



# LABELXPO AMERICAS

POST SHOW REPORT



13 - 15 September • Chicago

**LABELXPO  
AMERICAS 2022**

[www.labelexpo-americas.com](http://www.labelexpo-americas.com)

OVERVIEW

13,569



Attendees

158,919



Square feet

362



Exhibitors

96%

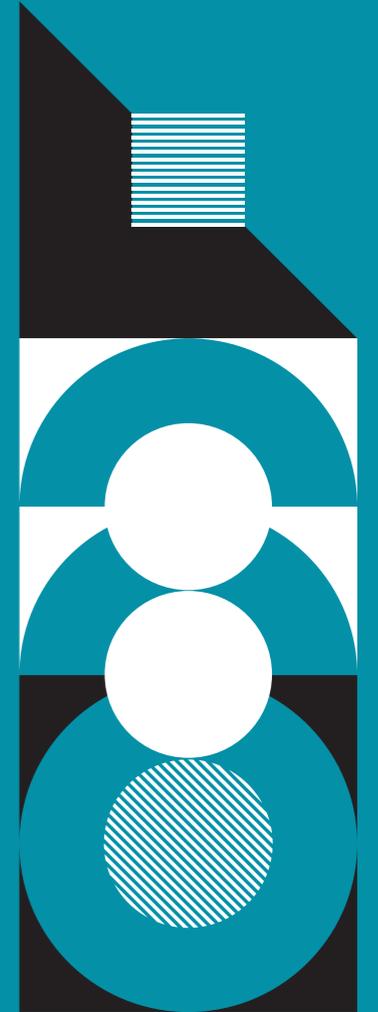
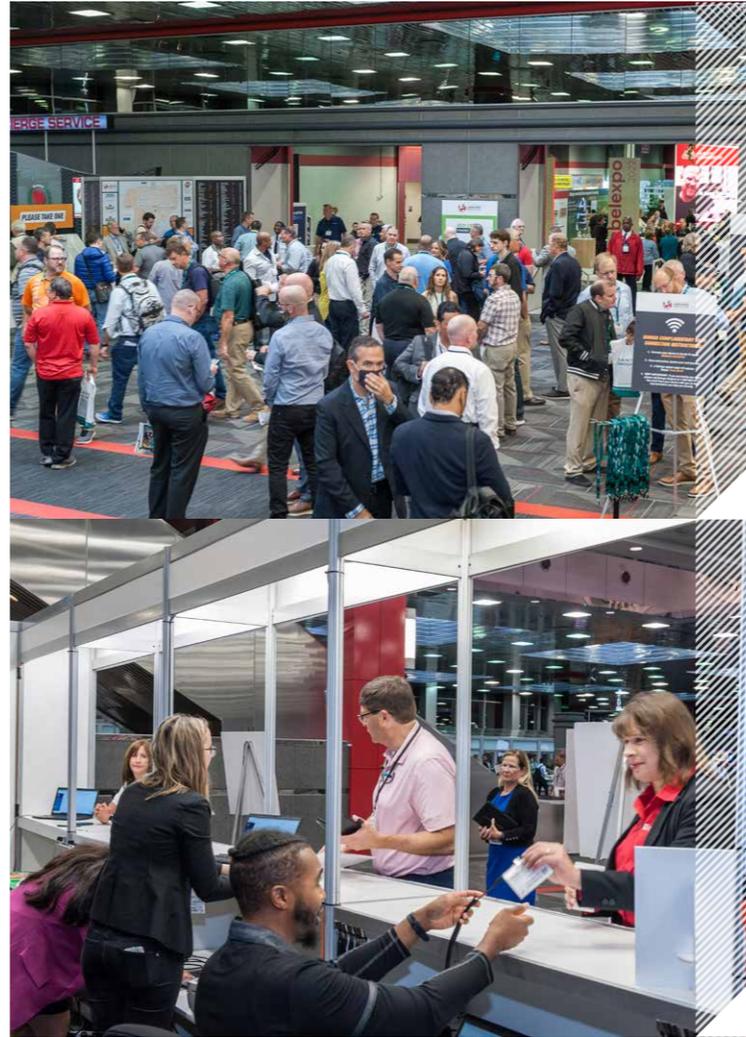


Exhibitors rebooked onsite for 2024

77



Countries represented



TOP 10 ATTENDING COUNTRIES



United States



Mexico



Canada



United Kingdom



Italy



Germany



Colombia



Korea, Republic of



Brazil



China

WE ALSO HAD ATTENDEES FROM:

