

LABELXPO AMERICAS



**LABELXPO
AMERICAS 2018**

POST-SHOW REPORT



OVERVIEW



OVER

100

NEW PRODUCT
LAUNCHES

16,413 ATTENDEES




487

EXHIBITORS
(up from 455 in
2016)

86

COUNTRIES REPRESENTED



83% onsite rebooking
rate for 2020

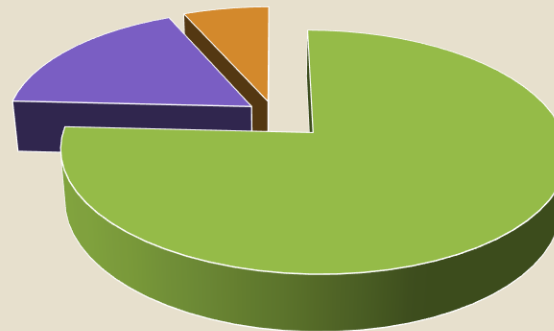
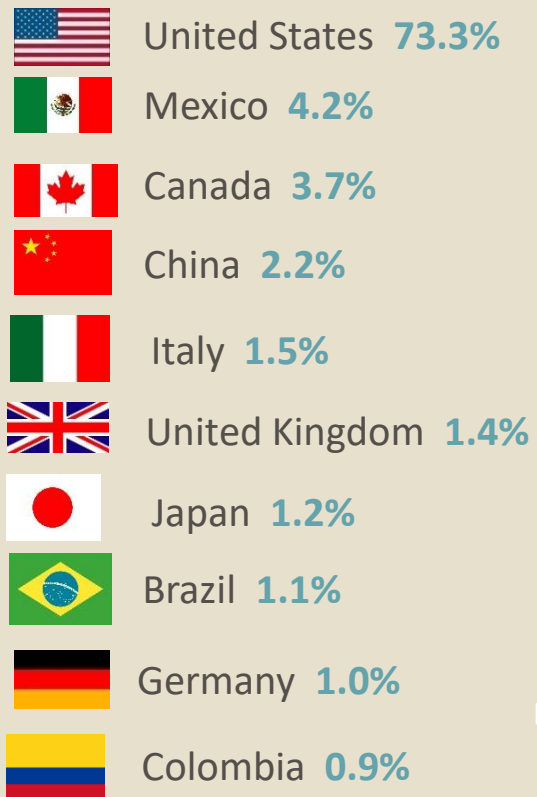
203,642 sqft
(up from 201,000sqft in 2016)

ATTENDEE COUNTRIES



An extraordinary 86 countries attended

TOP 10



■ USA ■ Rest of World ■ Rest of Americas

We also had attendees from:

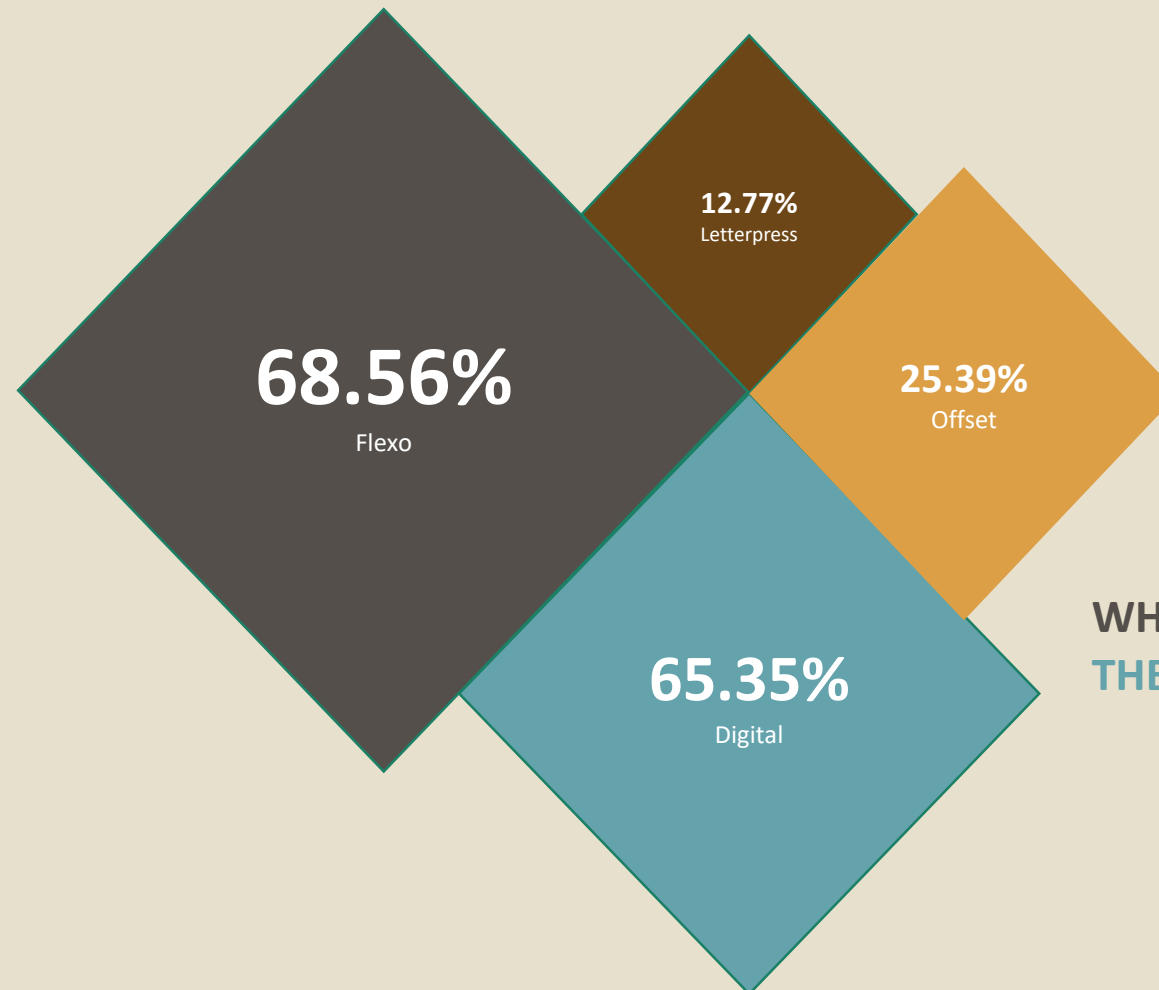
Algeria, Angola, Argentina, Australia, Austria, Bangladesh, Barbados, Belgium, Bolivia, Brazil, Canada, Chile, China, Colombia, Costa Rica, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, French Polynesia, Germany, Ghana, Guadeloupe, Guatemala, Haiti, Honduras, Hungary, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Republic of Korea, Lebanon, Lithuania, Luxembourg, Malaysia, Mexico, Netherlands, New Caledonia, New Zealand, Nicaragua, Nigeria, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russian Federation, Saudi Arabia, Serbia, Sierra Leone, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Swaziland, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam, Zimbabwe

