



# Hispack 2015

THE FUTURE  
BECOMES  
PACKAGING



Fira Barcelona

report 2015

Hispack  
2015

# hola

Maquinaria y equipos de embotellado  
Bottling machinery and accessories  
Intralogística - Manipulación  
Intralogistics - Handling

P1

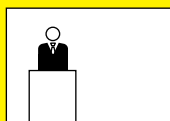


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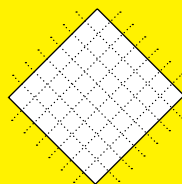
## Hispack



EXHIBITORS

**605**

+7.6% COMPARED TO  
THE PREVIOUS EDITION



**31,010** m<sup>2</sup>



**1,226**

COMPANIES REPRESENTED



**+200**

TALKS ON INNOVATION AND  
TRENDS, CASE STUDIES

## Hispack + Bta.



VISITORS

**38,079**

+8% COMPARED TO THE PREVIOUS EDITION



**10%**

INTERNATIONAL VISITORS

+32% COMPARED TO THE PREVIOUS EDITION



EXHIBITORS

**1,250**

+6% COMPARED TO THE  
PREVIOUS EDITION



**45,410** m<sup>2</sup>



# 1. Hispack 2015, the future becomes packaging

## **Hispack**, the inspiration of an increasingly significant sector.

---

This edition has brought traditional players into touch with new professional profiles, introduced new areas of activity and business, provided a cross-cutting view of packaging within companies, and brought to the fore customer needs that have become the major challenges and opportunities in the sector.

New technology, saving needs, energy efficiency, upcoming trends, logistics, sustainability, and new materials are posing big questions to which Hispack 2015 has given answers that are second to none. The packaging world is changing rapidly and Hispack has managed to combine the most innovative products, customer needs, and the most outstanding creative minds to bring greater drive to the industry. From the standpoint of knowledge and inspiration, the exhibition has revealed the contents that are set to define the coming years. In addition the quality of the companies and the level of visitors have made it possible to close valuable partnerships and business. Hispack 2015 has set out the new scenario in which the sector will operate and the keys for all the players who choose to work in it.

The industry is changing at an enormous pace and Hispack has brought together the most innovative products with customer needs and the outstanding creative minds which can generate the drive it needs.



# Hispack & Bta.

Packaging and Food Technologies



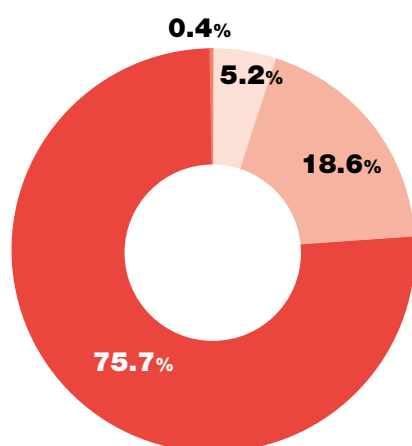
# Hispack in the media

Enormous media coverage and impact mean each Hispack exhibition is a real boost for the industry.

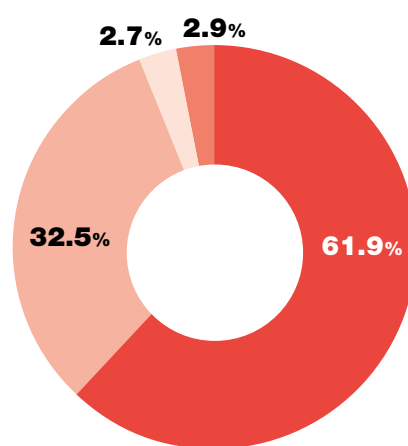
## MEDIA COVERAGE BY MEDIUM

	PRESS	ONLINE	TELEVISION	INTERNATIONAL	TOTAL
<b>No. of news items</b>	<b>335</b>	<b>1,361</b>	<b>7</b>	<b>94</b>	<b>1,797</b>
<b>Space</b>	<b>387.1</b>	<b>-</b>	<b>-</b>	<b>21.8</b>	<b>408.9</b>
<b>Duration</b>	<b>-</b>	<b>-</b>	<b>0:20:06</b>	<b>-</b>	<b>0:20:06</b>
<b>Audience impressions</b>	<b>30,304,380</b>	<b>83,143,389</b>	<b>136,000</b>	<b>779,321</b>	<b>114,363,090</b>

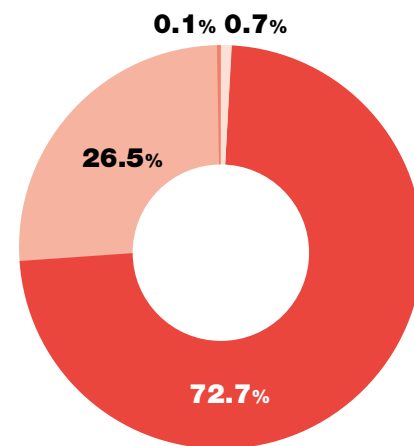
### NUMBER OF REPORTS



### FINANCIAL VALUE



### AUDIENCE IMPRESSIONS



ONLINE

TV

PRESS

INTERNATIONAL

\* Provisional figure pending final clippings.

## WEBSITE AND SOCIAL MEDIA DATA



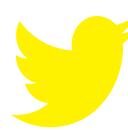
**296,041**

WEBSITE VISITS  
(3 months prior to the exhibition)



**2,348**

FANS ON  
FACEBOOK



**2,733**

FOLLOWERS  
ON TWITTER



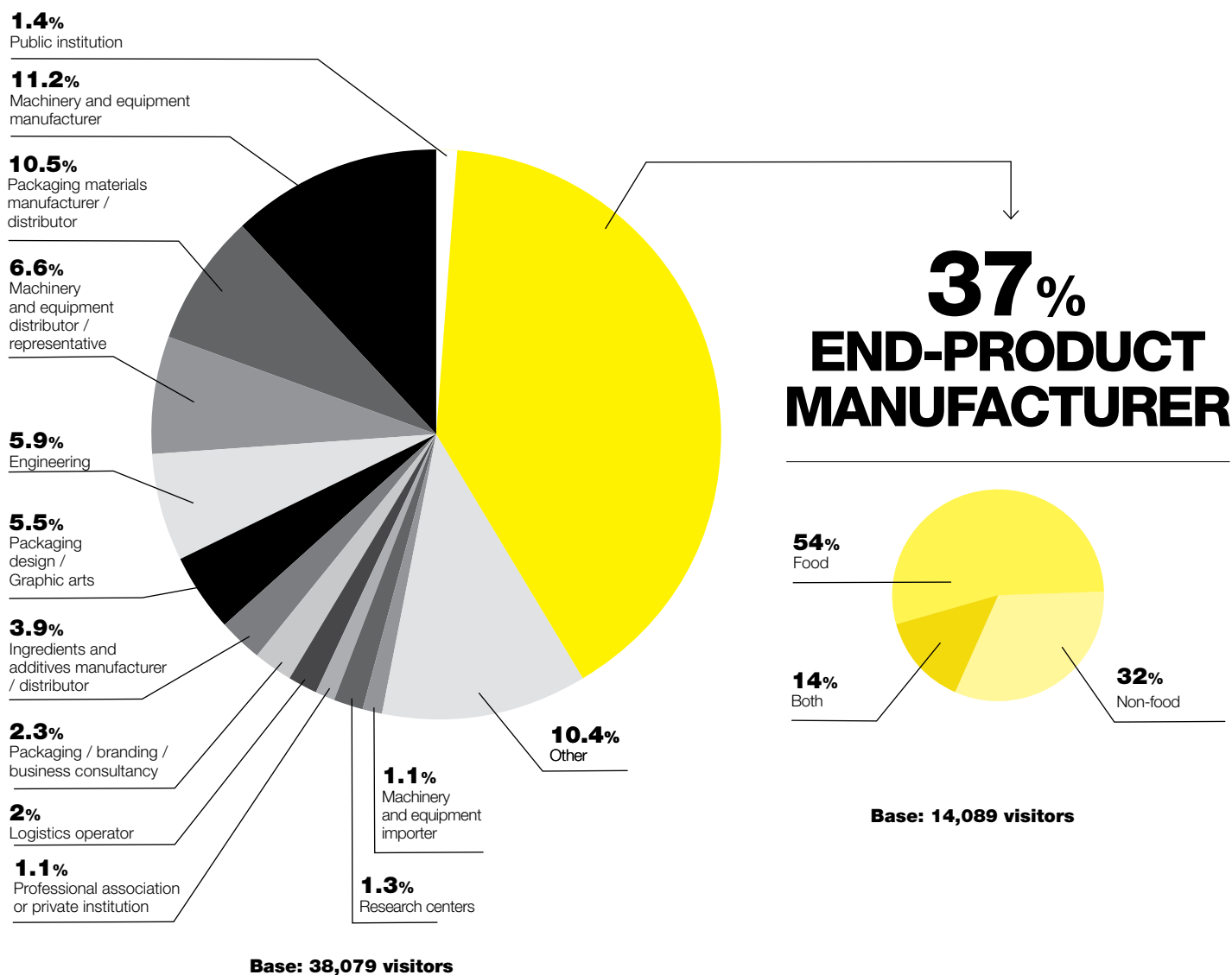
**1,418**

CONTACTS  
ON LINKEDIN

## 2. The companies driving innovation visit Hispack

Almost 40% of visitors to Hispack come from customer businesses in the sector and are looking for packaging machinery and solutions. Over half of this group is in the food sector. The chemical, drug, cosmetic, perfumery, and pharmaceutical industries have the greatest presence in the non-food sector.

### VISITOR SECTOR



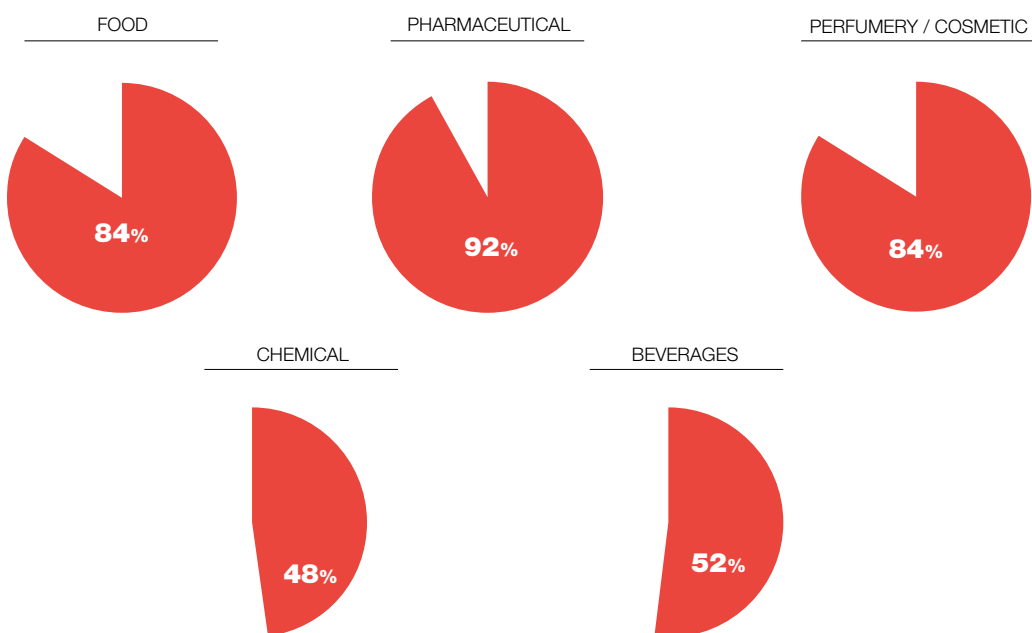


# The leaders choose us

63% of the large national and multinational companies in the packaging industry's customer sectors with the highest turnover in Spain come to Hispack&Bta in search of suppliers.

The chemical, drug, cosmetic, perfumery, and pharmaceutical industries have the greatest presence in the non-food sector.

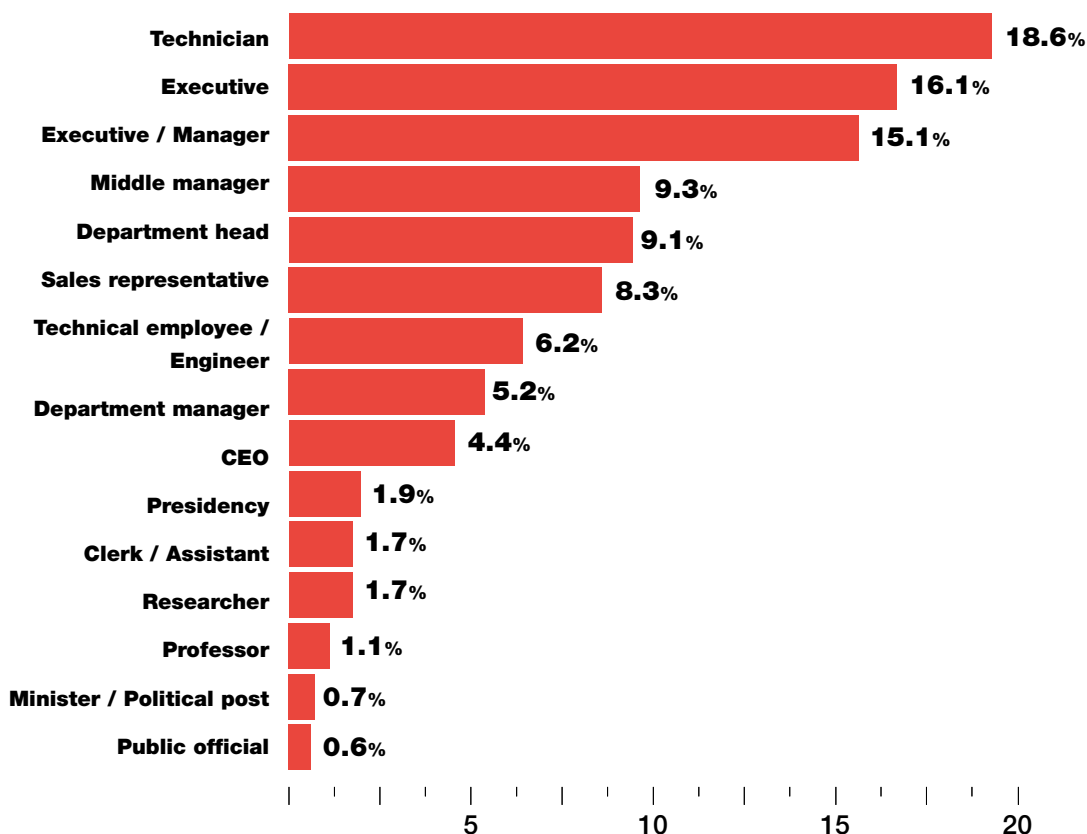
## PRESENCE AT HISPAC OF THE TOP 25 COMPANIES BY TURNOVER IN THE SECTOR



# Visitors who are influencers and make purchasing decisions

Although the biggest group at the exhibition consisted of technicians, the largest professional profile was managers. Among visitors commercial departments were most common and there has been a large increase in marketing, design, advertising, and sales visitors.

BY POSITION...





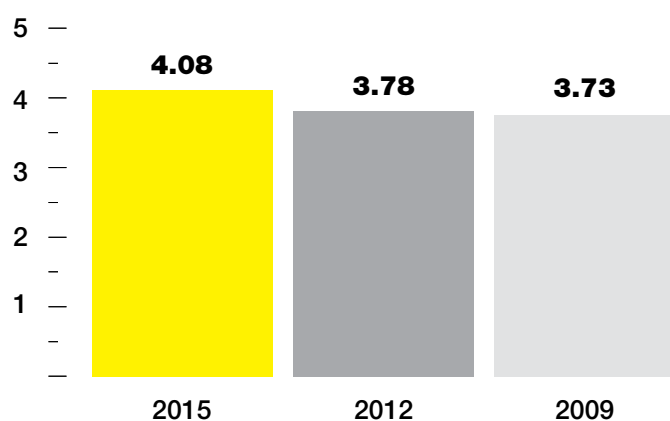
# Visit targets accomplished

Visitor satisfaction is higher than at previous editions. It scores **4.08** points out of 5.

