



INNOVATIONPARC PACKAGING

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Düsseldorf, Germany
12-18 May 2011
www.interpack.com

Identity

Health

Meaning

Simplicity

Aesthetics



:zukunfts|institut

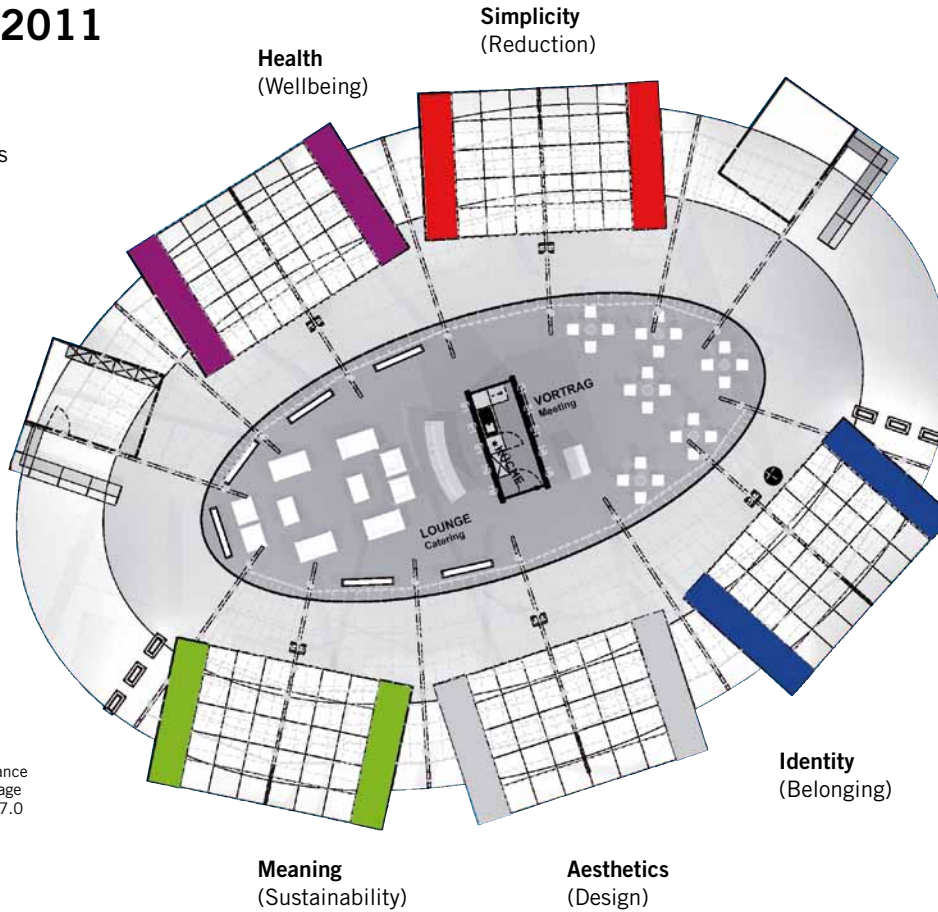


Innovationparc Packaging 2011 – Quality of Life

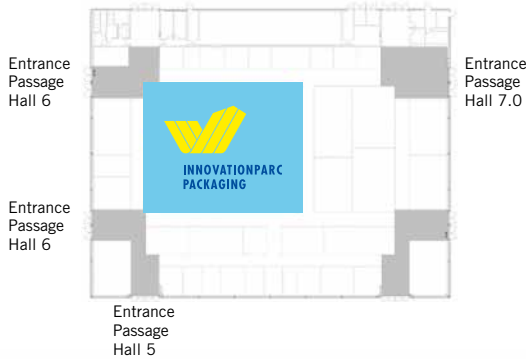
The Innovationparc Packaging 2011 demonstrates the contribution of packaging to „quality of life“, presented by means of 5 topics:

- Simplicity (Reduction)
- **Identity (Belonging)**
- Health (Wellbeing)
- Meaning (Sustainability)
- Aesthetics (Design)

The Innovationparc Packaging 2011 presents each of the topics in a specific area.



Hall 7a
Booth Number B11/C30

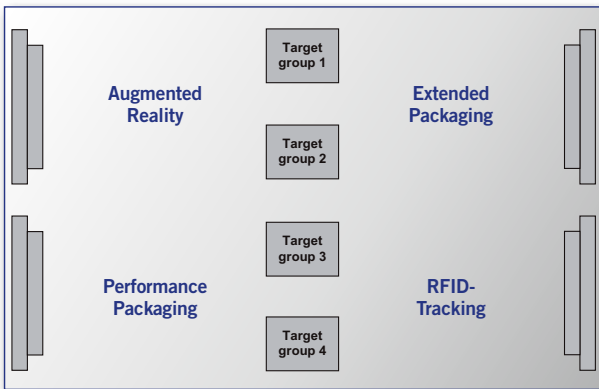


Identity (Belonging)

Identity in the sense of quality of life means feeling comfortable in an increasingly global and complex world. This feeling of comfort can be achieved by belonging to a group, a lifestyle or other factors providing identity.

