



# CCE 2019 MUNICH - GERMANY

The International Exhibition for Corrugated in Europe which was always held in Paris ended in 2000. Then we only know Sino Corrugated which is held every 2 years in Shanghai initially. Then each year Shanghai and Dongguan become alternated. CCE International restarted the corrugated exhibition in Europe starting in 2013. It has even held the corrugated Asia exhibition in Bangkok starting in 2016.

This year is the fourth Munich CCE. This exhibition now includes corrugated and folding cartons, along with ICE which concentrates to plastic and other converting. With a total exhibition area of 5,000m<sup>2</sup>, 155 exhibitors from 23 countries participated in the production of raw materials, machinery, accessories and services for making corrugated and carton boards.

On this occasion also held a Free Seminar on new technologies in the KKG industry presented by exhibitors and experts in the KKG field, both on Digital, Sustainability or Innovation to Convert KKG, such as:

- 'Digital Trends in Corrugated The Perspective from a MIS' by the company Kiwiplan Europe

- "Maximizing Folder-Gluer Performance" by the company Leary Co., W. H.
- 'Start with Finishing! The Smart Way to go Digital' by the company Highcon.

## REED EXHIBITIONS BUYS MACK BROOKS EXHIBITIONS

A month before the CCE 2019 took place, precisely 15 February 2019 Reed Exhibition (SinoCorrugated organizer) bought Mac Brooks Exhibitions (CCE & ICE organizers). Although not announced, it is estimated that there are transactions of around 200 million poundstreling. With this transaction, Reed will have access to 175,000 Mack Brooks customers worldwide.

The British-based Mack Brooks Exhibitions was founded in 1965 and hosts more than 30 B2B events in 14 countries. So with this transaction Reed Exhibitions will have more than 500 events in 30 countries.



## HIGHCON REPRESENTED FOR THE FIRST TIME AT CCE INTERNATIONAL

Highcon celebrates its premiere this year at the CCE International.

Highcon has found growing popularity in the corrugated board industry. Packaging and displays made of corrugated board can be produced digitally - efficiently and demand-oriented.

Highcon is the solution for Clear the way for Finish-On-Demand, Frustration-Free-Packaging and Shelf-ReadyPackaging". Highcon's digital technology,



With the introduction of the Highcon Euclid IIC last year, Highcon has found growing popularity in the corrugated board industry

which eliminates the need for conventional die-cutting dies, offers packaging and display manufacturers all the advantages of digital finishing - speed, cost-effectiveness even for small batches, process optimization and creative scope. The results are significant competitive advantages based not on volume but on added value.

## THE FUTURE OF CORRUGATED PACKAGING PRINTING IS DIGITAL

This year CCE-International is a complete success for the Durst Group based in Lienz/Austria, this much can be said at the end of the second day. Wolfram Verwuester, global sales director CPD of the Durst Group gives an overview and has some tips for the industry in stock:

Not long ago, the selection of fruit juices on supermarket shelves was mainly limited to orange and



apple flavours, flanked by a few exotic fruits. But how quickly have things changed?

Today, for example, there are 30 to 40 different varieties, many of which are aimed at a specific market segment and target group.

In addition, there are seasonal campaigns such as Christmas, Halloween or Easter, which in turn require thematic primary packaging.

And since consumer choice has grown considerably, brands are striving to differentiate themselves from their competitors.

They want to maintain and increase dwindling brand loyalty by strengthening customer loyalty. Therefore, packaging plays an important role in attracting consumers „to the shelf“ when a final purchase decision is made.

Nowadays, brands want to address certain areas, be it in terms of regions, shops or individual products. In this fast-paced world where change is the only constant, e-commerce and networked trading strategies create new market opportunities for printers and converters. We, as Durst, want to support them and we know all too well that customers are usually looking for a one-stop solution that includes hardware, software and services.

That's why we've created a new roadmap for our Durst Professional Services (DPS). The Durst workflow is focused on efficient data processing and automated end-to-end production. The software itself



Digital Printing solutions for corrugated packaging industry

has become a critical tool to support industrial high-speed digital printing systems. That is why Durst offer comprehensive consulting services along the entire process landscape. For example, their B2B portal simplifies order processing and communication with customers. From pixels to output.

When you turn your attention to digitisation, you should not only be driven by cost savings compared to offset or flexo. Go digital - it will pay off in the long run, especially if you want to use it as a complementary technology to your existing printing processes and open up new business opportunities. Digital thinking, an optimal workflow and a flexible press are essential, especially for the use of big data and the establishment and maintenance of close customer relationships, because the future of corrugated board and display printing is digital.