



Press release
June 30th, 2011

**Pack & Gift 2011: a success anchored in
the current consumption patterns!**

4 editions were enough for Pack & Gift to assert itself. This year taking place on the 8th and 9th of June at Paris Porte de Versailles, Pack & Gift, the unique packaging and events trade fair confirmed that it is truly meeting brand needs.

An ever-growing number of visitors and exhibitors, the decision-making power of the visitors and the markets represented, as well as the ever-growing number of skills on offer from the exhibitors is all factors that contributed to the success of this fair, which concept is anchored in current consumption patterns.

More and more visitors and exhibitors

200 exhibitors attended this 4th Pack & Gift fair, a 12.5% growth. The very idea behind the fair allows specialists from the worlds of promotional material to come together to maximise their sales and increase links with consumers. With these come suppliers of packaging, promotional material, loyalty cards, contract packaging, samples, decoration, design agencies, client loyalty software producers, primary materials, labels, gift paper... representatives of every corner of the industry meeting to respond to client requirements and find inspiration for the promotional material of the future.

2960 visitors attended Pack & Gift 2011, representing almost 4% growth on 2010.

Though the majority of markets already offer event-based promotions, visitors to Pack & Gift represent the primary sectors: perfume/cosmetics: 26%, food: 17%, alcoholic beverages: 7.5%, fashion/accessories: 5%, decorative/table decorations: 5%, ...and many others.

Importantly, and as noticed by the exhibitors, many visitors were decision makers. This simple fact has allowed everyone to enjoy a positive outcome from the trade fair.

Inspirational meetings

The schedule of conferences and round-table meetings was an added bonus in assisting visitor understanding of the complicated worlds of marketing plans, legal, eco-design, advertising topics, creativity, client loyalty, etc.

The conference led by Pentawards' Jean-Jacques Evrard and Tilt Ideas' Brice Auckenthaler worked to analyse 10 ways brands can address the pack & gift. Using the promotional and event-based ranges demonstrated in the Pack & Gift World Tour, practical lessons for listeners enriched their presentation: from the pack & gift and utility to the pack & gift and luxury, going through pack & gift and co-branding, this world tour highlighted the challenges for the brands when creating each promotion and the influence of culture and consumption patterns on their design.

The Pack & Green Prize 2011 was awarded on Wednesday 8th June. In the presence of all the Jury members, it was given to the Cosfibel Ultra light Box. As in 2010, this prize is designed to reward innovation in the field of sustainable development in accordance with the 2011 Pack & Green Charter.

(More information in the attached press pack).

The next edition of Pack & Gift will be in June 2012. Join us for this unique trade fair that brings together specialists from the worlds of promotional packaging and gifts in the beautiful city of Paris.

For more information, visit: www.packandgift.com

IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique.

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