

**Hispack**  
**2018**

PACKAGING, PROCESS  
& LOGISTICS

8 to 11 May 2018  
[www.hispack.com](http://www.hispack.com)



The fair presents 4 challenges for packaging: sustainability, experience of use, automation and logistics

## Hispack connects packaging with process and logistics, promoting the digitalisation of the industry

Confirming the good moment of the package and packaging industry, Hispack returns stronger than ever, with more companies and sector support for the presentation of the latest innovations in the packaging, process, and logistics market. The Fira de Barcelona reclaims the strategic role of packaging whilst digitally transforming industry and boosting all kinds of sectors commercially with the services of almost 800 direct exhibitors on offer, 21% more than at the last fair held in 2015.

With the presence of about 1,400 brands represented, Hispack showcases different packaging solutions in Fira de Barcelona's Gran Via venue, taking into account their entire life cycles and interconnections with other productive processes, and with the supply chain. Sustainability, improvement of the usage experience of packages, automation towards the 4.0 industry, and packaging logistics will be the major subjects of this edition.

According to the President of Hispack, Javier Riera-Marsá, the different parts of the process of manufacturing products, which includes packaging, are increasingly interconnected to one another, as well as being linked to the supply chain. *"In this new industry, packaging can be a key element for the control and management of the entire process, from the manufacturing of a product until it reaches the point of sale"*, said Riera-Marsá, who stressed the commitment of the sector to automation in order to improve efficiency and face the digital transformation.

Similarly, the progress in sustainability of packaging, as well as packaging solutions designed to make life easier for the consumer will be shown at Hispack. Riera-Marsá points out, *"we will see a greater use of recyclable and biodegradable materials, lighter containers, and a clear commitment to ecodesign, recycling and reuse in the framework of the circular economy"*.

Packaging also adapts to the concept of "convenience", in order to generate products that are ready to use at any time. In this sense, new containers and packaging that interacts with the product that they contain improving their properties, lengthening their shelf life and providing consumer information on the content and the brand manufacturer.

### **An interesting fair for all types of sectors**

The cross-sectional characteristic of packaging transforms Hispack into a fair of interest to manufacturers and distributors of food, beverages, chemicals, pharmaceuticals, cosmetics, perfumes or medicine, capital goods, among others, for the industrial and consumption sectors, as well as

*Hispack gathers together almost 800 direct exhibitors, 25% of whom are from abroad*

*With a 20% larger area in comparison with 2015, it will occupy 3 pavilions at the venue*

*The event will coincide with the FoodTech Barcelona fair from 8 to 11 May at the Gran Via venue*

for large and retail distribution. The organization hopes to exceed the 38,000 visitors of the previous edition celebrated in 2015.

Hispack will once again coincide in terms of date and venue with FoodTech Barcelona, which will exhibit all the manufacturing aspects of food. Therefore, at both trade fair, food industry professionals will be able to find solutions that range from ingredients to production processes, packaging, and delivery to the point of sale.

#### **A greater number of exhibitors and international representation**

Hispack will occupy 39,000m<sup>2</sup> across three pavilions of the Gran Via venue of the Fira de Barcelona, which represents a 20% increase in surface area occupied in comparison with the 2015 event.

The sectors connected to machinery and accessories for the manufacturing of containers and packaging, processing equipment, bottling, coding and marking will represent more than half the exhibitors at the fair. Raw material companies and materials represent 30% of the stands.

Hispack is committed to increasing the presence of logistics companies, with a 16% increase of exhibitors in this specialisation. The creation of a sector dedicated to automation and digitalisation, in which more than 40 companies participate, is also noteworthy.

There is also evidence of growth in the Premiumpack area, dedicated to providers of materials, finishes, and packaging for high-end products such as gourmet foods, beverages, cosmetics, and perfumes. Companies in POS advertising, engineering, consultancy and services, associations and entities, as well as recovery and recycling firms round out the trade fair's commercial offer.

Similarly, there is an increase of 14% in the presence of international speakers at Hispack. After Spain, the country that currently provides the most companies to the list of exhibitors is Turkey, followed by Italy, Germany, France, China, the Netherlands, and Portugal. This year, the fair incorporates companies from Egypt, United Arab Emirates, Greece, Czech Republic, Iran, and Sweden. A quarter of all the direct exhibitors at Hispack 2018 come from abroad.

