

MEDIA KIT 2024

THE BUSINESS COMMUNITY FOR THE PACKAGING AND CONVERTING INDUSTRY

ELEMPAQUE

+ Conversión

We connect you with decision-makers and boost your sales by using tools like artificial *AI* Intelligence.
Digital | Magazine | Event

28 years
as the leading source of
technical content for the
**Packaging and Converting
Industry in Latin America**

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www.elempaque.com

**AXIOMA B2B
MARKETING
& SALES**

Leaders in B2B Marketing for industries in LATAM

PLÁSTICO EL HOSPITAL METALMECÁNICA ELEMPAQUE MANUFACTURA LATAM ALIMENTOS LABARRA FERRROS OBRA

www.axiomab2b.com

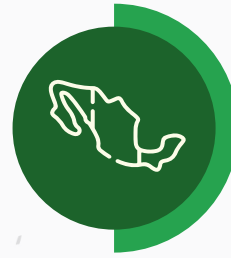
FIGURES FROM THE PACKAGING AND CONVERTING SECTOR



Global packaging market:
1,275 billion



Annual growth:
3.9 % through 2027



Latin America represents **7%** of the market.

The key sub-industries of global Packaging and Converting consumption

CAGR: Compound Annual Growth Rate



Digital Package Printing Market Growth:

(CAGR) of 15.3% between 2020 and 2026



Label market Growth:

(CAGR) of 5.4% between 2020 and 2030.



Industry 4.0:

Growth: (CAGR) of 20.71% during the forecast period (2021 – 2026).

AXIOMA B2B PORTFOLIO MARKETING & SALES



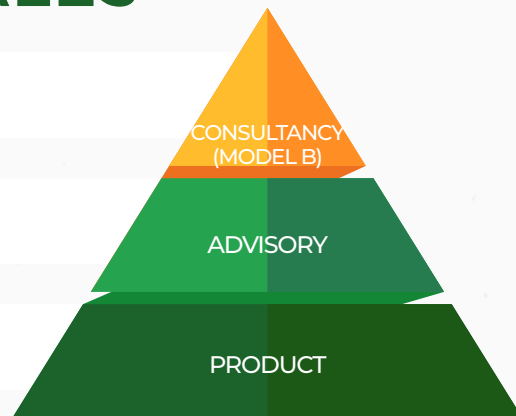
“B” service model



Tailor-made portfolio + Strategic Content



Marketing Essentials



WE DESIGN YOUR MARKETING STRATEGY

Who are your potential clients?

Identify and segment your potential customers.

Who knows YOU?

Generate brand visibility. Associate the brand with its value proposition.

Who do you serve?

Educate, inform and raise awareness among potential customers regarding your products or services.

Who is interested?

Capture the interest of your market. Deliver unique and relevant information.

Who buys from YOU?

Measure the level of interest of your prospects, and generate a relationship between them and your sales team.

Who buys back?

Retain and build loyalty: be recognized in the sector by your clients.

Interdisciplinary team as a pillar of our Model B strategies



Project Management

Specialist in strategic planning and generation of value offering, engaging the different areas.



Business Consultant

Continuous support and understanding of the client's needs to bring them to the team, ensuring that they are effectively handled.



Content

Professionals with PHD, experts in each of the industries. They generate valuable content that promote interest and brings brands closer to audiences.



Performance

Experts in implementation, monitoring, optimization and generation of effective results, according to the needs and commitments made with clients.



Growth

Responsible for growth and reaching the indicated targeted qualified profiles to increase the effectiveness of the campaigns.

SPECIAL PACKAGES 5 ESSENTIALS

	BEGINNER	ADVANCE	MASTER	ELITE
12 Month Strategy				
PRODUCT	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Performance Content			1	2
Content Marketing	1	2		-
Social Ads*	1	2	3	3
Showroom (Products)	5	10	20	30
Email Marketing	5,000	7,000	10,000	20,000
Category Sponsorship			1	1

SOLUTIONS DIGITAL SCOPE

We have a portfolio of digital solutions to enhance your marketing strategy.



E-Mail marketing | Eblast



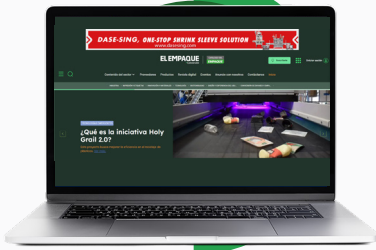
Offers personalized and direct communication to reach your audience effectively. By integrating it to your digital marketing strategy You can segment and adapt your messages accurately.

