



## GUIDELINES FOR EDITORIAL SUBMISSIONS

Thank you for your interest in contributing to *Packaging Digest*. We actively seek expert analysis and opinions to help engage our audience of packaging professionals.

We accept topic ideas and story leads, as well as fully written contributed articles\* that are relevant for our audience, compelling and, whenever possible, exclusive to *Packaging Digest*, the Voice of the Packaging Community since 1963. Now 100% digital, we post articles to our website and share them with our audience via newsletters.

*Packaging Digest* offers “peer-to-peer” insights that share experiences, advice and successes that enable “cross fertilization” of ideas and technologies across all markets.

[\*All contributors must sign our standard freelancer/contributor agreement, whether the work is free or paid. Contact any of the editors to get a copy of the form.]

### **Speak to our readers:**

From packaging engineers and executives to designers and developers, our global audience is responsible for various packaging roles at end-user companies. Our readers are involved in all the functions involved in packaging a product for sale, including management, plant operations, material research and development, purchasing and shipping. They develop packages, as well as design and run the packaging production lines that create finished product(s).

Our readers work in various markets in consumer packaged goods and healthcare, including foods, beverages, personal care products, pharmaceuticals, medical items, electronics and toys.

### **What to submit:**

Professionals in our packaging community are interested in many topics that can be classified...

1. **By market:** Food, beverage, personal care, pharmaceutical, medical, electronics and more.
2. **By topic/issue:** Sustainability; ecommerce; food safety; recruitment, education and training; Industry 4.0; automation; optimization and more.
3. **By product:** Case packers, labels, filling systems, palletizers, closures, coding equipment and more.

...which we organize by Trends, Best Practices and New Technology:



**TRENDS:** Expert opinions about consumer and market trends (these can be blogs or more formal feature articles); new branded packages available in the market (to consumers or healthcare professionals); explanations about regulations, bans and mandates.

*Recent examples:*

[What were the top packaging trends of 2019?](#)

[4 ways packaging intensifies the shopper's 'unboxing' experience](#)

[Consumers want non-plastic packaging options](#)

[Drug companies turn to blow-fill-seal for vaccines and more](#)

[8 global packaging trends and where they're all heading](#)



**BEST PRACTICES:** Case studies showing successful implementations of new packaging technologies and new packaging production ideas; how-to articles for packaging operations and development; tips on new packaging processes and procedures.

**Initiating a case study article:**

- *Packaging Digest* prefers to post stories about how a brand owner has used packaging to their advantage. The story can be about developing new packaging, automating a packaging line, increasing packaging productivity or other angles. We will try to feature the suppliers that helped a brand owner achieve success.
- Any equipment installation should have been completed within the last 18 months.
- If initiated by a supplier, it is the supplier's responsibility to obtain approvals from the customer/packager for publication of this installation. Both the packager and the product must be identified.
- Best possibilities for a good story are new equipment installations or new applications for existing equipment; benefits accrued by the packager, such as increased efficiencies and speed, reduced material or labor costs, improved ergonomics or extended market penetration; or benefits realized from the switch to new materials or package type.
- Generally, *Packaging Digest* prefers to have the story written by one of its editors. However, we will accept some submitted stories if the subject is agreed upon in advance with the editor. *Packaging Digest* will edit the story for our style and required length. There is no set number of words or lines for any story. Please indicate if you are willing to supply photography. High-resolution photos that enhance the story can help "sell" the idea.
- The decision whether to send an editor on-site for a plant visit will be made by the editor.
- *Packaging Digest* prefers story proposals via email. Send an email to Lisa Pierce, Executive Editor, at [lisa.pierce@informa.com](mailto:lisa.pierce@informa.com). You can also call Lisa at 630-481-1422 to discuss a story idea.

*Recent examples:*

[Teva unifies pharmaceutical packaging worldwide](#)

[Molson Coors shrinks plastic packaging's Beer Print](#)

[Sparkling wine's packaging leverages the power of darkness](#)

[Coca-Cola trials recycled marine plastic for beverage packaging](#)



**NEW TECHNOLOGY:** Emerging developments in machinery design and components; new products (machinery and materials); new packaging processes.

**Submitting new product releases:**

- Tell us all pertinent specifications on your product. Please understand that we will rewrite this to our style, so be certain the information is presented clearly and precisely.
- Be sure to include benefits to the packager in your product description. We will try to include such statements, but we will attribute any claims to your company.
- We are looking for any new packaging machinery, materials or containers/closure, controls or sensors for a packaging operation. Plus describe how the machinery component is used on the packaging machine(s), as well as its operational benefits.
- Send new equipment and material press releases and hi-res images (300 dpi, jpg, about 5 inches wide) to Lisa Pierce at [lisa.pierce@informa.com](mailto:lisa.pierce@informa.com).

*Recent examples:*

[Next-gen flow wrappers handle sustainable films, simplify sanitation](#)

[4 ways end-of-arm robotic tools benefit smaller companies](#)

[Tactile label-printing technique tempts the fingertips](#)

[Versatile poucher teams up with cobots for medical packaging](#)

Contributed pieces from suppliers are not White Papers, should not be self-promotional and should not mention the company's product offerings. We can link to the company's website in the author's bio at the end of the article.

### **How to submit:**

For Trends and Best Practices ideas/submissions for *Packaging Digest*, contact executive editor Lisa Pierce at [lisa.pierce@informa.com](mailto:lisa.pierce@informa.com), 630-481-1422.

For New Technology ideas/submissions for *Packaging Digest*, contact senior technical editor Rick Lingle at [rick.lingle@informa.com](mailto:rick.lingle@informa.com), 630-481-1426.

Have an idea for something else, something new? We are totally open to non-traditional content! Contact Lisa Pierce at [lisa.pierce@informa.com](mailto:lisa.pierce@informa.com), 630-481-1422.

### **Graphics:**

All contributions also need hi-res images (300 dpi, jpg, about 5 inches wide) to help illustrate the idea/article. Multiple images in sequence make excellent slide shows, which resonate well with our audience.

*Packaging Digest* also wants links to videos, especially for in-plant packaging operations or machines in action. We prefer videos that have been uploaded to YouTube. Simply supply us with the URL.

### **Share your comments!**

If you are not able to contribute an article or lead, you can still be involved in this dynamic community.

We invite you to share your comments at the bottom of article pages on our website [www.packagingdigest.com](http://www.packagingdigest.com). Or comment on another's comment. Start a conversation or a debate. We'll help facilitate it with insightful questions and suggestions of where to go next.

Also, join the dialogue on Social Media:

**Twitter:** @PackagingDigest; @lisajmpierce; @PackmanRick

**LinkedIn:** <https://www.linkedin.com/groups/3048279/profile>;  
<https://www.linkedin.com/company/packaging-digest>

**Facebook:** <https://www.facebook.com/PackagingDigestMagazine>