

New Technologies and Applications in Communicative Packaging

**Thursday, 10 May 2007
Wageningen, The Netherlands**



Second announcement

'Communicative Packaging' is the title of a series of research programmes under the purview of SustainPack, a four-year European Union project from June 2004 to May 2008. This is considered as the biggest research project ever undertaken for paper and board-based packaging, involving a large consortium of 35 organisations, universities and companies in Europe working in paper and packaging disciplines. Its focus is on fibre-based packaging and other renewable resources.

The impact of packaging in everyday life and its influence on ecology and the economy makes packaging an important factor in the struggle to build a sustainable society.

This conference will reveal results of research into technologies and applications of 'Communicative Packaging'.

Participating organisations:

Agrotechnology & Food Sciences Group, Wageningen UR, The Netherlands

Acreo AB, Sweden

VTT- Technical Research Centre, Finland

STFI-Packforsk, Sweden

XaarJet AB, Sweden

YKI Institute for Surface Chemistry, Sweden

Karlstad University, Sweden

DTI - Danish Technology Institute, Denmark

Itene - Packaging, Transport and Logistics Research Institute, Spain

CTP Centre Technique de Papier, France

StoraEnso Skoghall AB, Sweden

Smurfit Kappa Group, The Netherlands

Programme highlights

Subjects covered will include:

- Development of an electrically switchable image printed on a cardboard box
- Coded print on packaging which enables required packaging information to be read in devices such as a mobile phone
- Adapting the use of cutting edge technology in anti-counterfeiting, and to develop new concepts for use on cardboard packages
- To develop cheap and reliable quality indicators to enable large-scale implementation of sensors monitoring temperature and relative humidity at which products are kept and distributed
- Implementation aspects of communicative packaging, case studies, retail and consumer attitude, sustainability, etc.

This conference is for anyone involved in the packaging chain: researchers, suppliers and raw material producers, converters, fillers, brand owners, specialised printers, retailers.

More information on SustainPack can be found on www.sustainpack.com

About the guest speaker:

Hans van Grieken is a Vice President at Capgemini in The Netherlands, and part of the company's international innovation network whose mission is to be a source of new knowledge and insight for management in the future. He has a 'hands-on' view on current business and IT developments from a global perspective.

Programme

- 09:00 Registration
- 09:30 Introduction to SustainPack and communicative packaging research (Paul Bartels, Wageningen UR)
- 09:50 Guest speaker: Hans van Grieken, Vice-president, Capgemini, 'Successful RFID applications'
- 10:35 Communicative packaging in distribution chains of perishable food products (Fatima Kreft, Wageningen UR)
- 11:00 Break
- 11:20 Retail and consumer attitude towards communicative packaging (Soren Ostergaard, DTI)
- 11:45 Sustainability of communication technology (Mercedes Hortal, Itene)
- 12:10 Fibre modification (Ingemar Wistrand, STFI)
- 12:35 Lunch
- 14:00 Anti-counterfeiting technology (Christophe Barbier, Karlstad University)
- 14:25 Product Identification Labels: 2D Barcode (Jali Heilmann, VTT)
- 14:50 Coating techniques to improve print quality (David Guérin, CTP)
- 15:15 Inkjet ink formulation and printing technology for communicative packaging (Wolfgang Voit, XaarJet, and Roger Carlsson, YKI)
- 15:40 Break
- 16:00 Low cost indicators for food packages (Thea Sipiläinen-Malm, VTT)
- 16:25 Printable electronics on packaging (Mats Robertsson, Acreo)
- 16:50 Ending remarks
- 17:00 Drinks and bites

Conference information

Venue: Hotel de Nieuwe Wereld
Marijkeweg 5, 6709 PE Wageningen, The Netherlands
T: +31-317-491300, www.denieuwewereld.nl

Conference fee: €250. This fee includes entry to the conference sessions, handouts, lunch and refreshments. The fee does not include travel and accommodation.

For SustainPack partners, a discount is available; please contact the conference secretariat for details.

Cancellations: Will be accepted and 75% of the fees refunded only if made in writing and at least 7 days before the conference date to the conference secretariat. Substitutions may be made at any time.

Hotels nearby:

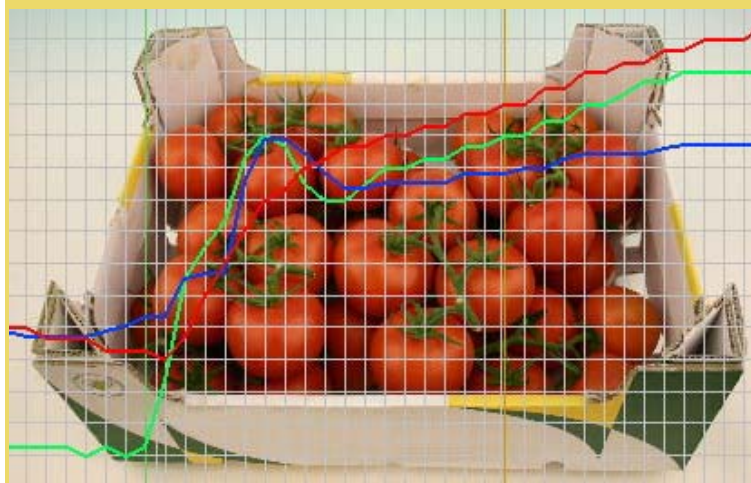
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Hotel WICC
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Hotel De Wereld
T: +31-317-460444, www.hoteldewereld.nl

Conference secretariat:

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Registration form

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Registration made by email will be accepted if all details below are provided. Email address: keen-mun.dedeugd@wur.nl

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Conference fee: €250

SustainPack partner

Payment should reach us not later than 2 May 2007.

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