



Post Show Report

PACK EXPO International

Chicago, Illinois • October 14–17, 2018



Sales Leads

Badge Scans

By Country	Chicago 2018	Chicago 2016
U.S.	356	218
Canada	14	20
Mexico	13	3
Central & South America	9	8
Europe/Asia/Other	14	25
Totals	406	274

By Product Type**	Chicago 2018	Chicago 2016
Box on Demand	92	-
Case Erectors	24	
E-Commerce	33	
End of Line	12	
Equipment (in general)	40	
General Information	15	
Jivaro	4	
Meta e	22	
Other	24	
Packaging (in general)	27	
Shelf-Ready Packaging	20	
Trayformers	10	

**Counts based on lead retrieval custom qualifiers

By Division*	Chicago 2018	Chicago 2016
APS		249
Corrugated		5
Beverage		1
Folding Carton		10
Graphic Solutions	1	1
Home, Healthy & Beauty	-	1
Merchandising Display		2
Paper		-
RTS Packaging		-
Suppliers/Other		5
Totals	406	274

*Counts derived from lead retrieval custom qualifiers and notes.

Marketing & Advertising Leads

Listing on the PACK EXPO website	104	114
Packaging World product email blast	76	
Packaging World video e-blast	133	
Packaging World "Spotlight on Pack Expo"	28	60
	341	174

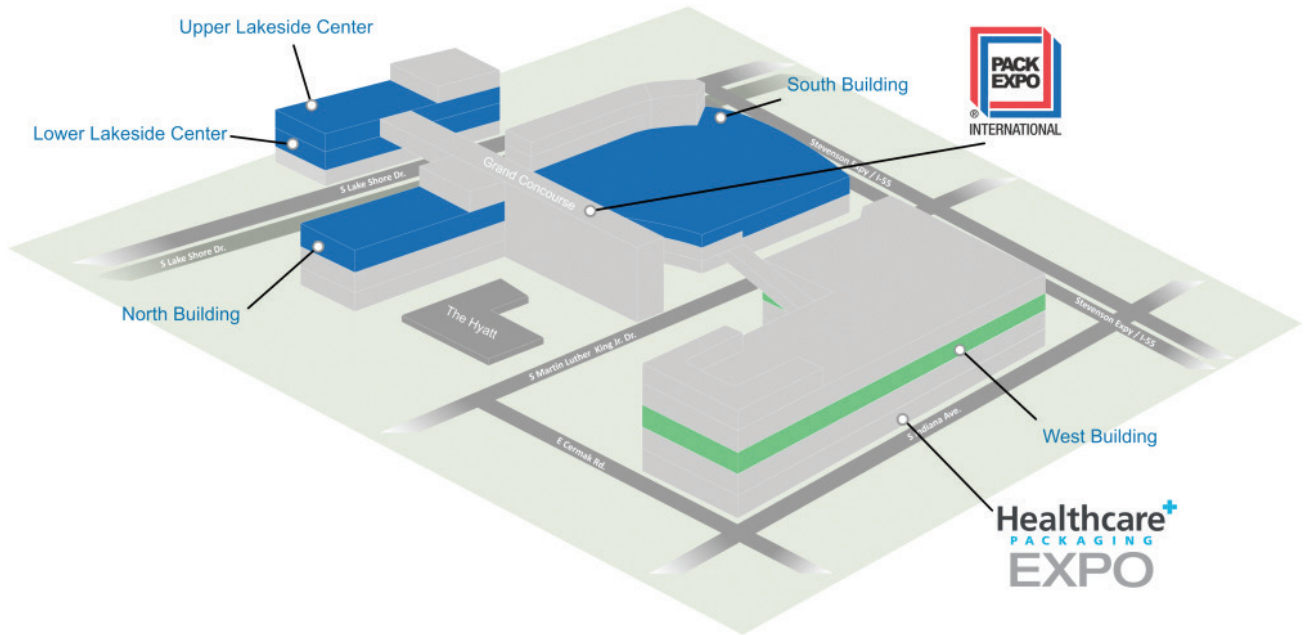
ROI History

Year	Leads		Equipment Sales	Expected Corrugated Pull	ROI*
	Total	APS			
2018					TBD
2017	657	607	██████████	██████████	\$233.65 to \$1
2016	579	554	██████████	██████████	\$133.02 to \$1
2015	469	433	██████████	██████████	\$195.25 to \$1
2014	609	487	██████████	██████████	\$84.68 to \$1

