JUNE 13 - 14, 2012
PARIS PORTE DE VERSAILLES

PRESS KIT

April 13th, 2012



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FROM PROMOTION TO CUSTOMER LOYALTY

INFORMATION

The only trade fair bringing together promotional packaging and gift

250 exhibitors,
Presentation packaging manufacturers (boxes, box-sets, cases, bags, ribbons, paper, etc...), sample products manufacturers, promotional object manufacturers and distributors, design agencies and advertising agencies, packaging material manufacturers (foam, paper...), printing, decoration and finishing specialists, POS and display rack manufacturers, packing company / co-packing, customer loyalty specialists, etc...

3000 visitors expected, brands and advertisers,
Marketing and brands' promotion managers from all market branches

Wednesday June, 13th from 9.30am to 7.00pm - night
Thursday June, 14th from 9.30am to 6.00pm
Porte de Versailles - **Hall 5.2**

Métro line 12 station Porte de Versailles
Bus lines 39 - 80 stop: Porte de Versailles
Tramway line T3 stop: Porte de Versailles

To ask for accreditation, visit our website:
www.packandgift.com /press

For any further information, high resolution photos or interviews,
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IDICE organises trade fairs and professional events: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift, Forum de la plasturgie et des composites and FIP solution plastique.
IDICE is part of the INFOPRO COMMUNICATIONS group, one of the main professional information groups in France, with 1000 employees in France and abroad.



THE 2012 EDITION of PACK & GIFT

PACK & GIFT 2012, the best place to find creative inspiration, continues to evolve

This year's Pack & Gift will take place on the 13th and 14th of June 2012 in Paris Porte de Versailles.
For the 5th consecutive year, this unique trade fair will have even more exhibitors. The emphasis will be on the innovation and creativity offered by the 250 packaging and promotional specialists exhibiting, offering a wealth of inspirational ideas for brand marketing managers that visit Pack & Gift to find both inspiration and a way of standing out from the crowd.

Evolution ….

Pack & Gift is still unique as a concept, and emerging market trends confirm that brands need to ensure they have peak times during the year as well as to forge strong links with their client base. Once again, 2012 will see an increased number of exhibitors. This year there will be nearly 250 specialists offering a wide range of solutions from the promotion and client loyalty markets.

The majority of previous exhibitors are returning to Pack & Gift 2012, as well as numerous new faces from areas as varied as wood packaging, folding boxes, promotional bags, natural fibre items, loyalty cards…

And inspiration

Shedding light on the different elements of promotional and event based marketing, Pack & Gift is a real "selection box" of creative ideas, whatever your industry.

From packaging design to promotional gifts, Customer Relationship Management solutions or point of sale marketing, Pack & Gift offers an unique comprehensive approach for marketing that will ensure you stand out from the crowd.

Pack & Gift 2012 is again, therefore, an important date for anyone in the industry.



CONFERENCES PROGRAMME

Pack & Gift visitors showed their interest in the conferences programme offered, considering the great number of attendees during the 2 days of the show.

This 5th edition will be no exception to that rule of quality speakers and relevant issues which guides its program.

IDENTIFY TOMORROW'S WEAK SIGNALS THAT IMPACT TODAY - MULTI MARKET TRENDS

By **Brice AUCKENTHALER,** director of TILT IDEAS**,** specialising in innovation, brands and prospective.

There is nothing like drawing on trends to prepare your next move and motivate your employees to constantly stay alert to help you be proactive against your competitors and to better differentiate your offer.

WHEN MARKETING RHYMES WITH ECO-DESIGN: OPTIMISATION THROUGH PREVENTION

By **Henri SAPORTA** – EMBALLAGES MAGAZINE and **Bruno SIRI** – National Packaging Council (CONSEIL NATIONAL DE L'EMBALLAGE)
With the testimony of a brand and a manufacturer.

As part of a round table discussion led by *Emballages Magazine* in cooperation with the National Packaging Council (CNE), promotional packaging stakeholders discuss prevention possibilities through source reduction or breakthrough innovations while preserving the essential functions of packing.

SHOPPING CULTURE, BRAND CONTENT AND CONSUMER ENCHANTMENT. HOW DO SHOPS FOCUS AND DISSEMINATE BRAND CULTURE?

