



The future of packaging technology

# EMPACK2019



The future of branded and inspirational packaging

PACKAGING  
INNOVATIONS2019

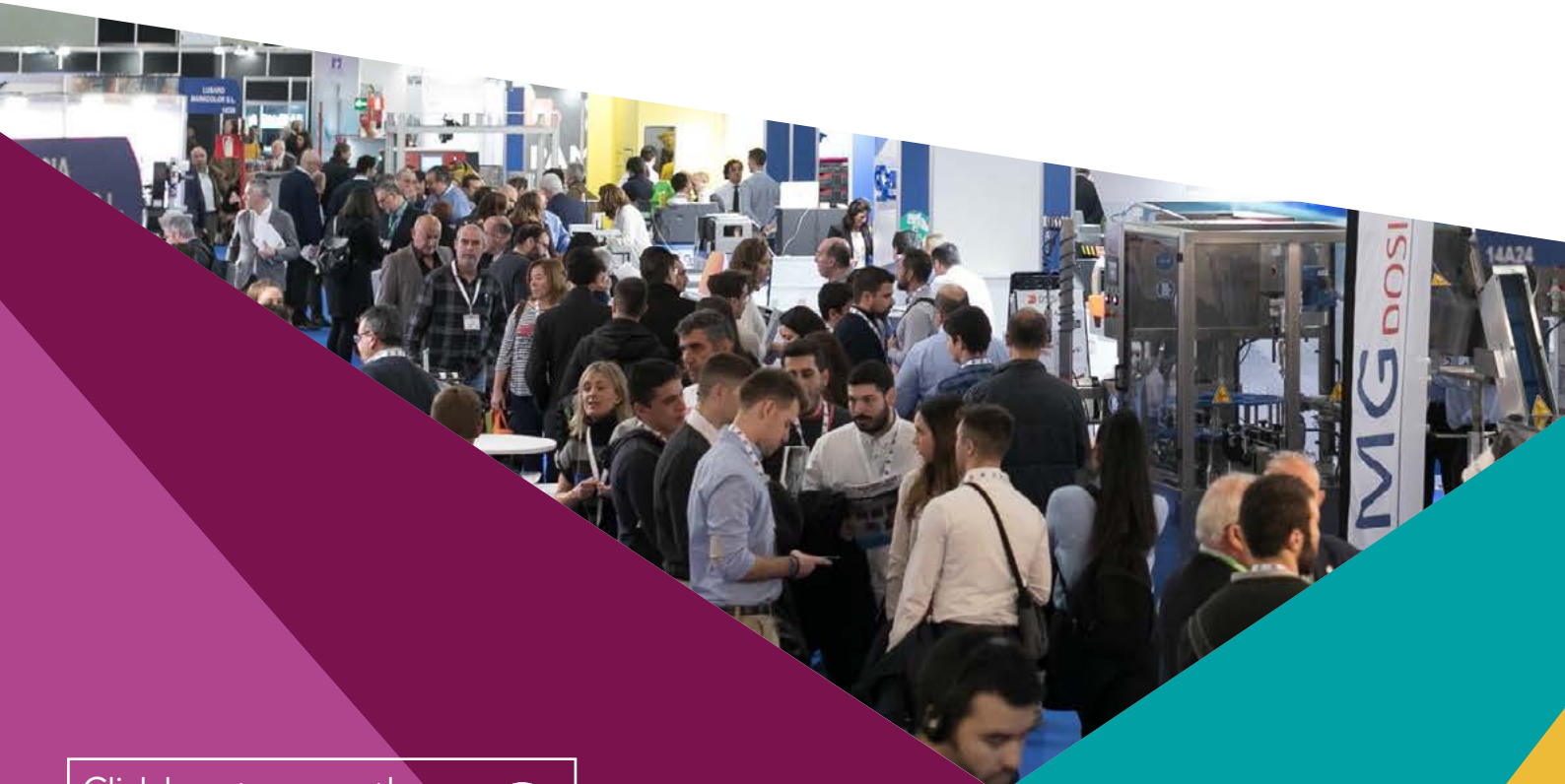


The future of packaging printing, labelling & converting

LABEL&PRINT2019

13 & 14 NOVEMBER 2019 | HALL 5, FERIA DE MADRID

## POST SHOW REPORT



Click here to access the  
video of the previous edition



EMPACK 2019 FIGURES

# EMPACK 2019 FIGURES

**+11,200**  
VISITORS

**+10%**  
Increase  
compared to  
previous edition

**400**  
EXHIBITORS  
COMPANIES

**+70%**  
Exhibiting  
surface already  
occupied for the  
2020 edition

**+43,200**  
COMMERCIAL  
INTERACTIONS

**100%**  
Professional  
Event



# SOME OF THE TOP VISITORS

EMPRESA	Cargo	EMPRESA	Cargo
3M ESPAÑA	Packaging Engineer	CENTRO SUR, S.COOP.	Production Manager
AB AZUCARERA IBERIA	New Product Development Manager	CEREALTO SIRO FOODS	Group Product Manager
ADIEGO HERMANOS	Production Manager	CLASS MANUFACTURING	Procurement Manager
ADISTAFARMA	CEO	COFRUTOS	General Manager
AGRICULTURAS DIVERSAS	Production Manager	COLCHON EXPRES	Product Manager
AGROALIMENTARIA MANCHEGA DE BIOTECNOLOGIA	CEO	COMERCIAL QUÍMICA MASSÓ	Procurement Manager
ALDI	Quality Technician	COMPAÑIA DE GRANELES ESPAÑOLES	CEO
ALGLASS	CEO	CONSUM	Own Brand Designer
ALSEA	Sustainability Manager	CORREOS	Project Manager
ALTADIS	Trade Marketing	COSDIET	Production Manager
ALTALIMEN	Purchase and Development Manager	COSENTINO	Packaging Technician
ALVAREZ CAMACHO	Production Manager	COSMETICA TRICOLOGICA	Design
AMEZTOI	Marketing Design	COSMETICOS PAQUITA ORS	CEO
