

PRESS RELEASE

ADF&PCD New York teams up with Webpac to deliver a vision of the future of beauty packaging

Future Beauty Packaging Live theatre at the September event will bring together top perfume and cosmetics brand owners with packaging suppliers to discover the future of packaging development

NEW YORK & MADRID, July 2019 - Easyfairs, the multi-format event organiser and venue owner, and Webpac, the world's first cloud-based platform for brands and pack suppliers, are proud to announce a new collaboration that will offer a vision of the future of packaging development to top brands and suppliers at the ADF&PCD New York event in September this year.

Webpac and ADF&PCD New York will host *Future Beauty Packaging Live*, a two-day conference on September 17 and 18 that will bring new insights on the key challenges facing brand owners and suppliers in perfume, cosmetics and personal care over the coming years.

Topics will include tackling the sustainability challenge, creating products for e-commerce, packaging for the ever-growing indie beauty sector and the new possibilities of smart and connected packaging. Confirmed speakers include representatives of multinational brand owners Unilever and Coty, The International Perfume Foundation, leading indie beauty brands, plus a range of internationally-renowned packaging design experts. The full programme is available at www.adfpcdnewyork.com

Webpac will host two sessions on each day that will present case studies of packaging created using the Webpac Pack Cloud, the world's first cloud-based platform that allows packaging developers to combine compatible packaging components, design and visualize new creations in 3D in a matter of minutes. Invitation-only workshops for teams from Unilever and Coty and their suppliers will also be held over the two days, to further enhance brand-supplier collaboration, accelerate innovation and speed-to-market.

Paul MacDonald, global brand director for Easyfairs' packaging portfolio, said: "ADF&PCD New York is the key sourcing event for packaging for the perfume, cosmetics, aerosol and dispensing sectors. This collaboration with Webpac is a very exciting development for the event, adding real value for packaging specifiers by addressing their most pressing challenges. Webpac is at the forefront of the digital transformation for the packaging development process and is the ideal partner to help our community visit the future at ADF&PCD New York."

Duncan Briffett, CEO and co-founder of Webpac, said: “ADF&PCD New York is the perfect meeting place for the collaboration between brands and suppliers in the beauty industry. We are looking forward to sharing our vision and the latest innovations in digital pack sourcing, design and development there, to continue to empower this community to connect, collaborate and create - faster!”

Launched in 2016 off the back of the long-established world-leading ADF&PCD Paris event, ADF&PCD New York presents over 150 specialist packaging suppliers in the perfume, cosmetics, aerosol and dispensing sectors.

For more on ADF&PCD New York, visit: www.adfpcdnewyork.com

For more on Webpac, visit www.webpac.com

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About Easyfairs

Easyfairs organises and hosts live events, bringing communities together to visit the future.

The company currently organises 220 events in 17 countries (Algeria, Belgium, China, Denmark, the Emirates, Finland, France, Germany, the Netherlands, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manages 10 event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Venray, Gothenburg, Malmö and Stockholm)

Easyfairs employs more than 750 people and generated revenues exceeding €171million for its financial year 2018-2019.

Easyfairs strives to be the most adaptable, agile and effective player in the events industry by employing committed individuals, deploying the best marketing and technology tools and developing strong brands.

In 2018 Easyfairs was named Belgium’s “Entrepreneur of the Year®” and in 2019 it was named a “Best Managed Company” by Deloitte. The company is ranked 18th in the list of the world’s leading exhibition companies.

Visit the future with Easyfairs and find out more on www.easyfairs.com.

About Webpac

Webpac is the world’s first cloud-based platform for the consumer goods and packaging industries. Webpac delivers digital solutions empowering brands and their suppliers to connect, collaborate, and create faster.



Webpac offers an integrated cloud-based suite of 5 solutions (the Pack Cloud) for brands/pack purchasers and pack suppliers: PackSearch (search engine), PackPortal (brand innovation portals), PackStudio3D (3D pack configuration and Augmented Reality), PackCatalog (catalog and specification software), PackSales (sales toolkit apps) that accelerate the product development process.

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