**MIDDLE EAST**

United Arab Emirates

Israel

Jordan

Lebanon

Saudi Arabia

**ASIA**

Japan

India

Taiwan

Turkey

Uzbekistan

Singapore

Thailand

Kazakhstan

Pakistan

Vietnam

**EUROPE**

Denmark

Netherlands

Spain

Switzerland

France

Belgium

Poland

Sweden

Finland

Portugal

Hungary

Czech Republic

Ireland

Slovakia

Norway

Slovenia

Latvia

Montenegro

Croatia

Iceland

**CENTRAL AMERICA**

Guatemala

Dominican Republic

Honduras

El Salvador

Costa Rica

Panama

Barbados

Jamaica

Puerto Rico

Haiti

Saint Kitts and Nevis

**AFRICA**

South Africa

Algeria

Kenya

Ethiopia

Egypt

**OCEANIA**

Australia

New Zealand

Fiji

Vanuatu

**SOUTH AMERICA**

Ecuador

Chile

Argentina

Peru

Venezuela

Uruguay

Guyana

Bolivia, Plurinational State of

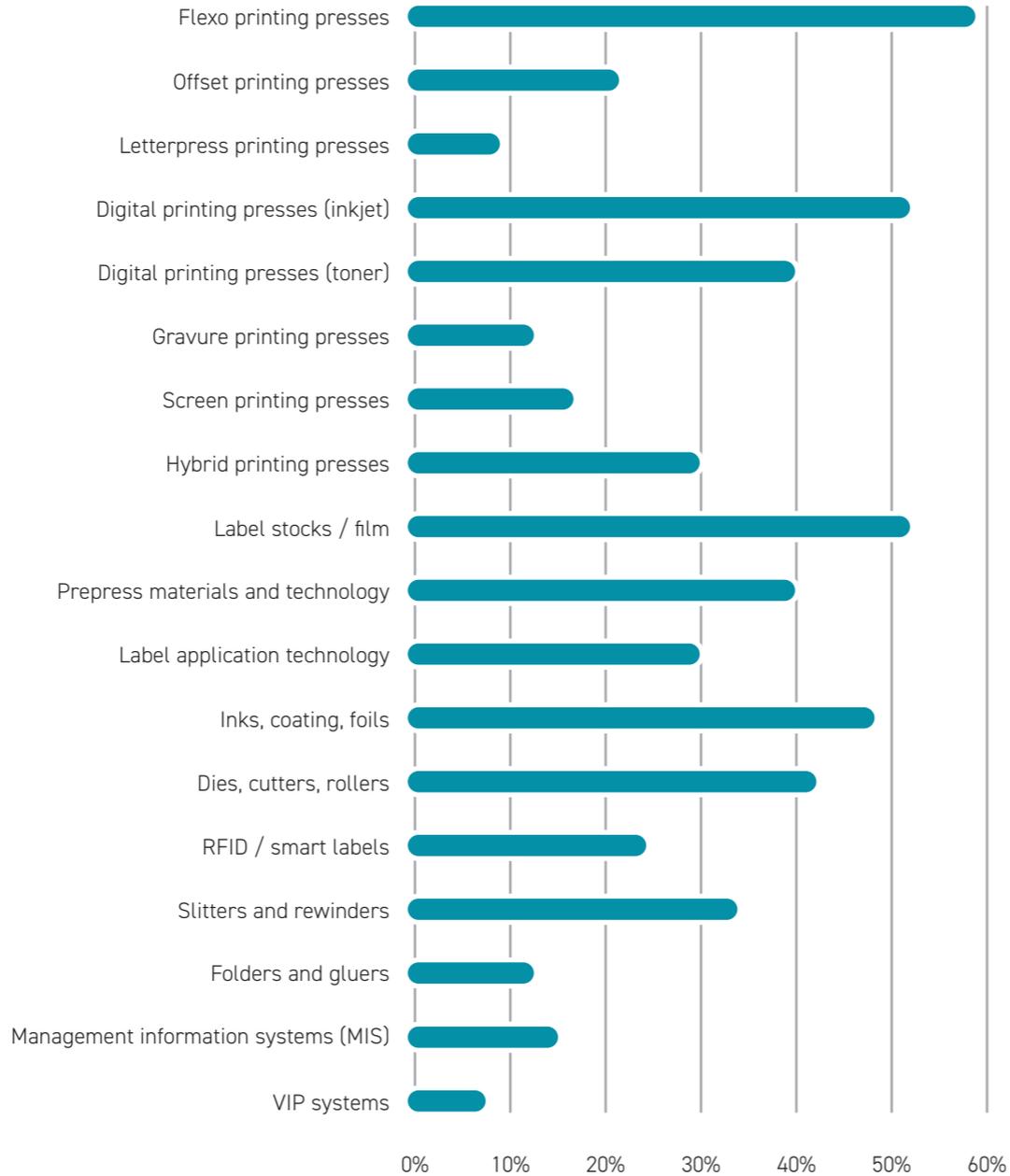
Suriname

Trinidad and Tobago

