The Future of Packaging

Pira International conference proceedings

Wednesday 16 and Thursday 17 November 2005
Holiday Inn La Villette, Paris, France
Wednesday 16th November 2005

08:30 Registration and refreshments

09:30 Opening remarks from the chair
Ann Stirling Roberts, Director, PIRA INTERNATIONAL, UK

Future markets for packaging

09:40 KEYNOTE ADDRESS: Packaging in 2010: assessing the future marketplace
- Setting the scene: key drivers for change
- Reacting to the consumer of the future
- Discovering the future retail environment
- Reacting to future packaging technologies
- How to be profitable in 2010
Arno Melchior, Global Packaging Director, RECKITT BENCKISER, Germany

10:15 European packaging markets: demand projections, hot spots and drivers
- Market drivers: economic, environmental, demographics, supply chain and enabling technologies
- The end user markets: changing demand and requirements in major food and non food markets
- The materials: rigid plastics, flexible packaging, paper and board, metal and glass and biomaterials
- The opportunities: market hot spots, drivers to exploit and development priorities
Jane Climpson, Managing Director, EUROINTELLIGENCE LIMITED, UK

10:50 Exploiting the opportunities and confronting the threats of central and eastern Europe
- Assessing the growing demand for consumer products
- Analysing a competitive low cost manufacturing base
- Assessing strategies for entering eastern Europe
- Identifying joint ventures
- Looking at greenfield expansion
- Addressing acquisitions
- Achieving success in CEE markets
Paul Sudnik, Business Unit Director, central and eastern Europe, AMCOR FLEXIBLES EUROPE, Poland

11:25 Morning refreshments and networking break
11:45 **Packaging markets in Asia**
- Looking at the growth of competition in China
- Assessing the opportunities in Asia: key geographic markets
- Assessing the opportunities in Asia: key product sectors
- Addressing strategies for entry
- Identifying potential pitfalls to avoid
- Looking at the legislative landscape
- Achieving success in Asia

*Juha Yrjönen, SVP Sales, M-REAL CONSUMER PACKAGING, Finland*

12:20 **END USER PERSPECTIVE: Exploring the opportunities for outsourcing in packaging: a future outlook**
- Identifying global trends in pack outsourcing: Europe versus the rest of the world
- Recognising the potential, developing and changing role of the packaging manager
- Case study: understanding how to make outsourcing work for your business
- Lessons learnt at Boots Healthcare International

*Sean Warren, Head of Product, BOOTS HEALTHCARE INTERNATIONAL, UK*

12:55 **The impact of mergers and acquisitions on the competitive marketplace**
- Consolidation in the brand owner marketplace
- Impact for consumers, retailers and pack converters
- Continuing consolidation in the converter and material supply base
- Future trends and drivers for merger and acquisition activity

*Tim Rothwell, Senior Vice President, LANSDOWNE CAPITAL, UK*

13:30 **Lunch will be served for speakers and delegates.**

14:45 **Novel methods for enhancing shelf impact**
- Standing out on the crowded retail shelf
- Value added features to meet consumer desires
- Olfactory packaging: the technology and its appeal
- Looking at novel decoration technologies
- Addressing mass customisation
- Other new packaging technologies to drive shelf differentiation and brand equity

*Daniel Abramowicz, Executive Vice President, Technology and Regulatory Affairs and President, CROWN PACKAGING TECHNOLOGY, CROWN HOLDINGS INC, US*
15:20  **Consumer styles: information seekers versus information avoiders**
- Discovering consumer decisions: old habit versus new information
- Providing information to the consumer: developing new techniques
- Looking at packaging information: engaging with the consumer to break old habits
- Who are the information seekers and who are the avoiders?
- Addressing how the consumer style relates to brand loyalty and packaging awareness

Prof Jane Raymond, *Professor and Director of Experimental Consumer Technology, UNIVERSITY OF WALES, UK*

15:55  **Afternoon refreshments**

16:15  **Packaging design for branded products**
- Developing branded packaging: including travel retail, export gifting, UK seasonal market, retailer exclusives, European brands for UK retail
- Addressing UK and European trends
- Looking at substrate developments

