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Launch Success for New Irish Packaging Show

PACKAGING show specialist easyFairs has confirmed its new Irish packaging exhibition will become an annual event after a successful launch in June, when almost 1,000 brand managers, product developers and packaging technologists, from brands such as Coca Cola Ireland, Kerry Foods, Diageo and Microsoft, attended the event debut at the RDS.

They were able to check out new advances in packaging design, eco-friendly materials, and packaging and print machinery on offer from 85 of the country's most forward-thinking packaging suppliers.

easyFairs' UK & Ireland Managing Director Matthew Benyon (pictured) said it was one of the most impressive show launches he'd experienced during his 14-year exhibitions career. "The strong demand from both visitors and exhibitors has reinforced our belief that we should offer the show annually – that's what we'll be doing. Our pre-show research revealed that Irish brand managers view innovative packaging as key to driving sales through the recession; that was evident as they turned out in force for our inaugural show."

Next year's show is scheduled to take place in Dublin on June 16 & 17. Almost half of the exhibitors that appeared at the inaugural expo have already rebooked for 2010, whilst both recycling body Repak and the Irish Packaging Society will again be supporting the show sequel.

"Ireland demands its own packaging show, a place where the thriving packaging community can meet key buyers and decision makers," noted Matthew Benyon. "Until now, Irish brands have tended to visit shows in the UK or mainland Europe to source packaging suppliers – now they have one on their doorstep. I'm confident easyFairs Packaging Ireland can grow to become as successful as our shows in the UK and Europe, where they attract many thousands of visitors."

