

Salon Pack & Gift

8-9 juin 2011

FRANCE, PARIS PORTE DE VERSAILLES

PRESS KIT

March 21st, 2011

De la **promotion**
à la fidélisation

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From promotion
to customer loyalty

www.packandgift.com

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The only trade fair bringing together promotional packaging and gift

More than 200 exhibitors,
Packaging Manufacturers (boxes, box-sets, cases, bags, ribbons, paper, etc...), Promotional
Object Manufacturers and Distributors, Design Agencies and Advertising Agencies, Sample
product Manufacturers, Packaging Material Manufacturers (foam, paper...), Printing,
Decoration and Finishing Specialists, POS and Display Rack Manufacturers, Packing
Company / Co-packing etc...

Around 3000 visitors expected, brands and advertisers,
Marketing and brands' promotion managers from all market branches

Wednesday June, 8th from 9.30 am to 7.00 pm - night
Thursday June, 9th from 9.30 am to 5.00 pm
Porte de Versailles - **Hall 5.2**

Métro line 12 station Porte de Versailles
Bus lines 39 - 80 stop: Porte de Versailles
Tramway line T3 stop: Porte de Versailles

To ask for accreditation, visit our website:
www.packandgift.com/press

For any further information, high resolution photos or interviews,
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IDICE organises trade fairs and professional events: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique. IDICE is part of the INFOPRO COMMUNICATIONS group, one of the main professional information groups in France, with 1000 employees in France and abroad.

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THE 2011 PACK & GIFT EDITION

**Pack & Gift 2011 continues to grow:
20% more exhibitors and previously unseen events**

The 4th edition of the Pack & Gift 2011 trade show will take place in Paris, Porte de Versailles on the 8th and 9th of June. Thanks to 20% more exhibitors and previously unseen events, it promises to offer real answers and inspiration for brand promotion and loyalty managers.

A unique concept responding to brand requests

The concept of the Pack & Gift trade show is unique. A single location, over a 2 day event allows brand managers from all sectors and all range levels to find service providers who will guide them in the conception and production of promotional and event materials: design, packaging, gifts and brand loyalty items with the CRM Village exhibitors. In so doing, Pack & Gift is responding pragmatically to brand requirements - to galvanise their ranges throughout the year, and in so doing, dynamise sales and maximise client loyalty.

Confirmed growth for 2011

This is why, since its inception, this trade fair has seen constant growth. In 2011, and for the 4th consecutive year, proof of having its finger on the pulse of the market, the fair has 20% rise in exhibitor numbers. There will be more than 200 exhibitors at Pack & Gift 2011, versus the 174 seen in 2010, offering an overall view of solutions and innovations from the worlds of events, gifts and customer loyalty. Such a platform allows brands to find new solutions that are perfectly adapted to the personalisation of their ranges, opening the door to new possibilities.

You will discover here after, information about conferences and events taking place with industry experts, key topics and marketing information on eco-design, trends, creativity, customer loyalty, legal advice, ...etc.

Come and see us on the 8th and 9th of June, in Paris - Porte de Versailles -Hall 5.2.



FREE CONFERENCES SCHEDULE
Wednesday June, 8th

► **From the idea to the concept, a walk through the fantastic**

Rémi SABOURAUD - Goût d'idées, creativity and innovation Management Company. The level of creativity of a certain project will always make the difference between pitches. How does the idea-generation phase work within the innovation process? Obviously, that particular moment is essential in the design of killer concepts. This conference offers the opportunity to experience, in a light-hearted context, some surprising and effective brainstorming exercises. The techniques are applicable to numerous problems and rely on our most important gift, the imagination...

► **The sensorial and sensitive nature of packaging: why igniting the senses is important.**

Round table session organised by the French National Institute of Design Packaging and led by Jean-Paul Cornillou, Course Director of Packaging at Strate Collège Designers Presentations from a glassblower, stationer and a designer. Looking beyond the practical use of packaging, what are we looking for in limited edition packaging? How do we go beyond the product itself and ignite all the consumer's senses? Some of the many questions to be addressed by this round table, addressing the intangible nature of seductive packaging, the sense of wonder it provokes, and the story it tells.

