



# VS PACK 2023

**The promise of an exceptional edition has been realised !**

*On 5-6-7 December 2023, VS PACK was the meeting place for premium packaging for Wines & Spirits.*

*This 12th edition kept its promises in the face of a tense and fast-changing market.*

## **An enlarged exhibition area showcasing exclusive expertise and innovations !**

The only one of its kind in France, the VS PACK trade show has established itself over the last 12 years as a showcase for local and international expertise in premium wine and spirits packaging.

And there were lots of them! 122 exhibitors!

70% of companies renew their participation from one edition to the next. A big THANK YOU for their loyalty !

30% new players, ensuring that visitors have plenty of packaging solutions to choose from! A big THANK YOU for your confidence !

These new features will be boosted by 2 new areas: 1 "Innovation Village" and a "Training Area".

The "Innovations Village" welcomed innovative companies presenting technological, digital, marketing and new materials solutions.

- FUTURAMAT : Bioplastic makers
- ISOLA : Revolutionary stopper
- LE PETIT PACK : Ôpack, the first french re use parcel
- LUX LINGUA : Storytelling agency
- EUREKATECH : Supporting innovative project developers
- CARTON SECONDE VIE : Reuse and recovery cardboard
- ÊKO : Innovation creasing paper
- GAIAR : Creative works protection
- JF DEVELOPPEMENT : Suitable and industrial equipment

At the heart of the show, the "Training Area" showcased the region's packaging training courses, a veritable skills laboratory. Today's students become future's employees!

CIDS : Organisation made up of professionals from the spirits industry

FS PACK : Superior packaging training

CEPE/IAE Poitiers : Master's degree – Design Communication and Packaging

ISIP/CNAM : Engineer degree matériaux option packaging

CCI Charente Pôle Art Graphique et Packaging : A range of courses entirely dedicated to the professions of conception, design, printing, publishing and the study of materials for packaging.



### 3 DAYS OF TOPICAL CONFERENCES

Trends and major challenges in the sector, such as CSR, sustainability, eco-design, design and the recyclability of materials, as well as V & S market analysis and Artificial Intelligence applied to the market, were all addressed by these experts, who were able to provide the brands present with solutions to meet the challenges of tomorrow.

They have spoken : CENTRE INTERNATIONAL DES SPIRITUEUX / MAISON LINEA / FABRICE PELTIER CREATION / ADVANCED TRACK & TRACE / SLEEVE INTERNATIONAL / KONICA MINOLTA / SCRIBOS / LUX LINGUA / DB/PARADISIAC / CERIOPS / SEGEDE / GENLIS METAL / COMPAGNIE DE GUYENNE - MEUKOW / COURVOISIER / CREDI AGRICOLE SA./ FEDERATION FRANCAISE DES SPIRITUEUX / (RE)SET / ADELPHÉ / MAISON BACHE-GABRIELSEN / ECO IN PACK / HRASNIK1860 / BERLIN PACKAGING / BERNADET / BNIC / LES BOUCHAGES DELAGE / GROUPE CREALIS / SUPPLYCORK / WESTROCK / EMBALLAGE DIGEST / FORME DE LUXE / GROUPE MP MEDIAS

Find all the conference on [www.vspack.com/programme/conferences/](http://www.vspack.com/programme/conferences/)



Another key to the success of the VS PACK show is innovation, which will be on show throughout the show with the SPIRIPACK Competition, one of the highlights dedicated to packaging excellence. Open to all exhibitors, this competition offers them a fantastic opportunity to showcase their recently launched packaging innovations. 3 of the many innovations examined by the panel of experts:

- Christian Delage – Founder of networked company Atlanpack
- Nina Couturier - Specialised magazine Le Paysan Vigneron
- Stéphanie Gendron - Specialised magazine Formes de Luxe
- Sébastien Dathané - Consultant / Trainer
- Frédéric Potier - Development Director Martell Mumm Perrier-Jouët
- Bruno Siri - General Delegate of The French Packaging Council



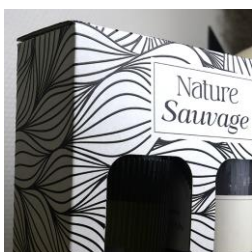
Awards winners SpiriPack 2023 :

🏆 Gold SpiriPack : Congratulations to MAUCO CARTEX ! Its innovation « L'impression visible au toucher », is a digital printing process that adds a 3rd dimension to graphic design. The technique is called "ink lift» and adds texture and relief to the printed design.

🥈 Silver SpiriPack to CARBON DECOR for the Martell XO Grande Champagne bottle. It is a work of art in terms of packaging. It is the result of a meticulous process that includes a number of hot stamping, silk-screening and ink-jet processes, all without modifying the glass mould.

🥉 Bronze SpiriPack to WESTROCK for the packaging of the new Canopée spirit from the Rhum J.M. distillery. It won the award for its premium packaging using sustainable and responsible packaging design codes.

🌟 Jury's favourite to ISOLA for its unique closure system. Thanks to a transparent, watertight cap, 2 completely separate products can be packaged in the same bottle. This innovation offers a host of interactive and aesthetic opportunities.



The FREEPACK SPIRIT competition organised by the Design Packaging National Institute has rewarded the projects of the next generation.

Students from schools of design and/or packaging design, graphic arts, visual communications, fine arts and future designers will be unveiling their most original packaging creations. Since 2003, no fewer than 1,000 candidates from around fifty different schools and courses have taken part.

As well as celebrating student talent, the competition aims to promote training in the disciplines of design, graphic arts and packaging design.

Jury members :

Cédric Raynaud - MAISON LINEA - Chairman of the jury and Design Packaging National Institute

Céline Brendel – Innovation Center of Saintes

Franck Giannelli – Science & Technology Park Eurekatech

Henri Saporta – Editor in chief of Emballages Magazine

Olivier Sarazin – Editor in chief of Sud-Ouest newspaper



The prizewinner goes to « Don't trash me », biodegradable packaging.

