

## Objectives and Strategy for 2018

Our primary objective is to support our members in developing their businesses, primarily by providing inspiration, visibility and facilitating access to know-how.

We will continue to promote branding as a powerful and cost-efficient tool and endorse our member agencies as suitable professional partners for brand owners.

Working closely with specialist companies in the packaging supply chain, we will encourage a positive dialogue, information transfer and cooperation between sponsors and member agencies.

Recent years have produced a lot of new challenges for brand design businesses:

- huge price pressure from brand owners, resulting in decreasing profit margins
- growing expectations (time, competence, know-how, etc)
- the generation shift and the different expectations of young designers
- growing competition from the big freelance community in almost all EU countries, which has prompted these challenges (above)
- and led to the emergence of a changing business model on majority of EU markets, as well as
- growth in low price markets

In order to help our members cope with these new challenges, the epda is planning to:

- further extend its international outreach, giving members new opportunities to gain inspiration and business contacts. Following the congress in Taipei, we recruited new Asian agencies who will bring new perspectives and inspiration. We are planning to organise the next congress in 2018 in Spain and allow ourselves the chance to take a closer look at the market and meet up with local agencies
- run an annual international survey on rates, salaries and common practices on copyright, pitches, etc. The findings of the first survey conducted in 2017 were shared among all participants
- promote the epda Future Packaging Award - to give members an opportunity to show their creativity and gain visibility (for instance towards The Dieline, provide opportunity to send work to other important Packaging Awards)
- continue our cooperation with important industry awards – in the capacity of jury members in Red Dot Awards, Brand Identity Grand Prix (Milan) and the Re-Create Packaging Award staged by our partner Stora Enso
- continue our cooperation with the top companies in the packaging industry, e.g. our sponsors: Stora Enso, Sleever, Siegwark, as well as secure new sponsors
- organise one conference a year with interesting and inspiring speakers on subjects that are relevant to the members, in interesting locations that are easy to reach (preferably coinciding with some other design event, thus offering more reasons to attend and better value for money)

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- organise one Meet&Greet event a year – i.e a more interactive, lower profile and lower budget format to facilitate the exchange of information and provide a platform for discussions relevant to member agencies
- support local members in the organisation of occasions to meet the design community in specific locations (e.g. the designers' breakfast in Hamburg)
- participate in packaging fairs, exhibitions and important conferences to raise awareness of the epda and its members
- continue to build a dialogue with the younger generation – e.g. via cooperation with the NABA design school in Milan, approaching other design schools and universities, inviting design students to our events and participation in the Future Packaging Award. We also intend to further explore opportunities for international trainee programs with our member agencies

## Current state of play

### The epda Board

The organisation is currently run by a Board comprising six members:

Renne Angelvuo:

Co-President, responsible for relations with sponsors, cooperation with universities and the epda Future Packaging Award

Malgosia Pawlik-Leniarska:

Co-President responsible for events and external affairs

Vincent Guinard:

responsible for finance

Anna Lukanina:

responsible for communication

Uwe Melichar:

responsible for members' support and recruitment

Rob Vermeulen:

responsible for relations with sponsors

The organisation has been run by Claudia Josephs, operating from an office in Germany, on a day-to-day basis for 13 years.

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## **Our Members**

We could grow our community in the past three years by more than 10 new members and importantly, we also have some members who have been with us for very many years, some of them even since the 1990ies. They are the heart and soul of the organisation and make the epda what it is: a unique club of friends linked by a love of design; always open to discuss and share. Thank you!

## **Our Sponsors**

Our long-term industry partners currently are Sleever International, Stora Enso and Siegwirk Druckfarben. Thanks to their financial support and collaboration we could realise lots of our ideas for activities and events. In the past years we have also collaborated on an event-basis with other companies such as Pierre Fabre; Leonhard Kurz, Giesecke and Devrient.

January 2018

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