95% increase in attendees from Latin Americas

ATTENDEE PROFILE — INTEREST IN PRESS TECHNOLOGY



LABELEXPO
AMERICAS 2018



WHICH PRESS TECHNOLOGIES WERE
THE VISITORS INTERESTED IN?

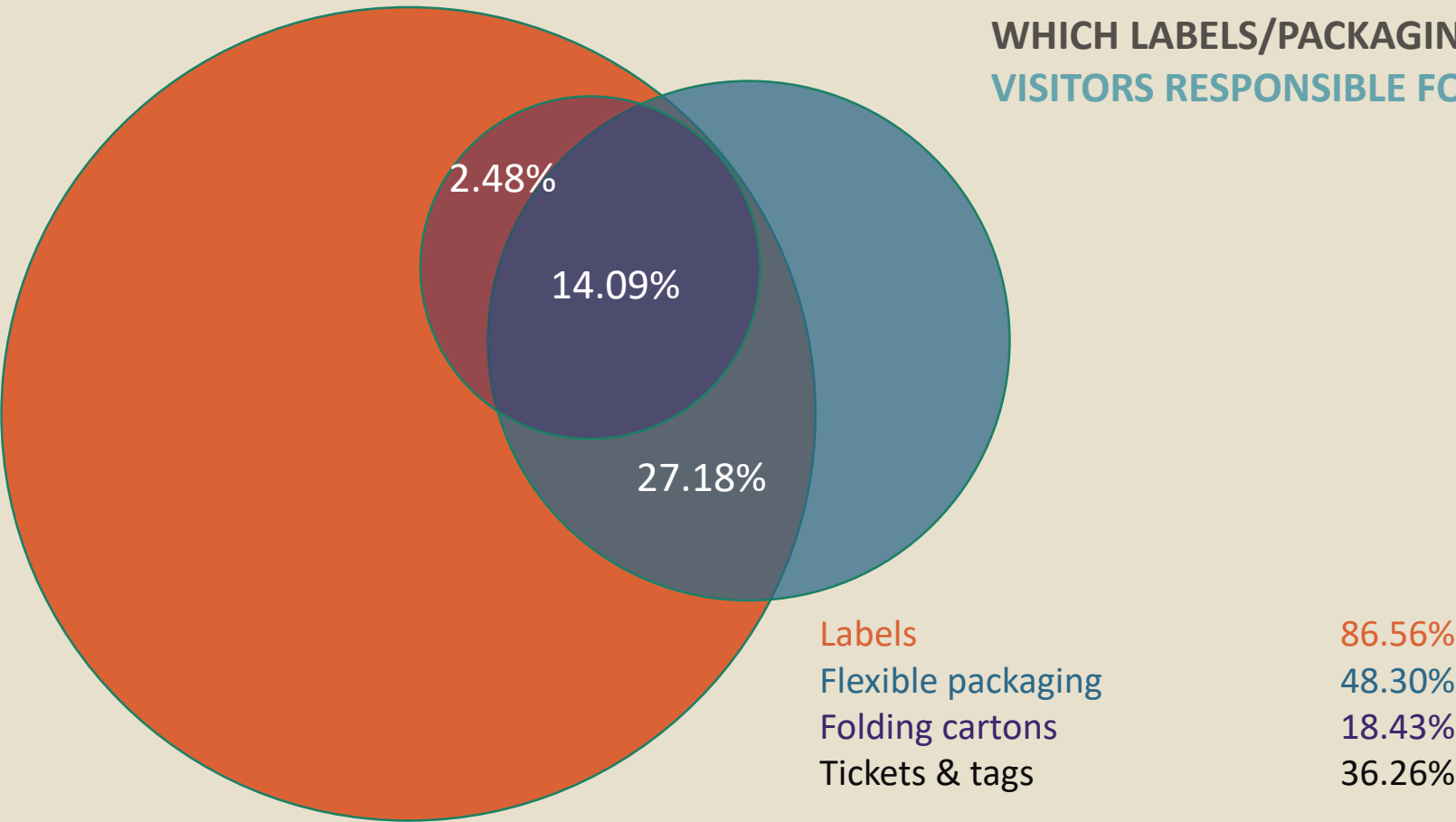


ATTENDEE PROFILE — INVOLVEMENT



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WHICH LABELS/PACKAGING WERE THE VISITORS RESPONSIBLE FOR?





ATTENDEE PROFILE — EXHIBITOR INTEREST




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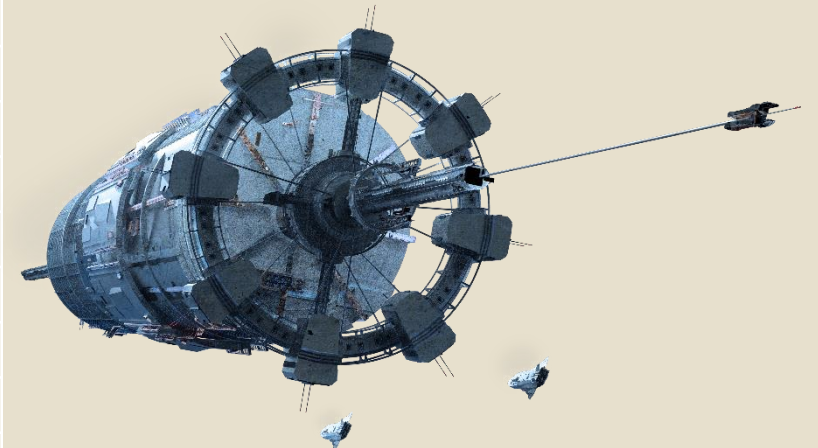

WHAT EXHIBITORS ARE THE ATTENDEES INTERESTED IN MEETING?



SUPPLIERS OF:



Flexo printing presses	68.56%
Offset printing presses	25.39%
Letterpress printing presses	12.77%
Digital printing presses	65.35%
Gravure printing presses	15.01%
Screen printing presses	20.55%
Label stocks/film	53.86%
Prepress materials and technology	36.48%
Inks, coatings, foils	43.52%
Dies, cutters, rollers	43.52%
Smart packaging	25.65%
Slitters and rewinders	36.57%
Folders and gluers	13.47%
Management Information Systems (MIS)	15.95%
VIP systems	9.51%

