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Munich, September 5, 2017

## Press Release

### LOPEC 2018 and drinktec 2017 in Munich

## Intelligent packaging for the beverage industry

**The global market for intelligent packaging with printed electronic components is growing rapidly. Messe München is focusing on this topic with two events: drinktec, the World’s Leading Trade Fair for the Beverage and Liquid Food Industry, will take place from September 11 to 15, 2017. The drinktec Forum on September 14 will provide information about printed electronics applications in the beverage industry. LOPEC, the International Exhibition and Conference for the Printed Electronics Industry, will then take place six months later from March 13 to 15, 2018 and will focus, among other things, on smart packaging.**

Whether they are organic LEDs on soft drink bottles or forgery-proof RFID labels on spirits, smart labels are making their way into the beverage industry. “Many sectors already use printed electronic components. The thin, lightweight and flexible elements can be integrated perfectly into packaging and labels,” as Wolfgang Mildner, General Chair of the LOPEC Conference and CEO of the consulting and technology company MSW, stresses.

Six months before LOPEC, Mildner will look at the potential of printed electronics for beverage manufacturers at drinktec 2017. He will take part as a speaker in the “Smart Packaging enabled by Printed Electronics” drinktec Forum being held in Hall A2 from 2.30 to 4 p.m. on September 14. The program furthermore includes a presentation given by PragmatIC from Cambridge, England, as well as a panel discussion. This session is being organized by the industry association and LOPEC co-organizer OE-A (Organic and Printed Electronics Association).

According to the current OE-A Roadmap, the printing and packaging industry is changing. Packaging is no longer simply used to wrap up products, but is

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including more and more additional functions. According to an independent market research institute, the global market for smart packaging will increase in value from under US\$11 billion in 2015 to almost US\$27 billion in 2024. “We are also seeing the first applications in the beverage industry”, says Mildner.

For example, a Spanish wine producer recently attached printed near-field communication tags (NFC tags) from the Norway-based OE-A member and LOPEC exhibitor Thin Film Electronics to 126,000 wine bottles. When customers hold an NFC-capable smartphone close to the tag, they will find out about a competition. NFC tags can also serve as a seal of authenticity to protect against counterfeiting or provide consumers with information in the form of videos, for example.

Organic light emitting diodes (OLEDs) are also opening up new avenues for product marketing. If a package flashes when a customer walks past the shelf, it is sure to attract attention. OLEDs comprise ultra-thin organic semiconductor layers and are printed directly onto packaging or labels along with the battery.

However, printed electronics in the beverage and food sector is far more than just an advertising tool. RFID tags, for example, simplify supply chain management by storing information about the entire value and supply chain. Printed temperature sensors, can register interruptions in the cold chain.

With this and many other practical examples, LOPEC will be celebrating its tenth anniversary next year. Visitors can look forward to an exciting anniversary program that will clearly show that printed electronics has come of age and is ready for commercial use.

**More information about LOPEC can be found at: [www.lopec.com](http://www.lopec.com)**

[Photos](#) in print quality and [film material](#) are available free of charge.

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### **LOPEC**

LOPEC (Large-area, Organic & Printed Electronics Convention) is the leading international event for printed electronics. The combination of an exhibition and a conference is the perfect way to depict the complex and dynamic nature of this young industry. 2,585 participants from 50 countries attended the event in 2017. There were 154 exhibitors from 17 countries, and 182 conference presentations from 22 countries. LOPEC is organized jointly by the OE-A (Organic and Printed Electronics Association) and Messe München GmbH. The next event takes place from March 13 to 15, 2018 at the ICM – Internationales Congress Center München in Munich, Germany.

[www.lopec.com](http://www.lopec.com)

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

### **OE-A**

The OE-A (Organic and Printed Electronics Association) was founded in December 2004 and is the leading international industry association for organic and printed electronics. The OE-A represents the entire value chain of this industry. The members are world-class global companies and institutions, ranging from R&D institutes, mechanical engineering companies and material suppliers to producers and end-users. Well over 200 companies from Europe, Asia, North America, South America, Africa and Oceania are working together to promote the establishment of a competitive production infrastructure for organic and printed electronics. The OE-A is building a bridge between science, technology and application. The OE-A is a working group within VDMA.

[www.oe-a.org](http://www.oe-a.org)