

LUXE PACK NEW YORK 2022
BRINGING YOU A 20 YEAR LEGACY OF CREATIVE PACKAGING BUSINESS SUCCESS

Press Release
For Immediate Release
May 26th, 2022

2022 marks a pivotal year for LUXE PACK New York. LUXE PACK officially opened its show doors for the very first time in New York City 20 years ago in 2002. Aware of the opportunity to extend the successful Monaco platform initiated 15 years prior, it was an obvious decision to bring the already proven and well received show model to the U.S. beauty and fashion capital. Although technically honoring the east coast 19th edition on June 15th and 16th, due to the 2020 postponement, the platform has certifiably become the go to event where the leading primary and secondary suppliers eagerly unite with all luxury and creative brands and retailers across all categories from beauty to tech to quickly formulate collaborative partnerships and bring their packaging needs to market realization.

The luxury industry has evolved significantly within the last 2 decades, but staying true to upkeeping with its many shifts, LUXE PACK continues to honor its legacy of offering an exclusive and boutique style event that strategically addresses and offers the inventive newness in packaging products and solutions for brand and retail business success. All exhibitors are selected for their proven expertise in all providing all elements needed for packaging production.

This year's edition will be no exception. Returning to Hall 3 of the new development within the Javits Center, the show floor will host 160 suppliers and manufactures. To guarantee the most optimal selection of creative newness and for all attendees to have access to, this year's roster includes 57 new exhibitors (**See Annex 1 - New Exhibitor Roster**).

The Many 2022 Show Layers

***in green* Lead Up Session and Award Ceremony**

Special to only New York amongst the U.S LUXE PACK events, the *in green* award ceremony, inaugurated 9 years when the term sustainable was the new buzz word. This main event within the event has certainly evolved and grown in scale. Every year, the ceremony showcases and honors the exhibiting sustainable packaging leaders for their inventive developments facilitating real impact and change towards a cleaner way of life. From 8 submission to now 60, the *in green* award ceremony will include short presentations of this year's nominees selected by the judging panel of industry experts. The must attend event will be hosted/moderated by Diana VERDE NIETO, Co-founder and CEO, POSITIVE LUXURY.

New will be the opportunity to meet this year's *in green* judging panel in person and hear their detailed thoughts on the Future of Packaging during the *in green* lead up session right before the announcement of this year's winners.

WHAT DOES SUSTAINABILITY LOOK LIKE IN THE YEAR 2030? – Wednesday, June 15th 4pm

Sustainability, plastic, environmental preservation, transparency and a more just society are consumers biggest concerns. Will these continue to be top priority as we move closer to 2030. Hear from this year's in green judging panel as they share their expertise and look into the crystal ball for sustainable luxury packaging.

2022 in green judging panel

- Kaitlyn SCHNEIDER, Director | Innovations & Package Engineering, TATA HARPER SKINCARE
- Monica BECKER, Director, Beauty, Personal Care and Household Products, CRADLE TO CRADLEPRODUCTS INNOVATION INSTITUTE
- Alexandra URIBE, Sustainability Consultant & Carbon Emissions Specialist, CO2RAL
- Victor CASALE, Co-founder & CEO, MOB BEAUTY& Co-founder, PACT COLLECTIVE
- Jamie MATUSOW, Editor-in-Chief, BEAUTY PACKAGING

New for 2022 - Material Driven Exhibition and Workshop Series

LUXE PACK is thrilled to be partnering up with Material Driven this year, a design agency and materials library whose expertise lies in locating and sourcing innovative materials, as well as understanding their applications, and impact across industries. Their work covers three realms – consulting, curation, and education for a wide array of enterprises from fast moving consumer goods companies to architectural studios. Specifically for LUXE PACK New York, Material Driven will be offering an immersive SENSE AND SUSTAINABILITY exhibition and workshop series. All attendees and exhibitors are invited to step into a curated materials capsule available throughout the entire 2-day event. The exclusive collection of original and inviting materials will address themes such as biodegradability, recycling, carbon footprint, accessibility, health, well-being, and more – pertinent to the world of packaging design and beyond. The sensory array of samples has been strategically selected to address and enable ideas of sustainability. In addition to the open exhibition, an interactive workshop series will be offered.

Workshop 1: Materializing the Senses

How can cutting edge, tactile and unconventional materials handpicked for packaging help deliver a sensory, elevated experience? Which luxurious, high-performing, yet beautifully crafted materials can provide the sensations of awe, curiosity, connectedness, and comfort, among others? The hands-on workshop will dive into a world of advanced, diverse materials that are ripe for packaging design while building individual sensory palettes and analyzing mystery materials.

