

Editorial and Publication Calendar 2017

The regular VERPACKUNGS-RUNDSCHAU sections

Readers will find the following sections in each issue:

- Packaging technology
- Packaging means & materials
- Events
- Design
- **karriere**verpackung

Detailed
topic overview
from page 26

Based on the different packaged goods/products (pharmaceuticals, cosmetics, food, beverages, non-food), a wide variety of topics will be reported on under the individual sections.

■ Packaging technology

Packaging machinery/robots
Automation/electronic components/
drives, controls/software
Quality control/quality management
Detectors/vision+control

Labeling/coding/marketing/RFID
Weighing/dosing
End-of-line packaging/
packaging grouped products

Stretching/shrinking/
strapping/palletising
Transporting/storing/
conveying
Contract packaging

■ Events

Trade fairs
Conventions
Seminars

■ Packaging means & materials

Production of packaging materials
Paper, cartonboard,
corrugated board
Plastics, glass, metal
Laminates
Protection against forgery

Package printing
(materials, machinery,
converting, finishing)
Package production
Folding cartons
Displays






Labels/sleeves
Pouches
Cans/bottles
Closures/closing systems
Transport packages
Packages for heavy goods








■ Design




Packaging design
Packaging development and engineering
Marketing

■ **karriere**verpackung









Professional training and continuing
education
Careers in the packaging industry
Job market

	1		2	Special focus ICE/CCE	VR Knowledge 1/2017 Secondary/tertiary packaging machinery	
Editorial copy deadline	28. 11. 2016	 	21. 12. 2016	20. 01. 2017		16. 01. 2017
Ad booking deadline	20. 12. 2016		23. 01. 2017	27. 01. 2017		13. 02. 2017
Printing material	28. 12. 2016		26. 01. 2017	03. 02. 2017		15. 02. 2017
Publication date	11. January 2017		08. February 2017	17. February 2017		03. March 2017
Print run	13.000 copies		13.000 copies	30.000 copies		14.000 copies
Key Topics	<p>ProSweets, Cologne and Fruit Logistica, Berlin previews</p> <p>Sweets, biscuits and snacks</p> <p>Packaging machinery/end-of-line packaging/intra-logistics Automation/robots/sensors FFS/form, fill, seal Package printing/digital printing Green Packaging/biodegradable materials Plastics-/films packaging Carton/paper/corrugated cardboard</p>	<p>BioFach, Nuremberg previews</p> <p>Food/beverages Fruits/vegetables/vegan Pharmaceuticals</p> <p>Packaging machinery/industry 4.0 Counterfeit-proofing/serialization Labeling/marketing/coding/sleeves Contract packaging Glass and metal packaging Displays/trays Folding cartons - printing and converting</p>	<p>ICE/CCE, Munich main issue</p> <p>Materials Coating/laminating Cutting/winding technology Flexo-/gravure printing Converting Inspection, measuring- & testing systems Paper, carton and cardboard Corrugated cardboard systems, accessories and components Converting equipment for corrugated cardboard and folding boxes Printing processes and equipment Creasing and die-cutting technology Material handling/warehousing Intra-logistics Waste management and baling presses</p>	<p>Secondary/tertiary packaging machinery (Published together with VR 3/2017 for Logimat)</p> <p>Topics in this issue: Machinery/process overview Materials overview Self-ready-packaging Pick & place Palletizing Labeling/coding/marketing Closure: Hot glue vs. cold glue Exciting case studies</p> <p>Please see separate rate card on p. 18</p>		
Exhibitions and trade fairs	ProSweets, Cologne, Germany 29.01.-01.02.2017 ISM, Cologne, Germany 29.01.-01.02.2017	Fruit Logistica, Berlin, Germany 08.-10.02.2017 Biofach, Nuremberg, Germany 15.-18.02.2017		Please see separate rate card		