#### **Hispack challenges**

Four large areas will be built under the name Hispack challenges in the middle of the exhibition area. This is where the main educational activities, according to the four major challenges defined for this year (sustainability, automation, packaging logistics, and usage experience) will be held. Each of these areas will have a specific program of conferences and round tables where top level speakers will participate and where success stories will be explained. In total some 70 conferences and round table discussions have been organised in which more than 185 speakers will participate.

There will also be workshops, demonstrations and exhibitions. Noteworthy are the workshops given by Eurecat on the subject of Design Thinking and Augmented Reality in packaging presented by Supercity; the demonstration of collaborative robotics coordinated by Leitat; the display of the major R&D projects in sustainability in packaging developed by technological centres, clusters and entities; and a sample of innovative products with regards to packaging design and experience of use presented by agencies and brands, as well as an exhibition of projects by the students from Elisava.

Hispack will also have a Packaging & Shopper Marketing Zone conference space, sponsored by the Graphispac Asociación, where the role of packaging as a marketing and sales element, as well as its relation to retail and the influence of graphic technology in the production of packages, packaging, and labels, will be analysed.

Hispack's educational program will be complemented with other technical sessions and conferences organized by professional associations, bodies, and publications. In addition, the 2017 Líderpack Awards, the most important packaging and PLV awards of Spain, will take place within the framework of Hispack.

**Barcelona, May 2018**



From 8 to 11 May 2018  
[www.hispack.com](http://www.hispack.com)



## Fact sheet

### Hispack 2018, Packaging, Process & Logistics

**Dates**

From 8 to 11 May 2018

**Edition**

17

**Frequency**

Every three years

**Sphere**

Professional

**Timetable**

De 9:30 a 18:30h (8-10 May)

De 9:30 a 18:00h (11 May)

**Venue**

Halls 1, 2 and 3

Fira de Barcelona's Gran Via venue

**Surface**

39.000 m<sup>2</sup> net (*exhibition zone + activities areas*)

**Exhibitors**

Nearly 800

**Brands represented**

1,400

**Visitors**

38,000 (*also with FoodTech Barcelona*)

**Sectors**

- Bottling machinery and equipment
- Logistics: Intralogistics, handling and storage
- Consulting, engineering and services companies
- Raw materials: Packaging materials. Accessory products
- POP. Point of purchase advertising
- Retrieval, treatment and recycling
- Consulting, engineering and services companies
- Packing machinery and accessories

- Machinery for manufacturing products to be packaged
- Automation and digitization
- Machinery for labelling, coding and marking
- Premiumpack

### **Hispack challenges**

Conferences, round tables, workshops, demonstrations, exhibitions, networking ... in four areas

- Sustainability by Hispack
- User experience by Hispack
- Automation by Hispack
- Packaging logistics by Hispack

### **Other activities**

- Packaging & Shopper Marketing Zone
- Liderpack 2017 Awards Ceremony
- Anuaria 2017 Awards Ceremony
- Hispack's tribute to companies, entities and people of the Spanish Packaging industry
- Business meetings with international key buyers
- Workshops organised by associations and media

### **At the same time of**

- FoodTech Barcelona (ingredients, technology and machinery for food production)
- Livestock Forum (congress and workshops about animal health and optimization of livestock production)

### **Organized by**

Fira de Barcelona

### **With the collaboration of**

Graphispac Asociación

### **President of the Organising Committee**

Javier Riera-Marsá

### **Director**

Xavier Pascual

### **Press contact**

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www.hispac.com

### **Images**

<http://www.hispac.com/images/>



 CIS: Customer Information Services

 Oficinas Hispack /  
Hispack offices

 Oficinas FoodTech /  
FoodTech offices

 Sala de Prensa /  
Press Room



 Parking

 Sala VIP /  
VIP Room - Press Corner

 BIOFILM SUMMIT /  
Upper floor (CC4)

## Hispack




### PABELLÓN / PAVILION 1

-  **Maquinaria y accesorios de embotellado/**  
*Bottling machinery and accessories*
-  **Maquinaria para etiquetado,**  
**codificación y marcaje/**  
*Machinery for labelling,*  
*coding and marking*

### PABELLÓN / PAVILION 2

-  **Materias primas. Materiales**  
**para envase y embalaje.**  
**Productos auxiliares/**  
*Raw materials. Packaging*  
*materials. Accessory products*
-  **P.L.V. Publicidad en el Lugar de Venta/**  
*P.O.P. Point of Purchase Advertising*
-  **Premiumpack/**  
*Premiumpack*
-  **Packaging and Shopper**  
**Marketing Zone/**  
*Packaging and Shopper*  
*Marketing Zone*