AMIFAR LABORATORIOS	Procurement and Warehouse Manager	COVAP	Procurement Department
ANETO NATURAL	Project Manager	DA VINCI	CEO
ANTALIS IBERIA	Packaging Manager	DANONE	Senior Packaging Engineer
ARCOS HNOS (FÁBRICA DE CUCHILLERIA)	Purchase and Logistics Manager	DAVID RECIO	Production Manager
AUCHAN RETAIL ESPAÑA	Own Brand Packaging Manager	DECATHLON	Maintenance Manager
AZUCARERA	Procurement Specialist	DELAVIUDA	Material Procurement Manager
AZURA, COMÉRCIO DE MÁQUINAS	CEO	DI SANO HISPANIA	Production Manager
BALBOA CHEMICAL	CEO	DIA	Packaging Manager
BEAUFIT	Marketing / Packaging	DRILCO	Product Manager
BECA GRAFIC	Product Manager	EL CORTE INGLÉS	Head of Packaging Communications
BERSHKA	COO & Business Development Director	EL PASTORET DE LA SEGARRA	CEO
BIMBO DONUTS IBERIA	Technical Packaging	ELIZABETH VÁZQUEZ CHOCOLATIER	CEO
BIOMERIEUX	Production Manager	FAMOSA	Demand & Supply Panning Mger
BODEGAS COPABOCA	Production Manager	FOREST CHEMICAL GROUP	Product Manager
BODEGAS FUNDADOR	Project Manager	FORMULARIOS QUIMICOS	Production Manager
BODEGAS MARTÍN CÓDAX	Sales and Marketing Manager	FRUTAS MONTOSA	Material Procurement Manager
CAFÉS JURADO	Operations Manager	FUNCARMA	Business Development
CALIDAD PASCUAL	Packaging Manager	G.CH STAVROU	Juice Production and Filling
CAMPOFRIO FOOD GROUP	Packaging Manager	GALLETAS GULLÓN	Director de Marketing
CANTABRIA LABS	Designer	GENERAL OPTICA	Procurement Coordinator
CARREFOUR	Packaging Manager	GEYUSHI AMENITIES HOTEL	Purchase, Marketing, Design
CASTILLO DE CANENA	Design Manager	GRACO	Production Manager