*ROI = Year-over-year (YOY) equipment sales + corrugated / show costs (for every dollar spent)

Exhibit Details

Venue Overview



WestRock

South Building

Booth number:

#S-2122 South Building

Exhibit size:

60' x 87' (5220 sq. ft.) peninsula

Box On Demand®

North Building

Booth number:

#N-4947 North Building

Exhibit size:

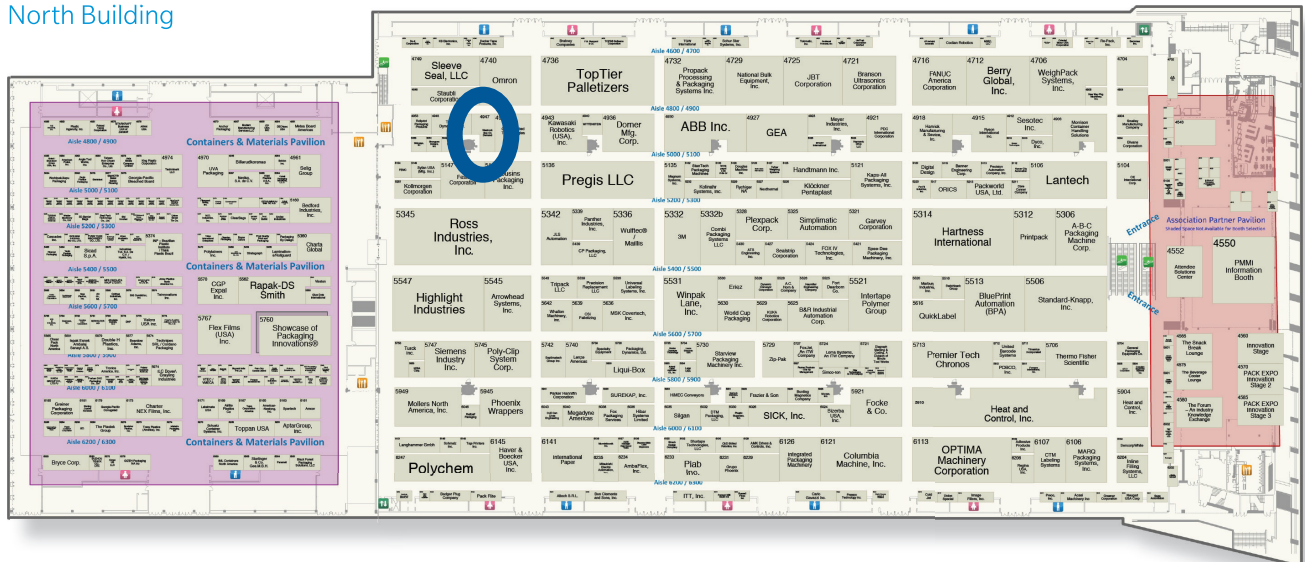
715 sq. ft.

Floor Plans

South Building



North Building



Booth Images

WestRock



Booth Images

Box On Demand®



Show Messaging

With the numerous evolving pressures effecting manufacturing's End of Line and distribution channels, we repositioned our messaging for this year's show. Many of the attendees are in selling scenario #2: they know the problem, but not the solution. By utilizing Business Intelligence, we can engage the audience with questions about the challenges they face, incorporating a tag line that alludes to the "How" of the possible solution followed by a call to action.

Example:

What's keeping you up at night?

Yes, we can solve that too.

Come talk to us at PACK EXPO International, booth S-2122.

What's keeping you up at night?

Efficiencies **Production Stops** Sustainability
Growing Sales
E-COMMERCE LABOR
Multiple Configurations SPEED-TO-MARKET Customization
DAMAGE Shelf-Ready Packaging
Lowering Costs DIM WEIGHT SKU PROLIFERATION
Speeding up Operations Channel Pressures
Void Fill Reduction

Yes, we can solve that too.

WestRock's Automated Packaging Systems performance matches our equipment with our innovative corrugated designs to provide an optimized solution that works with your processes, speeds up your operations, and lowers your costs regardless of production scale. From a single case erector to a fully integrated line design, we have the expertise to propose efficiencies that can positively impact your bottom line.

