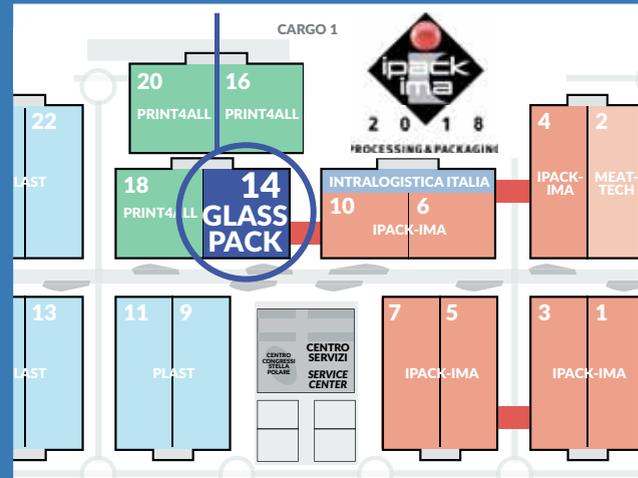


SHOWS AND EVENTS

GLASSPACK
DESIGN • PRODUCTS • SOLUTIONS

**29 MAY
1 JUNE 2018**



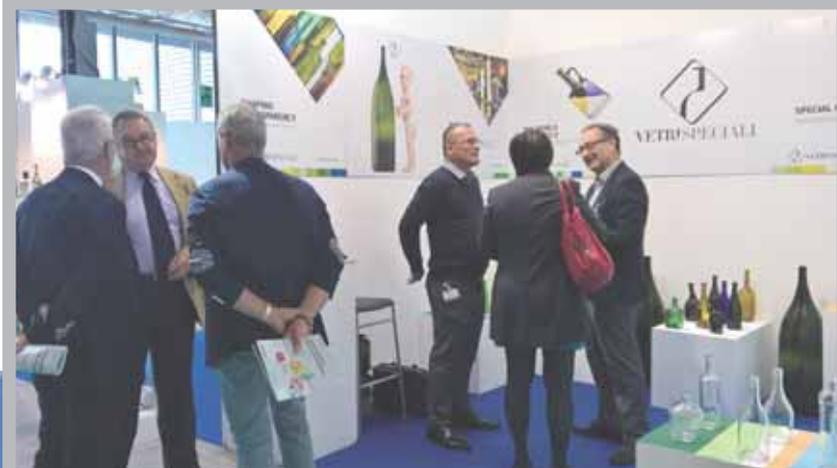
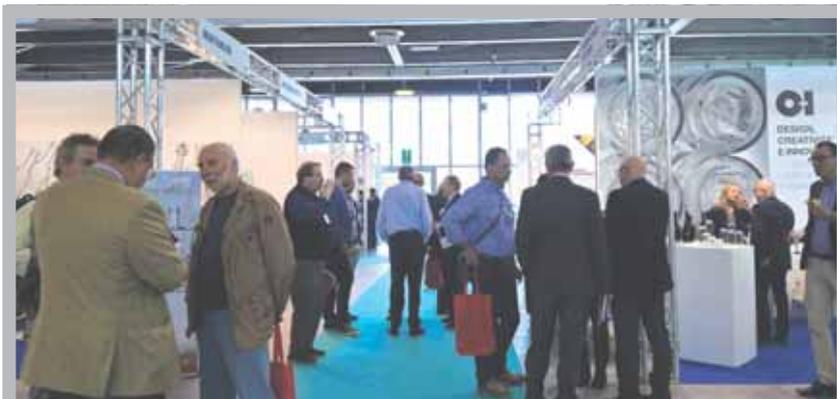
specializing in and covering all aspects of glass as a packaging material

After the first successful edition, held in June 2017, Glass Pack is geared up towards its second edition – this time taking place in Milan, Fiera Milano Rho, Hall 14.

This year's event will be held alongside Ipack-Ima, the international European fair, specializing in food and non-food processing and packaging. Once again, the event will be host to brings together professional operators of glass packaging used for beverages, spirits and food with their clients.



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From 29 May to 1 June 2018, Milan's Fiera Milano Rho will be home to Glass Pack 2018, now at its second edition, with more than 150,000 trade visitors expected. Hall 14 in Fiera Milano Rho will therefore become the reference point for the Glass Packaging sector. This second edition will be held in collaboration and at the same time with Ipack-Ima, the biggest European international fair, held every three years, specializing in food and non-food processing and packaging. Companies exhibiting at Glass Pack will therefore be able to intercept all key players in the food and beverage sectors already visiting Ipack-Ima.

Glass Pack will maintain the same formula as in 2017, enriched and with a larger exhibition area, highly qualified conferences and workshops and the increasingly large and interesting Products on Display area.

ABOUT THE EVENT

Glass Pack is the exhibition and conference dedicated to companies involved in the production and distribution of container glass for beverages, spirits and food, as well as all aspects connected to glass as a packaging material: from design to decoration, from the creation of the design to closures, from labelling to packaging with cardboard, wood, and so on.

Glass Pack 2018 is promoted through partnerships with magazines and specialized websites, on our information sites <http://glass.style/>, www.glassonline.com, through targeted mailings, newsletters, advertising, through our participation in international trade fairs and through collaboration with Ipack-Ima.

