

Why I will attend the drupa 2024 fair?



By Isidore Leiser - CEO Stratus Packaging

drupa 2024 - 8 years separate from the last edition. Everybody in print, labels & packaging was affected by the pandemic, but evolutions didn't stop the combined crises of Covid, the War in Ukraine, supply chain disruptions, and the rising cost of many components like energy, salaries, and interest rates. These changes have dramatically altered our playing field.

Sure, Covid has made us specialists in Zoom and Teams. We attended virtual equipment demonstrations and many conferences. I really hope we will never go back to this unpleasant period. The question often arises: „Why should I attend a fair if I had everything in front of my computer?“ However, years after crises, companies continue to change more than ever and all on a computer does not work.

The new landscape in which we are raises questions that need answers.

Where can you see many equipment suppliers in one place? Where can you get various answers from specialists in one single location? Where can you mingle with industry colleagues to exchange ideas? All the new elements generated by the crises need answers. Additionally, the pressure on sustainability is changing the way we operate. The recent material costs and salary inflation will also have a huge impact on the type of equipment required to operate in the future.

So, why will I attend the drupa 2024 fair?



It has been 8 years, yes, and as a label & packaging specialist, most of the suppliers I know are not capable of embracing and understanding all the dynamics related to the printing & packaging industry. **Only at drupa, you will be able to feel and see all the trends around digital and conventional in printing & packaging.** The event will feature the latest innovations, technologies, and solutions in the graphics industry, making it a must-visit for anyone looking to stay on top of industry trends and advancements.

B

People in the companies have changed, and **it is very important to reconnect with the industry experts and to maintain or establish relationships.** I still believe in real contacts with people - yes, virtual meetings can help, but seeing the actual equipment with the team that built it is really better, and **at drupa, it is almost like seeing all the various equipment one next to the others.**

C

drupa is a world event and whether we like it or not, printing is a true international playing field. The business in which we are is becoming more and more global, so a global fair is very interesting.

D

I miss the crowd where ideas float in the air. I miss seeing and engaging with familiar faces from the industry - even waiting in line to eat a pretzel or a bratwurst, going to the Altstadt, and having a beer. **drupa is a human place where you can be inspired.**

You will surely find me at drupa 2024, and I hope to meet as many people as possible. I look forward to finding new ideas to develop my company, and drupa will definitely help all of us.



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