

COMPLETE SUCCESS FOR THE FIRST PACK&GIFT EXHIBITION!

Over 120 exhibitors - Nearly 2,400 visitors • The Pack&Gift concept has proved a tremendous success with manufacturers and brand names • The 2009 rendezvous has been set for 3 and 4 June

Pack&Gift closed its doors on Thursday 12 June after its very first exhibition and a success that exceeded everyone's expectations!

Hall 5.1 in Porte de Versailles was transformed into a temple of packaging where **sourcing, creation, information and inspiration** punctuated the 2 days of the Paris event. Exhibitors and visitors paid tribute to the event's **unique style** with the high quality of the stands and exhibitions highlighting the **creativity and broad range** of products and skills presented at the exhibition. **The exhibition's human scale encouraged discussions and business** in an atmosphere that was simultaneously very professional, pleasant and relaxed.

125 exhibitors specialising in event-based packaging

Pack&Gift brought together **125 exhibitors** made up of manufacturers of packaging (60%), promotional items (20%), designers and service companies (20%). The challenge of bringing together all these different but complementary and closely linked universes in order to create promotional offers therefore proved a success.

A large number of targeted visitors

2,384 visitors went to the Porte de Versailles on 11 and 12 June. These visitors came from a wide variety of sectors of activity such as perfumery / cosmetics (42%), foodstuffs (15%), soft and alcoholic drinks (10%), writing instruments (9%) as well as leisure / toys, clocks and jewellery, mass produced electronic equipment, tobacco, fashion... All levels of the market were represented from mass consumption to luxury.

One of the keys to the success of the exhibition was identifying a very specific audience within the brand names and agencies: the management on one hand and the **promotion, marketing and communication managers on the other hand**. They represented 50% of the visitors.

A special target therefore that really characterises the Pack&Gift exhibition. The visitors had **short term projects** and the exhibition enabled them to meet not general manufacturers but specialists in event-based packaging that were able to offer dedicated ranges. This appropriate combination bringing together the brand names and the manufacturers explains the abundant amount of activity seen at the exhibition.

A number of exhibitors, for example MySleeve, also made use of the opportunity provided by the exhibition and the presence of this very special audience to launch new exclusive products.

The conferences and exclusive Pack&Gift exhibitions

The exhibition also offered a packed and pragmatic programme led by acknowledged experts in the market. The series of conferences was a great success and welcomed over 500 people over the 2 days.

- **Innovation** was dealt with from the angle of **trends** by Françoise Serralta (Peclers), **eco-design** by Franck Bercegeay (ARDI Centre du Design Rhône Alpes) with Pierre Bourbon (Bourbon communication) and finally **sustainable development** by Samuel Cattiau (Etoile Azélie). They suggested methods that respect the environment at the same time as enhancing the product and its packaging thanks to the choice of materials, their optimal use throughout the manufacturing process, the design of the product and its "second lease of life".
- **Marketing** was discussed in numerous topics. During a round table discussion, Jean-Jacques Urvoy explained the conditions for the success of a gift pack in the company of brands

(Christian Lacroix and Lenôtre), designers (the company trapèze) semiologists (Sygil) and journalists (Emballages magazine) together with tackling the subject of the environment (ESDMA). B. Heilbrunn and B. Barré explained how a brand could stand out on the shelves: by creating its own codes!

- The **economy** was also discussed in relation to the problem of the cost of producing limited series during a round table moderated by Henri Saporta (Emballages Magazines) and the companies Digital Packaging, Sleever and MySleeve.
- Finally, **design** was given place of honour with a tour of the packaging trends around the world presented by Gérard Caron.

We should also note the original contribution of **Gaspard Yurkievich**, who shared his experience of collaborating with the Pernod Groupe on the bottle for Suze Plumetis, where the highest level of fashion design is applied to standard products. An experience that combines respect for the designer's creation and respect for the brand's DNA.

Finally the exhibitions presented by Mir in the framework of its competition "Design Mir 2008 for me" and by the agency P'reference on the theme of "Collectors: why and how?" met with great success.

A concept that proved a tremendous success with manufacturers and brand names

"Congratulations on the perfect organisation of the Pack and Gift exhibition, superb, great logo, great time, very useful and also pleasant." S. LE MOËL CONSULTING

"Lots of contacts, calmer and longer discussions than in large exhibitions." A. Oechsner – *Nestlé*

"A very professional exhibition that must be repeated." C. Nomérange – *Arjowiggins Packaging*

"A good exhibition, not too large, with a good selection of suppliers. See you next year." C. Boquet – *Marionnaud Parfumeries*

"A good overall impression of this human scale exhibition, good representation of the players in the market" R. Haizet – *Cacao et chocolat*

"The exhibition interested me as a whole and enabled me to visit the stand of a supplier I do business with – mostly by e-mail and telephone... It gave me the chance to see both my supplier's and some other suppliers' ranges of cardboard boxes, packaging bags and stationery products." S. Boix – *Editions Nathan*

"In Paris, an undeniable hub, Pack&Gift was able to attract a large number of perfectly targeted visitors that fulfilled the criteria which made us decide to participate in the exhibition." R. M. Danglade – *Papeteries de Montségur*

"The first Pack&Gift exhibition exceeded our expectations and its success astounded us in terms of the number of visitors and the quality of the contacts. We thought the exhibition was very fitting for the capital of France" M. Poppe – *Procos (Germany)*

"I found the conference topics very interesting and the speakers of high quality" S. Labarthe – Promotion design manager - *HENKEL*

About Pack&Gift

Pack&Gift is the only exhibition dedicated to event based and promotional packaging. Held in Paris Porte de Versailles (Hall 5.1), it was inaugurated on 11 and 12 June 2008. It is organised by IDICE (ETAI Group) which also organises Luxe Pack Monaco, Luxe Pack New York and Luxe Pack Shanghai.

Next exhibition: 3 and 4 June 2009, Paris, Porte de Versailles (Hall 5.1)

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