

Perlen Packaging at the Interpack 2008: Successful appearance in Düsseldorf.

More than 300 discussions and a number of new customer projects initiated over seven exhibition days – the Interpack again proved itself to be an important marketing platform for us.

From 24th to 30th April 2008, the international packaging industry gathered at the biggest ever Interpack, for the first time covering 18 halls.

First appearance as «perlenpackaging»

This was our 11th Interpack attendance, but as Perlen Packaging it was a premiere. For the first time, we were able to present ourselves as a supplier with a full product range and clearly defined pharma profile.

With the joint appearance of Perlen Converting AG, ac-Folien GmbH and Perlen Converting LLC, we underlined our position as a global partner for quality and service.

Innovation «PERLALUX-Tristar ultra» was exhibition highlight

Centre stage was given to our new innovation in the high barrier segment, PERLALUX®-Tristar ultra, which reaches barrier values so far unattainable by PVDC coated films and underpins our motto „The Benchmark for Barrier Films“. A further highlight were the examples of our anti-counterfeit film PERLALUX®-Identity, which is further developed from its initial launch at the 2005 Interpack.

Our products were also on display at four other stands, namely at the machinery producers Uhlmann, Hoong-A, Wenz und Hapa.

Visitor volume above exhibition average

Our sales team was able to hold discussions with more than 300 parties from 47 countries, which was considerably above the exhibition average. The majority of the visitors came from Europe as expected, but the Asian region was also well represented. Whilst the ratio of customers and potential customers was about 50% at previous shows, this year it was considerably higher at around 60%, which reflects favourably on the quality of the 2008 Interpack.

A success in every aspect

High fair quality, successful market appearance, initiation of many new customer projects for our innovations and system solutions, excellent teamwork during the build-up and exhibition itself: it all contributed to a highly successful Interpack 2008.

The technical discussions with our visitors to the stand confirmed once again that our films represent real solutions for today's needs in the pharma industry for higher product protection, both in terms of barrier and anti-counterfeiting. ■

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