



Part of

LONDON PACKAGING WEEK 2022

21 & 22 September 2022, Olympia London

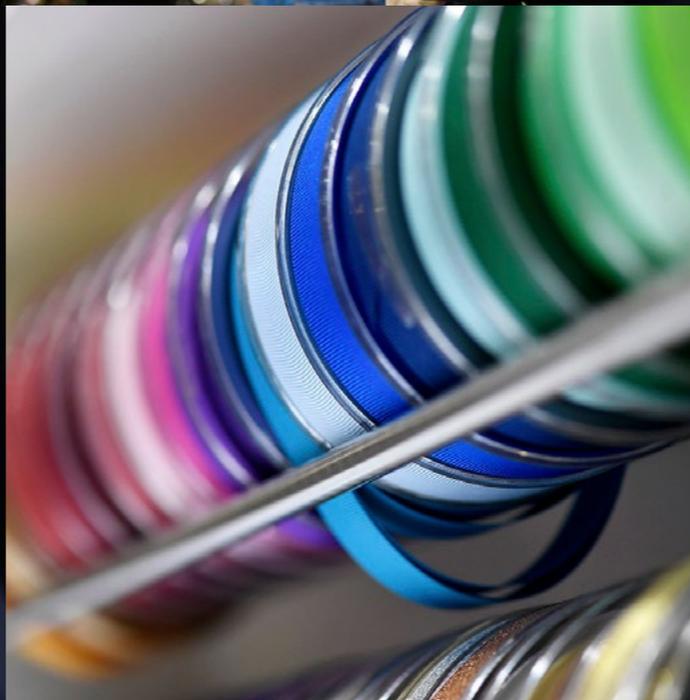
The vibrant new home
of packaging innovation
in the UK's capital

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by EASYFAIRS





LONDON
PACKAGING
WEEK 2022



WELCOME

Ten years ago, Easyfairs launched Packaging Innovations London and Luxury Packaging London, creating the first true meeting place for packaging designers, technologists and suppliers in the capital.

Today, with the growing need for more focused face-to-face and digital experiences, it is time to begin a new chapter for the packaging community in the capital. We are proud to present London Packaging Week – a series of four vibrant events bringing a new, sharper focus on packaging development for the capital's key luxury and FMCG markets.

The four events – PCD for the beauty market, PLD for the premium drinks sector, Packaging Première for the luxury products market and Food & Consumer Pack for FMCG – each target a specific community. But they will combine to create a dynamic and inspirational new environment that will drive packaging innovation, business and connections at the heart of the UK's consumer products market.

Create the future of your packaging business at London Packaging Week.

Discover the event >

www.londonpackagingweek.com





Packaging Première is the selective exhibition dedicated to connecting designers and manufacturers of luxury packaging with the major international brands looking to create an unmistakable mark of luxury for their product.

Launched in Milan in 2017, the event has developed an unrivalled position in driving the luxury packaging business in luxury products, fashion, fine food, accessories and retail; and the launch of Packaging Première at London Packaging Week in 2022 will bring this unique annual meeting-place to the £10.5bn* UK luxury products market.

*Source: Statista, UK luxury products market in 2021



I would like to thank Packaging Première for giving us the opportunity to present one of our company's most innovative projects.

Carmen Carulli, Purchasing Director

L'ORÉAL

BRANDS WHO ATTEND

Harvey Nichols | Swarovski | The White Company | Next | Paul Smith | Harrods
Adidas | Ted Baker | Cath Kidston | Missoma
Louis Vuitton | John Lewis | ASOS**

**Attendees at Luxury Packaging 2019

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PCD

THE FUTURE OF PERFUME
COSMETICS & PERSONAL
CARE PACKAGING



Since its launch in Paris in 2001, PCD has become the world's leading event brand for the beauty packaging community, connecting and inspiring innovation and business for brands, designers and suppliers alike.

The launch of PCD London into the UK's £11.4bn* beauty and personal care market adds to the existing editions in Paris and Milan, extending this trusted network of beauty packaging innovators to the UK's perfume and cosmetics market.

*Source: Statista, UK beauty and personal care market in 2021



PCD has become the most important exhibition for the perfume and cosmetics industry in Europe. The volume of high-profile visitors makes it a very attractive show to attend.

Albert Bach, Export Manager



BRANDS WHO ATTEND

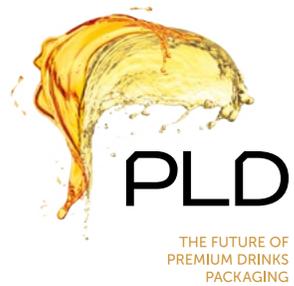
Estée Lauder | Charlotte Tilbury
Molton Brown | Penhaligon's | Lush | Baylis
& Harding | Coty | Jo Malone | Boots | PZ
Cussons | Elemis | Avon | Neal's Yard**

**Attendees at Luxury Packaging 2019

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PLD connects packaging developers, designers and suppliers to define the future of packaging for all types of premium and luxury drinks - from wine and spirits to premium beers and soft drinks.

