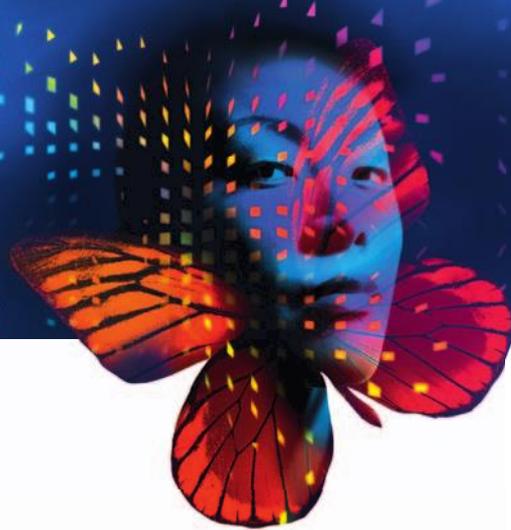


embrace the future

June 16-26, 2020

Düsseldorf, Germany
www.drupa.com



drupa

no. 1 for printing technologies

drupa 2020 - Press Release No. 12 / February 2019

Taking packaging to the next level at drupa 2020

Touchpoint packaging identifies key projects, announces new advanced partners and formalises cooperation with Italian design school NABA

Whether it is for food, beverages, healthcare, business or home, the motto is to transform packaging. Changing demographics, more pressure to better serve the environment and accelerations in technical innovation are all shaping a new future for packaging production. Touchpoint packaging initiative's main goal is to display how innovative printing technologies contribute to the future of packaging.

In this fast-changing world, drupa touchpoint packaging will deliver an inspiring and amazing experience to all visitors. During the latest steering committee meeting in December 2018, its members AGFA, BOBST, DANONE, ESKO, HEIDELBERG, HP, KURZ, NESTLÉ, SIEGWERK and EPDA (European Packaging Design Association) defined more than 20 projects that will touch upon key issues such as customisation and personalisation, digitalisation, security and authentication.

The aim is to present concepts and the latest knowledge about new packaging production, finishing technologies and substrates - culminating in prototypes that meet the demands and needs of both future consumers as well as brand owners. In addition, the visitor experience will combine physical and non-physical packaging elements via augmented reality, virtual reality and digital workflows. Over the 11 days of drupa visitors will be able to



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 211 4560-01
Telefax +49 211 4560-668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Wolfram N. Diener
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

embrace the future

June 16-26, 2020

Düsseldorf, Germany
www.drupa.com



drupa

no. 1 for printing
technologies

listen to keynotes, attend roundtables, engage with specialists and literally touch the newest and most innovative packaging solutions that enable brand owners, packaging designers and packaging converters to meet the requirements of the next decade.

To extend the already broad range of perspectives that feed into touchpoint packaging, we are pleased to announce the new advanced partners joining the drupa touchpoint packaging initiative: BST ELTROMAT, CLOUDLAB, DALIM, EFI, KODAK, KOENIG & BAUER. KONICA MINOLTA, SAUERESSIG, WERK II and MERCK.

Furthermore, drupa has formalised an agreement with NABA, International Academy of Art, Design and Fashion. A handpicked group of their talented international students will add their insights and creativity to the steering committee member-driven projects plus present their own ideas and design concepts for tomorrow's packaging.

Patrizia Moschella, course leader of Graphic Design and Art Direction BA at NABA, is convinced that her students' involvement is a win-win situation from several viewpoints. "It is certainly a great opportunity for the students to both network within the industry as well as to bring in their own fresh, engaging and research-based ideas for new packaging solutions."

If you would like to hear directly from our steering committee members about their vision and motivation for their contribution to the touchpoint packaging, please have a look at the interviews at www.drupa.com/tpp-en.

Last but not least: there is still space for additional companies to join the drupa touchpoint packaging team with the aim of preparing for the future together. If you are interested in highlighting your packaging creativity to



embrace the future

June 16-26, 2020

Düsseldorf, Germany
www.drupa.com



drupa

no. 1 for printing
technologies

large audiences of brand owners and converters from all over the world,
please contact us at www.drupa.com/tpp-en.

Your contact:

Press team drupa 2020

Dietmar Thomas/Michelle Pietsch

phone: +49(0)211-4560 465

E-Mail: PietschM@messe-duesseldorf.de

For more information, visit the following social networks:

Twitter: www.twitter.com/drupa2020

Facebook: <http://www.facebook.com/drupa.tradefair>

LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe4203634/about>