# SOME OF THE TOP VISITORS

EMPRESA	Cargo	EMPRESA	Cargo
<b>GRUPO BODEGAS OLARRA</b>	Procurement Manager	<b>MAXXIUM ESPAÑA</b>	Packaging Manager
<b>GRUPO IFA</b>	Procurement	<b>MERCADONA SA</b>	Procurement Manager
<b>GRUPO JOYME MURCIA</b>	Production	<b>NEMESIS LABORATORIOS</b>	Production Manager
<b>HARIBO</b>	Buyer	<b>NESTLÉ ESPAÑA</b>	Procurement Senior Specialist
<b>HEINEKEN</b>	Maintenance Manager	<b>NORTHGATE</b>	Product Manager
<b>HISpanOBODEGAS</b>	Marketing and Communication	<b>ODEL-LUX (GRUPO LLEDO)</b>	Business Development Manager
<b>HP INDIGO</b>	Flexible Packaging Sales Manager	<b>OKI EUROPE</b>	Senior Product Manager
<b>IBERCACAO</b>	Procurement Technician	<b>OPTICALIA</b>	Production Manager
<b>IBERICA DE GOLOSINAS</b>	Production Manager	<b>OXIPLANT. CENTRO DE TRANSFORMACIÓN DEL ACERO</b>	Product Development- Process Optimization
<b>IDILIA FOODS</b>	Technical Packaging	<b>PER PURR COSMETICS</b>	Production Manager
<b>ILUNION</b>	Industrial Sales and Business Development	<b>LABORATORIOS PFIZER</b>	Manager Technical Packaging Services
<b>IMPERIAL TOBACCO</b>	Printing & Packaging Specialist	<b>PHILIP MORRIS</b>	Marketing
<b>INDIGO</b>	Design Department	<b>QUESOS EL PASTOR</b>	Manager
<b>IRIDOI HERRAMIENTAS</b>	Procurement and Communication Manager	<b>RECIPHARM</b>	Buyer
<b>JUMEL ALIMENTARIA</b>	IT Manager	<b>REPSOL</b>	Packaging Purchase Manager
<b>LA CHINATA</b>	Procurement Manager	<b>ROBERT BOSCH</b>	Packaging Development Manager
<b>LABORATORIOS ALCALA FARMA</b>	Procurement Manager	<b>RON LEGENDARIO</b>	Art Director
<b>LABORATORIOS ALTER</b>	Engineering Manager	<b>SANCHEZ RECARTE (DIVERFRUIT)</b>	Production Manager
<b>LABORATORIOS BELLOCH</b>	Procurement Manager	<b>SIGNIFY - PHILIPS</b>	Procurement Manager
<b>LABORATORIOS CINFA</b>	R&D Project Leader	<b>SIMPLY ORGANIC</b>	CEO
<b>LABORATORIOS ERN</b>	Product Manager	<b>SOGRAPE VINHOS</b>	CI Manager
<b>LABORATORIOS IDC (INNOVACIÓN Y DESARROLLO COSMETICO)</b>	CEO	<b>SONY MUSIC ENTERTAINMENT ESPAÑA</b>	Production
<b>LABORATORIOS INDAS</b>	Plant IT System Manager	<b>SORIA NATURAL</b>	Procurement Manager
<b>LABORATORIOS LACER</b>	Purchasing Manager	<b>SOVENA</b>	Product Development Manager
<b>LABORATORIOS LETI</b>	R&D Director	<b>SPRINT</b>	Production
<b>LABORATORIOS MUÑOZ CARO</b>	CEO	<b>STYLISH MOMENTS</b>	Production Manager
<b>LABORATORIOS PUERTO GALIANO</b>	CEO	<b>SUSTRATOS DEL SURESTE</b>	Production Manager
<b>LABORATORIOS SERVIER</b>	Maintenance Technician	<b>SVENSON</b>	Business Development Manager
<b>LABORATORIOS SESDERMA</b>	Procurement Technician	<b>UNO DE 50</b>	Product Manager
<b>LÁCTEAS ARAGUANAY</b>	Procurement and Warehouse Manager	<b>VIENA CAPELLANES</b>	Production Manager
<b>LAURENS COSMETICS</b>	CEO	<b>XEROX ESPAÑA</b>	Packaging Specialist
<b>LEND A PET FOOD</b>	Product Manager	<b>LABORATORIOS YNSADIET</b>	Design Head
<b>LEROY PROCESSING SPAIN</b>	Product Coordinator	<b>ZEBRA TECHNOLOGIES</b>	Channel Account Manager - Product Specialist Printing And Scanning
<b>LOEWE</b>	Materials Development		

