

# SMART PACKAGING 2017

*Harnessing active and intelligent technologies to add value  
to flexible and rigid packaging*



**19-20 September 2017**  
*Maritim Hotel,  
Cologne, Germany*

Organised by:



Media supporters:

**compounding** **film and sheet** **injection**  
WORLD EXTRUSION WORLD

**SPECIAL OFFER:** Save €200 if you register before 23rd June 2017

# SMART PACKAGING 2017

19 & 20 September 2017, Maritim Hotel, Cologne, Germany

In today's competitive environment packaging must do a great deal more than simply protect. New active and intelligent technologies hold out the promise of extended shelf life, improved product and brand security and a more positive consumer experience.

Additive technologies such as oxygen scavengers and anti-microbials are being joined by quality indicators based on gas detection, temperature monitoring and unique identification. The emergence of printed electronics holds out the promise of enhanced traceability and data capture, with the potential to integrate brand owner and consumer via web-based apps and social media. The challenge for brand owners and packaging producers is to understand the possibilities and to identify the solutions to realise them.

AMI's Smart Packaging conference will enable packaging specifiers, users and producers to learn about the latest active and intelligent packaging technologies and how they may be applied to add value, strengthen brands and improve consumer appeal.

This high-level event will explore the full range of technologies, from gas scavengers and anti-microbials through to anti-counterfeiting and traceability tools. It will look at new tools for monitoring product storage and the latest technologies for communicating with consumers, including development of smart labels and integration of RFID's and other electronic systems.

In addition to two days of presentations, the conference will provide excellent networking opportunities with key players from throughout the active and intelligent packaging sector and an interactive table top exhibition.

## FIVE GOOD REASONS WHY YOU SHOULD ATTEND:

1. Learn about the latest technologies to add intelligence to packaging products
2. Gain insights from leading packaging producers and retailers
3. Network and build contacts with key players from throughout the packaging supply chain
4. Discover how to differentiate and add value to your product offering
5. Explore a wide range of emerging technologies at one highly productive event

## CONFERENCE HOTLINE

Contact: Emily Renshaw, Conference Organiser  
Tel: +44 (0) 117 314 8111  
Fax: +44 (0) 117 311 1534  
Email: [er@amiplastics.com](mailto:er@amiplastics.com)  
Twitter: @AMIconferences #attendAMI

## Save €200

Register before 23rd June 2017

## THE ESSENTIAL MEETING PLACE FOR THE ENTIRE PACKAGING SUPPLY CHAIN TO LEARN ABOUT THE LATEST ADVANCES IN SMART, INTELLIGENT AND ACTIVE PACKAGING.

Now in its second year, AMI's Smart Packaging conference will bring together brand owners, retailers, packaging producers, plastics and additive suppliers, active and intelligent technology developers and processing machinery experts to explore the full range of available and emerging technologies. The conference will provide the ideal environment in which to explore the packaging needs and expectations of brand owners and consumers, as well as the challenges of implementing active and intelligent technologies within existing supply chains.

## WAYS TO GET INVOLVED

### Sponsorship

AMI events are more than just arenas for listening and networking. They also represent highly targeted opportunities to enhance your image and promote your products and services to your targeted audience.

A variety of sponsorship opportunities are available at this event. For further information, please contact Emily Renshaw, Conference Organiser on: +44 (0) 117 314 8111.

### Exhibition space

Running in conjunction with the conference, the exhibition is an integral part of the event, providing the ideal setting to promote your company and its products to the targeted audience.

The upgrade includes an exhibition space in the room where registration, all coffee breaks and the Cocktail Reception are held, and an A4 company profile in the conference proceedings.

### Delegate registration

Gain a competitive advantage from the insight and information provided by the high-level conference programme. Networking breaks will give you a chance to further develop your business contacts, while the focused exhibition will provide a chance to catch up on the latest developments from leading suppliers.

For companies wishing to register two or more delegates, group discounts may be available. Please contact the Conference Organiser for more details.

\*19% German VAT



**Tuesday 19th September 2017**

- 08.00 Registration and welcome coffee
- 09.00 Opening announcements

**SESSION 1 – IMPACT OF SMART TECHNOLOGY AND THE EVOLUTION OF THE PACKAGING ECOSYSTEM**

- 09.10 **Overall effects of Internet of Packaging (IoP) to packaging ecosystem**  
Mr. Samuli Manninen, CEO,  
MAGIC ADD Ltd., Finland
- 09.40 **Digitalization of a packaging icon: a brand owner's perspective**  
Mr. Stéphane Egret, R&D Senior Innovator,  
THE COCA-COLA COMPANY, Belgium
- 10.10 **Packaging identity and interactivity**  
Mr. Laurent Molveau, Worldwide Business Development Manager,  
HP INC., Germany
- 10.40 Morning coffee

