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EMBALLAGEBRANCHEN

Forsiden

Emballager

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Mærkning

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## **PACKobserver.dk:** **DAILY NEWS ABOUT THE PACKAGING INDUSTRY**

PACKobserver is a Danish trade press media covering the packaging industry in all its aspects and is solely published (in Danish) on the Internet with daily news, which means we always can be fast with the latest and most relevant information.

Beside a strong focus on the Danish market, we cover innovations and regulations in Scandinavia, EU and the rest of the world, and it is our aim to be the leading news channel for readers, who are occupied in the area of packing & filling, marketing, transporting, design, development as well as packaging and machinery production.

Our news is divided into three separate main topics, which are:

- **Packaging** (materials, structural and graphical design, print, environment etc.)
- **Machinery** (filling and packaging machinery and equipment, robots etc.)
- **Marking** (labelling, RFID, traceability etc.)

Furthermore we bring profiles and analysis, columns and editorials as well as updated calendars with relevant information and links to upcoming exhibitions and fairs, conferences and seminars etc.

The target groups for PACKobserver are industrial leaders, purchasers, marketers, developers and other decision makers and key figures involved with the manufacturing industry - primarily the food industry and other segments of the FMCG industry and retail business. As well as relevant trade organisations and public authorities and manufacturers/suppliers of packaging materials, marking solutions and machinery etc.

Our readers can optionally subscribe to our free weekly newsletter.

### **EDITOR:**

Editor-in-Chief Gitte Søndergaard (GS),  
member of IPPO (International Packaging Press Organisation)

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PACKobserver.dk is co-operating closely with its sister-media, FOODobserver.dk

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