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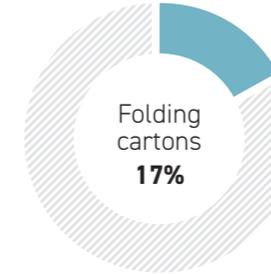
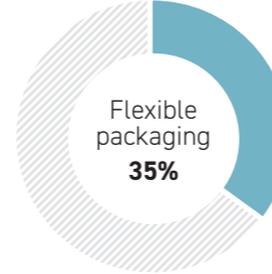
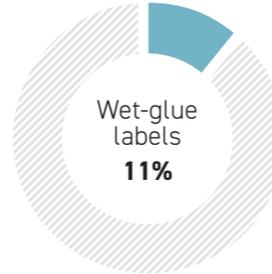
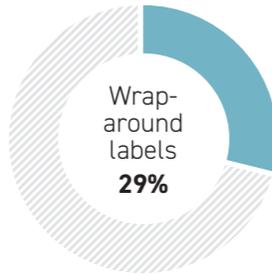
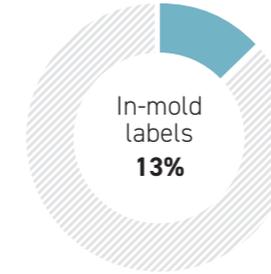
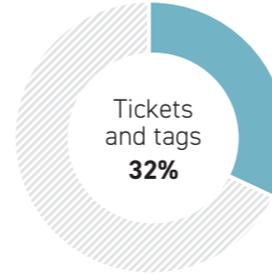
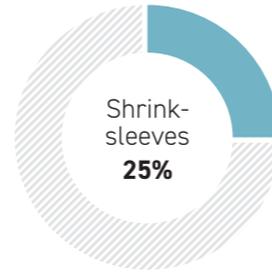
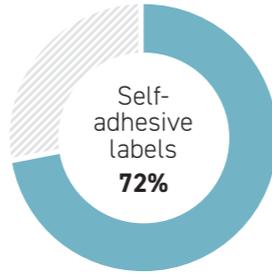
ATTENDEE  
PROFILE:  
INTEREST  
IN PRESS  
TECHNOLOGY



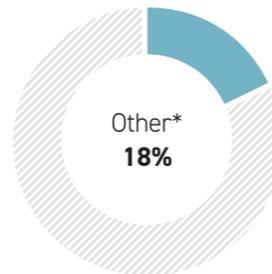
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ATTENDEE  
PROFILE:  
RESPONSIBILITY



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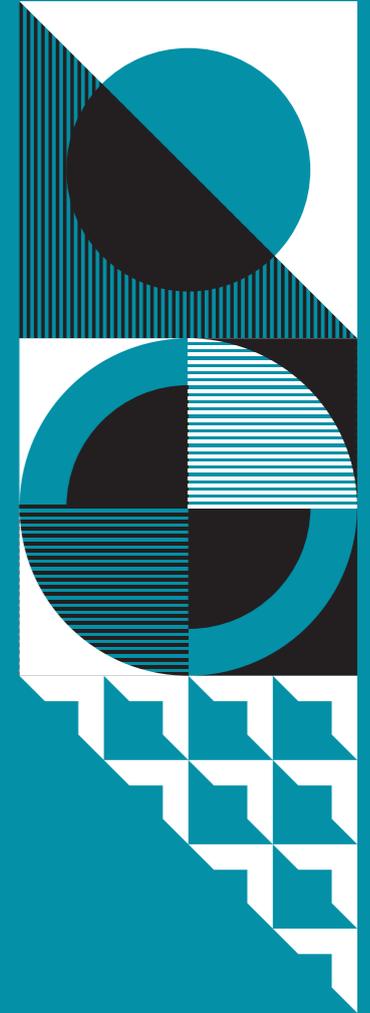


**86%**

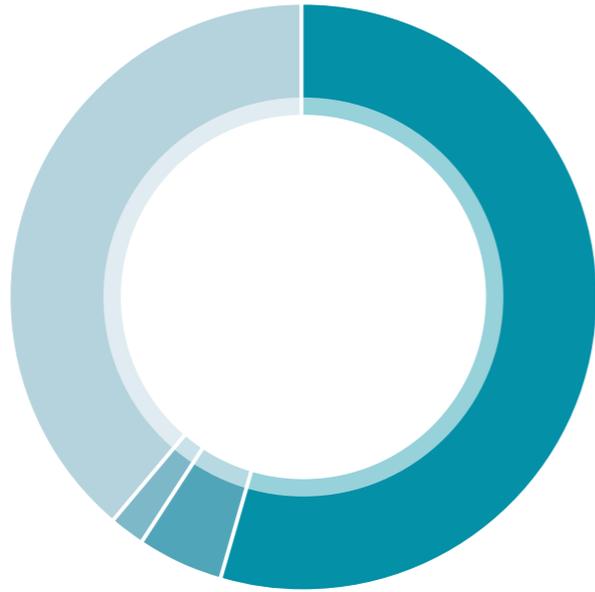


of attendees were involved in the purchasing decision process

\*forms, direct mail, large format graphics, etc.

