

Press Release

Subject: *Release embargoed until 16 September 2025 at 7:15am CEST - Labelexpo rebrands and introduces LOUPE*

Stronger Focus. Wider Lens: Labelexpo introduces LOUPE ready for 2026

Labelexpo Global Series announces a brand transformation for 2026 in step with the labels industry's evolution

- ***A new era for Labelexpo begins today with a major rebrand announced***
- ***Introducing LOUPE: embracing a wider spectrum of the label and package printing industry***
- ***Rebrand is in step with the industry's evolution and will be reflected across the global portfolio***
- ***Brand identity designed to represent Labelexpo's position as part of the global Informa Group***

[Barcelona, 16 September 2025] **Labelexpo Global Series**, the world's leading platform for the label and package printing industry for over 45 years, today reveals it will rebrand to **LOUPE**. The first show under the new branding will be LOUPE Americas 2026.

The announcement, which coincides with the first day of Labelexpo Europe 2025, aligns the show with the evolution of the industry, most notably:

- **Industry convergence:** the package printing industry is converging around a set of core technologies—digital, digital hybrid, and in-line production—driven by automation, cloud connectivity, and sustainability.
- **Market consolidation:** the industry is undergoing rapid consolidation and transformation, creating "one-stop" package printing operations that encompass the full range of packaging formats.

- **Disruptive technology:** label converters have already diversified into flexible packaging and are identifying new opportunities in folding cartons.

Portfolio development

Labelexpo was launched in 1980 with the inaugural *Labelex 80* in London, featuring 44 label industry suppliers. Since then, the portfolio has expanded across the globe, supported by influential specialized editorial from *Labels & Labeling*. In the past two years alone, the combined Labelexpo portfolio of events welcomed over 125,755 visitors and occupied 140,919 SQM.

Today, Labelexpo Europe 2025 in Barcelona welcomes over 650 exhibitors covering a wide spectrum of the labels and package printing sector. Data from Labelexpo Europe 2023 showed 40 percent of show visitors registered an interest in flexible packaging and 25 percent in folding cartons. Over 25 percent of exhibitors at Labelexpo Europe 2025 have portfolios that reach across labels, flexible packaging and folding carton sectors.

‘Over the decades, Labelexpo has transformed from a narrow web, pressure-sensitive-focused show to take in new label formats, then flexible packaging and now folding cartons, all driven by the entrepreneurship, agility and service mentality of label converters. Just as today’s label converters are diversifying and bringing multiple technologies together under one roof, LOUPE mirrors that same spirit, uniting the full spectrum of package printing in one place to inspire innovation, efficiency, and growth for the entire industry.’

Andy Thomas-Emans, Strategic Director, Labelexpo Global Series and renowned industry expert.

Informa

In 2023, Labelexpo Global Series joined Informa, the world's largest B2B event organizer, commanding 800+ brands and 14,000 employees across 30 countries. The ability to connect with multiple industries across complementary Informa events in the healthcare & pharma, food & nutrition, and beauty & aesthetics sectors, provides sponsors, exhibitors, and visitors access to wider knowledge and business opportunities.

Enters LOUPE, the brand

The new brand identity revealed today is the culmination of a meticulous research and consultation process involving industry peers and partners. It was important for event organizers to preserve the loyal label audience that always defined the event, while also reflecting changes shaping the industry.

A loupe magnifier is an indispensable tool in printing shops across the globe. Conceptually, LOUPE confirms the same high levels of proficiency, craftsmanship and accuracy that define today's print shops. LOUPE stands for:

- **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 special

Embedded into the brand, the LOUPE acronym stands for "**L**abels & **O**uter **P**ackaging **E**mbellishment," reflecting the expanded scope of the show while maintaining the core focus on labels. Honouring Labelexpo's heritage, LOUPE is the leading global source for expert content and live connections in package printing and converting, from labels to flexible packaging and folding cartons. A future-proof identity, with a strong 45-year foundation and a platform ready to welcome a new generation of experts.

"From 2026, our event portfolio will emerge as LOUPE, while our editorial arm, Labels & Labeling, remains unchanged. While labels continue to be our focus, this evolution recognizes the broader impact and influence of label technologies across the entire value chain. LOUPE will continue to drive the transformation of the labels and outer packaging embellishment industry across all packaging formats. Today, we celebrate a new era with our industry." Jade Grace, Managing Director, Labelexpo Global Series

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Notes to Editors

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Download LOUPE's assets: <https://www.loupe-global.com/press-information>

Website: <https://www.loupe-global.com>

Social media:

- LinkedIn: <https://www.linkedin.com/company/loupeglobal>
- X: <https://x.com/LOUPEGlobal>
- Instagram: <https://www.instagram.com/loupeglobal/>
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About LOUPE

LOUPE, formerly Labelexpo Global Series, is the leading global platform for the package printing and converting industry. With a 45-year heritage of connecting, inspiring, and equipping professionals with insights, tools, and relationships, LOUPE hosts world-class events across Europe, Americas, Asia, and beyond.