

Press Release, 22. February 2023

## Exciting specials at interpack open up new perspectives

*From packaging world stars and newcomers to roving reporters, food rescuers and the co-packer scene, to unique women and the movers and shakers of today and tomorrow: Visitors can look forward to many exciting specials at interpack.*

Whether it's Deep Dive in the in-house TV studio, the renowned awards ceremony or the focus on moving topics of the future in the lecture forum - at interpack from May 4 to 10, there will be numerous new special areas and promotions to complement the offerings of the approximately 2,700 exhibitors. As such, this trade fair offers a broad spectrum on the critical issues facing the industry for 2023 and beyond.

"We're diving deep into the most important topics in the processing and packaging industry", said Thomas Dohse, Director of interpack. "We are about putting tomorrow's opportunities and challenges on the agenda. That is why we have redesigned our supporting programme. We look forward to numerous voices from experts as well as ground-breaking innovations and projects".

### Spotlight on the defining industry issues

"Spotlight talks & trends" at interpack means seven days of input around the most important topics and trends in the industry, best practices, exciting applications and their drivers for innovation and growth. Deutscher Fachverlag is the partner of the lecture forum. Each day of the trade fair will have a different focus topic and will feature presentations, case studies and interactive sessions with top industry experts. The focus will be on topics related to logistics, circular economy, sustainability, digital technologies, product safety and e-commerce. Companies such as Siemens, Schütz and Markem-Imaje have already announced their attendance for presentations.

### Focus on packaging innovations

Like no other trade fair, interpack stands for major product launches, technological news and packaging innovations. These will be highlighted again this year through award ceremonies.



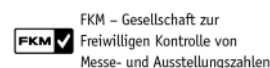
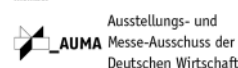
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The "WorldStar Packaging Awards" 2023, which will be presented by the World Packaging Organisation, WPO, at interpack, will be of particular appeal. The award is considered the most prestigious packaging award in the world. A total of 228 award winners demonstrate the innovative strength of the industry. This year's edition also features new and exciting categories: Gift Packaging, Digital Packaging and the special category Accessible Packaging. Around 400 participants are expected to attend the award ceremony on May 6

The "PackTheFuture Award" of the German IK Industrievereinigung Kunststoffverpackungen and its French partner ELIPSO will also be handed out during interpack. The award honours innovative and sustainable packaging solutions made of plastic. The aim is to promote and publicise the contribution of plastic packaging to climate protection, the circular economy and responsible consumption. Awards are given for the best designs for recycling, sustainable material sourcing or consumer benefits, among others.

#### **New in the industry: interpack Start-up Zone**

Every year, new start-up companies enrich the world of packaging. Ten of them will make their first major appearance at interpack 2023 and present themselves to an international trade audience in the Start-up Zone in Hall 15, including Recyda, Easy2cool, Packwise, Releaf Paper and Woodland Packaging. Included: exciting innovations from software solutions for recycling or the supply chain, sustainable materials or packaging.



#### **Packing in-house and outsourced**

Processing and packaging services are the focus of the new special area on contract packaging. The joint booth in Hall 12 will feature co-packing suppliers for packaging and processing food or consumer goods, as well as additional services related to packaging and configuring products. The partner is the European Co-Packers Association, which represents some 1,000 members of the professional contract packaging industry in Europe, making it a valuable resource for brand owners, manufacturers and retailers looking to outsource production.

#### **SAVE FOOD Highlight Route**

Around 30 exhibitors at interpack are also members of the SAVE FOOD Initiative, which since 2011 has been dedicated to fighting the global loss and waste of food. The "SAVE FOOD Highlight Route" offers visitors an insight into new technologies that help reduce food losses and increase product safety. The SAVE FOOD booth in the North Entrance Area will



also provide information about the initiative and show initial results of the joint study with Istanbul Bahçeşehir University (BAU) on the production of bio-based packaging materials from food waste or food by-products. For more information on the fight against food loss and waste, the "Product Safety" theme day on May 9 in the "Spotlight talks & trends" lecture forum is a valuable place to start.

### **Unique Women in Packaging**

They exist - "Unique Women in Packaging", but there are still too few women in the industry, and too few make it to the executive levels. Especially in times of a shortage of skilled workers, valuable potential often remains untapped. Many women also seek contact with like-minded people. So there are many good reasons for a women's network. This year, interpack is promoting an exchange for the first time with an event by women for women. Together with the WPO, it is hosting a panel discussion followed by networking on May 8. Female participants have the opportunity to expand their professional network, get inspired by other women and share experiences. All women who are already working in the industry as well as interested junior staff, trainees and students are invited.



### **"Late Night" during the day: Live TV from the trade fair**

The Tightly Packed TV Studio from interpack and packaging journal will also be celebrating a premiere. In the atmosphere of a "late night" studio, there will be exciting talk shows with well-known heads of the industry, discussions on the most important topics and live broadcasts from the exhibition halls. The studio is located in the transition area from the North Entrance to Hall 9 on the second floor. All broadcasts are also transmitted on the Internet.

For all the latest news from the Tightly Packed magazine, information on interpack 2023 and trade show tickets, visit [www.interpack.com](http://www.interpack.com).

Visit the online magazine for interpack:

[https://www.interpack.com/tightly\\_packed\\_en](https://www.interpack.com/tightly_packed_en)

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