### PABELLÓN / PAVILION 3


-  **Maquinaria y accesorios de envase y embalaje/**  
*Packaging machinery and accessories*
-  **Maquinaria para el proceso de fabricación**  
**de productos a envasar/**  
*Machinery for manufacturing products*  
*for packaging*
-  **Logística: Intralogística, manipulación**  
**y almacenaje/**  
*Logistics: Intralogistics, handling and storage*

### HISPACK CHALLENGES



-  **Área Sostenibilidad/**  
*Sustainability Area*
-  **Área Experiencia de uso - Industria Gráfica/**  
*User Experience Area - Graphic Industry*
-  **Área Automatización/**  
*Automation Area*
-  **Área Packaging logistics/**  
*Packaging logistics Area*

## FOODTECH





### PABELLÓN / PAVILION 4

-  **TECNO CÁRNICA. Maquinaria, tecnología, equipamiento y suministros para la**  
**industria cárnica y afines/**  
*Machinery, technology, equipment, and supplies for the meat and meat products industry*

### PABELLÓN / PAVILION 5

-  **TECNO ALIMENTARIA. Maquinaria y tecnología para la industria alimentaria en general/**  
*Machinery and technology for the food and beverage industry at large*
-  **TECNO INGREDIENTES. Productos alimentarios intermedios para la industria alimentaria/**  
*Intermediate food products for the food and beverage industry*

### ZONA DE ACTIVIDADES / ACTIVITIES AREA

-  **IBC. International Business Centre (P/H 4-6)**
-  **IMP. Innovation Meeting Point (P/H 4-6)**
-  **INGRENOVA. Exposición de los productos alimentarios intermedios más innovadores/**  
*Exhibition of the most innovative intermediate food products*
-  **BIOFILM SUMMIT**  
*Upper floor (CC4)*

**Hispack**

**FOODTECH**  
BARCELONA

  
**Fira Barcelona**

May 8-11, 2018

[www.hispack.com](http://www.hispack.com) / [www.foodtech-barcelona.com](http://www.foodtech-barcelona.com)

Alimentaria  Exhibitions

Both fairs have nearly 1,100 exhibitors and expect to receive more than 38,000 visitors

## Hispack & FoodTech Barcelona display the strength of the packaging and food technology industries

From 8 to 11 May, Hispack & FoodTech Barcelona will be a major hub for business, knowledge and networking for the packaging and food technology industries, developing significant synergies and proving decisive in brand innovation. This is the fourth time that the fairs have been held together at Fira de Barcelona's Gran Via venue, attracting nearly 1,100 exhibitors from 30 countries. It is expected that the figure of 38,000 visitors, 10% of them from abroad, that was registered at 2015, will be exceeded in this edition.

The combination of Hispack & FoodTech Barcelona make it one of Europe's main platforms for technology, machinery and packaging for the food and drink industry, which is the main consumer of packaging and containers.

The figure of nearly 1,100 direct exhibitors means that 2,000 firms will be on display in the five pavilions of the Gran Via site, with a total exhibition space of 57,000m<sup>2</sup>, offering the food industry professionals a view of the whole life cycle of food production, from the ingredients to machinery and equipment that can handle any part of the manufacturing process, to the packaging and shipping, logistics and delivery to the point of sale.

### **The entire packaging life cycle**

It is Hispack in particular –which attracts 800 direct exhibitors– that deals with the materials, technology, processes, logistics and solutions for manufacturing and the use of all types of packaging and containers for all industrial sectors and mass consumption markets - not just food - and advertising at the Point of Sale.

Sustainability, improving the experience of using packaging, automation towards the 4.0 industry, and packaging logistics will be the major topics of this edition that emphasises the strategic value of packaging in industry and the economy. In this context, Hispack will have four main areas for activities that will hold 70 conferences and round tables with more than 185 speakers to debate the four vectors that drive the development of packaging, and industry with an annual turnover of over 20,000 million euros in Spain.

Hispack will also include sessions for sector associations and bodies and the presentation of the Líderpack Awards, the most important in Spain for

*Will occupy a net space of 55,000m<sup>2</sup> in five pavilions of the Gran Via site*

*35% of the exhibitors and 10% of the visitors will be from abroad*

*Both shows have invited 500 buyers, delegates and commercial delegations from 15 countries*

packaging and POS.

