



Press Release: Tokyo Pack 2014

Japan Packaging Institute

Tokyo Pack 2014 – A Celebration of the Package

Title: Tokyo International Packaging Exhibition 2014

Dates: 7-10 October 2014 (10:00-17:00)

Venue: Tokyo Big Sight

The cradle of packaging innovation and technology, Japan is at the forefront of the most advanced packaging developments globally; and this year all these cutting-edge solutions will be housed in one location: TOKYO PACK 2014.

The largest packaging exhibition in Asia, Tokyo Pack 2014 is "ここで見つかる、包装のチカラ", or, as translated directly into English, "The site of advanced packaging development and solutions technology". This year's exhibition has lined up a series of special displays, all of which celebrate the Package.

Japan's Packaging Display Highlights

In addition to the main exhibition, the exhibition organizers are introducing a new showcase of advanced Japanese packaging solutions. The **Next Generation High Performance Packaging Pavilion** will feature breakthrough packaging solutions that take extended product shelf life to new levels, highlight environmentally-friendly packages, and new decoration and print technology solutions.

The **Good Packaging Pavilion** will feature the year's best in Japanese packaging innovation and technology - the Japan Star 2014 winners. A special collection of Japan's most advanced and creative packaging designs and technology chosen by expert industry professionals, this is a unique opportunity to see firsthand the top commercialized packaging solutions in the extremely sophisticated and demanding Japanese consumer market.

The **Global Packaging Pavilion** will also return to Tokyo Pack 2014 after a successful first-run at the last show. A showcase of common food and beverage packaging around the world, highlighting the importance of packaging to Man, this display will feature packaging applications common to different countries, as an extension of different consumer behavior and habits.

About Tokyo Pack

Launched in 1966 and owned and operated directly by the Japan Packaging Institute (JPI), the biennial (every two years) exhibition will feature more than 2,600 booths representing 600 companies in the 23,000m² exhibition space, which attracts more than 70,000 visitors from inside Japan and overseas.

During the last edition, more than 170,000 people visited TOKYO PACK 2012 during the four-day exhibition.

For exhibitor and visitor enquires, contact:

TOKYO PACK 2012 Secretariat

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