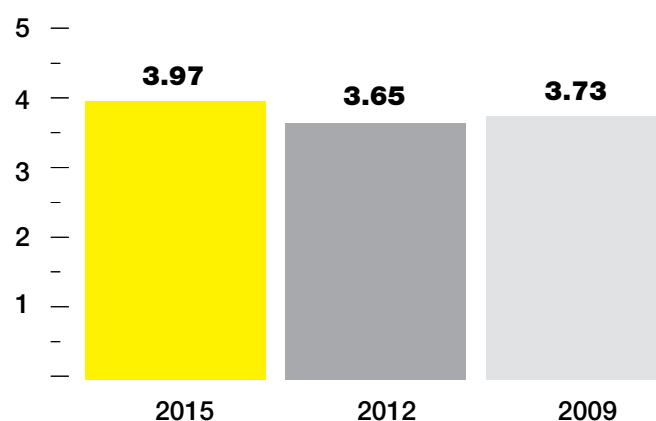
This rating reflects a very positive change.

Cost-effectiveness is also better than at previous editions at nearly 4 out of 5.

VISITOR SATISFACTION



VISIT COST-EFFECTIVENESS



Source: surveys by Fira de Barcelona.



# Europe, Mediterranean and Latin America, main foreign markets at Hispack

In 2015 there was a 32% increase in the number of international visitors compared to the previous edition. The main countries at Hispack&Bta. were:

## 3,674

international visitors,  
10% of the Hispack&Bta. total (38,079)

COUNTRY	PERCENTAGE
Portugal	18%
France	13%
Italy	11%
Germany	6%
Tunisia	4%
United Kingdom	3%
Mexico	3%
Netherlands	2%
Belgium	2%
Morocco	2%
Algeria	2%
Turkey	2%
Colombia	2%
Andorra	1%
Poland	1%
Other:	25%

## International Promotion Plan

The International Promotion Plan included trade missions and a *Hosted Buyers* program with the selection of and subsequent invitation to 83 large international buyers in the following markets:



## 86%

of international visitors  
were very satisfied with their visit

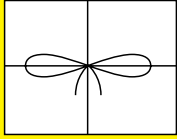
86% of international visitors who came through the exhibition's International Promotion Plan were satisfied with the care they received and the products and representativeness of the exhibition.

Partner:

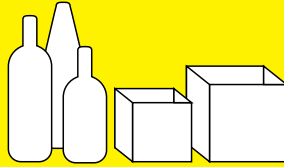




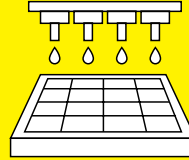




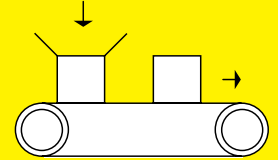
**Design,  
Premiumpack**  
37 speakers at  
Premiumpack



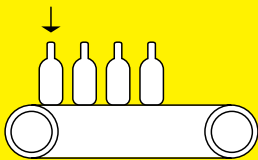
**Raw materials and  
packaging materials**



**Machinery for  
manufacturing**



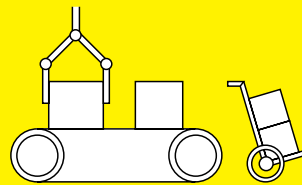
**Packing machinery  
and accessories**



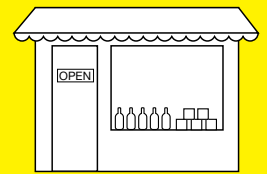
**Bottling  
machinery and  
equipment**



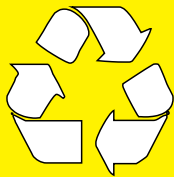
**Machinery for  
labeling, coding and  
marking**



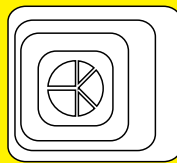
**Logistics, handling,  
storage, and  
distribution**  
39 speakers at  
Pack&Logistic Corner



**POP and Retail Area**  
17 speakers at  
Retail Area



**Recovery, Storage  
and Recycling**



**Innovation and new  
trends, TrendPack Area**  
39 speakers at  
TrendPack Area



**Consulting,  
engineering, and  
services companies**



### **3. We cover the entire value chain**

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**605 direct exhibitors from 25 countries have participated at Hispack 2015. 75% of companies were Spanish, while the remaining 25% came from 24 other countries with Germany, Italy, and France in the lead.**

**One of the aspects most valued by visitors has been its sector representation. With a score of 4.26 out of 5, Hispack 2015 achieved its best rating since 2009. The exhibition remains committed to covering the entire packaging value chain from design to retail, plus as it is held in conjunction with Bta. it also accommodates the product manufacturing process.**



## Global Partners:

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**ami-tek**

**BIZERBA**

**CAMPAK**  
España

**canopack**

**Cartonajes Petit**  
[www.cartonajespetit.es](http://www.cartonajespetit.es)

**CIMA**

**coyma**  
Líneas completas para farmacia, cosmética y alimentación

**EAR  
FLAP**

**HALOILA**  
Machines & Service

**HV**  
**Heryval.s.l.**

**IMCO**  
PROCESO Y ENVASADO

**KUKA**

**LUCIANO  
AGUILAR**

**Macsa id**  
a code you can trust

**markem·imaje**  
A DOVER COMPANY

**Schneider**  
Electric

**STE**

**ULMA**

## Event Partners:

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**lantegi**  
CARTONAJES

**HEUFT**

**igus**

**NEFAB** YOUR  
PACKAGING  
SOLUTION.

**OS**  
CHECKWEIGHERS  
A Wipac Brand

**PHOENIX  
CONTACT**

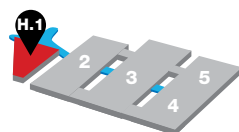
**SILGAN**  
CLOSURES

**TECNICARTON**  
INGENIERIA DE EMBALAJE

**Trébol group**

# Exhibitors

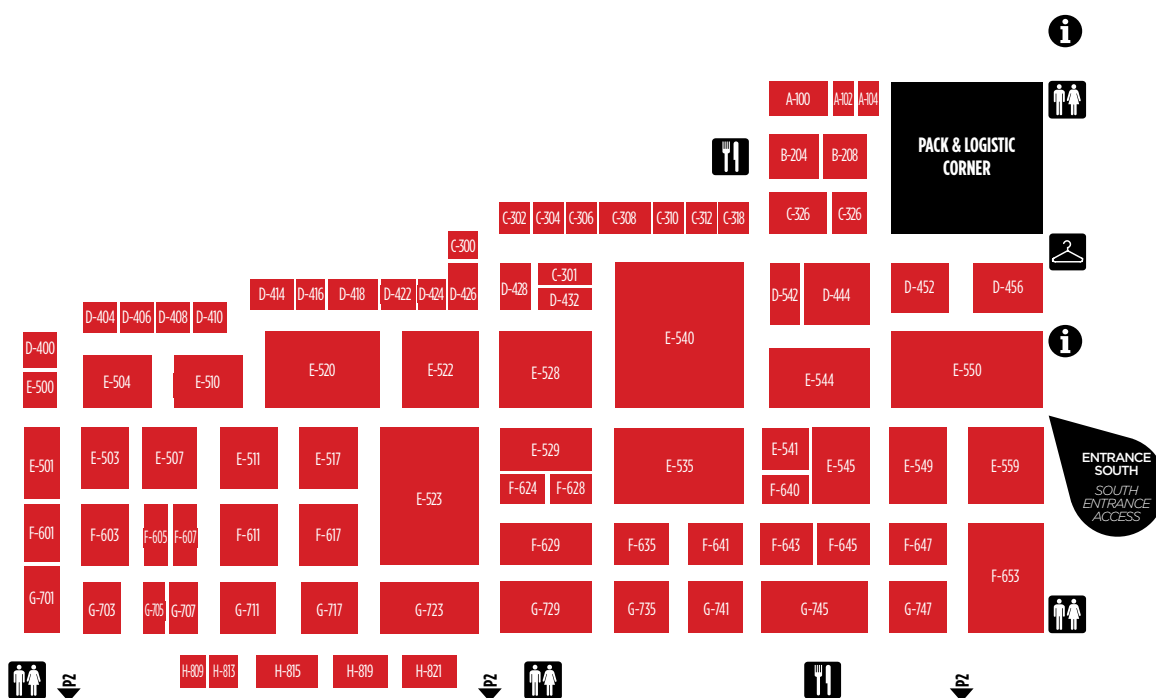
## Hall 1



ABB, SA - DM/ROBOTICS	F	653
AMBAFLEX SPIRAL CONVEYOR SOLUTIONS	H	809
AND&OR, S.A.	E	504
ANTONIO MENGIBAR	F	643
APOLLO VTS B.V.	C	302
AROL - FT SYSTEM	E	507
ASTI	C	326
BASTOS Y CIA.	D	542
BIELEC S.L.	D	424
BIHL+WIEDEMANN	C	310
DALMEC	G	735
DBPLUS ACOUSTIC ADVISORS	D	432
DICOMAPACK	F	628
DICOMAT - WAGO	D	428
DISTRISORT	B	204
E2M ESTUDIS ELECTRO-MECHANICS	E	549
ELETTIC 80 S.P.A.	G	741
EMBALLAGE & MANUTENTION 2016	C	304
EMMETI SPA	G	745
ENERCON INDUSTRIES LIMITED	F	645
EQUIFAB, S.L.	D	414
FANUC IBERIA S.L.U	E	535
FERCAM	C	300
FLEJNSA, S.A.	E	529
FT SYSTEM	E	507
FUNDACION ICIL	A	100
GERNEP GMBH	D	418
GROUP PRESSING PLUS LOGISTICA APLICADA,	F	624
GRUPO TECNIPUBLICACIONES	A	102
HEUFT SYSTEMTECHNIK GMBH	E	522
HEXACOMB	C	312
HSM TECNICA DE OFICINA Y MEDIOAMB ESPAÑA	D	426
INEMUR, S.L.	G	723

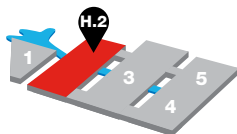
INFAIMON, S.L.	D	452
INPROUS COLD-PACK	A	104
INSER ROBOTICA, S.A.	F	640
INTERROLL ESPAÑA, S.A.	E	517
IRM-ALGRI 2005, S.L.	E	511
IRPLAST	G	711
J. ESQUERDA	F	607
JORMAPACK	E	544
JPM AUTOMAÇÃO I EQUIPA. INDUSTRIALES SA	F	641
KHS	E	520
KRONES	E	550
KUKA ROBOTS IBERICA, S.A.	E	523
MAQUEMBO - AUSERE	H	815
MATERIALES Y COMPONENTES PARA TRANSPORTADORES	D	444
MDF MAQUINARIA	C	301
MECALUX	E	528
MURCIA CODIFICACION, S.L.	H	821
NORTAN, S.R.L.	F	611
OLMOS	C	308
P.E. LABELLERS S.P.A	E	511
PACKLAB SRL	E	511
POSIMAT	E	541
PROSIMA TECH PACK, S.L.	E	540
QUATROPACK TECNOLOGÍAS S.L.	F	645
PYGSA SISTEMAS Y APLICACIONES, S.L.	F	629
RESET WORLD, S.L.	D	422
SACMI IBERICA, S.A.	E	510
SAFE PALLET	C	318
SCHMALZ, S.A.	F	635
SIC AXELEN, S.A	B	208
SIPAC SPA	G	745
SISTEMAS DE MANIPULACION ASISTIDA,S.L.	G	747
SR INNOVA	E	559

SYSTEM LOGISTICS	D	410
TEDELTA	F	645
TEREKAS	E	503
THIMON	D	416
TRACE SOFTWARE INTERNATIONAL	C	306
TROAX	G	707
UNIVERSAL ROBOTS	D	456
UROLA	H	819
V.M. SYSTEMS P.MANUTENCION, S.L.	E	545
VACIO PIAB, S.L.	F	617
YANCED, S.L.	F	647
YASKAWA IBERICA, S.L.	G	729
ZIMMER GROUP IBERIA, S.L.	G	717
ZYSKO ENERGY	H	813



# Exhibitors

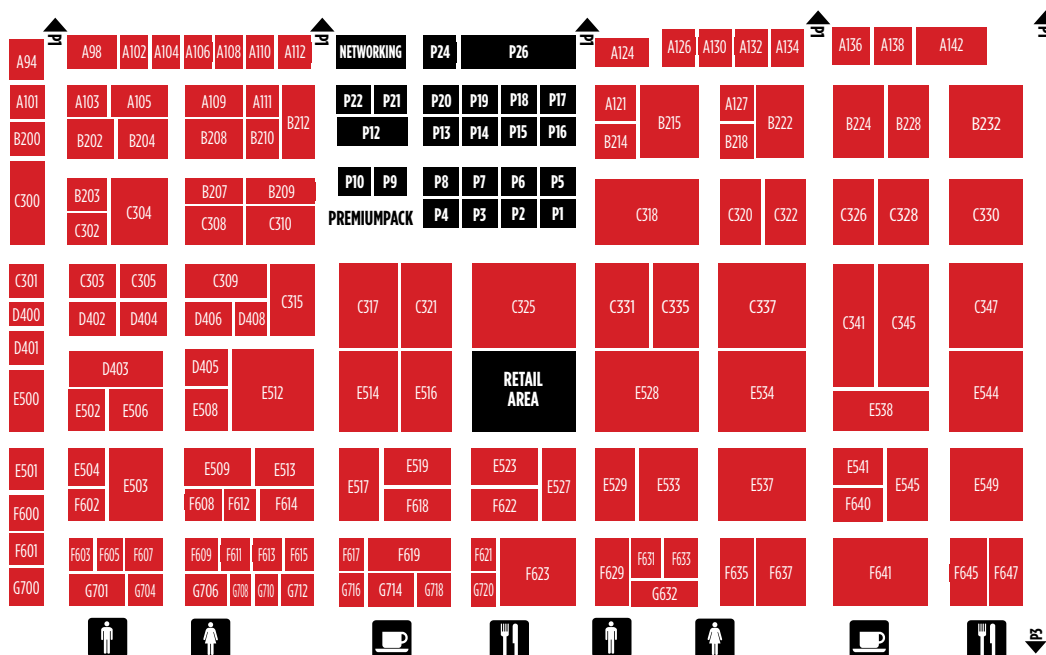
## Hall 2



ADAEQUO	E	537
AIMPLAS-INSTITUTO TECNOLÓGICO PLÁSTICO	T	7
AKER PLASTIK MAKINA SAN.TIC.LTD.STI	G	708
ALBAREN, S.L.	B	214
ALEXPORT	E	580
ALKAN PACKAGING	F	686
ALODI SEÑALIZACIÓN Y AMBIENTACIÓN, S.L.	A	124
ANDALTEC, PLASTIC TECHNOLOGICAL CENTER	A	138
ANILOMO SPAIN	P	8
APPLIC ETAINS	P	21
APTAR FOOD + BEVERAGE	A	127
ARCPAST PLASTIK AMBALAJ SAN.VE.DIS	G	718
ART I SERVEI, S.L.	B	218
ASPACK, ASOCIACIÓN ENVASES DE CARTÓN	B	261
ASPLA, PLÁSTICOS ESPAÑOLES	E	560
ATIESE PACKAGING, S.L.U.	A	173
AUTOADESIVI MAGRI	G	780
BAGETA, UAB	F	600
BANDESUR	D	400
BARCELO ATOM ESPAÑA	C	308
BAREKS PLASTIK FILM EKSTRUZYON SAN.	B	224
BARIS AMBALAJ MATBAACILIK SAN. VE T	B	212
BEIJING SILKROAD LEGEND INT. EXHIBITION	E	586
BES PLASTIK SAN.TIC.LTD.STI	F	615
BIO-PACK, S.L.	G	782
BOSSA ART, S.L.	C	320
C & K PROPACK	B	200
C&S PACKAGING SUPPLIER	E	576
CABKA SPAIN, S.L.U.	C	381
CADEPA	C	367
ÇAG AMBALAJ VE LOJİSTİK HİZ SAN TİC	G	704
ÇAKIRLAR MATBAACILIK AMBALAJ SAN.VE	E	508
CAPSA PACKAGING	B	244
CAPSULE CONCEPT	F	661
CARITAS DIOCESANA DE BARCELONA	F	682
CART SERVICE CENTRO STAMPA, S.L.	E	538
CARTOBOL, S.A.	C	347
CARTONAGEM TRINDADE	P	7
CARTONAJES FONT, S.A.	E	566
CARTONAJES LANTEGI	F	641
CARTONAJES M. PETIT	E	550
CARTONAJES MORA	A	94
CATALANA DE FRASCOS, S.A.	A	142
CATEM, S.A.	F	671
CELLOFIX, S.L.	F	679
CELORAMA	F	647