By **Daniel BÔ** – CEO, QUALIQUANTI and author of the book, Brand Content

Based on a richly illustrated international overview, we will explain how to create a cultural universe and enrich customer shop experience using staging, history, art, nature, the muses and all types of contents.
We will look at ways of getting the consumer to "act" in shops and what role the shopping bag can have in that relationship.

WE'VE ALL GOT A DRAGON IN OUR BOXES

By **Laurent BERRIAT**, Branding and Design Consulting Director for Toscara agency

All brands that export experience this dilemma: how to adapt to a market without diluting brand identity? How can holidays from other cultures be celebrated without losing some of your own culture? Laurent Berriat will analyse various possible solutions illustrated by numerous examples from around the world.

SYMBOLS AND MEANINGS FOR INNOVATIVE PACKAGING

By **Dominique WEIZMANN,** founding director of DW Consulting

Launching promotion or event packaging is a practice that has flourished in recent years without necessarily being linked to Christmas and New Year. Today, launching "collector" packaging is a common part of brand marketing strategy and must, therefore, better follow changes in consumer codes and trends and provide meaning and justification (brand consistency) while preserving a sense of rarity.
We therefore propose to cross brand values (values of identity, ethics, etc.) and underlying user behaviour trends (co-creation, markers, trust, etc.) with official international packaging codes: choice of materials, shape, ergonomics, and technology. This basic decoding provides the entire packaging industry with sources of inspiration.

HOW TO PROTECT YOUR TRADEMARK AND PACKAGING?

By **Philippe SCHMITT** – Lawyer, CABINET SCHMITT AVOCATS

Packaging protection illustrated by case studies and presentation of the most common legal tools: patents, drawings, models, and trademarks. Reflexes to acquire in function of the business and legal issues.

STORY TELLING: 7 TYPES OF STORIES THAT GET THINGS SOLD

By **Sébastien DURAND** - SEBASTIEN DURAND CONSEIL

Storytelling is the art of catching your customers' attention using "narrative communication". Businesses are the new storytellers of our time and customers love the stories they tell. There are as many general story types as there are days of the week. Find out whether your stories are "Tuesday" or "Thursday" types and more importantly learn that "Saturday" stories sell things better than "Wednesday" stories!

EVENT DESIGNING: A STRATEGIC MOVE FOR YOUR BRAND

By **Antoine FENOGLIO** and **Frédéric LECOURT** – LES SISMO

Design has two facets: it is a style and signature work which has been fairly common practice for many years and has proven its limitations as it can cannibalise the brand (Starck designed a toothbrush, but do you remember for which brand?). Today design is a strategic priority for businesses and is gradually affecting events.
Learn about four key event design use strategies for your brand, from the most obvious to the most surprising!

COLOUR AND MATERIAL REFERENCES FOR 2013

By **Nicole LUCOT-MAITROT** – THEMA DESIGN

Learn how designers and artists appropriate materials and colours to project them into new scenarios and uses.
Their transversal view on the most varied types of use, function and worlds, in parallel with current socio-cultural and economic developments helped identify five perspectives on material/colour for 2013. Find out about them during this new conference!

NEW CHALLENGES IN CUSTOMER RELATIONSHIPS

By **Yan CLAEYSSEN** – CEO of ETO, Author of "*L'email marketing*" (Email marketing) and co-author of "*Marketing Client Multicanal*" (Multichannel Customer Marketing)

At a time of hyper-fragmented media, the democratisation of the use of digital devices and the emergence of the committed but wary responsible consumer, the relationship between brands and consumers is more than ever a strategic issue for businesses.
This presentation talks about new customer relationship issues that have arisen in this context. How can CRM help brands to create a strong, interactive, and long lasting bond with their consumers? What are the new pillars in customer relationships? How can mobile phones and social networks be included in this initiative? How will the brands of tomorrow be built?



SUSTAINABLE DEVELOPMENT AT PACK & GIFT 2012

2012 Pack & Green Dedicated Space

Building on the success of Pack & Green space since its inception, Pack & Gift renewed for the fourth consecutive year this space dedicated to innovative and environmentally friendly approaches.

The 2012 dedicated space Pack & Green offers the opportunity for exhibitors to showcase their latest designs and innovations to reduce the environmental impact of promotional packs.

A true inspiration, innovation and creativity for visitors!