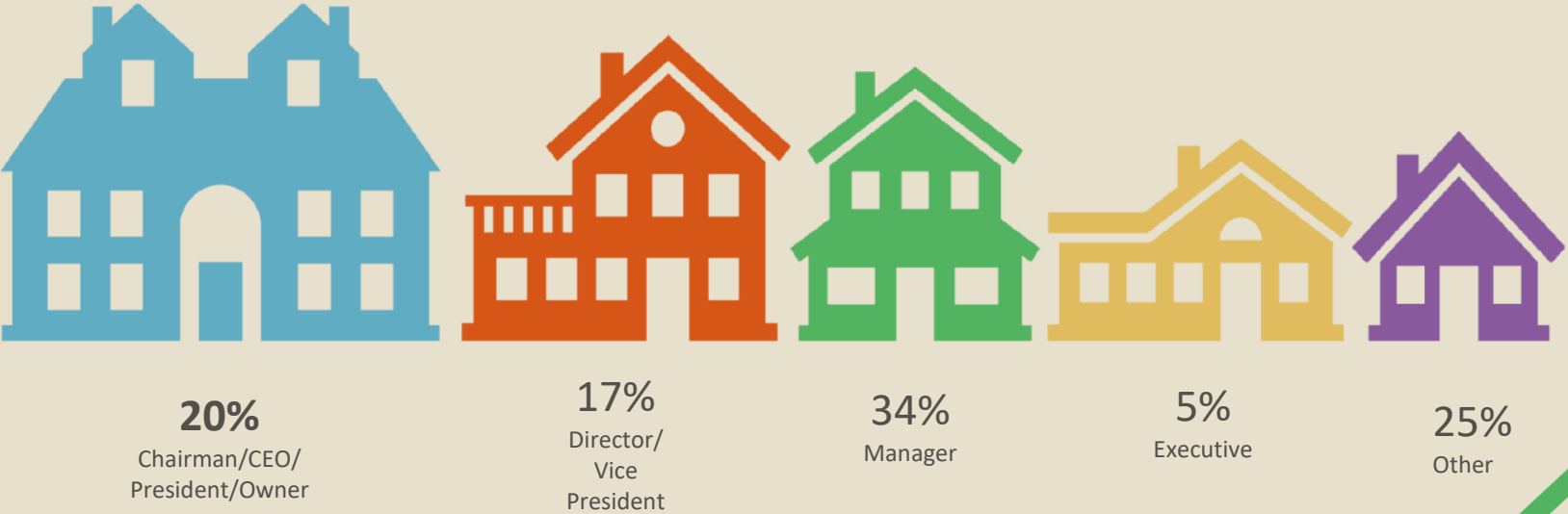


ATTENDEE PROFILE — PURCHASING RESPONSIBILITY

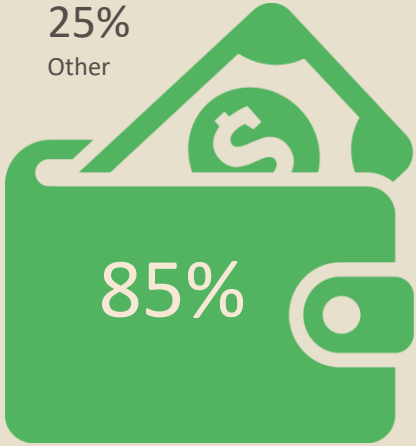


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WHAT IS THE SENIORITY LEVEL OF OUR ATTENDEES?



WHICH OF OUR ATTENDEES ARE PART OF THE PURCHASING DECISION?

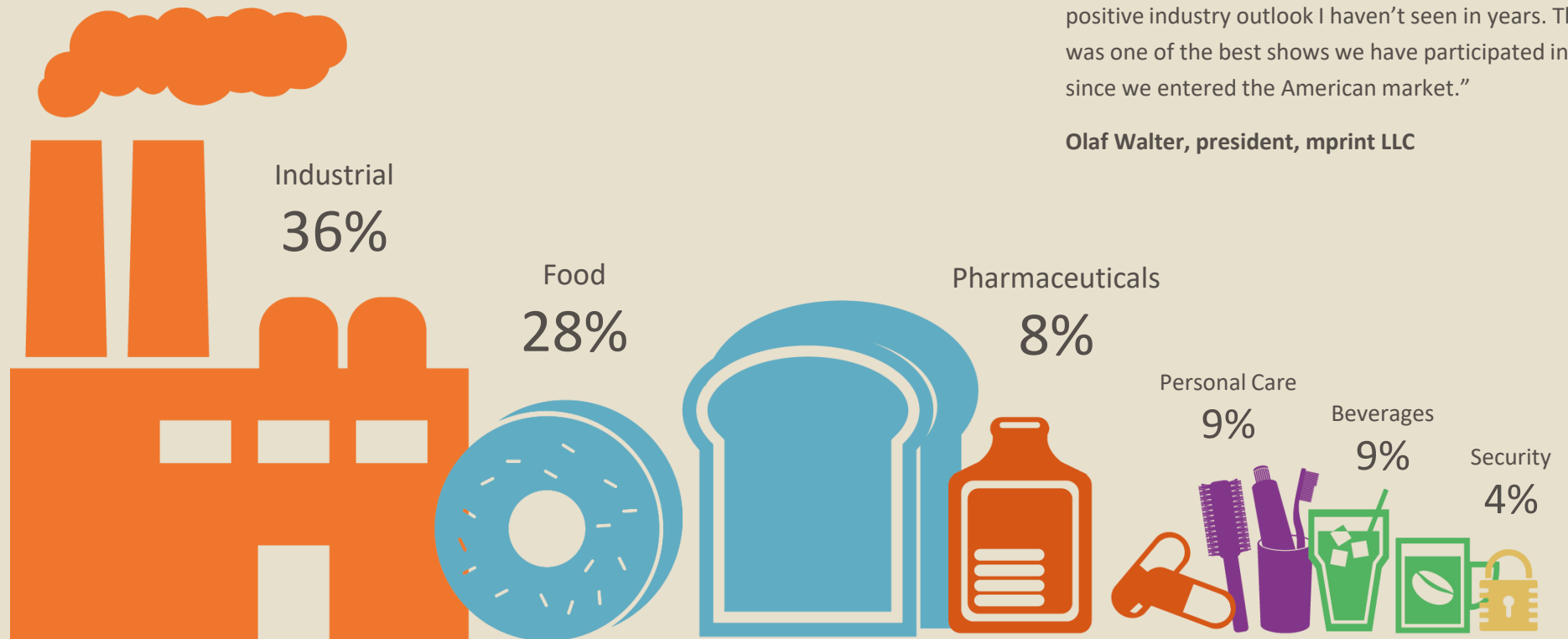


ATTENDEE PROFILE — INDUSTRY SECTORS



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WHICH IS THE MAIN SECTOR THAT OUR ATTENDEES OPERATE IN?



“Labelexpo 2018 was an excellent show for mprint and our digital hybrid printing technology with integrated digital embellishment. Companies from all over the Americas visited with an excitement and positive industry outlook I haven’t seen in years. This was one of the best shows we have participated in since we entered the American market.”