	3 	4 	Special focus interpack	VR Knowledge 2/2017 Packaging machinery
Editorial copy deadline	16. 01. 2017 	20. 02. 2017 	01. 02. 2017 	01. 02. 2017 
Ad booking deadline	20. 02. 2017	17. 03. 2017	29. 03. 2017	27. 03. 2017
Printing material	23. 02. 2017 	22. 03. 2017	31. 03. 2017	29. 03. 2017
Publication date	08. March 2017	04. April 2017	13. April 2017	20. April 2017
Print run	13.000 copies	13.500 copies	15.000 copies	15.500 copies
Industrial packaging aspects of:	Logimat, Lope-C, interpack and ICE/CCE previews	interpack and Industry Fair Hanover previews	interpack, Düsseldorf main issue	Packaging machinery (Published together with VR 5/2017 for interpack)
Key Topics	Food/beverages Cosmetics Chemicals, technical and non-food products Packaging machinery: Filling technology Automation/robots/sensors Industry 4.0/end-of-line packaging/intra-logistics Quality assurance/weighing and dosing Labeling/marketing/coding Package printing/digital printing Plastics-/films packaging Transport packaging/IBC	Food Pharmaceuticals Chemicals, technical and non-food products Automation/robots/sensors Industry 4.0/digitalisation/end-of-line packaging Packaging machinery: FFS/form, fill, seal Vision systems/optical inspection/image processing Folding cartons – printing and converting Metal packaging 3D application processes Plastics-/films packaging Recycling	Food/beverages Pharmaceuticals/cosmetics Chemicals, technical and non-food products Packaging machinery Automation/sensors/robots/pick & place Industry 4.0/digitalization Packaging printing/digital printing/3D application processes Labeling/marketing/coding/sleeves Serialisation/track + trace Migration-free/biodegradable packaging Recycling/sustainability	Topics in this issue: Introducing the topic Machinery model overview: Primary/secondary/tertiary packaging From pharmaceuticals to sweets to food Inspection: Sensors, scanners, cameras The sustainable machine Correct automation will decide Digitalization Software Pick & place: Robotics supported packaging Hygienic design - How to plan a packaging machine Exciting case study Please see separate rate card on p. 18
Exhibitions and trade fairs	LogiMat, Stuttgart, Germany 14.-16.03.2017 ICE/CCE, Munich, Germany 21.-23.03.2017 Lope-C, Munich, Germany 28.-30.03.2017	Empack, CH-Zürich 26.-27.04.2017 Hanover Industry Fair, Hanover, Germany 24.-28.04.2017	Please see separate rate card English - language	

	5 	6 	7	8 
Editorial copy deadline	06. 03. 2017	27. 04. 2017	24. 05. 2017	26. 06. 2017
Ad booking deadline	10. 04. 2017	22. 05. 2017	19. 06. 2017	24. 07. 2017
Printing material	12. 04. 2017	24. 05. 2017	22. 06. 2017	27. 07. 2017
Publication date	25. April 2017	07. June 2017	05. July 2017	09. August 2017
Print run	14.500 copies	13.000 copies	13.000 copies	13.000 copies
Industrial packaging aspects of:	interpack main issue and Metpack previews	Cosmetic Business, Munich previews		drinktec, Munich previews
Key Topics	Food/beverages Pharmaceuticals/cosmetics Chemicals, technical and non-food products Packaging machinery/automation Industry 4.0/robots/intra-logistics Metal detectors Weighing/dosing Printed electronics/smart packaging Labeling/serialisation/track + trace/counterfeit-proofing Package printing/digital printing Plastics-/films packaging Carton/paper/corrugated cardboard Glass and metal packaging Closures/closing systems	Cosmetics Pharmaceuticals Food Packaging machinery/contract packaging Automation/robots/pick & place Protecting from forgery/tamper-proofing/labeling/marketing Weighing/dosing Printing inks/microcapsules Folding cartons – printing and converting Tubes/jars/flacons Luxury/promotional/campaign packaging	Food/fruits, vegetables/vegan/ convenience food Frozen food/ice cream Cosmetics Packaging machinery: FFS/form, fill, seal Industry 4.0/digitalization Labeling/marketing/coding/sleeves Folding cartons – printing and converting Plastics-/films packaging Carton/paper/corrugated cardboard Glass/wood/metal packaging Recycling	Beverages Food Pharmaceuticals/cosmetics Packaging machinery/filling technology/end-of-line packaging Automation/robots/sensors Sensors Vision systems/optical inspection/ image processing / quality assurance Serialization/track + trace Labeling/marketing/coding/sleeves Contract packaging Carton/paper/corrugated cardboard/displays PET: Bottles and bundles Glass and metal packaging Closures/closing systems
Exhibitions and trade fairs	interpack, Düsseldorf, Germany 04.-10.05.2017 Metpack, Essen, Germany 02.-06.05.2017	Cosmetic Business, Munich, Germany 21.-22.06.2017		