Come talk to us at PACK EXPO International, booth #S-2122.
Or call us at 407.843.1300 to find out more.

westrock.com/aps 

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Product Focus

- Retail- and shelf-ready packaging
- E-commerce packaging solutions

Featured Machines/Structures

WestRock:

- Meta® 150
- Meta® 150
- Meta® e
- CE1515 Erector
- Compack 1.4 SBS
- Meta® 8 w/Centering
- Meta® 2-Piece SRP w/Centering & Meta 4 w/Centering
- Meta® e
- Pop-n-Shop®
- Fanfold random print

WestRock Box on Demand:

- Compack EVO 2.5 Inline SBS
- Matrix Dimensioning System
- Fanfold random print

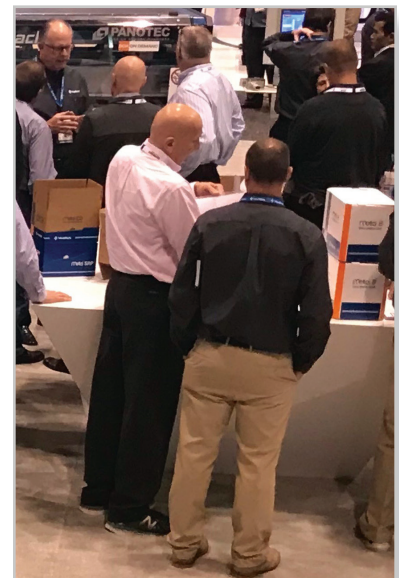
In-Booth Meetings

A number of in-booth meetings were scheduled prior to the show. Approximately twenty-two customer meetings were held in the booth over the four days of the event:



Successes

1. Openness of the booth layout brought about greater customer engagement.
2. Spacing of equipment allowed for efficient traffic flow.
3. Placement of power and electrical was good.
4. Demonstration table was well received and created a central location for dialogue with visitors.
5. MultiTaction touch screen was a winner with booth staff and attendees alike.
6. Additional seating area in the e-commerce section afforded additional seating for impromptu meetings and spontaneous conversations with trade publications.
7. Display space was moved to the lower level of the booth, making it easily accessible from the equipment on the show floor. The retail mural added to the ambiance of the space, producing an environment that appeared larger than it actually was.
8. Storage provided ample room for blanks, tools and other necessities.
9. Staff room was larger than in the recent past, offering space to booth staff for conducting a quick phone call or attending to other urgent business matters.
10. The video screen was a very useful tool. It provided visitors the ability to watch a wide selection of videos.
11. The flow of the booth worked well for people coming in and out of the booth. Even the space between the machine and the wall made an easy entrance/exit for anyone around the booth.
12. The matrix scanning table was a success. Visitors were able to see first hand how easy the scanning processes is, and how it can be integrated into their workflow.



Challenges & Opportunities

1. Ambient noise in the conference rooms remain an issue. “Ceiling” solutions, which will require rooms to be temperature controlled, are being considered moving forward.
2. The larger conference room needed to be larger than the extra 1-foot width that was allotted.
3. A noticeable sway on the upper deck gave the impression of instability.
5. Add “Graphics Solutions” to the list of lead qualifiers on the lead retrieval device.
5. Although the staff room was larger than in the recent past, the space did not work well as a staging area. The remedy is to set up a staging area in the storage room with ample work space and power.



Advertising & Promotional Marketing

Print Ad Campaign

CPA partners with PMMI
Agreement expands CPA's role in the industry and enhances member services.

PACKAGING & PROCESSING WOMEN'S LEADERSHIP NETWORK
EMPOWERING WOMEN IN MANUFACTURING
TUESDAY, OCTOBER 16 - ROOM E-450
7:30 a.m. - 9:00 a.m.

Join the Packaging & Processing Women's Leadership Network for a complimentary breakfast and networking session. Meet other women in the industry - and how you can identify your workplace.

What's keeping you up at night?

Efficiencies Production Stops Growing Sales Sustainability LABOR
E-COMMERCE SPEED-TO-MARKET
Multiple Configurations DAMAGE Shelf-Ready Packaging
Lowering Costs SKU PROLIFERATION
Operations Void Fill Reduction
DIM WEIGHT Channel Pressures

Yes, we can solve that too.