# OUR VISITOR FEEDBACK



*“Leading trade fair in the packaging and printing industry. 100% recommended.”*

Manuel Puente Fernández,  
Process Engineer at Becton  
Dickinson

*“A great dimension where you can find many options within the world of packaging, especially labels, machines for these, displays, etc...”*

Lucia Iglesias, Value Added Services Technician at Beiersdorf



*“In a single visit, you can get an impression of a booming sector that’s becoming increasingly important.”*

Jesús Márquez, Managing Partner at SMarkCom lot

*“It is a remarkable event in Madrid: simple and practical. In addition, the Smart Badge technology is a very interesting and ecological novelty.”*

José Antonio Estefanía, Specialist at Mahou Packaging Process



# OUR VISITOR FEEDBACK

**90%**

considers important  
for their company  
attending Empack



**81%**

are satisfied after  
visiting the show



**94%**

will return the  
next edition

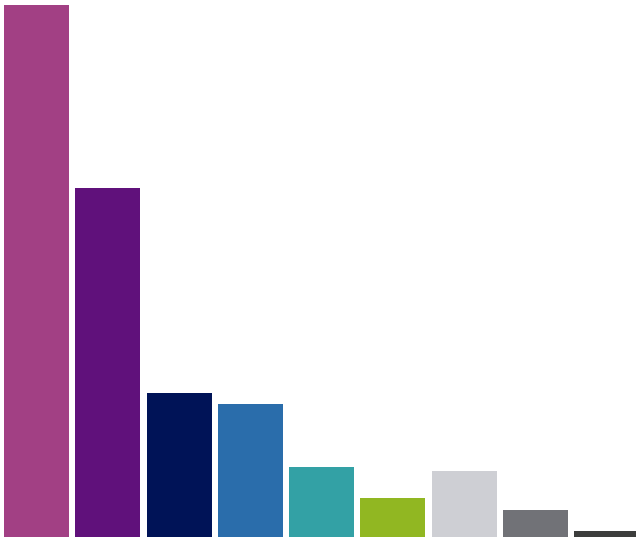


**78%**

met their  
objectives



# VISITOR PROFILE

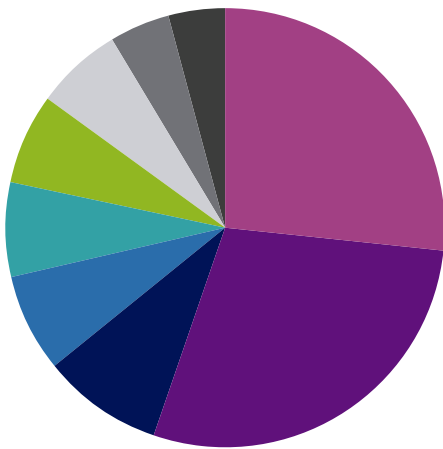


## FUNCTIONS

- General manager / CEO
- Sales / Comercial
- Procurement
- Operations / COO/ Technical departments
- Production Manager
- Marketing
- Design
- Packaging
- R&D

## INDUSTRIES

- Food & Drink
- Packaging
- Distribution & Retail
- Cosmetics/ Hygiene
- Services
- Industrial products
- Printing
- Chemical industry
- Pharma industry