► **Legal protection for packaging**

Clothilde DELBECQ – CABINET FIDAL

- Protection for the shape of packaging and its colours and/or designs
- Protection for items on the packaging.
- To what extent intellectual property rights (brand, patent, author's rights...) and unfair business practices may be used to ensure a sufficient level of protection.

► **Integrating eco-design in new product launch: the case of a cosmetics brand**

Round table session organised and led by Henri SAPORTA – Editor in Chief of Emballages Magazine with Christophe MINY – Packaging engineer at Atoutpack
A designer and a brand.

6.00pm : 2011 **Pack & Green** Award, in the presence of the jury

Thursday June, 9th

► **Loyalty is worth it!**

Philippe RUCHETON, Research Director of C.C.A. International; "Wiki attitude, a new challenge for customer loyalty"

Lars MEYER WAARDEN, Author "*La fidélisation clients, stratégies, pratiques et efficacité des outils de marketing relationnel*" (Customer loyalty, strategies, practices and the effectiveness of relationship marketing tools")

Frédéric BRASSE, founder and leader of Grand Angle Design, for a focus on "My Evian", a consumer-personalised bottle.

This is the end of a period of assumed confidence. The customer can no longer be assumed to be a passive target, but a responsible, free and interactive partner.

Come and discuss with communication and customer loyalty specialists, who will help you to understand today's consumer, using specific examples.

► **Brand & Innovation: how to innovate by brand?**

Pierre-Louis DESPREZ – BEC INSTITUTE

The brand is an idea planted in the heads of clients and prospective clients.

Ideas grow roots when they are made reality.

To create new ideas and ensure long-term opportunities for the brand, creativity must be proven. New ideas must be accepted, the brand must move forward, updating its corporate DNA with new developments.

Use this exclusive presentation by Pierre-Louis Desprez to discover new advice and new recommendations for innovative, functional promotional campaigns.

► **Pack & Gifts World Tour, 10 ways in 10 lessons**

Jean-Jacques EVRARD - Pentawards and Brice AUCKENTHALER -Tilt Ideas

If giving a "bonus gift" on purchase is passé, discovering new trends is always a great source of inspiration, innovation and creativity. Jean Jacques Evrard and Brice

Auckenthaler, supermarket globetrotters and discoverers of trends, offer you the opportunity to hear their discoveries from numerous campaigns from Europe, Asia and

the US. Come and hear their insights, they're even offering a free gift! Monday June 9th at 2pm.

► **For cost effective and environmentally friendly point of sale displays**

Nicolas SALAH – EFC SOLUTIONS PACKAGING

Use this conference to discover how to optimise promotional flows – using techniques that are a complete break with current practices. (EFC Solutions Packaging)

► **The promotional items**

SYPROCAF



PACK & GIFT WORLD TOUR



A world tour of the most creative event solutions

Pack & Gift 2011 is proud to premiere a previously unseen exclusive gallery: the "Pack & Gift World Tour".

What could be better as a source of inspiration and understanding than a world tour of the most recent developments in event and promotional packaging?

Jean-Jacques Evrard, founder of Pentawards, and Brice Auckenthaler of Tilt Ideas have both contributed to this gallery. Through their notable creations inspired by their travels over the 5 continents, they have encapsulated trends, which will be debuted on Thursday the 9th June at 2pm:

"Pack & Gifts world tour, 10 ways in 10 lessons!"

**By Jean-Jacques EVRARD, founder of PENTAWARDS
Et Brice AUCKENTHALER - Tilt Ideas**

If giving a "bonus gift" on purchase is passé, discovering new trends is always a great source of inspiration, innovation and creativity. Jean Jacques Evrard and Brice Auckenthaler, supermarket globetrotters and discoverers of trends, offer you the opportunity to hear their discoveries from numerous campaigns from Europe, Asia and the US. Come and hear their insights, they're even offering a free gift!



← Jean-Jacques EVRARD

SUSTAINABLE DEVELOPMENT AT PACK & GIFT

2011 DEDICATED SPACE **Pack & Green**

Eco-design and sustainable development will again be major topics at the 2011 Pack & Gift fair.

Building on the success of Pack & Green in the previous years, we renew this show in the next edition of 8 and 9 June 2011.

Pack & Gift exhibitors are firmly committed to a responsible and environmentally friendly approach.

Pack & Green Space offers them the opportunity to showcase their latest creations and innovations to reduce the environmental impact of promotional packs.

