

The Innovation & Design Stage

Uncovering the latest trends and innovations in packaging design

Wednesday 25 May

10:30 – 11:00

Global Markets, Innovations & Materials Post Pandemic

Neil Farmer, Founder & Chairman, Neil Farmer Associates

As a leading expert and consultant in the industry, Neil will assess the current state of the global packaging market and the key factors influencing the sector in the coming year. He will consider some of the important developments in sustainability, material innovations and new pack launches. Neil will conclude by evaluating where the industry will be in 2025

11:15 – 13:15

RECYCLING FORUM

– In Partnership with ThePackHub

Robert Thompson, Packaging Manager, Cop; Charlotte Marie-Hall, Senior Packaging Project Manager, Muller Dairies; Barrington Pamplin, Technical Director, ThePackHub

The packaging industry continues to tackle its many challenges. The most substantial is undoubtedly sustainability. This has been a major driver for change over the last four years, with most new initiatives and pack changes considering the environment as a priority objective. The dynamic world of recycling plays a central part of the sustainability journey. This forum looks at the challenges and critical success factors for improving recyclability as well as increasing recycled content

13:30 – 14:00

HP Innovation Lab Disrupting The Way Sustainable Packaging Is Made With HP Tooling Solution

Guillem Pares, Strategic Marketing Product Manager – Molded Fiber, HP

HP intends to become the world's most sustainable and just technology company by 2030. With that in mind, HP is developing innovative Sustainable Fiber-based Packaging Solutions, to help replace single-use plastic and accelerate the transition to sustainable packaging solutions

14:15 – 16:15

REFILLS FORUM

– In Partnership With The Packhub

Wayne Barron, Rethink Packaging; Sarah Greenwood, University of Sheffield; Nicky Spear, Bower Collective; Paul Jenkins, Founder, ThePackHub

The refillable and reusable packaging market continues to grow with most consumer categories enjoying pilots, trials, and full market rollouts. This session considers the key success factors in delivering refillable and reusable packaging with some best practice case studies to help move our understanding forward



Thursday 26 May

10:30 – 12:15

PACKAGING TAX FORUM – In Partnership with ThePackHub

Nesta Garcia Morales, Global R&D new material and technologies, Mondelez; Barrington Pamplin, Technical Director, ThePackHub

The UK Plastics Packaging Tax has been in place less than two months, but it has been having an impact on the UK packaging industry for some time. We explore what effect the tax has had on the packaging operations of major brands owners, retailers and packaging suppliers in terms of an increase in recycled plastic content, supply chain and cost challenges, and moves to replace plastic with other materials

12:45 – 13:15

Turn Bespoke Packaging into R&D Tax Credits

Paul Grabham, Senior R&D Tax Consultant, RANDD Tax specialists

In 2022, R&D tax credits are a source of significant funds for reinvestment in UK business. Post Brexit, HMRC is still very focused on rewarding innovation however requiring more engineering justification. Paul will explain how to maximize R&D tax credits for those unaware or may have relied on their accountants in the past

13:30 – 14:00

HP Innovation Lab Disrupting the way sustainable packaging is made

Guillem Pares, Strategic Marketing Product Manager, HP

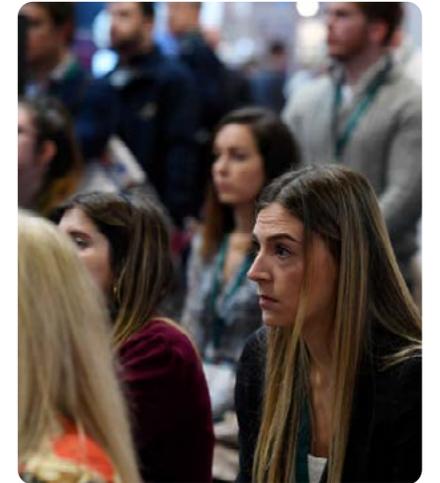
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INCLUSIVE PACKAGING FORUM – In Partnership With The Packhub

Tim Ryan, Structural Design Lead, IHQ; Rob Hollands, Managing Director, Sharpend; Panel discussion with Nikki Grainge, Waitrose; Stefan Casey, Innovation lead, Nestle; Paul Jenkins, Founder, ThePackHub

