



# AMERICAN PACKAGING SUMMIT 2019


APRIL 16-17, 2019

WESTIN LOMBARD YORKTOWN CENTER • CHICAGO, IL

[uspacksummit.com](http://uspacksummit.com)

## TOMORROW'S CONNECTION TODAY

Driving business performance through process and technological innovation

 +1-416-298-7005

 [info@generisgp.com](mailto:info@generisgp.com)

## PROGRAM

# PROGRAM DAY ONE

7:00 am – 8:00 am

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## DELEGATE REGISTRATION AND LIGHT BREAKFAST

8:05 am – 8:15 am

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## CHAIR'S WELCOME AND OPENING REMARKS

DESIGN AND INNOVATION CHAIR

JOSEPH HOTCHKISS, PHD  
Professor Emeritus



MATERIALS AND MACHINERY CHAIR

ANNE MARIE MOHAN  
Senior Editor



SUSTAINABILITY CHAIR

VALERIA OROZCO  
Director, Sustainability



8:15 am – 8:55 am

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## KEYNOTE

### INDUSTRY OUTLOOK – KEY INSIGHTS DRIVING THE FUTURE OF PACKAGING

- Discover how the power of e-commerce is shaping the future of retail and consumer behavior
- Learn how global sustainability imperatives will drive the circular economy and shape the viability of companies
- Hear examples of successful innovations that are transforming our industry and the society at large
- Case study: Taking 'red cap' product packaging to the next level

MICHAEL OKOROAFOR, PH.D.  
VP, Global Sustainability and Packaging Innovation



8:55 am – 9:35 am

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## RETAIL INNOVATION SPOTLIGHT

### WALMART'S PLAYBOOK FOR BUILDING AND NOURISHING A GLOBAL CULTURE OF INNOVATION

- What is an innovation culture and why we care so deeply about it
- The journey of building a grassroots innovation ecosystem with 1600+ members in 8 countries
- The pillars that govern everything we do: Exploration, empowerment and execution
- Case studies of value delivered through the community

FAREENA CONTRACTOR  
Head of Walmart Innovation Community



9:35 am – 10:15 am

## SUSTAINABILITY SPOTLIGHT

UNVEILING OUR 2021 COMMITMENTS TO VALUE CREATION AND ENVIRONMENTAL SUSTAINABILITY FOR WATER AND PACKAGING EXPLORING NESTLÉ WATERS PRODUCTS PACKAGING AND COMMITMENT TO WATER STEWARDSHIP

- Exploring Nestlé Waters products packaging and commitment to water stewardship
- Strategies for recyclability, reducing excess packaging and increasing virgin fiber sourcing
- Our target: 25% recycled plastic by 2021

VALERIA OROZCO  
Director, Sustainability



10:20 am – 12:00 pm

## PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND REFRESHMENTS

12:05 pm – 12:40 pm

### DESIGN AND INNOVATION

THE FUTURE OF PACKAGING: DEVELOPING AND SHOWCASING PACKAGING THAT SPEAKS TO CUSTOMERS SHISEIDO'S APPROACH TO LUXURY PACKAGING THAT REFLECTS THE BRAND MESSAGE

- Case Study: Inside the launch and evolution of the Global Makeup Center of Excellence
- Case Study: East meets West: How we maintained brand heritage while designing a global relaunch of Shiseido makeup
- Customization and personalization: Integrating technology into beauty

JESSICA ABRAMS  
Director, Product Development -  
Global Makeup Center  
of Excellence



### MATERIALS & MACHINERY

WINNING PACKAGING INNOVATION THROUGH THE APPLICATION OF BROAD MATERIALS, EQUIPMENT KNOWLEDGE, AND CONSUMER INSIGHTS

- Seeing packaging as an important tool to drive customer and business improvements
- Consistently delivering breakthrough and patentable packaging solutions
- Evolving packaging in a way that allows you to really reach consumers
- Case study: Exploring innovative packaging concepts at Molson Coors

BRUCE SMITH  
Senior Director, Global  
Packaging



### SUSTAINABILITY

PACKAGING CHALLENGES FOR TOP & BOTTOM LINE GROWTH IN A CIRCULAR ECONOMY

- Environmental and social challenges for packaging in CPG's
- Perspectives and commitments of a global snacks powerhouse
- A legacy of packaging optimization driving bottom and top line growth
- The role of packaging design in making recycling commonplace
- Our call for collaboration for growth in a circular economy