Olaf Walter, president, mprint LLC

FEATURE AREAS



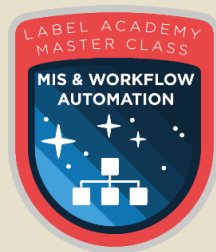
TLMI ECOVILLAGE



TLMI's Ecovillage showcased the latest products and services designed to support a better performing, more environmentally conscious label industry.

With the help of TLMI, Convergen Energy, and Channeled Resources Group, Labelexpo Americas 2018 collected the waste matrix from the live press demonstrations over the course of the exhibition alongside daily presentations.

LABEL ACADEMY MASTER CLASSES:



These five-hour master classes were presented by Mike Fairley, along with other leading experts from across the fields. It was organized by the Label Academy, the global training program for the label and package printing industry.

They offered visitors the opportunity to gain the printing knowledge in these areas from renowned industry experts.

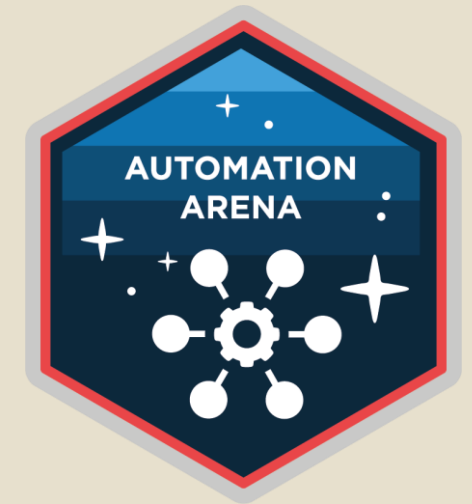


FEATURE AREAS

AUTOMATION ARENA

In just one week 13 companies set up a simulated pressroom to print self-adhesive and shrink labels – all on fully automated digital and flexo lines press lines. This had never before been seen at an event in the Americas.

Participants included Accraply, Avery Dennison, AVT, Cerm, Esko, Grafotronic, Klockner Pentaplast, Kocher + Beck, Matho, MPS, Xeikon/Flint Group, WLE, and Zeller+Gmelin.





CONFERENCE



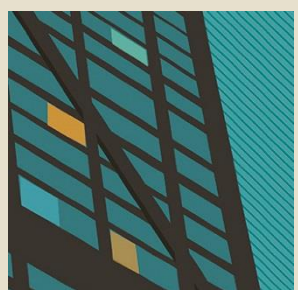
**LABELEXPO
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The two day expert-led conference presented seminars and case studies on the latest market insight, trends and technologies.

Most popular sessions included:

- CEO converter panel discussion
- Unlocking flexible packaging opportunities for label converters
- Package printing panel discussion
- Elevate your customers' brands with smart and connected products
- Mergers and acquisitions: the rapidly changing face of the printing industry





NEW FOR 2018

NFC BADGES AND POKEN TECHNOLOGIES

Lead retrieval leads for exhibitors increased by 21%, with all attendees using touch NFC badges. Exhibitors were able to interact with visitors more actively as well as passively by using Poken touchpoints on their stands.

LABELEXPO CONNECTIONS

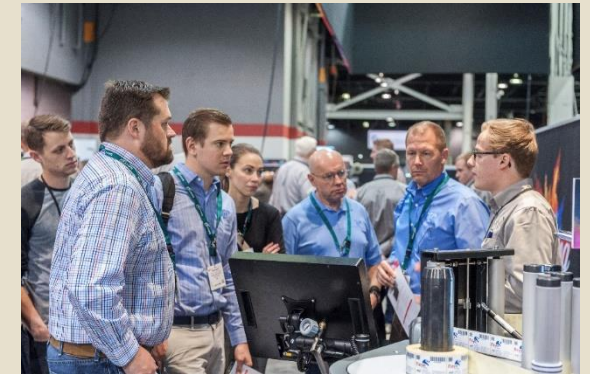
Labelexpo Americas debut the new Labelexpo Connection programme which offered a matchmaking and an appointment service for visitors to meet with exhibitors at the event. Over 140 exhibitors and 800 attendees opting into this new feature.

LEXI- LABELEXPO AMERICAS CHATBOT

LEXI, the Labelexpo Americas 2018 chatbot, debut this year. Designed to improve the attendee experience, Lexi answered over 1,000 questions from exhibitors and visitors before and during the show.



