



The premier show for creative packaging

NEWNESS...THE RUNNING THEME FOR 2020

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PRESS RELEASE

January 8, 2020

LUXE PACK LOS ANGELES 2020 will officially open its doors to its 3rd annual event on February 11th & 12th. This year's edition will take place at its new home The L.A Convention Center, centrally located in historic Downtown. Due to the successful alliance, the event will once again run concurrently with MakeUp in Los Angeles, the leading platform for beauty & cosmetic products, trends, and formulation. New for 2020 will be the seamless transition from one platform to the other. In addition to the updated streamlined experience, there will also be a 30% expansion in both exhibitor offerings. The growth will offer the anticipated over 4,500 industry attendees an expert variety like never before.

In addition to the dynamic show floor and keeping in true LUXE PACK spirit, a powerful joint conference will supplement the two day event. The industry topics developed this year will stretch from sexual wellness and non-binary packaging to new sustainable solutions and the future for CBD brands. All guests are invited to attend this year's sessions and meet the business minds behind some of the largest brands, such as SMASHBOX, Unilever Prestige, Hourglass Cosmetics, BEAUTYCOUNTER, FEKKAI, Odacite, Sagely Naturals amongst others.

The LUXE PACK team has also incorporated two novel "events within the event". Attendees will be greeted to the show floor by the "EXPLORATORIUM". The new experiential visual display will showcase 27 new branded and product launches developed by this year's exhibitors. A great opportunity to get an up close and personal view of the packaging expertise that awaits on the show floor.

The 'GREEN' Turbo Talks tour will also debut in 2020. Due to the heavy demand from both indie and legacy brands to pinpoint the experts in forward thinking sustainable packaging solutions and success with working with CBD brands, a 1 hour tour will guide visitors and showcase a select group of exhibitors. Each exhibitor will make a short presentation of their specific "GREEN" offering. The tour is open to all attendees and will begin promptly at 11am on each day. A not to be missed opportunity intended to guarantee an efficient and productive LUXE PACK experience.

Overall, LUXE PACK Los Angeles 2020 is thrilled to kick open its brand new doors and welcome the many brand and industry experts who call the West Coast home.

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