CELULOSAS VASCAS	G	752
CEP - CENTRO ESPAÑOL DE PLÁSTICOS	A	169
CGP COATING INNOVATION	E	506
CIDEYEG	P	12
CLIMESA	E	556
CMA IMAGING BELGIUM	P	22
CODINTEC	F	602
COMART	E	544
COMERCIAL MARTA, S.A.	B	263
COMPAGNIE DES CONTAINERS RESERVOIRS IBERIQUE, S.L.	A	166
CONDEPOLS	A	177
CONGOST PLASTIC, S.A.	C	342
CONOTAINER	F	675
COSMEPRINT	C	318
COVER RING LUX	P	17
CRISTINA THE TRANSPARENT PACKAGING	P	20
CSP	A	172
CUBIL	F	622
CUPS4YOU BV	D	480
D-RETAIL	A	124
DECAPULP	C	302
DECOPAK EUROP, S.L.	P	13
DOCUWORLD UNIVERSAL, SL	D	406
DONGGUAN HING SHING ADHESIVE PRODUC	E	586
DS SMITH	C	330
DUO PLAST AG	A	168
ECOEMBALAJES ESPAÑA, S.A. (ECOEMBES)	T	4
ECOIMPRESS	G	632
ECOLIGNOR	E	577
EGISA	E	545
EKOPACK KAGIT AMBALAJ SAN.VE TIC.LT	F	613
EKOPET L.T.D	B	256
ELPLAST SP. Z.O.O.	A	146
ELTETE SPAIN, S.L.	G	784
EMBALAJES BERCALSA, S.L.	F	678
EMBALEX	E	574
EMBALPACK LEVANTE	C	387
EMBAMAT EU, S.L.	F	649
EMBASA	F	608
EMBASOL	F	685
EMBATECHNIC	C	358
ENCUNY, S.L.	E	500
ENDAL	C	304
ENPLATER, S.A.	C	357
ENVASES SOPLADOS, S.L.	E	516

EPOLI, S.A.	C	303
ETAPAK BASKI AMB SAN TIC.A.S	A	109
ETICOLL, S.L.	D	566
ETIMEX	F	612
EUROPAC	E	568
EUROPACKNE ESPAÑA, S.L.	D	485
EXPOPLV	A	134
F. COSMETICS, S.L.	E	519
F2 SERVID, S.L.	C	352
FAB.NAL.MONEDA Y TIMBRE (FNMT-RCM)	T	9
FABO, SPA	F	629
FABREGAS PACKAGING	P	2
FARMAMAK AMB MAD VE.AMB MAK SAN VE	F	607
FINNCO PACKAGING, S.L.	E	529
FKUR	C	351
FOAMLAND, S.L.	C	340
FRAPAK PACKAGING BV	P	26
FRONDOSO INDUSTRY CO LTD	F	611
FUNDACIO PRIVADA INDUSTRIES GRAFIQUES	B	267
GCS SPAIN	C	336
GILSA-PLAST	F	609
GRAFICAS BEYCO, S.L.	F	633
GRAFICAS SALAET, S.A.	C	321
GRAFICAS VARIAS	P	5
GRAPHISPACK ASOCIACION	E	503
GREEN PACKAGING INDUSTRIES PVT.LTD	A	110
GREENBAG S/A	P	3
GREM I D'INDUSTRIES GRAFIQUES CATALUNYA	C	362
GRUMBE, S.L.	P	1
GRUPO DISEÑOS NT	C	337
GRUPO FATECSA	E	549
GRUPO GP	C	305
GUALA CLOSURES IBERICA S.A.	P	19
GUILLIN ESPAÑA, S.L.	E	527
HALOPACK NV	T	1
HK PLASTICS B.V	D	480
HLP KLEARFOLD	D	408
HIMY YUDIGAR	C	322
HP PACKAGING SOLUTIONS	A	152
I.T.C. PACKAGING	E	509
IBERHIPAC, S.A.	C	346
IKIKEREIKI REKLAMCILIK MATBAA SAN.V	F	603
IMCOVEL	B	222
IMSANCHIS	A	104
INDUSTRIAL BOLSESA, S. L.	C	317





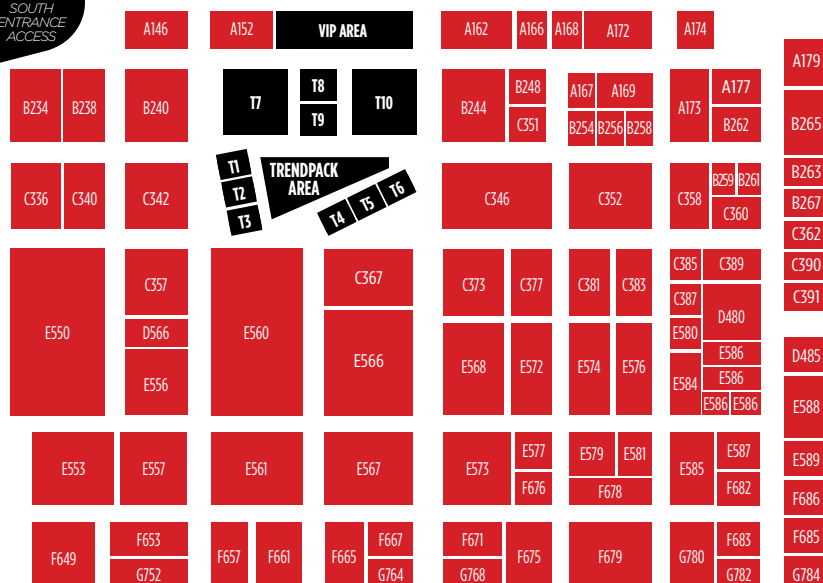
# Exhibitors

INDUSTRIAS NIOCO, S.L.	B	258
INDUSTRIAS PLASTICAS TRIANA	F	676
INFOPACK	B	259
INGENIAPLV	C	326
INKA PALET, S.L.	A	162
INNOVACIONES SUBBETICA, S.L.	E	512
INORPACK	C	377
INQUIAROMA	A	112
INSTITUTO PARA LA PRODUCCIÓN SOSTENIBLE	T	3
INTERMARK PACKAGING & LABELLING, S.L.	F	618
IT DISPLAYS & DESIGN	A	103
ITENE	T	10
KAR MEDIATOR, S.L.	A	173
KARL MARBACH GMBH & CO. KG	G	700
KOROZO AMBALAJ SAN TIC. A.S	B	215
KTP KUNSTSTOFF PALETENTECHNIK GMBH	C	377
LATUC	P	4
LEGRO	B	240
LITOCHAP, S.L.	F	640
LOGISMARKET	F	653
LOUVRETTE GMBH DESIGN & PACKAGING	A	106
L.H.T POOL, STAINLESS STEEL POOL, SUNA ENG CO LTD	F	611
LUMSON, SPA	P	15
LUMSON, SPA	P	16
M&A PACKAGING SERVICE	P	14
MACRESAC, S.A.	E	560
MANDRILADORA ALPESA, S.L.	A	102
MANUFACTURAS ARPLAST	A	136
MAREVI	E	528
MARIN'S	C	328
MARMARA PET LEVHA VE PLASTIK SAN.TI	F	621
MARSHALLOM METAL MANUFACTURE	F	601
MASTERTENT	D	402
MEGADYNE	B	209
MIRALLES CARTONAJES, S.A.	C	341
MODERN PACKAGING COMPANY	A	179
MODERGRAB, SA	D	401
MONDI CONSUMER PACKAGING INTERNATIONAL	B	232
NAMLI PLASTIK KIMYA VE GIDA SAN.TIC	G	716
NEFAB	C	373
NINGBO PACK IMP&EXP.CO., LTD	E	586
NORTPALET FABRICA, S.L.	E	581
NOVOBOX	P	6
OPO SYSTEMS MAQUINARIA GRAFICA S.L	B	262
OREGO AMBALAJ SANAYI VE TIC.A.S	G	720
OSONA INDUSTRIAL PLASTIC, S.L.	B	234
OVELAR	C	315
OZCANKIRI KUTU VE AMBALAJ SAN VE TIC LTD	A	132
PACK IN TUBE	E	523
PACKNET-PLATAF.TECN.ESPAÑ.ENVASE YEMBAL	T	8
PAKSET PLASTIK AMB VE KALIP SAN, TI	D	405

PALSER BIOENERGIA E PALETES, LDA	F	683
PANELPAC	A	126
PAPELERA DEL NERVION S.A	F	665
PAPERLINK S.L.	C	309
PAPERVAL PLASTICS S.L.	A	98
PEKSAN	A	130
PEREZ CAMPS	C	360
PESL	F	614
PPF TERMOPOLIMEROS	E	514
PIBER ESPAÑA TRADING, S.L.	E	541
PIME PINTURA INDUSTRIAL	E	589
PLADUREX CARPETERIA, S.L.	A	108
PLASTI-WORLD / GEPAK	C	301
PLASTIC POOL EUROPE SA	E	579
PLASTICOS VANGUARDIA S.A.	E	560
PLASTICOS VICENT SMURFITKAPPA	E	573
POLIGAL	C	310
POLIVOUGA - INDUSTRIA DE PLASTICOS, S.A	C	300
POLYMER LOGISTICS	F	667
PONT PACKAGING BV	A	105
PRESERVA	E	701
PROFESPAC, S.L.	G	504
PROMOPLAS-PROMOÇÕES E TRANSFORMAÇÃO DE M	G	706
PUBLIARABAG	B	210
QUILOSA	B	238
QUINGDAO SG GLOBAL PACKAGING CO, LT	E	586
RAFESA	B	207
RAFIA INDUSTRIAL, S.A.	E	560
RAJAPACK SA	G	764
RAMON CLEMENTE	P	9
REDPOP	F	619
REMBALCOM SA	C	385
REPAQ PACKAGING CONSULTING	F	631
REPLI, S.L.	E	553
REYDE, S.A.	E	560
REYENVAS, S.A.	E	560
RIBAWOOD, S.A.	F	657
RIGAM ENGINEERING SRL	T	5
ROLAND DG IBERIA	T	2
ROTAS IBERICA	B	228
ROTAS IBERICA	T	6
ROTAS IBERICA	P	24
ROTON ESPAÑA, S.L	B	265
ROUSON IMPORT, S.L.	F	637
RPC BRAMBLAGE GMBH	E	584
S.M.TECNIC	D	404
SAMAFRAVA, S.A.	C	325
SANVIPLAST, S.A.	B	204
SANZ BELDA	E	588
SATPACK	C	389
SCHOELLER ALLIBERT, S.A.	E	567

SCHUR FLEXIBLES GROUP	E	517
SCHUR STAR SYSTEMS GMBH	C	383
SECOPA	E	557
SELÇUK IPLIK	G	714
SELF	A	111
SELIG GROUP	A	172
SENA S.A. - SOCIEDAD DE ENVASES ALIMENTARIOS	E	533
SENEXPO INTERNATIONAL FAIRS INC.	C	390
SERVEI ESTACIO	A	167
SHANDONG KINGSON PACKING TECH CO, L	E	586
SICOREL	D	404
SILGAN CLOSURES	C	331
SILGAN PLASTIC CLOSURES	C	331
SILGAN PLASTIC FOOD CONTAINERS	C	331
SILVALAC	E	560
SISTEMAS DE EMBALAJE ANPER, S.A.	C	389
SITOUR CUBE	A	101
SKIN Y BLISTER SYSTEM, S.A.	C	391
SOEHNER KUNSTSTOFFTECHNIK GMBH	B	208
SOUL IMPRESSION SL	F	623
STAND ART DISPLAY, S.L.	C	335
TANRI KULU PLASTIK	F	605
TECNI-PLASPER, S.L.	B	254
TECNICARTON, S.L	E	561
TEKNOPLASTIK SAN.TIC.LTD.STI	G	710
TERMOFORMAS DE LEVANTE, S.L.	F	635
TIANJIN ZERPO SUPPLY CO, LTD	B	248
TOLE CATALANA DOS, S.L.U.	G	768
TONG LENG	E	528
TOT DISPLAY, S.A.	C	345
TOURNAIRE, S.A.	A	112
TRANSFORMACIONES PLASTICAS ITAL, S.L.	A	174
TRIGNO	D	403
TRILLA INDUPLAST IBERICA SLU	E	585
TUNCELI PROJECTS	E	587
UNER PLASTIK AMBALAJ SAN VE TIC LTD	G	712
UNIVERSAL SLEEVE, S.L.	B	202
UTZ	F	661
VECAPS COMMERCIALE, S.R.L	E	501
VIDUCA, S.L.U.	E	513
VISUALPACK BY SERIPAFAER	P	10
WEENER PLASTIC IBERICA, S.L.	E	502
YOM PLAST PLASTIK SAN.VE TIC.PAZ.LT	F	617
YOSAN	A	179
Z FOAM ESPAÑA, S.L.	A	121
ZEDIS, S.L.	E	534
ZESTAN	F	645
ZEUS PACKAGING	E	572
ZONABLISTER	B	203

ENTRANCE  
SOUTH  
SOUTH  
ENTRANCE  
ACCESS



# Exhibitors

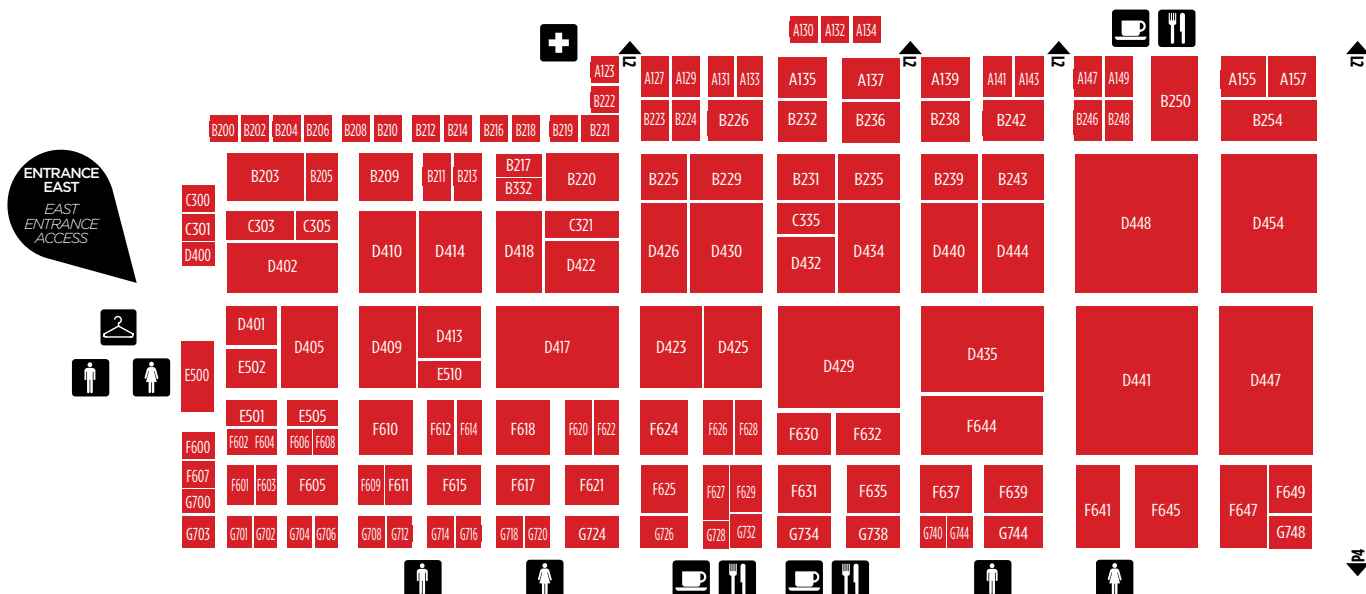
## Hall 3



A.R.	A	163
AETNA GROUP/SPA	F	644
AFHER EUROBELT	G	768
AICROV	F	659
AIRMAC COMPRESORES	G	740
ALEV INOKS MAK.SAN. VE. TIC. LTD. S	B	214
ALIMARKET	E	585
ALPAX	D	492
ALWID SONDERMASCHINENBAU GMBH	F	659
AMERICK PACKAGING GROUP	G	726
AMITECH-LOPSOL, S.L.	D	463
ANTARES VISION	D	498
AOG-SOLUCIONES DE EMBALAJE Y MANIPULACION	B	209
ARANCO	D	475
ARANOW PACKAGING MACHINERY, S.L.	A	155
ARCOMET 7, S.L.	B	281
AREA PACKAGING SRL	A	193
ATLANTA STRETCH SPA	B	291
ATLANTIC ZEISER	B	206
ATLAS COPCO RENTAL	C	397
ATP-ENGINEERING & PACKAGING	D	459
ATS TANNER SISTEMAS DE ENFAJADO, S.A.	B	221
AVE	A	133
B & R	D	479
BALLUFF	A	127
BCNVISION, S.L.	B	232
BE-MA EDITRICE S.R.L.	C	391
BECKER IBERICA	G	770
BECKHOFF AUTOMATION, S.A.	B	250
BEIJING SILKROAD LEGEND INT. EXHIBITION	F	676
BIBUS SPAIN S.L.U.	F	617
BIZERBA IBERIA ESPAÑA, S.A.U.	D	429
BOGA TECNICA	B	272
BOSCH REXROTH, S.L.	C	394
BOSSAR PACKAGING, S.A.	D	480
BROLLA	F	671
C.E.I.A., S.P.A.	C	381
C.I.M.A.S.A	D	447
CAGRI INDUSTRY INC /ALMAN	A	198
CAMPACK	D	434
CANOPACK	D	453
CAPERVA QUIMICA S.L.	G	748
CARL VALENTIN GMBH	F	601
CHIORINO IBERICA, S.A.U.	F	635
CINTA-PLAST, S.A.	B	210
COALZA	F	632
CODIMAR	G	782
CODOLS TECHNOLOGY	G	772