WestRock Automated Packaging Systems partners with our equipment cells for innovation, customized designs to provide an optimal solution for each and every application, turnkey up-front operations, and heavy-duty construction for long-term reliability. From an end-user's perspective, we have the expertise to support efficiencies that can positively impact your bottom line.

Come talk to us at PACK EXPO International, booth #5-2122.
Or call us at 407.843.1300 to find out more.

westrock.com/apps WestRock

Harpak-ULMA partners with Rockwell and PTC
Companies collaborate to deliver connected machines integrated with ERP and augmented reality platforms.

PACKAGING & PROCESSING WOMEN'S LEADERSHIP NETWORK
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Join the Packaging & Processing Women's Leadership Network for a complimentary breakfast and networking session. Meet other women in the industry - and how you can identify your workplace.

Looking for an e-commerce solution?
Yes, we can solve that too.

WestRock's Automated Packaging Systems offers a variety of e-commerce packaging solutions designed to lower your shipping costs. Let it help you determine the right solution for your products, your packaging, your warehouse and your customer.

Come talk to us at PACK EXPO International, booth #5-2122.
Or call us at 407.843.1300 to find out more.

westrock.com/apps WestRock

What's keeping you up at night?
Yes, we can solve that too.

Looking for an e-commerce solution?
Yes, we can solve that too.

From primary packaging to end-of-line
ProMach introduces machines for every function, industry.

PACKAGING & PROCESSING WOMEN'S LEADERSHIP NETWORK
EMPOWERING WOMEN IN MANUFACTURING
TUESDAY, OCTOBER 16 - ROOM E-450
7:30 a.m. - 9:00 a.m.

Join the Packaging & Processing Women's Leadership Network for a complimentary breakfast and networking session. Meet other women in the industry - and how you can identify your workplace.

Challenged by competing SRP specifications?
Yes, we can solve that too.

WestRock's Automated Packaging Systems' innovation, skills and solid study packaging solutions enable in-house automation for most applications. But not all. For those applications, WestRock provides a wider portfolio of solutions to meet your needs. From an end-user's perspective, we have the expertise to support efficiencies that can positively impact your bottom line.

Come talk to us at PACK EXPO International, booth #5-2122.
Or call us at 407.843.1300 to find out more.

westrock.com/apps WestRock

All in best!

Dow honors award winners

Students PACK the EXPO

Shipping odd-sized items?
Yes, we can solve that too.

Variable packaging is the new normal. That's why WestRock's Automated Packaging Systems offers Box on Demand technology to create the right size, shape and material for your products. From an end-user's perspective, we have the expertise to support efficiencies that can positively impact your bottom line.

Come talk to us at PACK EXPO International, booth #5-4947.
Or call us at 407.843.1300 to find out more.

westrock.com/apps - boxondemand.com WestRock BOX ON DEMAND

Challenged by competing SRP specifications?
Yes, we can solve that too.

Shipping odd-sized items?
Yes, we can solve that too.

Email Campaign

Subject:

What's keeping you up at night?



Pre-Show #1

Sent: [REDACTED]
 *Opened: [REDACTED]
 Open Rate: **28.8%**
 Clicks: [REDACTED]
 Forwards: [REDACTED]
 Bounces: [REDACTED]
 Did Not Open: [REDACTED]

Subject:

Looking for an e-commerce solution?

Preheader:

Yes, we can solve that, too.



Pre-Show #2

Sent: [REDACTED]
 *Opened: [REDACTED]
 Open Rate: **44.0%**
 Clicks: [REDACTED]
 Forwards: [REDACTED]
 Bounces: [REDACTED]
 Did Not Open: [REDACTED]

Subject:

Challenged by competing SRP specifications?

Preheader:

Yes, we can solve that, too.



Pre-Show #3

Sent: [REDACTED]
 *Opened: [REDACTED]
 Open Rate: **54.2%**
 Clicks: [REDACTED]
 Forwards: [REDACTED]
 Bounces: [REDACTED]
 Did Not Open: [REDACTED]

*Counts do not include WestRock employees seeded on email lists.

Subject:
Shipping odd-sized boxes?

