

LUXE PACK NEW YORK

Wednesday, May 11th – Thursday, May 12th, 2016
Pier 92 – 711 12th Avenue at 55th – New York, NY

LUXE PACK NEW YORK 2016 CONFIRMS ITS BEST SHOW YET! AN INCOMPARABLE SHOW OF REAL TIME BUSINESS DEVELOPMENT, TRADE INSIGHT, AND PACKAGING INDUSTRY INVENTIVENESS

Post Show
Press Release
June 1, 2016

LUXE PACK NEW YORK 2016 celebrated its best annual show. The largest U.S. tradeshow dedicated to creative design packaging celebrated its 14th edition with record breaking attendance. Held at Pier 92 for its 3rd consecutive year, the show floor welcomed a full house of 3768 visitors, a 4.66% increase from 2015 and showcased over 240 exclusive exhibitors. The variety of strategic exhibitor selection this year brought the best of industry suppliers within the cosmetics, fragrance, fine foods, fashion, and wine & spirits market all to one venue. This dynamic fusion of participation between exhibitors and guests was the perfect platform for impactful exchanges of real time first-rate packaging business development.

On May 11th, LUXE PACK NEW YORK opened its doors at Pier 92 for its 14th annual premier show of premium and creative packaging. LUXE PACK was thrilled to welcome attendees representing companies such as TOM FORD BEAUTY, CHOBANI, DIAGEO, ESTEE LAUDER COMPANIES, GODIVA, LVMH, BROWN-FORMAN, TIFFANY & CO., JOHNSON & JOHNSON, L'ORÉAL, BUMBLE & BUMBLE, NARS, KENNETH COLE PRODUCTIONS, COLGATE, PEPSICO, CHANEL, UNILEVER, CLINIQUE, PROCTER & GAMBLE, HERSHEY'S, and BACARDI, just to name a few. In addition, to the over 240 specifically selected exhibitors, LUXE PACK NEW YORK developed and offered a wide-ranging successful two day agenda that was jam packed with new show elements.

A newly formatted conference program including focused Masterclasses on trends, design, sustainability, and innovation brought record breaking attendance (an increase of 32% in overall conference session attendance) to every single session held in this year's expanded Session Area. The exceptional panel roster that included industry experts from The Doneger Group, Victorix Swiss Army, Estee Lauder, AMWAY, Pantone Color Institute, and Euromonitor delivered strategic packaging trend insight, infused color theory design forethought, and facilitated current sustainability short run production challenges.



Trends Masterclass

A few Seminar Session Highlights:

- The exceptional Masterclass presentation on “Defining Premium” created and moderated by Marc Rosen, President of Marc Rosen Associates along with his “A team” panel provided an insider’s perspective of how “luxury” is currently perceived by today’s consumer and the elements that make up its DNA.
- A complimentary roundtable discussion moderated by Flurr Roberts, Global head of Luxury, from Euromonitor International and supplemented by Robert Peterson, Senior Vice President of

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Packaging from Estee Lauder, Jamie Ross, creative director of the Doneger Group, Laurie Pressman, Vice President of Pantone Color Institute on color, retail, and material packaging trends.

- An insightful look into other industries, such as the automotive or home interiors and how they can be used as predictors for upcoming packaging material insight presented by the VP of Material ConneXion, Andrew Dent.
- An expert view into the growing market of Craft Packaging Design and how this new surge is expected to impact the wine and spirits industry with a demand for shorter packaging production runs developed by Beverage World was a huge hit with attendees.

Also, for the first time, LUXE PACK NEW YORK introduced Turbo Talks. An interactive event where exhibitors participated in 2 minute quick pitches on both days that allowed them to address the visitors outside of the traditional exposition space and present their expertise. This new speaker platform successfully facilitated the participants with additional new contact outreach. Due to its success and the positive feedback, LUXE PACK plans to review the event in detail and bring it back for 2017!

“We are thrilled to have developed the most successful LUXE PACK NEW YORK show yet. For this edition, our focus was to uphold the high caliber essence in all elements that LUXE PACK notoriously offers. Not only were the exhibitors impressed with the high level and record breaking quantity of industry attendance, but the visitors were gripped with the level of innovation newness and creativity that was showcased. The new events this year, such as Turbo Talks and the Masterclass sessions really brought true added value. It is quite important to us, that we continue to grow this platform successfully and offer the packaging industry the event that makes an impact to all those involved” shared Nathalie GROSDIDIER, Deputy Managing Director, LUXE PACK.

Emerging Trends Surfaced

Due to the continual demand for new and forward thinking product details and solutions within the premium packaging market, LUXE PACK NEW YORK exhibitors showcased progressive waves of innovation within all levels of the packaging design process. Emerging trends showcased clearly included raw materials moving from trend to market and the explosion of metallization techniques.

Metallization in color packaging was prevalent this year. From metallized bulbs, to micro-engraving printing and metallic reflections on lustrous glass bottles. SGD showcased their “Metal ‘In”. The Metal ‘In technique gives the illusion of precious metal floating inside a packaging bottle. Virospack also debut their Metallized bulbs. These luxury droppers offer high visual impact resulting from subtle shines and light reflections. Metallization was not only seen in cosmetics packaging but also for wine and spirits. Cypress Packaging Company also showcased their “TINPER, from tin to paper”. Original and new technology that features special treatments and 5 production procedures that ultimately result in a heavy metallic look, but in a lighter weight material. Akey Group LLC. used the Turbo Talks platform to present their Micro engraving printing™ capabilities. This printing technique provides an eye catching effect that creates fine textures and metallic reflections on the surfaces of original artwork.

