

Easyfairs obtains Pentaward

Easyfairs has acquired international competition, Pentaward to compliments its global packaging events portfolio that run across Europe and North America, including packaging innovations, luxury packaging, label and print, Empack, ADF (Aerosol Dispensing Forum) and PCD (Packaging of Perfumery, Cosmetics & Design). Pentawards' mission is to increase awareness of packaging design and those who create it. The awards are judged by an international jury panel consisting of 12 well-respected designers and packaging design directors from major companies.

The acquirement is the latest in Easyfairs international acquisitions, which includes Oriex Communication.

Entries for the next Pentawards are open from 20 February to 7 April - the ceremony will take place in Barcelona on 23 September 2017.

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