Supplier guide | Showroom



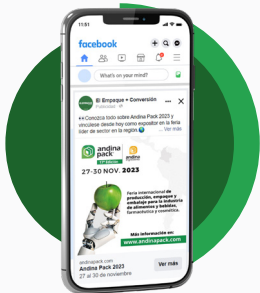
We have designed an essential guide for B2B buyers, with which you can increase your visibility, lead generation, and your brand reputation.

Display | Banners



Reinforce, highlight and complement your message and brand visibility.

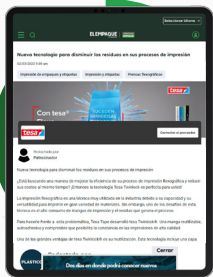
Social Ads



Cut through the digital noise!

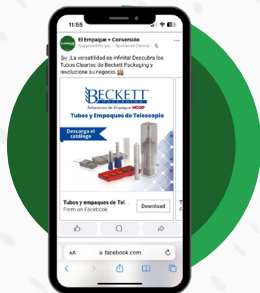
Reach decision makers directly and generate meaningful interactions.

Content marketing



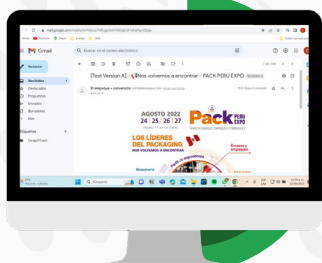
We create content that educates, positions and promotes your message or value offer, aligned with your client's purchasing process.

Downloadable content



Build a database of purchasing decision-makers who have an interest in your product or service.

Webinars



Connect in real time with industry leaders, present solutions and generate rich discussions.

NEW

Digital Distribution Of Catalogs

Distribute your catalogs throughout the entire digital ecosystem of our industry.

NEW

Performance Content *Recommended in Packages

We cracked Google! Sponsor content ranked among the top 10 positions in the category associated with the core of your business.

NEW

Social Selling

Learn how to use LinkedIn as your best sales tool.

NEW

Database Enrichment

Strengthen and increase your database using Axioma.IA tools

NEW

WhatsApp Marketing

Establish authentic and personalized connections with your audience, ensuring your message resonates effectively, benefiting by direct interactions and responses in real time.

MAGAZINE

Circulation
+16,100

Purchase decision-makers

Benefits

- Communicate with your target audience
- Become a key trend leader in your industry

Formats

• Specials:



Section sponsorship



Advertorials Standard



Advertorials Infographic



Cover



Inside Cover



False Cover



Back Cover



Inside Back Cover

• Standard:



