LABELLEXPO AMERICAS

LABELLEXPO AMERICAS 2016

POST-SHOW REPORT
OVERVIEW

OVER
150
NEW PRODUCT LAUNCHES

455
EXHIBITORS
(up from 441 in 2014)

17,407
ATTENDEES
A 8.5% INCREASE ON 2014 NUMBERS

88
COUNTRIES REPRESENTED
(up from 81 in 2014)

83%
onsite rebooking rate for 2018

201,000
sqft
(up from 195,000 sqft in 2014)
An unprecedented **88** countries attended

**TOP 10**
- United States
- Mexico
- Canada
- China
- United Kingdom
- Japan
- Italy
- Brazil
- Germany
- South Korea

We also had attendees from:

Colombia, Albania, Algeria, Argentina, Armenia, Australia, Austria, Bangladesh, Barbados, Belgium, Bolivia, Cameroon, Chile, Costa Rica, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Fiji, Finland, France, Georgia, Ghana, Guatemala, Haiti, Honduras, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Jamaica, Jordan, Lebanon, Lithuania, Luxembourg, Malaysia, Martinique, Netherlands, New Zealand, Nicaragua, Nigeria, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Suriname, Sweden, Switzerland, Taiwan, Thailand, Tonga, Trinidad and Tobago, Turkey, Ukraine, United Arab Emirates, Uruguay, Uzbekistan, Venezuela, Vietnam

**8.5%** increase in attendees from United States
ATTENDEE PROFILE – INTEREST IN PRESS TECHNOLOGY

WHICH PRESS TECHNOLOGIES WERE THE VISITORS INTERESTED IN?

- **Flexo**: 62.15%
- **Digital**: 59.54%
- **Letterpress**: 13.28%
- **Offset**: 23.53%
ATTENDEE PROFILE – INVOLVEMENT

- 73% Self-adhesive labels
- 35% Tickets and tags
- 32% Flexible packaging
- 27% Wrap-around labels
- 23% Shrink-sleeves
- 18% Pouches, sachets, blister packs
- 16% Folding cartons
- 13% In-mold labels
- 11% Wet-glue labels
- 7% Woven labels

WHICH LABELS/PACKAGING WERE THE VISITORS RESPONSIBLE FOR?
WHAT EXHIBITORS ARE THE ATTENDEES INTERESTED IN MEETING?

ATTENDEE PROFILE – EXHIBITOR INTEREST

SUPPLIERS OF:

- 60% Digital printing presses
- 62% Flexo printing presses
- 53% Label stocks/film
- 36% Slitters and rewinders
- 42% Dies, cutters, rollers
- 49% Inks, coatings, foils
- 40% Label application technology
- 33% Pre-press materials and technology
- 24% Offset printing presses
- 22% RFID/smart labels
- 13% Letter-press printing presses
- 14% MIS
- 8% VIP systems
- 13% Folders and gluers

WHAT EXHIBITORS ARE THE ATTENDEES INTERESTED IN MEETING?
WHAT IS THE SENIORITY LEVEL OF OUR ATTENDEES?

- 20% Chairman/CEO/President/Owner
- 17% Director/Vice President
- 33% Manager
- 5% Executive
- 25% Other

WHICH OF OUR ATTENDEES ARE PART OF THE PURCHASING DECISION?

88%

Dave Maucieri, GPA: "Labelexpo Americas provided an outstanding platform for Arconvert and GPA colleagues to unite and connect with the community"
Larry Moore, Esko North America: “Esko had an exceptional Labelexpo Americas this year. Attendees are always very serious about investing in new solutions.”
FEATURE AREAS

LINERLESS TRAIL:
Ten leading producers from every stage of the linerless label supply chain (Appvion, Bostik, Evonik, Henkel Corporation, Innovia Films, Maan Engineering B.V., Max International Converters Inc, MPS Systems B.V., Nastar Inc. and Ravenwood Packaging) demonstrated how linerless labels can increase the speed and decrease the waste in label production.

DIGITAL FINISHING EXPERIENCE:
Two specially created workshops (in partnership with Delta Modtech and Xeikon.) demonstrated the advantages presented by the latest digital finishing technology. Showing how to make shorter runs profitable, how to build complexity into folding cartons and how to speed up delivery times.

SHRINK SLEEVE WORKSHOP:
Presented by leading experts from the field of shrink sleeve materials and technology.

Attendees were able to gain a clear understanding of design and origination requirements.

LABEL ACADEMY MASTER CLASSES:
Two workshops were held, Digital Label and Package Printing and Conventional Label Printing Processes.

They offered visitors the opportunity to gain the printing knowledge of renowned industry experts.
Most popular sessions included:

- CEO panel discussion: overview of the industry and trends
- Inkjet systems and technologies for industrial applications
- Smart sessions (case study examples)
- Converter panel discussion: new market opportunities
- Adopting new printing techniques to revolutionize design and branding
MARKETING CAMPAIGN - OVERVIEW

The marketing campaign celebrated a fantastical world of label and package printing possibilities.

