



In October 2008, Brigl & Bergmeister held their International Label Conference for the 8th time. The main theme of the Conference was fascination of paper labels and some 250 participants confirmed that the Label Conference was among the most informative events held in 2008. Based on their success stories, a number of international speakers reported on how labels can boost the business to reach the marketing goals desired.

The subject of sustainability was extensively addressed. In recent times, apocalyptic news from the world of business and finance have made us aware of how important it is to think on a long-term perspective. In this context paper labels can demonstrate their competitive edge.

In a difficult market environment we need people who are enthusiastic about their products. The future does not only happen, it is also made. With their successful conference, B&B have managed not only to strengthen their own position in this business segment, but also to build up self-confidence within the sector as a whole.