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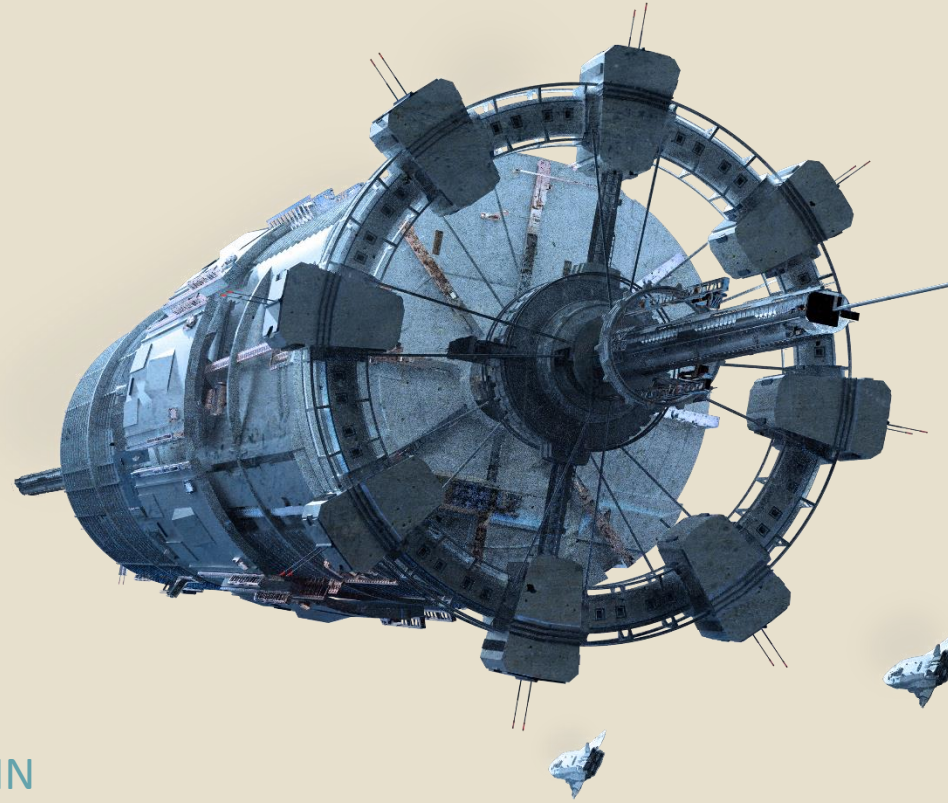
MARKETING CAMPAIGN - OVERVIEW

The marketing campaign explored the future of the label and package printing industry.