Pack & Green 2012 AWARD

Alongside the exhibition, we renew the Pack & Green Award, which gives prize to the promotional packaging meeting the criteria for sustainable development, both in the design, the choice of raw materials used, or alternatively, the production process, transportation, product use, not to mention its end of life.



The jury will consider eco-friendly products or those which have significantly reduced their environmental impact presented by the exhibitors, and will note them according the 2012 Pack & Green charter, sent to each participant.

The final deliberation in the presence of all members of the jury will be held within the Pack & Gift exhibition, on June 13th afternoon.

The winner will be honored June 13 at 5:30pm in the conference room.

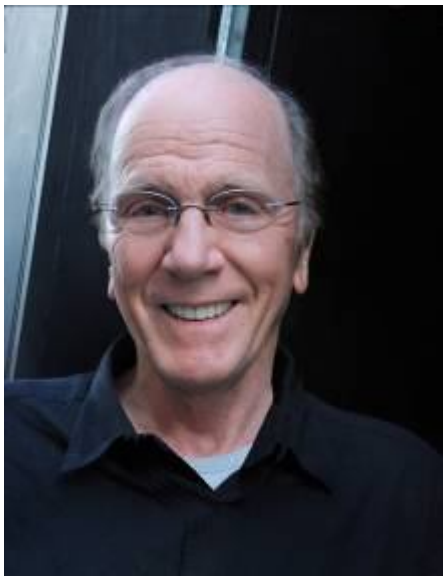
You are welcome to attend the award ceremony.
A special invitation will be sent later.

The 2012 Pack & Green jury:

- **Henri SAPORTA**, Chief editor EMBALLAGES MAGAZINE
- **Laurent TURPAULT,** Communication and C.S.R manager HEINEKEN
- **David COSTE**, Founder and head of the consulting agency PATTE BLANCHE
- **Gérard CARON,** founder and leader of ADMIRABLE DESIGN
- **Bruno GARNIER**, Packaging Direction CARREFOUR Group
- **Jan LE MOUX**, Prevention Director ECO EMBALLAGES

Gérard CARON - CARON DESIGN NETWORK/ ADMIRABLE DESIGN - INTERVIEW

Pack & Green 2012 Jury Member



1- Why did you agree to participate to the 2012 Pack & Green jury ?

Anything involving design and packaging must be encouraged and particularly right moves. I did not hesitate…

2- What is your vision of packaging and eco-design?

Packaging is the ultimate media for brand, in contact with its final consumer and this is not going to change. E-commerce has indeed accentuated the need for this “physical role”.
It will no more be conceivable to study it without taking into account ecological and ethical commerce constraints. Its flexibility and its endless choice of materials allow all necessary adjustments to the markets of today and tomorrow.

3- What does PACK & GIFT represent for you?

The packaging design is undoubtedly the most creative design industry with the fashion one. It must always stick to current events, to consumption moves.
The Pack & Gift show has to be considered as a source of inspiration for creative managers as well as for technical or marketing managers.



Laurent TURPAULT - HEINEKEN - INTERVIEW

Pack&Green **2012 Jury Member**

1- Why did you agree to participate to the 2012 Pack & Green jury?



I found it natural to participate to the 2012 Pack & Green edition because Heineken activities in France are intrinsically linked to sustainable development.
This requires the preservation of three raw materials for beer (water, barley and hops) but also by other initiatives such as eco-design. Besides the environment, HEINEKEN has also set high ambitions about responsible consumption (100% of its employees are trained on the subject) or social ties. Moreover, Heineken is the only brewer and distributor that has released its report development in France.

2 - **What is the vision of packaging and eco-design within HEINEKEN?**

Innovation is part of all group brands DNA, particularly packaging innovation. For example, Heineken was the first brand to offer a pressure barrel on the food distribution market.
We should also remind you that traditionally, the beer packagings are 100% recyclable because they consist of glass or metal and cardboard. Most of HEINEKEN group packagings are composed of recycled materials by 80%.
To maximize its environmental action, HEINEKEN achieved its carbon footprint in 2009. The results of this review showed that the package represented nearly 50% of carbon weight emissions. The group has set itself the ambition to reduce the impact of its packaging with a concrete realization in the year 2010: the new Heineken bottle, lighter, which has thus enabled a 6550 tonnes of glass economy.
Also let's emphasize Heineken took an active part in the national environmental labeling experiment conducted by the Ecology Ministry. We measured precisely the impact of a bottle and proposed the consumer to be informed via a QR code placed on the shelves of retail partners.