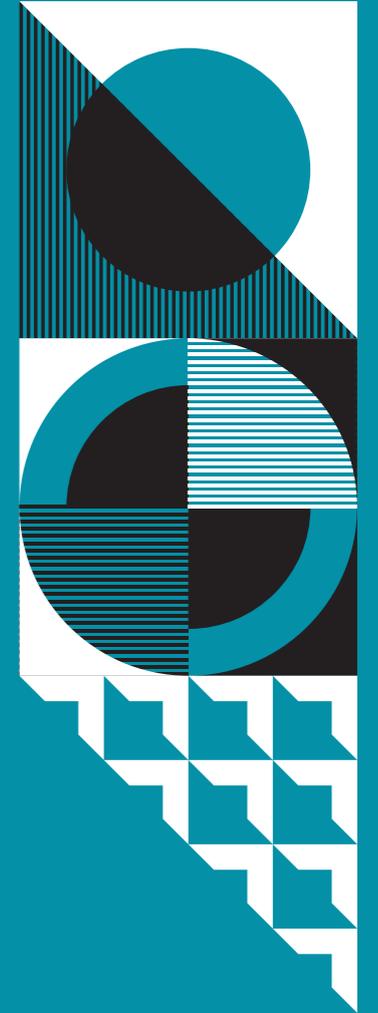
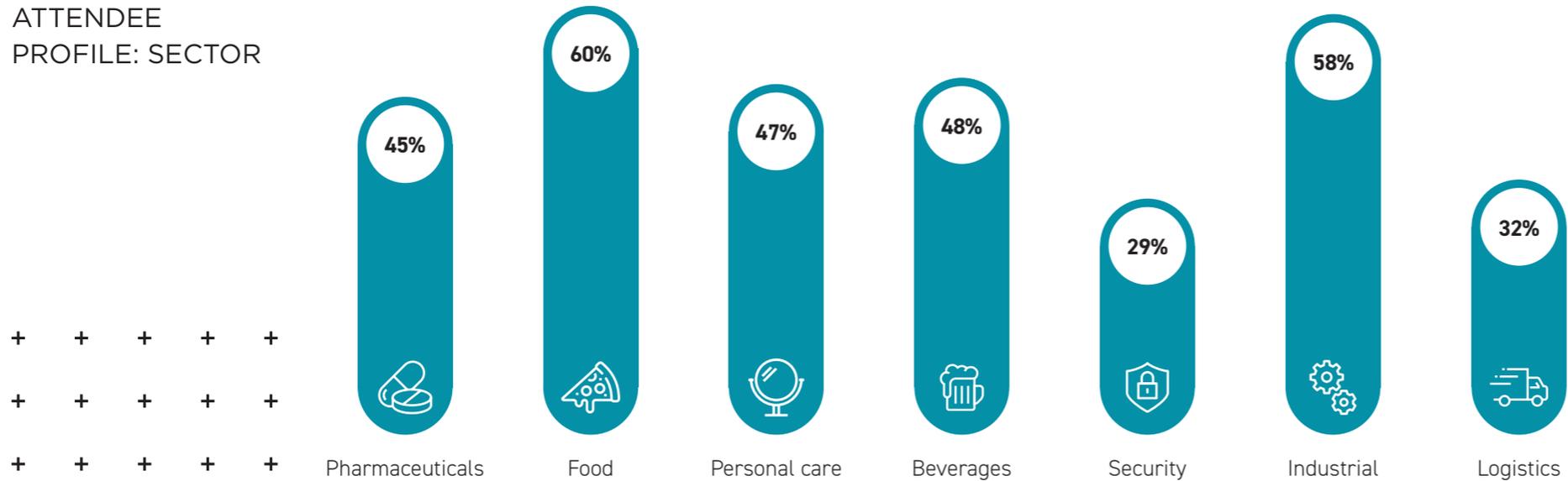


ATTENDEE  
PROFILE:  
INVOLVEMENT



● Printer / converter	<b>55%</b>
● Brand owner or buyer of labels / packaging	<b>5%</b>
● Designer	<b>2%</b>
● Manufacturer / supplier to the industry	<b>39%</b>

ATTENDEE  
PROFILE: SECTOR



DIGITAL  
EMBELLISHMENT  
TRAIL



After digital printing, digital embellishment is the next big game changer for label converters and package printers. The Digital Embellishment Trail at Labelexpo Americas 2022 enabled attendees to explore the full range of digital decoration options, both stand-alone and inline, with live demonstrations, sample packs and experts on site to discuss how digital embellishment can transform a converting business.

FEATURING



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TLMI ECOSTAGE



Eco Stage, hosted by TLMI was designed to support a better performing, more environmentally conscious label industry. It featured sessions show that tackled the big myths surrounding sustainable packaging, what converters should really be concerned about and offered key takeaway actions.

Presenters Included:

Association of Plastic Recycling, Avery Dennison, Brooke and Whittle, Circular Polymers, Convergen energy, Henkel, IPS Balers, Presicion Air Convey, Printing United Alliance, Resource Label Group.

FEATURING

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MASTER CLASSES

These five hour master classes were organized by the Label Academy, the global training program for the label and package printing industry.

