

## **Cancellation of drupa 2021 by the organizer. Marbach participates in the virtual drupa.**

Heilbronn, 29<sup>th</sup> January 2021

The globally operating diemaker Marbach will participate in the digital drupa 2021. After the organizer, Messe Duesseldorf, cancelled drupa 2021 due to the current unforeseeable pandemic situation, the originally planned on-site exhibition will be replaced by a 4-day online program. This online event will take place from April 20-23, 2021.

Tina Dost, Marketing Manager at Marbach: "Frankly, we had expected drupa 2021 to be cancelled. After numerous exhibitors had withdrawn their participation in recent months it was expected that the number of international visitors would decrease significantly. We therefore consider the cancellation a good and correct decision by Messe Duesseldorf. drupa lives because of its international character and the fact that it is a unique global meeting place for the packaging industry. This status would have been more than threatened by travel restrictions and the uncertainty caused by COVID-19."

Marbach will participate in the virtual version of drupa and provide online visitors with exciting information about die-cutting of packaging. On the virtual platform, the online areas "Exhibition Space", "Conference Area" and "Networking Plaza" will digitally link the visitors with the exhibitors.

The next stationary drupa will take place from May 28 to June 7, 2024.

### **About Marbach**

Packaging. Performance. You. This is the slogan of Marbach, the world's leading manufacturer of die-cutting and thermoforming tools. With 1,500 employees worldwide, Marbach sets the benchmark in its industry. Since 1923. And delivers pure performance to its customers. Totally individual. For each requirement the best solution. In every price range. Worldwide.

### **More Information:**

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