3- What does PACK & GIFT represent for you?

Pack & Gift is an important event for buyers but also a source of inspiration for designers of special events new products. Given the importance of packaging in environmental issues, it is crucial that the fair invests in sustainable packaging topic. Congratulation for the Pack & Green Award idea, because innovation is an essential condition for sustainable development!

Jan LE MOUX - ECO EMBALLAGES - INTERVIEW

Pack & Green **2012 Jury Member**

1- Why did you agree to participate to the 2012 Pack & Green jury?



The Pack & Green jury identifies new virtuous packaging, to help highlighting them and encouraging all firms to integrate eco-design in their developments.

2- What is your vision of packaging and eco-design?

Eco-design has now become indispensable to packaging development. Consumers are sensitive to the issue of packaging and of the environment, the act of sorting is the first ecological thing they declare doing. They no longer accept packages they consider excessive. For the company, this is an opportunity to add value to the brand by showing its responsible position. It is also a source of innovation, creativity, motivation and savings.

3- What are ECO-EMBALLAGES missions and objectives in that field?

Eco-Emballages encourages companies to act on prevention through its contributions schedule; we also bring tools and services to our members to accompany them in eco-design packaging, respecting the packaging functions and the product. Finally, we demonstrate best practices through a catalog and marketing partnerships, for an improved visibility of virtuous packaging and to encourage the market to evolve.

4- What does PACK & GIFT represent for you?

Promotional packaging is sometimes perceived as excessive and less involved in the eco-design subject. The Pack & Gift exhibition shows that some companies offer equally qualitative solutions, consuming less material and less bulky; it is an opportunity to show that the basic trend of sustainable packaging also reached now this area, so that all exhibitors and visitors fully integrate it into their selection criteria in the future.

PACK & GIFT DESIGN BUZZ

Inseparable designers for over 15 years, authors of several dozen products and many public exhibitions, the SISMO will offer “Pack & Gift Design Buzz”, a selection of objects and event packaging in which design has played a strategic role. Beyond style, the designers will explain to you what a custom design can make, without changing costs: get in touch with trends influencers, facilitate your brand understanding, innovate….and create buzz of course!

Come and be inspired, discover new trends and new strategies that integrate design.

This exhibition will come with a Sismo designers’ conference on the same topic.

The Sismo designers
www.sismodesign.com / FB / Twitter / Viadéo

PACK & GIFT 2012 EXHIBITORS (as of April 5th)

250 exhibitors are expected at PACK & GIFT 2012, offering a wide range of products and expertise in promotional packaging and gift.

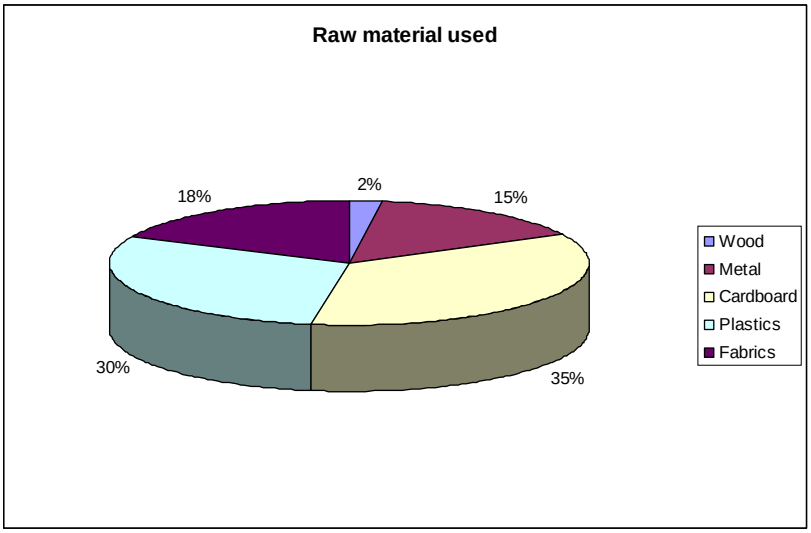
Exhibitors as of April 5th, 2012 in figures:

► Exhibitors'breakdown by country:

France → 72.40%
Excluding France → 27.60% (13 countries) Of which Europe → 23.00%

