

Press release

15.10.2020

Interactive presentations bring packaging solutions to life

Faller Packaging goes online with a virtual exhibition stand

The coronavirus pandemic has forced the cancellation or radical limitation of most of the year's trade fairs. In order to stay in touch with customers and interested parties in these exceptional circumstances, Faller Packaging has therefore taken a new approach and created a virtual exhibition stand. Starting immediately, visitors can explore the packaging specialist's products online – anywhere and at any time.

Decision-makers have always relied on trade fairs and tours from stand to stand when looking for new products and solutions. This is also true for the pharmaceutical and healthcare industries. Now the coronavirus pandemic has put severe restrictions on public life and made trade fairs impossible. "At Faller Packaging we therefore thought about how to create a trade fair experience for customers and interested parties that would be as near as possible to the real thing," says Dr. Daniel Keesman, managing partner. The result, a virtual trade fair, has now opened its doors on the internet.

Visitors to the website can find out about Faller Packaging's products and services from any location and at any time. Access is free, and there are no time limits. Nor is a password necessary. The topics are divided into a number of categories: packaging for vaccines; packaging for over-the-counter (OTC) products; special package designs; finishing options and labels. The site also offers details on the advantages of a digital supply chain and describes the company's commitment to sustainability in detail.

Faller Packaging's virtual exhibition stand can be accessed at www.faller-expo.com. Navigation is simple and intuitive, and multimedia presentations bring the company's product range to life. "There's no substitute for personal contact, of course," says Keesman. "But we're sure that we've created an attractive alternative for these special times."

www.faller-expo.com

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Meta-Description: Visitors can explore the company's product range anywhere and at any time.

Keywords: Faller Packaging; packaging; pharmaceuticals; trade fair; trade fair stand; virtual; online, coronavirus

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You can download the high-resolution images [here](#).

Overview of photos

Photos: August Faller GmbH & Co.KG

Photo 1:



Faller Packaging has developed a virtual trade fair stand for its customers.

Photo 2:



Visitors to the website can find out about Faller Packaging's products and services from any location and at any time.

About Faller Packaging

For more than 30 years, Faller Packaging has specialised in tailor-made, full-range solutions for secondary packaging materials for the pharmaceutical industry. The company is a single-source supplier that develops and manufactures folding cartons, package inserts, labels and combination products and delivers both standard products and special solutions based on customers' wishes. Digitalised, optimally harmonised processes ensure maximum efficiency, sustainable production and fast, reliable delivery times. In addition, Faller offers customised logistics services and supply chain concepts. As a result, the company is an expert partner for everything relating to the procurement and packaging of pharmaceutical and healthcare products.

In addition to its headquarters in Waldkirch in the German state of Baden-Wuerttemberg, Faller Packaging also has sites in Binzen, Großbeeren and Schopfheim as well as in Hvidovre in Denmark, Łódź in Poland and Debrecen in Hungary. The Worms-based subsidiary PackEx, which was founded in 2018, specialises in the manufacture of folding cartons in small and very small batches. In collaboration with the Irish company Perigord Premedia Ltd., Faller has set up a "Global Centre of Packaging Excellence" for artwork management, print consultancy and coordination. In total, August Faller GmbH & Co. KG has more than 1,300 employees

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