

No. 11 / January 2022, Cologne
#prosweetscologne

ProSweets Cologne 2022: Packaging of the future - sustainable and interactive

The PACKAGING "Function meets Design" special event focuses on sustainable, resource-saving and digital innovations in the packaging industry

ProSweets Cologne, the international supplier fair for the sweets and snacks industry, is being staged in Cologne again from 30 January to 2 February 2022 after a one-year break due to the pandemic. Also after the Conference of the State Ministers held on 07.01.2022, in its capacity as a purely B2B event, ProSweets Cologne doesn't fall under the current ban on large public events and can be conducted under our trusted safety regulations and strict trade visitor controls.

In addition to the latest product portfolios of many international exhibitors, the trade fair also offers a comprehensive lecture and event programme this year, which encompasses all sections of the supply industry.

PACKAGING - "Function meets Design" special event

In the course of the PACKAGING - "Function meets Design" special event, our partners from different fields of the industry - pacoon GmbH, the Sustainable Packaging Institute (SPI) and Falkenstein Projektmanagement GmbH - will present the innovations of the packaging industry, such as regrowing raw materials or resource-saving waste-avoiding, reusable packaging. Developments especially for the sweets & snacks section will be presented, which have also been designed in line with the new guidelines and EU legislation. In this context, as a further forward-looking theme, the communication options of digital packaging will be examined under the three focal themes Recycling (i.e. digital watermark), Communicative Packaging and Intelligent Packaging.

In each case the focus lies on sustainable and digital solutions, which our experts will additionally talk about on the ISM Expert Stage - both live on stage as well as via the digital platform ISM & ProSweets @home.

Pacoon GmbH

The agency will present innovative and further developed prototype designs. In addition to recycling and packaging solutions made from regrowing raw materials, reusable packaging as a means of saving resources and reducing the amount of waste produced also play a decisive role. Developments especially for sweets & snacks will be presented, which have also been designed in line with new guidelines and under consideration of the current EU legislation.



ProSweets Cologne
30.01. - 02.02.2022
www.prosweets.com

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Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

The Sustainable Packaging Institute (SPI)

The Specialised Institute of the University of Albstadt-Sigmaringen combines application-oriented research with industrial implementation. In a constant exchange with the industry, associations, organisations and other research institutes, innovative ideas and creative solutions for complex and practice-related issues arise. The SPI will present current research results in the scope of the PACKAGING special event and answer questions on sustainable packaging concepts.

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Falkenstein Projektmanagement GmbH

The company concentrates on digital packaging solutions placing a special focus on communicative packaging, the digital watermark and intelligent packaging solutions.

The packaging of the future will become communication platforms and complete data media. They bring the clear benefits of being more readily traceable, providing more product information, as well as offering innovative interaction possibilities with customers, for example with the aid of QR codes.

One of the most pressing challenges of achieving a circular economy for packaging is the improved sorting of consumer waste through the accurate identification of the packaging, which in turn will enable a more efficient and higher-quality recycling. The implementation of the digital watermark will possibly pave the way for improving the waste disposal problem in the future. Furthermore, intelligent packaging will allow dealers and consumers to recognise whether a foodstuff was stored properly and whether it can still be consumed after the sell-by date.

Guided Tours

In conjunction with Koelnmesse, the German Agricultural Society (DLG) is offering approx. one-hour guided tours on the topic Sustainability in packaging concepts. Among others, the PACKAGING special event as well as the exhibition stands of selected companies will be visited. The guided tours offer time for a professional exchange and to get to know product innovations. Pre-registration for the guided tours is possible online.

Expert Stage

Throughout the entire duration of the trade fair lectures by individual exhibitors and experts will take place on the joint "Expert Stage" of ISM and ProSweets. Among others, the DLG, the SPI and Pacoon GmbH will talk about their above-mentioned focal themes related to the packaging industry section. Selected lectures will be recorded and transmitted live on the digital platform, ISM & ProSweets @home.

Further details

Koelnmesse - industry trade fairs for the food technology sector: Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of

markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

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Further information: <https://www.prosweets.com/fair/industry-sectors>

The next events:

ProSweets Cologne - The international supplier fair for the sweets and snacks industry, Cologne 30.01. - 02.02.2022

Anuga FoodTec - The international supplier fair for the food and drink industry, Cologne 26.04. - 29.04.2022

Cibus Tec - Exhibition & Conference on Food & Beverage Technologies Trends, Parma 25.10. - 26.10.2022

Note for editorial offices:

ProSweets Cologne photos are available in our image database on the Internet at www.prosweets.com in the "News" section or www.prosweets.com/imagedatabase

Press information is available at:

<http://www.prosweets.com/pressinformation>

If you reprint this document, please send us a sample copy.

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