



Part of

**LONDON
PACKAGING
WEEK 2022**

21 & 22 September 2022,
Olympia London

Post show report

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londonpackagingweek.com

by **EASYFAIRS**



A standout show

Packaging Innovations & Luxury Packaging London is the UK's only packaging event that brings together the FMCG, luxury and bespoke packaging communities with a dedicated show for the luxury and premium market. On the 1 & 2 December 2021, the packaging industry came together to celebrate another incredible year of innovation and luxury.

The event provided an unrivalled platform for the packaging industry that continually offers valuable connections and unforgettable experiences for visitors and exhibitors alike. By the end of the second day, connections had been made, orders had been placed, and new launches and insightful seminars had been discovered. Finally, to round off the day the community networked over a glass of bubbles.



The future of branded and inspirational packaging. Packaging Innovations London is the dedicated event for primary and secondary packaging where you can meet hundreds of leading packaging suppliers, network with like-minded peers and hear inspiring presentations from an industry leading line-up of speakers. Visitors and exhibitors alike, leave armed with knowledge about the upcoming packaging trends, the latest innovations, and developments to help their next packaging project and be inspired by those leading the future in packaging design and branding.



The event that brings premium and luxury packaging to life. Packaging is an integral part of every brand's identity and for luxury and premium brands, it can be the shelf-stand out that wins over their customer. From stunning perfume decanters to striking champagne bottles, packaging is at the heart of what makes 'luxury'. We understand that luxury is changing fast, and you need to adapt your packaging for the pressure of market trends, competition, sustainability, and the digital market, whilst keeping your luxury brand integrity.



What our visitors thought

72%

Had a great experience
at the show

70%

Engaged with the
features & seminars

74%

Would recommend the
show to a colleague

71%

Want to Attend
the Next Event

“The show has been amazing! It’s great to see what sustainable packaging is out there! Really interested in the seminars that have been on too – they’ve been really informative!”

Georgia McIntyre, Sustainability Executive

HOTEL
Chocolat.

“Thank you for organising this event, it’s a breath of fresh air to visit... after attending digital events... it’s not the same as attending an actual exhibition especially when it comes to packaging, the feel, the touch, the texture, the printing, the colour”

David Jobling, Supplier Quality Manager

ghd

“I love the show and come every year!”

Tamara Thomas, Sustainable Packaging Manager

M&S

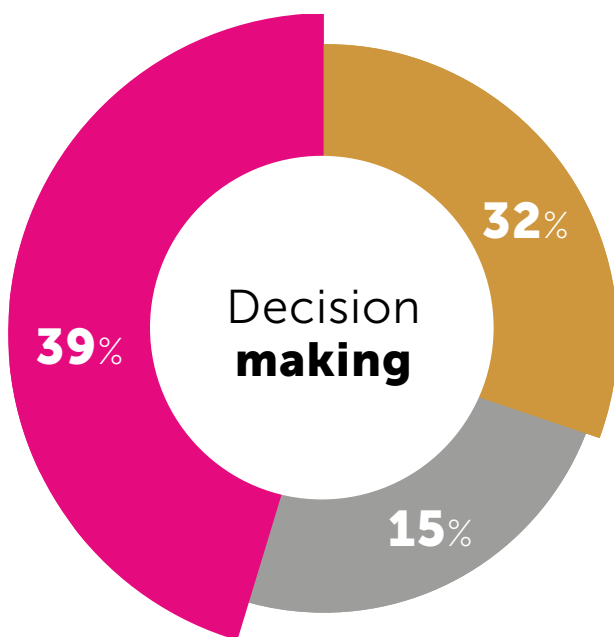
Visitor profile

Decision Making

39% I make the final decision

32% I influence

15% I specify



Interested in

69% Luxury & Premium Packaging

47% Biodegradable/Compostable/Bio Plastic

45% Carton Packaging

42% Labels

40% Sustainable Design

36% Paper/Board Materials

31% Bags

31% Corrugated Packaging

30% Glass Packaging

27% Rigid Board Packaging

27% Digital Printing/Personalisation

26% Intelligent & Smart Packaging

26% Presentation Packaging

“ We’ve found the show so inspiring; it’s been fantastic to see what’s new. The talks have been especially interesting – you just can’t replace that virtually!”

Katie Stockill, Packaging Designer



Sample of visitors

Packaging Innovations & Luxury Packaging 2021 had a wide range of attendees from Directors to designers, from the beauty industry to the chemical and pharmaceutical industry. Here is a breakdown of the 2021 visitors.



Industries



Brands attended



What our exhibitors thought

94%

Would recommend the show to a colleague

94%

Had a great experience at the show

88%

Rebooked onsite for London Packaging Week 2022

“ We love it here. This show has been great for us. By halfway through the first day we had more leads than we usually manage over both days! We’ve already rebooked for next year.”

David Richards, Managing Director, Amberley Labels



Highlights of the 2021 show



NEW FOR 2021 - The £10 Billion Pound Debate

Following on from the year-on-year success of the Big Carbon Debate and Big Plastics debate, 2021 wanted to target the current and critical issue of rising costs in materials, manufacturing, and business with the roll out of new government constraints. Industry thought leaders came together to test the limits of, and debate, the new government's packaging initiatives to manage waste control. The debate sparked a thought-provoking conversation and found itself as being notes as one of the most popular features at the show.



