

The PPMA Show

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The PPMA is the owner-manager of the largest and most successful Processing & Packaging Machinery Show in the UK and provides significant savings and benefits for members who wish to take part. Membership of the PPMA brings substantial discounts for stand space at the PPMA Show. For many members the savings are several times greater than their annual subscription.

The PPMA Show was launched in 1987 at the Telford exhibition centre and grew rapidly, moving to the Birmingham NEC for the first time in 1994. Now the exhibition regularly attracts a wide selection of professional visitors from all sectors of British industry, particularly food, drinks and pharmaceutical manufacturers.

A cost effective Machinery-Only Show

The show was started to provide suppliers of processing and packaging machinery with a cost-effective annual 'machinery only' exhibition and its remarkable success was largely responsible for the surge in PPMA membership during the early days of the Association. This, in turn, brought an increasing variety of equipment to the event.

In 2004 the PPMA Show, along with Pakex, became part of the Total Processing and Packaging exhibition which is held every three years, with the traditional PPMA Show being held in the two intervening years. This way, with discounts available to PPMA members at both events, the original aims of the association for an annual event are maintained, but without the additional costs on the industry of two competing UK shows every third year.

The number of machinery users who return to the PPMA Show, year after year, has been one of the key elements in its success, sustaining the concept of a 'machinery only' exhibition in its formative years and then, more recently, helping the event evolve into what is now 'the complete production line event'.

Behind all this lies the simple fact that most visitors want to see new technology they can use and, indeed, repeated visitor surveys show that ninety per cent of exhibitors regularly claim that their objectives are satisfied.

A platform for new technology and innovation

Visitor numbers do of course vary, year to year, but there is growing evidence of a substantial core of regular visitors who have come to find the show a particularly fertile environment in which to look for new ideas.

For example, research during the last show revealed that over 60 per cent of visitors had been to an earlier show, against 54 per cent the time before and, significantly 40

per cent had a specific interest in processing equipment, against 24 per cent the time before reflecting the growing emphasis that PPMA places upon the Processing sectors.

Overall, visitors also tended to stay longer with, for example, the number staying between 4 hours and a full day going up last year to 44 per cent compared with 29 per cent at the previous show.

Significantly, the proportion of pre-registered visitors has also grown, with the figure standing at 54 per cent for the PPMA Show 2006.

This means that more and more visitors are making a firm commitment to attend the PPMA Show well in advance largely, the PPMA believes, as a direct result of the PPMA Show's tradition of innovation, which has been demonstrated year after year. A consistently high proportion of exhibitors are choosing to launch new equipment at the exhibition, which in turn continues to satisfy visitors' expectations.

Did U Know?

Over seventy per cent of PPMA Show visitors claim to have joint responsibility for the purchase of both Processing and Packaging machinery.



The PPMA Show *continued*

"I have been to several PPMA Shows, visiting when I have projects at different stages. Most shows I go to I pick up something new and it's a great opportunity to speak to manufacturers about how they could solve a problem we might have."

An exhibition provides me with real quality time, a chance to focus with no distractions. There will always be a need to see a machine up close but the added advantage with the exhibition is to be able to see more than one of a similar kind in the same place."

Engineering manager, bakery

"The whole purpose of the visit is to look for new ideas and, over the years, we have found several really good bits of machinery. We have noticed more processing machinery in the show recently and this is a benefit for us and we would like to see even more."

It is exhibitions which tend to give us the most new ideas. At a show you can get out and get under the equipment, as well as talk to the manufacturers. We do not need to see glitzy stands. A simple stand with elegantly engineered machinery, simply presented, is more effective."

Chief engineer, food manufacturer

"The PPMA Show is a marketplace showing everything that is current at a time. It is a good place to make



contact with potential suppliers and, although the nature of any exhibition does not give you the facility to establish in depth relationships immediately, you can identify good suppliers by the way they run their stands. Generally, the standard at the PPMA Show is high."

Managing director, ice cream manufacturer

"It's a good way of renewing contact with suppliers and keeping up with what is new. Second, the show provides the chance to look for potential new suppliers, particularly when a new project is in hand. I find it useful that the show has broadened to include more processing equipment, which helps cut down on the number of exhibitions I need to go to."

Project manager, food manufacturer

"I come each year, whether or not I have a specific project or budget, as the show enables me to keep up with current trends, what equipment is available and whether it suits us. We are a small company and the PPMA Show is the best way of knowing what is going on. I have picked up several new ideas from my visits."

Engineering manager, healthfood manufacturer

