



**OWNED AND PRESENTED BY THE APPMA**

2019 | 26-29 MARCH

**MELBOURNE CONVENTION AND EXHIBITION CENTRE**

# EXHIBITOR PROSPECTUS

**Much more than a four day event. AUSPACK is an unrivalled, industry owned, processing and packaging immersive experience.**

AUSPACK 2019 embodies the innovation of the food, beverage and pharmaceutical processing and packaging industry. We are an industry magnet for the **southern hemisphere**, featuring more than 350 exhibitors unveiling the latest technology to more than 7,000 hyper targeted industry professionals.



# IMAGINE WHAT'S NEXT

On behalf of the Australian Packaging & Processing Machinery Association (APPMA), I am pleased to advise that AUSPACK will be heading to Melbourne on the 26th to the 29th of March 2019.

Our 2017 AUSPACK was our largest to date and we strongly encourage your company to join us in 2019 as an exhibitor at the leading processing and packaging exhibition in Australia.

Proudly owned and presented by the APPMA, AUSPACK is heading into its 34th year and the quality of visitors and continued increase of exhibitors is a testament to the event. The growth in our international pavilions and exhibitors enables AUSPACK to be recognised on the global calendar as one of the top packaging & processing trade exhibitions. It is also an opportunity for international brands to launch their products in Australasia, enhance their brands in the region or develop closer relationships with local agents or distributors.

The APPMA also works very hard to ensure that AUSPACK offers more than just the exhibition. Under the Packaging & Processing Week umbrella the APPMA has educational and social offerings during AUSPACK to allow further networking and educational opportunities for the industry during the four-days. Packaging & Processing Week includes:

**Processing Day:** The APPMA developed Processing Day at AUSPACK 2017 as a means to enhance the opportunities for processing companies to come and meet other key players within the industry. Processing Day will continue to play an important role moving forward.

## **2019 Packaging & Processing Innovation & Design (PIDA)**

**Awards:** The Packaging & Processing Innovation & Design Awards; which are developed in conjunction with the Australian Institute of Packaging (AIP) and the Packaging Council of New Zealand; are designed to recognise companies and individuals who are making a significant difference in their field. The PIDA's are the only awards program in ANZ developed to recognise materials/packaging and also machinery/equipment. The PIDA awards are also the exclusive entry point for a number of the categories for the WorldStar Packaging Awards.

**National Technical Forums:** The APPMA will also continue their long-standing partnership with the AIP who will coordinate the National Technical Forums that will be held in conjunction with AUSPACK. The National Technical Forums will cover an extensive range of topics during the four-days and are designed as educational offerings for the industry.

**AUSPACK is run by the industry for the industry and we invite you to join us in 2019.**



**Mark Dingley**

Chairman  
Australian Packaging & Processing  
Machinery Association (APPMA)



# WE SPEAK THE LANGUAGE OF SUCCESS - WORLDWIDE

The 2017 edition was truly record-breaking

**6,251** Total Attendance

**1,104** Qualified VIP Buyers

**351** Exhibiting Companies

**87** International Exhibitors

**1,200** Global Brands

**18,000** Square meters of Space







# UNVEIL YOUR SOLUTIONS

Showcasing innovation and megatrends for the food, beverage, pharmaceutical and personal care sectors in an ideal face-to-face environment, which facilitates hands-on demonstrations of technology and expertise to an audience of industry decision makers and influencers.

## Fast & Flexible Machinery

As global markets grow and demand for a greater variety of packaged goods increases, the processing and packaging machinery sector is advancing apace in order to equip manufacturing plants with technology that meets rapidly changing end-user and retailer demands.

At AUSPACK 2019, outstanding packaging & processing machinery will set benchmarks for speed, flexibility and fast changeover capability designed to optimise production efficiency and increase overall equipment effectiveness.

## Track & Trace

With a rise in counterfeiting, and growing concerns over food security and safety globally, having the means to authenticate a product, trace its origin, track its journey in the supply chain and provide complete transparency regarding the provenance of ingredients is paramount. Track-and-trace capability also provides access to data that can drive production and supply chain efficiency.

The coding and marking sector has risen to the challenge, providing a range of solutions in the form of QR codes, serialisation and other unique identification tagging options. The latest coding and intelligent marking products and systems will find pride of place in the AUSPACK 2019 exhibition halls.

