**Archroma Packaging Technologies to make Labelexpo Europe debut in Barcelona, 2025**

*Archroma Packaging Technologies, a market leader in sustainable packaging solutions, will exhibit at Europe’s premier labels and flexible packaging exhibition for the first time in September 2025*

**Pratteln, Switzerland – [29 July 2025]** – With over 140 years of expertise in the formulation of specialty chemicals for fiber-based materials, [Archroma Packaging Technologies](https://www.archroma.com/packaging-technologies) is unique in offering high-performing, sustainable solutions that span the entire packaging value chain from pulp and paper, to packaging.

At Labelexpo Europe 2025 (hall 7, stand B36) Archroma Packaging Technologies’ full range of sustainable solutions for fiber-based packaging will be showcased together for the first time. With a focus across narrow web tape & label applications, as well as paper & board and flexible packaging, visitors to the stand will have the opportunity to learn first-hand how Archroma Packaging Technologies solutions can contribute to a more sustainable future. Experts will be on hand to discuss and answer questions and share examples of products in use.

Archroma Packaging Technologies creates tailor-made, high-performing water-based and bio-based solutions including coatings, adhesives, primers, barriers, pulp additives and colorants that enable superior functionality for a range of sectors including food & beverage, e-commerce and luxury packaging.

With manufacturing on every continent and 16 manufacturing sites globally, Archroma Packaging Technologies works with customers at a local level, backed by its global knowledge and expertise. Its collaborative approach with customers ensures the delivery of sustainable, customized solutions that meet the evolving market demands as well as regulatory standards.

Lisa Clark, VP, Marketing & Sustainability at Archroma Packaging Technologies comments: “We are thrilled to showcase our innovative solutions at Labelexpo Europe 2025. As first-time exhibitors, we’re excited to introduce our unique offerings, including barriers, binders and adhesives, which align perfectly with the event's focus on sustainability and the circular economy. This platform allows us to connect with forward-thinking attendees who share our commitment to driving positive change in the packaging industry. We look forward to engaging with customers and industry leaders to further discuss our sustainable packaging solutions.”

For more information about Archroma Packaging Technologies and its comprehensive range of sustainable solutions, please visit [www.archroma.com/packaging-technologies](http://www.archroma.com/packaging-technologies) or visit them at Labelexpo Europe 2025, hall 7, stand B36.

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**About Archroma**  
Archroma is a global, diversified provider of specialty chemicals and dyes, dedicated to creating a more sustainable future for customers and markets worldwide. Headquartered in Pratteln, Switzerland, Archroma operates with over 4,000 employees across 42 countries, including over 30 production sites. The company’s purpose is to lead the industry towards a more sustainable future for our customers and markets, empowering customers globally with local support to achieve their sustainability goals.

**Issued on behalf of Archroma Packaging Technologies by AD Communications**

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