

we create the future

May 28 - June 7, 2024

Düsseldorf/Germany
www.drupa.com



drupa

no. 1 for printing
technologies

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Highlight forum drupa touchpoint packaging:

“We create the future of packaging”

Best practice examples, high-calibre lectures and innovative concepts for packaging design from specialists for specialists will be the focus of touchpoint packaging at drupa 2024.

With its touchpoint packaging, drupa in Düsseldorf from 28 May to 7 June 2024, will for the third time now provide its visitors with a dynamic platform exclusively dedicated to the theme of packaging and print. touchpoint packaging flags up challenges, presents visionary and innovative solutions, and explains the added value, impulses and growth potential offered by tomorrow's packaging solutions in a constantly changing world.

The presentation of best practice examples and innovative, attention-grabbing packaging design concepts for a highly targeted audience gives industry experts the opportunity to explore the latest developments in packaging design and production and gain exciting insights as well as valuable ideas for their own brand building in complimentary lectures.

The Forum specifically targets brand owners seeking new solutions and inspirations for their beauty, beverage, luxury and FMCG brands. In addition to the activities at the Forum, visitors will also be offered guided tours of drupa, enabling them to find the exhibitors of relevance to them.

Packaging experts along the complete value chain – from material procurement, manufacturing and workflow to finishing and retail – take part in this initiative as partners and active participants. Those drupa exhibitors also on board at touchpoint packaging next year already include key



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

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players such as esko, Heidelberg, hp, hubergroup, Koenig & Bauer, KURZ, manroland Goss, Saueressig and Zecher.

To realise touchpoint packaging the drupa team continues its successful partnership with the European Packaging Design Association (epda), which is in charge of the conception and implementation of the initiative. "We are very pleased to jointly shape and accompany the touchpoint packaging Forum once again. In the process, we want to highlight ideas and visions that respond to the trends of the day and, hence consumers' needs," explains Claudia Josephs, General Manager at epda.

The organisers also succeeded in enlisting marketing intelligence agency Mintel as a partner for this exclusive special format. Benjamin Punchard, Global Packaging Insights Director, is using his expertise to help define the key topics for 2024 and will feature among the keynote speakers at touchpoint packaging. The line-up of high-calibre participants will be rounded off by trade journal Packaging Europe acting as content and media partner.

The contact persons for those interested in touchpoint packaging are Christian Hruschka, Senior Project Manager Messe Düsseldorf, HruschkaC@messe-duesseldorf.de, and epda General Manager Claudia Josephs, claudia@epda-design.com.

For more information go to www.drupa.de.

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