In terms of packaging this means:

- to create brand identity and brand differentiation
- to provide information about the identity of brands
- to communicate information about the identity of brands to business partners and to consumers



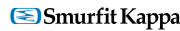
The exhibitors



GS1 Germany
Extended Packaging
www.gs1-germany.de



Klingele Papierwerke
RFID-Tracking
www.klingele.com



Smurfit Kappa
Performance Packaging
www.smurfitkappa.de



Van Genechten Packaging
Augmented Reality
www.vangenechten.com



PDA Pan European Brand Design Association
Packaging design solutions for four different target groups: Communteen, Tiger Lady, Patchwork Family, Silverpreneur
www.pda-europe.com

presented by



Depot WPF
www.depotwpf.ru



Mona Lisa
www.monalisa-be.com



Rba design
www.rbagroup.it



Special thanks to Geuenich for providing the innovative mannequins „Bonami - Affinity“!



Special thank to Wanzl for providing support on RFID-Tracking!



INNOVATIONPARC PACKAGING

Presentations

Friday, 13 May 2011

Simplicity

- 11.00 am | **Simplify your value chain: easy to replenish, easy to shop, easy to open**
 Claudia Rivinius, Head of Corporate Communications, STI Group
- 11.30 am | **Intelligent shelf ready packaging – with push feed for Knorr**
 Christoph Moser, Director Sales and Marketing, POS Tuning Udo Voßhenrich GmbH & Co. KG
- 12.00 | **Returnable POSH (Point-of-Shopper) Ready Packaging – the next step for a sustainable value chain**
 Markus Kibgies, Retail Manager DACH, GLS Global Logistic Solutions, LINPAC Allibert GmbH
- 12.30 pm | **Holistic optimisation of packaging assortments to increase the material efficiency**
 Michael Bodemer, Director, THIMM Consulting GmbH + Co. KG
- 13.00 pm | **Performance is the Key! – Sustainable box-board, high speed production and brilliant printing results for striking folding cartons**
 Wolfgang Suerbaum, CEO, Smurfit Kappa Carton
- 13.30 pm | **PDA: The design projects of Innovationparc Packaging**
 Isolde Casper, Managing Director, C & N Design-Agentur GmbH

- 14.00 pm | **Beverage cans can: Solutions for trends and brands**
 Uwe Stoffels, Manager Marketing Communications, Ball Packaging Europe Holding GmbH & Co. KG
- 14.30 pm | **Retailers' requirements on packaging**
 Hilka Bergmann, Director Research Packaging, EHI Retail Institute

Identity

- 15.00 pm | **Extended packaging – how GS1 supports new mobile trends**
 Ercan Kilic, Projektmanager MobileCom, GS1 Germany
- 15.30 pm | **Supporting brand identity through augmented reality**
 Asmus Wolff, Vice President Innovation & Supply Chain, Van Genechten Packaging N.V.
- 16.00 pm | **Performance packaging**
 Arco Berkenbosch, VP Research and Development, Smurfit Kappa Corrugated



Presentations

Tuesday, 17 May 2011

INNOVATIONPARC PACKAGING

Identity

- 11.00 am | Supporting brand identity through augmented reality**
 Asmus Wolff, Vice President Innovation & Supply Chain, Van Genechten Packaging N.V.
- 11.30 am | Performance Packaging**
 Arco Berkenbosch, VP Research and Development, Smurfit Kappa Corrugated
- 12.00 | Extended packaging – How Mobile is changing Consumer behavior**
 Ilka Macheimer, Senior-Projektmanagerin AIDC, GS1 Germany
- 12.30 pm | A sneak preview on 2020: Family Packs**
 Catherine Faucheux, Managing Director, Mona Lisa

- 14.00 pm | Simplify your value chain: easy to replenish, easy to shop, easy to open**
 Thomas Neth, Head of Packaging Germany, STI Group
- 14.30 pm | Returnable POSH (Point-of-Shopper) Ready Packaging – the next step for a sustainable value chain**
 Markus Kibgies, Retail Manager DACH, GLS Global Logistic Solutions, LINPAC Allibert GmbH
- 15.00 pm | Beverage cans can: Solutions for trends and brands**
 Uwe Stoffels, Manager Marketing Communications, Ball Packaging Europe Holding GmbH & Co. KG
- 15.30 pm | The impact of packaging in the convenience channel**
 Markus Oberwalleney, Managing Director, convivo GmbH, subsidiary company of Lekkerland AG & Co. KG

Simplicity

- 13.00 pm | Holistic optimisation of packaging assortments to increase the material efficiency**
 Michael Burkowski, Senior Consultant, THIMM Consulting GmbH + Co. KG
- 13.30 pm | Intelligent shelf ready packaging – with push feed for Knorr**
 Christoph Moser, Director Sales and Marketing, POS Tuning Udo Voßhenrich GmbH & Co. KG
- 16.00 pm | Performance is the Key! – Sustainable box-board, high speed production and brilliant printing results for striking folding cartons**
 Simon Kaufhold, General Manager, Smurfit Kappa Baden Packaging

You will find the complete presentation programme at www.interpack.com

EHI Retail Institute

EHI is the scientific institute of the retail industry. We research topics relevant to the future of retailing, organise conferences and working groups, operate our own publishing house, and are partners to Messe Düsseldorf in staging the world's biggest capital goods trade fair for the retail business, EuroShop.

Current projects in the research field “packaging”:

- ▶ Providing support to the INNOVATIONPARC PACKAGING
- ▶ New study on retailers' requirements on packaging
- ▶ Pack 2011 – EHI/GS1 Packaging Congress on 28th/29th June 2011 in Cologne www.pack-kongress.de

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