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## **The OBALY/PACKAGING Trade Fair this year for the first time as a separate event and at the same time as a part of REKLAMA POLYGRAF 2017**

The OBALY/PACKAGING Trade Fair provides an excellent opportunity for presentation of low-cost production of packages in practice. In the heart of the trade fair it will be possible to find the **Low-cost Package Centre**, where several suppliers together will present production of a few practical presentations from a wide range of packages. *"You can look forward to production of labels, gift packages and packages intended for catering. At the exposition you will be able to get familiar with technologies of such companies as CT Praha, Komfi, Macron and Xerox. A partner of the exposition is also the Antalis company, which is to ensure the delivery of various printing media. The representation of individual companies will ensure the complete processing of production from the package construction design, to printing, refinement and final engraving and cutting.*

*You will see the entire process of production and you will become familiar with a number of possibilities of how to create an absolutely original package. We are looking forward to your visit and we believe that the exposition will be inspiring also for you and will become a useful inspiration for extension of this prospective business sector,"* comments Nosálová.

Among the exhibitors from the print&packaging area it will be possible to welcome for example such companies as TECHNOLOGY, ARCON, Industrial Machinery, Achilles, Aledeto, OTK Group, G.N.P. Paketo, KURZ, Weldplast, Rajapack, HIT.CZ and many other players of the packaging segment.

The Czech Packaging Institute SYBA, which is the main professional partner of the OBALY/PACKAGING Trade Fair, is the organiser of the professional seminar entitled **Packaging Design Specialities**, which has a long-term tradition and is a part of the project known as PACKAGING ACADEMY. The topic selected for this year's event is **"Packages for Toys"** and the Association for Toy and Play has been invited as a partner of the event. The seminar will be held on **25 April 2017** during the **OBALY/PACKAGING and REKLAMA POLYGRAF Trade Fairs** held at the PVA EXPO PRAGUE LETŇANY Exhibition Centre. The seminar will start at 10 a.m. in the Congress Hall of the Entrance Hall 2. Registered participants of the seminar will obtain the entrance ticket for the REKLAMA POLYGRAF and OBALY/PACKAGING Trade Fairs free of charge.



The visitors coming to both the events will be able to enjoy also the accompanying programme, guaranteed by leading personalities. *“This year’s topic of the discussion panel is entitled Prague from the Viewpoint of Advertising of the 21<sup>st</sup> Century and will be intended again for those interested participants who register themselves in advance. The results of the Rainbow Ray 2016 competition will be announced within the framework of the trade fair as well,”* stresses Nosálová.

For more information see [www.reklama-fair.cz](http://www.reklama-fair.cz) and [www.veletrhobaly.cz](http://www.veletrhobaly.cz).