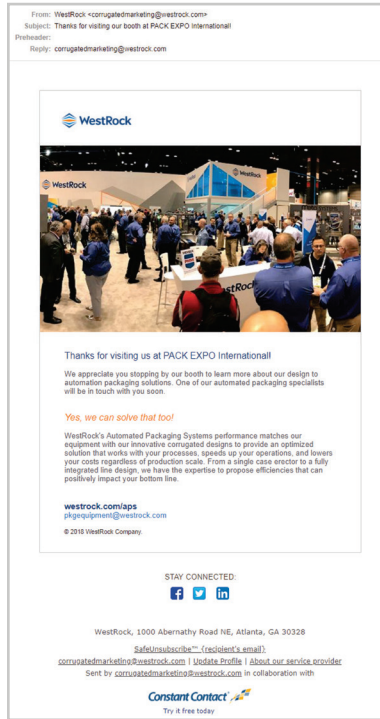
Preheader:
Yes, we can solve that, too.



Pre-Show #4

Sent: [redacted]
*Opened: [redacted]
Open Rate: **50.0%**
Clicks: [redacted]
Forwards: [redacted]
Bounces: [redacted]
Did Not Open: [redacted]

Subject:
Thanks for visiting our booth
at PACK EXPO International!



Post Show

Sent: [redacted]
*Opened: [redacted]
Open Rate: **42.2%**
Clicks: [redacted]
Forwards: [redacted]
Bounces: [redacted]
Did Not Open: [redacted]

*Counts do not include WestRock employees seeded on email lists.

PACK EXPO Online Listing

CO-LOCATED
Healthcare
EXPO
INTERNATIONAL

THE
MAIN EVENT
October 14-17, 2010
McCormick Place
Chicago, Illinois USA

Search The Show Premium Exhibitors Education Floor Plan My Show Planner Show Website
Login Print Help Share

Home / Search Results / WestRock

WestRock

WestRock
4364 SW 34th Street
Orlando, FL 32811
USA
P: (407) 843-1300
http://www.westrock.com/aps

View on Floor Plan:
South Building - S-2122

Add to My Show

ABOUT WESTROCK
Think of us as your packaging solutions provider.

Whatever your challenge is, WestRock has probably solved it for one or more of our many customers. As a vertically integrated manufacturer of custom corrugated and consumer packaging, we provide a broad range of high quality packaging solutions designed to protect, ship, promote and display your products.

Did you know we have an in-house machinery manufacturing division?
That's right. We fabricate a complete line of precision, semi and fully-automatic case equipment for customers in a variety of markets, for all types of products, and in multiple line speeds. Our Automatic Packaging Systems group, located in Orlando, Florida, provides custom turnkey solutions by focusing on innovative structural design and technology to improve our customers' production line performance and optimize their supply chains.

We go beyond the box.
Our Automated Packaging Systems group is strategically linked to our corrugated-container division where together we performance match our machines with our corrugated containers to provide an optimized solution that works with your processes, speeds up your operations, and lowers your costs regardless of production scale. From a single case erector to a fully integrated line design, we have the expertise to go beyond the box to propose efficiencies that can positively impact your bottom line.

Challenged by competing SRP specifications?
Yes, we can solve that too.
Our innovative shelf- and retail-ready packaging solutions enable in-house automation for scalable customization that reduces the need for out-of-house repackaging. Replenish products easier, increase product availability, and improve shopper satisfaction with one and two-piece designs that deliver superior shipping container performance while maximizing your brand message at the point of sale.

Looking for an e-commerce solution?
Yes, we can solve that too.
We deliver packaging solutions designed to lower your e-commerce shipping costs by reducing the dimensional factor in the DIM weight calculation of your shipment, eliminating costly void fill materials that consume valuable storage space, and providing better product protection during transport. Our solutions are flexible, scalable and 100% recyclable.

Shipping odd-sized items?
Yes, we can solve that too.
Because variable packaging is the new normal, we offer Box on Demand® so you can make any box, sized right, every time - on site and on demand. Visit WestRock's Box on Demand booth at N-4947 to learn how our right-sizing packaging solutions streamline packing and decrease the likelihood of product damage. If it varies, it fits.

For solutions to these questions and more, come talk to us in booth S-2122. See for yourself how our legacy of experience and innovation is bridging the gap between production disruption and production optimization and delivering value to our customers that goes beyond the box.

Stats

1650
Views

109
Clicks

83
Leads

VIEWS

The number of times our company's online listing has been visited.


CLICKS

How many times our company's website was clicked on from your online listing.

