



PRESS RELEASE
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ALLFORPACK EMBALLAGE PARIS HARNESSSES ITS NEW IDENTITY TO PROFOUNDLY TRANSFORM THE SHOW'S FORMAT

ALLFORPACK EMBALLAGE PARIS 2026, to be held from 24 to 26 November, affirms its commitment to bring together the entire packaging supply chain and support its transformation in response to the major challenges facing the sector.

With a new identity and a new signature – "Unbox your potential" –, ALLFORPACK EMBALLAGE PARIS will now be held over three days, from Tuesday to Thursday, and will capitalise on the power of a brand activated all year long to help visitors get the most out of their visit and prolong the tradeshow experience over and beyond the event dates.

ALLFORPACK EMBALLAGE PARIS, THE EUROPEAN PLATFORM FOR INDUSTRY TRANSFORMATION

A true hub for innovation, ALLFORPACK EMBALLAGE PARIS stands as a European reference for design, packaging, filling/packing and intralogistics professionals. The show plays the role of a strategic platform where trends, technologies and business opportunities interlock.

At a time of substantial regulatory, societal and environmental upheaval, the 2026 edition is supporting the transformation of the sector by shining a light on tangible solutions that square performance with responsibility: materials development, workflow optimisation, process innovation. The show is advised by its Pack Expert Committee* comprising professionals from leading packaging user companies along with industry experts, to root ALLFORPACK EMBALLAGE PARIS 2026 in the sector's topical issues.

This multi-specialist 2026 rendezvous aims to draw 24,000 professionals and 850 exhibitors and brands, offering extensive and refreshed content with new special feature and live content areas. Among the exhibitors already registered, visitors will have the opportunity to meet AEP GROUP, AETNA GROUP (ROBOPAC-OCME), ALUPLAST, ARCHIMBAUD, ARMANDO ALVAREZ, ASV PACKAGING, BURBAN PALETTES, CAMA, CDA, DUETTI PACKAGING, EBERLE EUROPE, EP GROUPE, ESKO, GAMMA WOPLA, KRONES, KTP CONTEYOR, LIFTOP, MOM PACKAGING, NEWTEC BAG, PGS, ROBOTIQ, SCHNEIDER ELECTRIC, SGT GROUPE, STOROPACK, TAVIL, UNIVERSAL ROBOT...

A REVISED AND UPDATED 2026 OFFERING FOR GREATER CLARITY

To provide an all-encompassing vision of today and tomorrow's solutions, the show's offering is arranged into five sections for easier identification while reflecting the industry's cross-disciplinarity. The exhibition's four longstanding sectors have been named for improved clarity: **Packaging & Materials, Design & Printing, Filling/Packing Machines & Solutions, Intralogistics & Transport** (a section dedicated to throughput, automation and operational performance).

Furthermore, a new exhibition zone is being created with **Re-Generation**. It examines packaging as a vector of transmission and sustainability for future generations.

Each of these sectors will showcase innovations addressing major issues: industrial performance, reducing the environmental footprint, automation, process digitalisation and design appeal.

IMMERSIVE FEATURE AREAS TO DECIPHER THE TRENDS

True to its creative DNA, ALLFORPACK EMBALLAGE PARIS will lay on two feature spaces illustrating the evolving face of the sector and inviting guests to think deeper about the role of packaging in a changing world.

- **Hack a Pack**, when packaging breaks with the status quo to open up new possibilities. This area will highlight disruptive innovations and creative approaches that are redefining consumer uses, formats and experiences. Start-ups, designers and brands will present projects exploring the emotional and experiential function of packaging, combining technology, design and sustainability.
- **Matters Matter**, When packaging raw materials reinvent the experience. A space for reflection and discussion about materials – plastic, paper and cardboard, metal, glass, not to mention alternative materials – it will offer a comprehensive overview of the innovations, complementarities and challenges associated with each of them.

As showcases for experimentation, these spaces aim to boost inspiration and stimulate implementation.