It often seems that the packaging industry's focus is on delivering more sustainable packaging but the ability to have inclusive and easy-to-use packaging remains crucially important and it can be an important point of difference for brands



Ecopack Stage

Defining and decoding the future of sustainable packaging

Wednesday 25 May

10:45 – 11:15

Sustainable packaging: Trends, tensions & technologies

James Harmer, Planning & Innovation Strategy Leader, Cambridge Design Partnership; Matt Morris, Sustainability Lead, Cambridge Design Partnership

Innovation specialists, Cambridge Design Partnership, will be providing us with their view on the future challenges for packaging sustainability. With their perspective on the ways in which innovation and technology will play a critical role in the development of future solutions

11:30 – 12:00

Extended Producer Responsibility: Making your data work for you

Abbie Burford, Commercial Account Manager, Valpak

Your sustainability goals are influenced by many things, not least legislation and consumer demand. As the industry navigates Extended producer responsibility, we explore how your packaging data can be optimised to show areas of improvement and aligned to meet legislative targets

12:15 – 12:45

Exploring the win-win of sustainably designed packaging

INFINITE: Debbie Hitchin, Director, Anthesis; Tim Ryan, Structural Designer, IHQ

In a world with growing consumer awareness and regulatory pressures, implementing sustainability into packaging portfolios is complex. To understand and manage environmental impact, we need sustainable innovation. Leaders are driving transformational change that delivers on consumer expectations, inspires good design and purchasing decisions, and drives growth. Join us to find out more

13:00 – 13:45

Future Packaging Materials

Jude Allan, Chair of IOM3 Packaging Group; Margaret Bates, Managing Director, OPRL; Mike Swain, MD, Pack IDS; Sarah Greenwood, Packaging Technology Expert, Grantham Centre for Sustainable Futures

What does the future of packaging materials look like in 30 years' time as we move to a more sustainable future? What will the packaging material demand look like in 2050, what infrastructure do we need and how do we make the transition. All big questions that our expert panel will be discussing

14:00 – 14:30

Accelerating Business Demand for Sustainable Packaging through Product Innovation

Jamil Haddad, Head of business development & sustainability, Al Bayader international

Demand worldwide for sustainable packaging is significantly increasing, and an acceleration in business & consumer demand for sustainable packaging is desirable. In order to accelerate this demand for sustainable packaging worldwide and we need more product innovations to illustrate the different types of sustainable products out there. Consumer labels are unfortunately not helping grow demand as they are many and confusing. Therefore, innovation in products to tell that story is the way forward

14:45 – 15:15

Plastics for Life, Not for Landfill!

Judit Guerra-Falcon, Product Sustainability and Compliance Manager, Waddington Europe

Plastic may be public enemy number one these days, but there's good reason that plastic packaging was once so popular. Find out why the future is still very strong for plastic packaging if we can learn from the lessons of the past

15:30 – 16:30

THE £10 BILLION DEBATE PART 1: EPR – MONEY FOR WASTE OR A WASTE OF MONEY?



Jane Bevis, Chairwoman, OPRL; Martin Kersh, Director, FPA; Martin Trigg-Knight, Head of Compliance, Clarity; Tom Wood, Carbon Accounting Lead, Emitwise, Paula Chin, Senior Policy Advisor (Consumption)

Businesses have given their approval to extended producer responsibility with the understanding their fees will be deployed effectively to increase recycling, not just to replace current local authority waste funding. Should poorly performing local authorities expect to receive the same funding and should better-performing ones be rewarded? How will these decisions be made? How can we be sure EPR doesn't become a blank cheque? If it does why should local authorities bother to improve their recycling? This debate will explore whether business will see a positive return for the fees it will be paying

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Thursday 26 May

10:30 – 11:00

Time to replace plastic. The future of packaging today

David MacDonald, Founder, Cullen; Sian Sutherland, Co-founder, A Plastic Planet

Molded fibre has the potential to replace billions of pieces of plastic packaging. But it's all about scale and price. David MacDonald, owner of Europe's leading molded fibre and corrugate manufacturer, explains how constant innovation and investment allow Cullen to challenge the packaging world to replace plastic. David is joined by Sian Sutherland of A Plastic Planet, to unveil the new product and collaboration that can truly power a plastic-free future