## Smart Packaging

Traceability and identification solutions also fall under the umbrella of Active & Intelligent Packaging, a new and fast growing industry sector that is emerging as a powerful interface between brand and consumer. Using smart-device enabled visual recognition technology linked to augmented reality (AR) and virtual reality (VR) applications, brands can deliver enable experience-rich marketing campaigns via their packaging. Intelligent packaging can also serve to provide vital information on nutritional content, shelf life and cold chain integrity. AUSPACK 2019 will provide a view of how far smart packaging has come.





## Digital Printing

Aligning with two major market drivers in the packaging space – the demand for flexibility in the face of increasing SKUs, and the need to create meaningful brand experiences through the packaging interface – digital printing for packaging and labels is coming into its own. The value of digital packaging print is predicted to double between 2013 – 2018, according to Smithers Pira, and by 2018 the global digital print market will be worth US \$17 billion. AUSPACK 2019 will showcase the significant benefits of being able to respond to market demands rapidly and customise printed packaging to create meaningful consumer experiences.

## Accessibility & Convenience

When it comes to packaging formats and closures, a strong focus for converters is to supply products that meet the call for convenience and accessibility: packs in convenient sizes and formats, that are easy to handle, open and reseal, while also providing child resistance and tamper evidence. From pouches to cans, zip locks to CRC caps, and everything in between, AUSPACK 2019 will present a colourful array of the latest packaging containers and closures.

## E-commerce Explosion

Amazon's imminent arrival in the Australian market is a driving force for e-commerce to take off in Australia, as retailers large and small are under pressure to improve their online shopping platforms. Catering to this channel, innovation is emerging in the area of custom bagging and on-demand carton making fulfillment systems for secondary packaging, as well as packaging delivery via drones. AUSPACK 2019 will provide a window on packaging solutions for the exploding e-commerce sector.





## Entry Level

The proliferation of craft/artisan brands in the food and beverage sector, has prompted equipment manufacturers to address a growing need for small batch brewing/processing systems and packaging lines that can offer flexible, short run solutions. AUSPACK 2019 will give start-ups and SMEs a wide selection of entry-level and customised systems.

## Save Food & Safe Food

For the food processing industry, two major drivers for packaging technology innovation are the need to reduce food waste and ensure food safety. Materials and packaging systems to extend shelf life and increase barrier protection and product integrity are among the innovations to reduce food waste that will be on show at AUSPACK 2019. Also on the floor will be the latest advances in inspection systems to provide in-line assurance of food safety in the production cycle.

## Sustainable Solutions

Over the past decade, sustainable packaging has become less of a niche and more of an industry standard. Adopting sustainable packaging & processing practices and developing solutions that reduce waste, material usage, and energy usage as well as provide recycled, recyclable and biodegradable options is high on the agenda for manufacturers. AUSPACK 2019 will provide a platform for a broad range of solutions designed to help manufacturers meet sustainability goals.





### Industry 4.0 and the IIoT

Industry 4.0 and the Industrial Internet of Things will be a pervasive theme on the AUSPACK 2019 show floor, evident in displays of automation and robotics, advanced line control and integration, connected work flows delivering real time data, and next generation machine engineering.

### Robots on the rise

Robotic automation is not new; however, the rate of adoption is increasing exponentially. The World Robotics 2016 Industrial Robots Report stated that by 2019, close to 2.6 million robots will be working worldwide. While most robotics employed in Australian food, beverage and pharma manufacturing are in the end-of-line zone, there's growing interest in the upstream use of robots and cobots.

You won't go far at AUSPACK 2019 without bumping into a cobot or robot.

### Factory of the Future

What will the factory and warehouse of the future look like? It's predicted manufacturing facilities will witness an unprecedented rate of change over the next decade, as emerging technologies like AR, VR and AI take hold and smart glasses, goggles and headsets become ubiquitous workwear. Highlighting materials handling innovation, AUSPACK 2019 will showcase the latest in production and warehousing improvement, including the role of robots, integrated and automated palletising and wrapping, and automated guided vehicles in engineering the factory of the future.





# TAPPING FURTHER INTO PROCESSING

The inaugural Processing Day, as part AUSPACK 2017, was a proven success. Returning bigger and better for 2019, Processing Day will present the case for food and meat processing companies to embrace emerging technology as a means to increase yield and profitability. Expanded networking and educational opportunities with focus on processing will take centre stage during Packaging and Processing Week.







