



6th April 2020

ICE Europe 2021: Converting industry gets ready for 2021

From 9 to 11 March 2021, the international converting industry will gather at the Munich Trade Fair Centre in Germany for the 12th edition of ICE Europe, the leading sales and marketing platform for converting technologies in modern manufacturing. The previous show in 2019 saw a record number of 463 exhibitors from 25 countries, presenting their latest innovations in converting technology for paper, film, foil, nonwovens, and other web-based materials. With stand allocation now well underway, the new ICE Europe website offers plenty of information and easy online reservation for companies who plan to bring their latest converting solution to market.

Demand for flexible packaging, special films and nonwoven products continues to rise in nearly every industry sector. From food packaging, industrial wraps, filter material and hygiene products to smart labels, high barrier films, optical foils, and high-tech fabrics: The production industry seeks to create new products that meet specific performance attributes for specific end uses.

At the same time, public awareness of environmental issues has increased demand for eco-friendly products, making sustainability and efficiency a key driver in modern manufacturing. The food and retail sector in particular is looking for new packaging solutions that are either fully recyclable or contain recycled materials. And there is an ever-increasing need for creative and customisable options, and ongoing pressure to react quickly to market trends and demands.

Converting technologies play a key role to meet these changing needs and are constantly reshaping the way consumer products are packaged, marketed and used. At ICE Europe, exhibitors present the full spectrum of progressive converting solutions that help facilitate new surface treatments or mechanical processes to add functionality or enhance product features.

“Our exhibitors are fully committed to play their part in this transformative process by continuously developing new converting machines and bespoke solutions that can be configured to specific customer needs”, says Liljana Goszdziwski, Exhibition Director of ICE Europe. “Engineering these pioneering solutions requires suitable business partners willing to invest in new equipment, as well as developing a good understanding of production needs and target markets. ICE Europe offers a unique industry platform where technology suppliers can personally meet matching buyers and users to build successful, reciprocal relationships, giving both sides more opportunities to grow than ever before.”

Over three days, exhibitors will meet project leaders, system integrators, engineers and buyers from the entire value chain of product converting in manufacturing, covering a broad spectrum of industries and markets. Around 90% of ICE Europe visitors are in the position to influence or make purchasing decisions; every third visitor comes with definite investment plans.

“ICE Europe is well-known for its sophisticated trade audience and high success rate in generating profitable business opportunities. 98% of our exhibitors say they have either fully or partially achieved their aims of their last participation. It really is the industry’s most powerful sales and marketing event in 2021, and a perfect opportunity to connect to future markets”, concludes Goszdziewski.

ICE Europe in short

ICE Europe, the International Exhibition for Paper, Film & Foil Converting, is the world’s leading exhibition for the conversion of flexible, web-based materials, such as paper, film, foil and nonwovens, with a strong focus on special films used for touch panels, displays, and food packaging.

The previous ICE Europe 2019 attracted a total of 7,150 trade visitors from 75 countries, with high-level representatives from key industry sectors such as packaging, printing, plastics, textiles and nonwovens, paper, engineering, chemical, medical and pharma, automotive, aviation, food, and electronics.

ICE Europe 2019 featured 463 exhibitors from 25 countries. According to show surveys, visitors were particularly interested in their technical solutions for coating and laminating, slitting and rewinding, special converting materials, flexographic and rotogravure printing, quality control and measurement, drying and curing, special films and extrusion.

Popular 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 2021. Each award category acknowledges and promotes the innovative spirit of exhibitors in relevant areas such as sustainability, digitalisation and efficiency.

Co-location with CCE International and InPrint Munich

As in previous years, CCE International, Europe’s only tailor-made exhibition for the corrugated and folding carton industry, will again be co-located with ICE Europe at the Munich Trade Fair Centre. CCE International showcases the entire production and processing chain of corrugated and folding carton. Further information at www.cce-international.com.

For the first time, InPrint Munich, the International Exhibition of Print Technology for Industrial Manufacturing, will join the co-location. InPrint Munich showcases smart print tech solutions ready to be integrated into industrial production processes, with a visitorship of nearly 3,000 industry professionals and a popular 3-day conference. Further information at www.inprintmunich.com/2021/en.

The combination of three dedicated trade events evolving around converting and printing in the manufacturing process creates a multifaceted experience with increased opportunities and synergies for both exhibitors and visitors.

Exhibitor information and online reservation

Companies interested in exhibiting at ICE Europe 2021 can request the new exhibitor brochure or reserve their stand space online at www.ice-x.com/europe. Floor space is selling fast as many companies have already booked their previous stand space, so early booking is recommended.

Further updates on the event and participants will be posted on the newly launched show website *as preparations progress*. *ICE Europe also offers a free newsletter service with topic-related industry news and the latest event updates in the run-up to the show.*

www.ice-x.com/europe

[ENDS](#)

Issued by:

Tristan Mandel, PR & Marketing Manager
ICE Europe Press Office, Mack Brooks Exhibitions
Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom
Tel: +44 (0)1727 814 400, Email: press@mackbrooks.co.uk