**SESSION 2 – ENHANCING CONSUMER INTERACTION THROUGH DIGITALLY CONNECTED PACKAGING**

- 11.20 **Smart packaging and the real customer**  
Mr. Paul Earnshaw, Packaging Manager,  
TESCO, United Kingdom
- 11.50 **Smart packaging and your data strategy**  
Dr. Amanda Williams, Business Unit and Technology Manager,  
JABIL PACKAGING SOLUTIONS, United States

**SESSION 3 – PRINTED AND FLEXIBLE ELECTRONICS FOR EVER-SMARTER PACKAGING**

- 12.20 **Sensory applications fabricated by printing technologies**  
Dr. Tomas Syrový, Vice Head of Department of Graphic Arts and Photophysics,  
UNIVERSITY OF PARDUBICE, Czech Republic
- 12.50 Lunch
- 14.20 **Printed electronics enhances the attractiveness of consumer packages**  
Prof. Dr. Ulrich Moosheimer, Professor for Printing Technologies,  
MUNICH UNIVERSITY OF APPLIED SCIENCE, Germany
- 14.50 **Ready for the Internet of Things - reliable and capable of being integrated printed antennas for optimised wireless communication in packaging**  
Dr. Ralf Zichner, Researcher Manager, Business Unit Manager,  
FRAUNHOFER INSTITUTE FOR ELECTRONIC NANO SYSTEMS ENAS, Germany
- 15.20 **Flexible integrated circuits - the form factor for billions and trillions**  
Mr. Joao De Oliveira, VP Business Development,  
PRAGMATIC, United Kingdom
- 15.50 Afternoon tea

**SESSION 4 – LEVERAGING PACKAGING TECHNOLOGY FOR PHARMACEUTICAL APPLICATIONS**

- 16.30 **Microelectronics in in-line commercial packaging**  
Mr. Jos Geboers, Director,  
ECCT B.V. (Trade name: CONFRERIE-CLINIQUE), Netherlands
- 17.00 **Enhancing shelf life and simplifying package design for transdermal and oral solid dose drug delivery with engineered polymers for head-space management**  
Mr. François Bidet, Director of Business Development EMEA,  
CSP TECHNOLOGIES, France

- 17.30 **Electronic paper and smart packaging: a perfect match**  
Ms. Hui Lee, Sr. Director of Business Development,  
E INK CORPORATION, United States

- 18.00 Networking Cocktail Reception

**Wednesday 20th September 2017**

- 08.30 Registration and welcome coffee
- 09.00 Opening announcements

**SESSION 5 – EXPLORING OPPORTUNITIES FOR SMART PACKAGING APPLICATIONS**

- 09.10 **Smart packaging technology: real world opportunities**  
Mr. Christopher Waterhouse, Managing Director / Chairman,  
IDI PAC Ltd./ THE PACKAGING SOCIETY, United Kingdom

**SESSION 6 – ADVANCES TO PRODUCT CUSTOMISATION AND SECURITY THROUGH PACKAGING**

- 09.40 **Late stage customisation: zero lead time, zero material waste and mass customisation**  
Dr. Peter Schkoda, Head of Sales FMCG,  
HAPA AG, Switzerland
- 10.10 **Smart packaging and security applications**  
Mr. Peter Buttiens, CEO,  
ESMA VZW, Belgium
- 10.40 Morning coffee

**SESSION 7 – INNOVATIONS TO INCREASE EFFICIENCY FOR THE FOOD PACKAGING SUPPLY CHAIN**

- 11.20 **Non-metallic RFID tags in the food industry**  
Mr. Steve McCormick, R&D Director,  
TECHNOVATE Ltd., United Kingdom
- 11.50 **Freshink - a success story of a freshness indicator**  
Ms. Nuria Herranz Solana, Head of Intelligent, Active and Packaging Technologies Research Group  
ITENE, Spain
- 12.20 **Smart identifiers for the packaging in food industries is evolving in order to deliver a convenient, personalised, reliable and trusted information to consumers**  
Mr. Laurent Tonnelier, CEO,  
MOBILEAD - FTAG, France
- 12.50 Lunch

**SESSION 8 – MATERIAL DEVELOPMENTS FOR IMPROVING SMART FOOD PACKAGING**

- 14.20 **Newly developed family of PP copolymers support food packaging industry in its strive for extending food shelf-life**  
Dr. Paola Massari, Senior Researcher,  
BASELL POLIOLEFINE ITALIA S.r.l., Italy
- 14.50 **Enhancing the Consumer eXperience**  
Mr. Fabrice Digonnet, New Business Development Leader EMEA,  
DOW EUROPE GmbH, Switzerland
- 15.20 **Antimicrobial and antibacterial masterbatches for direct food contact packaging**  
Dr. Grégory Coué, Technical Manager,  
PLÁSTICOS COMPUESTOS SA (KOMPUESTOS), Spain
- 15.50 Afternoon tea and conference ends

