



**LOUPE**  
formerly Labelexpo

**STRONGER FOCUS. WIDER LENS.**



Over 40 years ago the first Labelexpo took place at the Old Horticultural Hall in London. We've come a long way in that time and the key reason for this is partnerships. In this close-knit industry that we all work in, relationships matter. To put it another way, together we are stronger!

What our events do is bring people together; suppliers and buyers; experts and novices; associations and members; challenges and solutions; media and news stories. We are not a just trade show organizer, we are your strategic partner, and we understand our business only grows when yours does.

Changing Labelexpo to LOUPE reflects the journey we're on together and the evolving nature of our industry. Our mission is unchanged: to connect, to inspire, and to drive business across the entire package printing value chain.

This evolution has been shaped by you, and with LOUPE we'll continue to champion our industry and its growth for decades to come.

### Jade Grace

MANAGING DIRECTOR, LOUPE GLOBAL



## WHY THE REBRAND?

The label industry is undergoing a major transformation. Expanding into adjacent sectors like flexible packaging and folding cartons is a natural progression for forward-thinking converters.

### KEY DRIVERS OF THIS EVOLUTION INCLUDE:

- Shifting consumer demands
- Advances in materials and print technologies
- A vision to integrate the entire value chain under one roof

Today's label converters are transforming into complete packaging providers, delivering integrated packaging solutions across print formats. LOUPE embodies this transformation, serving as a single destination for package printing innovation.



*“The labels industry doesn’t have to be ‘either or’; it can be ‘also and.’ By integrating labels, folding cartons, and flexible packaging into their portfolios, converters can create strategies that best serve their customers’ needs.”*

**Chelsea McDougall**

GROUP MANAGING EDITOR, LABELS & LABELING

## WHY “LOUPE”?

### THE NAME “LOUPE” SYMBOLIZES:

- **Attention to detail:** Magnifying what the eye cannot see
- **Clarity and insight:** Representing high standards and exceptional quality
- **Precision and craftsmanship:** Reflecting the art of creating something extraordinary

## LABELS & OUTER PACKAGING EMBELLISHMENT

### LOUPE MISSION

To connect, inspire, and equip professionals across labels, flexible packaging, and folding carton segments with the insights, tools, and relationships needed to thrive in a rapidly converging industry.

## BENEFITS OF THE REBRAND

LOUPE is the point where all three printed packaging sectors intersect, represented by the larger expanded blue hexagon. Shared technologies fall within this larger remit.



## FOR VISITORS

- Access to a broader market and a cohesive network across the entire package printing chain
- Opportunities to explore new markets and technologies
- A unified vision driving innovation, education, and connection

## OVERVIEW OF EVENTS

Unlike other shows, the purpose of a LOUPE event is simple: to buy. Our visitors are senior decision-makers who travel from across the world to invest in the latest machinery, substrates, dies, inks, software, and much more. By focusing on the package printing sector, we attract genuine buyers, not casual browsers.

