



INNOVATIONPARC PACKAGING

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

Simplicity

Identity

Health

Meaning

Aesthetics



:zukunfts|institut



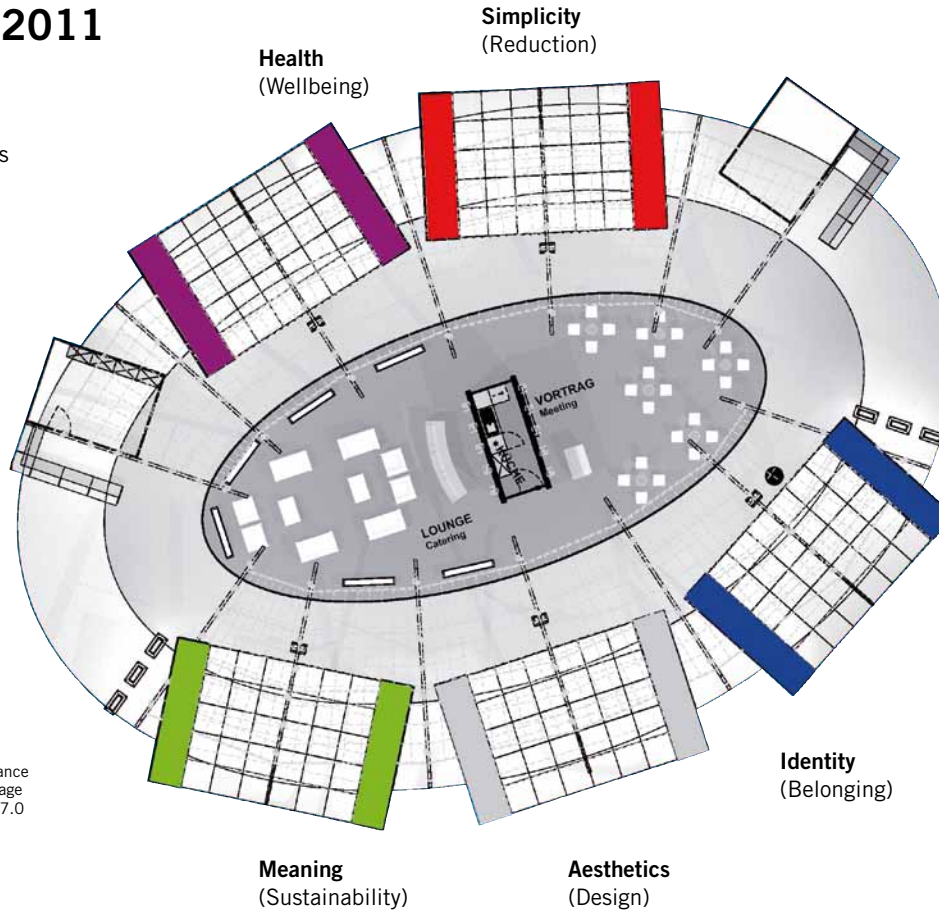
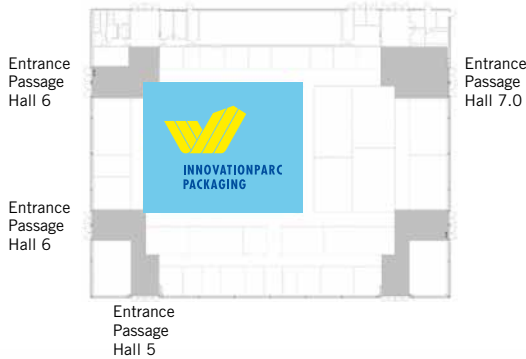
Innovationparc Packaging 2011 – Quality of Life

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



Simplicity (Reduction, Convenience)

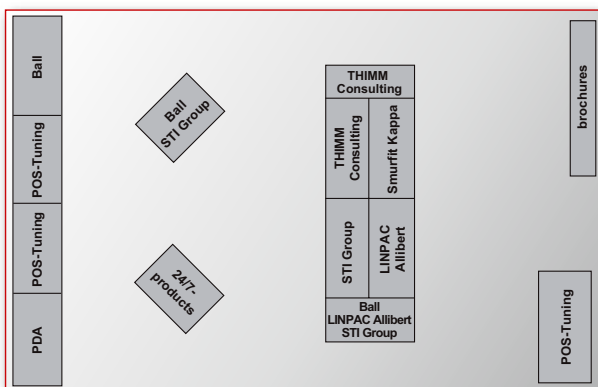
Simplicity in the sense of quality of life means the conscious reduction of complexity. It is the pursuit for happiness in concentrating on the essential.

In terms of packaging this means:

- easy and efficient handling of transport packaging
- easy and efficient handling of promotional placements
- convenience for the shopper by clearly arranged product presentation
- convenience in handling of consumer packaging
- material and process efficient construction
- simple and clear packaging design

The Innovationparc Packaging presents simplicity (reduction) by means of a convenience store.

24/7 CONVENIENCE



The exhibitors

 Ball Packaging Europe	Ball Packaging Europe convenience for consumer packaging www.ball-europe.com
 Lekkerland the convenience company	Lekkerland convenience for the shopper by clearly arranged product presentation www.lekkerland.com
	LIMPAC Allibert efficient handling of returnable transport packaging and of promotional placements www.limpacallibert.com
 POSTUNING Udo Voßherrich	POS-Tuning convenience for the shopper by clearly and efficient arranged product presentation www.postuning.com
 Smurfit Kappa Carton	Smurfit Kappa Carton efficient construction and convenience in handling of consumer packaging www.smurfitkappa-baden-packaging.com
	STI Group easy and efficient handling of transport packaging and of promotional placements www.sti-group.com
	THIMM Consulting packaging consulting of material and process efficiency www.thimmconsulting.de
	PDA Pan European Brand Design Association www.pda-europe.com presented by
 Brunazzi&Associati	Brunazzi & Associati www.brunazzi.com
 MARKETING & PACKAGEDSIGN	C&N Design-Agentur www.c-u-n.de
	Quantum Graphics www.qgraphics.ru
	Yalos Branding Intelligence www.yalosbranding.com



Presentations

Friday, 13 May 2011

INNOVATIONPARC PACKAGING

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! – Maximised efficiency through laser marking solutions - brilliant printing results for striking folding cartons**
Joanna Stephenson, Sun Chemical Marketing Director, Packaging Europe
- 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 Machemer, Senior-Projektmanagerin AIDC, GS1 Germany
- 12.30 pm | A sneak preview on 2020: Family Packs**
Catherine Fauchoux, 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! – Maximised efficiency through laser marking solutions - brilliant printing results for striking folding cartons**
Eric Dejean, Sun Chemical Product Manager, Water Based Products, Europe

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

■ 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



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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