

Packaged.

The 8th Global Summit

24 – 25 June 2019
NH Collection Amsterdam Barbizon Palace
Amsterdam, Netherlands

www.packagedsummit.com

Post Event Report



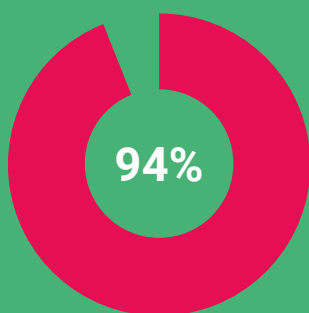
Thank you to everyone who attended the 8th Annual Packaged Summit

Attracting packaging experts from all over the world, the 8th Global Packaged Summit formed a creative hub of global packaging ingenuity in the heart of Amsterdam. With more case studies than ever before, the 2019 summit examined Packaging Development, Innovation & Technologies, Branding & Design and New Materials & Commodities.

Opening the summit, **PepsiCo** ignited discussions with perspectives on what a circular future looks like. Trail-blazing packaging pioneers **Garçon Wines** presented their beautiful, flat, sustainable wine bottles coining 'plastic smart' as the 'new plastic' free. **AB-InBev** spoke about personalization as a key trend in the future of packaging. **Microsoft** offered an inspiring presentation on how to make

packaging more meaningful whilst pushing the ethics of inclusion and sustainability. **Philips** highlighted the importance of thinking outside the box when it comes to creativity. The summit ended with **Loop** discussing how their ground-breaking platform is helping brands move from disposable to durable/reusable.

With a central focus on breakthrough innovations across all 4 streams, delegates left equipped with inspiration for consumer centric packaging strategies. In what was a truly global summit, 24 case studies brought together over 100 packaging experts from 38 companies and 27 countries. Next year the summit moves to Brussels at Le Plaza Hotel. Get **18 – 19 May 2020** in your diary now!



said the event met or exceeded their expectations



learned something new and useful to apply at their company



would recommend the summit to a colleague

Watch the Summit highlights:



In the Press



“It’s an international crowd, great agenda of topics – it’s always great to get out and immerse yourself in different points of view and different companies’ perspectives on the topical matters and packaging challenges of today”

Microsoft



“Good organization. We had two very interesting days and lot of new inspiration”

Phillips



Presentations

Reduce through Reuse: Sustainable Packaging as a Service

Michael Massa

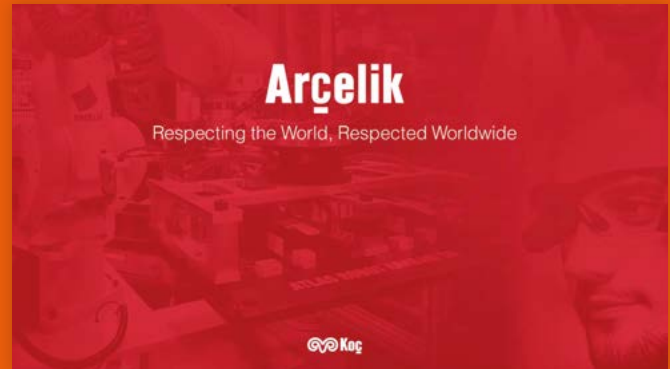
Founder
Ozarka



Designing the Needs

Görkem Gör

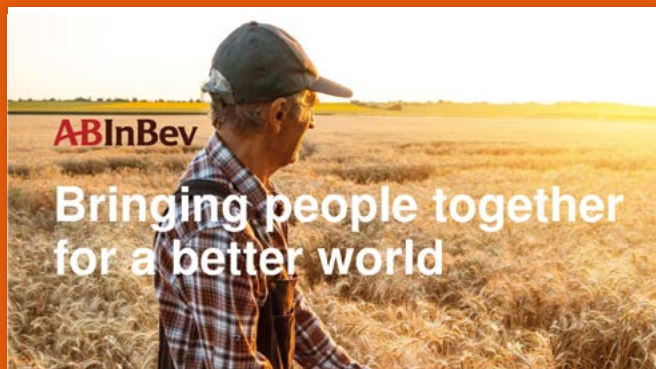
Head of Graphic Design & Product Communication
Arçelik Group