And it will offer visitors a new perspective in the creation and launch of promotional projects, in an increasingly responsible approach.

These will be displayed in the Pack & Green showcases; for each product displayed, its name, the company and the booth number will appear to guide visitors.



Pack & Green AWARD 2011

We renew Pack & Green award, which gives prize to the promotional packaging meeting the criteria of sustainable development, both in the design, raw materials used, or else the process of production, transportation, use of product and his end of life.

Jurors will operate mid-May a shortlist of eco-friendly products or who have reduced their environmental impact, called the nominees.

The final deliberation in the presence of all members of the jury will be held within the exhibition Pack & Gift, June 8 afternoon.

The nominees could be asked to explain their project to the Jury on June 8, between 3.00 and 4.00pm.



The winner chosen by the Jury will be honored June 8 at 6.00pm, in the conference room at the exhibition Pack & Gift. (A press invitation will be sent later.)

The Jury members:

- **Henri SAPORTA**, Chief editor EMBALLAGES MAGAZINE
- **David COSTE**, founder and head of the consulting agency PATTE BLANCHE
- **G rard CARON**, founder and leader of ADMIRABLE DESIGN
- **Bruno GARNIER**, Packaging Direction Group CARREFOUR
- **Jan LE MOUX**, Prevention Director ECO EMBALLAGES



EXHIBITORS' LIST PACK & GIFT 2011 (as of March 10th)

► Exhibitors' breakdown by country :

France → 67%
 Outside France → 33% (10 countries)
 Of which Europe → 22%

► Distribution by activity:

Over 50% of exhibitors are offering packaging solutions : cases, boxes, box-sets, sleeves; Nearly 15% is devoted to the gift; then, you will find raw materials, labels, wrapping paper, ribbons, bags wallet, samples, etc..

ADINE
 ADM PROMOTION
 AK EMBALLAGES
 ALBEA (ALCAN)
 ALLIORA
 ALTEC INDUSTRIES SAS
 AMPLITUDE TIN & LEATHER BOXES
 API FOILS
 APPLIC'ETAINS
 ARJOWIGGINS
 AS CONSEIL
 ASTUSYSTEM
 ATS DEVELOPPEMENT
 AUGUSTA
 BAG & PACK
 BDMO (Bruggeman & Desouter NV)
 BOUTAUX PACKAGING
 BOUTIQUE DES FABRICANTS
 CAESAR
 CARTON NYLON COTON
 CARTONAJES SALINAS Soc Ltda
 CARTONNAGES DELSAUX
 CAVALIERI & AMORETTI
 CAZELLES / PUSTERLA 1880
 CD CARTONDRUK AG
 CD PAPER PRODUCTS
 CELLOCUP
 CELLUTEC
 CHALEYER ET CANET
 COCORICOM
 COFFRET PACK
 COMPLEMENT D'OBJET DIRECT
 CONDEVERA
 COSFIBEL GROUP MANDALAY DESIGN / GRUMBE / ROSKOPLAST
 CRISTALPACK
 CSI
 DACOR
 DB TECHNIQUE
 DESIGN DUVAL
 DIMONTONATE FLOCCATI
 DO INTERNATIONAL DAPY
 DONG DAO CHINA DIRECT
 DORURE BORDAS
 EDELMANN GROUP



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EDITIONS DU CHOCOLAT
ELBA France
ENVASES TENDERO S.L.
ETIQ'ETAINS
ETNA PACK
EUROTEXTILE
EXTRAPAC LTD
FABRIKA
FAVINI
FEDRIGONI
FILIGRAM
FORWARDED INDUSTRIAL LTD
GEKA DIVISION VICTORIA COSMETICS
GROUPE ACHATS
GRUPPO CORDENONS
H+M France
HEBEI EWIN ENTREPRISE Ltd
HIP LIK PACKAGING PRODUCT IND. LTD
ICAUPACK
IDEALPLAST DI IVANO SIRONI
IGGESUND
INCARTA
INTERESTING SOURCING SAS
ISEM SRL
JEAN BAL
JLM Packaging Objets Promotionnels
JUNG DESIGN
KALI DEVELOPMENT CO LTD
KEENPAC
KNOLL PRESTIGE PACKAGING
KORSNÄS AB
KORUS PACKAGING
KREKELBERG FLOCK PRODUCTS BV
KURZ France
LE FACONNEUR
LE SANGLIER
LEANA TRADING
LES ETUIS MIRAULT
LINEA
M&M LUXE
MARC LONCHAMPT MATERIALS
MASSILY
MC LINE DE LUXE PACKAGING
MEDIANE
MODA CONNECTION
MONCADEAUONLINE.COM
MR CARTONNAGE NUMERIQUE
M-REAL
MW CREATIVE
MySleeve
NEYRET RUBANS
NORLINE SAS
NORTIER EMBALLAGES
PAK 2000
PAPCART
PAPETERIE MONTSEGUR
PAPETERIE ZUBER RIEDER
PAPILLON RIBBON AND BOW
PARCOME
PASSION COTON