They offered attendees the opportunity to gain valuable insight from renowned industry experts.



Attendees had the opportunity to learn how use this innovative technology to meet the increasingly complex requirements of brands.

Presenters included:

- // Actega
- // Cartes
- // Epson
- // GM
- // HP Indigo
- // Kurz
- // Prati
- // Sun Chemical
- // Xeikon

Attendees had the opportunity to learn the correct methods for handling and storage of unprinted and printed laminates, as well as the management of material wastage.

Presenters included:

- // 3M
- // Avery Dennison
- // Channeled Resources Group
- // Fedrigoni
- // Henkel
- // Mactac
- // UPM Raflatac

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LABELEXPO  
CONFERENCE

**LABELEXPO**  
**CONFERENCE**

Over two days of Labelexpo Americas 2022, there were high-level sessions examining the latest topics and trends.

Day one of the conference explored some of the label and package printing industry's key technologies and trends, including industry 4.0/automation, and supply chain challenges.

Day two was designed around future-proofing your business. It covered mergers and acquisitions, the changing industry landscape, and diversification

**Featuring**

- // All4Labels
- // Avery Dennison
- // Ferrari Innovation Solutions
- // Finat
- // Fortis Solutions Group
- // Mark Andy
- // Procter & Gamble
- // TLMI

THE GOLD  
CONCIERGE  
SERVICE



Key senior global buyers were invited to attend Labelexpo Americas 2022 as members of the Gold Concierge Service, which offered value added services that included:

- // On-site lounge
- // Dedicated email support
- // Awards party
- // Dedicated registration desk
- // Exclusive newsletter
- // Free entry
- // Complimentary two-month subscription to the Label Academy

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LABELXPO  
ROADSHOWS

**LABELXPO**  
ROADSHOW

This series of free pre-Labelexpo Americas 2022 roadshows, in specially selected cities across North America, was designed to bring an educational insight into the world of labels and package printing, as well as a sneak peek into what to expect at Labelexpo Americas 2022.

LOCATIONS

**LABELXPO**  
ROADSHOW  
CINCINNATI

**LABELXPO**  
ROADSHOW  
ORANGE COUNTY

**LABELXPO**  
ROADSHOW  
TORONTO

FEATURING



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MARKETING  
CAMPAIGN -  
OVERVIEW

**4,292,372** 

Google impressions

**38** 

Members of the press in attendance

**990,464** 

Facebook Impressions

**33** 

Media partners

**968,307** 

Google Video Advertising

**29** 

Email Blasts

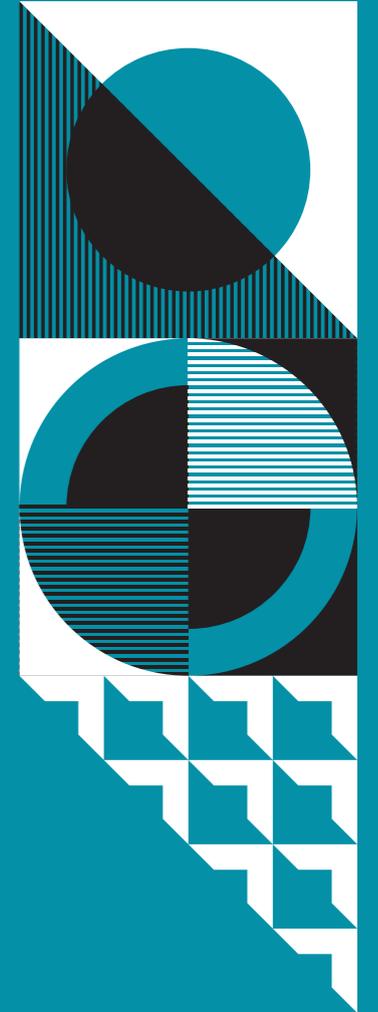
**631,004** 

LinkedIn Advertising impressions

**8** 

Press releases

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MARKETING  
CAMPAIGN -  
FUTURE SPORTS



PROMOTIONAL  
VIDEOS



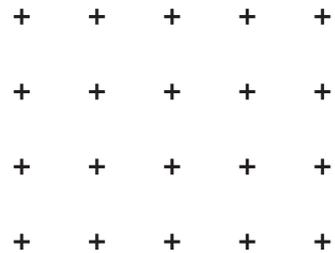
VIDEOS  
2,821

Meet the industry's leading suppliers



VIDEOS  
1,903

Promotional Video



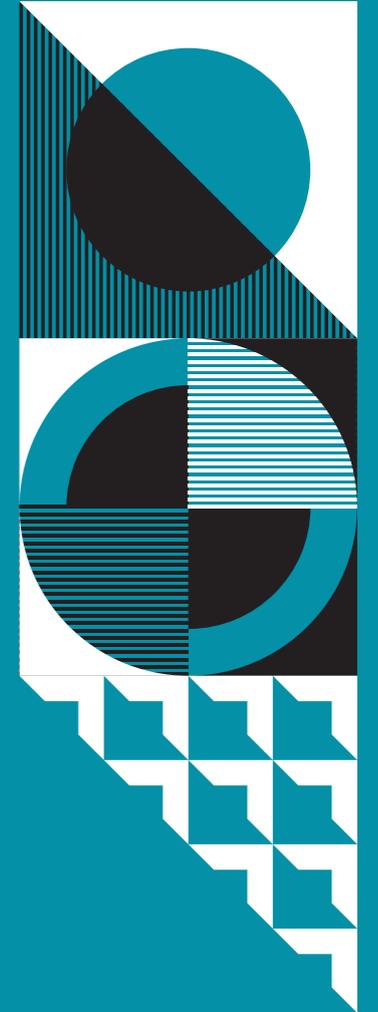
VIDEOS  
215

Label Industry Global Awards 2022



VIDEOS  
19,612

See the latest machinery



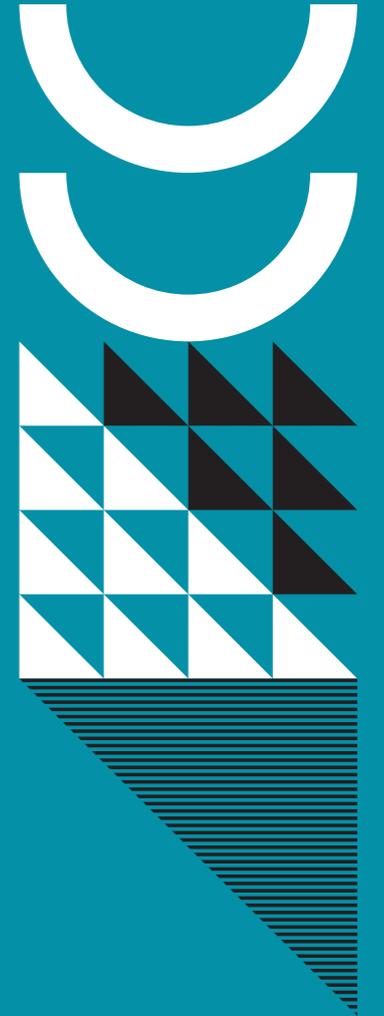
GLOBAL LABEL  
REUNION PARTY  
- FEATURING  
LABEL INDUSTRY  
GLOBAL AWARDS

**GLOBAL LABEL**  
REUNION PARTY



LABEL INDUSTRY  
GLOBAL AWARDS  
[www.labelawards.com](http://www.labelawards.com)

The Global Label Reunion Party took place on the first evening of the show, reuniting the label industry. The Global Label Reunion Party also included the Label Industry Global Awards, where Harveer Sahni, was honoured with the Global Achievement Award, alongside industry category winners from Flint Group Narrow Web, S-One Labels & Packaging and ACTEGA. Food was provided by local businesses and music from the popular Chicago-based live band American Pie on the green of Parkway Bank Park.



FEEDBACK  
PART 1

I'm a 40 year veteran in flexography and was very proud to be with the flexo family that I've loved all these years. **Great show!**

**Jim Stevenson**  
MARK ANDY

**Labelexpo Americas was a strategically important show for all companies in our business.** We had constant activity on our booth, valuable and informative meetings with customers and networking with new prospects – thank you to all who stopped by our booth"

"Finally, a thank you to the Labelexpo organization behind Labelexpo Americas for making this happen!  
**A very well-prepared event as always!**

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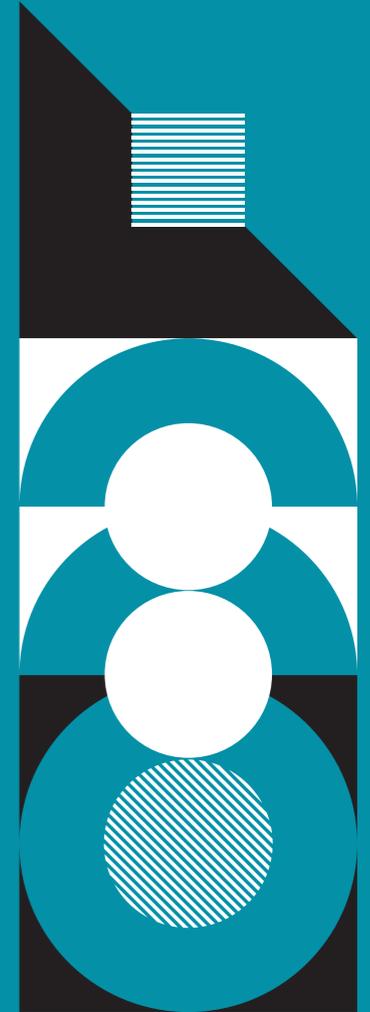
**Uffe Nielsen**  
CEO, GM

**It was the most successful Labelexpo Americas at which I've exhibited.** Labelexpo Chicago continues to be the most important trade event for the narrow web industry in North America, as well as Latin America. ...We came away from the show with units sold, and with many solid prospects with whom we expect to conclude business shortly.