83 LEADS

The number of people who have shared their contact information with us.

Website Landing Page



Browse Markets

Company Sustainability News Careers Investors Contact us

Search for products & more

(EXAMPLE: 'PACKAGING AUTOMATION')

Join us at Pack Expo International from October 14 - 17, 2018 in McCormick Place, Chicago, IL

We will showcase the latest packaging and machinery solutions for e-commerce and shelf-ready packaging at this year's show.

Our packaging design to automation solutions address customer's needs at any stage of their growth cycle. From low-to-high volume or from manual-to-high speed, our customized solutions work with your processes, speeds up your operations, and lowers your cost.

We have the expertise to propose efficiencies that can positively impact your bottom line.

Visit us at booth S-2122 and #N-4947.

What's keeping you up at night?

Efficiencies

Production Stops

Growing Sales

E-COMMERCE

LABOR

Sustainability


Multiple Configurations SPEED-TO-MARKET
DAMAGE Shelf-Ready Packaging
Lowering Costs SKU PROLIFERATION
Speeding up Channel Pressures
Operations Void Fill Reduction
DOW WEIGHT Customization

Yes, we can solve that too.


We invite you to visit us at Pack Expo 2018!

Click below for free registration using the code: 68N31 during check out!


Register Here




Featured Products




Meta[®] Pop-n-Shop[®] Container




Meta[®] CD (case display)



Meta[®]e (e-Commerce design)



Meta[®] 150 Case Former




Packomatic[®] Series

WestRock is a leading provider of differentiated paper and packaging solutions that designs and manufactures its own packaging equipment—providing one point of contact for your packaging and automation needs.


Automated Packaging Systems deliver efficiency solutions for customers across a wide range of markets, for all types of products, and in multiple line speeds.

Click below to get more information about our automated packaging systems.

Learn More





<p>MARKETS</p> <ul style="list-style-type: none"> Beverage Commercial Printing Food Foodservice Healthcare Home & Garden Retail Tobacco 	<p>PRODUCTS</p> <ul style="list-style-type: none"> Corrugated Containers Containerboard Folding Cartons Paperboard Displays Kraft Paper Pulp Partitions & Protective Packaging Recycling 	<p>COUNTRIES</p> <ul style="list-style-type: none"> All Countries Brazil China India 	<p>COMPANY</p> <ul style="list-style-type: none"> CAREERS INSIGHTS CUSTOMER RESOURCES SUPPLIER RESOURCES SUSTAINABILITY FOREST RESOURCES NEWS INVESTORS GOVERNMENT RELATIONS CONTACT US
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Social Media

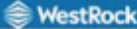
Facebook

  **WestRock**
Oct 15, 12:25 pm · 🌐

What's keeping you up at night? Yes, we can solve that too. From packaging design to automation solutions, we can help solve your challenges. Learn more about our automation capabilities here:



Visit us at Booth S-2122!
Pack Expo International on
October 14-17 in Chicago!


 WestRock

PackExpo


60 Link Clicks	0 Conversions	0 Comments
61 Likes	7 Shares	2.8K Impressions


Scheduled in Pack Expo by Greg Cohen on Oct 15, 12:25pm via UI

LinkedIn

 **WestRock Company** 52,199 followers
1mo

The WestRock Box on Demand® technology is the newest addition to our automation portfolio! This week @packexposhow discover how you can eliminate void fill, reduce DIM weight and ...see more



 WestRock

PackExpo
westrock.com

79 Likes

👍 Like 💬 Comment ➦ Share

Twitter

WestRock @WestRock · Sep 17
We're showcasing our latest packaging and automation solutions for shelf-ready packaging and e-commerce! Click here for free registration okt.to/JXO2AE

Join us at the **Pack Expo International**
October 14 - 17 in Chicago, Illinois!

meta CD
Two-piece shelf-ready

WestRock

1 11

Public Relations

Packaging World

WESTROCK

meta CD

0: / 1:35

720p

Sponsorships

Tower Ad:

What's keeping you up at night?

Efficiencies **Production Stops** Sustainability
Growing Sales
E-COMMERCE **LABOR**
 Multiple Configurations SPEED-TO-MARKET
DAMAGE Shelf-Ready Packaging
Lowering Costs **SKU PROLIFERATION** Customization
 Speeding up Operations **Channel Pressures**
 DIM WEIGHT Void Fill Reduction

Yes, we can solve that too.
 Packaging design and automation solutions.
 Come talk to us in Booth # S-2122.

