



Next edition: 24-25 February 2027 | NEC, Birmingham

2026 POST SHOW REPORT

**THE UK'S HOME OF
PACKAGING & PROCESSING**

packagingbirmingham.com

by **EASYFAIRS**

THREE EVENTS. ONE JOURNEY.



PACKAGING INNOVATION & DEVELOPMENT

- Primary & secondary packaging
- New materials & formats
- Sustainability solutions
- Smart features



GROWTH, SCALING & OUTSOURCING

- Outsourcing support
- Contract packing & manufacturing
- Fulfilment • 3PL



PROCESS INNOVATION & OPTIMISATION

- Packing & filling machinery
- Robotics • Labelling
- Logistics
- Smart factory tech



A RECORD BREAKING SHOW

The record-breaking **Packaging Innovations & Empack 2026** united the **UK's packaging industry**, spotlighting sustainable, breakthrough innovations, and the next generation of trailblazing talent. The event continues to cement its position as the UK's premier packaging industry showcase.

8021

Unique visitors

500+

Exhibitors

91

Average leads

3000+

Brands

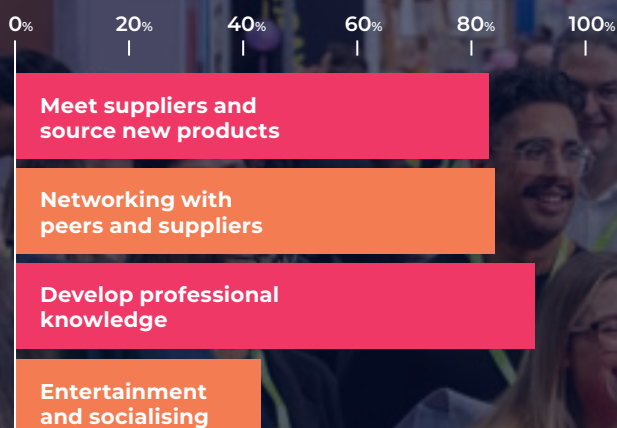
8%

Growth YoY

120+

Speakers

Why attendees come



There is a huge variety of suppliers here. It's really great to see some of the latest innovations on the market when it comes to packaging as well as the talks about policy.