### **Machinery, technology and ingredients**

For its part, FoodTech Barcelona will attract over 270 direct exhibitors with machinery, technology and equipment for the meat industry and for food in general, such as the latest developments in ingredients and semi-finished food products. At present, according to AMEC data, these sectors had a turnover of 769 million euros in 2017, offering their services to companies in the food industry that reached a production level of 96,400 million in that year in Spain, according to Fiab.

The business activity of FoodTech Barcelona will be distributed across three main fairs, Tecnocárnica, TecnoAlimentaria and Tecnolngredientes, and will host activities such as the Barcelona Biofilm Summit, an international summit at which food safety experts will address one of the major challenges facing the food industry: controlling the bacteria that adhere to food preparation surfaces and eliminating them effectively. It is estimated that nearly 23 million people in Europe suffer illness caused by biofilms, according to data from the AINIA technology centre.

Innovation and food technology will feature heavily in the conferences, round tables and sessions at the Innovation Meeting Point area, where the FoodTech Innova and FoodTech Emprrende awards will also be presented. The Triptolemos FoodTechtransfer space will host meetings between industry professionals and researchers from the main Spanish universities and technology centres.

### **Alliance for international expansion**

As in previous editions, Hispack & FoodTech Barcelona will continue to work for greater international growth, fostering business opportunities and contacts between agents in various countries that can lead to new export opportunities for Spanish packaging and technologies for the food industry. For this purpose, both fairs have a shared internationalization plan run by AMEC in which reverse business and trade delegations will attend and bring 500 buyers from countries such as Algeria, Chile, Morocco, Peru, Tunisia, Mexico, Colombia, Poland and Turkey, as well as machinery importers and distributors. Reverse commercial missions are being organized with some 30 companies from Argentina, Iran, India, Indonesia, and Thailand. For its part, Fira de Barcelona has promoted the visit of an institutional and company representation from Cuba.

At the same time, Hispack & FoodTech Barcelona are promoting a programme for international buyers to select and invite over 70 buyers from 12 countries with established investment projects for equipment, machinery and technology for processing, labelling and packaging in the food industry, as well as packaging materials and elements. This program will bring professionals from Australia, Chile, Colombia, Ivory Coast, Costa Rica, India, Mexico, the Netherlands, Peru, South Africa, Tunisia, and Turkey to attend with more than a thousand business interviews with the exhibitors scheduled by the organization. It is hoped that with these actions, over a thousand business interviews with the exhibitors will take place in the International Business Centre (IBC), in Pavilion 4 of the Gran Via site.

### **Livestock Forum**

Hispack & FoodTech Barcelona will be held together from 8 to 10 May with Livestock Forum, a congress on how to reduce the use of antibiotics in cattle farms and sessions on the situation of poultry farming in Spain.

Those visiting each fair can use their passes to visit the other events.

### **Barcelona, May 2018**

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These will be focused on sustainability, usage experience, automation, and packaging logistics

## Hispack creates four areas for understanding the challenges that are transforming packaging

In its next edition, Hispack will allocate more than 2,000 m<sup>2</sup> net surface area to creating four spaces for thought, knowledge, and innovation about the main vectors that are transforming packaging, and which will mark its medium-term development: sustainability, usage experience, automation, and packaging logistics. The essential conferences and activities of the trade fair will be concentrated in these large areas known as “Hispack Challenges”. Over 110 sessions, with the participation of nearly 210 speakers, in addition to workshops, demonstrations or exhibitions.

Director of Hispack, Xavier Pascual, highlights the “qualitative leap” that can be seen this year in the activities program of the fair, a result of the “collaborative work by different representatives of the value chain of packaging in order to meet the needs raised by the demand sectors, and also by very diverse professional profiles”.

For his part, the President of Hispack’s organizing committee, Javier Riera-Marsá, indicates that these areas of activities “are evidence of the necessary internal transformation of the packaging industry both in terms of processes and of the application of new technologies, placing value on the economic and social function of the package, as well as packaging’s unavoidable responsibility with its surroundings and the environment”.

More than 45 experts, including representatives from the offer, demand, and sector entities, formed into work groups, have participated in the definition of Hispack’s value proposition for each of the selected packaging challenges, as well as in the thematic structure of the contents, and in the search and selection of speakers.