SERGIO PERELMAN  
Director, Global Packaging



12:45 am – 1:20 pm

## WORKSHOP

### SUSTAINABLE PAPERBOARD PACKAGING: WHY CONSUMERS ARE DEMANDING IT, AND HOW YOU CAN STILL MAKE IT STAND OUT ON SHELF

- Exploring techniques for driving innovation with consumers and customers
- Leveraging package innovation in the marketplace to drive growth
- Combining the power of design, technology, and sustainability to meet today's business and consumer needs

PETE TRAEGER  
CEO



## WORKSHOP

### THINK INSIDE THE BOX: WHY PROTECTING YOUR PACKAGING WILL WIN OVER CONSUMERS

- The new packaging challenge: online retail
- The real impact of ineffective packaging and damaged products on profitability
- Understanding the consumer mindset and unboxing expectations
- Why it matters: How protective packaging enhances the consumer's experience and delivers the performance your product deserves

RYAN GERMANN  
Director of Strategy, Market Segmentation



## WORKSHOP

### PACKAGING INNOVATION: COST EFFECTIVE AND ENVIRONMENTALLY FRIENDLY DECORATIVE PRINTING PROCESSES

- How decorative printing can set you apart from your competition
- Green processes: How reusable and recyclable printing reduces the overall cost and carbon footprint of your brand
- Case Study: How our client used Cast and Cure™ to save costs and achieve packaging

TIMOTHY CAIN  
President



1:25 pm – 2:25 pm

## LUNCH AND LEARN ROUND-TABLE DISCUSSIONS

Benefit from additional learning by joining a moderated round-table discussion on pressing issues in the industry. Choose from:

### WHY YOUR PRODUCT'S PACKAGING IS AS IMPORTANT AS THE PRODUCT ITSELF

PHILIP BREDT  
VP, Business Development



### ACHIEVING PACKAGING SUSTAINABILITY EFFICIENCY WITH 100% RECYCLED PAPERBOARD

PETE TRAEGER  
CEO



### REDUCING UNSALEABLES IN THE DISTRIBUTION CYCLE WITH STRETCH FILM AND THE RITE-GAUGING METHODOLOGY

BRIAN FRASER  
VP, Marketing, North America



2:30 pm – 3:05 pm

## DESIGN AND INNOVATION

### CRAFTSMANSHIP: THE PINNACLE OF QUALITY WHERE HUMAN CREATIVITY AND MANUFACTURING INTERSECTS. ORIBE HAIR CARE AS A CASE STUDY

- A glimpse into the Oribe brand mindset
- Collaborating as professional soulmates
- The science and art of inspiration
- Unwavering dedication to excellence
- Combining the power of design, technology, and sustainability

JENNIFER SMITH  
VP, Packaging



## MATERIALS AND MACHINERY

### UNDERSTANDING PACKAGING DEMANDS: FROM PROTECTING, PRESERVING AND SAFETY TO END-OF-LIFECYCLE MANAGEMENT

- What consumers want: Recyclable materials, zero harmful chemicals, and convenience
- Developing forward-thinking, innovative packaging for consumers
- Complying with high environmental criteria
- Increasing the recovery of used packaging for waste streams
- What's on the horizon: Trends that will shape the packing industry as we know it

JOSEPH HOTCHKISS, PHD  
Professor Emeritus



## SUSTAINABILITY

### PRODUCT PACKAGING: VIEWING SUSTAINABILITY AS A JOURNEY WITH LONG-TERM GOALS

- Learning to embed sustainability as an aspect of your company mission
- How fostering a culture of sustainability will create opportunity and initiate recycling
- Discussing packaging's role in the sustainable business growth and reducing environmental impact
- Building a mainstream goal for your Sourcing team to strive for sustainable packaging options

VANESSA VEIT  
Packaging Sourcing Director NA



3:10 pm – 3:45 pm

## WORKSHOP

### DIGITAL PRINT DELIVERS SUPPLY CHAIN AND ECOMMERCE TRANSFORMATION

- Why with the introduction of digital print technologies into the packaging supply chain, a transformation is taking place
- Demystifying digital printing
- Explaining how it is a catalyst for solving the most complex dilemmas faced in the corrugated packaging eco-system

CHRIS KNECHT  
National Account Sales Manager



## WORKSHOP

### HOW TO INCREASE RAPID INNOVATION VIA SUSTAINABLE COLLABORATION

- An overview of 18 months on the innovation rocket
- Optimizing the usability of partnerships
- How to grow high-performance technologies

