

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

drupa 2024 – Press Release No. 30 / February 2024

Redefining packaging: touchpoint packaging at drupa 2024

How can brands reach their full potential using package design and production? drupa will present innovative solutions from 28 May to 07 June 2024 in Düsseldorf. touchpoint packaging in Hall 3 will be a hot spot for topics regarding the future of packaging.

Industry players, trade and university representatives, designers, materials suppliers, printers and converters – they all come together at touchpoint packaging at drupa 2024. This is the place to discuss the future of packaging, present joint projects and above all to offer brand owners insight into the possibilities of print in packaging as well as cutting-edge technologies. According to the motto “Ready to redefine packaging?”, touchpoint packaging will provide valuable input with a special focus on consumer needs, technical developments, legal framework conditions and particularly on the full potential of packaging in marketing. Visitors can look forward to solutions and inspirations for their food, non-food, pharmaceutical and cosmetic brands. As a growth market, the packaging sector plays a key role for the print industry and is also considered a driver of innovation.

Messe Düsseldorf has once again teamed up with the European Brand and Packaging Design Association (epda) to provide conceptual and operational support for the trade fair. epda promotes dialogue between design agencies, the packaging industry and brand owners.

Packaging experts along the entire value chain, from materials procurement to production, workflow and finishing, are partners and active participants in the initiative at drupa. With 4evergreen, Actega, Adobe, Esko, Heidelberg, Henkel, HP, Huber Group, Hybrid Software



Messe
Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de


Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

Group, Koenig & Bauer, Landa, Leonhard Kurz, Linked2Brands, manroland Goss, Mayr-Melnhof, Mondi, Saueressig, STI, X-Rite and Zecher, a total of 20 industry leaders are taking part. The initiative also includes exciting projects and innovations all about packaging. As content and media partners, Mintel and Packaging Europe will also contribute their expertise.

From neo-ecology to glocalisation

What is important when designing sustainable packaging concepts and how is AI becoming a driver of innovation in packaging production and design? touchpoint packaging's primary focus will be on the megatrends of sustainability and digitalisation. Based on the findings of global players such as Heineken, Ritter Sport and Lego regarding the most important challenges in the field of packaging, touchpoint packaging was devised as an inspiration hub with five subject areas: "Neo-ecology" focuses on circular economy and sustainability, "Connectivity" looks at cutting-edge technologies, "Glocalisation" offers ideas on balancing global efficiency and local relevance, "Consumer Mind" presents the most important consumer trends and "Future Regulations" provides information on dealing with new sustainability requirements.

Researching and developing together

Partnerships have often led to creative and sustainable packaging solutions in the past, which is why touchpoint packaging is once again promoting valuable cooperation projects this year. For example the NABA design school and its industry partners mondi, Landa and Koenig & Bauer will jointly present the results of their work. The best product and packaging solutions from this project will be manufactured and presented at the trade fair. In addition, visitors will be able to see the winning projects of the epda Future Packaging Award.

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

A wide range of expertise

During the drupa trade fair, this touchpoint programme will include daily keynotes, panels and table talks, one highlight of which will be the talk by Mintel. The market research company analyses consumer trends, product introductions and new packaging worldwide and thus provides its customers with exclusive knowledge and expertise to stay well ahead of the competition. At drupa 2024, the focus will be on artificial intelligence as a driver of innovation for the packaging industry. **Benjamin Puchard**, Global Packaging Insights Director at Mintel, will talk about AI technologies such as machine learning and robotics automation that optimise production and supply chains while also allowing for sustainable and consumer-oriented packaging design. Pioneers like Nestlé and Coca-Cola are already using AI to improve quality assurance and marketing.

Karel Golta, CEO of INDEED INNOVATION, will appear as an “innovation rebel” at drupa. His talk highlights the importance of circular economy to promote a sustainable global ecosystem. Golta calls on companies to rethink innovation and take bold steps to improve the future of all life on earth. According to Golta, the power of design plays a key role in this process.

Dr Stefan Köhler, Head of Circular Innovation at the STI Group, and **Sonja Bähr**, Packaging Analyst at TILISCO, will together present central aspects of sustainable packaging to comply with the European packaging regulation at touchpoint packaging. The focus will be on legal compliance and promoting sustainability in the packaging industry.

In an inspiring discussion, **Stefan Hilß**, CEO of Linked2Brands, and **Güneri Tugcu**, Senior Partner Manager at Amazon, will highlight how printed packaging – a classic touchpoint for consumers – can become

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

a unique platform to integrate consumers into highly individualised brand experiences with the help of transformative power.

Innovation Walk

In addition to the range of events directly at touchpoint packaging, there will be a tour of the entire drupa premises on the topic of visionary, smart and intelligent packaging solutions. During this Innovation Walk, held on multiple trade fair days, visitors will above all find inspiration to help them quickly discover important points of contact, projects and networking opportunities on the subject.

More information on the tour and the entire accompanying programme of touchpoint packaging is available and regularly updated at www.drupa.de/de/Programm/Foren/touchpoint_packaging

Press and Public Relations for drupa 2024

Cornelia Tautenhahn, Senior Manager MarCom (Press & PR)

Anne Schröer, Senior Manager MarCom (Press & PR)

Lea Sassenhausen, Junior Manager MarCom (Support)

Phone: +49 (0)211-4560 -588/ -465 /-993

TautenhahnC@messe-duesseldorf.de;

SchroeerA@messe-duesseldorf.de;

SassenhausenL@messe-duesseldorf.de