# OUR EXHIBITORS

ABC PACK	ENVASADORAS PANIMEC
ACTIVATEC INTERNATIONAL & CO KG	ENERCON INDUSTRIES LIMITED
ACKER & PARTNERS	ENPROM PACKAGING
ADHESIVOS ROMERO GARCIA	ENVASADOS A TERCEROS
AG ADVANCED ROBOTICS	ENVASADOS ESPECIALES VALDEMORO
APTEAN IBERICA	ENVASES PLASTICOS DEL TER (ENPLATER)
ATS-TANNER SISTEMAS DE ENFAJADO	EPSON IBÉRICA
ATOM ESPAÑA	EQUIPOS Y REPUESTOS AZAHAR
AVIA-TE UNIPESSOAL	ESPERA IBERICA
BA GLASS	ETICOLL
BAER PLAST SNC	EVAPORALIA
BETT SISTEMI	FANGDA PACKAGING CO
BIZERBA IBERIA ESPANA	FANUC IBERIA
BOTELLAS PLASTICAS GARPLAST	FIJAPLAST
BOXPACKUNION	FINNCO-ALTEC
CAB PRODUKTTECHNIK GESELLSCHAFT FÜR COMPUTER	FLEXICO FRANCE
C-PLAST	FROMM EMBALAJES
CARL VALENTIN	FRAMUN
CARTONAJES LANTEGI	GEAR TRANSLATIONS
CARTOEMBAL	GIRA AUTOMATION
CARTONAJES MIMO	GRAFICA ROVELLOSA
CASCADE TECHNOLOGIES LIMITED	GROUPE ATI
CELDUC RELAIS	GRAFIETIC
CEPAC	HEXEL ANZEIGEN
CHEP ESPANA	HISPANO EMBALAJE
CITIZEN SYSTEMS EUROPE	HSM TÉCNICA DE OFICINA Y MEDIOAMBIENTE ESPAÑA
CINTERIA HISPANO ITALO AMERICANA	IDE INFORMACION DEL ENVASE Y EMBALAJE
CLIME	IGORLE
CMV PLASTICOS	IMAR SPAIN PACK
COLT ESPAÑA	IMG DOSIFICACION
COMERCIAL DE MAQUINARIA Y TECNOLOGIA (COMATEC	IMPUR
COMOSA STRAPP	INTRA AUTOMATION
CONDAIR	INFOEDITA COMUNICACIÓN
CONTROLPACK SYSTEMS	INGENIERIA ELECTROMECHANICA MURCIANA
CORPLEX	INKA PALET
COVAL SISTEMAS DE VACIO	INNOVACIONES Y TECNICAS DEL ENVASADO
CYKLOP STRAPESA	INSER ROBOTICA
DAMMER	INTEREMPRESAS
DEAL II	INTIMUS ESPAÑA
DIGIDELTA INTERNACIONAL	IRTA GROUP PACKAGING
DIZAYN MATBAACILIK SAN VE TIC AS	ITENE PACKAGING, TRANSPORT & LOGISTICS RESEARCH
DIBAL	J2SERVID
DOMINO AMJET IBERICA	JAVIER HERRANZ
DOSIMUR	JOSE MESTRE SA
DS SMITH PACKAGING HOLDINGU	KONEXA PACKAGING
EMBAMED PACKAGING	KONICA MINOLTA BUSSINES SOLUTIONS SPAIN
EMBALAJES BERCAUSA	KTP KUNSTSTOFF PALETTENTECHNIK
EMBALAJES CAPSA	KUKA IBERIA



# OUR EXHIBITORS

LEAN COMPACTING COMPANY	ROBOTPLUS
LOADHOG 2011 LIMITED	ROCK
LOMATEC SOLUCIONES	ROBINCO
LUCY PLAST SPA	RONBAN Y RONBAN
LUSARO MARKCOLOR	ROVEBLOC
MFS AMBALAJ MALZSANTICLTDSTI	SILCART SPA
MACSA ID	SABO MADRID MACHINERY
MARCOPACK	SANBESAN
MANIPLASTIC	SATO EUROPE SUC ESPAÑA
MAQUINARIA Y EMBALAJES ROCAMORA	SCHMALZ
MAR COMPONENTES	SCHUR STAR SYSTEMS
MARKABLE SOLUTIONS	SCHNEIDER ELECTRIC ESPAÑA
MECANIZADOS DE ESPADA	SCHOELLER ALLIBERT
MERELLO INGENIEROS	SEMBOL PLASTIK
MITSUBISHI ELECTRIC EUROPE	SEAGULL SCIENTIFIC EUROPE
MP SYSTEMS	SEALED AIR PACKAGING
MURCIA CODIFICACION	SERVEIS BARMATEC
NERVIA CONSULTORES	SERVICIOS RECIFE TM2
NEW CONTROL SOLUTIONS	SIMACOD PROJECTS
NEBOTIK SOLUCIONES INDUSTRIALES	SITEMAS DE EMBALAJE ANPER
NEOID SYSTEMS	SOLUCIONES DE EMBALAJE EN PLASTICO
NEOPELICULAS	SORETRAC SA
OKI EUROPE SUC EN ESPAÑA	SPANDEX ORIENTAL
OMNIMEDIA	STATEC BINDER
PANASONIC ELECTRIC WORKS EUROPE AG	STÄUBLI ESPAÑOLA
PACKLINE SYSTEM SPAIN	STOCK PLUS
PACKNET	SURJET
PAMPOLS PACKAGING INTEGRAL	TI CAMPRODON
PANELPAC PANELES LIGEROS	TAPE&GO (AZULEJOS LOW COST)
PERSSON INNOVATION AB	TEGAMAQ - TALLERES ESTEBAN GARCIA MAQUINARIA
PER PACK	TÉCNICAS DYLPÁ
PERIPHERAL SYSTEMS IBERICA	TOTPACK SOLUTIONS
PLANCHAS, AISLAMIENTOS Y EMBALAJES	TRANSFORMACIONES PLÁSTICAS ITAL
PLASTICOS RETRACTILES	TRANSMISIONES ELECTROMECANICAS MADRID JPA
PMA PRODUCT INTERNATIONAL	TREBOL GROUP PROVIDERS
POLIFLUOR	UNIÓN PAPELERA MERCHANTING
POLIPOP - ESPUMAS TÉCNICAS	UNITED BARCODE SYSTEMS
POLYMER LOGISTICS B V SUCURSAL EN ESPAÑA	UNION COMERCIO E INDUSTRIA
PORTA SISTEMAS	UTZ
PRECINCAS	UVE DIEZ CONSUMIBLES
PROPAGROUP SPA	VL LIMITRONIC
PROYECTOS MAQUINARIA Y PACKAGING	VICENTA PALASI
PROYECTOS Y MAQUINARIA REINA	VIDEOJET TECHNOLOGIES
QUATROPACK TECNOLOGIAS	WEBPAC
RAJAPACK	WEPALL ROBOT EASY TOOLS
REPLI	WITT TECNOLOGIA DE GAS
REISOPACK STRAPPING TECHNOLOGIES	YASKAWA IBERICA
ROBATECH ESPAÑA	ZHYTOMYR CARDBOARD FACTORY



