

Press release n°5

High expectations for the event INTRALOGISTICA ITALIA and for the synergies in The Innovation Alliance

Milan, 30th January 2017 – The number of companies participating in the event INTRALOGISTICA ITALIA 2018, which since its 2015 edition has filled a long-noted void in the national sector tradeshow panorama, is progressively increasing.

The event, dedicated to internal logistics, distinguishes itself for its diversified product offer, from forklifts to lifting equipment, from warehouse, continuous handling and weighing systems, to industrial shelving and accessories and to engineering services for logistics and consulting, systems and software, transport logistics services and traffic organization.

INTRALOGISTICA ITALIA is part of "The Innovation Alliance", a huge event that will occupy the entire exhibition centre, offering, simultaneously with four other events, a format that proposes synergy between different production sectors, interconnected by strong supply chain logic:

- **lpack-lma**: dedicated to processing and packaging technology
- **Meat-Tech**: dedicated to meat industry processing and packaging
- **Plast**: dedicated to plastic and rubber processing industry technology
- **Print4All**: dedicated to the printing, converting and industrial printing

A useful website www.innovationalliance.it, allows you to rapidly learn about what this first-rate event offers and will act as a guide for the 150 thousand visitors expected at the 18 pavilions and the 5 exhibitions.

Over to the exhibitors

The expectations of the companies who, after participating in the 2015 edition of the exhibition, have reconfirmed their presence at INTRALOGISTICA ITALIA 2018 are extremely high and important.





Among the companies loyal to the exhibition is VIPA srl, an Italian company, leader in the production of a wide range of items in plastic, which includes containers, drawers, shelves and many other products useful in the internal logistics sector.

We interviewed Laura Pasquini, Marketing Manager at VIPA, who presented the company as follows: *"We manufacture solutions in which design, quality, research and innovation are distinctive traits. We aspire to standing out in the international market, sharing the values of our Made in Italy, creating order and respecting the environment with the use of exclusive, innovative and quality materials"*.

Laura then went on to illustrate the reasons that convinced VIPA to confirm its presence at INTRALOGISTICA ITALIA 2018: *"The 2015 edition was without doubt positive. Milan has always been the heart of the image of Italian industry par excellence. INTRALOGISTICA ITALIA has allowed VIPA to reinforce its manufacturing visibility, further strengthen its relations with its current customers, begin new business partnerships with both Italian and foreign companies, and last but not least, create strategic synergies with companies of the highest levels"*.

It is difficult to have a preview of the latest items that will be shown at the exhibition. Nevertheless, Ms Pasquini confirmed the company's ambition to present new products created with innovative and top-rated materials.

INTRALOGISTICA ITALIA is part of The Innovation Alliance platform and in regards to this Laura stated: *"The keyword is synergy. This important platform will allow our company to generate important synergies, not only in terms of direct sales, but also, and above all, it will allow us to meet and create important supply relationships with numerous Italian and foreign companies"*.

INTRALOGISTICA ITALIA, organized by the Italian branch of Deutsche Messe AG, in collaboration with Ipack Ima Srl, is part of the international network of CeMAT, the world leading trade fair for intralogistics. This event is an enormous opportunity for companies that are working towards technological innovation in products and the partnership created with the other four exhibitions in "The Innovation Alliance" takes its strength from the expertise of two of the top European tradeshow exhibition organisers, Fiera Milano and Deutsche Messe AG.





Deutsche Messe

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Notes

* **INTRALOGISTICA ITALIA** is part of *The Innovation Alliance*, at Fiera Milano from May 29th to June 1st 2018.

Together for the first time, *IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL* and **INTRALOGISTICA ITALIA** will offer operators in all industrial sectors a showcase for Italian and international technological excellence from different production worlds interconnected by a strong supply chain logic. A complete range of services and solutions under one roof, from processing to packaging, from plastic and rubber processing to industrial printing and commercial and graphic personalization of packaging and labels, to the movement and storage of goods.

For further information:

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