Glass Pack 2018 is organized by A151 srl, the leading service company in Italy for communication and training for the con-

tainer and flat glass sectors, and is an international event exclusively dedicated to those who supply glass containers and those who use glass containers for their products.

Glass Pack 2018 is therefore a unique and not-to-miss occasion for meetings and networking aimed at business development.

Glassworks, dealers, suppliers of accessories, equipment and services, designers and specialized studios, will all meet at a dedicated event to present their developments and innovation to clients and potential clients, to compare and discuss with commercial partners and service providers.

Glass Pack 2018 is promoted and supported by partnerships with specialized websites and magazines, the glasspack.show website as well as the glass.style website focused on providing information about this specialized sector, as well as by specific mailing blasts, newsletters, ads and, of course, our participation in international fairs and events of the sector.

Thanks to the positive results of the first edition covering 2,500 square metres, with 40 exhibitors, 13 conference sessions and 25 speakers, Glass Pack 2018 is therefore – once again – a unique and not-to-miss opportunity to meet and network to better develop and increase business coverage in this sector.

Once again, the main players of the Glass Packaging sector will have the opportunity to meet their clients and dealers at an event dedicated specifically to them. They will also be able to take part in workshops and seminars at this networking event full of commercial contacts.

Visitors profiles:

- Wine and spirits producers
- Beers producers
- Mineral waters and soft drink producers



Glass Pack 2018 brings together professional operators of glass packaging used for beverages, spirits and food with their clients.



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Glass Pack 2017

The first edition of Glass Pack, the trade fair for glass containers for food and beverage closed as a success

The first European event dedicated to Glass Packaging has closed, and was judged a success by organizers and visitors alike. The entire chain of the sector was represented, from producers of glass to final users, producers of food and beverage, the Ho.re.ca and the media. Visitors came from eleven countries.

Glass Pack, the newest trade fair dedicated to Glass Packaging held at Fiera Pordenone 8 June, closed as a success. The fair, an important innovation in the European scene, involved the entire chain of container glass, from the design of the containers (jars, customized packaging and bottles of every shape and size) through production to end users and recycling. The international impact of the first edition was reflected in the number of foreign countries represented by visitors: besides specialized Italian operators, visitors came from Argentina, Austria, Croatia, France, Germany, Israel, Hungary, Russia, Slovenia, United Kingdom. The exhibition area comprised more than 40 stands.

The conferences and technological workshops were well attended and actively engaged both major and minor producers and distributors of glass, accessory manufacturers (corks and closures, labeled closings, second-level packaging), suppliers of services, designers and sector associations (FEVE/Friends of Glass, Assovetro, Coreve), the research agencies which support the industry, such as Stazione Sperimentale del Vetro of Venice, and the end users. Among the latter were Valbona with its conserves, Cielo and Terra for wine, Bortolin and its prosecco and the beer "Made in Italy" of 32 Via dei Birrai. A notable success was the Products on Display Area, where companies could focus the attention of visitors on innovations and leading/star/flagship products.



- Oil and vinegar producers
- Food producers
- Perfumes producers
- Cosmetics producers
- Brand designers
- Consultants
- Creative communication studios
- Retailers
- Designers and architects
- HO.RE.CA representatives
- Marketing agencies
- Communication and advertising studios
- Packaging designers
- Suppliers of materials
- Technology providers

PRODUCTS ON SHOW**Exhibitors at Glass Pack 2018:**

- Glassworks specialized in the production of bottles and containers, as well as special glass containers
- Companies specialized in the design and management of bottles, containers, and special glass containers
- Dealers of bottles, containers, and special glass containers
- Suppliers of technology, machinery and equipment
- Suppliers of accessories (corks, muselets, etc.)
- Suppliers of materials
- Decorators
- Service suppliers
- Designers,
- Communication and specialized design studios
- Packaging companies

CONFERENCES AND WORKSHOPS

Introductory session: How things are going for glass - An overview of the market and of container glass markets in Europe and Italy with sector protagonists such as associations, producers, end-user companies and research bodies

Quality control for container glass: techniques and tools - The state-of-the-art with regards to

prevention during production, mitigation during post-production and in the automatic identification of superficial and internal defects.

New opportunities for beer packed in glass - The beer sector is the area of container glass that has undergone the most important evolution regarding formation in the last 15 years. Ideas and experiences, from innovation of containers to marketing.

Drinkware as a feature of wine and spirits. Glass goes well with (the right) glass - Combining a beverage with the right glass is becoming a highly sophisticated art: from wine to spirits and even beer are becoming the protagonists of never before thought of developments just five years ago. A technical, style and marketing overview.



The only international B2B event that offers the opportunity to meet with the main players of the industries that use glass as a packaging material.



Glass and sweet and savoury preserves: trends and experiences - The world of jars and containers: companies, producers, dealers and consumers

A question of labels - From a messenger for brands to mini-tastes of products, from 'full-length dress' to nude look, from part of the container to secondary packaging element. The



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1,001 faces and 1,000 innovations of labels.

Technical innovations in the production of glass containers and recycling - The point of view of producers and research, aiming at competitiveness.

Spirits and glass, the evolution of a fundamental combination - The image and category of a brand in the spirits market has always been closely connected to bottles, their shape and their "dressing". An overview on the "state of the combination" and its developments.

Decoration and packaging for a highly customized product - Technological skills, experiences and marketing ideas for a demanding market. ■

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GLASS PACK 2018

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