11:15 – 11:45

Time to replace Plastic. The future of Packaging today

David MacDonald, Founder, Cullen; Sian Sutherland, Co-founder, A Plastic Planet

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12:00 – 13:00

THE ECOPACK CHALLENGE



Jane Bevis, Chairwoman, OPRL; Laura Fernandez, Packaging Sustainability Manager, Ocado; Paul Jenkins, Founder, ThePackHub; Simon Oxley, Global Head of Packaging, Pret A Manger; Martin Kersh, Director, FPA

Join the Ecopack Challenge judges and nominees, in discovering the latest packaging innovations placing sustainability at the focus of their operations. The nominees will be presenting their projects and products in a 5-minute dragons den style presentation, with feedback to be given live, and audience Q+A's to follow

13:15 – 13:45

How Certification Can Help Brands Implement The Cgf's Pulp, Paper And Fibre-Based Packaging Roadmap

Stewart Begg, Global Procurement Director, Essity

The Consumer Goods Forum's Forest Positive Coalition's Pulp, Paper and Fibre-based Packaging (PPP) Roadmap aims to help Coalition members remove deforestation and conversions from their packaging supply chains. Forest certification systems such as PEFC's (Programme for Endorsement of Forest Certification), play an important role in helping companies implement the Roadmap

14:00 – 14:30

Time to replace plastic. The future of packaging today

David MacDonald, Founder, Cullen

Since 2020 Cullen have manufactured over 1 billion plastic-free products. They share how building their bespoke machines has allowed them to continually develop unique plastic-free recyclable, and biodegradable packaging solutions for clients such as major retailers. Constant innovation, strong client collaboration and intense investment is allowing Cullen to challenge the packaging world to replace plastic

14:45 – 15:45

£10 BILLION DEBATE PART 2: IS DRS CREATING A DIS-UNITED KINGDOM?



Jane Bevis, Chairwoman, OPRL; Martin Kersh, Director, FPA; Martin Trigg-Knight, Head of Compliance – Clarity; Tom Wood, Carbon Accounting Lead, Emitwise; Robert Fell, Director, MPMA

Different materials, different collection systems, different labelling, different packaging lines, and different stocks. Can multiple Deposit Return Schemes deliver greater recycling and at what cost to producers and consumers?



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Empack Technology Stage

Highlighting the latest trends and challenges in packing, processing, and manufacturing

Wednesday 25 May

10:30 – 11:00

Packaging for E-Fulfilment

Jo Bradley, Business Development Manager, Sparck Technologies; Hosted by Simon Duddy; Editor of Handling & Storage solutions magazine

Many e-commerce businesses are facing a 'perfect storm' of increasing order volumes coupled with diminishing labour availability. Discover how Sparck Technologies help retailers, carriers, and postal operators streamline the shipping and fulfilment process with packaging technology solutions that put customers at the heart of the delivery experience

11:00 – 11:30

The Future of Liquid Refill in Supermarkets – The Answer to Rolling Out at Scale

Gillian Harding-Moore, Director - Marketing, Quantex | PSG

Find out how cutting-edge recyclable pump technology is enabling accurate, hygienic, flexible, and cost-efficient IoT machines for refill with rapid replenishments and no cleaning required

11:30 – 12:00

The Value Of Outsourcing Your E-commerce Fulfilment Operations

Laura Palmer, Business Development Director, PHL Group; Neil Daniels, CEO, Prolog Fulfilment; Glen Hayes, Managing Director, Worldwide Logistics; Emma Verkaik, Membership & Marketing Director, BCMPA

Hosted by the BCMPA – the Association for Contract Manufacturing, Packing, Fulfilment & Logistics.