► Distribution by activity:

Raw material used

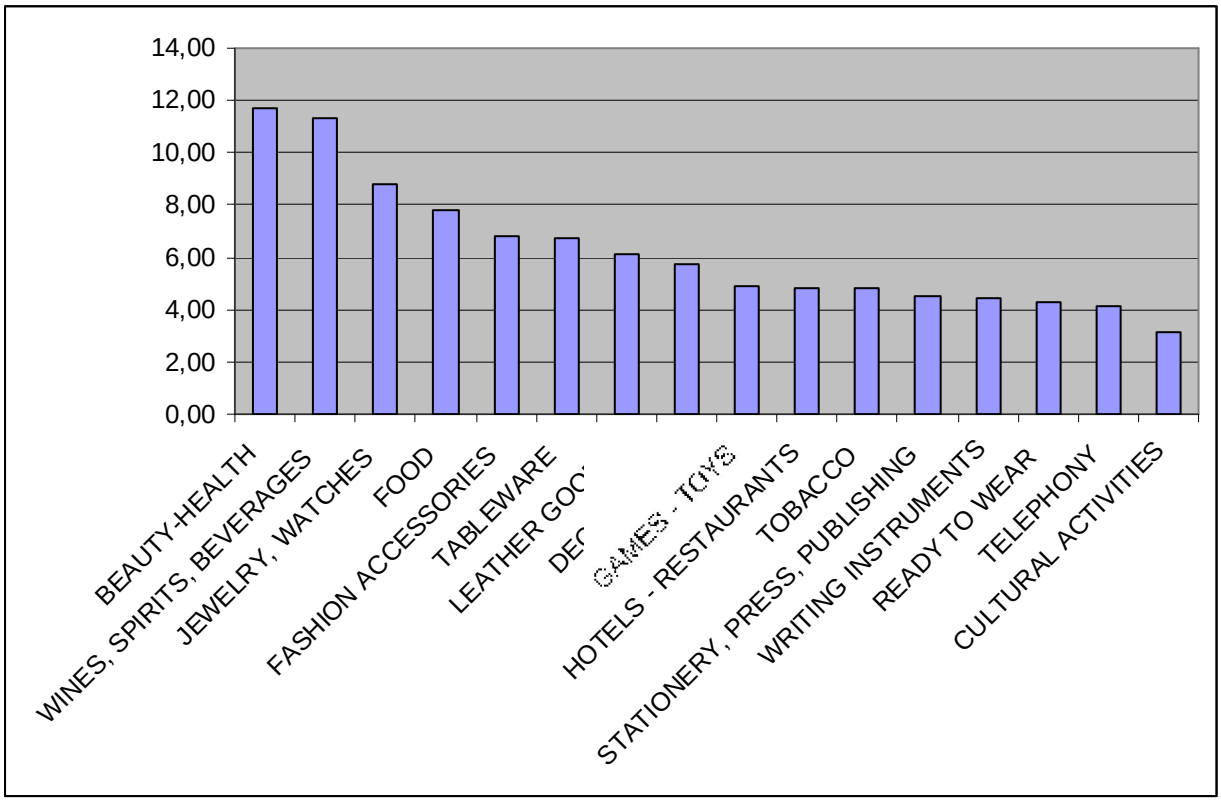


Cardboard	35.00%
Plastics	29.50%
Fabrics	18.00%
Metal	15.00%
Wood	2.30%

Activity and expertise :

BOXES, CASES, SLEEVES (PACK OF PRESENTATION)	26,50%
PROMOTIONAL OBJECTS, GIFT BAGS, POUCHES	14,15%
FINISHING-DECORATION ON PACKAGING	9,85%
POS - DISPLAYS	8,90%
LABELS	6,80%
DESIGN STUDIES	5,85%
RAW MATERIAL (DISTRIBUTOR OR MANUFACTURER)	5,85%
RIBBONS - TRIMMINGS	4,92%
SAMPLES	3,70%
GIFT PAPER	3,70%
BOTTLES- JARS (CONTAINERS) FOR LIMITED EDITION	2,80%
PACKING COMPANIES	2,80%
MARKETING, ADVERTISING, COMMUNICATION, EVENT AGENCIES	2,50%
LOYALTY CARDS	2,00%

Activity by sector:



BEAUTY-HEALTH	11.70%
WINES, SPIRITS, BEVERAGES	11.30%
JEWELRY, WATCHES	8.80%
FOOD	7.80%
FASHION ACCESSORIES	6.80%
TABLEWARE	6.70%
LEATHER GOODS	6.10%
DECORATION	5.75%
GAMES-TOYS	4.90%
HOTELS-RESTAURANTS	4.80%
TOBACCO	4.80%
STATIONERY-PRESS-PUBLISHING	4.55%
WRITING INSTRUMENTS	4.45%
READY-TO-WEAR	4.30%
TELEPHONY	4.10%
CULTURAL ACTIVITIES	3.15%

EXHIBITORS'LIST as of April 5th, 2012

3 - 3MA FABRICATION

A - A2C
ADINE
ADL IDEAL LTD
ALBEA
ALTEC INDUSTRIES
AMPLITUDE TIN & LEATHER BOXES
APACK
API FOILS SAS
APPLIC'ETAINS
ARAIDENA
ARJOWIGGINS CREATIVE PAPERS
ARTPACK
ASTUSYSTEM
ATS DEVELOPPEMENT

B - BAG & PACK
BDMO - BRUGGEMAN & DESOUTER NV
BENARD
BLANCHET SAS
BOURBON DESIGN INDUSTRIE
BOUTAUX PACKAGING

C - CAESARS DIFFUSION
CARTON NYLON COTON
CARTONAJES SALINAS
CARTONNAGES GUILLAUME (GROUPE VERPACK)
CARTOZANE' SRL
CAVALIERI & AMORETTI FRANCE
CD PAPER PRODUCTS SA
CELLOCOUP INTERNATIONAL VERSEL
CELLUTEC
CH. DAHLINGER GMBH & CO KG
CHESAPEAKE PACKAGING
CLP PACKAGING (GROUPE VERPACK)
COCORICOM
COFFRET PACK
COLEP
COLOR GRAF SP ZOO
COMPLEMENT D'OBJET DIRECT
CONDE VERA SL
COSFIBEL GROUP - MANDALAY DESIGN / GRUMBE
COSMOGRAFICA ALBERTINI
CRISTALPACK
CSI

D - DACOR SARL
DB TECHNIQUE SAS
DELSAUX CARTONNAGES
DELSOL & CIE
DESIGN DUVAL
DIMONTONATE FLOCCATI
DO INTERNATIONAL - DAPY
DRAEGER I.C.L.

E - E. WILHELM GMBH
EDELMANN
ELBA FRANCE
EOS
ETIQ'ETAINS
ETNA PACK
EUROTEXTILE

F - FABRIKA
FAVINI SRL
FEDRIGONI FRANCE
FOXI ET GRAPH INTERNATIONAL

G - GARROFE BRAND & PACK
GPS / AK EMBALLAGES
GROUPE FAUCHILLE
GROUPE VERPACK
GRUPPO CORDENONS SPA

H - H+M FRANCE
HERTUS
HIP LIK PACKAGING PRODUCTS FTY. LTD.
HOLINAIL SAS

I - IDEALPLAST DI IVANO SIRONI
IGGESUND PAPERBOARD
INCARTA SA
INDUSTRIAL SAGARRA SL
INDUSTRIALBOX SRL US
INEOTEK
INTERESTING SOURCING
ISRA
IZT INJECTION ZAMAK ET TRAITEMENT

Exhibitors'list (end)

J - JEAN BAL
JEF LIMITED
JUNG DESIGN JUNG VERPACKUNGEN GMBH

K - KEENPACK INDUSTRIAL LIMITED
KNOLL PRESTIGE PACKAGING
KORUS PACKAGING
KREKELBERG FLOCK PRODUCTS BV
KURZ FRANCE

L - LE SANGLIER PACKAGING / EDITION
LEANA TRADING SARL
LECUYER RUBANS
LEFRANCQ IMPRIMERIE
LES ETUIS MIRAULT
LES PARFUMABLES
LITOGRAFIA JOSE LOPEZ

M - M ET M LUXE
MASSILLY
MC LINE DELUXE PACKAGING
MICRO NATURAL SL
MODA CONNECTION
MR CARTONNAGE NUMERIQUE
M-REAL ZANDERS
MSTC / BARDET
MYSLEEVE

