



Featuring



# THE MUST-ATTEND EVENT

12 & 13 February 2025 | Halls 3 & 3a, NEC Birmingham

Connecting the entire packaging supply chain

3

Events

6,900+

Visitors

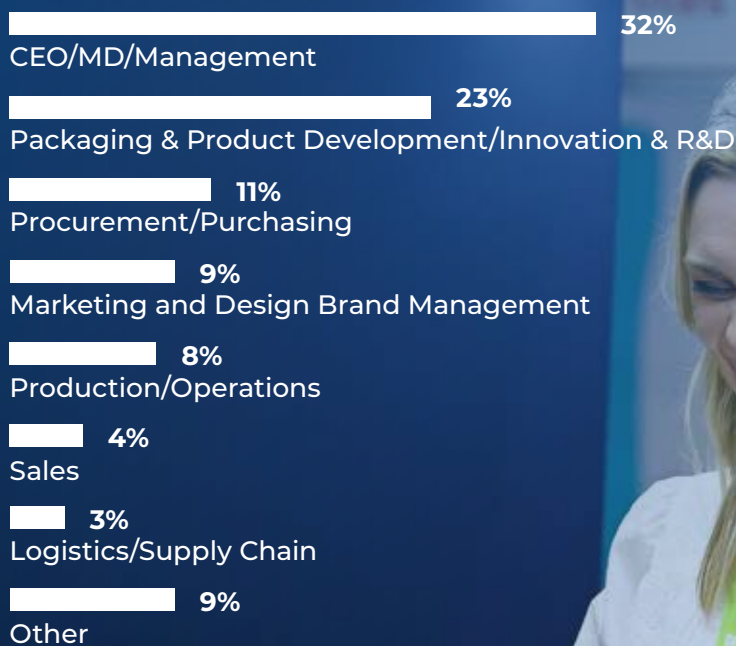
430+

Exhibitor

86

Average leads per stand

## TOP JOB FUNCTIONS ATTENDING



Scan to discover  
the show



“

Packaging Innovations and Empack has been a really great show and has been very busy. It is great for connecting with the industry and amazing for us to show off our product innovations.”

Jessica Weaver

Marketing & Communications Manager

COVERIS

by EASYFAIRS

# DRIVING THE FUTURE OF PACKAGING INNOVATIONS

Packaging Innovations is the event that caters to the latest primary and secondary packaging trends in the FMCG industry. It offers a platform for you to showcase your products in the food and beverage, personal care, household, pharmaceutical and e-commerce sectors. The show is an unparalleled meeting place for suppliers to build relationships with key decision-makers, expanding their customer portfolio with new projects and clients, as well as maintain relationships with existing buyers. Packaging Innovations will feature three focused zones in 2025; Food Service, Label & Print and new for this year, Smart Packaging.

## NEW SMART PACKAGING

Shaping the future of packaging, this zone unites innovators and leading suppliers of smart packaging solutions. Designed for suppliers who offers smart/intelligent packaging solutions such as NFC chips, RFID tags, and AR, it is the ideal environment to showcase interactive and unique packaging that provides a futuristic experience for customers and brand owners alike.

### SOME KEY JOB FUNCTIONS ATTENDING

- Head of Innovation
- Research and Development
- Business Development
- Head of Digital
- Project Managers
- Packaging Technologist



### BRANDS ATTENDING



and many more SMEs

## FOODSERVICE

Supported by fpa

Gain direct access to the UK's leading retailers and food-to-go outlets at the Foodservice zone. The zone is perfect for suppliers who have solutions for the rapidly expanding food to go market and will attract buyers and specifiers seeking a stronger focus on sustainability, shelf life, disposal/recyclability and much more.

### SOME KEY JOB FUNCTIONS ATTENDING

- Head of Procurement
- Buyer
- CEO/Managing Director/Owner
- Head of Sustainability
- Head of Corporate Social Responsibility



### BRANDS ATTENDING



and many more SMEs

## LABEL & PRINT

The production process is pivotal in the success of the end product. The zone brings together suppliers of machines, software, materials, consumables and production related solutions across label, corrugated, flexible packaging and print finishing. Meet and connect with leading converters and brands who want to invest in new technology and diversify their production capabilities.