	VR Knowledge 3/2017 Beverage/machinery and materials	9 	VR Verpackung + Marketing	VR Knowledge 4/2017 Industry 4.0 in packaging/intralogistics
Editorial copy deadline	17. 07. 2017 	24. 07. 2017 	06. 07. 2017 	14. 08. 2017
Ad booking deadline	09. 08. 2017	21. 08. 2017 	28. 08. 2017	11. 09. 2017
Printing material	11. 08. 2017	23. 08. 2017	31. 08. 2017	13. 09. 2017
Publication date	30. August 2017	04. September 2017	38. KW (18. September 2017)	28. September 2017
Print run	14.500 copies	13.500 copies	10.000 copies + epaper	14.000 copies
Industrial packaging aspects of:	Beverage/machinery and materials (Published together with VR 9/17)	Drinktec and Luxepack main issue, Labelexpo previews	LuxePack, Monaco main issue	Industry 4.0 in packaging/intralogistics (Published together with VR 10/2017 for Motek)
Key Topics	<p>Topics in this issue:</p> <p>Machinery model/ materials overview</p> <p>What can filling and packaging technology do?</p> <p>Labels/sleeves</p> <p>Closures/sealing technology</p> <p>How to label correctly?</p> <p>Ongoing topic: PET bottles and containers</p> <p>Glass renaissance</p> <p>Composite carton board</p> <p>Strong inspection: Quality assurance</p> <p>Labeling/coding/marketing</p> <p>Highly flexible: Everybody talking about pouches</p>	<p>Beverages/wine/spirits</p> <p>Pharmaceuticals/cosmetics</p> <p>Chemicals, technical and non-food products</p> <p>Packaging machinery/filling technology/end-of-line packaging</p> <p>Labeling/marketing/coding/sleeves</p> <p>Luxury/promotional/campaign packaging</p> <p>Label-/folding cartons production/ converting</p> <p>Carton/paper/corrugated cardboard</p> <p>Bottles and bundles</p> <p>Transport packaging/IBC</p> <p>Glass, metal, plastic</p>	<p>Unusual shapes, attention grabbing colours, new materials and conversions – packaging is the star when it comes to featuring products successfully.</p> <p>This special edition published once a year for LuxePack is specifically addressed to readers working in product management and marketing at branded goods companies and focuses on the marketing function of packaging. It provides information – prepared to be useful and matching the target group – about the latest trends.</p> <p>The topics:</p> <ul style="list-style-type: none"> • Brand management through packaging • Packaging as an experience • Materials • Luxury packaging • Folding boxes, displays • Printing/conversion • Sustainability • Design trends 	<p>Topics in this issue:</p> <p>The path to industry 4.0</p> <p>Automation: Controls, drives, software</p> <p>Sensors/scanners</p> <p>Modular software and machines</p> <p>Exciting on-site reports</p> <p>Please see separate rate card on p. 18</p>
Exhibitions and trade fairs	<p>Recycling</p> <p>Exciting case study</p> <p>Please see separate rate card on p. 18</p>	<p>drinktec, Munich, Germany 11.-15.09.2017</p> <p>Labelexpo, Brussels, Belgium 25.-28.09.2017</p>		