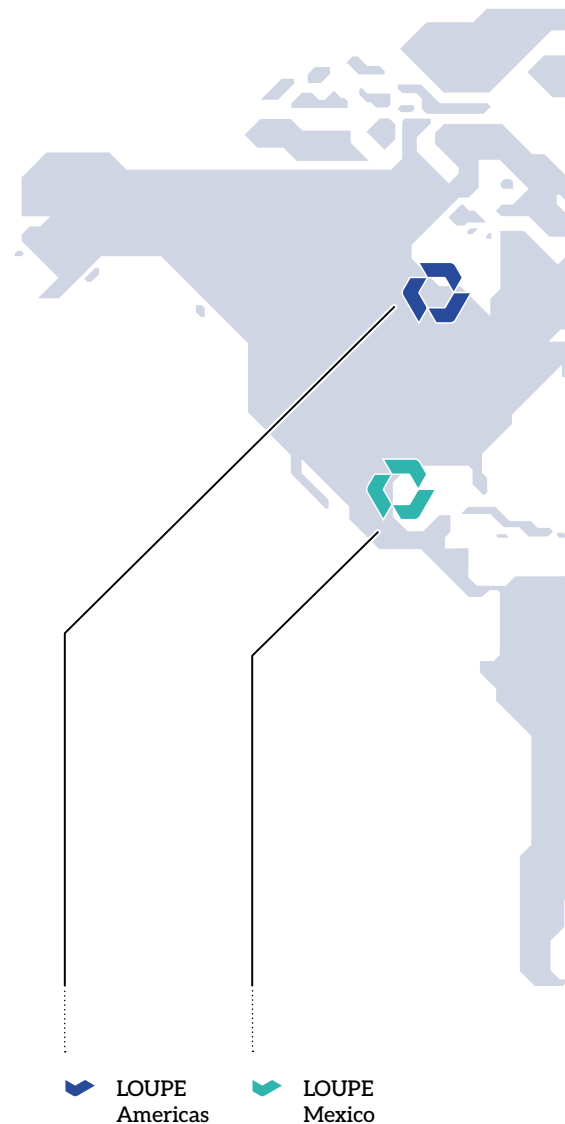
That focus has always made Labelexpo – and now LOUPE – the place where business gets done. With a wider lens embracing folding cartons and flexible packaging, we evolve with our industry and are opening even more opportunities for exhibitors to meet real buyers, expand networks, and grow business.



*“Folding cartons represent a powerful new chapter for label converters, especially those looking to scale into sustainable formats.”*