© 2018 WestRock Company. westrock.com/aps 

Escalator Branding (South Hall):




Show Guide (Tabbed Divider Ad):

What's keeping you up at night?

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 Packaging design and automation solutions.
 Come talk to us in booths #S-2122 and #N-4947.

westrock.com/aps 

CO-LOCATED
PACK EXPO **Healthcare® EXPO**
 INTERNATIONAL

McCormick Place Overview

Lower Labette Center
 Upper Labette Center
 South Building
 West Building

Healthcare Packaging EXPO
 West Building W-300-W-399

PACK EXPO International
 South Building S-1400-S-439
 North Building N-400-N-499
 Lower Labette Center E-800-E-899
 Lower Labette Center E-900-E-1199

Complementary Wi-Fi throughout McCormick Place
 powered by **OTIRON**

McCormick Place Video Wall / Shuttle Buses:

Click on the image to play.



Online Pre-Roll:

Click on the image to play.



Digital Postcard Invite

What's keeping you up at night?

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LABOR
Multiple Configurations SPEED-TO-MARKET
DAMAGE **Shelf-Ready Packaging**
Lowering Costs **SKU PROLIFERATION**
Channel Pressures
Void Fill Reduction

Efficiencies
 Sustainability
 Customization
 DIM WEIGHT
 Speeding up Operations

Yes, we can solve that too.

Come talk to us at PACK EXPO International,
 WestRock booth #S-2122 and
 Box on Demand booth #N-4947.

westrock.com/apps
 Visit our PACK EXPO page

Registration is on us!

- Go to packexpointernational.com
- Click on the red button in the upper right hand corner
- Click the round yellow Attendee button on the left side of the page
- Follow the prompts
- Enter the complimentary code into the designated box
- The registration fee will be waived prior to checkout

WestRock complimentary code: **68N31**
 Box on Demand complimentary code: **64W36**

Expiration date: October 13, 2018.

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Literature

What's keeping you up at night?

Production Stops
Growing Sales
E-COMMERCE
LABOR
Multiple Configurations SPEED-TO-MARKET
DAMAGE **Shelf-Ready Packaging**
Lowering Costs **SKU PROLIFERATION**
Channel Pressures
Void Fill Reduction

Efficiencies
 Sustainability
 Customization
 DIM WEIGHT
 Speeding up Operations

Yes, we can solve that too.

WestRock delivers value.

LOWER YOUR TOTAL COSTS
CHANGE YOUR SALES
IMPROVE YOUR LIFE
SHOW YOUR SUSTAINABILITY

Through our innovative structural designs and automation we can help you:

- Improve manufacturing efficiency
- Reduce labor and material costs
- Reduce product damage and waste
- Reduce floor utilization
- Get ahead of retail and brand sales

westrock.com/apps
 Phone: 877.84.1515
 Email: packexpo@westrock.com

Ship. Protect. Ship.

Challenged by competing SRP specifications?
Yes, we can solve that too.

Our innovative shelf- and retail-ready packaging solutions enable in-house automation for scalable customization that reduces the need for out-of-house reworking. Our one and two-piece designs deliver superior shipping container performance while maximizing your brand message at the point of sale.

Reduce damage. Eliminate void fill. Lower shipping costs.

Looking for an e-commerce solution?
Yes, we can solve that too.

We utilize packaging and automation solutions designed to lower your e-commerce shipping costs by reducing DIM weight, eliminating costly void fill materials, and providing better product protection during transport. Our solutions are flexible, scalable and 100% recyclable.

A custom box. The right size. Every time.

Shipping odd-sized items?
Yes, we can solve that too.

Because reliable and aging is the new normal, we offer Box on Demand® so you can make any box, sized right, every time – on site and on demand. Take control over your shipping costs with technology engineered for today's dynamic packing environment. If it varies, it fits.

BOX ON DEMAND

Next Year's Show

PACK EXPO Las Vegas 2019

Next year's PACK EXPO will be held September 23 - 25, 2019 at the Las Vegas Convention Center in Las Vegas, NV.

Booth Number:
#C-2223 (Central Hall)

Exhibit Size:
40' x 110' = 4,510 square feet