Workshop 2: Break it Down: Sustainability

From compostable and biodegradable materials to those with lower carbon, energy, and water footprints, to bio-based and recyclable solutions—materials offer the most tangible pathway to sustainability for products and their packaging. Decoding and demystification is essential though, to navigate today's 'sustainable material choices'. With a library of innovative physical samples to aid and inspire them, attendees will break down concepts, develop their own sustainability criteria and labeling system, and visualize their dream packaging solutions with materials at hand.

LUXE PACK is thrilled to be offering such an added value layer to the overall show visit and welcome all to add this experience to their show agenda.

New Product Discovery Installations

The show floor will also be supplemented with the return of The Exploratorium and in green displays. All attendees will be welcomed to enter The Exploratorium sensorial zone which will be a walking directory of some of the most impressive 2022 exhibitor developments. Over 65 (record breaking) products will be highlighted that vary from cutting edge digital influencer packaging to novel finishing printing techniques that offer the luxury experience with streamlined production. The only display where you will not find a “Do Not Touch” sign anywhere in sight. Everyone is welcomed to hone in and feel their way through the latest design features.

Complementing The Exploratorium will be a secondary curated installation, the in green display, that debuted in New York 2021. The in green presentation is the in green award ceremony come to life. Sustainable packaging has become and continues to be the main point of packaging attraction so in addition to honoring the winners of this year’s competition, the live compilation will represent all the best sustainable packaging category 1 submissions. From the latest in different forms of refillable packaging to unseen material initiatives. It will be the must stop for those looking to see what future fit sustainable elements are in the works or have recently hit the market. A now official LUXE PACK New York display essential.

A Powerful Education Program with a Focus on Design and Sustainability

One variable that has truly remained consistent in LUXE PACK New York’s entire existence is the 2-day program that is strategically developed as the true hub that connects creative packaging design with insight. This year’s program includes the pioneers such as Mia Davis from Credo Beauty, Christian Secliar, Vice President of Design Innovation from PEPSICO, Anthony Rossi from TerraCycle/Loop, Victor Casale, founder of Mob Beauty amongst so many other industry experts. Topics will cover everything from “Brand Futures: Decoding Consumer Trends for the Premium Packaging Industries” to “0 Beauty – Achieving Carbon and Plastic Neutrality”. Every session was methodically built to offer real time solutions to the most current of packaging pain points.

Ultimately, the LUXE PACK team extremely excited to bring the community together for an overdue “Back to Business” event. The biggest lesson learned in the last 2 years is that there is no real replacement for the in-person networking, live demos, and even those serendipitous encounters that sometimes become the most impactful dynamics that turn into long lasting business connections. The registration platform remains open and unlike previous years, free onsite registration will be permitted.

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Annex 1 – New Exhibitors

ACT BEAUTY FRANCE
AFA DISPENSING
AKEY GROUP LLC
ANOMATIC CORPORATION
ARTUBE
AUTHENTIC LABS
CASE MAKES
CERVE S.P.A.
CURATED SOURCING
CUSTOM ETCH
DEKORGLASS DZIALDOWO SA
DIRECT SOURCE PACKAGING
EDGE2EDGE
ELVIS & ELVIN INC
EPOPACK CO., LTD
GIFLOR SRL
GPA USA LLC
HARPER + SCOTT
HATTERAS
HCP PACKAGING USA, INC
HOMER COLOR PRINTING CO., LTD.
HUNTER LUXURY
IC3D SOFTWARE
IMEI DIVISION SRL
INNERBOTTLE CO., LTD
INOAC PACKAGING GROUP
JIA HSING ENTERPRISE CO., LTD.
KOEX DISTRIBUCION INTEGRAL S.L.
LES PARFUMABLES
LPI
MATERIAL CONNEXION
MR & NORLINE
NEENAH INC.
NEST-FILLER PKG
NEYRET TEXTILE IDENTIFICATION
OLCOTT PLASTICS INC.
OLIVE PACKAGING
OX SOLUTIONS
PACKSYS GLOBAL AG
PACKTORY CO., LTD.
PAPER TUBE CO
PNP AGENCY PTE LTD.
PREMIER PACKAGING
PREMIUM LABEL & PACKAGING SOLUTIONS
PURE TRADE
QUALITY RESOURCING SERVICES (QRS)
REBHAN FPS KUNSTSTOFF-VERPACKUNGEN
RISSMANN GMBH
RIVERPACK SAS
SAPPI NORTH AMERICA, INC.
SEACLIFF BEAUTY
SERIPLAST A.T PACKAGING
SIGNATURE LABEL INC.
SKYPACK INDIA PRIVATE LIMITED
VIROSPACK SLU
VIVABOX SOLUTIONS
WWP BEAUTY