# Trends Map 2023

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| EE PERMANENT DIGITAL AND PRINT CONTENT | PERIOD | MEGATREND | CONTENT TOPIC | ANGLE | ACTIONS | | |
|---|---|---|---|---|---|---|---|
| | | | | | PRINT | DIGITAL | EVENTS |
| Printing and labels | Q1 | Labels for a label-free generation | Trends in package and label design | What are the trends in labels and packaging for a label-free generation? | February-March Issue **Closing Dates:** January 24,2023 **Distribution Digital:** February 27,2023 **Distribution Print:** March 9,2023 | 6 Newsletters (twice a month) Editorial webinar | • FTA Forum (April 16 to 19) • Label Expo Mexico (México City, April 26-28) |
| | | | Pharmaceutical industry | Anti-fraud solutions in the pharmaceutical industry | | | |
| | | | Shrink sleeve labels | How can these labels be part of the circular economy? | | | |
| | | | Sustainability | Inks for label printing | | | |
| | | | Digitalization | Track and trace: increasingly aware consumers | | | |
| | | | Beverage labels | Design, printing techniques and label adhesive solutions | | | |
| Flexible containers | Q2 | Packaging as an agent of change | Packaging with recycled content | How to start including post-consumer material in packaging production? | April-May Issue **Closing Dates:** March 6,2023 **Distribution Digital:** April 12,2023 **Distribution Print:** April 24,2023 | 6 Newsletters (twice a month) | • Interpack 2023 (Düsseldorf, Germany, May 4 to 10) • Expo Pack Mexico (Guadalajara, June 13 to 15) |
| | | | Alternative materials | Biobased, biodegradable, compostable packaging | | | |
| | | | Industry | Plastic-neutral and carbon-neutral industry | | | |
| | | | Ecodesign | Design guide to reduce, reuse and recycle | | | |
| Rigid containers | | | Legislation | Plastic consumption and recycling laws in LATAM | | | |
| | | | Printing | Printing challenges on new substrates | | | |
| | | Robotic revolution and automation | Industry 4.0 | Cobotic equipment | June-July Issue **Closing Dates:** May 5,2023 **Distribution Digital:** June 9,2023 **Distribution Print:** June 23,2023 | | |
| | | | | Automation in corrugated and paper converting equipment | | | |
| Cardboard and paper | | | Automation software | Inventory automation | | | |
| | | | | Data analysis tools | | | |
| | | | Efficiency | Automation of filling, capping and sealing processes | | | |
| | | | | Automation in package forming processes | | | |
| | | | Printing | Automation in printing | | | |
| Food and beverages | Q3 | From commercial to packaging printing | Sustainability | Glass in the circular economy | August-September Issue **Closing Dates:** July 7,2023 **Distribution Digital:** August 14,2023 **Distribution Print:** August 25,2023 | 6 Newslettes (twice a month) | • Packaging innovation event(August) • Pack Expo (Las Vegas, Sept. 11 to 13) • Label Expo Europe (Brussele, Sept. 11 to 14) |
| | | | | How to improve your process from pre-press? | | | |
| | | | Innovation | Packaging optimization | | | |
| | | | | Tips for meeting cost and quality challenges in the printing industry | | | |
| | | | Printing | Package printing equipment | | | |
| Personal care | | | Quality | Quality control in printing | | | |
| | | | | Flexo vs digital | | | |
| | Q4 | Well-being vs. sustainability | Flexible and rigid packaging | Packaging solutions for the food industry | October-November Issue **Closing Dates:** August 16,2023 **Distribution Digital:** September 20,2023 **Distribution Print:** October 2,2023 | 6 Newslettes (twice a month) | •Printing United (Las Vegas, October 19 to 21) • Cibus Tec (Parma, Italia. October 24 to 27) • Andinapack ( Colombia, November 14 to 17) |
| Pharmaceutical | | | | Comfort and sustainability: Is it possible? | | | |
| | | | Personal care | Packaging trends for the health and beauty sector | | | |
| | | | Logistics | Supply chain in the packaging industry | | | |
| | | | Management | New sustainable business models | | | |
| | | | Innovation in materials | Paper and cardboard | | | |
| Industry | | Meta World: from physical to digital | IoT | IoT solutions for contactless payment purchases | December-January Issue **Closing Dates:** October 30,2023 **Distribution Digital:** December 5,2023 **Distribution Print:** December 18,2023 | Webinar Editorial | |
| | | | Supply chain | Packaging for e-commerce | | | |
| | | | Online sales | Marketplaces | | | |
| | | | Augmented reality | Augmented reality as a engagement tool | | | |
| | | | Design trends | Packaging design for the digital world | | | |
| | | | Sustainability | Packaging for delivery | | | |

**EDITOR IN CHIEF**
Juliana Montoya
juliana.montoya@axiomab2b.com

# AXIOMA B2B
## MARKETING

# Printed issue content 2023

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| | TREND | TECHNOLOGY | | SUSTAINABILITY | | INNOVATION & DESIGN | PRINTING AND LABELS |
|---|---|---|---|---|---|---|---|
| FEB-MAR ISSUE 1 | Labels for a label-free generation | Track and trace: increasingly aware consumers | Anti-fraud solution in the pharmaceutical industry | Shrink labels | Inks for label printing | Label and packaging trends for a label-free generation | Adhesive label solutions |
| APR-MAY ISSUE 2 | Packaging as an agent of change | Plastic and carbon neutral industries | Biobased, biodegradable and compostable packaging | Containers with recycled content | Plastic consumption and recycling laws in LATAM | Design guide to reduce, reuse and recycle | Printing challenges on new substrates |
| JUN-JUL ISSUE 3 | Robotic revolution and automation | Data analysis | Cobotic equipment | Package forming processes | | Intelligent tools for package design | Automation in printing |
| AUG-SEP ISSUE 4 | From commercial to package printing | From commercial to package printing | Package printing equipment | Glass in circular economy | Packaging optimization | How to improve your process from the pre-press? | Flexo vs digital |
| OCT-NOV ISSUE 5 | Well-being vs. sustainability | Supply chain in the packaging industry | Packaging solutions for the food industry | Comfort and sustainability: Is it possible? | New sustainable business models | Innovation in materials | Quality control in printing |
| DEC-JAN ISSUE 6 | Meta World: from the physical to the digita | The internet of things in packaging | Package design for the digital world | Packaging for delivery | Packaging for e-commerce | Health and beauty sector | Color and consistency |

EDITOR IN CHIEF
**Juliana Montoya**
juliana.montoya@axiomab2b.com

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