



First Virtual EXPO from Windmüller & Hölscher a Success

Over 2,000 visitors from 120 countries tuned in for live flexographic and gravure press demonstrations, technical sessions and virtual meetings

On June 24 & 25, 2020, machine manufacturer Windmüller & Hölscher held its first Virtual EXPO to present technologies and products initially planned for industry mega shows – Interpack and Drupa – that have been postponed until spring 2021.

“The past months have been a challenge everywhere. Yet the flexible packaging industry is as busy as ever. That’s why it was so important for us to hold a Virtual EXPO and show our customers new technologies and applications that are available now and can help them run their production more efficiently,” said Peter Steinbeck, Managing Partner at W&H.

To accommodate different time zones of visitors, the Virtual EXPO was held live three times a day. Filmed in the 120,000 ft² W&H Technology Center in Lengerich, Germany, and the W&H Academy, two live machine demonstrations and eight technical sessions were broadcast live. In addition, the EXPO offered the opportunity for one-on-one meetings and both individual and group chats.



The live machine demonstrations included the NOVOFLEX II flexographic press highlighting the new RUBY IoT system for analyzing production data to optimize processes and the newly redesigned HELIOSTAR II gravure printing press.

The live technical sessions were targeted to package printers, industrial sack producers, paper bag manufacturers and film extruders. A session showcasing an All-PE film structure as an alternative to PET for stand-up pouch applications generated significant interest.

Other technical sessions covered flexible packaging topics, including sleeve handling solutions for flexographic presses, printing solutions for industrial sacks, heavy duty films for FFS sacks, remote service and paper sack production on machinery from W&H subsidiary, Garant Maschinen. Videos of the demonstrations and sessions are still available for viewing through the W&H sales team.

The Virtual EXPO was put together in just six weeks. “We have been able to accomplish a lot digitally over the past few months from sales calls to live machine trials to service support to the Virtual EXPO. The experience and insights we’ve gained have been invaluable. At the same time, personal meetings cannot be replaced. they are very important for building relationships and trust. Both digital and personal communications have their place,” concluded Steinbeck.

2.465 characters with spaces



Caption: A camera team ensured that visitors to the Virtual EXPO were able to experience the machines in the W&H technology center up close during live demonstrations.



Caption: Rooms of the W&H Academy were transformed into television studios for the live tech sessions.

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About Windmüller & Hölscher:

The family-owned company Windmüller & Hölscher is the world market leader for machines and systems for the production and processing of flexible packaging. The product range includes high-performance machines for extrusion (film production), printing and converting. As a globally represented company, W&H offers its customers everything from a single source: from consulting and engineering to the supply of high-quality machines and the complete production of packaging materials. Around 3,100 employees work to create optimum solutions for the individual production requirements of packaging manufacturers in line with the company philosophy "Passion for Innovation". Today, machines from Windmüller & Hölscher are in operation in more than 130 countries and with more than 5,000 customers. In 2019, the group with headquarters in Lengerich, Germany, generated sales of approximately EUR 900 million.