### Sustainability by Hispack

Through approximately 15 conferences and round tables, this space related to sustainability in packaging will present answers regarding the preservation of natural resources, the use of new materials, processes, and applications, taking into account both its final use, and its later recovery and reintroduction in the system. Subjects related to the improvement of food safety and the life cycle of the products in order to fight waste, will be addressed. There will also be discussions about sustainable materials, eco-design, and circular economy, about the processing and waste recovery, about certification and alternative sources of supplies, as well as about digitization and new business models.

The area will also include three exhibits where the certification of packaging materials will be explained, exhibiting the European Commission’s LIFE program R&D projects that have an impact on packaging, and presenting

*Hispack will allocate more than 2,000 m<sup>2</sup> net surface area to educational and networking activities*

*110 sessions, with the participation of 210 speakers, will be celebrated*

*There will also be demonstrations, workshops, exhibitions, and guided tours*



sustainable solutions and materials developed by technological centres.

### **User Experience by Hispack**

This area will be dedicated to highlighting the optimization of the usage experience of packaging so that brands can seduce, interact, and gain the loyalty of consumers through the package. The conferences and round tables will revolve around six major axes: structural design of the package; printing applications; branding strategies; experiences and interactions through smart packages; neuromarketing and design centred on the consumer; and construction of the Premium experience in food, perfume, and cosmetics products.

As a complement, this area will include a historical sample of products in order to see the evolution of different brands through their packages; a workshop based on the “design thinking” methodology to think about solutions linked to the usage experience of packaging; demonstrations of the application of augmented reality in packages and packaging; an exhibition of innovative products in the categories of printing, premium, convenience, and smart packaging, as well as cases of success in branding; and a sample of design projects developed by students.

### **Automation by Hispack**

The area dedicated to automation seeks for companies that use packaging solutions to understand how to evolve towards the digital company model through their package and packaging operations, and what the technologies to achieve this are.

Almost ten conferences and round tables related to success cases and the presentation of the latest technological developments, will take place. The key presentations will explain the roadmap for digitizing the packaging processes, the technologies to provide flexibility to operations, and the essentials to achieve a robust digital packaging ecosystem (cybersecurity, protocols, standards, etc.).

### **Packaging Logistics by Hispack**

With important synergies with the automation area, packaging logistics wants to visualize the importance of the package and the packaging throughout the supply chain, from the production centres all the way to the sales and consumption point. The contents that will be addressed in the conferences will be related to traceability and optimization of the monitoring and control of the products via smart packaging; collaborative robotics; the 4.0 warehouse with Smart processes and operations; regulatory trends and changes in the stability of cargo; urban logistics and deliveries in the last-mile of the chain, and the packaging keys for electronic commerce.

As complementary activities, there will be an exhibition of the latest developments and technology for smart intra-logistic operations, as well as a workshop about planning methodologies and supply chain management.

Likewise, both the packaging logistics area and the automation area will organize guided tours of the commercial exhibition zone in order to directly learn about the most advanced solutions of each field, as well as the technologies and processes for evolving towards the 4.0 industry. A space for the communication of offers from technological centres will also be present with products and services for industrial digitalization and their application in the fields of automation, logistics, maintenance, and the supply chain.

### **Packaging & Shopper Marketing Zone**

Beyond the Hispack challenges, the fair will have a space sponsored by the Graphispack Asociación where the role of packaging as a marketing and sales element in retail will be analysed. Through approximately 20 conferences, the impact of packaging at the moment of purchase, the disposition of the establishment to capture the consumer's attention, or matters of neuromarketing will, for example, be analysed. At the same time, real cases will be presented showing how the graphic process can be a determining factor in the production of packaging through new materials and inks, labels, printing processes, personalization, etc.

Hispack's educational program will be complemented with other technical sessions and conferences organized by professional associations, bodies, and publications.



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Main tracks of the conferences in the four activities areas of the trade show

## The main subjects of the Hispack Challenges

Hispack Challenges is a space open to innovation with international exposure, debates, experiences, demos and speakers who are currently at the forefront of each of the important subjects: sustainability, user experience, automation and packaging logistics. These are the main tracks that will define the conferences of each one of the four areas that will visualize the challenges which are transforming the packaging.

