



ACiMGA

ASSOCIAZIONE COSTRUTTORI ITALIANI
MACCHINE PER L'INDUSTRIA GRAFICA,
CARTOTECNICA, CARTARIA,
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Press release, September 30 2016

PRINT4pack

**The packaging industry shapes the future
Great success for PRINT4Pack in Palermo**

On September 20 and 21 the joint initiative of Acimga, Argi and ICE Agenzia brought together the entire packaging industry in Palermo, in the heart of the Mediterranean: graphic industrialists, end-user brand owners, analysts, technicians and designers animated the PRINT4Pack convention, with participation skyrocketing beyond all expectations. A total of 230 attendees, including the owners of major Italian and international companies representing the entire packaging production-consumption chain, as well as 50 buyers from the USA and North Africa involved by ICE Agenzia, gave rise to a top-level event both in terms of participants and discussion topics. With guests the calibre of Bocconi university professor Carlo Alberto Carnevale Maffè coordinating the technical panels, and the founder of Eataly Oscar Farinetti, Palermo's Teatro Savio – the venue of the two-day event – hosted key industry players and presented case histories, thus marking a crucial step on the road to great 2018 event gathering the entire industry at PRINT4ALL, Fiera Milano.



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At PRINT4Pack the innovators of the consumer industry and their suppliers reasoned together about the features of tomorrow's product packaging in a series of speeches and networking opportunities – provided by coffee breaks and dinner between one round of lectures and debates and the next, and designed to encourage dialogue between international buyers (visiting from the USA as well as from the liveliest regions of the Mediterranean: Turkey, Iran, Cyprus, Israel, Egypt, Jordan, Tunisia, Morocco, Algeria, UAE) and Italian companies. In Sicily - the region that best represents Italy's central position in the Mediterranean - the bases have been laid for the sharing of visions and languages, necessary to create effective, innovative goods and services.



Today more than ever, success depends on “networking”: at stake is the future of individual companies as well as of the industry as a whole. The great challenge of *Made “by” Italy* – an original designation coined by Acimga to stress the primary quality of the Italian industry – also includes the success of PRINT4ALL, the new industry trade fair taking place in 2018 and a crucial tool to thrive on rapidly changing markets. In this scenario, the next stage on the road to PRINT4ALL will be next year's trade convention, also featuring the participation of the editorial and commercial printing industry.



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WHO, WHERE, WHEN... HOW and WHY

Entrepreneurs, analysts, technicians and designers – the representatives of those consumers whom everything starts from and comes back to – met **on September 20-21 in Palermo** at Print4Pack, hosted in the Teatro Savio, part of the **“Gesù adolescente” Centre for Professional Training of the Sicily Regional Government**.

The event was **organized by ACiMGA and Argi with the support of ICE-Agenzia** to reason together on trends, products and packaging. The strong visitor influx and participation confirmed a keen interest in the “community meeting” event format: **230 Italian and international companies representing the entire packaging production-consumption chain** listened to the speakers, asked questions and engaged in discussions during the several networking opportunities offered to encourage direct connections between suppliers and buyers. This year, thanks to the efforts of the ICE agencies, about fifty companies from the liveliest economic regions of **the USA and North Africa** participated in the convention as well as in the **networking dinner**, then continued their trip in Italy to visit potential partner companies.

«We opened this string of trade conventions in December 2014 - says Andrea Briganti, director of ACiMGA – with the help of travelling companions that have been with us ever since (the two Assografici groups Giflex and Gipea and the Italian Packaging Institute). It was a breakthrough right from the start. All participants on both sides of the speakers’ table were impressed with the amount of information they learned from other players, both upstream and downstream of the supply chain. The same happened in the following events we organized in Munich, during the ICE-CCE exhibition, at the last Converflex and finally at the Expo 2015 (again with Carnevale Maffè in the role of “master of ceremonies”, ed.).

This year Argi (the association of product and technology suppliers for graphic arts, run by the same 4itGroup that supplied Print4Pack’s secretariat) was involved right from the planning stage. Argi is also our main partner in the great Print4All exhibition project, on which we are focusing our best intelligence and efforts».

«Together we conceived PRINT4Pack as the first stage leading up to PRINT4ALL – explains Argi Secretary Enrico Barboglio – the new Italian exhibition for the printing industry which picks up and builds on the best legacy of Converflex, Grafitalia and Inprinting and connects with the other elements of the packaging-logistics community giving rise to the Innovation Alliance (Milan-Rho, May 29 – June 1 2018). Next year, with the same formula and goals, we plan to hold a second edition of the convention PRINT4Graph also involving editorial and commercial print professionals. The culminating event will be PRINT4ALL in 2018, hosting a third meeting dealing with “printing on things”.

THE MANY FACES OF PACKAGING

The Palermo convention afforded an opportunity to share information, visions and solutions to fully capture the value packaging can bring to consumer goods. Ideas have been provided by renowned experts who took turns at the podium to discuss and talk about successful case histories, encouraged by Carlo Alberto Carnevale Maffè (SDA Bocconi) and Marco Sachet (Italian Packaging Institute).



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The wealth of discussion topics can be inferred from the titles of the speeches given in each of **two sessions – the afternoon of September 20th and the morning of the 21st.**

Markets and technology

On the first day, following the informal introductions of the promoting associations (given by the respective presidents: Marco Calcagni, ACiMGA and Roberto Levi Acobas, Argi) and the greetings extended by the principal of the hosting school, ICE-Agenzia, Matteo Masini and Confindustria Sicilia, Giovanni Catalano, **the discussion focused on the evolution of packaging from mere “container” to a social element (Carnevale Maffè); the increasing number of functions packaging is required to perform with the aid of innovation (Sachet); and the structure and trends in a constantly growing market – package printing in all its applications (Gilboa).**

The debate was followed by **two lively roundtables** animated by experts from several companies in the industry.