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From left to right: SGD Metal'In / Virospack's Metallized Bulbs / Cypress Packaging Company "TINPER" / Akey Group LLC. Micro Engraving Printing™

Raw materials in packaging were no longer a fleeting premium show trend, but now the new norm. In this realm, was Nate Packaging's custom tooled lipstick packaging. Their 100% polypropylene only design completely eliminated the need for multiple resins. This recyclable package supports large brand success built on natural formulas combined with eco-friendly packaging. Pujolasos Wood & Pack also showcased this demand. Their booth consisted of bottles and outer packaging that are fully recyclable including the internal perfume formula is made up of corn sourced alcohol and a blended aloe base, making available a 100% green product. LUXE PACK supports the increase of this demand and proudly highlights these extraordinary green efforts by continuing to host the annual LUXE PACK in green Awards within the global franchise.

Burt Rigid Box Inc. and Mohawk win the LUXE PACK NEW YORK 2016 *in green* Awards

LUXE PACK proudly continues to recognize the best eco packaging solution submitted by LUXE PACK NEW YORK exhibitors. Every year, this award honors the best sustainable design integrated into the production process. New for 2016, LUXE PACK honored 2 winners. One for the best sustainable packaging solution and a second honor for the best internal initiative. It reaffirms the interest of packaging manufactures and suppliers not only wanting to create creative and green friendly products, but also weaving social responsibility in their business practices.



From left to right: 2016 LUXE PACK In Green Winners: Burt Rigid Box – Best Sustainable Product / Mohawk – Best Sustainable Initiative

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This year's elite jury panel of industry experts led and developed by Linda CASEY, Editor in Chief of Package Design, official LUXE PACK press partner included:

- Dr. Hae CHANG GEA, Program Chair, Rutgers Packaging Engineering Program
- Maria WILLIAMS, Vice President Creative, Godiva
- John MORGAN, Global Senior Research Scientist, Discovery Open Innovations, Amway
- Christopher COSTA, Director of Product Management & Packaging, Victorix Swiss Army
- Dr. Brooke CARLSON, Sc.D., Professor, Cosmetics & Fragrance Marketing & Management Master's Program, Fashion Institute of Technology/School of Graduate Studies

After reviewing all submissions individually and a round table discussion, the best sustainable product award was given to Burt Rigid Box, Inc. for their Godiva's Casual Gift Boxes. Godiva had challenged Burt to develop a new and improved wrap for their boxes that would replace their expensive, multi-layer coated stock with a more cost effective, production friendly, and above all, environmentally friendly alternative. The result was Envirofoil, made using a patented process.

"We are thrilled and honored that our rigid box, made with Hazen Envirofoil® wraps and recycled board, was chosen as this year's winner of Luxe Pack's *in green* Award. Our company thrives on innovation. We're proud to have met the ambitious goals set forth by our client Godiva: not only to manufacture a more sustainable product, but to reduce our costs in the process. It's a wonderful thing when an outlook shared by three companies leads to a true collaboration, and the result is a development this creative and widely applicable to the luxury packaging market. Being recognized by our peers and customers at LuxePack is the cherry on top" shared Laura Brodie, Vice President, Burt Rigid Box, Inc.

The award for best sustainable initiative was given to Mohawk for their longstanding environmental commitment. As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production.

"Mohawk is extremely pleased to be recognized with a Luxe Pack 2016 In Green Award recognizing best corporate sustainable initiatives. As a manufacturer of fine papers, envelopes and luxury packaging papers, Mohawk takes pride in our environmental commitment, social responsibility and corporate stewardship programs, which are woven into the fabric of our corporate culture and business practices," said Melissa Stevens, Vice President, Sales, Mohawk. Mohawk offers a comprehensive collection of extremely high post-consumer waste recycled papers developed to support sustainable design and reduce the impact on the environment without sacrificing print performance."

The following companies were also nominated for the awards and will be part of the LUXE PACK *in Green* Hall of Fame which will also include all nominees and winners from the Monaco and Shanghai shows.

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2016 Best Sustainable Product Nominees

1. Burt Rigid Box, Inc. – Godiva’s Casual Gift Boxes - **WINNER**
2. Nate Packaging – 100% Polypropylene-only Lipstick Package
3. VIVA IML Tubes – VERSASPA

2016 Best Sustainable Initiative Nominees

1. Mohawk – **WINNER**
2. SeaCliff Beauty

The 2016 in Green Award trophies were designed and manufactured by DAPY AMERICA. DAPY AMERICA has recently implemented environmental friendly packaging into their portfolio. Their Airy Pack, a patented development that reduces packaging weight by 50% which ultimately reduces cost and minimizes the carbon footprint, is testament to their commitment to providing a “green” choice for spirits packaging.



LUXE PACK NEW YORK 2016 Awards

Continued Growth and Success

Between the accessibility of the 92 creative concepts in packaging that were highlighted in the Arena visual display, record breaking show attendance, standing room only in-depth conferences, and the continual growth of quality visitors, LUXE PACK NEW YORK 2016 once again successfully delivered an exceptional show! LUXE PACK offers the premium packaging industry a valuable resource for long standing business success.

For more information, please visit our website: www.luxepack.com

LUXE PACK MONACO – September 21-23, 2016 – Grimaldi Forum
LUXE PACK SHANGHAI – April 12-13, 2017 – Shanghai Exhibition Center
LUXE PACK NEW YORK – May 2017

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