

June 2024

## **Unlocking Potential: ICE Europe 2025 Brings Together Converting Specialists Worldwide**

**With just under two-thirds of a year remaining until ICE Europe 2025, anticipation builds for the upcoming exhibition in Munich, Germany, from March 11th to 13th. Notably, 300 exhibitors from 20 countries have already booked and reserved 80% of the exhibition space, reflecting their support for the industry gathering. This commitment underscores the event's value as a platform for showcasing innovations and fostering collaboration across borders. As preparations continue, the stage is set for ICE Europe 2025 to be a pivotal event shaping the future of the converting industry.**

With a focus on development and synergy, ICE Europe 2025 aims to provide a dynamic platform for industry professionals to explore the latest advancements in converting technology. Notably, the 2025 edition marks a significant milestone as this will be the first show operating with unrestricted post-COVID potential, following the lifting of restrictions just a week after the 2023 show edition took place. The exhibition profile covers products and services from all key areas of the converting sector, including materials, coating/laminating, drying/curing, (pre)treatment, accessories, slitting/rewinding, flexographic/rotogravure printing, finishing, factory management/waste disposal, retrofits/machine upgrades, toll coating/converting/slitting, control, test & measurement, software, services, and information & communication. Exhibitors will showcase a wide array of offerings, demonstrating the breadth and depth of expertise within the industry. ICE Europe is the hub for the converting industry, connecting brands to companies seeking the latest converting solutions. Attendees can anticipate engaging programs and networking opportunities designed to foster knowledge exchange and facilitate meaningful connections with industry professionals. As the definitive marketplace for sourcing bespoke, efficient, and cost-effective converting solutions, ICE Europe provides an environment where the latest technology developments are on display. "In the dynamic realm of converting, ICE Europe 2025 stands as a testament to the power of collaboration and progress. As the possibilities of innovation unfold, the richness of expertise and diversity that surrounds us becomes evident. Together, attendees navigate the ever-evolving landscape, discovering new product and processing solutions, forging lasting connections, and shaping the future of the industry," states Patrick Herman, Event Director of the Converting, Paper and Print Events, on behalf of RX. Expanding on this, he emphasises, "ICE Europe 2025 is poised to be a pivotal event, uniting industry leaders globally to spearhead sustainable practices and drive impactful change in the converting sector."

### **Exhibitor List of the 14<sup>th</sup> Show Edition**

The ICE Europe Exhibitor List platform offers comprehensive and regularly updated details on exhibitors and their products. With this tool, visitors can efficiently plan their visit by identifying the companies and products that best suit their needs. Already, numerous prominent suppliers specialising in machinery and equipment for flexible material conversion have confirmed their participation. For the latest updates, visit [www.ice-x.com](http://www.ice-x.com).

For companies interested in showcasing at ICE Europe 2025, stand options, prices, and space reservations can be requested online at [www.ice-x.com](http://www.ice-x.com). Swift booking is advised as prime locations are selling fast.

### **Exploring Innovation: Exhibitors Set to Inspire**

ICE Europe is honoured to highlight the contributions of exceptional exhibitors who embody the spirit of ingenuity and dedication. These remarkable participants represent a variety of industries, each bringing their unique perspective and expertise to the event. Their commitment to innovation and excellence is evident in their displays, which promise to offer attendees a glimpse into the cutting-edge advancements shaping this sector. Their participation promises to enrich the event experience, fostering an atmosphere of collaboration and growth. Exhibitors such as BST GmbH, Davis-Standard, LLC, Erhardt + Leimer GmbH, Guidolin Giroto S.r.l., IMS Technologies SPA, Jagenberg Group, Kroenert GmbH, Matthews International GmbH, Neuenhauser Maschinenbau GmbH, New Era Converting Machinery, Inc., and many more have already confirmed their participation.

### **ICE Awards for Outstanding Technological Achievements**

After the success of the ICE Awards in previous years, the most innovative exhibitors will again be honoured with the prestigious ICE Award for outstanding achievements and technological advancements in 2025. Each award category acknowledges and promotes the innovative spirit of exhibitors in relevant areas such as sustainability, digitalisation and efficiency.

The categories for the ICE Awards in 2025 will convene the following topics: Workflow connectivity and automation, sustainability, and new technology.

More details regarding the participation process will be published in the run-up to the show.

### **Co-located Event**

Attendees can benefit from increased opportunities and synergies as ICE Europe will take place parallel to [CCE International](#), Europe's key event for the corrugated and folding carton industry, which in 2025 will also feature an enhanced print experience.

Attendees can attend ICE Europe 2025 in halls A5 and A6, while CCE International will take place in hall A4 at the Munich Trade Fair Centre in Germany.

Further updates on the event and supporting programme will be posted on the show website as preparations progress.

[www.ice-x.com](http://www.ice-x.com)

### **ENDS**

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#### **About RX**

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).