# PACKAGING & PROCESSING WEEK SHOWCASES THE ACTION

Mega themes and influences from the exhibition floor will travel across the city of Melbourne as part of Packaging & Processing week. Extending networking opportunities and commercial experiences beyond Melbourne Convention and Exhibition Centre, Packaging & Processing Week will be the biggest yet as visitors converge together for reward, recognition, education, innovation and training.

1

2019 Packaging &  
Processing Innovation &  
Design (PIDA) Awards

2

National Technical  
Forums – Australian  
Institute of Packaging

3

Expanded  
Processing Day





# LET YOUR BRAND BE CENTRE STAGE

“AUSPACK is an excellent way to network with existing clients, foster new relationships with key decision makers and establishes our presence in the food industry. A stellar show which we will definitely be exhibiting at again!”

**AUSPACK 2017 Exhibitor**



# WORLDWIDE BUYERS = GLOBAL IMPACT

AUSPACK offers the highest quality and quantity with senior levels of management in attendance. They are real purchasers and have the power to make decisions. AUSPACK visitors come from over 40+ vertical markets and are ready to do business with you.

Arnott's Biscuits Ltd  
Asahi Beverages  
Australian Post  
Avondale Foods  
Baiada Poultry  
Baxter Healthcare  
Bega Cheese  
Beston Global Food Company  
Bickfords Group  
BioCeuticals  
Blackmores  
BlueScope Steel  
Bostik  
Brown Brothers  
Bulla Dairy Foods  
Cerebos (Australia) Limited  
CHEP  
Chobani  
Coca-Cola Amatil  
Colgate Palmolive Pty Ltd  
Coopers Brewery  
Cordina  
Costco Group  
Dematic  
Diageo  
Ego Pharmaceuticals  
Fonterra

Frost Boy Australia  
Fuji Xerox Australia  
GMP Pharmaceuticals  
Goodman Fielder  
Ingham's  
Kellogg  
Lion / Tooheys  
Lite n Easy Pty Ltd  
Manildra Group  
Mars Food  
Mars Petcare  
Mars Wrigley  
McCain Foods  
Murray Goulburn  
Nature's Care  
Nestle Australia  
Primo Moraitis Fresh  
Qantas Airways  
Sanitarium  
Selleys  
Snack Brands Australia  
SunRice  
Swisslog Australia  
Unilever Australia  
Woolworths Limited  
Wrigley  
Youfoodz

94%

of exhibitors were satisfied with the show's ability to deliver high quality visitors.

95%

of exhibitors were satisfied with the value of sales leads generated.