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Editorial copy deadline	23. 08. 2017		27. 09. 2017		30. 10. 2017		27. 11. 2017	
Ad booking deadline	18. 09. 2017		23. 10. 2017		27. 11. 2017		20. 12. 2017	
Printing material	20. 09. 2017		26. 10. 2017		30. 11. 2017		29. 12. 2017	
Publication date	04. October 2017		08. November 2017		13. December 2017		11. January 2018	
Print run	13.000 copies		13.000 copies		13.000 copies		13.000 copies	
Industrial packaging aspects of:	Motek, Stuttgart and Fakuma, Friedrichshafen previews		SPS, Nuremberg previews		ProSweets, Cologne previews		ProSweets, Cologne main issue	
Key Topics	Food/beverages Chemicals, technical and non-food products Packaging machinery/intra-logistics Automation/sensors/robots/pick & place FFS/form, fill, seal Plastics/film packaging Package printing/digital printing Transport packaging/IBC Recycling/sustainability Counterfeit proofing		Food/beverages Pharmaceuticals/cosmetics Chemicals, technical and non-food products Automation/sensors/drives/robots/pick & place Industry 4.0/digitalization Vision systems/optical inspection/image processing Packaging machinery/end-of-line packaging Weighing/dosing Labeling/marketing/coding/sleeves Plastics-/films packaging		Food/sweets Cosmetics Wine/champagne/spirits Packaging machinery: FFS/form, fill, seal Quality assurance Package printing/digital printing Folding cartons – printing and converting Luxury/promotional/campaign packaging Migration-free/biodegradable packaging Tubes/jars/flacons Glass/wood/metal packaging		Sweets, biscuits and snacks Packaging machinery Automation/sensors/robots Quality assurance: Metal detectors Labeling/marketing/coding/sleeves Package printing/digital printing Plastics-/films packaging	
Exhibitions and trade fairs	Luxepack, MC-Monte Carlo 02.-04.10.2017 Motek, Stuttgart, Germany 17.-21.10.2017 Fakuma, Friedrichshafen, Germany 17.-21.10.2017		InPrint, Munich, Germany 14.-16.11.2017 SPS, Nuremberg, Germany 28.-30.11.2017					

VR's special topics according to issues

Issue	Packaging (see p. 13)	Maps (see p. 14/15)	VR-Knowledge (see p. 18)
1	Suppliers for packaging printing		
2	Contract packaging	Folding carton producers	
3	End-of-line packaging/packaging grouped products	Labeling/coding/RFID	Secondary/tertiary packaging machinery
4			
5			Packaging machinery
6	Packaging machinery		
7	Packaging materials/packs	Packaging traders	
8		Contract packers	
9			Beverage/machinery and materials
10			Industry 4.0 in packaging/ intralogistics
11	Labeling/coding/RFID		
12	Quality control and services	Plastics processors	



Detailed topics overview 2017

Issues	VR 1	VR 2	VR 3	VR 4	VR 5	Special focus interpack	VR 6	VR 7	VR 8	VR 9	VR 10	VR 11	VR 12	VR1/18
Branded goods														
Beverages		●	●		●	●		●	●	●	●	●		
Chemicals, technical and non-food products			●	●	●	●				●	●	●		
Convenience food			●					●						
Cosmetics		●			●	●	●	●	●	●		●	●	
Food		●	●	●	●	●	●	●	●	●	●	●	●	
Frozen food/ice cream								●						
Fruits/vegetables/vegan	●	●			●									
Pharmaceuticals		●		●	●	●	●		●	●		●		
Snacks/biscuits	●												●	●
Sweets	●												●	●
Wine/champagne/spirits										●			●	