COMARME SRL	F	665
COMEXI GROUP INDUSTRIES, S.A.U.	B	248
COMHER, S.L.	A	173
COMOSA STRAPP	B	284
CONTROLPACK	B	238
CONVER AUTOADHESIVOS S.A.	D	465
COVAL	A	143
COYMA S.L.	D	435
CSI INDUSTRIES B.V	B	243
DAICON	B	332
DANSENSOR ESPAÑA, S.L.U.	F	672
DATALOGIC AUTOMATION	G	734
DATVO	E	583
DELTA ENGINEERING BVBA	G	701
DIDAC MENDEZ	F	605
DINAMICA DISTRIBUCIONES	A	141
DIPOL RFID	F	626
DISTRIB. INDUSTRIAL ELECTRICA DIMATIC, S.L.	G	728
DOMINO AMJET IBERICA	D	405
DOSIMAO, S.L.	F	639
E2M ESTUDIOS ELECTRO-MECANICS	D	489
EAC PACKAGING	B	293
EAR FLAP	D	468
EASYPACK	F	674
EFABIND, S.L.	D	473
EJEMATIC	G	716
ELEKTROMAG MACHINERY CO. LTD.	G	718
ELESA GANTER IBERICA, S.L.	F	620
ELOCOM	B	254
EME MOTOR 2008, S.L.	F	630
EMERSON INDUSTRIAL AUTOMATION	F	657
ENESVAL	E	581
ENSINGER	A	197
EPSON IBERICA	A	131
EQUIPENVAS - TECSE	G	760
ESPERA IBERICA	F	621
ETIQUETADORAS MECATRONIC, S.A.	E	500
ETIQUETADOS MARCPAL	F	609
ETIROL	E	501
EXAKTAPACK	D	494
F.C.L. ENGINEERING	B	294
FESTO AUTOMATION	F	641
FLEJIPLAS	A	175
FLEXEM EUROPE, SL	G	788
FORBO SIEGLING IBERICA, S.A.	F	622

FRES-CO SYSTEM ESPAÑA, S.A.U.	F	660
FROMM EMBALAJES	A	191
GAES	B	217
GEBO PACKAGING SOLUTIONS FRANCE	G	708
GERMARK, S.A.	E	502
GESTEPACK	B	264
GRACO BVBA	A	185
GRUPALIA PACK	D	465
GRUPO BFR - LATIN PACK	B	235
GRUPO IMPRYMA	D	487
GRUPPO TECNOFERRARI, SPA.	A	132
GUANGDONG SHUNDE BOHUI TECHNOLOGY CO	F	676
GUR-IS MAKINA SAN VE TIC LTD STI	F	603
HABASIT HISPANICA	B	242
HERREKOR	E	577
HERYVAL, S.L.	D	454
HIWIN TECHNOLOGIES CORP.	B	225
HOHNER AUTOMATICOS	A	167
HOLWEG	A	189
IBERCASSEL, S.L.	G	724
IBEROPTICS, SISTEMAS OPTICOS, SL	F	606
IFM ELECTRONIC	F	631
IGORLE	E	505
IGUS, S.L.	F	637
ILPRA SYSTEMS ESPAÑA, S.L.	B	205
IMAGICO INDIA PRIVATE LIMITED	C	385
IMAR	D	410
IMCO	D	448
INDUSTRIAL VIMA	B	212
INSTITUT CATALA DE FINANCES	A	199
INTELBlast, SL	C	398
INTEREMPRESAS	G	764
INTRA AUTOMATION, S.L.	A	169
INVESTIGACION Y CONTROL, S.L.	B	276
IPLA	D	465
IRTA GROUP PACKAGING	B	211
ITAINNOVA	B	204
ITALDIBIPACK	A	165
ITALIAMBALLAGGIO	E	583
IXAPACK	A	177
JACKSON, S.L.	G	750
JAEPACK CO, LTD	F	679
JEF	C	387
JESMATEC TÉCNICAS APLICADAS, SL	G	702
KAUTEC PACKAGING, SL	G	714

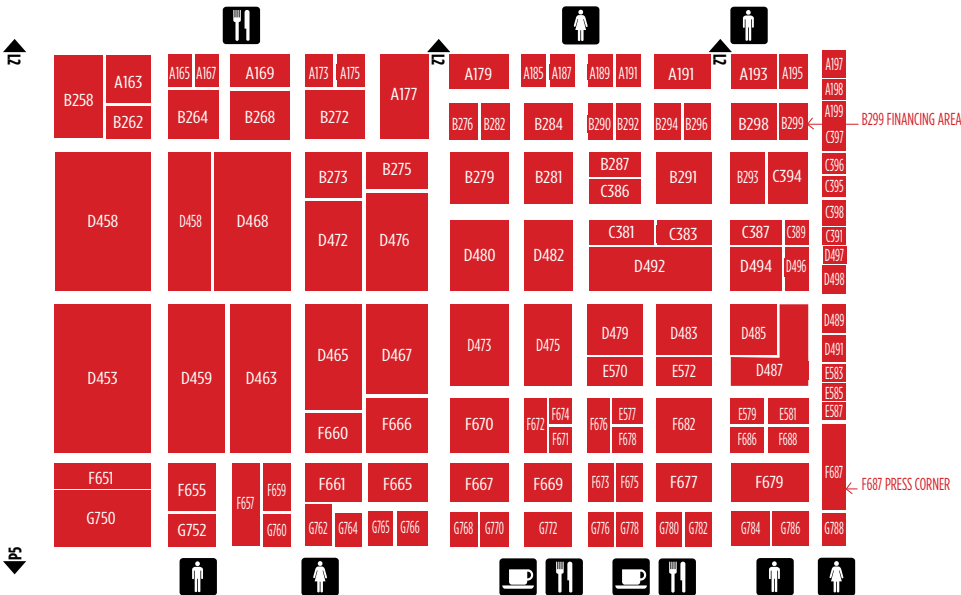


# Exhibitors

KCR MECHANICAL TECHNOLOGY, SL	G 765
KEB- KARL E. BRINKMANN GMBH	G 778
KEBA AG	A 169
KENRAY FORMING LTD	B 200
KETAN EUROPA, S.L.	D 510
KIMALDI	G 704
KOLBI	G 780
KONGSKILDE	C 386
KOREA TRADE-INVESTMENT PROMOTION AGENCY	F 679
KOTINPACK INC.	F 679
KPMA	F 679
KSR MECHANICAL SYSTEMS	G 765
LAETUS GMBH, DIVISION LAETUS IBERICA	B 246
LARACAT ETIQUETAS	C 321
LARRAIOZ ELECTRONICA INDUSTRIAL, S.L.	A 157
LATINPACK - BFR PACKAGING	B 235
LENZE TRANSMISIONES	F 669
LEUZE ELECTRONIC	B 226
LIDERPAC	F 647
LIMTRONIC	F 611
LIPMEN CO, LTD	F 679
LM AUTOMATISMOS	B 231
LOEVEN MECATRONICA, S.L.	A 134
LUCEO S.A.S	F 686
LUCIANO AGUILAR, S.A.	D 444
M. J. MAILLIS ESPAÑA, S.A.	D 430
MABEN	B 202
MACSA ID, S.A.	D 417
MAINCER, S.L.	B 216
MAQUINARIA DE ENV. Y EMB. PARIS	E 572
MAQUINSA	F 661
MARCOPACK, S.L.	D 401
MARKEM-IMAJE SPAIN, S.A.U	D 402
MASA - TRANSITUBE TRANSPALST	G 738
MECYPLASTEC ENGINEERING PLASTICS	A 149
MELER, APLICADORES DE HOT MELT, S.A.	C 305
MESPACK, S.L.	B 220
MICRO DETECTORS IBERICA S.A.U.	B 213
MIRPACK	A 135
MONTIBOX, S.L.	G 765
MOTOVARIO, S.A.	F 649
MOVITEC	D 432
MURRELEKTRONIK	F 667
MURRPLASTIK, S.L.	F 677
NETSTAL MAQUINAS, S.A.	D 497
NEW GROUP MAQUINARIA MODERNA, S.L.	A 147
NEWLONG HOLLAND B.V	B 294
NIVERPLAST IBERICA, S.L	C 335
NORDSON IBERICA, S.A.	B 275
NOW SYSTEMS CO, LTD	F 679
NUTRIPACK IBERICA, S.L.	D 414

OCS CHECKWEIGHERS IBERICA	F 624
OFFICINA MECANICA SESTESE ESPAÑA, S.L.	D 413
ONUR PLASTIK AMB.IML.TAAH.GERI DONU	B 298
OY M. HALOILA AB	D 467
PACK SERVICE, S.A.	A 137
PACKFEEDER, S.L.	B 287
PACTUR, SRL	B 291
PANASONIC ELECTRIC WORKS ESPAÑA S.A	G 766
PANIMEC C.B.	G 706
PAYPER, S.A.	B 236
PERIPHERAL SYSTEMS IBERICA, S.L.	G 720
PHOENIX CONTACT, S.A.U.	F 682
PIZZATO ELETTRICA, SRL	B 223
PLASTIC CONVEYOR SYSTEM, S.L.	G 752
PLASTICBAND	B 229
PLASTIJET, S.L.	A 130
POLIFLUOR, S.L.	G 784
PORTA SISTEMAS	F 612
PRISMA INDUSTRIALE, S.R.L	G 732
PRO-FACE HMI SPAIN	A 123
PRODEC	D 423
PROTECNIC 1967, S.L.	D 496
QIMAROX BV	F 627
R.T.A. IBERICA - MOTION CONTROL SYSTEMS	F 614
RADAR PROCESS, S.L.	D 482
RAMA, SRL	D 441
RECD CO, LTD	F 679
REISOPACK, S.L.	B 258
REPCO	G 744
RESISTEC	G 700
REVISTA IDE	E 587
REYMAN AUTOMATISMOS	G 701
ROBATECH ESPAÑA	B 282
ROBOPAC S.A.	F 666
ROCKWELL AUTOMATION	B 279
ROFIN BAASEL ESPAÑA	A 129
ROMMELAG KUNSTSTOFF-MASCHINEN VERT.GMBH	G 762
ROTATEK, S.A.	F 604
ROURE TECTOSA, S.L.	B 224
ROVEBLOC	F 625
ROVEMA	D 418
RQ LABELS, S.A.	F 608
SAHIVO	B 262
SANBESAN	C 300
SARTORIUS INTEC SPAIN, S.L	B 239
SCHMERSAL IBERICA, S.L.	E 570
SCHNEIDER ELECTRIC ESPAÑA, S.A.	D 476
SEGEPAR	E 510
SEJIN TECH	F 679
SEOKANGDECAL CO, LTD	F 679
SERMATEC, S.L.	D 472

SERRES PORTES	G 712
SET PUNTS, S.L.	C 301
SHANGHAI ACEPACK INTERNATIONAL TRADE CO.	F 688
SICOPACK, S.L.U.	B 273
SIEMENS, S.A.	D 422
SIGNODE PACKAGING ESPAÑA, S.A	A 179
SIMACOD	F 609
SINERGES TECMON, S.A.	C 303
SIVART, S.L.	F 602
SLAYER BLADES, S.R.L.	B 290
SLEEVE TECHNOLOGY BV	C 383
SOLID INTELLECTUALIZED MACHINERY CO	F 676
SOMTAS - CONVERTING EQUIPMENT	D 491
SORETRAC	D 485
SORSA SISTEMAS DE EMBALAJE S.A.	D 425
STÄUBLI ESPAÑA, S.A.	F 628
STE PHARMA SYSTEMS	D 440
STORK INTERIBERICA/SINTER IBER.PACKAGING	B 203
STRUBL KG	D 400
SUMITOMO (SHI) CYCLO DRIVE GERMANYGMBH	F 675
SYNCHROGROUP	D 426
TAD	F 629
TALLERES MEGAMA, S.A	B 208
TAVIL - INDEBE	D 458
TECNODIN, S. L.	C 389
TECNOENVAS	C 396
TECNOECA - KIDELAN DEXIS	F 678
TECNOPOWER TRANS.Y MOVIMIENTO LINEAL,SL	A 139
TECNY FLUOR	F 661
TEGAMAQ, SL	F 615
TEOFILO ROSETE, S.L.	B 218
TEUFELBERGER GES M.B.H	B 222
TGB GROUP	G 782
THERMO SCIENTIFIC	F 655
TIDEREFI	F 600
TMI	F 670
TOPPY SRL	B 291
TOTAL MARKING TECHNOLOGIES, SL	G 703
TPH INDUSTRY	G 712
TRANSITUBE	B 219
TREBOL GROUP PROVIDERS, S.L.	F 610
ULMA HANDLING SYSTEMS	F 645
ULMA PACKAGING	D 441
UNITED BARCODE SYSTEMS	F 618
URMAK AMBALAJ MAK.PAZ.IHR.SAN.VE TI	A 187
V2 ENGINEERING SRL	D 435
VALCO MELTON, S.L.U.	B 292
VARPE CONTROL DE PESO, S.A.	F 651
VICLINA PACK, S.L.	B 296
VIDEOJET TECHNOLOGIES, S.L.	D 409
VINCA	F 673
VISIOMATICA, SL	F 615
WENGLOR SISTEMAS DE SENSORES, S.L.	B 268
WITT TECNOLOGIA DE GAS, S.L	E 579
ZANASI ESPAÑA - GRUPO CBM	D 483
ZIMMER GROUP IBERIA, S.L.	D 409





## 4. Four key innovation areas

### Design and trends in:

#### Premiumpack

**21 exhibitors**  
**37 speakers**

**Success stories in the gourmet, cosmetics, perfumes, pharmaceuticals, beverages, and other sectors.**

One of the new features at Hispack 2015 was Premiumpack, an area specifically dedicated to packaging for medium to high-end food and drink products as well as cosmetics and perfume.

The stand area was accompanied by an open space for presentations on materials, designs, finishes, decoration of finished products, and manufacturing, as well as explanations of success stories in the field of gourmet foods and the perfume and cosmetics sector.

Sustainability, customization and seasonal variation, the value of origin in the design of packaging, and constructing packaging with personality were the main issues discussed at Premiumpack.