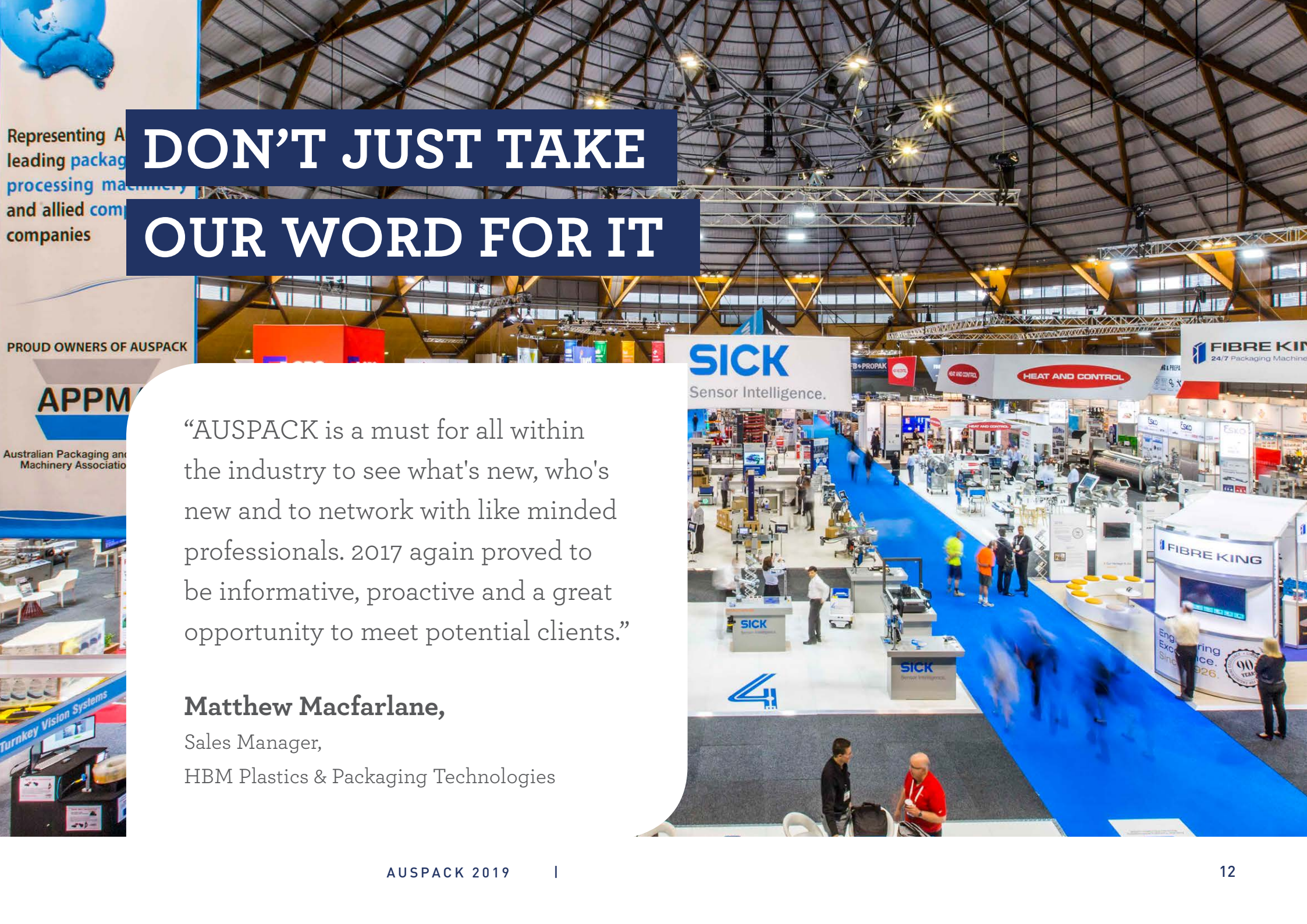
51%

of visitors indicated that AUSPACK was the only industry show that they needed to attend.

93%

of visitors were satisfied with the display of technology.





Representing A  
leading packag  
processing machinery  
and allied comp  
companies

PROUD OWNERS OF AUSPACK

APPM  
Australian Packaging and  
Machinery Association

Turnkey Vision Systems

# DON'T JUST TAKE OUR WORD FOR IT

“AUSPACK is a must for all within the industry to see what's new, who's new and to network with like minded professionals. 2017 again proved to be informative, proactive and a great opportunity to meet potential clients.”

**Matthew Macfarlane,**

Sales Manager,

HBM Plastics & Packaging Technologies

**SICK**  
Sensor Intelligence.

HEAT AND CONTROL

**FIBRE KING**  
24/7 Packaging Machine





# BE PART OF SOMETHING BIG

Exhibit amongst the industry's key players, key technologies and megatrends, all under the one roof – no other show has more to offer. A truly unique business opportunity awaits you in 2019.

- 1. International Coverage – Venture Into New Markets**
- 2. Knowledge Transfer – Exchange Groundbreaking Ideas**
- 3. Innovation – Stimulate New Developments**
- 4. Demonstrate – Capabilities In Machinery And Technology**

To ensure the perfect presentation of your brand, our team can provide you with stand booking, stand construction, brand management and marketing support.

## ABOUT THE ORGANISER

### Exhibitions and Trade Fairs

ETF is one of Australia's premier exhibition organisers, specialising in both trade & consumer exhibitions. The current event portfolio clearly demonstrates the breadth of ETF's experience and highlights our ongoing involvement with events of international calibre.

## ABOUT APPMA

### The Australian Packaging and Processing Machinery Association

The Australian Packaging and Processing Machinery Association (APPMA) represents Australia's leading packaging & processing machinery and allied components companies and your company can become a part of this network.

Established in 1983 the Australian Packaging and Processing Machinery Association (APPMA), is Australia's only national packaging & processing machinery association and the proud owners of AUSPACK ; which is the largest biennial packaging & processing machinery and materials exhibition in Australia.

The APPMA's objective is to promote, integrate and foster participation and development at all levels of the packaging & processing machinery side of the industry. Members include manufacturers, distributors and importers of packaging & processing machinery who are suppliers to industries such as food, beverage, dairy, meat, poultry, seafood, confectionery, bakery & snacks and fresh produce.