Issues	VR 1	VR 2	VR 3	VR 4	VR 5	Special focus interpack	VR 6	VR 7	VR 8	VR 9	VR 10	VR 11	VR 12	VR1/18
Packaging technology														
Automation/controls/drives/robots/pick&place/sensors	●		●	●	●	●	●		●	●	●	●		●
Contract packaging		●			●		●		●					
End-of-line packaging/packaging grouped products/palletizing	●		●			●			●	●		●		
Filling technology			●				●		●	●	●			
Form, fill, seal	●			●			●		●		●		●	
Industry 4.0/digitalization		●	●	●	●	●		●				●		
Intra-logistics	●		●		●	●			●	●	●			
Metal detectors			●		●	●			●					●
Packaging machinery	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Quality assurance			●	●	●	●			●	●		●	●	●
Vision systems/optical inspection/image processing			●	●	●	●			●	●		●	●	
Weighing/dosing			●		●		●		●	●		●		

Detailed topics overview 2017

Issues	VR 1	VR 2	VR 3	VR 4	VR 5	Special focus interpack	VR 6	VR 7	VR 8	VR 9	VR 10	VR 11	VR 12	VR1/18
Package printing														
3D application processes				●		●				●				
Folding cartons - printing and converting		●	●	●	●	●	●	●		●			●	
Label production										●				
Labeling/marketing/coding/sleeves		●	●		●	●	●	●	●	●	●	●	●	●
Package printing/digital printing	●		●	●	●	●				●	●		●	●
Printed electronics/smart packaging			●		●	●						●		
Printing inks/microcapsules			●		●	●	●			●			●	●
Serialization/track + trace		●			●	●	●		●	●				
Packaging means & materials														
Carton/paper/corrugated cardboard	●	●	●	●	●			●	●	●			●	
Closures/closing systems			●		●	●			●	●				

Issues	VR 1	VR 2	VR 3	VR 4	VR 5	Special focus interpack	VR 6	VR 7	VR 8	VR 9	VR 10	VR 11	VR 12	VR1/18
Counterfeit-proofing/tamper-evidence		●			●		●			●				
Displays		●			●				●				●	
Glass packaging		●			●	●	●	●	●	●			●	
Luxury/promotional/campaign packaging					●	●	●			●			●	
Metal packaging	●			●	●	●		●	●				●	
Migration-free/biodegradable packaging	●		●			●		●	●	●	●		●	
Packaging production	●	●	●	●	●	●	●	●	●	●	●	●	●	●
PET: bottles and bundles			●					●	●	●				
Plastics-/films packaging	●		●	●	●			●			●	●		●
Recycling		●		●		●		●	●	●	●			
Transport packaging/IBC			●		●					●	●			
Tubes/jars/flacons			●		●		●			●			●	
Wood packaging					●			●		●			●	

Special VR Verpackung + Marketing

Get a head start at the PoS!



The key facts:

Editorial copy deadline: July 6, 2017

Ad booking deadline: August 28, 2017

Publication date: September 18, 2017

Print run: 10.000 copies + **E-paper**

see at: www.verpackungsrundschau.de/VandM

For rates please see the regular rate card No. 60 on p. 8.

The goal

Unusual shapes, attention-grabbing colors, new materials and converting processes – packaging is the star when it comes to staging products sustainably. This special issue, which is published once a year for LuxePack, primarily focuses on readers in product management and marketing at brand goods companies. It focuses on packaging's marketing function, providing useful information on the latest trends, specifically for this target group.

The topics

- Brand management through packaging
- Packaging as an experience
- Materials
- Luxury packaging
- Folding boxes, displays
- Printing/conversion
- Sustainability
- Design trends

The readers

Target group-specific mailing to selected addresses such as marketing experts at brand manufacturers, agencies, designers, printers and service providers. Additional distribution at trade fairs and via online orders.

Newsletter "packaging + marketing" – in German

Between issues of "VR Verpackung + Marketing", the editors regularly publish marketing-relevant packaging news online. Once a month, the newsletter "packaging + marketing" is published.

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