

**CONSUMPTION: DESIGN AND ECO-SUSTAINABILITY ARE THE FUTURE OF PACKAGING
"MARCA 2016" HAS A NEW AWARD AND CONFERENCE ON THE THEME OF PACKAGING**

Significant news for the packaging sector. Confections and packaging will have a strong design element and will be created using innovative technologies, there will also be an emphasis on environmental sustainability. A genuine revolution is set to progressively transform the production and distribution chains, modifying also the habits of individual consumers. This theme will be examined in depth at "Marca 2016", the International Exhibition for Private Label products due to take place on the 13th and 14th January 2016 in Bologna. The event, organized by BolognaFiere in collaboration with ADM, will include two new initiatives for the sector of packaging. The first will be the "ADI Packaging Design Award", the prize for the most innovative products in the packaging sector in Italy, promoted by the Association for Industrial Design (ADI). The second will be the workshop "Marca Tech Packaging Lab", promoted by Be-Ma Publishing, on the theme of eco-sustainable packaging.

The award ceremony for the first edition of the "ADI Packaging Design Award" will take place on Wednesday 13th January on the first day of "Marca 2016". A jury of three experts will analyse the products on display at the exhibition and will select five that succeed in combining packaging with innovation and design excellence: two products concerning the food sector, two for the non food sector plus another product to be selected at the discretion of the jury. The products will be judged not only on their material characteristics but also on less tangible aspects of their productive process as well as industrial and aesthetic aspects. The five winning products will also be shortlisted for the "ADI Design Index 2017", the annual publication on the best of Italian design, which also serves as a shortlist for the products nominated for the *Compasso d'oro*, the most prestigious international prize for industrial design.

The workshop "Marca Tech Packaging Lab" will also take place also on the 13th January on the theme of "The 3 'R's of sustainable packaging: Reduce, Re-use and Recycle". The event will include the participation of the key figures from the production and distribution chains for Mass Modern Distribution. The speeches will focus on key points in the life cycle of "green packaging", beginning with the reduction in weight and volume of packaging and the use of recyclable materials or materials from renewable sources that are managed in a sustainable manner, to the optimization of logistics and the improvement in the management and disposal of waste. During the workshop some successful case studies will also be presented, relating to sustainable packaging that uses 100% organic, biodegradable or recyclable materials. The event will also offer an opportunity for networking and b2b meetings with leading brands, suppliers and brand owners.

"Marca", organized by BolognaFiere in collaboration with ADM, is the only Italian event for private label products and the second largest event of its kind in Europe. The programme for the 2016 edition will include workshops and specialist meetings on the most pertinent themes in the sector of Mass Organized Distribution. Marca is a high quality event of in which top producers and the leading players in distribution both in Italy and abroad can meet in a single location in order to discuss important issues relating to the sector. The following groups have already confirmed their participation in the 2016 edition: Auchan, Carrefour, Conad, Coop, Coralis, S&C Consorzio Distribuzione Italia, Crai, Despar, Iper, Italy Discount, Marr, Metro, Selex, Sigma, Simply, Sisa, Risparmio Casa, TigoTà, TuoDi, Unes, Vègè. Further information: www.marca.bolognafiere.it
Bologna, 19th November 2015