BRAND NEW FEATURES AND CONTENT TO INSPIRE, DECODE AND ACCELERATE

ALLFORPACK EMBALLAGE PARIS 2026 is stepping up its special features offering with a programme of varied and unprecedented content designed to provide pertinent and inspiring insights through the prism of the sector's key themes and industry-specific issues. In this perspective, the show is launching the **annual packaging barometer**, to take the pulse of the market by comparing the views of consumers, industries and brands. It is also launching **Out-of-the-Box**, which will perpetuate the show's expertise all year long through regular webinars, interviews with decision makers and experts, experience feedback and best practices.

At the heart of the event, the **Paris Talks** will offer a comprehensive and multi-format series of speaking opportunities built around three key themes (**Reinvent – Regenerate – Reach**) and handpicked content for each industry, to support professionals in the front line facing the big challenges of the times. Finally, the **ALLFORPACK INNOVATION Awards** are shifting up a gear to highlight the most innovative and promising approaches to cater to the needs of men and women and of the planet.

MORE BUSINESS, MORE SHARING, AN EXPERIENCE OPTIMISED OVER THREE DAYS... AND BEYOND

ALLFORPACK EMBALLAGE PARIS 2026 is also reinforcing the measures aimed at maximising the show's value to professionals: a **Business+** programme dedicated to the targeted recruitment of strategic visitors, a **Business Meetings** service to arrange and prepare appointments ahead of the show, a **Press Day** in September, promoting exchange between exhibitors and the media, and moments of conviviality conducive to synergies and lasting collaboration.

To simplify the experience, visitors will be able to use a special **webapp** and **visitor trails customised for each user industry** (food industry, drinks and liquids, beauty and hygiene, health and pharma, retail, ecommerce, takeaways, textiles, electronics, capital goods, etc.). Finally, the **Café de l'Emballage** will be another place to meet up visitors and network. Visitors will have a purpose-designed space where they can relax of work and maximise opportunities for new encounters and dialogue.

"ALLFORPACK EMBALLAGE PARIS 2026 is a new milestone in the ongoing history of the show. With a new identity, a redesigned format and an unequivocal promise with Unbox your potential, we pursue a clear aim: offer the entire packaging industry a space for connections, solutions and decisions to make packaging a strategic lever for lasting competitiveness and transformation throughout its lifecycle," said Chantal De Lamotte, Exhibition Director of ALLFORPACK EMBALLAGE PARIS.

***Members of the Pack Expert Committee:**

- Philippe Bonningue, Packaging & Circular Economy Stewardship, L'OREAL
 - Benjamin Copinet, Packaging Development Expert, STADA
 - Xavier Gauthier, Innovation Packaging Manager, AGROMOUSQUETAIRES
 - Jessica Marchandise, R&D Department Packaging Unit Manager, SODEBO
 - Fabrice Peltier, CEO, GO! REEMPLOI
 - Virginie Simon, Brand Design Expert, DELHAIZE
 - Benoît Tausky, Washing Expert, CITEO
 - Alexandre Vernier, Head of Packaging Innovation & RSE, GROUPE BEL
 - Arnaud Warusfell, Packaging Director Europe, BONDUELLE
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About ALLFORPACK EMBALLAGE PARIS

ALLFORPACK EMBALLAGE PARIS is the European multi-specialist tradeshow dedicated to the changing face of packaging since 1947. Its ambition is to inform, inspire and support industries in reinventing packaging and its life cycle, serving people and preserving the planet.

In Paris, the show offers all industries and the entire packaging value chain a relevant and inspiring event to push technological and creative boundaries and together develop the approaches of today and tomorrow, from materials to the new life of packaging.

With industry leaders, cutting-edge and emerging solutions, and a programme of high-value-added meetings and exchanges, ALLFORPACK EMBALLAGE PARIS brings together the sector's brands and professionals to provide them with the perspective they need to address their major strategic and business challenges. The ultimate goal is to turn the sector's challenges into levers for growth and transformation.

Resolutely friendly and open – Paris will always be Paris! – ALLFORPACK EMBALLAGE PARIS is also a unique opportunity to create and consolidate links, forge new partnerships and share best practices among peers.

Find out more at www.all-for-pack.com

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 80 cities across 20 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who's Next; Les Assises de la cybersécurité; Foire de Paris; Rétromobile; the Salon du Chocolat; and L'Étudiant exhibitions.

Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries. The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.

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