



INNOVATIONPARC PACKAGING

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Düsseldorf, Germany
12-18 May 2011
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Aesthetics

Health

Meaning

Simplicity

Identity



:zukunfts|institut



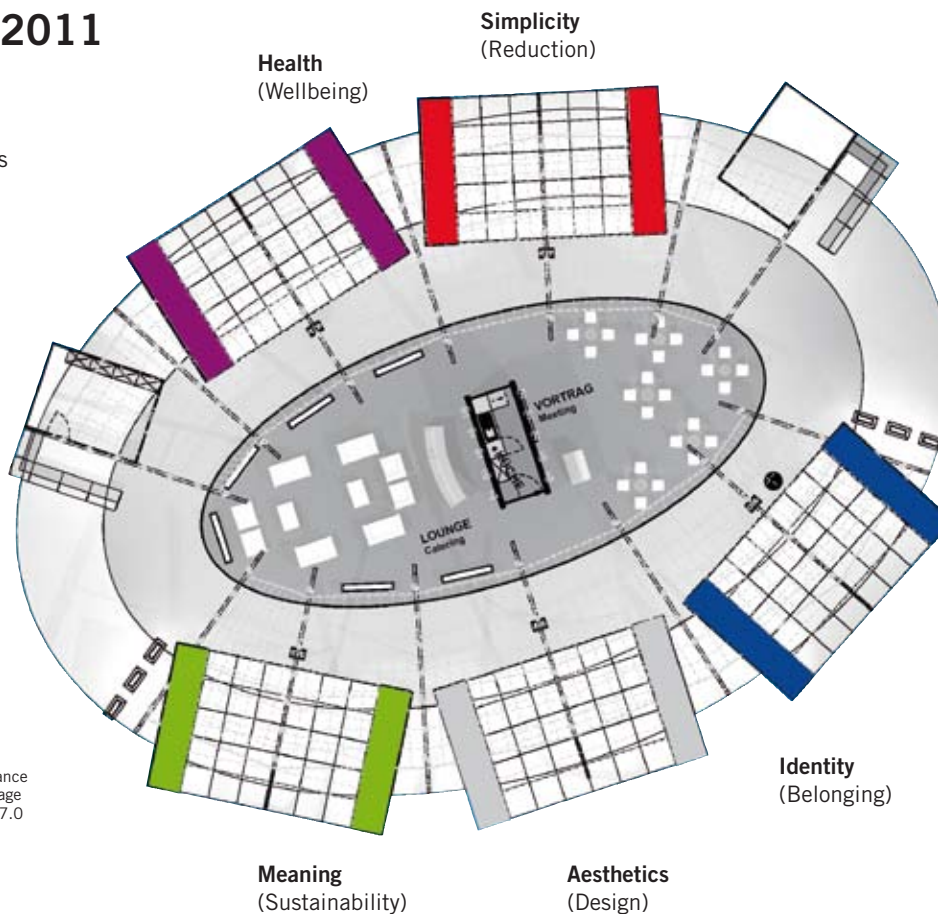
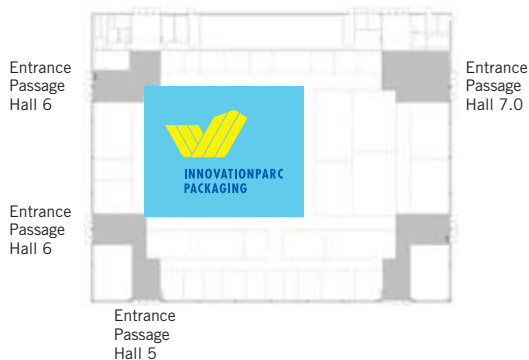
Innovationparc Packaging 2011 – Quality of Life

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



Aesthetics (Design)

Aesthetics contributes to the quality of life by enriching our every day lives with beauty and elegance. While this statement sounds somewhat simple it is much more difficult to narrow the term further down. On the other hand, of course, not everything is aesthetic.

At the Innovationparc Packaging four teams each consisting of a participant from the packaging material industry and one from the field of packaging design together provide four answers to the question "What is aesthetics?". Therefore the teams are approaching the question from two directions. How can aesthetics contribute to the development of innovative packaging solutions and new packaging designs?

As the trend towards aesthetic packaging designs and innovative packaging solutions nowadays plays a role in every field of the consumer industry the team projects show examples from four different branches. This also refers to the cheap chic development – the fact that in the future aesthetics will gain more importance in every field of the consumer industry.

But aesthetics is not limited to the packaging of a product itself. This trend also contributes to the whole process of buying. Hence the four team projects branded with stores trademark "Birds of Paradise" are staged in the extraordinary surrounding of the concept store "Paradise Garden".