The event's launch into the £38.6bn* UK alcoholic drinks market will bring a unique formula that has developed since PLD's launch in Paris in 2020, where it has earned the support of key brand owners including Diageo, Edrington, Atom Brands, Pernod Ricard, LVMH and many more.

*Source: Statista, UK alcoholic drinks market in 2021

BRANDS WHO ATTEND

Diageo | Heineken | LVMH | Fever Tree
Carlsberg | PepsiCo | Halewood | Innocent
Absolut | Asahi | Chivas Brothers
Coca-Cola | Edrington | Atom Brands**

**Attendees at Luxury Packaging 2019



PLD has been extremely valuable to get inspired by the spirits and cosmetic communities and to learn how they overcome the common challenges we face.

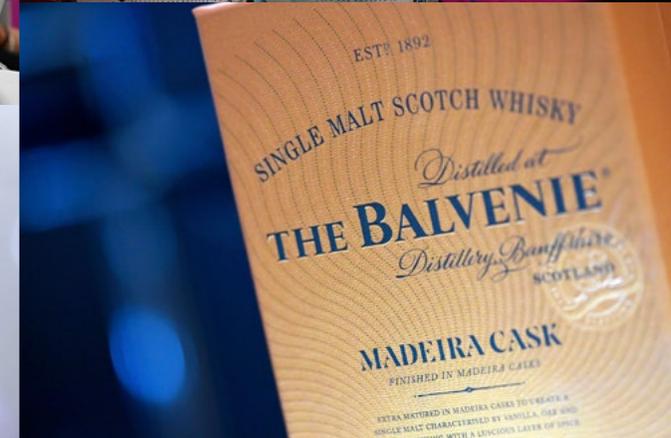
Jérôme Labie, Innovation Manager
R&D EMEA



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FOOD & CONSUMER PACK

THE FUTURE OF FOOD & CONSUMER GOODS PACKAGING

The newest brand at London Packaging Week, Food & Consumer Pack is designed to drive packaging innovation across the £200bn* market for everyday food, drinks and FMCG products.

The event enables innovation projects of packaging technologists and designers working for brands and retailers, by inspiring them with the latest products and knowledge; and connecting them with the packaging suppliers who will help them create the future of their packs.

*Source: Statista, UK supermarket sales in 2021

BRANDS WHO ATTEND

Waitrose | Tesco | Sainsbury's | Unilever
Marks & Spencer | Fortnum & Mason
Graze | Hotel Chocolat | Gousto
Ferrero | Just Eat | Quorn | Twinings
Jamie Oliver | Itsu**

**Attendees at Packaging Innovations 2019



The event allows us to do a lot of meetings in one location and see what is new on the market - you just can't beat seeing things in real life.

Ian Stapleton, European Technical Packaging Manager



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WHAT TO EXPECT

Both at the show and through our year-round digital content programme, the four London Packaging Week events will be designed to make innovation easy. Here's how...



Source

Both onsite and online, London Packaging Week will offer visitors a totally focused environment for brands to source packaging solutions, discover new products and meet new and existing suppliers.

Connect

Through networking initiatives, guided tours, a new Ambassador programme and a new digital matchmaking platform, London Packaging Week will make it easy for visitors and exhibitors to connect and meet both before and at the event.



Inspire

Through our partnership with the world's leading design competition, the Pentawards, as well as talks and innovation galleries, London Packaging Week will inspire our community to innovate and be creative in the year to come.



Learn

Our events bring together an agenda-setting group of speakers from brand owners, designers, retailers and other influencers to tackle the biggest topics – equipping visitors with the knowledge to solve their innovation challenges.



VISITOR PROFILE

Job functions

Founder/C-suite
Buying, procurement and purchasing
Packaging development, technology and innovation
Design, branding and art direction
New product development
Brand management and marketing
Category management

Industries

Make-up and cosmetics
Perfume
Personal care and skincare
Food
Drinks
Fashion and accessories
Retail
Household goods
Luxury goods and gifts

EXHIBITOR PROFILE

- Bags for retail
- Bottles
- Caps and closures
- Contract manufacturing and filling
- Design, artwork and 3D printing services
- Dispensing and aerosol technologies
- Films and sleeves
- Glass packaging
- Labels and label materials
- Metal packaging
- Paper and board
- Plastic and bioplastic packaging
- Point of sale materials
- Presentation packaging
- Ribbons and other embellishments
- Tubes and pouches
- Stamping and decoration
- And much more!

Discover the event >

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SECURE YOUR STAND

Put your business at the heart of innovation

London Packaging Week's four events are designed to help packaging specifiers, buyers and designers innovate in a focused environment – most of all, by connecting them with the very best packaging suppliers and partners. That means the event will maximise business opportunities and lead generation for exhibitors like you, putting you face-to-face with your chosen focused audience of beauty, premium drinks, luxury products or FMCG packaging buyers.



All exhibitors at Easyfairs events benefit from a range of stand and build options, as well as a suite of marketing tools offered by the MyEasyfairs and EasyGo platforms, which give you the visibility and leads you want and help our audience to plan their visit to the show.

Contact our team today to find out how London Packaging Week can help you put your business at the heart of innovation.

Jennifer Burley

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and Packaging Première
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