



# Post Event Report

## Packaged.

Boost Your Product Launch Success Rate With Packaging Innovations

23-24 May 2022  
Hotel Le Plaza, Brussels, Belgium  
[www.packagedsummit.com](http://www.packagedsummit.com)



#PackagedSummit

The 11th  
Global  
Summit

# Thank you to everyone who attended the 2022 Packaged Summit in Brussels and made it such a success!

The summit brought together global and disruptor brands to discuss the newest developments, products and innovations in the world of packaging. Core themes included sustainability, circular economy, packaging solutions and global and marketing trends.

Over two days we heard from companies including Blue Apron, discussing sustainable packaging experience, Gnista exploring alcohol free gin, Colgate-Palmolive and their recyclable toothpaste tube, Signify talking about rethinking plastic materials for packaging and many more!

Built-in networking breaks allowed for delegates, speakers and sponsors to continue discussions and conversations after the presentations and pre-arranged 1-2-1 meetings allowed our sponsors to discuss their solutions with our delegates.

**Once again thank you to everyone who joined us, and we look forward to seeing you again next year!**  
**22-23 May 2023 | Brussels**





# What did attendees think?



**"Was a really great summit, a nice and happy experience" – Packaging Category Manager**

**"A good set-up to connect brand owners to the industry"**

**"Great learning and an inspirational event" – Principal Scientist, Procter & Gamble**

**"Good experiences. Some sessions were beyond expectations and truly enriching..." – Sales Director**

# Presentations



## THE PATH TO NEW PACKAGING STEEL

**Armin von Keitz**  
Manager Sustainability and Associations  
Tata Steel Europe



## DECONSTRUCTING STORIES BEHIND PACKAGING - ECO-FLAT WINE BOTTLE CASE STUDY

**Eleanor Brooker**  
Senior Marketing Manager  
Garçon Wines/Packamama



## INNOVATIVE PACKAGING: AN INTRODUCTION TO OPTRI BOTTLE

**Lucile Grentzinger & Victoria Tierney**  
Business Development Director & Vice President, Global Accounts  
SGS & Co



## AI-BASED PACKAGING DESIGN OPTIMIZATION

**Mark Grazhul**  
CEO  
Nature Force Technologies AG



## THE VALUE OF SUSTAINABLE PACKAGING

**Benjamin Punchard**  
Global Packaging Director  
Mintel



## A COSMETICS COMPANY PACKAGING TRANSFORMATION JOURNEY

**Caroline Thunstedt & Anna Agardh**  
CEO & CSR Manager  
IDUN Minerals



## LABELLING A NEW CATEGORY, CREATIVE BUT CONFUSING!

**Erika Ollén**  
Co-Founder & Marketing Director



## HOW TO DEVELOP AND IMPLEMENT INNOVATION IN A GLOBAL COMPANY

**Luis Arévalo**  
Packaging Engineering / Sustainability & Innovation Director for the Latin-America business  
Kellogg Company



## DECATHLON PACKAGING : TOWARDS MORE EXPERIENCE AND LESS IMPACT

**Thierry Monniaux-Campus**  
Packaging Director  
Decathlon



## THE ROLE OF 'DESIGN THINKING' IN MEETING THE FUTURE PACKAGING NEEDS OF BRANDS

**Paolo Grasso**  
Sales Director  
ACTEGA



## CONTINUOUS SUSTAINABILITY & INNOVATION - ALTERNATIVE FOR PLASTIC EXCESS AT PACKAGING MATERIAL

**Danilo Pereira da Silva**  
Packaging Development Specialist @ Latin America  
Ambev



Gnista Spirits

## PARTNERSHIPS AS ENABLER TO DRIVE SUSTAINABLE INNOVATION

**Krzysztof Krajewski**  
Director Packaging Sustainability – Hygiene  
Reckitt



## SETTING THE STANDARD: DIGITISATION AND SUSTAINABILITY IN YOUR PACKAGING SUPPLY CHAIN

**Victor Grotowski**  
VP of Packhelp Pro  
Packhelp

## SUSTAINABILITY IN THE BEAUTY INDUSTRY - WHAT WE ARE DOING AND WHAT YOU CAN DO

**Laura Rudoe**  
Founder & CEO  
Good Ventures

[To view the presentations click here](#)

