

Empac at Interpack 2011

Brussels, 11 April 2011

European Metal Packaging (Empac) which represents the interests of canmakers in Europe, will host the Metal Packaging Forum stand at Interpack 2011, in Düsseldorf, Germany, from 12 to 18 May.

Interpack is one of the largest packaging trade fairs worldwide, organised by Messe Düsseldorf and held every three years. Metal Packaging Plaza, a new feature of the exhibition, will be an interactive showcase with a strong focus on the core strengths of metal packaging, i.e. sustainability, innovation, safety and convenience. It will be the main information platform and meeting point for the international metal packaging industry, their suppliers, customers and for the media.

The Forum, located at the centre of the Metal Packaging Plaza in Hall 11, will allow visitors to meet informally and learn more about metal packaging and its many attractive features. Central to this will be the subject of sustainability, a key issue for all stakeholders. Our programme includes selected speakers from across the supply chain and beyond, who will talk on relevant subjects twice daily at 12.00 noon and at 16.00 pm. Details of the programme will be issued in due course. Additionally, the 200 square meter forum offers visitors a modern area that includes meeting points, a presentation area and a lounge bar.

National metal packaging associations from across Europe will be represented at Metal Packaging Forum with a different association for each day of the stand.

Gordon Shade CEO Empac said, "As an organisation we are delighted to participate at Interpack. Sustainability, food safety and food waste are high on the agenda of governments and organisations worldwide as they strive to address these issues; through Metal Packaging Forum we will illustrate the advantages of metal packaging and why it can contribute in an even more significant manner to these key societal challenges."

Note to Editors:

Empac is tasked with defending and promoting the rigid metal packaging industry in Europe by communicating on the sustainability and the many unique advantages of metal packaging. The organisation provides information and support to its members and regulatory bodies in the European Union and disseminates best manufacturing practice and guidelines through technical committees comprising acknowledged experts in their field. The industry comprises more than 200 companies and 70,000 employees producing in excess of 70 billion units a year.

Verband Metallverpackungen (VMV) represents the interests of the manufacturers of metal packaging and closures for bottles and glass vessels in Germany. These number some 50 companies with over 10,000 employees. The association's main task is to support its members in professional, economic, environmental and technical issues at national level. Members benefit also from VMV's wide-ranging national and international network which guarantees representation of the interests of members in the business, technical and environmental fields.

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