

easyFairs® PACKAGING INNOVATIONS 2010

POST-SHOW REPORT



THE VISITORS

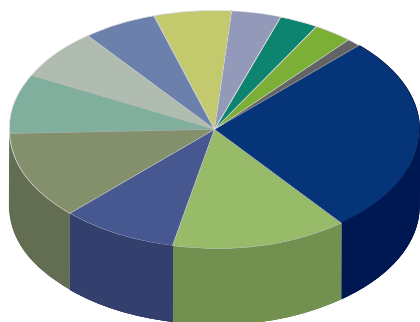
easyFairs® PACKAGING INNOVATIONS 2010 and the co-located events attracted 4208 visitors over two days. A 4% increase on 2009.

VISITORS BY ORGANISATION TYPE

Visitors attended from across the spectrum of retail and manufacturing industries including:

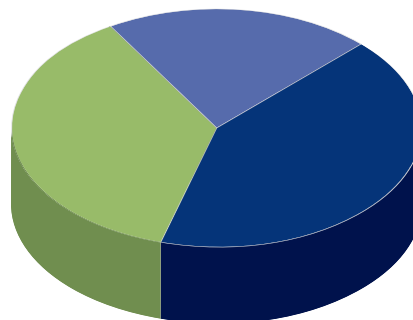
- Agriculture
- Automotive
- Chemicals
- Consumer electronics
- Consumer durables
- Cosmetics/toiletries/healthcare
- Clothing/footwear
- Construction/DIY/home & garden products
- Food & beverage
- IT/office equipment
- Own brand retail
- Pharmaceutical/medical
- Publishing/printing
- Retail/wholesale
- Toys/games

VISITORS BY AREA OF EXPERTISE



- Managing director/owner/proprietor 27%
- Purchasing 14%
- Marketing/brand/product development 12%
- Design/creative 9%
- Packaging technologist 8%
- Operations 7%
- Production/supply chain 6%
- Manufacturers 6%
- R&D 4%
- Key accounts 3%
- Other 3%
- Quality control & assurance 1%

VISITORS BY PURCHASING/DECISION MAKING AUTHORITY



- I make the final decision 42%
- I influence 37%
- I specify 21%

2010 SAMPLE VISITOR LIST

Company	Job title
Allied Bakeries	Packaging Buyer
Alliance Boots	Packaging Technologist
Arla Foods	Packaging Manager
Asda	Packaging Buyer & Packaging Development Manager
Avon Cosmetics	Senior Packaging Engineer
Creative Services	Manager & Packaging Technologist
Boots	Business Improvement Manager
Bosch	UK Commodity Buyer
Bostik	Senior Product Manager
British American Tobacco	Senior Scientist
Britvic	Packaging R&D Manager & Packaging Buyer
Britvic	Packaging R&D Manager
Buxton Spa Bakery	Buyer
Cadbury	Packaging Designer
Cava UK	Sales Consultant
Coca Cola	Senior Packaging Engineer
Co-operative Food	Commercial Packaging Manager
Coronation	Confectionery Director
Coventry Chemicals	Group NPD Manager
Dairy Crest	Category Manager Plastics
Debenhams	Channel Marketing Manager

Company	Job title
Dr Oetker UK	Purchasing Manager
Dyson	PLGM Co-ordinator
Elemis	Director of Purchasing and Production
Europharma Concepts	Commercial Manager
Fortnum & Mason	Packaging Manager
Findus Group	Purchasing Co-ordinator
George Clothing	Packaging Buyer
Gemini Healthcare Ltd	Director Packaging Development Europe
GlaxoSmithKline	Global Packaging Manager & Packaging Development Manager
Greencore Sandwiches	Category Packaging Development Manager
Green Isle Foods	Packaging Technologist
Halfords	Assistant Brand Manager
H.J. Heinz	Packaging Development Technologist
Hampshire Cosmetics	Brand Development Manager
Harrods	Packaging - Specialist
Hotel Chocolat	Packing Innovator
Imperial Tobacco	Brand Manager
Innocent Drinks	Head of Packaging
Jeyes	Buyer
John Lewis	Packaging Manager

2010 SAMPLE VISITOR LIST continued...

Company	Job title
Johnson & Johnson	Innovation Project Manager
Kerry Ingredients	New Product Development Manager
Kimberly-Clark Europe	Packaging Development
Kimberly-Clark	Packaging Development Manager
Kinnerton Confectionery	Senior Packaging Developer
Marks & Spencer	Senior Packaging Technologist
MARS Chocolate UK	Research and Development
McCain Foods (GB)	Packaging Development Manager
McCain Foods (GB)	Senior Packaging Technologist
Molton Brown	Product Developer
Morrisons PLC	Packaging Buying Manager
Mothercare	Brand and Packaging Manager
Nestle	Packaging Development
Next Retail	Senior Packaging Technologist
Northern Foods	Category Manager
PepsiCo International (UK & Ireland)	Productivity Development Engineer
Poundland	Head of Packaging & Design
Premier Foods	Packaging Innovation Manager
Procter & Gamble	R&D Packaging - Hair Colour Department
Rachel's Organic	Senior Brand Manager