31
MEDIA
PARTNERS

63
EMAIL BLASTS

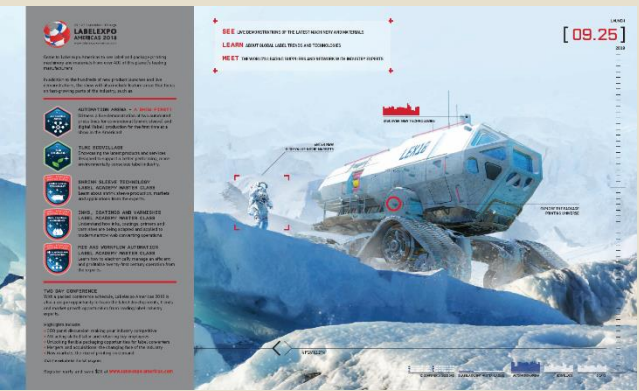
23
ADVERTS IN
MAGAZINES



115,000
FLYERS

56
MEMBERS OF THE PRESS
IN ATTENDANCE

MARKETING CAMPAIGN – DIRECT MAIL

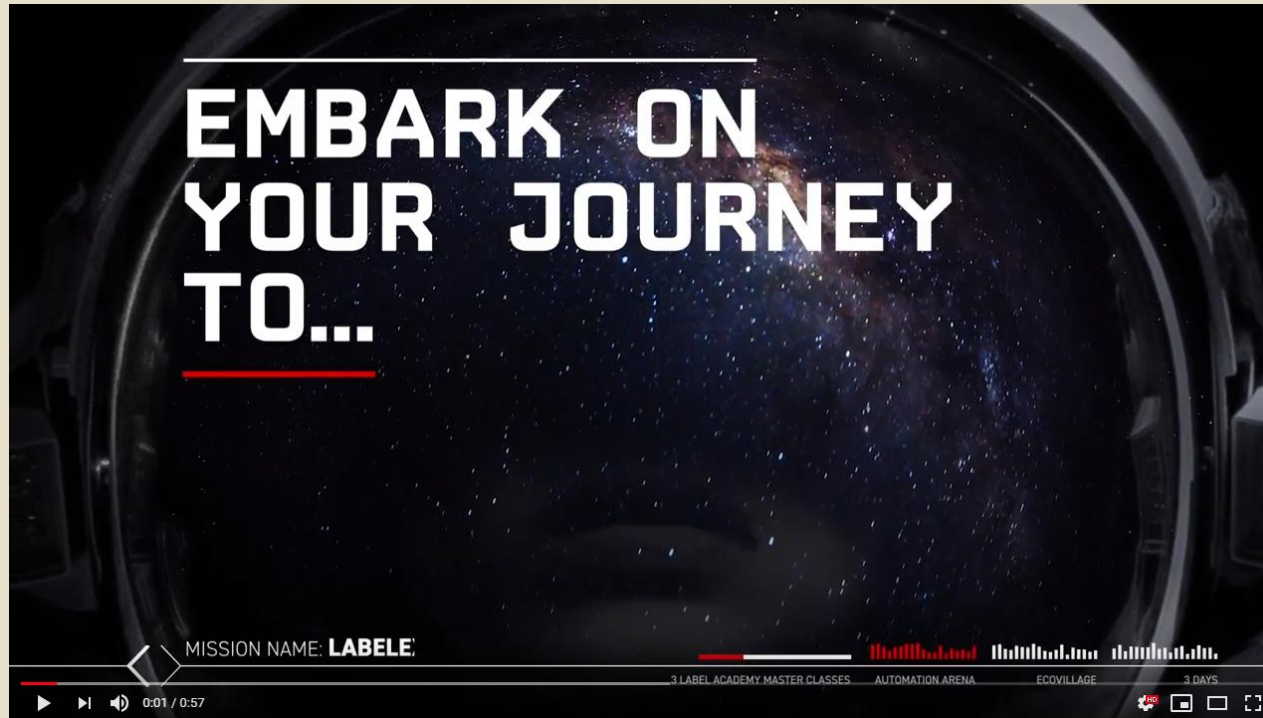


MAGAZINE INSERTS PIECES



PERSONALIZED MAILING CAMPAIGNS IN ENGLISH AND SPANISH

MARKETING CAMPAIGN — PROMOTIONAL VIDEO



Labelexpo Americas 2018
campaign video- 3.7K views



Labelexpo Americas
2018 video newsletter
campaign video




Labelexpo Americas
2018 Automation
Arena video
campaign video-
1.8K views



FEEDBACK – PART 1




**LABELEXPO
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"Labelexpo 2018 was an excellent show for mprint and our digital hybrid printing technology with integrated digital embellishment. Companies from all over the Americas visited with an excitement and positive industry outlook I haven't seen in years. This was one of the best shows we have participated in since we entered the American market."

Olaf Walter, president, mprint LLC



"Preparation for exhibiting in a Labelexpo show is always crazy, with so many details leading up to opening day. You are really not sure if you've forgotten an important piece and certainly don't know if the effort and cost will be worth the effort. Well, this year turned out to be tremendous! Our booth was so busy, there was hardly time to keep up with all the activity. We signed-up nine new label converters, which brings us to a total of 89 members. Most humbling for me was the number of FLAG Members who came to visit with us at the booth, several who helped in talking with potential converters about membership in our group."

John McKay, President & FLAG Founder, Flexo Label Advantage Group LLC



"Labelexpo was a great success. This was the first time that we exhibited under the new umbrella in the US. The feedback we received from customers as well as prospects was great. They really see the benefit of having tesa as the only supplier for all their plate mounting needs, either tape or self-adhesive sleeve!"

Carlos Saya, Global Marketing Manager, tesa Twinlock®

"Several visitors from around the world stopped by the Harper booth to view demonstrations of its latest technology, ask questions, and get more information about how their businesses could benefit. Harper Corporation of America is proud to have been part of such a successful event and looks forward to future opportunities to share its products and insight"

Jazmin Siancas, Marketing & Event Manager, Harper Corporation of America