Chris Clough, *Divisional Design Director, FIELD PACKAGING, UK*

16:50  **PANEL DEBATE: The drivers behind consumer trends and responding to them**
- Identifying the consumer of the future
- Assessing the mass appeal versus consumer individualism
- Influencing and creating consumer trends versus reacting to consumer trends

*Will include a range of speakers. Delegates are invited to discuss and share their thoughts on the consumer trends affecting the future of packaging*

17:25  **Closing remarks from the chair**

17:35  **Drinks reception**
Thursday 17th November 2005

08:30 Registration and refreshments

09:30 Opening remarks from the chair
Tim Rothwell, Senior Vice President, Lansdowne Capital, UK

The future retail environment

09:40 KEYNOTE ADDRESS: Aligning packaging to retailer strategy
- Summarising retailer objectives
- Where does packaging fit in the plan?
- Addressing pack buying strategies
- Looking at the packaging supply chain
- The role of packaging in the future of retail
Ann Stirling Roberts, Director, PIRA International, UK

10:15 How and when to leverage RFID in the packaging industry
- How many companies are able to justify the RFID investments?
- What are the key issues?
- How are they being addressed?
- Who is leading this sector?
- What this means for packaging companies
Edwin Birnbaum, CEO, Clarity, Belgium

10:50 The progress of shelf reading packaging in the UK
- EDLP retailers look to remove costs from the supply chain
- The importance of availability and in-store execution
- In-store issues experienced by shoppers: including damaged products, availability and accessibility
- The emergence of retailer ready packaging
- Consumer views on shelf ready packaging
- Future challenges and opportunities in the packaging industry
Karen Bevan, Programme Manager, IGD, UK

11:25 Morning refreshments and networking break
11:45 Consumer versus retailer perceptions: what does the consumer really want?
   • Consumer perception of milk and fruit drinks
   • Plastic or carton packaging?
   • Consumer perception of environmental ‘friendliness’
   • Consumer perception: what is the best package?
   • What does the retailer believe?
   Bjarne Solberg, Manager, Business Development, ASSIDÖMAN FRÖVI, Sweden

12:20 PoP display markets: investigating the growing importance of inkjet for the temporary rigid displays sector
   • Evaluating the benefits of inkjet printing compared to analogue print processes
   • Investigating the possibilities for personalised customer communication
   • Achieving point of sale ready high quality printing
   • Digital publishing in the retail environment
   Danny Aboody, Product Marketing Manager, Packaging and Displays, SCITEX VISION, Israel

12:55 PANEL DEBATE: Retailer buying power
   • Looking at the retail value chain
   • Discussing the consumer price wars
   • Assessing the rise of retailer buying power
   • How can brand owners and packaging suppliers create and share value?
   • Future directions and the implication for packaging
   Will include a range of speakers. Delegates are invited to raise questions and discuss key challenges faced by the retailer

13:30 Lunch will be served for speakers and delegates

The changing role of packaging

14:45 Communicative packaging: achieving intelligent packaging with low cost electronics
   • Identifying the latest breakthroughs in printed electronics
   • Addressing low cost printed electronics in packaging
   • Assessing printed power sources
   • Looking at printed displays
   • Addressing printed RFID in packaging
   • Integrating a range of low cost electronic devices to provide an innovative new pack solution
   Tommi Remonen, Manager Organic Electronics, ACREO AB, Sweden
15:20 Enhancing packaging interface: self-heating and self-cooling technologies for the consumer
- The consumer demand for on the go packaging
- Looking at product ranges suitable for self-heating and self-cooling
- Assessing current technology: how does this meet the demand?
- Current capabilities and limitations
- Looking at the plans for future research and development
Matthew Searle, Business Development Director, THERMOTIC DEVELOPMENTS, UK

15:55 END USER PERSPECTIVE: Closing address: preparing for the future in today's global world
- Uncovering the future packaging landscape
- Your road map to future success
- Key challenges ahead and how to address them
- The future of manufacturing and using packaging
Steve Hooker, General Manager, KINGFISHER CO-PACKING, UK

16:30 Closing remarks from the chair

16:40 Close of conference and afternoon refreshments