**Victor Gomez**  
DIRECTOR, INDUSTRIAL LABELS, EPSON AMERICA, INC.

While this pandemic forced us to adapt to build relationships using virtual communications, it also made us notice the importance of live interaction. ... **Labelexpo 2022 reminded us of the value of face-to-face conversations.** We felt that there is still a need for being present at big events like this, and attending this show made us experience a renewed sense of belonging. We were doing business far from home, but we were in the best company.

**Roberto Corrales**  
PRESIDENT, ACOBAN



FEEDBACK  
PART 2

As the largest international event in the industry in the post-epidemic era for the past 3 years, **Labelexpo Americas 2022 provides the best showcase for global digital printing and labeling companies...**

**Ramon Lee**

MANAGING DIRECTOR, BROTECH DIGITAL GRAPHICS

...It was great to be back after so long; the industry response we received during the show and since has been very rewarding. **We found the whole event to be very worthwhile indeed.**

**Ben Danon**

CEO - DANTEX GROUP

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**Labelexpo 2022 was an excellent event**, everything the Durst team had hoped for after not being able to showcase our company and technology for several years.

**Steve Lynn**

DIRECTOR LABELS AND PACKAGING, DURST NORTH AMERICA

**Labelexpo Americas 2022 certainly lived up to our high expectations.** ...Perhaps, our most rewarding takeaway from the show was the chance to properly connect with the industry - our customers, prospects and peers - something that we were all so eagerly anticipating these past few years and we're so pleased to have this important event back in our tradeshow calendars.

**Mell Bishop**

GLOBAL MARKET MANAGER, LABELS, ACTEGA

**Labelexpo is a show that everyone in the industry looks forward to every year.** ...The response couldn't have been better! With nearly constant attention on our digital printing and finishing solutions, needless to say Labelexpo Chicago was a complete success! The Arrow Systems team is looking forward to continuing to advance the digital space in Brussels in 2023!

**Shaan Patel**

BUSINESS DEVELOPMENT, ARROW SYSTEMS INC.



FEEDBACK  
PART 3

**Sun Chemical was excited to be back at Labelexpo 2022** and interact with our customers and suppliers within this vibrant industry. It was wonderful to see after a long hiatus that Labelexpo 2022 continues to highlight and reinforce how this industry continues to evolve and grow.

**Heather Buchholz**

MANAGER GLOBAL MARKETING, SUN CHEMICAL

We were delighted to see so many very interested attendees! The outcome exceeded all our expectations. **The Labelexpo formula still works!** All visitors were happy to meet their suppliers and their peers. ...A perfect illustration of the need to have a professional trade show, as well prepared as this one! Congratulations to the Tarsus team!

**Geert Van Damme**

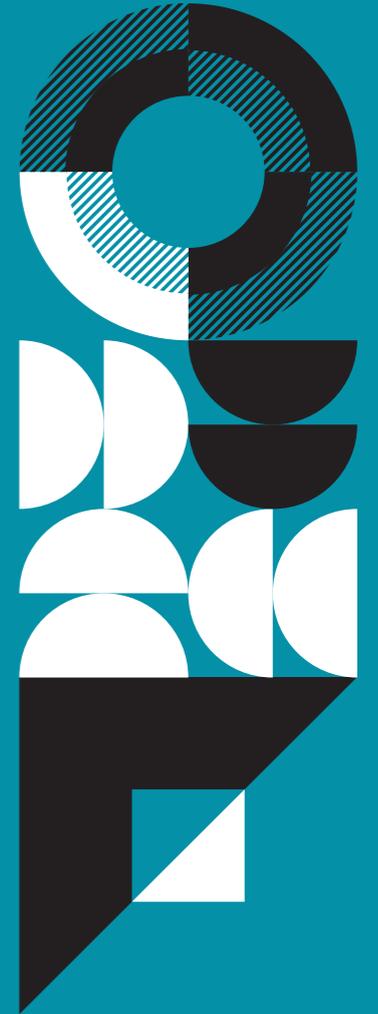
MANAGING DIRECTOR, CERM

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**Labelexpo Chicago was an overwhelming success for ABG.** ...The level of interest we received across a whole range of finishing lines was really gratifying after a few years of no exhibitions. On a personal level it was great to be back at an Expo meeting customers and partners in person, **it's these moments that make the label industry a great place to work.**

