



INNOVATIONPARC PACKAGING

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Düsseldorf, Germany
12-18 May 2011
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Health

Identity

Meaning

Simplicity

Aesthetics



:zukunfts|institut



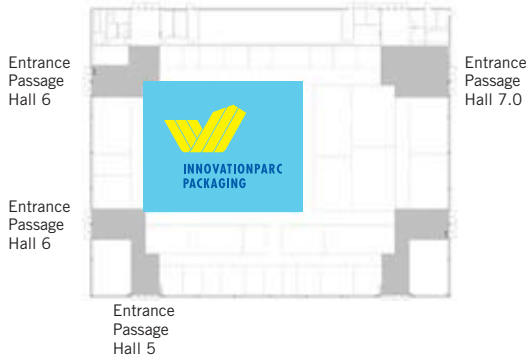
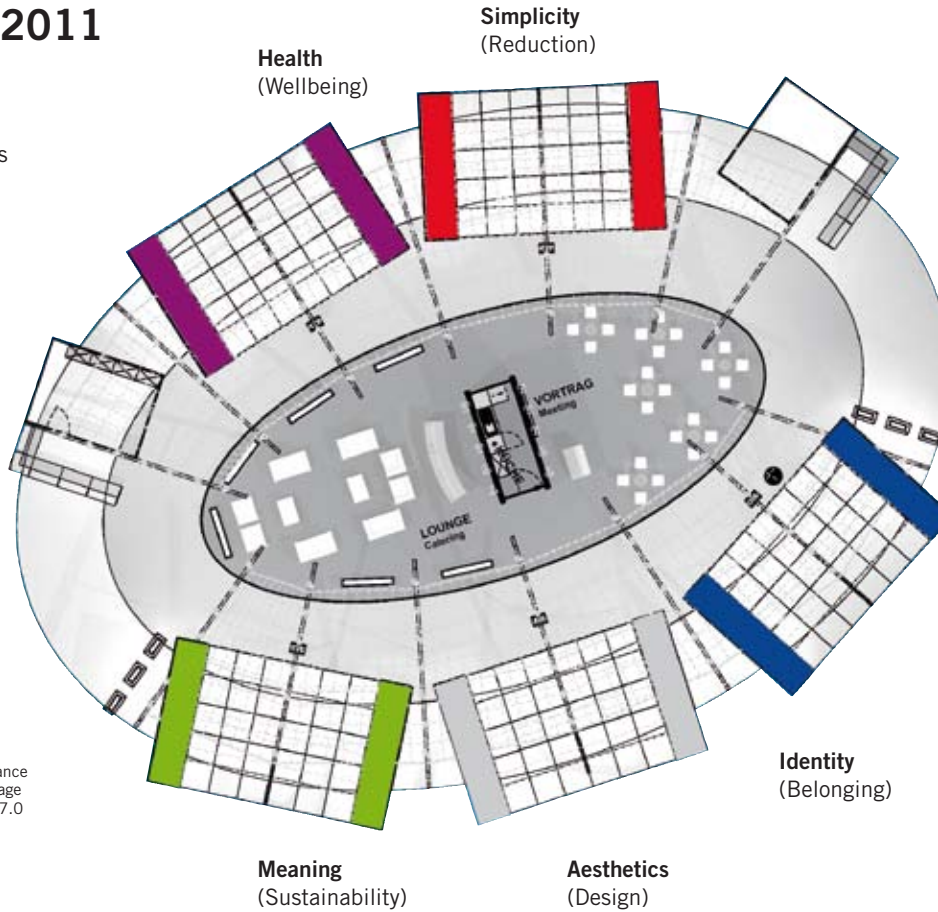
Innovationparc Packaging 2011 – Quality of Life

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



Health

Health is at the top of the list of life's priorities and thus is one of the major if not the component of quality of life. It is no longer considered a given fact but something that can be actively influenced.

All societal trends indicate that prevention will become increasingly important, and more and more will be left to the individual's responsibility.

This is why the booth concept was named "Dr. Happy," signifying the future trend where consumers will ask for products that proactively contribute to their health and well-being. Physicians will become advisors, with prevention as therapy.





Which products and packaging will play a role in the quest to live healthy and sustainable lives?

Designer and material manufacturers have been working in teams to achieve optimum results in product and packaging development, based on the diverse range of professions and competencies available among the project participants represented in the production chain.

Project work results - product innovations and packaging solutions - are shown in the Dr. Happy Shop in an inspiring and anticipatory environment. This includes food, but also products from the non-food sector.



Exhibitors

	<p>Kerstin Haase Heidelberger Druckmaschinen AG heidelberg-packaging@heidelberg.com www.heidelberg.com</p>
	<p>Karin Kippenbrock / Tanja Burmeister Silfox Packaging / Global Color Research Kippenbrock@silfox.de www.silfoxpackaging.de</p>
	<p>Friedrich Tschoggel Brigl & Bergmeister GmbH Ftschoggel@brigl-bergmeister.com www.brigl-bergmeister.com</p>
	<p>Rainer Herbst Michael Huber München GmbH, www.mhm.de info@mhm.de</p>
	<p>Michael Hoppe Hostmann-Steinberg GmbH, www.hostmann-steinberg.de info@hsc.de</p>
	<p>Didier Saco DIDIERSACODESIGN didiersaco@didiersacodesign.fr www.didiersacodesign.fr</p> 
	<p>Rob Vermeulen VERMEULEN / BRAND DESIGN rvermeulen@vermeulen.eu www.vermeulen.eu</p> 
	<p>Albrecht Bialas BRP brand design a.bialas@br-p.de www.br-p.de</p> 
	<p>Renne Angelvuo Win Win Branding renne@winwinbranding.com www.winetwin.fi</p> 



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*



INNOVATIONPARC PACKAGING

Presentations

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*

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*

15.00h – 15.30h | AESTHETICS

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

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*



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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