

## Flexpack and digitalisation - eCommerce, printing and flexpack Information

**Description:**

Digital concepts are in vogue. Whether e-commerce, virtual reality or AI-supported information tools - digitalisation is unstoppable. Packaging also plays a key role when it comes to new business models, customer information and loyalty, branding and the circular economy. We talk about how print images, budgets and print runs will change and how flexpackers are establishing their own e-commerce solutions and seeing digitalisation as an opportunity.

Find out more and take advantage of this Inno-Talk in cooperation with Flexible Packaging Europe (FPE) and Innoform.

**Target group:**

All those who start or operate new, digital business models or circular projects with packaging.

**Level:**

**Level 3** - Previous knowledge is useful

**Further information:**

duration: 1:15h  
4 downloads

**Event code:**

**INE-04-24**

**Times:**

Friday, 19. April 2024, **13:30 - 14:45** o'clock

**Exhibitor:**