### **SUSTAINABILITY: Towards more sustainable packaging**

- Solutions for improving food safety
- New materials and sustainable applications
- Eco-design and circular economy
- Waste treatment and recovery
- Certifications and new resources of supply
- Digitalization and new sustainable business models

### **USER EXPERIENCE: The consumer is the target**

- Structural design of the user experience
- Packaging printing applications
- Branding and user experience strategies
- Experience and interaction of Smart packaging
- Neuromarketing and user center design
- Premium experience in the food and beauty industry

### **AUTOMATION: Optimizing resources**

- Digitalize all phases of the product's life cycle.
- Gain Flexibility in responding to challenges such as format changes, reduced print runs, new materials.
- Consolidate digital packaging and smart operations for packaging and wrapping.
- Inspire new models for business, processing, technology and design

### **PACKAGING LOGISTICS: Packaging improves the efficiency of the supply chain**

- Packaging in response to the needs of e-commerce
- Urban deliveries: last mile operations
- Trends and regulatory changes in the logistics sector
- Sector transformation: food, beauty, pharmaceuticals, textiles, etc.
- Intralogistics & warehousing: efficiency & smart operations
- Robotics & collaborative robotics
- Smart packaging: tagging and tracking systems



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According to a Hispack report, the Spanish packaging industry billed 20.000 million Euros in 2016

## The Spanish packaging industry reaches the highest business volume of the last decade

With a billing of more than 20 billion Euros in 2016, the Spanish packaging industry reached its highest business volume of the last decade, recovering the level prior to the impact of the economic crisis, according to the sectoral report prepared by Hispack, on the occasion of its new edition which starts tomorrow at Fira Barcelona's Gran Via venue. This business volume is 12.44% greater than in 2013 (data from the last study prepared by the trade fair), presenting an annual growth rate of 4.15% for the 2013-2016 period.

The packaging industry in Spain consists of more than 2,100 companies that employ 73,535 workers. The sub-sectors that have seen their number of companies increase the most in the analysed triennial are machinery, metal containers, and plastic containers. The speciality that employs the most people is the plastics packaging sector with 19,000 workers.

According to turnover, the leading sub-sectors are corrugated cardboard (4.867 million Euros) and plastics (4.708 million Euros), representing more than 47% of the sector's aggregated business volume, and growing at 22% and 17% respectively between 2013 and 2016. Next, are the following sectors in order: paper, metal containers, packaging machinery, wood, glass, and cardboard.

The sound functioning of the Spanish packaging industry is reflected in the high expectations that the celebration of Hispack, bringing together 800 direct exhibitors, 20% more than its past edition celebrated in 2015, has given rise to.

For the President of the Hispack Organizing Committee, Javier Riera-Marsá, "The Spanish packaging industry has consolidated its recovery because it has been able to maintain a sustained growth in the last fiscal years thanks to a great dynamism of the demand in the internal market".

Furthermore, exports are an important motor for the growth of the sector and were decisive in the years of crisis, reaching growths of more than 5% in three consecutive fiscal years (2013-2015). In 2016, packaging industry sales abroad grew 2%, totalling nearly 3 billion Euros.

Riera Marsá ensures that "Spanish packaging industry companies have a strong position abroad, especially in Europe, our main market, since we have achieved a good balance between the quality, price, and technology and innovation that we offer. However, it is also necessary to continue to explore new markets and strengthen our relationship with emerging countries, and with those countries that offer new commercial opportunities".

In fact, Hispack contributes towards this goal through its purchase programs to businessmen and professionals with specific projects in Latin American and Mediterranean countries. This year, Hispack, together with Foodtech, has invited 500 international purchasers to participate in business encounters with the exhibitors of both fairs which will take place between Tuesday 8 November and Friday 11 May in the Fira de Barcelona's Gran Via venue.

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A total of 29 works will receive their awards in the ceremony which will take place on 10 May

## Hispack hosts the 2017 packaging and POS Líderpack Awards ceremony

The 29 winners of the 2017 LíderPack Awards -the most important awards in packaging and Point of Sale Display (POS) Advertising in Spain- will collect their trophies on 10 May within the framework of Hispack. The awards for the works are an example of the innovation that moves the packaging and POS industry, and stand out for aspects such as the use of sustainable materials and processes, costs savings, functionality and user experience, design and the power of graphic images, as well as the improvements introduced into the logistics and distribution chain.

This year, 22 awards have been bestowed in the packaging speciality, five in the POS section, and two in “Young Design”, the category reserved for students. Among the winning proposal, the jury has awarded the “best in contest” award to two works: the *sleeve* for decorating the “Mojitos Karibeño” bottles, and the Carlsberg beer POS cardboard truck. The categories that received the highest number of candidacies were packaging for beverages and packaging for food.