### SOME KEY JOB FUNCTIONS ATTENDING

- Head of Production
- Head of Operations (Post & Pre-Press)
- C-Level Decision makers
- Software Managers
- Head of R & D



### BRANDS ATTENDING



**SECURE YOUR STAND** +44 (0)20 3196 4354 | [packagingbirmingham.com](https://packagingbirmingham.com)

# THE HOME FOR CONTRACT PACKING AND FULFILMENT SERVICES IN THE UK



CONTRACT PACK  
& FULFILMENT



Contract Pack & Fulfilment, in conjunction with the BCMPA, is the UK's sole annual event dedicated to outsourced packing, co-packing, contract manufacturing, and fulfilment services. It serves as the ultimate hub for brand owners and retailers across many verticals to find trusted outsourcing partners like you, who offer a range of solutions, including co-packing, product formulation, filling, gift packing, and e-commerce fulfilment.



*BCMPA enjoys its relationship with Easyfairs in Contract Pack & Fulfilment. It was a really busy first day, our members responded positively, and we were able to meet relevant suppliers for outsourcing options. Contract Pack & Fulfilment is the a great place for building third party connections."*

**Emma Verkaik**  
CEO, BCMPA

## UNITING THE PACKAGING MACHINERY AND TECHNOLOGY COMMUNITY



EMPACK

Empack Birmingham is the event tailored for suppliers who provide innovative packaging machinery, robotics, automation products, and the technology behind the supply chain. The event brings suppliers together with operations, warehouse decision makers, and other supply chain professionals to offer services and solutions including bagging, filling, sealing, processing, materials handling, coding, marking and much more. The events aims to increase productivity, safety and traceability within the factory. Join us to shape the future of packaging solutions!

### EMPACK SUPPLIERS SPECIALISE IN:

- Barcode/labelling
- Cartoning machinery & systems
- Coding & marking machinery
- Conveyor equipment & systems
- Filling & dosing machines
- Form fill seal machinery
- Handling operations machines
- Label applying machines
- Packing machinery
- Pallet loading & pallet securing machines
- Palletising
- Software storage/racking
- Wrapping machinery
- Warehouse management & automation
- Quality control & inspection systems
- Pumps & valves



*"It's been really busy, got some good leads. We do it every year and we like that it is a short but effective show."*

**Ruby Dearnley**  
Marketing Assistant, Yorkshire Packaging Systems



# WHY EXHIBIT?

## Capture qualified leads

Effectively capture and monitor qualified leads from visitors by utilising our EasyGo smart badge and My Easyfairs platform. Offer solutions to major brands and SMEs within the packaging machinery, food & beverage, and other FMCG markets, and plan your next projects.

## Connect with industry-leading brands

Leverage our dynamic community with networking initiatives, our VIP program, and digital platforms to build relationships with highly targeted audiences that will shape your company's projects in the year ahead. With a vast range of visitors from different sectors, penetrate new markets and expand your market connections.

## Raise your company profile

Enhance your brand presence and drive traffic to your stand with our wide array of personalised and complimentary marketing tools and services to boost your visibility on-site and digitally. We offer a highly targeted marketing campaign, with a dedicated PR agency and marketing collateral at your disposal.

## Showcase your products live

Present your latest packaging products, services and solutions to an engaged, in-person audience. Pre-plan to meet and share information about your latest packaging projects to your existing clients, all in the one convenient location.

## Scope out the competition

Packaging Innovations & Empack provides an excellent opportunity to gauge the market trend and benchmark your performance with competitors. Delve into the latest packaging developments and challenges with our bespoke seminars and engage in discussions with peers and industry experts.

# LET'S CRAFT TOMORROW'S PACKAGING TODAY

With a simple process to plan, book, and participate alongside an all-inclusive stand package price, your participation will be both cost-effective and easy.



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**ENQUIRE  
NOW** 