## OUR EXHIBITORS FEEDBACK

*“A vibrant fair full of opportunities”*

Diego Martin Campos, Commercial at Enplater

*“Very professional and comfortable fair”*

Carlos Chico, Manager of Transformaciones Plasticas Ital

*“Good atmosphere and possibility to give visibility to the brand”*

Sergi Parreu, Commercial at Peripheral System Iberica

*“Fair very focused on the professional customer. The level of the visitor is good, no time is wasted”*

Jose Alberto Segura Sadaba, Representative of Polifluor

*“Good meeting point to share our products”*

Julio Iglesias Sánchez, Commercial Director at Gira Automation

# CONFERENCE PROGRAMME

In addition to the exhibition area, Empack offers visitors a full conference programme, workshop and activity programme where keynote speakers and packaging and branding experts present case studies and share their knowledge with the audience.

Brands such as Coca-Cola, Mercadona or Koipe were part of the Empack content programme.

“

*I loved the presentations and the opportunity to interact with the speakers*

Juan Antonio Ajetreo Alonso, Technical Specialist at Red Cross

”





Packaging Innovations presented in exclusivity for the Spanish market, the Pentawards, the most important international packaging design contest. Visitors were able to enjoy a display of innovative packaging in different categories created by the best agencies and brands that won in the last edition and a special cycle of presentations, the Pentawards Conference, which was offered in a special programme during the two days of the show.

### Agencies and brands involved

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DIAGEO

cabelloXmure

UPMRAFLATAC

Branding and Packaging Design  
by Digital Form

avanza  
PACKAGING

auriga

morillas

Lavernia & Cienfuegos Diseño

AD-Bio  
plastics



# ONLINE CAMPAIGN



We carry out an extensive online marketing campaign including banners and newsletters on media websites and industry associations. In order to give maximum exposure to the event and attract the most qualified visitors, we send a monthly newsletter to more than 50,000 addressees of our database.



# INVITATION CAMPAIGN



In each campaign we send printed and digital invitations to our database composed exclusively of professionals in the sector. We also provide exhibitors, associations and partners with personalized invitations so that they can publicize their participation in the event. We also order invitations from specialized publications to reach a wider audience.

# MEDIOS & PARTNERS

Empack Madrid is present in the main specialised publications of the sector. We also have the support of our Media Partners to carry out an extensive advertising campaign aimed at industry professionals and purchasing decision makers.

Empack Madrid is also present at the main events, congresses and forums in the sector, to ensure that the event is broadcast throughout the year.



**Alimarket**



Edicions MIC  
Tel. 93 799 07 07  
www.revistesamida.cat

**eurocarne**

eurocarnedigital



**Interempresas**



# MEDIA COVERAGE

We are in close contact with the main publications and associations of the sector. Each edition, we carry out an extensive marketing campaign aimed at professionals and purchasing decision makers in the packaging and branding sector.



