

ALPS & IPAMA JOIN HANDS TO ORGANISE A FOCUSED “LABEL ZONE” WITHIN PRINTPACK



(From the left, Mr. Dayakar Reddy-President IPAMA, Mr. Arunesh Bansal-General Secretary ALPS)

The 14th edition of Print Pack India series will be organized from 1st to 6th Feb at India Expo Centre, Greater Noida. Print pack India is a big event and often compared to THE world-class printing expo Drupa. The main theme of this exhibition is aligning the entire printing & packaging industry in one place. Throughout the Print Pack India journey, IPAMA has focussed on promoting In-Press, Post press, finishing, converting, digital, signage and packaging machines etc.

FIRST EVER “LABEL ZONE” AT PRINT PACK INDIA 2019

Association of Label Printers & Suppliers (ALPS) , have signed an MOU with IPAMA to organize a first-ever grand Label Zone during the exhibition. The Label Zone will focus on exhibiting printers, converters& suppliers from the Label Industry. For the first time, visitors at Print Pack India can witness all the Label stakeholdersat one place.

Mr. Gururaj Ballarwad, President-ALPS said” The entire management of ALPS is working very hard to promote the label industry in India. We have already done seminars and get together parties for the Label Industry in 2017 which will continue throughout 2018. In addition , we wanted to align with a show which brings new opportunities for all key stakeholders of label fraternity. Looking at

brand value & number of visitors at “Print Pack India”, our management has decided to join hands with IPAMA.”

Mr Ajay Agarwal(VP) & Mr Arunesh Bansal (Secy) added” We have initially reserved an area of 2000 sq. meter to create this Label Zone . The whole focus will be to give exhibition spaces to our existing and future members who are all key stakeholders of the Label Industry. We will bring value to our members and the Label Fraternity overall by not only providing them a focussed service area , but also create common shared services which will ensure their participation at Printpack is more productive and beneficial. Existing commercial & Packaging printers and members of IPAMA who wish to diversify in to Label production will also be able to visit our focussed Zone and understand the entire Label production process quicker .”

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