PROCOS GmbH
 RBL PLASTIQUES
 RELMA
 RIVERPACK
 RUBAN STORE/ Les Ateliers d'Alice
 SCA PACKAGING NICOLLET
 SCATOLIFICIO CRISTINA
 SEGEDE
 SERAM
 SEUFERT
 SIN REJAC
 SINOXEDO
 SIPLA
 SOCIETE DE MARQUAGE INDUSTRIEL
 SOLVPACK
 SONEPRO
 SPINNLER CARTONNAGES SAS
 STAEGER
 STN TRESSAGE
 T PAPER BAGS & NON WOVEN ITEMS
 THIBAUT BERGERON
 TOUTHERM
 TPG PACKAGING
 TRANSFO GROUP
 UNIFLOCKAGE
 VAN GENECHTEN PACKAGING NV
 VERPACK
 VIROJANGLO SAS
 WINTER & COMPANY
 WOERNER + Cie GmbH

OF WHICH 33 FIRMS ARE EXHIBITING FOR THE 1ST TIME:

More boxes, cases (33%), more raw materials (18%),
 More promotional items (6%)

ALBEA (ALCAN)
 AMPLITUDE TIN & LEATHER BOXES
 APPLIC'ETAINS
 ARJOWIGGINS
 ASTUSYSTEM
 CSI
 DB TECHNIQUE
 DORURE BORDAS
 ELBA France
 ENVASES TENDERO S.L.
 FAVINI
 FEDRIGONI
 GEKA DIVISION VICTORIA COSMETICS
 HIP LIK PACKAGING PRODUCT IND. LTD
 SINOXEDO
 T PAPER BAGS & NON WOVEN ITEMS
 TPG PACKAGING

MODA CONNECTION
 PAPETERIE ZUBER RIEDER
 RBL PLASTIQUES
 LE SANGLIER
 KORSNÁS AB
 KEENPAC
 KALI DEVELOPMENT CO LTD
 JLM Packaging Objets Promotionnels
 INCARTA
 IGGESUND
 ICAUPACK
 FILIGRAM
 GRUPPO CORDENONS
 SEUFERT
 TRANSFO GROUP
 UNIFLOCKAGE





TENDANCEOBJET - aWARDS

Sensational campaigns!

Developing customers' loyalty, galvanizing a team, thanking a business partner, promoting a new product: promotional products and textile

are essential marketing tools for all advertising campaigns.

For its second edition, the TendanceOBJET-aWards keep the path! This innovating price's objective is to reward the best promotional product campaign of the year and emphasize the work of an agency specialized in the sector.

At the end of 2010, tens of applications from promotional products distributors were sent to TendanceOBJET-News magazine. Distributors explained one of their collaboration with an advertiser on the occasion of a marketing campaign using promotional products and/or promotional textile. Briefs from the advertiser, target, budget, objectives to reach, originality of the proposition...: the contest spirit is to underline the consultancy of professionals and their market expertise.



Let's meet during the 2011 Pack & Gift fair

A jury composed of professionals from the promotional sector has selected five finalists for the ultimate stage of the 2011 edition: BV Promo, MC3M, Newsport, OVDP and TVA.



The selected campaigns will be exposed during the Pack & Gift fair on the TendanceOBJET-aWards booth. During the two days of the fair, Pack & Gift visitors will be able to choose their favorite campaign. The votes will be counted on June 9th, 2011 around midday, followed by a cocktail during which the winner of the TendanceOBJET-aWards 2011 will be revealed.

One of the voting visitors present during the ceremony will have the chance to receive a fantastic box composed of two BEUCHAT® watches that costs 320€.