- **31** MEDIA PARTNERS
- **123,000** FLYERS
- **53** MEMBERS OF THE PRESS IN ATTENDANCE
- **50** EMAIL BLASTS
- **35** ADVERTS IN MAGAZINES
PERSONALIZED MAILING CAMPAIGN IN ENGLISH AND SPANISH

LENTICULAR PIECES

DIRECT MAIL

MARKETING CAMPAIGN
MARKETING CAMPAIGN – Promotional video
Darren Headland, Arconvert U.S: “Labelexpo Americas was the perfect setting for Arconvert to reinforce our presence in North America, and we experienced a consistent flow of visitors who showed a keen interest in what we offer.”

Sandy Petersen, Digital Label Solutions, Inc: “Participating on the converter panel at Labelexpo Americas and discussing new opportunities in the label market was truly exhilarating.”

Theron E Johnson, DIP Company: “DIP Company has been exhibiting at Labelexpo for over 20 years and we had a very productive Labelexpo Americas 2016.”

Michael Panzeri, DPR Labeling LLC: “We are always pleased with the outcome of the Labelexpo Americas show. With the increase in attendees and expansion of the show over the years, it has continued to be a huge success for our team.”

Mike Weinhold, Verso: “Labelexpo Americas 2016 was three days of non-stop excitement and activity.”

Corinne Schmid, ebeam Technologies: “Labelexpo is a great platform for active dialogue and education.”

Andy Cook, FFEI: “Along with the many high quality leads, we were very pleased to see a good mix of both international and North American prospects throughout the three busy days.”

Steve Powers, HP Indigo Labels & Packaging, North America: “Labelexpo Americas 2016 allowed us to demonstrate how our complete end-to-end solutions are driving a digital labels and packaging revolution.”

Mike Atkins, Afinia Label: “Afinia Label exhibited at Labelexpo Americas, for the fourth time in as many years, due to the sheer number of qualified label professionals.”

Dave Snyder, Siemens PLM: “Labelexpo Americas 2016 was an outstanding event that allowed us to showcase our unique planning, scheduling, and estimating systems to a broad range of printers and converters.”
MORE FEEDBACK

Al Waller, Componex: “The company is very pleased with the amount of in-booth traffic, as it received more than 150 fresh leads. Fantastic show!”

Florian Kössler, Durst: “In addition to our existing customers a lot of new customers came on to our stand, particularly from Latin America, which is an important and growing market for us.”

Rich Cohen, Elevate Packaging and Pure Labels: “Labelexpo Americas was the ideal place to announce our innovative eco-friendly line of compostable adhesives labels. The response and interest in Pure Labels (tm) was astounding!”

Jerry Leonards, Erhardt-Leimer Inc: “This event allowed everyone to come up and try the demo in person and see the benefits for themselves.”

Tom Hammer, Flint Group Narrow Web North America: “Thank you for inviting Flint Group to Labelexpo Americas to share technical know-how to interested converters who are considering entering into the shrink sleeve market.”

Laura Kitzmann, Industrial Inkjet Ltd’s (IIJ): “Labelexpo Americas 2016 was a good show for us. The majority of the companies we met were potential customers.”

Mark Glendenning, Inland: “As a leader, it’s always good to contemplate the questions brought up at our session at Labelexpo Americas.”

John Attayek, Inovar Packaging Group: “As usual, Labelexpo Americas 2016 delivered an excellent program to the label industry. The conference sessions provided perspective on the state of our business, on every front, and the networking opportunities were tremendous across the entire supply chain.”

Rick Clendenning, INX International Ink Co: “Labelexpo Americas is one of my favorite trade shows. I’m glad that every two years, thousands of people who attend this event visit an area that is nearby to our corporate office and R&D facility.”
Juliane Engelbrecht, ISRA VISION: "ISRA VISION would like to thank all of our customers and visitors for a successful Labelexpo Americas 2016."

George Pinter, Klear Plastic Ventures: "Labelexpo Americas 2016 provided an opportunity for Klear Plastic Ventures (KPV) to introduce PET heat shrinkable film for sleeve labels. Labelexpo was the perfect forum to showcase this new product."

David Morris, Kocher + Beck USA L.P: "Kocher + Beck experienced a very successful Labelexpo Americas 2016, with a high level of attendees visiting our booth and interest generated during the show."

Michele R. Laird-Williams, Kodak: "Labelexpo Americas 2016 was an overwhelming success and booth traffic increased 30% compared to 2014."

Natália Lopes, Lemorau: "Labelexpo Americas 2016 was a big success for Lemorau. During the three day event we had many visitors from many different countries, which generated a good number of leads."

Brittany Franzen, Mactac: “The attendees showed a great amount of interest and excitement for our new MACjet products.”

Bill Magee, Michelman: “Our OEMs were there for collaboration and our customers where present to learn about our offerings. Great show!"

Kees Nijenhuis, MPS Systems North America: “MPS Systems North America is proud to announce that records have been broken at Labelexpo Americas 2016.”

Paul Teachout, Nilpeter USA Inc: "We found the level of attendance made in-depth possible, and had many interested and relevant customer interaction- mainly North and South American - visitors stop by our booth"

Michael J Brenner, NPPS Inc: “We enjoyed a wonderfully successful show. We had great floor traffic. Over 100 people stopped by to tell us about their hiring needs.”

Claudio Semenza, OMET Americas Inc: “The 2016 edition was a great success and a good opportunity to express our commitment to the US market.”