

marcus evans Summits Success Story



Robert Reinders
President
Performance Packaging of Nevada, LLC

We met
high quality
contacts
from large
multi-
national
companies
at the
**marcus
evans
Summit**

"The **marcus evans** Summits introduced us to quality contacts from large multinational companies that we would not have been able to meet any other way," said Robert Reinders, President, Performance Packaging of Nevada, LLC, a sponsor company at recent **marcus evans EuroPack Summits** and **AmericaPack Summits**. "When dealing with companies of this size it takes some time to be qualified, but we expect four to five deals from the last event. They could be worth multiple millions of dollars each," he detailed.

Tell us about your experiences so far.

Our first Summit allowed us to get to know the European market for packaging, meet some contacts and understand how their needs differed from their peers in the US. It was an educational event that helped us assess market potential. Since then, it has become fairly clear to us that we need a partner or presence in Europe to be effective at selling our packaging in the region.

The AmericaPack Summit was a very good event. At all the **marcus evans** Summits we have met quality contacts from large multinational companies. At the recent AmericaPack Summit we had the opportunity to host a roundtable on aseptic packaging processes, which created a lot of interest. We are following up with the companies we met and believe the event will provide great results and increase our growth.

What business are you likely to close from these contacts?

When dealing with companies of this size it takes some time to be qualified, but we expect four to five deals from the last event. They could be worth multiple millions of dollars each. Our flexible packaging sales are typically long-term projects.

Could you have made these contacts on your own?

It is very difficult to work through the labyrinth of contacts in multinational companies and get to the right individual to speak to, then have their time and attention to discuss what you offer. Typically the executives in those functions are very difficult to reach and do not have the time to listen to you.

How did the Summit compare with other industry events?

We attend many trade shows to get face time with decision makers, but it is hard to beat the one-on-one interaction we get at **marcus evans** Summits. The first meetings are 30 minutes, which allow us to get our message across and see if there can be any synergies with those companies. We make the most of that introduction through our follow-up work. It is very effective when attendees are looking for new opportunities and are open to new services and ideas.

We are looking forward to the next Summit and more sales!

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