



3 - 6 December, New Delhi

INDIA LABEL SHOW 2008
www.indialabelshow.com

PRESS RELEASE

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INDIA LABEL SHOW LAYS STRONG FOUNDATION FOR INDUSTRY FUTURE GROWTH

The India Label Show, organized by Labelexpo Global Series, that took place on 3 to 6 December at Pragati Maidan, New Delhi, was hailed a great success.

Despite the atrocities in Mumbai just five days previously, which caused a number of people to cancel their travel plans, the event attracted nearly 5,000 visitors from India, Europe, Australia and the Middle East.

It was a tremendous effort demonstrated by the label industry in India, and the show attendees displayed their utmost commitment to the industry's development and growth.

The exhibition had almost 200 exhibitors with plenty of working machinery on display. There were live demonstrations running continuously throughout the duration of the show. Nilpeter, Gallus, Gidue, HP, Jandu, Rotatek, Weldon Celloplast were among the most attended stalls where visitors had a unique opportunity to see the latest technology in action, ask questions and experience the entire label workflow first-hand. The show achieved its primary role – to gather the best examples of machinery and materials from a wide variety of international and Indian manufacturers and enable visitors to compare technology and make their decisions on future investments. And many exhibitors noticed how focused and knowledgeable the visitors were – they came prepared to discuss their opportunities and plan the future growth of their business according to its potential.

"I was pleasantly surprised to see such a focused crowd", said Mrs Cristina Toffolo, Managing Director of Gidue. "Visitors to our stand were very well-prepared, they knew what they were looking for and our team were eager to answer their questions."

Samir Patkar, Business Manager of Gallus added: "In the current situation of the credit crisis and the tragic terror attacks in Mumbai the India Label Show delivered the right audience for us. The quality of attendees was very high, we saw approximately 80% of our customers who were willing to do business with us. It is a great result for us."

In addition to the exhibition, the India Label Show ran conference sessions on the first three days of the show. The conference was chaired by Mike Fairley, world-renowned label guru, and Andy Thomas, Managing Editor of Labels & Labeling. The conference explored the most important subjects in the label community, among which were: brand protection, the future of digital technologies, end user requirements and successful print buyer - converter partnerships. The panel discussions had a mix of end users, designers, converters and suppliers; there was a lively discussion from the floor as label experts reviewed challenges facing the label industry in India and pondered on best solutions for suppliers, converters and designers to jointly deliver a successful product for the end-user. Brand owners, Colgate, Moser Baer, Unilever, Ranbaxy, among others, made a very valuable contribution to the debates.

On the first evening of the show, the Labels Group organized the Indian Label Awards 2008 on behalf of LMAI (the Label Manufacturers Association of India). At the gala evening which had 650 attendees, the best Indian printers and converters were recognized and awarded for their excellence and contribution to the advancement of the Indian label industry. Manish Desai, the President of LMAI, and

Roger Pellow, Managing Director of the Labels Group, were joined on stage by Ms Mandira Bedi, a Bollywood star who orchestrated a glittering evening of award presentations and entertainment. Raj Srivinasan, Managing Director of Avery Dennison India, said he was honoured to be involved in the LMAI awards and in his leadership of the company in India he pledged full commitment to the growth and development of the label industry in India.

Roger Pellow, Managing Director of Labels Group, commented on the India Label Show:

“I am very pleased with the results we’ve had at the India Label Show. This is the first exhibition that the Tarsus Labels Group has organized in India and considering the very difficult economic situation and the terrible atrocities that happened recently in Mumbai, the feedback that we’ve had is that the who’s who of the Indian label industry were at the show, the printers came to do business and the quality of attendees was excellent.

“My team and I really enjoyed the show and we are very pleased to be able to support the Indian label industry and help in its growth and development. We felt that it was very important that we should continue with the planned show expressing our solidarity to the Indian label industry despite the difficult circumstances. I would like to thank all our exhibitors and visitors for their loyalty and support. We look very much forward to returning to India in 2010 when the show will be bigger and better.”

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For further information about the India Label Show, or other Labelexpo events, please contact Katya Bobova, Labelexpo PR Manager, tel. +44 (0)208 846 2700, email: kbobova@labelexpo.com

Notes to Editors:

- For further information on Labelexpo events please visit: www.labelexpo.com
- India Label Show forms part of the Labelexpo Global Series, which is owned by Tarsus Group plc. Tarsus Group is the international media company with a portfolio of exhibitions, conferences, publications and online media that span across the Americas, Europe, Asia and the Middle East. For further information, please visit www.tarsus-group.com.
- Photography of the India Label Show 2008 and the LMAI awards gala dinner is available by contacting Katya Bobova on: kbobova@labelexpo.com
- Interviews with Roger Pellow, Managing Director of the Labels Group, are available upon request. Please contact Katya Bobova, PR Manager, to organize the interview opportunity.