Co-organizer:

**NEWS PACKAGING**  
DESIGN, PACKAGING & MERCHANDISING



Partners:



**ELISAVA** Escuela Superior de Diseño e Ingeniería de Barcelona



**stanpa** Asociación Nacional de Perfumería y Cosmética

# Presentations:

TITLE	SPEAKER	SUMMARY
TRACK: <b>Beauty</b>		
STUDY AND DEVELOPMENT OF A FRAGRANCE	Rosendo Mateu (Olfactive Expressions)	Based on a project brief, a series of stages starts according to product availability: Description, consumer, packaging, possible creative centers, in-house team responsible for assessing proposals and monitoring the fragrance study, selecting finalists, possible in-house and external testing, etc. Importance of the fragrance in motivating purchase.
CREATING UNIVERSES FOR A PRESTIGE PERFUME	Camil Castellà (aktiva premium design)	Presentation of the creativity, design, and universe development processes in <i>prestige</i> fragrances with examples of product successes created by aktiva premium design.
TRENDS FOR SUMMER 2016	Úrsula Uriá (Nelly Rodi)	The presentation was on trends for summer 2016 on color, materials, and shapes and was given by the Parisian trend agency Nelly Rodi.
THE DEVELOPMENT OF SELECTIVE PACKAGING FOR PHARMACIES: THE ONE GEN 0.1% EXPERIENCE	José Manuel Pascual (Primaderm)	Primaderm wanted the packaging of its innovative genome cosmetics idea to convey the values inherent in the professional pharma channel. Its final choice contained the properties they considered essential and key to their positioning: Science, medical, credibility, personal, exclusive, premium, vanity, beauty, and aspirational.
ROUNDTABLE: WHY ARE BEAUTY PRODUCT SALES MOVING FROM THE COSMETICS COUNTER TO THE PHARMACY?	Carles Solsona (Podium Ediciones), Luis Rodríguez (Bella Aurora Labs), Javier Castro (IMS Health), Isabel Alonso (NPD), and Maribel Bellés (Natura Bissé Int. S.A.)	Dermocosmetic sales in pharmacies are growing steadily, mirrored by a downward trend in sales in conventional perfume and cosmetics retail. The consumer chooses the pharmacy not only because of a perception of greater safety but also because the facial and body care products available in pharmacies now have improved textures with more attractive packaging.
THE KEY TO DESIRE	Lluís Blanc (Blanco Packs and Brands)	An approach to the design of perfume through desire. How desire should be at the centre of the entire project, from its conception to its delivery, and how all of the elements should focus on generating desire.
LASER TEXTURIZING FOR THE DESIGN AND PERSONALIZATION OF PACKAGING	Raúl García (Microrelleus, S.C.P.)	Laser mold texturizing achieves previously impossible effects and designs on plastic products. Microrelleus, a pioneer in the Iberian Peninsula in the use of this technology and the only company to offer this service, explained its main features and advantages and ended with the success story of the packaging for Nina Ricci's new fragrance, "L'Extase".
THE FUTURE OF RETAIL. THE NEW <i>SHOPSUMER</i> SHOPPING EXPERIENCE. HOW WILL WE SHOP TOMORROW? WHERE WILL WE SHOP AND WHAT SERVICES WILL WE EXPECT TO RECEIVE?	Martin Vom Stein (The Shopsumer Institute)	The <i>shopsumer</i> is the new end user customer who wants to optimize their budgeted time and money to fill their global shopping basket consisting of a wide range of categories in the best way possible. They explained how new retail trends influence the <i>shopsumer's</i> behavior and the importance of packaging in the decision-making process, be it online or offline.
EXPERIENTIAL MARKETING AT BIRCHBOX	Leila Eisenmann and Núria Minguet (Birchbox)	This presentation provided an overview of the Birchbox model and the different designs, graphic elements, and packaging that have helped to grow the brand's positioning and bring added value to our community in the different countries in which Birchbox operates: USA, Canada, UK, France, Belgium, and Spain.
THE KEY TO SUCCESS IN PACKAGING DEVELOPMENT AND INNOVATION	Màrius Mas (Grumbe, s.l.) and Joaquim Cons (PUIG)	Partnership between clients and suppliers is key to producing innovative packaging designs. It is important for there to be a level of trust between the teams involved in developing packaging. The client must understand the capabilities of their supplier, and the supplier must understand the precise needs of the client. Innovation must bring benefits to all the parties involved.
HOW PACKAGING CAN HELP TO IMPROVE BRAND POSITIONING, EVEN IN CHILDCARE ACCESSORIES	Ana Pérez (VISUALPACK By Seripafer) and Ester Resina (Laboratorios Suavinex)	Packaging envelops a product as if it were a garment and allows it to be placed in different categories according to its purpose. This is also possible in childcare, as demonstrated by Suavinex with its haute couture range. Using transparencies and stamping on the packaging and with a high quality design and product, it has managed to create a premium range that is unequalled in its sector.

# Presentations:

TITLE	SPEAKER	SUMMARY
TRACK: <b>Gourmet</b>		
DISCOVERING DOLINA, THE PROCESS OF CREATING A PRODUCT	Javier Euba and Daniel Morales (Moruba)	Dolina is an example of how to create a product from scratch. They explained the brand's creation, its association with its origin, and how this generates a concept that is applied in the packaging. They showed how creativity and a bold business approach have created a product with a huge visual impact that in less than a year has achieved national and international recognition.
REINVENTING CHOCOLATE	Marc Morillas (Recode Agency)	Is it possible to reinvent a business threatened by major retailers without a differentiated value proposition and with plummeting sales through the brand? At Recode Agency they managed to transform a business model with minimal returns into a new one with ultra-reduced costs and bigger contribution margins based on engagement with a much more emotive brand.
GOURMET CLUSTER OF CATALONIA: WANT TO INNOVATE WITH US?	Marta Amorós (Clúster Gourmet de Catalunya)	From product via packaging to the point of purchase, innovation in the gourmet and food sector is a challenge for all companies that want to reach an increasingly discerning consumer. The Gourmet Cluster of Catalonia is working on projects that help develop innovation.
I LOVE PACKAGING WITH PERSONALITY	Paco Adín (Superstudio)	The way people look in public reveals their tastes, their personality, and their preferences. In the same way, the packaging of brands and products conveys a certain attitude to the market. Packaging that is different, creative, and full of personality makes the product more attractive, authentic, memorable... and desirable. So how do we achieve this?
PRESENTATION BY CLARAMUNT AND IC STUDIO	Joaquín Claramunt (Aceite Claramunt) and Isabel Cabello (IC Studio)	
PREMIUM LABELS FOR PREMIUM PRODUCTS: HOW TO TURN INVESTMENT INTO SUCCESS, FROM THE UNIQUE LOCAL PRODUCT TO THE EMBLEM OF <i>MADE IN SPAIN</i>	Víctor Pons (Deberlou Brand Design), Lluís Ares (Engine 361°), Jordi Martín (Jamones y Embutidos La Bellota) and Eduardo Celante (Rotas Ibérica)	A quality image is necessary; companies need to differentiate themselves from their competitors. Objective: To maintain and grow our own market and expand into new markets both in Spain and abroad. But where and how much to invest? The Rotas label, a minimum investment with a guaranteed return in image.
INNOVATING WITH PACKAGING IN PRESENTING SAUSAGES	Jordi Mas (MasGourmets)	The importance of packaging to the product. How it can affect the customer's perception of their purchase and how it can be given a relevant role in making the product a gift item. MasGourmets' personal experience of packaging. There are products that are unsellable without good packaging; packaging does more than just cover the product, it goes much further.
ARTMURIA: LUXURY HONEY	Rafael Muria (artMuria), Francisco Tornos (Ipack Innova Packaging) and Oscar Moro (Morison ACpM Consulting)	The Muria family has been making honey since 1810, with a true devotion to its origins and to satisfying its customers. With this philosophy the firm created this unique luxury brand. The embodiment of know-how taken to the utmost in content and container, fulfilling the four essential requirements of packaging: functional, sustainable, commercial, and emotional.
PACKAGING AT SOURCE	Eva Minguella (Eva Estudi)	Each territory and each culture has certain intrinsic values that, if they are positive, can be licitly leveraged by the brand. Of course, this is not applicable to all products and all brands, but it is to those that market traditional products which are often most vulnerable to international brands with more global discourses.
ROUNDTABLE: THE HYPER-SOPHISTICATION OF STAPLES	Karlos Tomás (Thinkpote-ito), Silvia Favià (Verto et Greeno S.L.), Laura Calvo (Flor de Sal d'Es Trenc) and Anna Guasch (Querida Carmen)	Is there anything more basic than water, oil, and salt? These staples, plus others such as bread, rice, and pasta, have become more sophisticated: Once there were just one or two varieties whereas now there is a huge array and packaging is what makes the difference and can even influence the sale. Consumers' food knowledge is much greater now. Packaging attracts and excites; it is sensory and evocative.
CONSUMER PERCEPTION: PREMIUM PACKAGING AND THE KEYS TO POSITIONING IT FOR GOURMET FOOD	Gerard Pujol (Smart Food Innovation)	Presentation of the results of a study designed to analyze the key elements of the customer's perception of premium packaging in gourmet food items. Also assessed was the influence of packaging on the expectations generated, product evaluation, and brand positioning.
MARKETING IN THE PACKAGING OF GOURMET FOODS	Laura Calvo (Flor de Sal d'Es Trenc)	Flor de Sal d'Es Trenc is sea salt of the highest quality and the only brand harvested manually in Mallorca since 2003 from the Es Trenc salt flats, an EU protected natural area. Internationally recognized for its quality in Stiftung Warentest, Gulfood Dubai, Luxury Spain, and Elite Gourmet, numerous top chefs consider it to be an essential ingredient.



TITLE	SPEAKER	SUMMARY
CEREAL BARS: A HEALTHY OPTION	Ulrich Gehrke (Hosokawa Bepex GmbH)	Hosokawa Bepex is a leading supplier of high-end production equipment for different types of confectionery and baked goods. The brands Ter Braak, Bepex-Hut, and Keuter are bywords for quality and the world's finest confectionery technology.
DO YOU LIKE SURPRISING PEOPLE?	Eduardo Palacio (Señoríos de Rellou)	Surprises grab attention and arouse emotions which are detected by the senses. Señoríos de Rellou plays with the "feelings of the Mediterranean" and surprises through sight, hearing, smell, taste, and an intriguing story. Together we take a journey in space and time, harking back to the past. A simple smile evinces the success of the surprise.

## TRACK: **Cross-cutting contents**

BRIEFING IN A PACK	Santi Cabrera (Solo Advertising)	The presentation discussed and recommended the best steps for clients and suppliers (whether designers, agencies or printers) to work effectively on any creative, design or printing project. A briefing is the fundamental tool that will lead the entire process from design to production of the final piece.
NEUROMARKETING APPLIED TO LUXURY PACKAGING	Joaquín M <sup>a</sup> López (DERPROSA T-i)	Derprosa and Brainhouse have made the first neuroscientific study of BoPP film. They analyzed the emotional impact, positivity, and influence on the shopping process when customers come into contact with products laminated with different types of films. The results could not be clearer. 7 out of every 10 customers chose a particular type of film. Which one?
PREMIUM PACKAGING CAN BE SUSTAINABLE TOO	Teresa Sebastià (Ecoembes)	Creating sustainable premium packaging calls for perseverance, research, and education for industry and consumers, but it is not impossible. Luxury packaging can be developed while maintaining its quality and functionality and reducing its environmental footprint.
PREMIUM PACKAGING AS A BUSINESS OPPORTUNITY	Hector Fuentealba (Nestlé)	The value of packaging as an integral part of the product, as attributed by consumers and the distribution chain. Examples of an efficient balance between cost and value to better satisfy consumers and boost sales.
FUTURE TRENDS IN PACKAGING	Caroline Mörnäs (The Absolut Company)	People are tired of designs "perfected" with computers, with overly retouched photographs or perfect forms that bear no trace of the human hand. With Absolut Unique we also created four million unique bottles using a mathematical algorithm.
PRESENTATION OF THE RESULTS OF THE CREATIVITY CHALLENGE		
GLASSCOUTURE	José María Morera (Glass Lab)	
PASSION FOR PAPER – TRENDS, CURIOSITIES, AND THE LATEST IN PREMIUM AND LUXURY PACKAGING	Sylvia Garcia (Fedrigoni)	
LUXPACK	Susana Otero (AIDO - Instituto Tecnológico de Óptica, Color e Imagen)	Electroluminescent packaging based on printed electronics. The luminescence is based on light emitted by a material due to having its electrons agitated, and on relaxing they release energy in the form of photons, emitting light. A special impact is expected in the packaging and labels sectors, where the first applications can already be seen in high-end containers.
DETAILS THAT MAKE THE DIFFERENCE	Albert Puigdemont (Puigdemont Roca)	
DESIGNER BRAILLE FOR SEEING AND TOUCHING: IMPROVING THE USER'S EXPERIENCE THROUGH YOUR PACKAGING	Luis García (ZeKoGram Innova S.L.)	Braille is not just a reading and writing mechanism for the blind. Interpreted as a design resource, Zeko value-added Braille adds innovative tactile and visual dimensions to the user's overall consumer experience. Including Zeko in the packaging of consumer goods adds business impact and return to corporate social responsibility policies.
PRESENTATION OF THE RESULTS OF ELISAVA'S CHALLENGE - CLUSTER GOURMET	Clúster Gourmet and Elisava	

## Innovation and technology in:



# 10 exhibitors 39 speakers

**Smart Packaging, active packaging, convenient packaging, anti-counterfeiting, customization...**

The TrendPack Area has been one of the new open spaces where the trends that are driving the current development of packaging were previewed and analyzed. Talks, networking, and presentation of success stories that have enabled interaction between companies, researchers, and experts.

The key themes in this area were active and smart packaging, solutions to combat counterfeiting and prevent products from being imitated and pirated, personalizing packaging and 3D prototyping, growing demand for ready-to-use and accessible convenience packaging, and new materials, processes, and applications for manufacturing more sustainable packaging.

Partners:



# Presentations:

TITLE	SPEAKER	SUMMARY
TRACK: <b>Sustainable packaging</b>		
INNOVATION IN THE RECOVERY OF PLASTIC WASTE: ITS USE IN THE PACKAGING SECTOR	Eva Verdejo (Aimplas)	The presentation put forward innovative solutions in the recovery of plastic waste for its use in manufacturing new packaging, including the decontamination of critical substances in plastic packaging waste, new uses for recycled plastics (e.g. manufacture of food packaging), and the eco-design of plastic packaging.
ENABLING INNOVATIVE PACKAGING SOLUTIONS	Isabel Arroyo (Dow Chemicals)	As a major supplier of solutions for the flexible packaging industry, Dow presented its latest developments which include new products that deliver improved airtightness and recyclability of barrier materials to reduce food waste and replace rigid packaging by flexible solutions such as PacXpert™ that reduce packaging size.
PEFC CERTIFICATION IN THE PACKAGING SECTOR: SUSTAINABILITY AND INNOVATION	Pablo Narváez (PEFC España, Asociación Española para la Sostenibilidad Forestal)	PEFC is the world's largest forestry certification system for guaranteeing that wooden and cardboard packaging is sustainably sourced. With a PEFC packaging certificate, brand owners and retailers help to conserve our forests and minimize the effects of climate change. This stamp is a credible way of communicating these companies' commitment to the sustainability of forests.
THE RESPONSE OF PACKAGING TO SOCIAL PROGRESS	Hector Fuentealba (Nestlé)	Value and cost in packaging as variables which generate trends, reflecting the evolution of society. A comprehensive overview of the cost of raw materials from the perspective of their environmental impact and the industrial transformation and packaging process.
CATALYTIC ELIMINATION OF ETHYLENE IN THE MANUFACTURE OF PACKAGING THAT EXTENDS THE LIFE OF FRUIT AND FLOWERS	Ernest Mendoza (Goldemar Solutions)	Goldemar has developed a technology for the catalytic elimination of volatile organic compounds and other environmental pollutants. Its technology has numerous uses in the packaging sector, particularly in getting rid of ethylene during the storage of fruit and flowers.
ECODESIGN: TOWARDS SUSTAINABLE PACKAGING	Jorge Serrano (Ecoembes)	
BIODEGRADABLE MATERIALS FOR PACKAGING. NEW DEVELOPMENTS.	Chelo Escrig (Aimplas)	Within the framework of two European projects, AIMPLAS has developed new high-spec biopolymers for use in food packaging to withstand heat treatments such as pasteurization and sterilization in BIOBOTTLE and with sufficient barrier properties for thermoformed packaging of fresh pasta and cheeses in BIO4MAP.
INCORPORATION OF CELLULOSE MATERIALS AND THE USE OF ADDITIVES IN BIOPLASTICS FOR 100% SUSTAINABLE PACKAGING SOLUTIONS	Miriam Gallur (ITENE)	These days a variety of technologies allow improvements in certain packaging materials such as paper enabling them to be used in new applications with greater added value. This talk used practical case studies to describe the most sustainable trends to combine the most appropriate materials according to the requirements of the products to be packaged.
TOWARDS MORE SUSTAINABLE PHARMACEUTICAL PACKAGING	Juan Carlos Mampaso (SIGRE Medicamento y Medio Ambiente)	The packaging of pharma products plays a key role in guaranteeing the quality, safety, and efficacy of medicines as well as providing the information that enables patients and healthcare staff to use them correctly. How can we combine strict health regulations with the eco-design of packaging to make it even more sustainable?
NEW REGULATIONS ON SUSTAINABLE PACKAGES AND PACKAGING: RISKS AND OPPORTUNITIES	Beatriz Villanueva and Andreu Cruañas (IPS)	This talk addressed regulatory trends in packages and packaging from a competitiveness and corporate social responsibility viewpoint. With foresight, excellence, and proactiveness, package and packaging producers and manufacturers can work with advanced and demanding Spanish and European legislation and turn it into competitive advantages.
WHAT CAN NANOTECHONOLGY OFFER TO PACKAGING?	Nadia Pons (Institut Català de Nanociència i Nanotecnologia (ICN2))	The growing importance of nanotechnology in the packaging sector is now widely recognized. ICN2 is a renowned research center dedicated to research and development, and has expertise in biosensors, encapsulation, flexible electronics, and piezoresistance that is especially important for the packaging industry as it could enhance its security, sustainability, and competitiveness.
THE OPTIMUM DESIGN OF PACKAGING USING CAD/CAE: CUTTING COSTS AND REDUCING THE ENVIRONMENTAL IMPACT (CARBON FOOTPRINT)	Pedro Zomeño (Ainia)	This presentation demonstrated advanced CAD/CAE calculation tools and how their use in the design phase of packaging can help to optimize the packaging material used to manufacture it, with the goal of reducing the cost and environmental impact of the packaging.
HOW THE INTERNET OF FOOD AND STARTUPS ARE REVOLUTIONIZING WHAT AND HOW WE EAT	Màrius Robles (Reimagine Food)	Màrius Robles took us on a sweet journey through the start-ups and disruptive technologies that will be having an impact in the next two years on the way consumers choose, buy, eat, and share, whether at home, in a restaurant or at the supermarket.