# REGISTRATION FORM

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

VAT No.: \_\_\_\_\_

*(Must be completed by all EU Companies)*

Company activity: \_\_\_\_\_

Purchase order No. (if applicable): \_\_\_\_\_

Invoice address (if different from above): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## DELEGATE DETAILS

*If more than one delegate please photocopy form*

Title: Mr/Mrs/Dr/Other: \_\_\_\_\_

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*By registering for this event I am agreeing to my details being used by AMI.**Please note that we do not pass details to any 3rd parties.*

## PARTICIPATION

### Select a delegate option:

 Early bird admission fee: €990 + 19% = €1178.10 \_\_\_\_\_  
*(Until 23rd June 2017)*
 Full admission fee: €1190 + 19% = €1416.10 \_\_\_\_\_

### Upgrade your booking to include:

 Exhibition Space: €760 \_\_\_\_\_
**Total:** \_\_\_\_\_*Please note upgrades can only be booked with a delegate place**All payments to be made in Euros**All delegate registrations have 19% VAT applied as stated by the German government*

## METHOD OF PAYMENT

You will be sent an invoice in 7-14 working days.

**Bank transfer quoting:** Your invoice and A/C No. or 'Applied Market Information Ltd. - Smart Packaging 2017' to: National Westminster Bank Plc. Thornbury Branch, 16 the Plain, Thornbury, Bristol, BS99 5HD  
 Account number: **06814077** Bank No. **556138**  
 IBAN: **GB63 NWBK 6072 0306 8140 77** SWIFT: **NWBKGB2L**

### Pay by Credit Card

We accept: Visa / Mastercard

Please provide your contact details and we will send you a link to a secure payment gateway via email.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

## SMART PACKAGING 2017

## CONFERENCE INFORMATION

### Date and location

19 &amp; 20 September 2017

Maritim Hotel

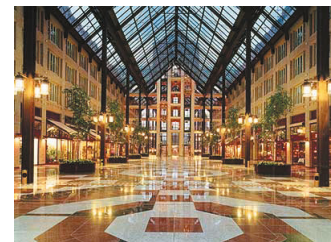
Heumarkt 20

50667 Cologne

Germany

Tel: +49 221 2027 0

Fax: +49 221 2027 835



### PARTICIPATION OPPORTUNITIES

The registration fee includes attendance at all conference sessions, a set of conference proceedings, entrance into the Networking Cocktail Reception, lunch and refreshment breaks.

### Registration fee

- **Early bird offer:** Register by 23rd June 2017 for €990\*
- **Full price:** Register after 23rd June 2017 at the price of €1190\*
- **Exhibition space:** Upgrade to an exhibition space for €760
- **Group discounts:** When registering as a group you may be entitled to discounts. Contact Emily Renshaw, Conference Organiser for more information

### Exhibition space

The exhibition is an excellent way to enhance your business opportunities and makes it easy for delegates to find you! The upgrade allows you to:

- Have an exhibition space in the networking area throughout the conference (includes 1 table, 2 chairs and a power supply)
- Include your company profile in the printed proceedings
- Display new and existing products
- Hand out brochures and promotional items to attendees from your stand

Spaces are allocated on a first-come-first-served basis and sell quickly. Add an exhibition space onto your delegate registration as an upgrade.

### Networking Cocktail Reception

A networking cocktail reception will be held on the first evening immediately after the conference sessions. This offers an excellent opportunity for delegates to meet with speakers and other colleagues. All delegates are invited to attend and admission is included in the delegate fee.

### Hotel accommodation

Delegates are responsible for booking their own accommodation. AMI has negotiated a room rate of €159 for a single room and €197 for a double (tax, breakfast and Wi-Fi included) at the Maritim Hotel in Cologne until 18th August 2017.

Please make your reservation using the direct hyperlink which can be found on our website [www.amiplastics.com](http://www.amiplastics.com) (click on 'Smart Packaging 2017' followed by Accommodation)

### CANCELLATIONS

Full refunds, less a cancellation charge of €200 will only be made on cancellations received prior to 18th August 2017. Thereafter we regret that no refunds can be made. Delegates may be substituted at any time. Please note that refunds will not be given on exhibition upgrades or sponsorship packages.

### CONFERENCE HOTLINE

**EMILY RENSHAW, CONFERENCE ORGANISER**

Applied Market Information Ltd.

6 Pritchard Street, Bristol, BS2 8RH, United Kingdom

Registered in England No: 2140318

**Tel: +44 (0) 117 314 8111 Fax: +44 (0) 117 311 1534****Email: [er@amiplastics.com](mailto:er@amiplastics.com)****Twitter: @AMIconferences #attendAMI**The latest programme, including any new speakers or changes to the schedule can be viewed on our website: [www.amiconferences.com](http://www.amiconferences.com)