



## Press Release

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### Rieber is a partner of the Consortium German Pavilion EXPO 2015 in Milan - German Pavilion "Fields of Ideas"

"Feeding the Planet, Energy for Life" - This is the theme of the EXPO 2015 in Milan. The German Pavilion is fully aligned to this guiding theme. It offers visitors an opportunity to experience the importance of treating nature with respect in order to ensure our food for the future. Under the "Fields of Ideas" theme, Germany presents itself as a vital and fertile "landscape" of ideas.

Treating nature and its resources with respect, as well as the principles of ecologically responsible processes in food organisation and the multiple-use concept are important aspects for Rieber when developing its products. At the Expo 2015, Rieber's smart and interconnected container range - the gastronorm360 - in combination with the Rieber °CHECK digitalisation and organisational system is presented in the German Pavilion.

But what are the defining conditions, and where does our drive for improvement come from?

Our world is undergoing a breathtakingly fast social change, and as result of that consumers require that healthy and delicious food must be available anywhere at all times. Increasingly, food is being consumed, transported and stored in different locations and at different times of day or night. Nevertheless, food safety and quality must always be ensured.

Rieber is fully aware of the challenges, which the global food industry is facing, and the company has a solution with regard to the next steps: The Rieber °CHECK digitalisation and organisational system in combination with a QR code is able to deliver a smart and interconnected GASTRONORM communication. In this way, it is guaranteed that all of the information with regard to food, equipment and consumers is always available and the food flow is digitally organised.

°CHECK is Rieber's solution for the safe organisation of food and contributes to a resource-saving use of the environment. °CHECK aims at creating resource-saving, transparent and traceable processes by ensuring optimised food organisation, thereby also allowing a more cost-effective and resource-saving production.

At the Expo 2015, Rieber also supports Angerer & Obermayr, caterers for the German Pavilion, with equipment as well as the CHECK digitalisation and organisational system.

We are proud to be a part of the EXPO 2015 in Milan and, with the Rieber products and ideas, look forward to making our contribution to a responsible use of the Earth's resources in order to safeguard the food of the future.

**The international exhibition will be open to visitors for six months from 1/5/2015 to 31/10/2015.**

## the multiple-use code

Use °CHECK to organise your entire GN system to create a transparent multiple-use flow. The Food-Flow 4.0  
[www.riber.de](http://www.riber.de)



Halle A4, Stand 100  
13. - 18. März 2015



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### Background information about the German Pavilion at the international exhibition 2015 in Milan:

Big, universal international exhibitions take place every five years and alternate with smaller-scale Expos. The upcoming big Expo in Milan follows on Expos in Shanghai (2010), Aichi (2005) and Hannover (2000). The theme of the Expo 2015 is "Feeding the planet, energy for life". The exhibition presents itself as a sustainable agrofood park without any massive or monumental buildings. The German "Fields of Ideas" Pavilion follows the theme of "Be active".

The Frankfurt Trade Fair on behalf of the German Federal Ministry of Economic Affairs and Energy is responsible for the organisation and operation of the German Pavilion at the Expo 2015 in Milan. A consortium of German companies - Milla & Partner (Stuttgart), Schmidhuber (Munich) and Nüssli Deutschland (Roth near Nuremberg) - is responsible for the concept, planning and realisation of the German Pavilion. Milla & Partner are providing the contentual concept as well as the exhibition and media design. Schmidhuber delivers the spatial concept, architecture and general planning, and Nüssli is responsible for execution and project management. The Expo site is close to the existing Milan exhibition grounds.

**The international exhibition will be open to visitors for six months from 1 May 2015 to 31 October 2015.**

For further information please visit [www.expo2015-germany.de](http://www.expo2015-germany.de).

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