# Presentations:

TITLE

SPEAKER

SUMMARY

## TRACK: Mass Customization and Prototyping

DIGITAL PACKAGING - OPPORTUNITIES HERE AND NOW...	Marcelo Akierman (Hewlett Packard)	In a constantly evolving market with such a proliferation of products and variations, digital printing helps companies to address their customers' needs. Case studies were shown of how some brands have recently taken advantage of the possibilities of digital packaging to roll out their promotional campaigns and connect with their customers.
SOLUTIONS FOR THE NEW NEEDS OF THE PACKAGING SECTOR	Rodrigo López (Durst Image Technology Ibérica, S.A.)	Rodrigo López Parte, Marketing Manager at Durst for the Iberian Peninsula, gave a brief presentation on the new challenges facing the supply chains of many products due to changes in consumer habits, particularly with regard to the change in the demand for printed packaging and how digital printing can help to increase profits.
PERSONALIZATION: A RISING VALUE THAT OUR CLIENTS ARE ALREADY DEMANDING	Encarna Luque (Roland DG Iberia)	This presentation focused on the current importance given to personalizing objects, packaging, and other means of communication to effectively reach the target market for these products and services. It discussed the different tools that support and simplify the creation of designs with a high level of customization in the visual communications sector.
WHY WORK IN A 2D WORLD IF PACKAGING IS IN 3D?	David Petit (Esko Iberia)	Packaging designers are thinking in 3D but are forced to create their structural designs in 2D. Now they can create designs in 3D with ArtiosCAD and Studio. Visualize your new designs on the shelves next to those of the competition and do a product launch in full 3D, including POP for retail, displays and branding elements where it's all happening: The store itself.
IT'S ALL ABOUT COLOR	Jordi Yagues (Epson Ibérica S.A.U.)	The talk discussed the advantages that color can bring to the world of labeling. As a manufacturer of color label printers, Epson shared its views on the subject and backed them up with some example success stories.
THE OFFSET REVOLUTION FOR FLEXIBLE PACKAGING	Bibiana Rodríguez and Jordi Quera (Rotatek)	A comparison between the different existing printing systems for flexible packaging and the advantages of offset. Offset used in foodstuff applications with inert EB and UV inks. Opportunities in small and medium print runs. Analysis of equipment and appropriate configurations (using combined technologies) that Rotatek is able to offer the market.

## TRACK: Smart Active Packaging

PERSONALIZATION OF PACKAGING USING ACTIVE LIGHT	Xavier Calzadilla (Cetemmsa)	In the field of product customization, systems are needed that attract the consumer's or end customer's attention. Printed light devices on the shelves help draw attention to our product, making it stand out from its rivals. The customization cost pays for itself from increased product sales.
100% RECYCLABLE AND SUSTAINABLE SYSTEMS FOR FLEXIBLE PACKAGING	Laura Font (Centro Tecnológico LEITAT)	Today's flexible packaging products are multi-layered systems of different materials which provide the necessary properties to protect their contents. Given that it is impossible to separate these layers they end up in dumps or incinerators. A single-material system with similar properties, yet 100% recyclable and sustainable, is a technological challenge for which we hope to provide the solution.
NANOFLEXIPACK: ACTIVE ADHESIVES FOR FLEXIBLE PACKAGING	Ferran Prats (Samtac S.L.)	Given that the current market trend is innovation in smart packaging, Samtack rounds off its FlexTack® range of water-based adhesives with its SmarTack® series, pouring all its efforts into developing multifunctional adhesives. Thanks to nanotechnology, it has obtained new water-based adhesives capable of extending the use-by time of packaged foods.
ACTIVE FOOD PACKAGING: THE USE OF ANTIMICROBIAL AND ANTIOXIDANT AGENTS TO INCREASE THE SHELF LIFE OF FRESH PRODUCTS	José Ángel Garde (AINIA Technological Center)	Active packaging helps to keep foods fresh for longer. Every foodstuff has a specific deterioration mechanism so active packaging has to be designed especially to delay that process. However, this design must adhere to certain demands such as current legislation, industrial requirements, and society's perceptions.
ACTIVE AND SMART PACKAGING: WHAT BARRIERS DO THEY NEED TO OVERCOME TO ENSURE MARKET SUCCESS?	Sergio Giménez (Aimplas)	AIMPLAS has developed a technology that allows the incorporation of thermolabile additives in plastics to increase their useful life by up to 15%. This presentation also gave a market perspective to answer questions such as: Why isn't active packaging mass-produced? Why isn't packaging full of labels giving information on the condition of the product?
ACTIVE PACKAGING TO ACHIEVE SAFER AND MORE NATURAL PRODUCTS WITH A LONGER USEFUL LIFE. PRACTICAL CASE STUDIES IN THE FOOD AND COSMETICS SECTORS	Laura Zacarés (ITENE)	This presentation highlighted prime examples of the developments in active packaging that extend the useful life of red meat as a food item and allow for a more natural cosmetic look. These innovative solutions prevent food loss not only in the home but also in industry and retail.

TITLE	SPEAKER	SUMMARY
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## TRACK: **Intelligent Smart Packaging**

SENSOPACK, PACKAGING TECHNOLOGY FOR ACCURATE REAL-TIME CONTROL OF PRODUCT DETERIORATION	Inmaculada Lorente (ITENE)	Smart packaging offers information about the food it contains to avoid unnecessary loss of product throughout the whole supply chain. This talk presented a case study of an indicator applied to a packaging solution to monitor the freshness of meat, specifically chicken, to supply information on its real shelf life in a simple way.
MAGNETICALLY DETECTABLE MATERIALS	Marta Clotet (Lati Ibérica)	Packaging has extremely stringent standards on safety, especially in the medical, pharma, and food processing sectors. Lati offers injection moldable thermoplastics with full magnetic detectability. MDT compounds can reduce the risk of accidental contamination deriving from plastic particles. Compatible for food contact, Lati MDTs can fit most applications.
RFID: THE FUTURE IS CLOSER THAN WE THINK	Jorge Aragón (Checkpoint Systems)	This session analyzed the latest uses of radio frequency ID (RFID) in distribution centers and retailers for improving logistics processes, achieving traceability of goods and total stock accuracy in real time. It demonstrated the contribution made by RFID towards improving the shopping experience and increasing retail sales.
THE PACKAGING OF THE FUTURE: ACTIVE, SMART AND SUSTAINABLE	Mercedes Hortal (ITENE)	Live demonstration of how different active and intelligent packaging technologies work, as well as new high performance packaging materials. To do this, experiments were performed on real samples and practical explanations were given on the functionality and advantages they offer to improve the product and its competitiveness.
GLOBAL TECHNOLOGY TRENDS AND INNOVATIONS IN SMART PACKAGING	Eef de Ferrante (AIPiA)	The new technologies will not only change how packages function on the market. They will also generate more earnings for the industry, with optimal supply chain management, improved safety, brand protection, and less waste.
SMART PACKAGING	José Antonio Gago (ASCAMM Centro Tecnológico)	Smart Packaging should be the product's entry point into the consumer's "digital life", transforming it into the main nexus of interaction between the consumer, company, and product. It should provide information to the consumer so that they can understand the product and build it into their lifestyle, as well as monitoring its condition and improving the company's value proposition.
SUSFOFLEX: THE FUTURE OF ACTIVE, SMART, AND SUSTAINABLE PACKAGING	Gabriel Morales (Andaltec International R&D)	This presentation, focusing on the packaging of ready-to-eat fruit and vegetables, revealed new active, functional, and sustainable packaging technologies developed within the framework of the European Susfoflex project. A smart and sustainable packaging prototype has been developed for conserving fresh, peeled, and cut fruit.

## TRACK: **Anti-counterfeiting**

PRODUCT PROTECTION, PACKAGING, AND THE SHOPPING EXPERIENCE FOR CONSUMERS	Fernando de Antonio (Checkpoint Systems)	The talk analyzed the theft rate in retailers in Spain, which is equivalent to 1.36% of sales according to the latest Global Retail Theft Barometer. It also explained the latest market trends for protecting products against theft and presented a success story about packaging and protection at source.
SECURITY INKS	Paula Silva (Sun Chemical)	Counterfeiting is one of the most lucrative of crimes. This problem affects sectors such as electronics, pharmaceuticals, perfumery, governmental bodies, etc., causing losses of over €800 trillion and 200,000 jobs every year. Sun Chemical offers a range of security solutions at every level.
ARE YOU READY TO COMPLY WITH THE FALSIFIED MEDICINES DIRECTIVE?	Bart Vansteenkiste (Domino)	Bart Vansteenkiste, EU Life Sciences Sector Manager at Domino, presented the latest news in the pharma sector on the Falsified Medicines Directive and coding solutions for compliance and to optimize the efficiency of production lines.
ANTI-COUNTERFEIT LABELS AND RFID: FROM SECURITY SYSTEMS THAT ASSIST MARKETING TO THE LATEST TECHNOLOGY NOW AVAILABLE	Borja Gómez (Grupo HGA Bodegas y Viñedos de Altura) and Francesco Celante (Rotas)	Objective: To maintain and grow our own market while expanding into new markets. To achieve this goal, an increasingly challenging and important hurdle must be overcome: Counterfeiting and parallel markets. But there are systems that provide increasingly more effective protection and also help us sell!
SAFETY AND ANTI-COUNTERFEITING IN PACKAGING	Carlos Gómez (Fábrica Nacional de Moneda y Timbre)	FNMT-RCM is an organization with a long history and extensive experience in the high security printing sector. This presentation discussed the classification of security measures for printed documents, the production process of high security labels, and their use in the world of packaging.
INKJET PRINTING OF OXIDE THIN FILMS AND NANOPARTICLES WITH POTENTIAL USE FOR ANTI-COUNTERFEITING FILMS AND PATTERNS	Marta Vilardell (OXOLUTIA, S.L.)	Inkjet printing can be used as a cost-effective technique for preparing continuous films and patterns of oxides with different functionalities such as UV downconversion, magnetism, thermochromicity, etc. by starting from metalorganic inks. Also colloidal dispersions of nanometric functional oxides can be inkjet printed.

# Presentations:

TITLE	SPEAKER	SUMMARY
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## TRACK: Convenient Packaging

INNOVATIVE PACKAGING FOR CANS	Massimo Casalino (Rigam Engineering s.r.l.)	Rigam Engineering has produced a device to facilitate the removal of products in fillets (tuna, mackerel) from jars and a "product retainer" for cans and glass jars. The latter arose from canning companies' need to keep products below the container edge to prevent stems or tips causing problems during closure.
FROM BASIC TO FUNCTIONAL PACKAGING	Cédric Padilla (Capsa Packaging)	Capsa Packaging explained why the demands of present-day logistics are not being met by traditional packaging when in fact it is one of the most important factors in the logistics chain. It showed how the new 2-in-1 concept® (winner of a LiderPack award) when applied to cardboard boxes turns a basic component into a practical, sustainable tool.
HIGH-DENSITY MOLDED CELLULOSE PACKAGING. A GENUINE ALTERNATIVE? A CASE STUDY OF PRODUCT PLACEMENT WITH CONTRACT CATERING CUSTOMERS	Ramiro Pelayo (Oneworld Packaging)	The use of high density molded cellulose in food packaging is an important innovation, and this is not just because it is an eco-friendly and sustainable solution but also a genuine alternative to plastic and aluminum. We saw the practical use of this packaging in the contract catering sector in Europe.
PACKAGING TO ENHANCE USERS' EXPERIENCE	José Antonio Gago (ASCAMM Centro Tecnológico)	Packaging should not be limited to being a mere product container or an advertising medium for the brand. Packaging should be another part of the product and designed simultaneously with the product itself by analyzing the whole sequence of its use, so that this symbiosis improves and strengthens the consumer experience and the integration of the product and its packaging into society.
REDUCING FOOD WASTAGE THROUGH PACKAGING ADAPTED TO CONSUMERS' NEEDS	Luis Gil (AINIA Centro Tecnológico)	The EU estimates that more than 1.3 billion tonnes of food are wasted every year, 8 million of which correspond to Spain. Packaging has been identified as one of the elements that can reduce this food wastage. This talk covered the different challenges and solutions in the packaging industry that can help to reduce food wastage based on practical examples.
PACKAGING TRENDS FOR BEVERAGE CANS	Jordi Avellaneda (Hi-Cone Division of ITW España, S.A.)	This presentation analyzed the trends in primary and secondary packaging for drinks cans depending on the product category and the distribution channel. It also identified the benefits for every link in the distribution chain, from brand owner to packagers to the end consumer, not forgetting the point of sale.
PRINTED ELECTRONICS FOR THE PACKAGING SECTOR	Llorenç Bautista (Leitat Technological Center)	

# Intralogistics and processes in:

## pack&logistic C O R N E R

# 39 speakers

**Intralogistics for E&E, automation, sustainability, robotics, maintenance, e-commerce, etc.**

For the second time, Hispack has given prominence to the intralogistics of the packaging industry. At Pack&Logistic Corner there were presentations, success stories, and roundtables on the impact of e-commerce on logistics; innovation, technology, and trends as applied to the logistics chain; sustainability; corporate social responsibility in the industry; process automation; and maintenance and robotics.

