

**THAT'S A WRAP  
A NEW BAR HAS BEEN RAISED!**

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LUXE PACK and MakeUp in™ Los Angeles are thrilled to have kicked off the first quarter of 2020 with a spectacular event! The show doors welcomed *5,055 attendees (comprehensive attendance between both show platforms), a 12% increase from 2019*. The 114 LUXE PACK exhibitors were extremely pleased with the various quality leads they generated in such a short period of time. The seamless alliance between LUXE PACK and MakeUp in™ successfully provided the added value to meet the brands' 360° business objectives.

**ADDITIONAL HIGHLIGHTS**

The debut of Luxe Pack's "EXPLORATORIUM" was a huge hit. The 32 packaging products showcased at the show entrance guided visitors to the appropriate suppliers with the specific capabilities they were sourcing. From intricate decorative finishes, high end promotional packaging, to sustainable glass. Due to its success, "the EXPLORATORIUM" will make a slightly larger appearance during LUXE PACK New York in May.

Also, well received was the Turbo Talks "Green" Tour. For the first time, visitors were invited to join a 1 hour guided tour that took them to specific suppliers that presented their novel sustainable initiatives along with experts in creating packaging elements for CBD brands. The tour took place once each day and the exhibitors who participated could have not been any happier with the initiative. The tour brought the brands directly to them.

Another exciting milestone is the 40% increase of conference session attendance. 11 out of the 13 sessions were standing room only. This year's industry experts definitely brought their "A" game of content. In addition to having the iconic Frederic FEKKAI himself at the event, pertinent topics were addressed such as the circular economy, refillable and reloadable packaging as sustainable options and white space within the CBD brand landscape. All topics truly addressed current industry pain points. Due to the great engagement between the speakers and audience after each session, a "Meet the Speakers" event may be in the works for LUXE PACK NEW YORK 2020. The conference program has always been an integral part of the LUXE PACK experience and we will continue to strive to bring the best in high level experts who really do provide added value industry insight.

Overall, the LUXE PACK team is thrilled to have put together a successful event full of substantial exchanges, impressive packaging innovations, a new variation of supplier pioneers, and the best of brands all under the Los Angeles Convention Center Roof. **Next stop....LUXE PACK NEW YORK on May 6<sup>th</sup> and 7<sup>th</sup>!**

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