1/2 horizontal pages



1/2 vertical pages



1/3 vertical pages



Double Page



Full page



Market place



6
Editions

Editorial Calendar

Digital and printed Content	Period	Megatrend	Focus	Categories	Issue	Events
Flexible packaging	Q1	Packaging printing: a new era	Insights on the impact of 3D printing on the packaging industry	Printing and labels, Ecological inks, Quality in printing processes, Flexographic presses - Digital presses, Labels, Labeling machines	Issue 55 Feb - Mar	Label Summit Colombia, Mar 12 - 13
Rigid packaging			New developments in sustainable printing inks			
Cardboard and paper			Advantages and opportunities offered by digital printing for mass customization			
Food and beverages	Q2	Impact of alternative materials	Implementation of sustainable regulations in LATAM	Sustainable packaging, Plastic packaging, Paper, Compostable packaging - biodegradable, Innovation and materials, Packaging and label printing, Packaging and label printing	Issue 56 Apr - May	Expográfica Mexico, May 4 -7 Infoflex USA, May 6 - 7
Personal care			Sorting, marking and coding technologies for recycling			
E-commerce			Growth of paper with recycled fibers			
Logistics and protection			Advantages and disadvantages of compostable packaging			
Pharma			Transformation towards mono-material packaging			
Processing efficiency			Printing on more sustainable substrates			
Plastic containers	Q3	Labels modernization	Gamification technologies for packaging	Emerging technologies, Emerging technologies for packaging design, Sustainability, Industry, Design and user experience (ux), Printing and labeling	Issue 57 Jun - Jul	Drupa Germany, May 28 - Jun 07 ExpoPack Mexico, Jun 4 -7
Recycled content			How the packaging of the future will look like			
Components			Design guidelines for packaging reuse and recycling			
Raw Materials	Q4	Industry 4.0 in packaging	Minimalist packaging design: balancing esthetics with functionality	Labels, Sustainability, Industry, Packaging and labeling machinery, Safety labels, Printing and labeling, Security labels	Issue 58 Aug - Sept	PackPerú Peru, Aug 24 - 27 Printing United USA, Sept 10 - 12 LabelExpo Americas USA Sept 10 -12
Consulting and design services			Luxury packaging, providing exclusivity to the consumer			
Metal containers			Interactive labels			
Business Intelligence			Software solutions for the automated generation of customized labels			
	Q4	Industry growth: 6 decades of transformation	IoT in packaging machinery	Packaging and labeling machinery, Intelligent packaging, Sustainability, Logistics and protection, Container and packaging conversion, Automation and industry 4.0, Technology	Issue 59 Oct - Nov	PackExpo USA, Nov 3 - 6 ColombiaPlast Colombia, Sept 30 - Oct 04
			Augmented Reality in packaging			
			Track & trace and recycling			
	Q4	Industry growth: 6 decades of transformation	Optimization tools for supply chain	Packaging machinery, software, technology, industry, flexible packaging, rigid packaging, emerging technologies for packaging design	Issue 60 Dec - Jan	Innovación en Packaging & conversión Colombia, Oct 22 - 23
			Automation in converting processes			
			Evolution of packaging machinery			
	Q4	Industry growth: 6 decades of transformation	Data collection and analysis technologies	Packaging machinery, software, technology, industry, flexible packaging, rigid packaging, emerging technologies for packaging design	Issue 60 Dec - Jan	Innovación en Packaging & conversión Colombia, Oct 22 - 23
			Changes in regulations and legislation			
			Packaging design for a digital world			
	Q4	Industry growth: 6 decades of transformation	New label models	Packaging machinery, software, technology, industry, flexible packaging, rigid packaging, emerging technologies for packaging design	Issue 60 Dec - Jan	Innovación en Packaging & conversión Colombia, Oct 22 - 23

Chief editor

David Muñoz

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EVENT

Innovación en Packaging & Conversión

+3,300

Registered and attendees audience of qualified decision-makers and purchasing influencers



Our promise 2024

+3,500

Total registered per event

+550

Total attendees per event

- **Date:** October 22 & 23, 2024 Bogota
- **Location:** Cámara de Comercio Av 26

Benefits

- Create brand presence to meet new potential clients
- Generation of new business opportunities with the right audience
- Brand positioning

OUR AUDIENCE

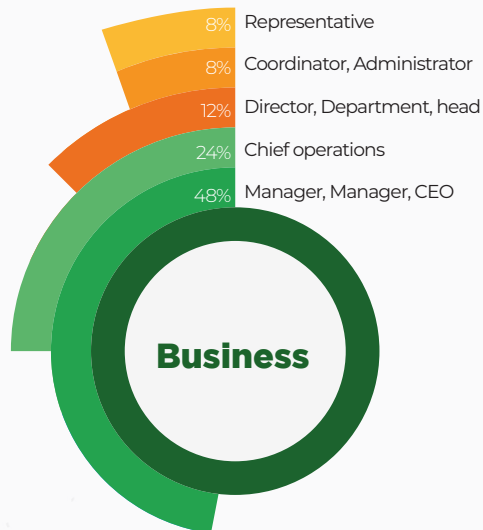
Audience

+112,600

Purchase decision-makers

Activity

- 35%** Packaging printing and converting
- 34%** Food and drink
- 15%** Other packaged products
- 6%** Chemicals / Drugs / Personal Care
- 5%** Packaging services
- 3%** Agents, representatives and distributors
- 2%** Others related to the sector



Countries



37%
Mexico



24%
Colombia



15%
Argentina



9%
Peru



7%
Chile



3%
Ecuador



4%
Others*

** Venezuela, Bolivia, Costa Rica, Guatemala, Uruguay, Brazil, El Salvador, Paraguay, Panama, Puerto Rico, Honduras.

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Companies that have trusted us:

