**Eco-friendly premium packaging at Packaging Innovations**

**Neuried, 25 August 2021**. New prototypes with eco-friendly finishes from the Better Human project set the stage for the PrintCity Alliance’s return to *Packaging Innovations* in Warsaw. This project, as well as other products from Alliance members, will also be introduced in the trade fair’s seminar program.

### **Eco-friendly premium packaging**

Packaging must meet the conflicting demands of **quality, function** and **sustainability**.

While emphasis in the past was on function and quality, attitudes today have changed and sustainability is increasingly gaining significance.
The entire industry is in a state of **change** and developing solutions that promote sustainability.
In the process however, it still is crucial to preserve **function** (product protection!) in full and **quality** to the greatest possible extent.

The ***Better Human*** project demonstrates the **current status** of these developments.

**New prototypes** will be on exhibit and introduced in a **seminar**.

**In-person exchanges: Irreplaceable in the packaging industry**

“We’re very pleased the trade fair can be held in-person again this year. Although online seminars will continue to be an important part of the overall communication strategy in future, personal interaction with customers and partners is irreplaceable,” says Rainer Kuhn, Print City Alliance Managing Director. “In the packaging industry, the customer experience at the *point of sale* is a leading issue, so being able to see and handle packaging items is essential.”

The 13th *Packaging Innovations* event takes place on 15 and 16 September in Warsaw, Poland.

The PrintCity Alliance’s shared booth **B26** is centrally located in the trade fair hall.

The **seminar** on *Eco-Friendly Premium Packaging* is on 15 September at 10:30 a.m. in the Workshop area.

Visitors receive free admission to the trade fair and seminar when they register: <https://packaginginnovations.pl/gb/>

**Participants at the Alliance’s shared stand B26:**

**PC Print / LEONHARD KURZ** (hot stamping, cold transfer and digital transfer applications, holograms), **Merck** (special effect pigments), **WEILBURGER Graphics** (varnishes, adhesives and water-based flexo inks), **Zeller+Gmelin** (UV inks and coatings)

Packaging must meet the conflicting demands of **quality, function** and **sustainability**. The entire industry has been in a state of **change** in recent years and developing solutions that promote sustainability. In the process however, it still is crucial to preserve **function** (product protection!) in full and **quality** to the greatest possible extent.

The ***Better Human*** project demonstrates the **current status** of these developments.

**Rainer Kuhn**, Managing Director PrintCity Alliance

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**Press photos and press release**:

<https://www.printcity.de/de/news-reader/items/packaging-innovations-warschau-2021.html>

This press release is also available in **Polish**.

**About PrintCity Alliance**

**PrintCity** is a **strategic alliance** recognised as the “connection of competence” across the entire printing and packaging value chain, promoting the value of **print and packaging**.

* We deliver **value to customers** by gathering and sharing **leading** global **know-how** within a network.
* We deliver knowledge via seminars, trade fairs, project studies, tutorials, publications and electronic platforms.
* We maximize **synergies** to **develop our industry** effectively and cost-efficiently.

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