**Matt Burton**

GLOBAL SALES DIRECTOR, A B GRAPHIC INTERNATIONAL



VISITOR PROFILE:  
INVOLVEMENT

86%

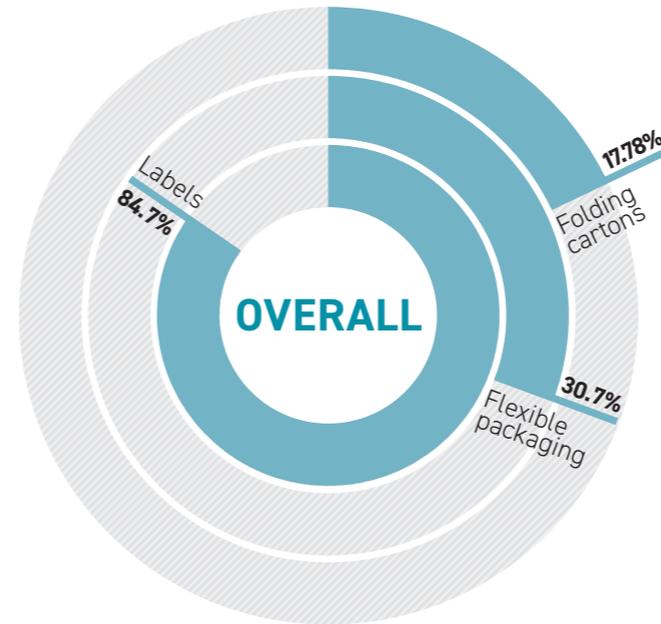
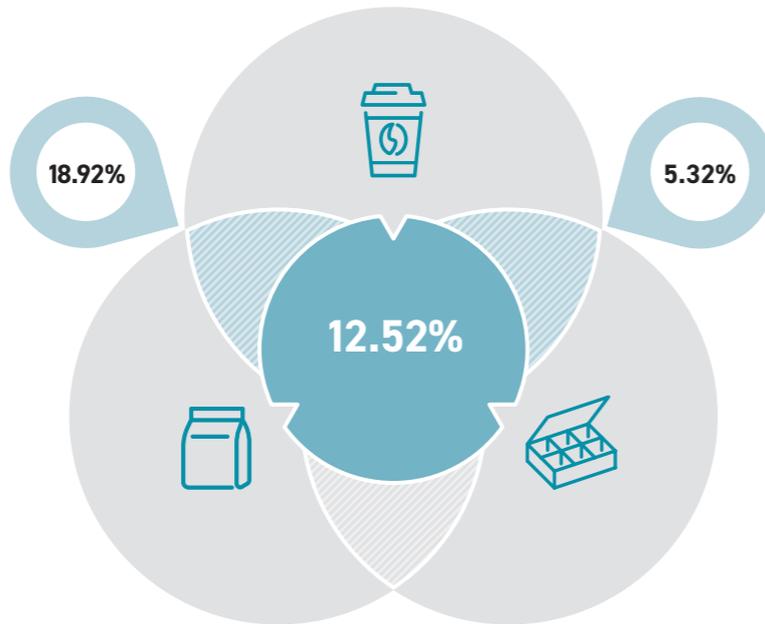


Of visitors were involved in the purchasing decision process

“ For sourcing new technologies, exploring new industry trends, for meeting with highly intelligent and extremely professional people and especially for purchasing equipment (for special exhibition price) Labelexpo Europe is one of the best places! Five stars for Labelexpo Europe!”

Labelexpo Europe attendee feedback

VISITOR PROFILE:  
RESPONSIBILITY



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FLEXIBLE  
PACKAGING  
ARENA

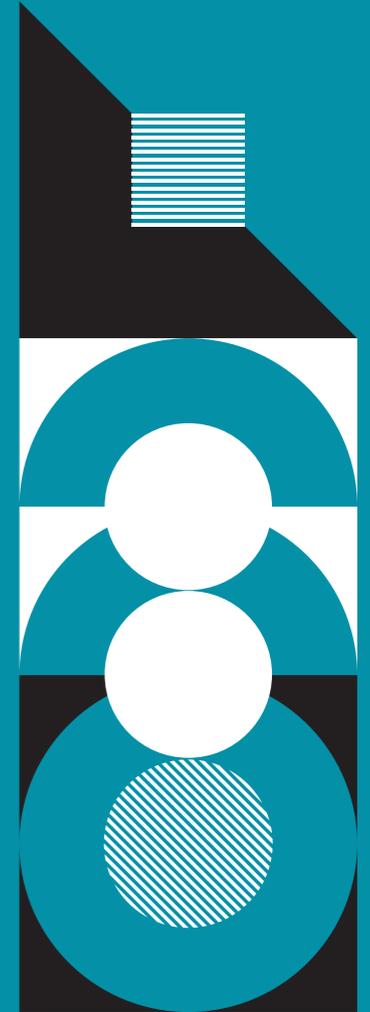


Seen for the very first time at the show, the Flexible Packaging Arena showcased both conventional and digital converting of stand up pouches to GMP quality assurance standards, along with information on the opportunities currently offered by short run value added flexible packaging on mid web in line presses.

FEATURING



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MARKETING  
CAMPAIGN -  
OVERVIEW

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Members of the press in attendance

631,004 

LinkedIn Advertising Campaigns impressions

MARKETING  
CAMPAIGN THEME

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