Joanna Dias
Sustainability Lead
Mondelez



OVER 3,000 BRANDS & COMPANIES

Supermarket



Food



Household & FMCG



Beauty & Personal Care



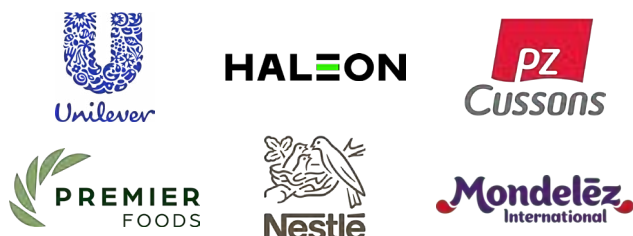
Drinks



Foodservice



Umbrella Brands



Other

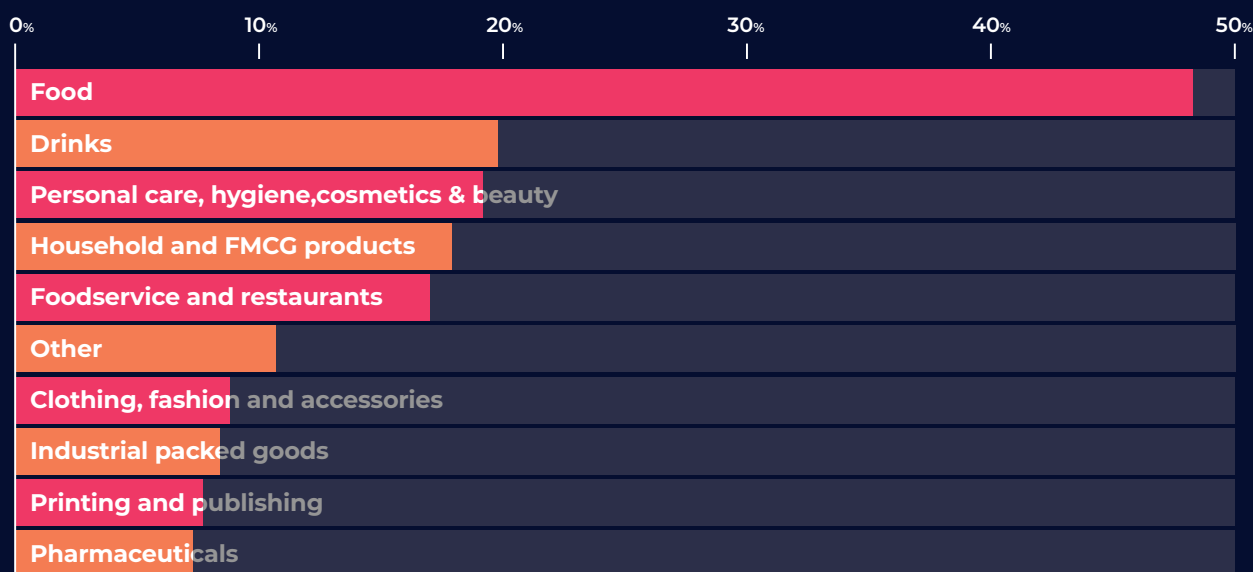


WHO ATTENDS

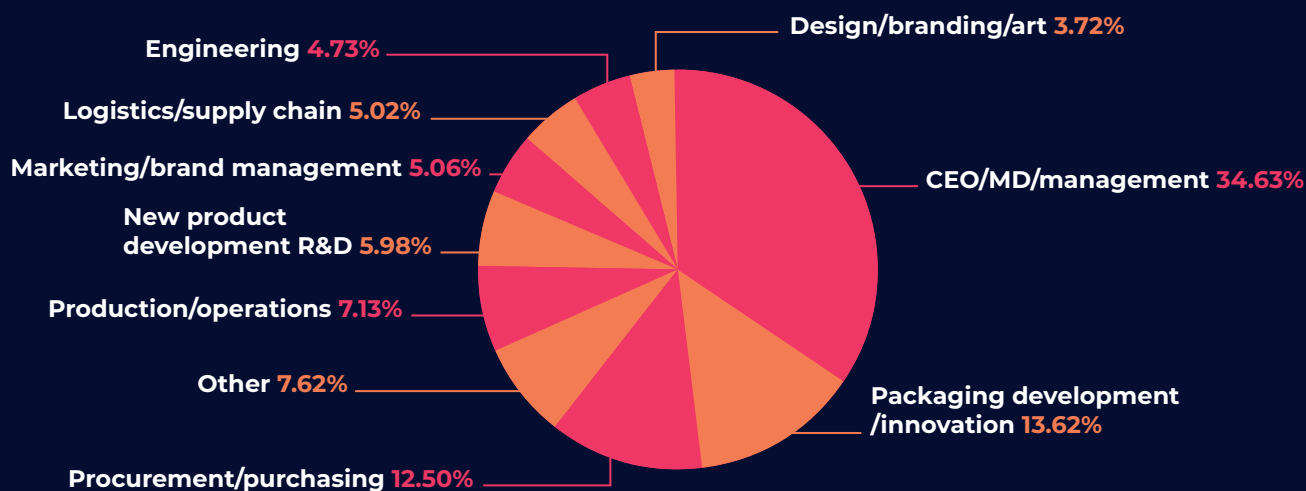
- Packaging technologist
- Head of supply chain
- Warehouse manager
- Packaging developer / innovator
- Procurement director / manager
- General manager
- Purchasing director
- Brand director
- Operations director
- CEO
- Managing director

93%
of attendees
are UK based

Company activity - % Visitors



Job function - % Visitors



EVENT HIGHLIGHTS AND FEATURES

Guided empack tours



A guided tour of leading machinery and processing suppliers, offered a fast-track route to key technologies and live demonstrations. Designed to showcase how automation and advanced equipment can improve packaging efficiency and production performance.

Start-up zone



A new area spotlighted ambitious new businesses and early-stage technologies, gave young companies a platform to present innovative packaging concepts and solutions.

Automation & robotics zone



A brand-new dedicated zone where attendees experienced robotics and automation technologies up close, with live demonstrations show how these solutions improve efficiency and production performance.

**Be
Inspired**

Discovery theatre



A stage dedicated to emerging ideas from start-ups, SMEs and innovators, highlighted breakthroughs such as AI integration and smart packaging developments to inspire fresh thinking across the industry.

Source

Beer & cocktail bars



Relaxed social spaces introduced to encourage networking and informal conversations, adding a social dimension to the event experience.

Mobile innovation centre



Sheard Packaging's Mobile Innovation Centre brought live design, testing, sampling and collaboration tools directly onto the show floor, enabled real-time innovation exploration.

Learn

**Over 10 new
features
launched**

Innovation gallery



We invited visitors to explore and vote on standout packaging innovations, demonstrated the latest breakthrough materials and sustainable solutions from exhibitors.

Material connexion



A curated showcase of cutting-edge materials - including sustainable composites, advanced polymers and textiles - demonstrated how smart material choices can drive performance, resilience and design innovation.

Museum of failure



An engaging workshop concept that illustrated lessons from historical innovation missteps, helped attendees understand common pitfalls and strengthen future approaches to packaging design and technology.

Network

CPD accredited sessions



The CPD-accredited programme delivered practical insights on automation, robotics, AI, compliance, and sustainability.

