets will be equally represented and that a variety of different packaging material as well as packaging production methods will be covered.

**The deadline to register for your participation is 31st October 2015.**

# REGISTRATION

You are interested in becoming a participant of drupa touchpoint packaging?

Get in touch with us to receive the registration form.

Please contact:

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For any further information please get in touch with:

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drupa touchpoint packaging will be organised by Messe Düsseldorf in partnership with epda.

The european packaging design association (epda) is Europe's leading association for brand and packaging design agencies. It is an inspiring platform for designers to exchange and network with peers as well as with the packaging material industry and brand owners.

**epda**  
European Packaging  
Design Association