The Plastics Debate

One of the most popular discussions at Packaging Innovations & Luxury Packaging, was the plastics debate: Plastics bad, other materials good? New frontiers in tackling the UK's packaging materials footprint. The discussion began by introducing a study completed by WWF and Tesco, to determine both social and environmental impacts associated with the supply chains of a range of materials, challenging pre-existing perspectives around the overall impacts of the supply chains for both plastics and other materials. This was followed by a live Q&A hosted by a panel of sustainability experts in the packaging industry, encouraging a rigorous and enthusiastic debate from the overwhelming crowd of visitors. Easily one of the most talked about highlights of the show.



Innovation Showcase

Innovation lies at the heart of our show and so this popular feature returned to shine a light on the fantastic work our suppliers have done over the last year. The Innovation Showcase sees 7 finalists and their ground-breaking solutions compete to win the title of 'Most Innovative Pack'. The winner for 2021 was Flexi Hex with their cosmetic beauty packaging. Flexi Air was designed for the cosmetics industry. Flexi Air is a lightweight sleeve made from tissue paper; its packaging looks delicate but is simultaneously strong. This is a single solution that protects beauty products of all shapes and sizes.

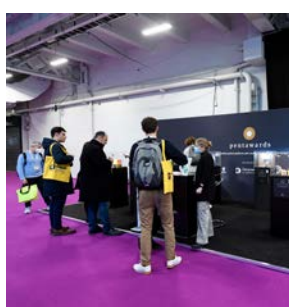


Highlights of the 2021 show



O-I Design Awards

For this UK competition, design students across the globe, and others under the age of 30, were invited to design innovative and appealing glass packaging for a spirit's brand with the challenging theme of sustainability and had to enhance premium cues. The winner of the 2021 O-I Design Award was Rebecca Edwards with her Norse legends inspired bottle by utilising the potential for complex, detailed relief printing to offer a unique texture on the snakeskin and capturing the essence of premium drinks.



Pentawards Winners' Exhibit

Pentawards partnered with Packaging Innovations & Luxury Packaging and brought some exclusive content to the 2021 show. As the Pentawards community has grown, so too has its position as a connector between the various layers within the packaging value chain. Their unique position enabled Pentawards to use its extensive networks to host events and talks that created a space where thought leaders and creative innovators across each pillar within the packaging value chain were able to convene. Their winner's exhibit was an exclusive display showcasing the 2021 Pentawards competition winners, offered a unique opportunity to gain a global perspective on the best and most creative achievements in packaging design from 2021.



The Luxury Packaging Awards

This year saw the Luxury Packaging Awards, hosted by Packaging News editor, Philip Chadwick, and held at the 2021 Packaging Innovations & Luxury Packaging show. The awards allowed the discovery of the best packs of the past year in the premium and luxury markets in categories such as cosmetics and personal care, drinks, technical achievement, and limited editions. The list of winners included the likes of The Craft Irish Whiskey Co, Pusterla, Dyson, and many more.



The Packaging Consultancy Clinic

A popular, returning, feature of Packaging Innovations & Luxury Packaging 2021 was the Packaging Consultancy Clinic, hosted by IOM3. The clinic offered the opportunity to speak to a round table of experts to discuss the pressing issues of the packaging industry and gain personalised insight to the possible solutions and guidance on their respective packs. We heard from a host of industry experts, discussing packaging needs from general packaging and design and testing to transportation and shipping, in addition to the major focus this year on sustainability and recycling.

Advertising & promotion

We value quality and understand our exhibitors share our values. We want to ensure that people coming to our events are buying what the suppliers are selling. That's why we employ a rigorous advertising campaign, ensuring it reaches out to everyone involved in all stages of packaging process in the run up to the show. This is executed through a combination of targeted emails, newsletters, advertising, social media, mailing, promotion and editorial. Here is a breakdown of where the show was promoted.

PR reach / coverage per show

Total pieces of coverage - **155**
Total Circulation - **6.23m**

PR reach / coverage at and post-show (to date)

Total pieces of coverage - **7**
Total Circulation - **92,991**

Marketing campaign

- Internal database of 50,000 packaging professionals
- Advertising across over 25 key packaging media publications
- Event platform to manage your marketing and increase your exposure
- Extensive digital, print, and social marketing campaign

“The event brings the right kind of visitors, it's a more focused and targeted event and I had wonderful conversations with several potential customers.”

John Tan, Sales Director,
Neuera Packaging

Social platforms

Twitter - **18.6k**
Instagram - **11.3k**
Facebook - **2.3k**
Linkedin - **4.2k**





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The vibrant new home of packaging innovation in the uk's capital

Ten years ago, Easyfairs launched Packaging Innovations London and Luxury Packaging London, creating the first true meeting place for packaging designers, technologists and suppliers in the capital. Today, with the growing need for more focused face-to-face and digital experiences, it is time to begin a new chapter for London's packaging community.

We are proud to present London Packaging Week – a series of four events bringing a new, sharper focus on packaging development for the capital's key luxury and FMCG markets.

The events, launching in September 2022, each target a specific community. But they will combine to create a dynamic and inspirational new environment that will drive packaging innovation, business and connections at the heart of the UK's consumer products market.

SECURE YOUR STAND NOW >

+44 (0)20 3196 4354

By booking early you'll receive added value through our online campaign, securing the best stand locations and take advantage of our extensive PR opportunities



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DISCOVER THE EVENT >
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