

**PACKAGING DESIGN EQUALS INNOVATION FOR PRIVATE LABELS**  
**A CONVENTION, AN AWARD AND SPECIALIST TRAINING AT BOLOGNAFIERE**  
**THE PRIVATE LABELS SECTOR STANDS OUT FOR ITS INNOVATIVE CHOICES**  
**A COMMITTEE OF EXPERTS WILL SELECT THE MOST INNOVATIVE SOLUTIONS AT THE FAIR**

A convention, an award and a specialist training course: packaging is one of the central themes of the 15<sup>th</sup> edition of **MarcabyBolognaFiere**, the International Conference and Exhibition for Private Label products, **organised by BolognaFiere in collaboration with ADM** (the association for retail distribution), due to take place in **Bologna on 16 and 17 January**.

The phase of great development for Private Labels involves other innovative choices concerning packaging, which is increasingly oriented to solutions that showcase the identity of products and in many cases stand out for their originality compared with industrial brands. The appeal of a package on the shelf plays an important role in consumer choice. Alongside this aspect, which is the most evident, packaging is strategic in grocery retail in order to guarantee the integrity of the product, along with its security and its capacity to extend shelf life. Packaging can serve as a type of “business card” for its contents, thanks to the information that it conveys also in terms of traceability and also its contribution to the circular economy, with the use of eco-compatible materials and the potential for recycling.

At MarcabyBolognaFiere 2019 packaging will take centre stage at a number of events and appointments in various different formats. Getting things under way is the convention titled “*Packaging design and innovation: processes, communications and markets*,” scheduled for **16 January** (2pm), organised by the **Postgraduate School of the European Design Institute (IED)**, Milan, in collaboration with BolognaFiere.

There is also the **ADI Packaging Design Award**, which will acknowledge the most innovative solutions. In its third edition, the Award – which is a joint project between ADI, MarcabyBolognaFiere and the network of exhibiting companies – aims to showcase not only the material aspects of packaging, but also other aspects concerning the production, industrial and aesthetic processes, thus making the innovation and research the common theme for the selection.

A commission of experts (Anna Tortoroglio, Art Director, teacher of Packaging at the Bologna Academy of Fine Arts; Fabio Bignardi, Creative Director and Cofounder of DOC Design; Katia Mascia, Director and Cofounder of DOC Design; Valentina Downey, President of ADI Emilia-Romagna) will examine the products on display on the first day of the Fair in order to select the five that best combine packaging with innovation and design quality. Two of these will be chosen from the Food sector and two from the Non-Food sector, in addition to which a further project will be selected, at the jury’s discretion, for an Honourable Mention. The products identified will represent a pre-selection for the **ADI Design Index 2019**, which will automatically become part of the selection for the **ADI Golden Compass Award**.

The collaboration between the European Design Institute and MarcabyBolognaFiere will also involve, in the coming academic year, the activation of a specialized training course for designers and packaging professionals, in order to help them manage the procedures required by the continuous innovation of the sector.

“In the field of packaging, the co-packers are pursuing new innovation pathways and are becoming increasingly central,” explains **Carlo Branzaglia, Scientific Coordinator of the Postgraduate School of the IED, Milan**. “The co-packers are now an important link in the chain when it comes to packaging, they are required to govern innovation, becoming active interlocutors with the large retail groups while also communicating directly with the consumer. This means that the companies must be able to organise their own technological capacities in order to work in areas such as design, branding, security and sustainability. If we consider sustainability,” continues Professor Branzaglia, “this is finally real and no longer just talk: I’m thinking of the reduction in packaging volumes, secondary packaging, and solutions for smart packaging and vacuum packing. Today co-packers use specialists equipped with the technical skills to ensure security and traceability of the product, which is then communicated on the packaging itself, this is combined with intense research into developing the appropriate design. For Private Label products, the change in packaging through the adoption of original materials and solutions is recognised as one of the key factors of innovation.”

Private Labels are demonstrating a growing capacity for original product ideas compared with industrial brand products, characterised by the superior growth in the typologies of products for Private Labels. Premium (+17.9% in value), organic-environmentally friendly (+10.5%) and functional (+10.2%) (source: Marca 2018 Report).

“Packaging is a topic that thoroughly deserves the focus that it will be given at this edition due to the many and strategic aspects that it concerns, from security to sustainability, from its commercial strategic value to innovation,” explains **Marco Momoli, Commercial Director of BolognaFiere**. “This Fair, in the region that is also the home to “Packaging valley” as well as “Italian food Valley”, is therefore the ideal venue geographically for a thorough examination of these topics. MarcabyBolognaFiere offers an opportunity to assess the trends and to appreciate the impressive levels of innovation that characterise the technologies and materials used.”

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