The panel will be exploring the challenges and current innovations in e-commerce and fulfilment, with a focus on how brands can go about outsourcing their own fulfilment requirements

12:15 – 12:45

The Future Of The Labelling Industry

Koen Vlieghe, Zone Business Director Northern Europe/Baltics/Poland, BOBST

BOBST provides a complete label production portfolio combining digital and flexo technologies, providing new levels of flexibility like never before

13:00 – 13:30

Sustainable water-based inkjet digital printing solutions for flexible packaging: Films & Paper

Juan Cano, Business Development Director & Speaker, Screen Europe

What are the key sustainability trends and drivers in flexible packaging production? To understand flexible packaging Screen Europe will look at inkjet digital printing innovations, digitally printed barrier Paper, and future-readiness

13:45 – 14:15

Introducing the Digital Manufacturing Accelerator

Seb Giudice, Chief Engineer, The MTC; Hosted by Simon Duddy; Editor of Handling & Storage solutions magazine

Digital technologies continue to disrupt and enhance traditional business operations and practices. The MTC will use this session to share learnings from a decade of digital projects and present a structured approach to help realise digital technology benefits in your business

14:30 – 15:00

Why and How to Successfully Integrate Ultrasonic Sealing

Bill Aurand, Manager of Ultrasonic Applications, Lako Tool

Ultrasonic sealing provides many benefits in packaging applications. But if it is so great, why isn't everyone using it? This discussion will debunk the myths and review how the process actually works, what benefits you can expect from using ultrasonics and how to avoid common mistakes for successful integration

15:15 – 15:45

Automating end of line packing: Getting it right from the beginning

David Jahn, Director, BrilloPak

David will discuss the dos and don'ts of Automating end of line packing from start to finish. This will include discussing desired outcomes, user-required specifications, pre-delivery inspections, installation, and the importance of finding a champion of the automation solution on the shop floor

16:00 – 16:30

Green BS – How Behavioural Science Can Help Manufacturers Become Carbon Neutral Within 5 Years

Hery Henry, Head of Brand and Sustainability, Wipak Group

Wipak will demonstrate how turning collective decisions into individual ones through asking better questions helped Wipak develop industry-leading sustainability targets. He will then discuss how behavioural science can help societies and companies make better decisions faster by using the audience as a proxy

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Thursday 25 May

10:45 – 11:15

Late customisation and Just in Time Fulfilment: The PACE Platform

Ian Marks, Head of Sales: Automation, CME Ltd; Hosted by Simon Duddy; Editor of Handling & Storage solutions magazine

CME will discuss the current trend of late customisation in conjunction with the need for just in time fulfilment which is in huge demand across multiple industries. He will look at CME's experience in developing the PACE Automation platform which has been designed to revolutionise clinical trial provisioning utilising exactly these methodologies

11:30 – 12:30

Digitising External Supply Chains for Efficiency Wins

Mark Catley, Business Development Director UK & Ireland, GXO; Josephine Coombe, Managing Director Europe, Nulogy; Richard Pinkerton, Third Party Operations Manager, Nestlé

Learn how a leading logistics provider and brand are leveraging purpose-built technology to level up efficiencies in its co-packing operations. From reduced material waste to time saved on the shop floor, learn how co-pack software can enable leaner, more streamlined and more efficient production operations

12:45 – 13:15

Using Technology to Maximise Sustainability in a Growing Packaging Market

Ed Roberts, Global Sustainability Leader, Sealed Air; Hosted by Simon Duddy; Editor of Handling & Storage solutions magazine

The packaging industry is challenged with 4 inter-connected global sustainability imperatives: circular economy, resource availability, food waste, and climate change. Sealed Air will explore these challenges and explain how technology plays a part across all of these, and the impact it can have across packing, fulfilment and logistics operations

13:30 – 14:00

Use of Collaborative Robots

Andrew Mason, Council Member, British Automation and Robot Association; Hosted by Simon Duddy; Editor of Handling & Storage solutions magazine

BARA will talk about end of line packing and palletizing using Cobot solutions, He will also discuss the scope of auxiliary products required for the solution and the safety considerations you must make when using them

14:15 – 14:45

Thinking Sustainability end-to-end – Using technology to maximize sustainability in the Food & Beverage worlds

Russel Lisle, Key Account Manager UK and Ireland, SIG Combibloc; Julia Trebels, Marketing Manager UK and Ireland, SIG Combibloc.

SIG will explain how the system for carton packaging is designed and which key measures are taken to design a more sustainable food and beverage world

15:00 – 15:30

New technologies in Metallic Labelling

Jeff Shea, Senior External Consultant, Actega

Actega will speak today about the sustainability and environmental benefits of ECOLEAF, and how this new disruptive technology can bring these benefits with the enhanced metallic embellishment of labels for converters and users of labels



The programme is correct at the time of printing; please check www.packagingbirmingham.com for updates.

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