# Commercial partners



Actega  
[www.actega.com](http://www.actega.com)



Esko  
[www.esko.com/en](http://www.esko.com/en)



Metsä Board  
[www.metsaboard.com](http://www.metsaboard.com)



TGS  
[www.tallongs.com](http://www.tallongs.com)



Super Dry International  
[www.superdryers.com](http://www.superdryers.com)



SGS & CO  
[www.sgsgroup.com](http://www.sgsgroup.com)



DSN  
[www.ds-n.com](http://www.ds-n.com)



Packhelp  
[www.packhelp.co.uk](http://www.packhelp.co.uk)

# Media partners

Plastics in  
Packaging

Plastics in Packaging  
[www.plasticsinpackaging.com](http://www.plasticsinpackaging.com)

If you're interested in  
Commercial Partner  
opportunities at  
the 2023 Packaged  
Summit, contact:  
Alexandra Krcho

[alexandra.krcho@  
markallengroup.com](mailto:alexandra.krcho@markallengroup.com)



Packaged Summit 2022 Brussels |  
Commercial Partner Highlights



# Who attended?

Over 100 packaging experts and professionals from global companies attended including:



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Over 100 packaging experts and professionals from global companies attended including:



**Beiersdorf**  
STANLEY/STELLA



**EASTMAN**  
The results of insight™



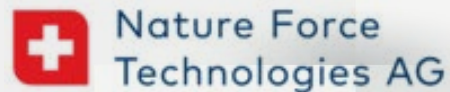
**DIAGEO**



**TESCO**



 **SINCLAIR**



**KORRES BURBERRY**



**INDITEX**

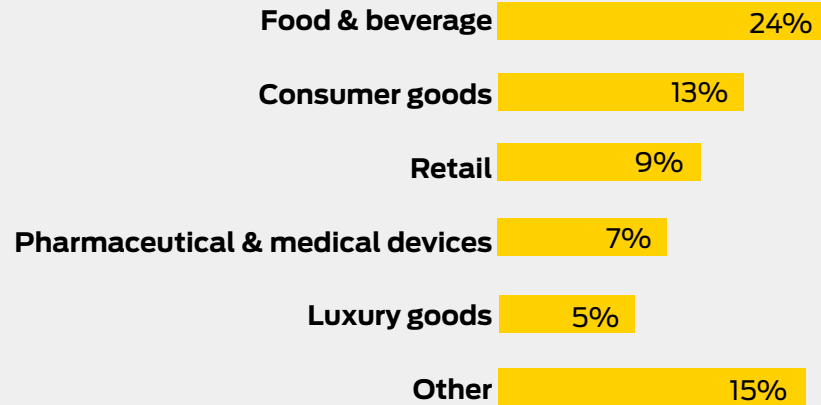
**ambev**

**MOWI®**

**ATLANTIC**  
GRUPA

# Audience breakdown

## By industry:

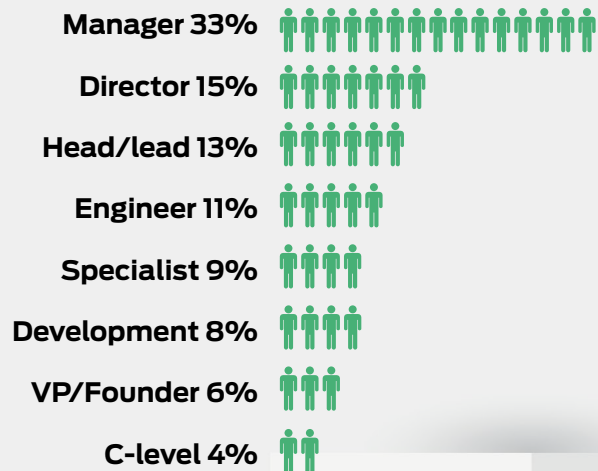


## Priority investment areas:

A survey completed by some of our attendees showed top investment priorities in:

Green Technology  
Waste Management  
Innovation  
Paper & Board / Corrugated  
Smart Packaging  
Flexible Packaging  
Structural Design  
Biodegradable Packaging  
Digital Printing  
Label Innovation

## By seniority:

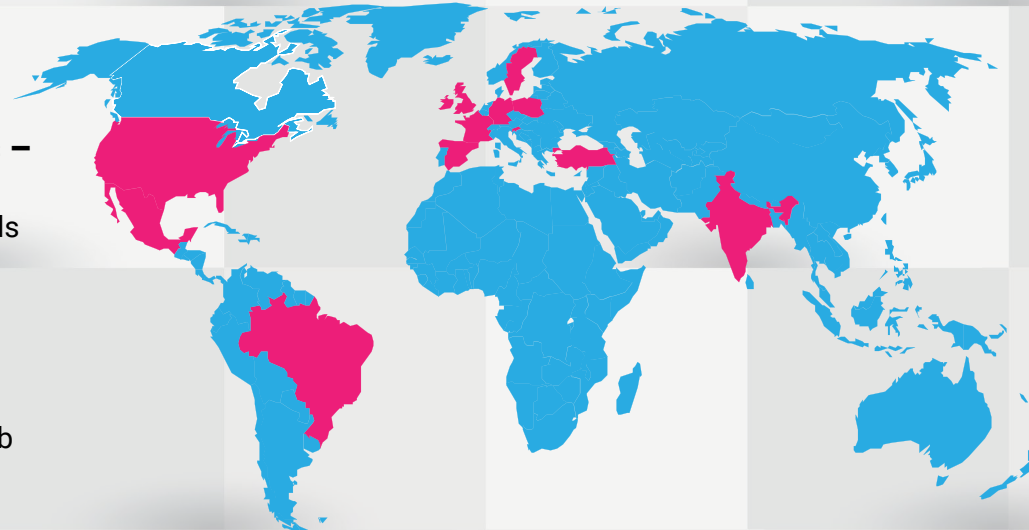


## By region:

Attendees from 4 continents  
Attendees from 19 countries – including:

USA  
Mexico  
Brazil  
UK  
France  
Spain  
Germany

Netherlands  
Poland  
Slovenia  
Sweden  
Turkey  
India  
United Arab Emirates





# Secure your place now

## Packaged. The 12th Global Summit 22 – 23 May 2023, Hotel Le Plaza, Brussels

We will be back again in May in Brussels with even more exclusive case studies from global packaging experts discussing the latest in product development, innovations and technologies in the world of packaging.

Make sure to secure your place early so as not to miss out.

### Register as a delegate:

If your company is a brand owner and produces end-user products, you are eligible to attend as a delegate.

Register online at  
**[www.packagedsummit.com/book-now](http://www.packagedsummit.com/book-now)**  
or contact Adrian Forde at  
**[Adrian.forde@markallengroup.com](mailto:Adrian.forde@markallengroup.com)**  
or on +44 (0)20 3874 9209

**BOOK NOW**

### Attend as a commercial partner:

If your company provides solutions, technologies, services or materials to packaging professionals and your responsibilities include business development then you must sponsor to attend.

There are a range of bespoke packages available, tailored to suit your company and the solutions you provide. For companies that provide products, services or technologies to packaging manufacturers you can attend as a sponsor.

To find out more about sponsorship opportunities, contact Alexandra Krcho at **[alexandra.krcho@markallengroup.com](mailto:alexandra.krcho@markallengroup.com)**