The exhibitors



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Presentations

INNOVATIONPARC PACKAGING

Thursday, 12 May 2011

11.00h – 11.30h | AESTHETICS

Packaging Performance Service – What makes your Package sell *Jörg Storneke, End-User-Manager, Korsnäs GmbH*

11.30h – 12.00h | MEANING

Biodegradable Barrier Board *Fulvio Cadonau, Product Manager Barrier Board, Smurfit Kappa Carton*

12.00h – 13.30h | Award ceremony iF packaging award 2011

13.30h – 14.00h | AESTHETICS

Aesthetics in East and West *Jennifer Tsai, Founder and President, Proad Identity, and Nadine Hartmann, Managing Director, khdesign gmbh*

14.00h – 14.30h | MEANING

Packaging for a Better World: The Consumers' Desire for Meaning *Andreas Steinle, General Manager, Zukunftsinstitut GmbH*

14.30h – 15.00h | HEALTH

Functional Printing Research for Innovative Packaging *Dr. Immanuel Fergen, Innovation Manager, Heidelberger Druckmaschinen AG*

15.00h – 15.30h | IDENTITY

Green Consumerism in Branding and Packaging *Fabrizio Bernasconi, General Managing and Co-Founder, RBA branding & design*

15.30h – 16.00h | MEANING

DuPont Packaging Vision towards Carbon Footprint Reduction *Yasmin Siddiqi, Global Marketing Manager for DuPont Packaging, DuPont*

16.00h – 16.30h | HEALTH

Cooperation in the Supply Chain *Rob Vermeulen, Managing Director, Vermeulen / Brand Design, and Friedrich Tschoggl, Marketing Manager, Brigl & Bergmeister*

16.30h – 17.00h | HEALTH

SAFETY FIRST – Extra Pure Printing Inks for Food Packaging *Dr. Lars Hancke, Head of Application Technology /Flexo & Gravure Printing, Hostmann-Steinberg GmbH*

Saturday, 14 May 2011

11.30h – 12.00h | HEALTH

Healthy Packaging *Friedrich Tschoggl, Marketing Manager, Brigl & Bergmeister*

13.30h – 14.00h | HEALTH

Colour Impact in Brand Communication *Rob Vermeulen, Managing Director, Vermeulen / Brand Design and Tanja Burmeister, Trend Consultant, Global Color Research – Trend institute of silfox group*

14.00h – 14.30h | MEANING

Folding Box Excellence for fast moving consumer goods *Stephan Bestehorn, General Manager, rlc | packaging group*



Presentations

INNOVATIONPARC PACKAGING

15.00h – 15.30h | MEANING

Update on Legal Requirements for Printing on Food Packaging *Dr. Jörg-Peter Langhammer, Dr. Peter Walther, Siegwirk Druckfarben AG*

14.30h – 15.00h | HEALTH

SAFETY FIRST – Extra Pure Printing Inks for Food Packaging *Josef Sutter, Product Manager MGA, Michael Huber München GmbH*

15.00h – 15.30h | AESTHETICS

Integrated Identity *André Hindersson, Creative Director and Co-Founder, Designkontoret Silver*

Monday, 16 May 2011

11.00h – 11.30h | MEANING

Food Packaging in the Area of Conflict between Functionality and Sustainability *Dr. Annett Kaeding-Koppers, Director R&D, Wipak Walsrode GmbH & Co. KG*

15.30h – 16.00h | MEANING

Crates Turn into Shelves: Re-usable Boxes for Sales and Transport *Andrea Delbrouck, Presales Consultant, Delbrouck GmbH*

11.30h – 12.00h | HEALTH

Colour your Packaging! Colour Trends and their Effects on Packaging by Mix Trends *Tanja Burmeister, Trend Consultant, Global Color Research – Trend institute of silfox group*

12.00h – 12.30h | AESTHETICS

Room for Innovation *Johan Mårtensson, Group Marketing Manager, A+R Carton*

13.30h – 14.00h | IDENTITY

Identity in Packaging: The Way to Belong or be Different? *Anna Lukanina, Managing Director, Depot WPF Brand & Identity*

14.00h – 14.30h | AESTHETICS

Is innovation in Packaging Design and Aesthetics a key factor to successful Branding? *Éric Fresnel, President, Sleever International*

■ Prozesse und Maschinen für das Verpacken von:
Nahrungsmitteln und Getränken, Pharma und
Kosmetik, Konsumgüter (Non-Food), Industriegüter
Processes and machinery for the packaging of:
food and beverages, pharma and cosmetics,
consumer goods (non food), industrial goods

■ Packstoffe, Packmittel und Packmittelherstellung
Packaging materials, packaging means and
packaging production

■ Prozesse und Maschinen für
Süß- und Backwaren
Processes and machinery for
confectionery and bakery





The PDA is the European leading association for brand design agencies. Founded in 1990 by a group of friends and associates active in packaging design, the PDA has become a unique community with more than 70 member agencies across Europe representing more than 1500 decision-making designers.

The PDA is represented all over the world

Belgium	Greece	Portugal	Switzerland
Denmark	Italy	Romania	Taiwan
Finland	Japan	Russia	The Netherlands
France	Norway	Spain	Turkey
Germany	Poland	Sweden	USA

PDA - Knowledge, Business, Fun

The association provides various services. It facilitates the exchange of knowledge, creates business opportunities, and helps to establish new contacts. The main meeting point is at PDA events, which take place twice a year in the most different places all over Europe and which have a different theme every time.

The PDA's next events

- 20th Anniversary of the PDA, Brussels, Belgium, 28 Oct. 2011
- 39th PDA Congress, Helsinki, Finland, spring 2012
- PDA Meet&Greet 3, Lisbon, Portugal, autumn 2012

Contact

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