Partners:



**Automática e  
Instrumentación**





# Presentations:

TITLE	SPEAKER	SUMMARY
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## TRACK: Opening and closing session

THE KEYS TO CONSUMERS 2.0	Franc Carreras (ESADE)	The digital revolution has changed the relationship between companies and consumers. The most competitive organizations will be those that are able to address new market demands and adopt a cross-cutting approach that can respond to a more demanding, impatient, and well-connected consumer. This session explored the keys and current trends that are necessary for this to be successful.
DO WE GET THE MOST OUT OF TECHNOLOGIES? TECHNOLOGY AT THE SERVICE OF COMPETITIVENESS	Jordi Damià (SETESCA)	

## TRACK: Intralogistics

A FURTHER STEP TOWARDS THE AUTO SECTOR'S JUST-IN-TIME FOR FRESH MEAT PRODUCTS	Thomas Kermorgant (Sinterpack Ibérica Packaging S.A.)	What challenges does the fresh meat and poultry industry present with regard to the flexibility of industrial processes to meet the constantly changing demands imposed by modern distribution, while at the same time lowering production costs? An example to follow just like the auto industry did in the 1980s.
AN INNOVATIVE SOLUTION FOR TRANSPORTING REFRIGERATED GOODS	Pere Josep Vandellós (Inprou)	The session featured a solution which fulfils maximum quality guarantees, improves the environment, and offers savings on current distribution costs. It combines new technology, state-of-the-art packaging, and innovative processes, providing a solution to the historic problem of distributing thermolabile products in the pharmaceutical sector.
AUTOMATION OF VOLUMETRIC SYSTEMS AND WEIGHING	Jaime Gómez (LYL Ingeniería)	LYL Ingeniería provides technological solutions to replace manual measurement methods and thus gain in quality, speed, efficiency, and reliability.
THE BENEFITS OF CONTAINERS AND BOXES: THE SOLUTIONS THAT OPTIMIZE STORAGE AND PICKING	Pere Macià (SSI Schaefer)	When designing comprehensive storage solutions whether based on manual, semi-automatic or automatic systems, one of the key elements to consider are the boxes, trays or containers that will form part of the solution. The selection of one model or another can represent a major competitive advantage in terms of cost efficiency taking into account the logistics processes in your warehouse.
PICKING SYSTEMS WITH TRACEABILITY. THE PHARMACEUTICAL INDUSTRY'S EXPERIENCE	Joan Sansalvador (Labware S.A.)	Many products are subject to traceability regulations. When the batch number or series numbers must be notified during order picking, the picking process is made more complex and also more expensive. This talk reviewed the pharmaceutical industry's experience and the methods it uses to maintain reliability with maximum productivity.
THE AUTOMATION OF WRAPPING UNSTABLE PICKING PALLETS WITH NO INVESTMENT	Luis Lara (ARANCO)	Customers who ruled out automating their picking baling process due to lack of space, lack of investment, product instability, need for mobility... With its Integral Baling Service, Aranco solved all these problems with tailor-made, no-investment facilities operated under a leasing system, with no maintenance or repair costs.
FROM PAPER TO SGA AND FROM SGA TO AUTOMATED CLASSIFICATION AND PICKING BY VOICE	Jordi Pairó (SCM) and Joan Doblas (Distribuidora Les Punxes)	
THE PACKAGING THAT OPTIMIZES LOGISTICS	Xavier Riba (ARA DOC/ ARA VINC)	
PRESENTATION BY GASTROFIRA	Ángel Gutiérrez (Gastrofira)	

## TRACK: Maintenance

CREATING VALUE THROUGH A COMPREHENSIVE SELF-SERVICE MAINTENANCE DEPOT	Manuel Corretger (AEM - Asociación Española de Mantenimiento)	The purpose of the presentation was to explain how a comprehensive maintenance store can contribute to creating value in a production activity by reducing direct costs and equipment failure due to unavailability generated by breakdowns and anomalies that can occur during its active life.
THE IMPORTANCE OF THE PERFORMANCE OF LEAN SIX SIGMA IN SUSTAINABLE PACKAGING	Félix Tobalina (Tobalina Counselling Group, S. L.)	The purpose of the presentation was to demonstrate the importance of Lean elements in producing sustainable packaging in the context of continuous improvement, the environment, and recycling materials.
ROUNDTABLE: CREATING VALUE AND SUSTAINABILITY THROUGH MAINTENANCE	Manuel Corretger (AEM - Asociación Española de Mantenimiento) and Félix Tobalina (Tobalina Counselling Group, S. L.)	

TITLE	SPEAKER	SUMMARY
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## TRACK: **E-commerce**

REPLACING INDUSTRIAL TERMINALS WITH CONSUMER SOLUTIONS. THE SEHRS CASE HISTORY	Juan Carlos Gutiérrez (Setesca BCN S.L.)	
PRESENTATION BY JUSTFAB	Xisco de la Calle (Justfab)	
PRESENTATION BY SEUR	Joan Boix (Seur)	
PRESENTATION BY SABA INFRAESTRUCTURAS	Sylvia Rausch (Saba Infraestructuras)	
PRESENTATION BY OFFFAMILY	Nuria Castro (Offfamily)	
ROUNDTABLE: E-COMMERCE	Jaime Mira (Fundación ICIL), Nuria Castro (Offfamily), Sylvia Rausch (Saba Infraestructuras), Joan Boix (Seur), Juan Carlos Gutiérrez (Setesca BCN S.L.), and Xisco de la Calle (Justfab)	

## TRACK: **Automation**

ROUNDTABLE: ARE M2M CONNECTIONS ON THE INTERNET AS INSECURE AS PEOPLE SAY?	José Valiente (Centro de Ciberseguridad Industrial), Javier Carranza (Trendmicro), Daniel Firvida (Instituto Nacional de Ciberseguridad, INCIBE), Fernando Sevillano (Logitek), and David Pozo (Siemens, S.A.)	There are research projects underway in the US and Europe which reveal the multitude of M2M devices connected directly to the internet without any protective measures. Are these just devices for demos, marketing or concept trials, or are some of them also devices for controlling automatic processes which are easily accessible?
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## TRACK: **Sustainability**

PACKAGING: BEYOND TECHNOLOGY	Javier Bueno (Improva-opi)	About how we endeavor to find technical solutions to packaging problems when in actual fact we should be coming up with organizational and communication solutions and getting all the different stakeholders involved.
ECO-DESIGN OF FAST-FOOD PACKAGING	Eduard Llobet (Logistics consultant), Alfred Vara (Agència de Residus de Catalunya), Raül García (Inèdit), and Pilar Chiva (Agència de Residus de Catalunya)	Presentation of the results of the environmental diagnosis of fast food packaging directed by the Waste Agency of Catalonia, Ecoembes, and Inèdit (UAB Research Park spin-off). The symposium targets packaging manufacturers, fast food, logistics and recycling companies, and all the stakeholders present throughout the packaging life cycle.
PRESENTATION BY DIMATIC	Thomas Schildknecht (Dimatic)	

TITLE

SPEAKER

SUMMARY

TRACK: **Innovation, technology and trends**

THE KEYS TO OPTIMIZING PACKAGING TO SAVE COSTS AND IMPROVE SUSTAINABILITY IN THE LOGISTICS CHAIN	Jorge García (ITENE)	Which packaging optimization activities are most sought after by FMCG manufacturers? There is a whole range of activities aimed at optimizing containers and packaging that can be put into practice to improve processes throughout the entire logistics chain. The main trends and case studies demonstrated their usefulness to companies.
ISO-MODULAR PACKAGING IN THE REVOLUTIONARY PHYSICAL INTERNET LOGISTICS NETWORK	Máximo Martínez (Procter & Gamble)	Can you imagine a scenario in which sending goods is as affordable and easy as sending an email? This scenario would be the Physical Internet, an open and interconnected logistics system based essentially on the use of standard ISO containers. A visionary model designed to provide a solution to the challenges of the current logistics system.
INNOVATING AND CREATING VALUE IN COMPANIES	Xavier Ayneto (Ideas2Value Network S.L.)	Innovation is the main source of competitive advantage and growth in an advanced society; a strategic business process whose mission is to create value based on new ideas which should be managed systematically. This talk analysed the new approaches and emerging trends that make it necessary to reconsider this important area of business management.
3D PRINTERS AND THEIR IMPACT ON THE SUPPLY CHAIN	Víctor Paluzie (Rapid Manufacturing systems S.L.)	Reflections on industrial 3D printing and the added value provided by additive manufacturing in metal in highly demanding sectors such as medical and dental, with an annual production figure of 10 million teeth, aeronautics with fuel injectors for aircraft engines, automotive, and the mold industry, along with reflections on its impact on the supply chain.
STRATEGIC MANAGEMENT OF A COMPANY'S INTANGIBLE ASSETS TO MAKE THEM PROFITABLE	Gian-Lluís Ribechini (Associació/Col·legi d'Enginyers Industrials de Catalunya)	The legal and economic framework that affects a company's intangible assets requires efficient management which entails a combination of technical, economic, tax, and legal perspectives. One of the critical factors in companies' innovation and internationalization is the strategic management of the ownership of these intangible assets, especially patents and their exploitation.
THE FOURTH INDUSTRIAL REVOLUTION: THE INTERNET OF THINGS AND CYBER-PHYSICAL SYSTEMS	Xavier Pi (Enginyers Industrials de Catalunya)	The IoT (Internet of Things) and CPS (Cyber-Physical Systems) are the theoretical cornerstones of the 4th Industrial Revolution. This talk described the conceptual framework according to the current state-of-the-art as well as the emerging standards in a pre-revolutionary context in which the industrial world and the general public in the form of a Maker community are coming together.

TRACK: **Robotics**

THE NEW ROBOTICS IN THE WORLD OF LOGISTICS	Carles Soler (Nelmia Robotics Insight)	
ROBOT AUTOMATION OPPORTUNITIES IN A LOGISTICS WAREHOUSE	Xavier Pifarré (ASEA BROWN BOVERI)	After a brief presentation of ABB and robots in handling applications in general, this talk focused on specific case studies in both Spain and abroad of robotics applied to logistics. Part of the talk was set aside for sharing the logistics strategy implemented by ABB's robotics division, based on cooperation with other logistics companies.
FLEXIBLE AND COLLABORATIVE ROBOTS	Jacob Pascual (Universal Robots)	Right now we are heading towards the 5th Industrial Revolution in which people are important again and giving rise to the Co-Bot phenomenon: The evolution of the machine as a work colleague.
STATE-OF-THE-ART INDUSTRIAL MAINTENANCE WITH REMOTE VISION AND ENHANCED REALITY	Juan Carlos Gutiérrez (Setesca BCN S.L.)	

TRACK: **Material Handling**

AGVS IN IMPROVING COMPETITIVENESS	Rubén Martínez (ASTI)	The business world is facing very challenging times. The crisis revealed major inefficiencies and globalization has led to only the most competitive companies surviving. During this session AGVs, or automatically guided vehicles, were presented as the flexible solution for the automatic transport of materials within the company and as a source of competitiveness.
PICKING STRATEGIES IN DIFFERENT SECTORS	Javier Serna (VanderLande)	The growing diversity of formats and reductions in the size of orders complicates picking. Companies involved in e-commerce, pharmacy and the like are looking for flexible and efficient solutions through automation.
A BENCHMARK IN ACTIVE LOGISTICS: NUPIK	Federico Barea (Mecalux)	NUPIK, a leader in Active Logistics, is an example of how to run a company with 24/7 production and 24/5 order picking, with two warehouses operating simultaneously.

## Point of sale and new consumption habits in:

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# Retail

## A R E A

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## 17 speakers

### **Neuromarketing, branding, POP, market intelligence, shopper marketing...**

Hispack 2015 focused part of its contents on the point of sale with its Retail Area. A space coordinated by Graphispac Asociación which looked at in-store marketing and shopper behavior at the point of sale, where 76% of purchasing decisions are taken.

It featured neuromarketing applied to packaging, *branding*, POP trends, *shopper marketing* strategies, *in-store* marketing campaigns, *shopper engagement*, and *market intelligence* tools.

Partners:





# Presentations:

TITLE	SPEAKER	SUMMARY
HOW TO CREATE THE RIGHT ATMOSPHERE TO FACILITATE THE SHOPPER'S DECISIONS	Xavier Borrás (ALTAVISIBILITAT)	Learn the 10 key points that will help you improve your point of sale's performance. Find definitive solutions for your messages, your connection with the shopper, and your store pitch. No need to settle for impersonalized, superficial communications. Create a compelling proposition, create a different, definitive option. If you are the only one doing what you do, you will attract your customers.
HOW TO DIFFERENTIATE INNOVATION FROM THE SHOPPER'S VIEWPOINT: THE IMPORTANCE OF PACKAGING AND THE POINT OF SALE	Xavier Cros (AECOC)	According to the recent AECOC Shopper View product differentiation study, 71.8% of shoppers discover new products at the point of sale itself (this percentage is way above other options such as television, social media, etc.). It showed how a new product's differential attributes can be communicated both at the point of sale and on the packaging.
OFFLINE IS THE NEW ONLINE	Marc Malagelada (Insiteout)	A vision of how to make online activity benefit the point of sale. Online shopping is becoming increasingly popular and retailers be will forced to realign their traditional sales channels. Online and offline are two sides of the same coin that must work together for the benefit of the brand. Focus the multichannel strategy on the point of sale.
HOW TO GENERATE SALES THROUGH IN-STORE VISIBILITY	Iban Solé (GENNERAVENTA)	The visibility strategy is critical for pushing the levers at this final decision point that will make the consumer choose a particular brand. The talk explained how to build a clear vision of consumer behavior at the point of sale that will produce a successful visibility strategy.
HOW TO MEASURE THE EFFECTIVENESS OF MARKETING ACTIONS AT THE POINT OF SALE: INDICATORS AND TECHNOLOGY	Marta Fernández (TC GROUP SOLUTIONS)	
I DON'T SELL, CUSTOMERS BUY... ARE YOU SURE?	Xavier Esteban (Business Consultant and Coach)	Fascinating talk to learn about Xavier Esteban's expertise in training more than 3,000 sales representatives and be inspired by highly practical and thought-provoking ideas. They shared viewpoints on "where salespeople go wrong" and the latest techniques and skills you need to become an expert retailer.
SHOPPER ENGAGEMENT	Ignasi Cusi (POPAI SPAIN)	Decisions, decisions, too many decisions. A look at the decision ratios and categories that press the "impulse" button.
AWARD-GIVING CEREMONY FOR THE 20TH INDUSTRIAL BOLSERA AND ILLA SCHOOL OF ART AND DESIGN (SABADELL) COMPETITION		
SOCIAL MEDIA ARE TRANSFORMING HOW WE WORK TOGETHER	Ernesto Domenech	This statement says it all; "social" is not something that will happen in the future, but rather is happening today. Today we are more socially connected than ever, we can work together in offices anywhere in the world at the same time, in synchronicity, even without ever meeting up. This trend is accelerating, and we have only scratched the surface of what social networking can do for business.
NEUROSELLING, THE MIND, THE NEW POINT OF SALE	Ivo Güell (ESADE - IDEI CONSULTORES)	Neuroselling represents a collection of tools and sales actions arising from joint studies by neuroscience and marketing. It makes it possible to approach the customer, connect more and better with them, get to know them, recognize them, and meet their needs and desires in a more powerful and appropriate way.
IN-STORE NEUROLINGUISTICS: THE APPLICATIONS OF NEUROLINGUISTIC PROGRAMMING (NLP) IN RETAIL	Enric Lladó (Executive coach, lecturer and writer)	Neurolinguistic Programming is a revolutionary psychological approach to the study of subjective experience and human communication. The applications of this new approach to point-of-sale marketing open up a new world full of possibilities. This talk outlined some of the contributions made by NLP.
INCLUSIVE DESIGN FOR BUSINESS STRATEGY: BRAILLE ON PACKAGING LIKE YOU'VE NEVER SEEN IT BEFORE	Luis García Giralte (ZeKoGram Innova S.L.)	Braille is not just a reading and writing mechanism for the blind. Interpreted as a design resource, Zeko value-added Braille adds innovative tactile and visual dimensions to the user's overall consumer experience. Including Zeko in the packaging of consumer goods adds business impact and return to corporate social responsibility policies.
HOW TO SELL MORE THROUGH PACKAGING AT THE POINT OF SALE	Alfonso Moncansi (SAICA Pack)	Attractive packaging whose design and size are tailored to the product it contains generates instant increases in sales. Saica Pack, with 10 years' experience in the development of Fast Shelf Stocking solutions for leading European FMCG manufacturers, shared its knowledge with attendees at the presentation.
DISRUPTION IN RETAIL	Sashka Krtolica (Retail expert)	
WHAT WE CAN DO TODAY TO SELL MORE TOMORROW	Iban Solé (GENNERAVENTA)	
THE FUTURE OF RETAIL: WELCOME TO THE SHOPSUMER	Xavier Fisselier Senior Consultant (The Shopsumer Institute)	The shopsumer is the new end customer who wants to optimize their budgeted time and money to fill their global shopping basket consisting of a wide range of categories in the best way possible. So they look for providers of one-stop solutions that take into account their product and service needs.
SELL BY FEELINGS AND EMOTIONS	Carles Casas	Market, product, and particularly consumer behavior have evolved towards emotions. Having covered the product's basic functions, people guide themselves by the feelings and bonds that brands arouse in them. Brand personality is reflected in the message, the product, the pack or spaces, making the purchase more emotional than rational.