The jury also chose 11 works that represented Spain in the 2018 WorldStar for Packaging, the most important packing and packaging event in the world. The nine Spanish packages that were awarded in this international competition will be able to be seen in Hispack in the Packaging & Shopper Marketing Zone activities area, which is coordinated by the Graphispack Association.

These are: L’Amphore, a wine bottle built from glass and clay; a compostable tray that minimizes food waste; the “Mojitos Karibeño” sleeve; a cardboard sanitary box with kitty litter; the Estrella Galicia 0,0 welcome pack for the Spain MotoGP Grand Prix; the Munich “my way” athletic shoe box which can be transformed into a drawer; “Bottelo”, a wrapper that can be used as ice bucket for transporting bottles; “Insdinceutics Flavo-C Ultraglican”, a case with single dose facial serum ampoules; and, “Cryovac Sealappeal PSF Zal”, a film for heat forming or heat sealing fruits and vegetables trays.

### Packaging winners

- L’Amphore, by Javier Garduño - Design study. Packaging built with glass and ground clay mixed with wax to contain a unique wine prepared in earthen vats.
- Strike Wine, by Javier Garduño - Design study. Allegory of striking wine bottles clad in *sleeves* and closes with white synthetic sealing wax that recreates a bowling game.
- “Mojitos Karibeño”, by Overlar. *Sleeve* printed in flexography with very bright inks which clads a cocktail shaker shaped bottle
- Bottelo, by Smartbag. An original and practical protective wrapping in the shape of an ice bucket for transporting wine or champagne bottles,
- Natur Green Bags. Doypack textured bags with paper effect for salts and ecological seeds.
- Stalk bag, by Flexomed. Opaque bag completely printed in white with negative texts to highlight the contents of the product.
- “Burgo de Arias Trío” by ITC Packaging. Oval-shaped and smooth, which also allows an easy demoulding of the product with 0% waste of cheese, and which in its manufacture uses 15% less plastic.
- “Chocolocuras”, by Supperstudio. Container for truffles which changes image by simply turning the cap, and which contributes notoriety and presence in the point of sale with its use of colour and *naming*.
- Casa Sendra, by Codintec. Printed label for meat products which highlights the quality of this gourmet product.

- Compostable tray by OneWorld Packaging. Manufactured with cellulose and laminated with natural film which provided ideal food barriers similar to CPET and PP trays, minimizing food wastes. Resistant to humidity and water, and suitable for ovens and microwave ovens
- Abaco by F. Faiges, container for the range of extra virgin olive oils (AOVE for its Spanish original) which includes an exclusive anti-drip plug to add the exact dose in an easy and clean manner. It is light, recyclable, and economically shaped.
- Mattblack with Cordón Negro by Freixenet, by Sleever International. A sleeve with party decorations which provides a luxurious and glamorous *look* to champagne bottles.
- Insdinceutics Flavo-C Ultraglican, by Durero Packaging. A pack with clear and elegant graphics formed by a case in which the presentation of the ampoules has a “pop up” effect to surprise the user, facilitating the access to the single doses.
- Pallet-Box by Cartonajes Lantegi. A pallet that prevents packaging retentions in continuous production lines;
- Delivery Box, by Flexomed. An airtight and isothermal box for the Internet sale and home shipping of fresh and frozen products
- SRP Freskibo, by SaicaPack. A secondary packaging for the transport and placement of fresh products in the refrigerated sector
- Cryovac Sealappeal PSF Zal by Sealed Air Packaging. This is a highly peelable retractable film designed for heat forming or heat sealing applications of fourth tier product trays.
- Sanitary kitty litter box by Cartonajes Internacional;
- Ecobox container by Cartonajes Lantegi with a capacity of up to 1,1m<sup>3</sup> for storing packaged or bulk foods.
- The Munich “my way” athletic shoe box by Berneda, used in online shipping, and manufactured by Miralles Cartonajes, which transforms into a practical drawer for storing shoes in the closet
- The Welcome Pack Estrella Galicia 0,0, designed as a gift for guests of the beer brand to the Spain MotoGP Grand Prix, which stands out for how it opens, presented by AC Pack and Grupo 76 Publicidad y Creatividad;
- Bekinsale, a reusable pack that acts as a stackable drawer, and that includes fives fashion accessories, designed by Manifesto.