Exhibitor and partner associations' quotes:

Harveer Sahni, Managing Director, Weldon Celloplast: “The India Label Show has been really good for us. We have seen everybody who we wanted to see – the quality of visitors was incredibly high. Sometimes we were so busy that we had no time to have a small break for lunch. I was also very pleased with the conferences – it was a good selection of topics, very experienced panellists and the audience was focused and eager to learn. Well done to the Labels Team for organizing this great event.”

Shane Atherstone, Export Sales Director, Alpha-Cure: “It has been a fabulous show for our company. We are very happy with the leads we received.”

Ajay Mehta, Managing Director, SMI: “We had a good show. The quality of visitors at our stall was very high, and we saw many people who were looking to invest and do business with us. I am pleased that the show was a success proving wrong many rumours and speculations that circled before the show took place.”

Christian Menegon, Business Development Manager, HP Indigo: "We have seen far better quality of attendees than at the last show here. Visitors were well-prepared and very knowledgeable in the field. The show helped us to see the specifics of the Indian label market and also discover its potential."

Claus Nielsen, Managing Director, PMG Graphics Solutions: "For me this was the first time in India (in the label industry) and a very positive experience. The Indian label market has to be taken very seriously and it is a market which has matured a lot with high level of competence and seemingly a significant growth. Thanks to Weldon Celloplast, our new agents in India, I had the privilege to speak to 30-40 different label printers during the show, and the amount of serious inquiries for pre-owned machinery in all categories and sizes is quite amazing. I am sure some of our current projects will result in orders, and the past week has confirmed to me that the Indian label printers are definitely also accepting the benefits of buying good quality pre-owned equipment, especially when offered via a serious partner. The variety of equipment we can offer will suit many different application needs, which is hardly possible from a new machinery supplier".

Amit Sheth, Secretary of LMAI: "We were very happy by the way the Tarsus Labels Team organized and handled the show. The event boosted our membership and will keep promoting it long-term. We were also very pleased with the quality of visitors, it was very good."

Jakob Landberg, Sales and Marketing Director, Nilpeter: "For Nilpeter the India Label Show has been a good way of establishing our position in India. The Indian label market keeps growing; you see this growth in retail, in the number of products in supermarkets. I am sure the India Label Show will help to further this growth, and we have high expectations for making our position strong within this market."

Klaus Damberg, Group Managing Director & CEO, Gerhardt: "The show was excellent. Everything was well organized, and most visitors had questions about new projects and how to take their processes to the next level. For Gerhardt it was a great opportunity to meet long-term customers and to gain new contacts. There is no doubt, in my mind, that the Indian label industry is fast growing and that a more and more label converters are in the same standard as in Western Europe and North America. The fact that the show and various events around the show were attended by a group of very excited, nice and warm people made it a quite memorable experience."

Tilkesh Jathan, National Manager, Kaygee Loparex India: "In spite of the terror attacks in Mumbai, you, delivered a great event. We are proud to be associated with the Labels Team, and keep up the good work!"

Ranesh Bajaj, Director Marketing, Creed Engineering: "Excellent show. Hats off to the Labels team for good floor organization. Also despite the political turmoil, the quality of visitors was quite good, even though the numbers may have been better. We at Creed are satisfied with the show and hope that in the coming weeks are able to convert the leads into orders."

Raj Srinivasan, Managing Director, Roll Materials India, Avery Dennison: "The success of this year's India Label Show 2008, especially following the tragic events in Mumbai, is testimony to the commitment and dedication of the labeling industry. By coming together in New Delhi to exchange ideas and explore new technologies, the printing and packaging sector has shown that it is committed to continued high growth. We can expect to see the sector add real value to a huge range of manufacturers and retailers in India in the coming years. As a global leader and industry innovator, Avery Dennison is proud of its continued association with the LMAI Indian Label Awards. The awards reflect the high standards now being achieved right across the local self-adhesive industry and are a platform for local leaders to begin to compete internationally."

- Labelexpo Global Series Events:

Digital Label Summit 2009

24 - 25 March

Hotel Rey Juan Carlos, Barcelona, Spain

digital.labelsummit.com

Label Summit Latin America 2009

28 - 29 April

Hotel Transamerica, Sao Paulo, Brazil
brazil.labelsummit.com

Labelexpo Europe 2009

23 - 26 September
Brussels Expo, Brussels, Belgium
www.labelexpo-europe.com

Labelexpo Asia 2009

1 - 4 December
Shanghai New International Exhibition Center, Shanghai, China
www.labelexpo-asia.com

India Label Show 2010

December
Pragati Maidan, New Delhi, India
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