N - NARBONI SAS
NEYRET RUBANS
NORLINE SAS
NORTIER EMBALLAGES - INE KELLER

O - ORIOL ET FONTANEL

P - PAK 2000
PAPILLON RIBBON & BOW
PARCOME
PIOVACCARI SRL
PLASTIQUE LTD
POLIDO EDOUARD
POLLARD BOXES LTD
PROCOS GMBH
PROMEDIF
PUSTERLA 1880 FRANCE

R - RELMA
RISSMANN GMBH
RIVERPACK
RUBAN STORE

S - SAPRONIT
SATAB DECORATION
SCA PACKAGING NICOLLET
SCATOLIFICIO CRISTINA SRL
SEGEDE
SERAM
SEUFERT TRANSPARENTE VERPACKUNGEN GMBH
SIN REJAC
SIPLA SA
SOCIETE DE MARQUAGE INDUSTRIEL
SOLVPACK
SPINNLER CARTONNAGES
STÄGER & CO. AG
STORA ENSO
STUDIO GOUSTARD
STYLMA EMBALLAGES

T - THERMOFORM
TOUTHERM
TPG PACKAGING
TULLIS RUSSELL PAPERMAKERS LTD

U - UNIFLOCKAGE

V - VAN GENECHTEN PACKAGING NV
VICTORIA MEMBER OF GEKA GMBH
VIROJANGLOR
VL PACKAGING

W - WEBCOM & ASSOCIES
WILDCAT PACKAGING
WINTER & COMPANY
WOERNER + CIE GMBH

NEW EXHIBITORS as of April 5th, 2012

43 companies are exhibiting for the 1st time at PACK & GIFT 2012, **over 17% of the total to date.**

An even more eclectic range of achievements and know-how will be unveiled by these new exhibitors. And among them, companies that meet the expectations of marketing and brands' promotion managers in the fields of:

- **Customers Loyalty**: **3MA FABRICATION**, loyalty and gift cards specialist for direct marketing operations or else **NARBONI**, loyalty and communication projects partner by their lenticular printing ranges, gift card, loyalty card, pos, packaging, 3D display…and others;

- **Promotional Items**: **BLANCHET** and its world dedicated to wood packaging, with baskets and boxes ranges, and tailor made creations that combine quality, creativity and sustainable development ; or **PIOVACCARI** working organza and satin pouches… and many others;

- **Raw Materials**: **FOXI Company** has expertise in materials to dress packaging: paper, canvas, coated material, offset media and works on "Synderme", synthetic leather for small leather goods…and others

- **Boxes, Cases** : 2 British companies chose PACK & GIFT to present their know-how for the 1st time : **PLASTIQUE EU** will exhibit its rigid plastic design and promotional packaging production ; and as far as the **POLLARD BOXES Ltd** company is concerned, it creates and products creative packaging solutions, rigid boxes, cases by skilled operators ; the Spanish **GARROFE** offers to plan, conceive and develop a branding solution and/or packaging without limits in terms of creativity…

And many others to discover during the fair.

No doubt visitors will find renewed inspiration at Pack & Gift 2012.



NEW EXHIBITORS'LIST as of April 5th, 2012

3 - 3 MA FABRICATION

A - A2C
ADL IDEAL
APACK
ARTPACK

B - BLANCHET
BOURBON DESIGN INDUSTRIE

C - CARTOZANE
COLEP
COLOR GRAF
COSMOGRAFICA ALBERTINI

D - DAHLINGER
DB TECHNIQUE

E - E. WILHELM ETUIS
EDOUARD POLIDO
EOS

F - FEDRIGONI FRANCE
FOXI

G - GARROFE

H - HERTUS

I - INDUSTRIAL SAGARRA
INDUSTRIALBOX SRL
INEOTEK
IZT Injection Zamak et traitement

K - KEENPACK

L - LITOGRAFIA JOSE LOPEZ

M - MSTC

N - NARBONI

P - PIOVACCARI
PLASTIQUE LTD
POLLARD BOXES LTD
PROMEDIF

R - RISSMANN
RUBANS LECUYER

S - SAPRONIT
SATAB DECORATION
STORA ENSO

T - THERMOFORM

V - VAN GENECHTEN PACKAGING NV
VANILLE & CIE (DELSOL)
VL PACKAGING

W - WEBCOM ET ASSOCIES
WILDCAT PACKAGING