"We have been exhibiting at Labelexpo Americas since 2004 with steadily growing success. 2018 was for us the best show ever. Customers and prospects know where to find us and count on seeing us. We are expanding our business with Tarsus next year when we venture into South America with the Label Summit in Medellín, Colombia."

Paul Bergé, President, Axicon USA

"It was a very successful show with some sales, a lot of leads and very good customer conversations."

Matthias Thor, technical sales manager, Matho

"Our booth visitors came for serious business with specific plans and issues. There was not a lot of time for chit-chat. Telstar's digital finishing equipment was the big topic along with plowfolding ECLs and decorating. We are busy doing bids on upgrading veteran web presses to servo, proving hi-tech isn't just for digital presses anymore!"


Tom Kirtz, president and Chief Engineering, Telstar Engineering



FEEDBACK – PART 2




**LABELEXPO
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"We have been going to Labelexpo for many years and it has always been a very successful show for Glunz & Jensen. As an international company, Labelexpo Americas provides us with the possibility to meet up with all our customers from North, Central and South America. This year was no different, meeting customers and exploring new business opportunities."

Peter Jensen, Vice President, Global Key Accounts & Marketing, Glunz & Jensen



"Labelexpo Americas is the perfect venue for us to showcase our products especially now that we launched three different items; the 109T and 117T, which are Polypropylene Thermal Transfer Printable Film and the 118D, Clear Polypropylene Digital Coat Weight Overlamination Film. Our sales were all thrilled to meet new and current customers during the show. We would like to thank the organizer of the Expo and to the people who visited our booth. We can see the surge of our Selfwound Overlamination Film just days after the show!"

Alex Chen, Graphic Sales Manager, Achem Industry America, Inc.



"Labelexpo Americas was a very good show for us. 2018 is our first year as exhibitor at the Americas edition of Labelexpo and we are very happy with the number of visitors that came to our booth to learn more about our end seal and doctor blade solutions. We were positively surprised by the high percentage of discussions we had with prospective clients from the Latin American Region. The quality of leads we take home is promising, we are optimistic to get some good business out of it. We have already rebooked our booth for 2020."

