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ProSweets 2010: Siegwerk's packaging ideas for "LOHAS"

At the ProSweets 2010 trade fair in Cologne, Siegwerk showed itself to be a competent consultant for the packaging industry. In a special exhibition organized with other members of the German packaging association dvi (Deutsches Verpackungsinstitut), the focus was on so-called "LOHAS" – a growing segment of the consumer population that attaches great importance to health and sustainability. As the head of marketing at Flexible Packaging, Thomas Bastian said: "Our consultancy services and the idea to focus on this topic were well appreciated. There were interesting discussions with representatives of the packaging industry and confectionary manufacturers."



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The special show focused on visionary ideas for sustainable packaging – targeting the "LOHAS". Those letters stand for "Lifestyle of Health and Sustainability" and for a group of consumers who have been a focal point for the advertising industry for some time. "In the USA, they constitute about 30 percent of the population and are estimated to amount to 15 percent in Germany already,"

Bastian explains. So the goal of the special show was to show how packaging can win the attention of “LOHAS.” Bastian: “That hinges on the choice of the correct materials and the respective color codes. Apart from that, attractive finishing technologies and packaging design are important, too.”

According to Bastian, visitors were very interest in the special exhibition and welcomed the announcement of a special website on the topic – implemented by Koelnmesse and the dvi.

ProSweets Cologne is an international trade fair for suppliers to the confectionery industry. It took place for the fourth time this year and recorded more than 19,000 visitors from 60 countries. 325 exhibitors from 30 countries showcased their products in an overall area of about 19,000 square meters.

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