EMPACK, EL ENCUENTRO INELUDIBLE  
PARA VISITAR EL FUTURO DE LA  
TECNOLOGÍA DEL PACKAGING

eurocarne

El sector del *packaging*  
se reúne en Empack Madrid

Interempresas

"En Empack aglutinamos al 80% de las decisiones de compra del sector"  
Entrevista a Raquel Carboneras, directora de  
Empack, Label&Print, Packaging Innovations  
y Logistics & Distribution

Revista  
info**retail**  
Información de retail & consumo del siglo X

ENTREVISTA A RAQUEL CARBONERAS  
DIRECTORA DE EMPACK Y LOGISTICS & DISTRIBUTION  
EN SASYPAIN  
EASYFAIR!  
"Somos la gran cita anual en España  
para los profesionales del envasado,  
el packaging y la logística"



"Es fundamental  
que los profesionales se encuentren  
una vez al año, para ponerse al día"



"Es indudable que el sector logístico está experimentando una auténtica transformación"  
Entrevista a Raquel Carboneras, directora de  
Logistics & Distribution, Empack,  
Label&Print y Packaging Innovations

TECNÓALIMEN

Ya está abierto el plazo de registro para las ferias  
Empack, Packaging Innovations y Logistics &  
Distribution



Hoy se abre el plazo de registro para las  
ferias Empack, Packaging Innovations y  
Logistics & Distribution



Abierto el plazo de registro para Empack y  
Label&Print, Packaging Innovations y  
Logistics & Distribution

Alimarket

Abierto el plazo de registro para Empack, Packaging Innovations y  
Logistics

TECHPRESS

Empack 2019 abre el registro con más de 350 compañías  
confirmadas

Interempresas

Ya está abierto el plazo de registro para las  
ferias Empack, Packaging Innovations y  
Logistics & Distribution

info**pack**  
INTERNATIONAL

ACTUALIDAD PACKAGING

Abierto el plazo de registro para Empack 2019

imp**pre**s

Abierto el plazo de registro para las ferias Empack, Packaging  
Innovations y Logistics & Distribution



# MEDIA COVERAGE

***Empack, the unmissable meeting to visit the future of packaging***

Industria Cosmética, August 2019

***Empack 2019 consolidates the participation of national and international companies –***

Financial Food, 04 September 2019

***The packaging sector is consolidated in Spain and is committed to innovation***

C de Comunicación, 09 September 2019

***The food packaging exposes its future in Empack 2019***

Interempresas, 17 September 2019

***Madrid will host the Pack Innovation 2019 Fair on 13 and 14 November, the annual benchmark event for the packaging industry***

eComercio Agrario, 9 October 2019

***Empack 2019 will bring together all packaging innovations***

Revista Aral, 24 October 2019

***Packaging and PLV: Challenges to improve the user's shopping experience***

IP Mark, October 2019

***Madrid, capital of packaging and logistics***

Eurocarne, 06 de November 2019

***Empack Madrid 2019 opens its doors to technology***

The New York Times Style Magazine Spain, 13 November

***Empack, Label&Print, Packaging Innovations and Logistics & Distribution: On 13 and 14 November, the leading trade fairs in the packaging and logistics sector will showcase, among other new products, packaging made from recycled components***

Infopack, 05 November 2019

***Packaging Innovations 2019 brings to Madrid the best packaging designs of the world***

Tecnoalimen, 6 November 2019

***The best packaging designs in the world meet in Madrid, at Packaging Innovations 2019***

Redacción Interempresas, 07 November 2019

***Madrid concentrates logistics and packaging in Empack 2019***

TechPress, 13 November 2019

***Packaging Innovations 2019 brings the winners of the Pentawards to Madrid***

Alimarket, 08 November

***Record of visitors in Empack, Logistics & Distribution and Packaging Innovations 2019***

Farmespaña Industrial, 8 November 2019





The future of packaging technology

# EMPACK2020



The future of branded and inspirational packaging

PACKAGING  
INNOVATIONS2020



The future of packaging printing, labelling & converting

LABEL&PRINT2020

25 & 26 NOVEMBER 2020 | FERIA DE MADRID



We await you in 2020!

by **EASYFAIRS**