**Will Parker**

MANAGING DIRECTOR, DATASPIKE





 LOUPE Europe

 Gulf Print & Pack

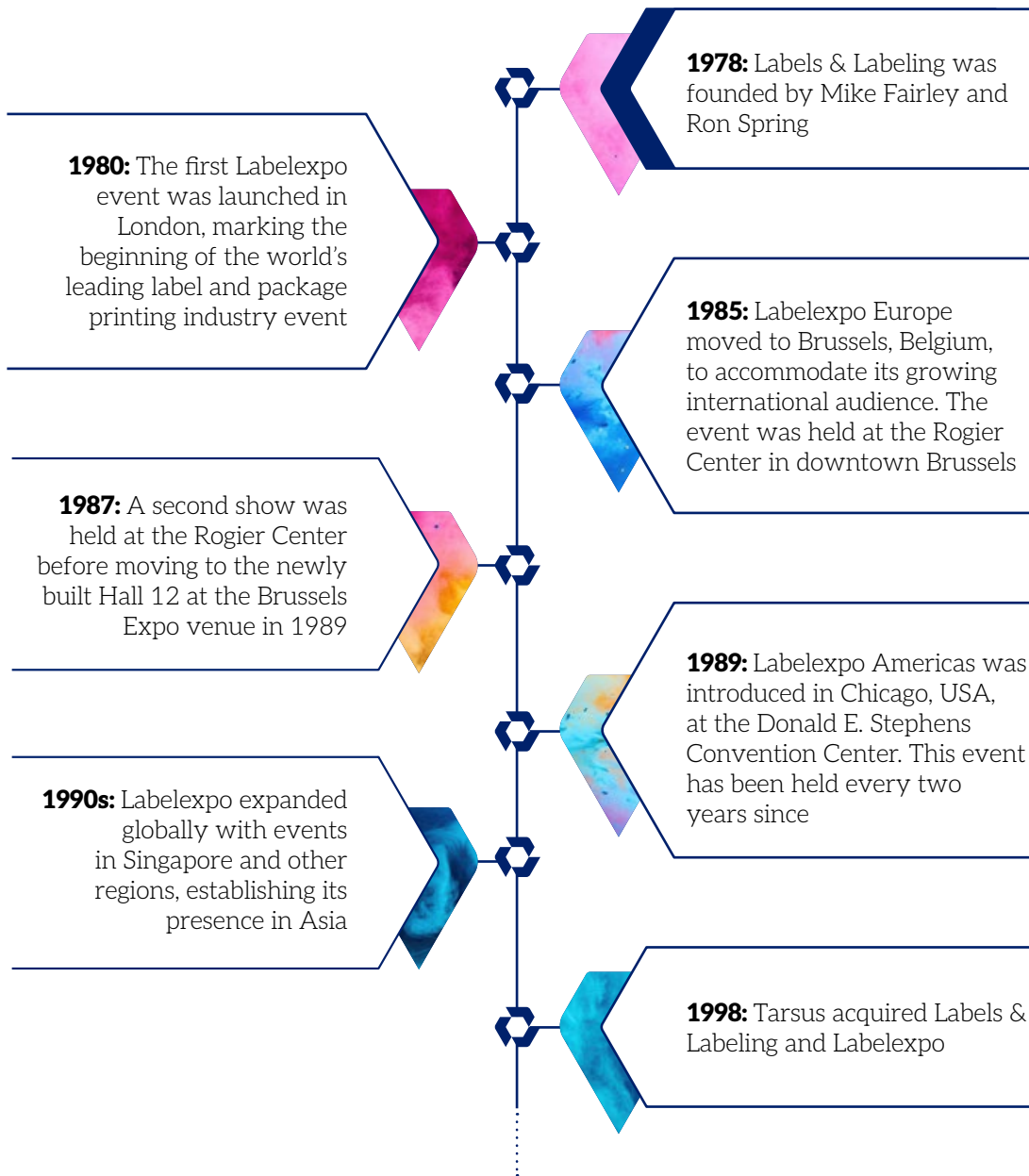
 LOUPE India

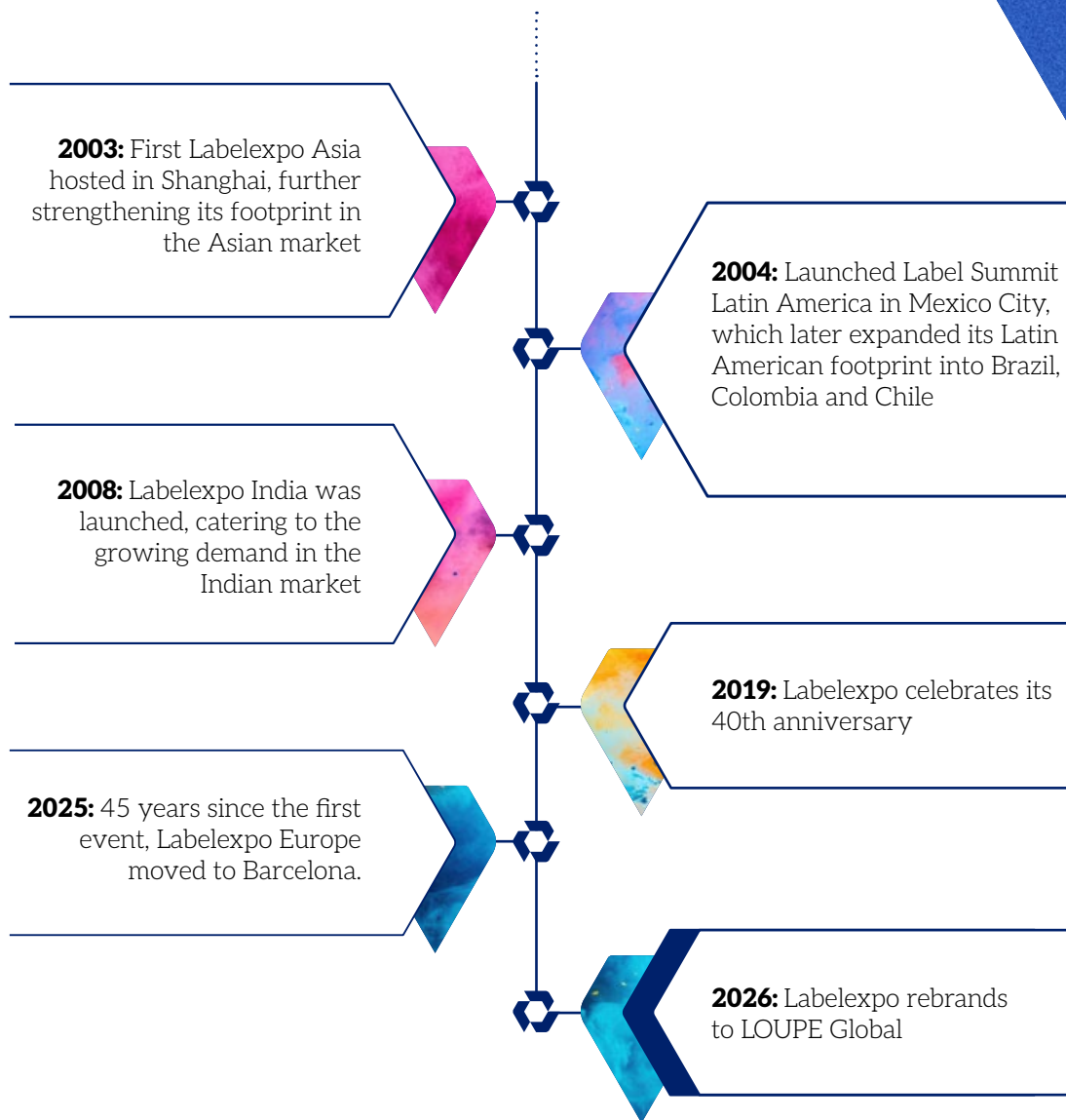
 LOUPE Southeast Asia

 LOUPE South China

 LOUPE Asia

## EVOLUTION TO LOUPE?





*“The global flexible packaging market is transforming, driven by sustainability and digitalization. This shift presents a strategic opportunity for narrow-web UV label printers to diversify into flexible packaging.”*

**Chris Ellison**

Managing Director, OPM (Labels and Packaging) Group

**MESSAGE FROM THE TEAM**

Over four decades, we've built something extraordinary together — fostering connections, highlighting innovation, and creating opportunities that have shaped industries and inspired growth. None of that would have been possible without your enthusiasm and collaboration.

As we look to the future, we are excited for the new opportunities and possibilities that lie ahead. We are committed to evolving, innovating, and continuing to provide you with exceptional experiences that meet your needs and exceed your expectations.

Thank you for being an integral part of our journey. We can't wait to embark on this next chapter with you and look forward to many more years of success together.



**FOR MORE INFORMATION VISIT  
THE LOUPE GLOBAL WEBSITE**



**A GLOBAL COMMUNITY**  
1 PLATFORM, 8 EVENTS



# LOUPE EVENTS

- **LOUPE Europe**  
Fira Gran Via, Barcelona
- **LOUPE Americas**  
Donald E. Stephens  
Convention Center  
Chicago
- **LOUPE Asia**  
Shanghai New  
International  
Expo Centre, Shanghai
- **LOUPE India**  
India Expo Centre, Greater  
Noida, Delhi NCR
- **LOUPE Southeast Asia**  
IMPACT, Bangkok
- **LOUPE Mexico**  
Centro Banamex, Mexico City
- **LOUPE South China**  
Shenzhen World  
Exhibition &  
Convention Center,  
Shenzhen
- **Gulf Print & Pack**  
Dubai World Trade  
Centre, Dubai

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## ABOUT THE ORGANIZERS

LOUPE Global is a part of Informa PLC, the international Academic Markets, B2B Markets and Digital Services Group. Through long-established relationships with industry associations, media and other partners, the LOUPE Global is an integral part of the label and package printing industry.

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## CONNECT WITH LOUPE

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