Smurfit Kappa will display in Hispack examples of innovation in corrugated cardboard packaging and Bag-in-Box

Smurfit Kappa
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Smurfit Kappa Spain | Portugal | Morocco will participate in Hispack, International Packaging and Packaging Exhibition, which opens its doors at the Gran Vía venue of the Fira de Barcelona from 8 to 11 May. The company returns to this 17th edition of the Fair to display, in a modern stand of 117 m2 (located in Hall 2, E Street, number 573), its most modern offer of corrugated cardboard and Bag-In-Box solutions, sustainable and special adjusted to the industrial and consumer sectors, great references of this meeting that takes place every three years in Barcelona and that this year expects more than 38,000 visitors.

Innovations of corrugated cardboard

The Division of Corrugated Cardboard of Smurfit Kappa presents innovations of great packaging, sample and ready for sale (SRP) at the fair. Also, companies with e-commerce discovered an area within the support with the latest e-commerce solutions and the possibility of using the function of the book label in areas of criticism for their companies. Without forgetting digital printing, present in a place that highlights the advantages of personalization, flexibility and reduction in time offered by technology, and where the visitor checks the great definition, contrast and brightness of the finishes with this high quality of impression.

Among the product novelties that Smurfit Kappa carries to Hispack 2018 high Fresh Display, a display with high quality refrigeration, easy assembly, adaptable to different products and very customizable; the rectangular and octagonal Easytainer, great alternatives to the Palebox; or types of pre-printed paper with antislip, flame retardant or antistatic treatment.

The newest in Bag-in-Box

You can also find the latest innovations Bag-In-Box® packaging solutions - from bags and caps, through boxes and accessories, to complete load lines - that the company develops for months, chemicals or semi-liquid products and industrial products before opening them. Among them stand out his novelty machine of automatic filling *BIB 700,* instrumented with a valve of recovery with separated circuits of nitrogen and empty, what allows a good management of the oxygen; or the new range of Pouch-Up® containers, among others.

Parallel sessions

The main challenges of packaging, including its progressive digitization, its new logistical challenges or the growing importance of new criteria of excellence, such as consumer experience or sustainability, are the subject of discussion in the parallel sessions that take place over the four-day duration of Hispack 2018.

José Antonio Llopis, e-commerce manager of Smurfit Kappa Spain ?Portugal ?Marruecos, consult in one of them the e-commerce sector and what is the key function of packaging in three areas of accounts for companies in this sector: in the warehouse where the products are prepared; during

the transport chain, when the packaging is critical to guarantee the safety of the product; and as a fundamental part for the transmission of an experience that invites the repetition of the purchase.

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