

LUXE PACK NEW YORK

FOR IMMEDIATE RELEASE

Press Release

June 7, 2019

Wednesday, May 16th – Thursday May 17th, 2019

LUXE PACK NEW YORK 2019

NEW SHOW FLOOR WELCOMES RECORD BREAKING ATTENDANCE

2019 has proven to be another thriving year for LUXE PACK! Following the success of LUXE PACK Los Angeles in February and LUXE PACK Shanghai in April, LUXE PACK New York's record breaking 17th edition solidifies an epic streak of winning events.

LUXE PACK NEW YORK 2019, the East Coast tradeshow dedicated to creative and luxury packaging celebrated its 17th annual edition on May 16th and 17th. Held at the Jacob K. Javits Center for the first time, the new location proved to be a winning move. The new show doors welcomed 3,744 industry attendees (4% increase from 2018 attendance), all enthusiastic to meet the over 200 exhibiting companies who specialize in premium packaging elements for all luxury sectors. The strategic combination of the many returning suppliers along with 48 new exhibitors offered an impressive variation of packaging products and solutions that crossed all innovative realms. From luxury CBD packaging to award winning sustainable designs, the show floor offered “real time” cutting edge products for all premium brands.

2019 EVENT HIGHLIGHTS

2019 *in green* CEREMONY

Sustainable packaging took center stage this year! This was exemplified by the 28 (21 submissions in 2018) record breaking participants excited to gain recognition for their impactful eco-friendly products and industry changing CSR initiatives. During this year's *in green* ceremony, hosted by Founder and CEO of Beauty Matter, Kelly Kovack, LUXE PACK honored 2 exhibitors who demonstrated trailblazing innovations.

After meeting with all 8 finalists prior to the final deliberation, the expert judging panel awarded this year's LUXE PACK *in green* awards to **Nate Packaging** for their 100% PP Resin Stick. The only stick in the market that can hold a water based/alcohol based solid formula without ever drying out. This was an exceptionally special win for Nate Packaging who has contributed various green concepts to the market. **Ecological Fibers** was awarded this year's best *in green* initiative for their water based 100% hazardous solvent-free coating operations. As a global manufacturer, they have taken on the social responsibility to supply the highest quality without compromising their

LUXE PACK NEW YORK

commitment to protecting the environment and ensuring the health and safety of their customers and employees. The annual *in green* competition has become a certified show staple that truly does not allow packaging to go to waste. LUXE PACK will continue to honor those making immeasurable strides in this realm.

The 2019 LUXE PACK *in green* judging panel:

Jamie MATUSOW - Editor-in-Chief, BEAUTY PACKAGING

Leilanie BRUCE - Project Manager, BRIGHTWORKS SUSTAINABILITY

Cindy GRANEY - Executive Director Global Package Development, ESTEE LAUDER COMPANIES

Drew HADDOCK - Senior Packaging Designer, GLOSSIER

Dana DAVIS - Vice President of Sustainability, Product & Business Strategy, MARA HOFFMAN

2019 Trophy Award Sponsor: Golden Arrow

RECORD BREAKING CONFERENCE PROGRAM ATTENDANCE

Supplementing the pulsating show floor, was a record breaking attended 2 day conference program. Speakers from Google, Belvedere Vodka, Estee Lauder, Cannuka drew large crowds to the seminar area. Addressing current topics such as the Future of Sustainability and Inspiration crossover, this year's program content offered true added value to the 1300 in conference attendance. It was standing room only for most sessions, but the Packaging for CBD, Hemp, & Cannabis Premium session by far received the most attention. Attendees were eager to hear how premium brands are entering this emerging booming market with compliant and relevant packaging. Also, new for 2019 was Tech Talks. A select group of packaging experts demonstrated industry technology advances designed to offer packaging a competitive edge. These experts showcased the latest in brand protection, smart packaging, and digital solutions. Due to its success, Tech Talks will return in 2020.

Between the extremely well-received new show location, the increase and quality of the attendance, the 28 *in green* submissions, and standing room only in-depth conferences, LUXE PACK NEW YORK 2019 successfully delivered its best edition yet! LUXE PACK takes pride in offering the premium packaging industry an invaluable resource for long standing business success and will continue to expand its platform for 2020.

LUXE PACK NEW YORK will be returning to the Javits Center on May 6-7, 2020!

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