Ole Christian Agergaard – CEO at Agergaard Graphic Supplies GmbH

"As our first time exhibiting at Labelexpo Americas, we were thrilled at the energetic atmosphere and the enthusiastic response we received at the show. It was a great opportunity to deliver our message to the many narrow web printers we met and introduce them to our flexible packaging offerings, as well as primers and specialty coatings to help their customers enhance and elevate their brands. We hope everyone enjoyed meeting the Boyland Sauce Co. brand owner, as well as the hot sauce! We feel fortunate to have been part of such a successful show – and we're looking forward to Brussels next year!"

Ralph Giammarco, Vice President, S-One Labels & Packaging

"It's great to know this year was the best one yet, because that's what our team thought as well! Each day provided great conversations with our customers, attendees new to the industry that wanted to learn and overall excitement for new products being introduced at the show. We're ready to finish the year strong!" **Brittany Eppley, Corporate Marketing Communications Manager, Mactac**

"Labelexpo 2018 was a resounding success for Fix-a-Form International, with a good number of visitors to our booth, showing genuine business interest in our machinery ranges. The Labelexpo support team were very helpful, prior to and during the show, especially the operations team. It is obviously a highly regarded trade show which is very well attended in the industry. We look forward to exhibiting again in 2020!"


Victoria Frost, Marketing Executive, Fix-a-Form International Ltd



FEEDBACK – PART 3




**LABELEXPO
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“The Ox Industries Sales Team enjoyed participating in the 16th edition of Labelexpo Americas. This was our first time exhibiting at this event and we felt that it was an ideal opportunity to introduce a new show booth and marketing theme. A preliminary review indicates that we met our strategic goals and objectives.”

Joe Cappellano, VP of Sales, Ox Industries



“When Deacro decided to launch an innovative new combination reversible rewinder and duplex slitter into one platform – Labelexpo Americas was the only show that we considered. The traffic, leads and direct sales that resulted exceeded our hopes.”

Keith Hamilton, Sales Manager, Deacro



“Labelexpo provided an excellent forum for MacDermid Graphics Solutions to cultivate customer relationships, showcase our product portfolio and offer insight on our future new product development needs for the flexographic label market. Our photopolymer plates and platemaking equipment exhibited at Labelexpo revealed how we elevate label print quality to the next level.”

Alicia Gibson, Strategic Marketing & Portfolio Manager, MacDermid Graphics Solutions

“At the Labelexpo Americas 2018 Voyantic exhibited RAIN RFID and NFC encoding and testing solutions for label manufacturers. Smart label market is growing strongly and more and more label manufacturers are considering how to expand from traditional labels to smart ones. Voyantic is the only company specializing in performance testing of smart labels from design to manufacturing. Labelexpo Americas was a good event to introduce testing and encoding solutions both to current smart label manufacturers and to ones considering market entry.”

Teemu Ainasoja, Sales Director, Voyantic Ltd.

“The 2018 edition of Labelexpo Chicago was the best US show ever for Grafotronic. The number and the quality of our leads were fantastic, and even better was that we actually closed some deals at the stand.” **Mike Bacon, Director Digital finishing, Grafotronic Inc.**

“This year, we saw many new products that generated a lot of excitement, and our 2800 Series Mini Laser Pro was proudly among them. The industry is responding to customer needs and we are all experiencing the positive effects of new technology. Not only did we talk to more attendees this year, but there were more people buying and more productive, proactive conversations.”

Taylor Buckthorpe, Director of Sales, Colordyne

“Labelexpo Americas 2018 was another great event for the Nilpeter family. With three new Nilpeter presses making their North American debut, we were met with much excitement. We have experienced a noticeable shift in the audience with all the mergers and acquisition-activity in North America. This has driven key decision makers to now come to the booth with a team of stakeholders. The opportunity to share our next generation solutions with such a captive audience continues to bring rewards. We had a great show and we are very much looking forward to the next Labelexpo Americas in 2020!”


Paul Teachout, VP Sales and Marketing, Nilpeter USA



FEEDBACK – PART 4




**LABELEXPO
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“Labelexpo Americas 2018 was surprising for us. We receive more visitors than we anticipated, many leads and floor sales. It was very pleasant to receive our clients generated from the Labelexpo Americas 2016 and also make new ones. Overall it was a successful outcome!”

Susana Teixeira, CFO and sales, Lemorau Lda



“Labelexpo Americas gives us an excellent opportunity to showcase our newest converting technologies in front of a surprisingly diverse audience. From meeting new prospects to visiting with existing customers and partners, it is an important and can’t-miss event on our tradeshow calendar. We’re already looking forward to 2020!”

Dave Grenwis, marketing manager, Delta ModTech



“The Labelexpo series provides a calendar of key exhibition dates for the industry and Labelexpo Americas gave GEW an excellent opportunity to present its core products and latest innovations. We were impressed by the diversity and internationality of the visitors to our stand”.

Marcus Greenbrook, Director, International Sales, GEW (EC) Limited

“Avery Dennison looks at Labelexpo as an opportunity to continue to stay connected to the industry and our customers. It’s the conversations and connections that come out of Labelexpo that spur many of the ideas and innovations that make Avery Dennison industry pioneers. Labelexpo is the largest gathering for our industry and it gives us all a chance to share the new things we’ve been working on as well as look forward to where the industry is going and how we can collaborate together. “

Tina Hart, vice president of marketing, Avery Dennison