The Future of Packaging: Personalisation

Francisco Miguel Nogueira

Global Packaging Innovation – Decoration
Specialist
AB-InBev



Anti-Plastic Paranoia: Strategy, Alternatives and Solutions

Beata Barańska-Czyżkowska

Design & Packaging Manager
Orkla Care



Integrating Colour in Every Stage of the Packaging Process

Abigail Bruce

Marketing Director
PANTONE EMEA



Innovative Packaging: An Introduction to OpTri Bottle

Desi Lucheva

Senior Packaging Team Leader
Danone Nutricia Research



Presentations

Re:winers

Elin Aronsen Beis
CEO
Foodloopz Sweden AB



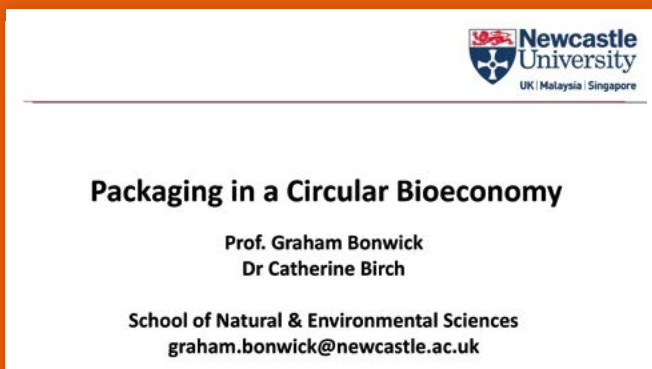
Can the Packaging Industry become the solution to the Ocean Plastic Pollution?

Dr Geoff Brighty, Technical Director
Plastic Oceans UK



Packaging in a Circular Bioeconomy

Prof. Graham Bonwick
Senior Lecturer
Newcastle University



Microcities and the Future of Packaging

Luis Carlos Chacón
Global Consultant / Op-Ed Columnist,
BusinessCase / Forbes LatinAmerica



“We made a few critical connections during the conference that are going to help us achieve our zero-waste mission in a big way”

Ozarka

100% Good: Good to the earth; Good to Society

Marius Gražulis
Business Development Director
BMV



Presentations

“It was very interesting getting to know more about packaging innovations and sustainability first-hand from manufacturers rather than magazine articles”

Zenith Global

Packaging of Fresh Seafood

Morten Sivertsvik

Research Director

Nofima



Circular Packaging Design: The Impact of Design Details on Sustainability

Niels van Marle

Packaging Expert

Netherlands Institute for Sustainable Packaging



From Design to Delivery; Innovations in the Packaging Value Chain

Peter Hulsmans

Business Development Europe

Esko Brand Solutions



Ready for Real Recycling?

Tony Waite

President

Apeal



The Role of 'Design thinking' in Meeting the Future Packaging Needs of Brands

Jos Harrison

Global Head – Design Strategy

Reckitt Benckiser Plc



Who attended?

The summit attracted over **100** senior packaging professionals from all major industries within the packaging sector.

Companies included:



Abbott Laboratories BV



AB-Inbev



Active and Intelligent
Packaging Industry
Association



APEAL



Arcelik Group



ArcelorMittal



Atria Suomi Oy



Britvic Soft Drinks Ltd



BusinessCase/Forbes
LatinAmerica



Cargill Strategic Sourcing
& Procurement (CSSP)



Cospecto



Danone Nutricia Research



Decathlon



Equity Packaging



Who attended?

The summit attracted over **100** senior packaging professionals from all major industries within the packaging sector.

Companies included:



ESKO



Foodloopz Sweden AB



Garçon Wines



Hennessy Cognac
(Groupe L.V.M.H)



John Lewis



Kraft Heinz



Little Big Brands



Loop



Metsä Board



Microsoft Corporation



Mintel



Newcastle University

"I would definitely encourage packaging professionals to visit next year."

Recycling & Waste World



Who attended?

The summit attracted over **100** senior packaging professionals from all major industries within the packaging sector.

