



Essen, 13 October 2021

Sustainable packaging solutions presented compactly:

IPM Packaging Center celebrates premiere at IPM ESSEN 2022

Registration is now open

The ecological awareness of consumers is steadily increasing. International horticulture is facing the great challenge of responding to the growing desire for more sustainability. One aspect that can be changed is the use of packaging. They are absolutely necessary for the transport of sensitive green goods, but often not as green as their contents. What environmentally friendly alternatives to plastic pots, plastic films and other disposable solutions are currently on the market? Answers will be provided by the new IPM Packaging Center at IPM ESSEN 2022 from 25 to 28 January at Messe Essen. Interested companies now have the opportunity to participate in the joint presentation with minimal effort and thus become part of the world's leading trade fair for horticulture.

Reusable pallets, biodegradable pots, packaging made of recycled plastic or cellulose – sustainable and innovative packaging solutions are versatile. In order to give the market a compact overview of what the future of the green sector looks like in terms of packaging, the IPM Packaging Center is planned for the first time. Exhibitors at IPM ESSEN and also companies that do not have their own stand at the world's leading trade fair will have the exclusive opportunity to present their products in an eye-catching way. The effort is low: the products will be integrated into the presentation, own stand construction and the presence of staff are not required. An individual stand within the Packaging Center is also possible.

Speakers' Corner and guided tours

The IPM Packaging Center is more than just a presentation area: participating companies have a slot at their disposal in the Speakers' Corner. In a pleasant atmosphere, it creates the right setting for informative short lectures and professional exchanges. In addition, guided tours for trade visitors draw the focus to the products.



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INFORMATION



Customer advice and contact

The marketing team of IPM ESSEN will provide interested companies with detailed advice on the participation and presentation possibilities and can be reached under Tel. +49 (0)201 72 44-226 or ipm@messe-essen.de.

Further information and registration documents at: www.ipm-essen.de