An innovation that already complies with the law of 1 January 2024 on domestic composting.

Chloé Latournerie & Lyne Lombard - FS PACK - LYCEE LOUIS DELAGE – COGNAC

🏆 The second prize goes to « RAKI, ambiance d'Orient ». Their aim is simple: to gradually eliminate packaging.

Kahina Hammar, Axelle Sanchez & Yoann Delecroix - FS PACK - LYCEE LOUIS DELAGE – COGNAC

🏆 The third prize goes to « MAHA » : a rum whose box and bottle can be used as an essential oil diffuser.

Julia Durand @ Manon Bourdil - M2 Communication, Design and Packaging - CEPE ANGOULEME/IAE POITIERS

🏆 Jury's favourite goes to « KAMPAÏ, one sake bottle ». Clay, raki and bamboo are the materials and techniques used for this original container, which becomes a water tank once the spirit has been consumed. Maureen Salaun, Elora Dechezelles & Floriane AYMARD - IMMACONCEPT - BORDEAUX



More than just a trade show, VS Pack is a genuine journey to the heart of packaging excellence for wines and spirits.

#### VS PACK 2023 EXHIBITORS LIST (NEW EXHIBITORS IN BOLD)

**ABZAC** - ADIC LES ATELIERS - ADVANCED TRACK & TRACE - **NUTRILABEL** - ALLIANCE ETIQUETTES & ETINCIA - **ALPHA LASER** - AMCOR - AMERICO COELHO RELVAS SUCRS S.A - AMORIM TOP SERIES France - APTAR BEAUTY - **ARCHE EN CHARENTE** - ASSERQUALI - **ASTRONOVA PRODUCT IDENTIFICATION** - AUTAJON - **AYANO** - **BAG & PACK** - **BELLAGIADA LUXURY PACKAGING** - BERJON - BERLIN PACKAGING - BERNADET - BORMIOLI LUIGI SPA - **BRIM EMBAL, S.L.** - C.E.P.S. - **CANTINI VETRO** - CARBON DECOR - **CARTONEO** - COGNAC EMBOUTEILLAGE - **CRYSTAL SPIRIT BY UNIVERRE** DAHLINGER - DIGITAL PACKAGING - DOMEK PACKAGING - EGISA - ESTAL - **ETIQ'PRINT** - EUREKATECH TECHNOPOLE - EXCEPTIO - **FAIVELEYTECH** - **FATECSA** - GLASS MODEL - GUALA CLOSURES - H+M (Hinderer + Mühlich France) - HRASTNIK 1860 - INESSENS - INJECTION ZAMAK TRAITEMENTS - INNOV DECOR - KONICA MINOLTA - KURZ - L' ATELIER DAEDALUS - **LE SANGLIER PACKAGING** - LES BOUCHAGES DELAGE - LITHOBRU - **MAESTRO PACKAGING** - MAISON LINEA - MARKA'S - MAUCO CARTEX - MERKURY ATELIERS - MICRO SABLAGE VERRIER - NACARA IMPRESSIONS - OC REGROUPEMENT - OLIVIER MAISONNEUVE - ORIOL & FONTANEL - OZÉ DESIGN - P H P - **PACK-MAN** - **PAPETERIES DE MONTSEGUR** - **PCA EMBOUTEILLAGE** - **REIS PACKAGING EUROPE** - RIVERCAP - **RUEL ETIQUETTES** - SAVERGLASS - SCRIBOS - SEGEDE - SETOP DIAM - SLEEVEE - SMURFIT KAPPA - SODEM - SPINNLER Cartonnages - STOELZLE GLASS GROUP - STYLMA EMBALLAGES - **SUPERCAP** - T2M SERVICES - TALIS BARTOPS - TAPI - THIBAUT BERGERON - VALADIE EMBALLAGES - VAN GENECHTEN PACKAGING - VARIAPRINT - VAUDAUX S.A - VERALLIA France - VERPACK - **VERRE CREATIONS** - VERRERIE DU FUTUR - **VETRO DUE** - VETROELITE S.R.L. – VINOLOK

#### KEY FIGURES FOR THE SHOW

- **122 national and international exhibitors, experts in premium packaging, high-profile groups as well as innovative**
  - **Training area: more than 5 training centres, schools and courses in graphic design and packaging**
  - **Village Innovations : 9 innovative companies**
  - **+ Over 4,000 participants**
  - **Visitor profile :**
    - **30 % Executive Management**
    - **30 % R&D – Innovation**
    - **20 % Communication/Marketing**
    - **16 % Sales Management**
    - **4 % Other**
  - **Foreign visitors: +9 %**
  - **15 talks over 3 days (36 expert speakers)**
  - **8 prizes awarded to companies and students for their packaging innovations**
- **86% of exhibitors renew their participation for VS PACK 2025+ de 90 % très satisfaits de la nouvelle implantation**
  - **An average of 20 useful contacts per exhibitor**
  - **Over 70% of exhibitors are satisfied with the number of visitors**
  - **70% of exhibitors are satisfied with the quality of visitors and 30% are very satisfied**

#### WHAT EXHIBITORS SAY :

##### MARKA'S

« The show makes positive progress with each edition. We're very satisfied. It's beautiful and of high quality, and the staff are very available and competent »

##### SETOP/DIAM BOUCHAGE

« Very good VS PACK with very interesting decision-making contacts, for both large and medium-sized clients »

##### WESTROCK

« I love this show, it's perfectly adapted to the sector's business. Very relevant and friendly. Thank you all for the quality of the organisation and the friendly spirit of the whole team. »



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