Companies included:



Nofima



NVC Netherlands
Packaging Centre



Orkla Care



Owens Illinois



Ozarka



Pantone



PepsiCo



Philips



Plastic Oceans UK



RDC Environment



TINE SA

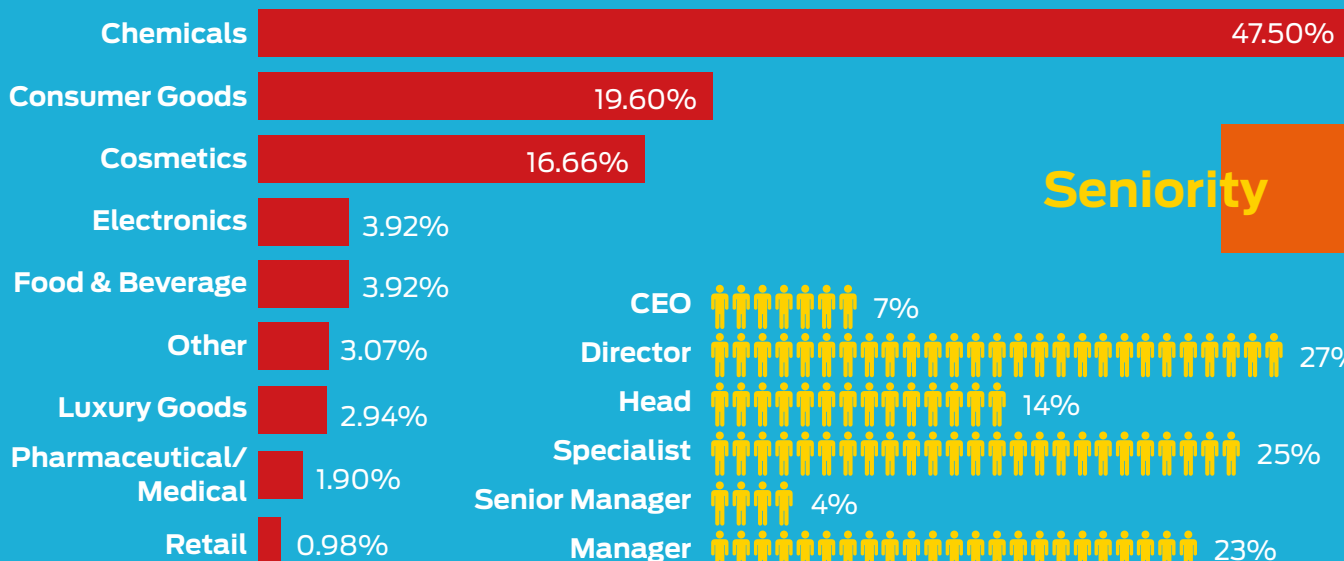


UPM Specialty Papers

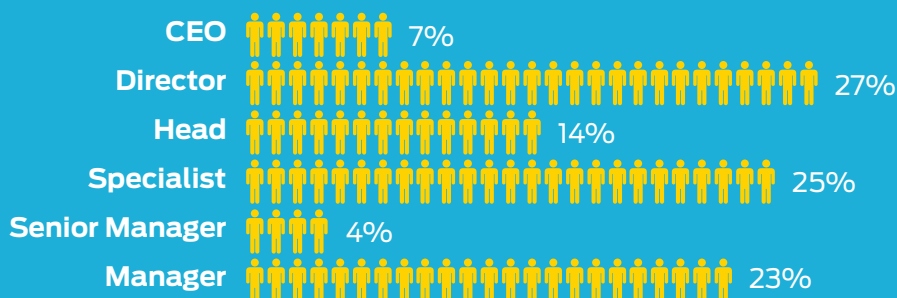


Audience Breakdown

Top industries



Seniority



Countries



Commercial Partners



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Join us again in 2020

Packaged.

The 9th Global Summit

18 – 19 May 2020

Le Plaza Hotel | Belgium

www.packagedsummit.com

You can expect to hear from the same high calibre of senior packaging executives at next year's Packaged Summit. They'll be discussing how you can utilise the latest smart packaging technologies, differentiate your brand and thrive in the e-Commerce world.

Plus – we're moving to Belgium, so you'll have central Brussels on your doorstep!

Secure your place now

As a Delegate

If you work in a packaging or branding role for an end-user company, you can attend as a delegate.

EARLY REGISTRATION €495

FULL PRICE €995

Book online now or contact
Adrian Forde for more details:
adrian.forde@markallengroup.com

As a Commercial Partner

If your company provides materials, technologies or services to packaging professionals and your responsibilities include business development, you must attend as a Commercial Partner.

To find out more about sponsorship opportunities, contact:

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