# Trade Marketing Forum

A place which identified the needs and major trends in innovation that are driving the development of new containers, packaging, and POP advertising.

Partners:



TITLE	SPEAKER
THE FIVE SHADES OF TRADE: HOW YOU CAN GET PEOPLE TO HEAR ABOUT YOU, FIND YOU, CAPTIVATE THEM, AND GET THEM TO TRY YOU AND COME BACK FOR MORE	Belén Derqui (Índice K) and Mar Doñate (Bimbo Iberia for Cake, Toast and Snacks)
CONTINUOUS INNOVATION PROMOTES GROWTH. APHORISM: TERSE SAYING CONTAINING A TRUTH OF GENERAL IMPORT PROPOSED AS A RULE IN SCIENCE OR ART	Mª Rosa Colldeforns (Henkel Ibérica)
GETTING THE SPANISH TO CHANGE THEIR HABITS AND START EATING ON THE STREET – A REAL CHALLENGE IN A COUNTRY DEVOTED TO SITTING DOWN TO EAT	Carlos Castejón (CAMPOFRÍO)
CATEGORY MANAGEMENT IS NOT JUST FOR HIGH VOLUME CATEGORIES	Julián García (AC MARCA)

## 5. The main players at Hispack have their say: Hispack according to...



**José Manuel Bueno**  
Managing Director, Heryval

"At this edition of Hispack we witnessed a higher number of visitors from the premium cosmetics sector than we expected, and above all we noticed an economic recovery in the sector, not so much in sales but in the development of projects that up until now had been on hold and which now have an investment date."



**Josep Maria Peiró**  
IT & Industry Marcom Director, Schneider Electric

"Hispack not only enabled us to make new contacts but also served to consolidate projects already under way. In this respect, our sales network took advantage of their attendance at the show to make prearranged visits that would not have been possible to achieve in other circumstances."



**Carlos Cano**  
CEO, Canopack

"In principle the caliber of visitors was very high. The requirements put to us by the trade professionals who visited our stand were much more specific and based on real projects, which points to some very interesting business opportunities for our company in the near future."



**Carles Trenchs**  
Sales Director, Grupo Petit

"I have always maintained that the packaging sector is a barometer of the economy, anticipating periods of boom, and that you can see this in objective data. We're already witnessing this market trend and we've been able to confirm it at Hispack. Attendance was as anticipated and we were very satisfied with the number of visits to our stand. There were a lot of repeat clients but we were also happy with the level of prospective ones."

## ... the exhibitors



### **Christian Freitag**

Director, Campack

"We are satisfied with the general attendance figures at the show; the standard of visitors to our stand was of great interest. A lot of contacts were already known to us but we have also forged new business relationships."



### **Jose Hervás**

Director, CIMA

"At this edition of Hispack we have met our participation objectives. The show allows us to have direct contact with our existing client base."



### **Salvador Prat**

Sales Manager for Iberia, Bizerba

"Hispack has allowed us to increase our exposure in the food industry and also in the end-of-line and packaging sector. During the event we made contact with our visitors, mainly mid-level and premium customers from large and medium-sized companies. As a German company, we manage the whole Ibero-American region from Spain, so we are very happy that professionals from Brazil, Guatemala, Colombia, and Argentina came by our stand who matched our target client profile perfectly. On balance, it was a very positive experience in that we concluded several important agreements but in addition we have set up new meetings for prospective projects that I hope will be confirmed during this first six-month period."



### **Gerard Márquez**

EAR FLAP

"We've seen an improved Hispack, and we're satisfied with the contacts we've made. The show has helped us to enhance our brand image, which was what we wanted to do. At the moment the sector is on the rise and recovering, so the key factor is undoubtedly starting to see greater credit from banks."



## Hispack according to...

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**José Antonio Ordoño Collado**

Sales representative

“What most impressed me about Hispack 2015 was the organization of the show by sectors, the high level of technology, and the wide variety of suppliers.”



**Mónica Caldero**

Self-employed

“What has impressed me most? The ability to see and touch everything thanks to the exhibitors. I’m self-employed and need to be up-to-date. I believe that Hispack 2015 encompasses the diversity of every sector in a single show.”



**Enrique Álvarez**

Project Manager, Applied Ergonomics Center (CENEA)

“At CENEA we oversee the technical viability of promoting and disseminating ergonomics and at Hispack 2015 I’ve been able to appreciate the show’s high level of technology in this respect.”

## ... the visitors



### **Javier Puerto**

Manager, Distribuciones Puerto

"I've come to Hispack 2015 to look at packaging. The machinery is incredible, as is the show's layout and organization. As for the quality of the exhibitors, I find it more than satisfactory."



### **Carolina Oreja**

Brigal, Artes Gráficas (Pontevedra)

"I think the fact that neutral networking spaces were set up at the show is extremely positive. I think it's been easier to do business in a more personal and comfortable space without having to be on the home ground of a client or partner."



### **Miquel Àngel Urban García**

Vichy Catalán (Barcelona)

"This year's edition of Hispack has surprised us with the innovations presented by some exhibitors as well as improvements in the quality of the offering compared to previous years. We are happy to have been able to make new contacts with whom we can start to put innovative projects together."

## Hispack according to...



### **María Elisa Cortiñas**

Manager of biscuit manufacturer Temflor (Argentina)

"In Argentina we're a long way off the kind of technology we've seen here. We've held a lot of meetings, all of them productive, as they've made us think about new solutions. The finishes, productivity, and versatility of the machinery you have here are outstanding. This is our first time in Spain and we're leaving with a very good impression."



### **Mauricio Camhi**

Chief Executive Officer, ESCOSA, Spices and Condi-ments (Mexico)

"I've seen new market trends and great machinery for packaging in sachets which are produced here and not in China. And I've also made contacts with suppliers with different proposals from those available back in Mexico. My objective was to discover the latest innovations, what's coming in the future, because you can't afford to be left behind."



### **Mario Gorena**

Director, Productora de Bocados Cárnicos (Mexico)

"Hispack 2015 was excellent. Without doubt it met the expectations of the sector and helped me to find new solutions that can be tailored to the needs of my company and the Mexican meat industry. I congratulate Hispack on its organization, excellent coordination, and the care I was given."



### **Juan Antonio Franco**

Marketing Director, La Fabril (Ecuador)

"I've had the chance to learn and update myself on new trends in the agri-food sector thanks to the wide range of speakers and companies attending this show. The high level of coordination and visitor attention enabled me to make contacts with other companies which I am sure will prove very fruitful."

## ... the Hosted Buyers



### **Manuel Jiménez Mercado**

Manager, Granos & Cereales S.A. (Colombia)

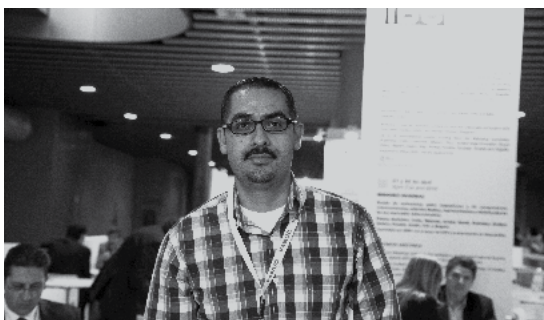
"This is my first visit to this show and I have discovered different and innovative solutions that will be a big asset to both my company and the business group we belong to (Olympus). The excellent internal organization, hospitality, and quality of the exhibitors made Hispack 2015 a very positive meeting point between producers and customers."



### **Moez Akrouit**

CEO, Agro Rima, Spices and Aromatic Herbs (Tunisia)

"Coming to this show facilitated a number of meetings with food technology companies that will help me to generate new business opportunities. The outstanding care from the Hispack team and their help in securing meetings with other companies in the sector meant that I had a really great experience."



### **Víctor Alonso Lomeli**

(Mexico)

"Hispack 2015 was very successful at providing a bridge between customers and producers, and in my case it helped me to find innovative solutions to improve the development of my business. The friendliness, organization and handling of visitors were excellent."



## Hispack according to...

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### **Fran Carreras**

Digital Marketing Professor (ESADE)

"It's marvelous for us to have a show like this in Barcelona. I've seen people from all over the world who work in sectors that are unfamiliar to the end user. People don't realize what goes on behind packaging and logistics, etc. and for someone like me from outside the sector, to see it first-hand has been really interesting. I come here to enjoy myself."



### **Xavi Cros**

AECOC Shopper view Manager (AECOC)

"Good communication at the point of purchase is becoming more and more important. The impact it has on the consumer is vital in that although most purchases are planned, over half of customers end up buying more things than are on their list. Likewise, it's a key factor in everything related to innovation: It's at the point of sale that almost 60% of people get to know about products being launched on the market, with only 16% being aware through advertising."



### **Marc Morillas**

CEO (Recode agency)

"When we create scenarios, packaging is the brand's emotional lever. I find that Hispack is an ultra-professional show that offers a very rich brand experience; you can appreciate the really amazing array of resources and as a professional in the sector, I feel happy and proud to have been able to attend and participate in a show like this. Congratulations!"

## ... the speakers



### **Teresa Sebastià**

Head of Service Design and Development (ECOEMBES)

"Packaging is the vehicle with which we bring our product to market and is our most effective business card. There's no reason why premium packaging should not be sustainable. In fact, eco-design allows us to develop a more competitive premium business model, as it takes the whole production cycle into consideration to ensure it is recyclable. At Hispack we've given advice to companies in the premium sector to increase their awareness of this kind of sustainable development."



### **Santi Cabrera**

Owner & Executive Manager (Solo Advertising)

"Talking about the briefing means talking about strategy and planning, and with packaging it's essential to have good communication between the company and the client for the strategy to exist. In this respect, it's increasingly important that more marketing executives and agencies attend shows like Hispack. That is the only way to become more proactive with clients and to offer a better quality end product. It's at shows like this that ideas emerge."



### **Rafael Muria**

President (Artmuria)

"Our family has been involved in beekeeping for over 200 years. We're launching a new product on the market, a new ArtMuria brand, which is getting a very good response. For us, packaging is the backbone of every strategy and at Hispack I've found solutions I needed for my business."

## Hispack according to...



### **Laura Zacarés**

Deputy R&D Manager (ITENE)

“Active packaging is an essential factor for the sector due to its capacity to extend a product’s shelf life and even improve its condition. At Hispack we wanted to present three success stories of active packaging for red meat, fresh fruit, and cosmetics because we believe it’s a great forum for presenting these cutting-edge technologies.”



### **Ivo Güell**

Business Consultant and Coach. Mentor in ESADE’s Mentoring program (IDEI Consultores)

“Neuroselling is a sales science and method that has been around for some time and is frequently talked about. Nevertheless, as it’s a costly technique, companies still struggle to implement it. In the packaging world, this science is starting to take hold in line with an increase in the needs and concerns of companies that are constantly looking to adopt new resources for market launches.”



### **Jacob Pascual**

Sales Manager at Universal Robots for Southern Europe and manager of Universal Robots’ subsidiary in Barcelona (Universal Robots)

“Right now we’re heading towards the fifth Industrial Revolution in which people are important again and giving rise to the Co-Bot phenomenon: The evolution of the machine as a work colleague. At Hispack 2015 we presented our new U3 robot, the most flexible 6-axis robot so far. Although Hispack is not our specialist field, I find the combination with other industrial processes very interesting, making the show a very varied and comprehensive experience whether you’re an exhibitor, visitor or speaker.”

## ... the speakers



### **Martin Vom Stein**

The Shopsumer Institute

“At Hispack visitors get a really broad overview of the technological trends they can take advantage of to innovate and set themselves apart from the competition. We often focus too much on what we know how to do, but this is the era of joint creation. We need to explore how others can help us to improve the experience for the end client.”



### **Paco Adín**

Partner and creative director at Supperstudio

“For a show like Hispack, it’s important to open up to design rather than just concentrate on the industrial side. This makes it more attractive to other audiences such as designers as well as to clients and suppliers of packaging products. Because without the mind, without creativity, there’s nothing.”



### **Màrius Robles**

CEO Reimagine Food

“In less than three years, packaging will no longer be a static feature. There will be huge changes in the way we interact with packaging. The appeal is not just in the design but in the ability to have a smart label that provides more information and is more personalized for the client. There will be a drop in costs and fewer barriers to smart packaging.”



## 6. Hispack beyond Hispack



### Ongoing relationship with the entire value chain

Hispack continues its activity between editions with its Pack Experience agenda. It is a way to foster meetings between packaging industry professionals so that innovation and the development of new opportunities are present in the daily operations of the companies participating in the exhibition.

We have an agenda with major industry events where we participate as speakers and we also have a new program of our own events designed to bring knowledge and promote networking.

See the Hispack website to keep abreast of the conferences, meetings, and events run by various organizations and which Hispack takes part in.





## Recognition for innovation in packaging

Presented by Graphispac Asociación and the Hispack exhibition at Fira de Barcelona since 1995, the LiderPack awards are the most important awards given in Spain in the field of packaging and POP advertising. They are designed to promote and recognize the innovation and creativity of companies and professionals involved in the manufacture and design of packaging and POP items. The winners in the packaging specialty represent Spain at the WorldStar for Packaging, the leading international packaging competition.

### LIDERPACK 2015 AWARDS

In 2015, a total of 82 works were entered by companies and schools from 13 Spanish provinces. The jury presented 19 awards in the packaging specialty, 5 for “Young Design” packaging, 3 POPAI POP Awards and 1 “Young Design” POPAI POP Awards.

Partners:





## Sector knowledge and trends

Understanding the industry from all standpoints in the value chain, from the supplier to the end customer, is one of our best tools with which to grow Hispack in the right direction. Over 1,500 companies, experts, and organizations from all packaging customer and producer sectors have taken part in the second wave of the industry barometer sponsored by the exhibition. One of the main conclusions of the report was confirmed at Hispack 2015: The industry has gone through a turning point and significantly improved its turnover and growth prospects.



### KEY CONSUMER TRENDS

When asked about the main consumer trends with the biggest influence on packaging, 47.1% of respondents said that sustainability and eco-packaging was a priority, followed by ergonomics, practicality, and ease of use (43%). Low cost products have fallen compared to the figures in the Barometer three years ago while there has been a rise in the need to put an emphasis on craftsmanship and authenticity.

**“Sustainability and eco-packaging, a key trend in packaging development”**

### INNOVATION FACTORS

As in 2012, reductions in the costs of materials, energy, etc., continue to be the predominant factor when it comes to presenting new packaging. However, there is a significant increase in the importance attached to sustainability, smart packaging, and convenience packaging, in other words packaging that facilitates consumption or use of the product.

**“Cost reduction continues to be the predominant innovation factor”**



## ECONOMIC GROWTH FACTORS

Evolution in demand continues to be the factor with the biggest impact on the progress of their business for 52.3% of companies. This is followed by innovation and investment in R&D, knowledge of consumer trends, and the use of new technology. However, financing or cash flow difficulties are no longer the main cause for concern.

**“Difficulty in finding financing or cash flow is no longer the main cause for concern”**

## INTERNATIONALIZATION OF THE SECTOR IN SPAIN

56.6% of companies have an international dimension to their business. Of these, 12% restrict their operations to Europe while 44.6% have a presence in countries in other continents as well. 30.3% of the companies involved in the packaging value chain only operate in Spain, while just 12% have solely local or regional scope.

**“More than half the companies in the packaging value chain have international reach”**





# People are the driving force at Hispack

## HISPACK 2015

International Packaging Exhibition

DATES: April 21-24, 2015

EDITION: 16th

FREQUENCY: Every three years

LOCATION: Gran Via Venue

Av. de Joan Carles I, 64

08908 L'Hospitalet de Llobregat

Barcelona – Spain

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Javier Riera-Marsá Bonmati

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Agustín Cordón

#### DELEGATE MEMBER OF THE MINISTRY OF ECONOMY AND COMPETITIVENESS:

Mariano Payá Vizcaino

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#### DIRECTOR:

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