1-2-1 expert trail



The 1-2-1 Expert Trail connected attendees with specialists across policy, sustainability, and supply chain strategy.

Pitch the co-packers competition



Launched in 2026 with the BCMPA, this Dragons' Den-style session brought together innovative start-ups and early-stage brands to showcase products, shared packaging challenges, and presented growth ambitions to a panel of leading UK co-packing and manufacturing specialists.

Innovate

120+ EXPERT SPEAKERS OVER FOUR STAGES



Esther Carter
Chief Strategy Officer



Paul Horton
Principal - Packaging
& Graphics



Alexia Williams
Technical Lead



Alison Bramfitt
Head of Packaging



Sarah Leech
Head of Packaging
& Design - Homeware



Lewis Barnes
Head of Packaging
R&D - Europe



Amaeze Madukah
CSPX Scientific Project
Leadership



Denise Mathieson
Head of Packaging Design
& Programme Delivery



Circular Economy Stage



Design & Innovation Stage

30+
hours of
content



Supply Chain Stage



Discovery Theatre

FUTURE TRAILBLAZERS AWARDS WINNERS



Jayne Cunningham
Packaging Engineer



Dhurvi Thakkar
Brand & Packaging Designer



Isobel Duignan
Co-packing Manager



Yaseed Chaumoo
Managing Director



Jess Morgan-Butler
Senior Technical Designer



Olivia Tomlinson
Packaging Degree Apprentice



Jordan Scott
Head of Marketing



Register your interest

The next generation of packaging leaders celebrated as Packaging Innovations & Empack recognised rising stars driving innovation, sustainability, and operational excellence across the industry.



ADVERTISING & MARKETING CAMPAIGN

2M+

Emails sent
to our database

2.6M

impressions on
social media

1,304

Pieces of news
coverage

390M

Impressions via
PR campaign

392

Media outlets
across 31 countries

5

Months PPC
campaign

Digital channels performance



612K+ website pageviews



18K followers



120K+ active website users



12K followers



30.9% Email open rate



777 followers



7.2% Email click rate



1K followers

Thank you to our media partners

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Manufacturing UK

digital
textileprinter

EARTH
ISLAND

SUSTAINABLE
PACKAGING
NEWS

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CEO

FOOD &
BEVERAGE
BUSINESS

Food&Drink
INTERNATIONAL

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PRINT

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Institute of Materials,
Minerals & Mining

Warehouse
& Logistics News

Registered charity no. 1158700

LONDON
PACKAGING
WEEK 2026

Material
ConneXion

Museum
of Failure

PACKAGING SUPPLIERS
GLOBAL

NORTHERN
DESIGN
FESTIVAL

thepackhub

PackagingNews

SMITHERS

PACKAGING
SOLUTIONS

X
O
N

The Midlands
PACKAGING SOCIETY
affiliated with I-M3

GREEN
SOLUTIONS

PRINT
SOLUTIONS

RECOUP
Leading a more circular
plastics value chain

IN THEIR WORDS:

What our exhibitors thought



The best show I've attended in a long time, a fantastic location and perfectly organised. The footfall has been excellent, with high-quality visitors throughout.

David Hainsworth
Director of Sheard
Packaging



It's always a great opportunity to catch up with regular customers in Birmingham and have some deeper conversations, and have a chance to show our full range of solutions to them all in one place.

Joe Horton
Sales Director
Amcor



We are here basically every year and have noticed the growth each year. As a business we are getting more business and viable conversations. As a whole it has been very valuable to us.

Qariem Radix
Commercial Account
Manager
Valpak



There's a unique buzz that we get here. We're speaking to the right kind of people, and we've had a really strong level of interest in the machines. The Empack portion of the show is growing in prominence and importance, and people are now very aware it's not just packaging here, it's machinery too, so we're very happy overall.

Thomas Glendinning, Managing Director - Sovereign Labelling Machines



What our visitors thought



It's great to meet smaller start-ups with innovations we haven't seen before. It's also good to see what other brands are doing and where legislation is heading to ensure we stay aligned as a major packaging supplier.

Michael Carroll
Packaging Business Partner
Muller



I think there's a really good representation across lots of different areas this year... the industry leaders talking directly to providers which I think is really valuable.

**Eleanor Poole, Sustainable
Packaging Lead
Pets at Home**



There is a huge variety of suppliers here. It's really great to see some of the latest innovations on the market when it comes to packaging as well as the talks about policy.

Joanna Dias
Sustainability Lead
Mondelez



It's been really nice and I've been able to talk to a lot more people than I thought in the industry. Everyone said this is a really great place to connect with people, and I'm looking forward to coming back next year.

**Nadine McLaren, Compliance Manager
The White Company**



THANK YOU TO OUR SPONSORS



Enquire about exhibiting



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**Scan to
enquire**