The first dealt with **packaging connectivity and customization** and saw the participation of **Gian Mario Cirocco, Polipack; Carla Leveratto, Gruppo Roncaglia; Luca Simoncini, Ghelfi Ondulati; Alessio Morici, Tecnobox; Roberto Masciambruni, Angelini; and Carnevale Maffè** himself in the role of coordinator.

The second one, titled **“Sustainability and anti-counterfeiting”** and ably conducted by Marco Sachet, involved **Francesca Righi, Barilla; Alberto Palaveri, Sacchital; Silvano Garavaglia, Solution Group; Luca Pennisi, Roto.Med; Domenico Tessera, Sales and Paolo Zonca, Lavazza.**

Creative inside and outside (Farinetti’s “green” values)



The following morning, a lively report by **Carla Leveratto (Roncaglia)**, rich in illustrative images and videos, showed with real-life examples the meaning of **creative packaging** – in spite of any clichéd misconception of creativity as completely unrelated to reality (in this case, to the content and market). Next the podium was taken by

the “star” of the convention, **Oscar Farinetti**, to illustrate the method and value guidelines underlying the success of his companies: first **UniEuro**, then **Eataly** and, more recently (that is, next year in Turin) **Green Pea**. It is an unprecedented multi-product store concept where “cool” people – meaning both fashionable and ethically minded – can find life-respecting goods.

Goods on sale on the different floors of the Green Pea building will include low-emission vehicles; clothes that are “good” for manufacturers, wearers and raw material suppliers (animals included);



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furniture designed and manufactured according to eco-friendly criteria; spa facilities and services, including stationary bicycles generating the green energy powering the store, with the contribution of everyone's muscles. The last floor will house a restaurant where it won't be difficult to **shift the meaning** - as wished by Farinetti - **of the word respect (for oneself and others, including the environment) from duty- to pleasure-oriented**: the pleasure of a better life in all respects, hence more enjoyable. What about packaging? The store itself, with its décor and the sensory experiences it offers, will be the container and the "pod" for Gree Pea values and products.

Design, ennoblement, recycling and prospects

Participants to the roundtables on day 2 engaged in a discussion on design and packaging ennoblement, ending with important contributions on its end-life cycle, i.e. once the content has been consumed.

Eliana Farotto (Comieco) was the first speaker on the topic, focusing on recycling (in turn requiring a separate waste collection system), biodegradability and composting based on the concept of **circular economy**. This term – emphasized Farotto – replaces the idea of "sustainability" as it is more appropriate: it clearly indicates the life cycle of materials **as part of a virtuous economy that reclaims its own waste and feeds it back into the cycle**. This approach is supported and sponsored by Comieco with excellent results: **the paper and cardboard recycling rate has now reached 80%** and can reasonably aim for 100%, with the amount of cellulose-based waste collected **already exceeding 3 million tons**.

Participants to the first roundtable discussed design in its broader sense, while also stressing the meaningfulness, power and potential of an **ennoblement employing an increasing variety of techniques**, driven by companies' R&D efforts. Speakers building on these topics included **Vittorio Clementi, Solution Group; Osvaldo Bosetti, Goglio**; the famed Cypriot converter



John Eleftheriades; Giuliana Mantovano, Mondelez; and Oriana Savonitti, illycaffè.

The last meeting saw the participation of the **representatives of a number of institutions** (the respective presidents: Marco Calcagni, ACiMGA; Roberto Levi, Argi; Pietro Lironi, Assografici; and Marco Spada, Enipg, together with ACiMGA director Andrea Briganti and Argi secretary Enrico Barboglio) **as well as of two top-level companies in the industry of machinery manufacturing - Antonio Maiorano, HI and Aldo Peretti, Uteco**. Each speaker discussed future prospects, consistently with his or her mission as "strategist" of a manufacturing company or a group of member companies.



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TO SCHOOL TODAY, PRINT TOMORROW

At the Palermo convention a different perspective was offered by young people – enthusiastic, helpful and curious – studying at the "Gesù Adolescente" **Centre for Professional Training**, who witnessed (and contributed to) the meeting. The institute, offering professional graphic arts courses in Palermo, demonstrated the competence and far-sightedness of its teachers and coordinators, as well as of **an educational approach that strives to ensure a close connection to the industry**.

It is no wonder then that PRINT4Pack took place in the beautiful theatre of the institute, with which **Argi has a longstanding partnership** (the consumables necessary to the educational activities are provided by the industry), clearly showing just how much companies value professional training in an industry sector that is in dire need of qualified personnel. «**Young people are our future - stated Roberto Levi Acobas**, president of Argi, during the convention – today more than ever, considering the speed at which the evolution of technology makes traditional competences obsolete».

«If education needs close ties to the industry – stressed in turn **Marco Calcagni, president of ACiMGA** – in order to provide young people with training that is truly consistent with what the job market requires, the industry needs young people. **It is through their eyes that we understand how the world is changing, it is with their strength that we develop our projects, and their generosity stimulates our own** by providing new reasons to support the goals that really count».

Alternating school and work: a valuable opportunity

Over the last few years the graphic industry has grown in Sicily's professional schools thanks to the connection to local graphic companies and the **partnership with Ricoh, Roland, Enipg, ACiMGA, Argi and Giflex**. By closely following the evolution of markets and technology, **the courses have gradually steered towards new digital systems as well as, in other sectors of the graphic industry, serigraphy, pad printing and large-format printing** (plotting). This makes it possible to train qualified personnel capable of easily finding their own place in the industry, regardless of the specific type of graphic company.



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