There is a right way and wrong way to get things done. Building your private label business is a good example. You can offer your customers cheap products with very low quality. You can hide your name so that consumers don’t know you have a private label. You can wait to mimic the A-brands and never do anything innovative on your own.

Or you can wake up and join today’s modern retailers who have made their own brands the most important products on their shelves. And, of course, you can attend PLMA’s “World of Private Label” International Trade Show where buyers from more than 115 countries meet experienced manufacturers from over 70 countries to find the latest private label products for their businesses. This is the place where the world’s supermarkets, hypermarkets, discounters, drugstores, neighbourhood stores, specialty shops and online retailers come together each year.
More than the show floor
PLMA’s “World of Private Label” offers more than a show floor. PLMA’s pre-show seminars provide the latest market research. There is also the Idea Supermarket, with displays of private label products and packaging from retailers around the world. Plus, the 2018 show will again host the International Salute to Excellence Awards that give recognition to retailers for innovation in private label.

Bring the entire team!
Few events can have as much impact on your company as visiting PLMA’s annual “World of Private Label.” Don’t just visit the show, though. Use it as a working session with colleagues in your company. Bring your entire team!

PLMA’s “World of Private Label” is perfect for building a team approach to your company’s private label business. To register, contact PLMA International Council today. Telephone +31 20 575 3032, email visitorinfo@plma.nl or visit www.plmainternational.com.

The show is organized for efficiency
PLMA’s “World of Private Label” is strategically divided into food and non-food sections to help visitors find the exhibitors and products that they want to see.

- Europa Complex presents food, snacks and beverages.
- Holland Complex presents household and health and beauty products.
- Park Complex presents food, snacks and beverages as well as household and health and beauty products.

Show hours are concentrated into two days of show floor time so that visitors don’t lose unnecessary time away from the office.

The show offers special services to help you make the most of your visit.

- PLMA’s online Show Preview is available to registered visitors 30 days before the show to help identify new exhibitors and new products in advance. PLMA’s exclusive Matchmaker appointment system can be used to arrange meetings with exhibitors.
- PLMA’s New Product Expo displays new product and packaging ideas submitted by this year’s exhibitors.
- PLMA’s Official Catalogue gives access to complete listings of all exhibitors, products and contact information for follow-up after the show.
- PLMA’s Show Navigator makes finding exhibitors simple and is available to all attendees on a dedicated Wi-Fi network during show days.
BUILD YOUR PRIVATE LABEL BUSINESS WITH PLMA

SHOW ORGANISERS
PLMA’s annual “World of Private Label” International Trade Show is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 4,000 member companies around the globe. PLMA presented its first show in the United States in 1980 and its first show in Europe in 1986. Today it provides services to members in more than 75 countries.

LOCATION
PLMA’s “World of Private Label” is held at the RAI Exhibition Centre in Amsterdam, located only 15 minutes from Schiphol International Airport and easily reached by train and automobile.

TRADE SHOW SCHEDULE
Monday, 28 May
Pre-Show Seminars and Salute to Excellence Awards 14.00 – 16.00
Tuesday, 29 May
Trade Show Floor Open 09.00 – 18.30
Wednesday, 30 May
Trade Show Floor Open 09.00 – 16.30

ONLINE SHOW PREVIEW
Pre-registered visitors receive access to PLMA’s online Show Preview approximately 30 days before the show. The Show Preview provides category-by-category listings of exhibitors. PLMA’s exclusive Matchmaker service can be used to arrange appointments prior to the show.

OFFICIAL CATALOGUE
The Official Trade Show Catalogue is available at the show. Company profiles include company name, address, telephone and fax number, e-mail, website and product lines.

EXCLUSIVE MARKET RESEARCH
PLMA offers special pre-show seminars on Monday, 28 May in the Forumzaal of the RAI Exhibition Centre. The programme features speakers from industry and market research as well as the announcement of the winners of PLMA’s International Salute to Excellence Awards.

PLMA’S IDEA SUPERMARKET
One of the most popular attractions at the show is PLMA’s Idea Supermarket with hundreds of innovative products on display from retailers around the world. Also part of the Idea Supermarket is the New Product Expo, which spotlights new products submitted by exhibitors at the show. PLMA’s Idea Supermarket and New Product Expo are located in the RAI Elicium, situated between the Europa Complex and Holland Complex. Both are open during show hours.

ACCESSIBILITY
The RAI Exhibition Centre is wheelchair and disabled accessible. Persons under the age of 16 are not allowed on the show floor. Pets are not permitted at any time.

REGISTRATION
Visitor registration is available online. Upon confirmation of registration, visitors receive a personal E-voucher with which they can use PLMA’s Scan & Go Express Admission and thus get quick access to the show floor. Registration is also available at the show but can be subject to long queues.

For more information about PLMA’s 2018 “World of Private Label,” contact PLMA International Council today. Telephone +31 20 575 3032, e-mail visitorinfo@plma.nl or go to www.plmainternational.com.

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