#### **Young Design winners**

- Levitate, an innovative packaging for transporting marmalades in a practical and safe manner, presented by four students of the Barcelona Salesians Sarrià School,
- La Vall, a line of natural cosmetics products for a hotel chain whose minimalist image evokes magical elixirs, prepared with plants with curative and regenerative powers, designed by three Elisava students.

#### **POS winners**

- Carlsberg truck, manufactured by Indigo Brand & Retail, S.L. in easy to assemble cardboard present in many Spanish supermarkets
- Mars Halloween floor exhibition presented by Tot Display, which interacts with the end consumer, scaring him/her when he/she puts his/her hand inside;
- Volumetric delimiter by Danone for highlighting the section where the yoghurt pack is placed;
- Cylindrical podium for CH L'Eau perfume, work by Adaequo, for highlighting the product in the POS store,
- Desktop exhibitor for the “Mureva Styl” switches and buttons, manufactured by Novoprint.

Barcelona, May 2018



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## Industry 4.0 and the Circular Economy are the pillars of the development of the packaging industry **Efficiency in processes, design and sustainability, keys to the future of packaging**

Once again, Hispack will provide the keys to understanding the future of the packaging industry. With four large areas of talks and activities involving more than 200 speakers, more than 110 sessions will be held to analyse the challenges faced by packaging in terms of improving the efficiency of the production processes, logistics, sustainability, design and usability.

According to the report titled "The robots are ready. What about you?" published by Deloitte, 53% of companies have already invested in robotisation systems to improve their production processes. Packaging is one of the sectors most committed to the automation of the different manufacturing phases and the application of artificial intelligence. Industry 4.0, as it is known, pledges to increase productivity ratios, improve the return on investment and guarantee exhaustive monitoring of the entire process. The latter aspect is the one most developed to date.

"The chief investment in automation systems at the moment is for solutions to guarantee the quality of the product", explains Sergio Giménez, head of business and market development at Aimplas. "There is more online implementation of control systems capable of monitoring the entire process and generating warnings if problems arise."

This technological development is not only reflected in the production plants, as it also provides benefits for the final consumer as a result of the application of smart solutions. "Elements such as the sell-by dates of food were previously defined by statistics, which meant that much of it was not eaten. However, now there are packaging solutions enabling us to visually identify the status of the product in real time", states Giménez.

Innovation is also essential when it comes to improving efficiency in logistics. The application of simple smart labels enables us to identify the location and state of products in real time, thus improving their tracking during transport, from their departure from the warehouse to their arrival at the point of sale.

Núria Herranz Solana, ITENE's head of research into functional and smart surfaces argues that industry should develop assumable innovations which comply with the constantly evolving legislation. "We can't make very expensive smart applications for products with low added value, but perhaps for a high-end product we can invest in high-quality solutions for its packaging, as the impact on the final price will not be so high."

### **Design and sustainability**

As for Giménez, he identifies other challenges for the future of packaging. "Firstly, food safety and the development of packaging which can withstand microwaves and ovens, for example; then, the use of waste to generate sustainable materials; along the same lines, the development of the Circular Economy, which will make the ecological optimisation of packaging just as great a priority as design; and, finally, the creation of convenient packaging, increasingly suited to specific consumer profiles." In short, design and sustainability.

According to Miquel Rovira, Eurecat's director of sustainability, "packaging is one of the most innovative industries in sustainability." The expert believes that companies must apply eco-design systems to the process to design their packaging. "We have to think about the whole life cycle of what we're making, taking into account the materials we use, the energy consumed and the subsequent lives of the above materials."

In Rovira's opinion, in recent years there has been a change in the mindset of packaging producers in relation to environmental awareness. "Before, considering sustainable processes was an option adopted from corporate responsibility. Today it's a necessity, as we've boosted consumption and we want to maintain our standard of living."

In this regard, the expert thinks that the application of the Circular Economy model will be crucially important, especially in the maintenance of raw materials. "At the current consumption rate, many materials are in danger of disappearing, so their prices will tend to soar. The Circular Economy proposes alternatives which will enable us to maintain these prices at reasonable levels."

The Eurecat expert believes that technology and regulatory development will be essential for the universalisation of the Circular Economy model within the packaging sector, but not as much as consumer demands. "What is really important is for the customer to begin to value and demand responsible solutions with the environment; sustainability is now a key element in the purchase decision", he argues.

Barcelona, May 2018