Company	Job title
Reckitt Benckiser	Global Packaging Manager
Sainsburys	Senior Packaging Manager, GM
Sainsburys	Packaging Manager
Selfridges & Co	Regional Manager - Strategic Sourcing
Soft Drinks International	Director
Sweets R Us	Confectionary Packaging
Tesco	Senior Packaging Buyer
Tetley	Packaging Innovation Manager
The Body Shop International	Laboratory Manager
The Boots Company	Gift Purchasing Manager
The Silver Spoon Company	Category Manager
The Wrigley Company	Marketing Services Manager
Thorntons	Packaging Development Manager
Trio Healthcare	Managing Director
Twinings	International Packaging Development Manager
United Biscuits	Packaging Innovations Manager
Warburtons	Packaging Technical Assistant
Vimto Soft Drinks	Brand Manager

easyFairs® PACKAGING INNOVATIONS 2010 POST-SHOW VISITOR RESEARCH

Visitors to easyFairs® PACKAGING INNOVATIONS 2010 are interested in:	
Brand management	22%
Converting	21%
Creative packaging	77%
Labelling	37%
Materials and technology	56%
Point of sale solutions	27%
Printing	40%
Product design	50%
Shelf ready packaging	34%
Smart packaging	46%



- 70% of attendees plan to make a purchase as a result of visiting easyFairs® PACKAGING INNOVATIONS 2010.
- 33% of those visitors plan to purchase goods and services with a value of £25,000 to £100,000. A further 64% will purchase goods up to £25,000.
- 50% of visitors came to source new products & services, with 37% coming to find new suppliers.
- 56% of visitors came specifically to uncover the latest developments in packaging and branding.
- 80% of visitors fulfilled their objectives for attending – a further 17% felt it was too early to say.
- 81% of visitors will return to easyFairs® PACKAGING INNOVATIONS in 2011 – a further 12% will make a decision later in the year.

DON'T JUST TAKE OUR WORD FOR IT!

Here's what some of our 2010 VISITORS have to say:

"We had a handful of companies exhibiting at the show who we buy from and supply, but even though we deal with them week in and week out, very rarely do we get the opportunity to meet them face-to-face. With modern technology as it is, such as emails and so forth, opportunities to meet clients and prospective clients face-to-face is becoming very rare. However easyFairs has changed all that. Anyone who's anyone in the world of packaging was there. There was a huge amount of innovation at the show, along with a fantastic number of quality exhibitors, and learnShops™. easyFairs packaging events are now a permanent fixture in my diary."

Will Garrity, Sales Director, ESP

"I found the easyFairs® PACKAGING INNOVATION 2010 exhibition at the NEC very interesting and informative and hope to persuade our company to have a stand at next year's show, I met with several contacts who were exhibiting at this year's show and they all seemed very positive with the standard of sales enquiries and the contacts."

Richard Eley, Sales Executive, Bettix Ltd

Here's what some of our 2010 EXHIBITORS have to say:

"Over the last six years the quality of the visitors to the easyfairs® PACKAGING INNOVATIONS Show has improved year on year and 2010 was no exception. Following our win in the Lions Liar for BB2 our patented re-usable wine box we had an incredible response from a wide variety of industries, some of which are very promising. It still amazes us that some seven years after the introduction of Retail Ready Packaging by the UK retailers their suppliers are still looking for the ideal solutions. Visitors to our stand could not believe some of the simple but ingenious designs we have developed that could be useful for their business. We have much work ahead."

Rowan Tinn, Innovations Development Manager, Clifford Packaging

"We generated over 200 quote requests over the two days, a similar number of brochure requirements and our newly revamped web site has been hot since the show. We found it a very positive experience for our first time at this show and we have booked a larger stand for next year."

Jonathan Powell, Sales Director, Spectra

"The easyFairs packaging show continues to delight us with the number and the quality of visitors that it is able to attract. Whilst the show is only two days long, they are two exceptionally hectic days. This year we have completed four books of visitor leads: way beyond our expectations. Introductions that we have made at previous years events have yielded many hundreds of thousands of pounds worth of business over the life of the association, and we firmly believe that this will be the case for the 2011 event as well."

Paul Tye, Marketing Manager at Benson Group