ALAIN BELANGER  
President



3:50 pm – 5:10 pm

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## PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND REFRESHMENTS

5:10 pm – 5:50 pm

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### TALENT MANAGEMENT MASTERCLASS

#### PLANNING FOR CAREER SUCCESS: HOW TO SUPPORT PACKAGING PROFESSIONALS

- Case study: My packaging career journey and how I continue to support packaging professionals at all stages of their career
- Rethinking your career objectives and mapping out the path to success
- Raising awareness for the packaging industry and sharing strategies to enable career growth
- Addressing barriers in the packaging industry and future planning
- How to empower and mentor the next generation of packaging professionals

**JANE CHASE**  
Executive Director



5:50 pm – 6:30 pm

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### CLOSING KEYNOTE

#### 2025 GOALS: REVOLUTIONIZING SUSTAINABILITY FOR THE BEVERAGE INDUSTRY THROUGH NEW PRODUCTS AND PACKAGING INNOVATION

- Understanding the needs and habits of today's consumers
- Balancing act: Smart agriculture, water stewardship, climate action and circular packaging
- Packaging value chain challenges
- How can packaging innovation and procurement help drive growth and increase consumer awareness in Circular packaging challenges?

**ALINE CASAGRANDE**  
Circular Packaging Global Director



6:30 pm – 6:35 pm

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### CHAIR'S CLOSING REMARKS

#### DESIGN AND INNOVATION CHAIR

**JOSEPH HOTCHKISS, PHD**  
Professor Emeritus



6:40 pm – 7:40 pm

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### NETWORKING DRINKS RECEPTION

# PROGRAM DAY TWO

7:30 am – 8:30 am

## NETWORKING BREAKFAST

### WOMEN IN LEADERSHIP ROUNDTABLE

Enjoy breakfast refreshments and informal networking in the Exhibition Hall. We also invite our attendees to network at a Women in Leadership Roundtable with discussion from inspirational leaders in packaging. Seating is limited, so please sign up early.

**YOLANDA MALONE**  
VP, Global R&D Snacks and Foods Packaging




**VANESSA VEIT**  
Packaging Sourcing Director NA




**JAN THARP**  
Interim President & CEO



**JENNIFER SMITH**  
VP, Packaging



**SUZANNA LAKATOS**  
Senior Manager, Barbie Packaging Design



**JANE CHASE**  
Executive Director



## BREAKFAST BRIEFS

THE PATH FOR CONSUMER GOODS COMPANIES AND RETAILERS TO INCREASE RECYCLED CONTENT IN THEIR PACKAGING TO AN AVERAGE OF 25% BY 2025

**DAVID CLARK**  
VP, Sustainability




8:35 am – 8:40 am

## CHAIR'S OPENING REMARKS & REVIEW OF DAY ONE

### DESIGN AND INNOVATION CHAIR

**JOSEPH HOTCHKISS, PHD**  
Professor Emeritus




### MATERIALS AND MACHINERY CHAIR

**ANNE MARIE MOHAN**  
Senior Editor



### SUSTAINABILITY CHAIR

**VALERIA OROZCO**  
Director, Sustainability



8:40 am – 9:20 am

## KEYNOTE

WHAT IS THE NEW GENERATION OF NEXTWAVE, AND TURNING OCEAN PLASTIC INTO PACKAGING?

- Examining the next steps in growing Dell's use of ocean plastic
- How can this model be extrapolated to other locations based on supply chain requirements
- How to help in the UN Commitment to reduce ocean plastic by 160,000 pounds per year
- Examining student-led innovations to retrieve and re-use ocean plastic

**OLIVER CAMPBELL**  
Director, Worldwide Procurement and Packaging Engineering



9:20 am – 10:00 am

## FIRESIDE CHAT

### IN CONVERSATION WITH L'ORÉAL: OPTIMIZING PACKAGING AND SHARING BEAUTY WITH ALL

- Why it is important to focus on sustainable packaging: By 2020, 100% of our products will have an improved environmental or social profile
- How we support legacy L'Oreal brands to think differently and evolve
- How we use consumer insights for innovation
- How we support our acquisition business model with innovation

**KARIN KASKIEL**  
Director, Innovation Development

**L'ORÉAL**

**MICHAEL ROBINSON**  
Director, Open Innovation

**ANDREA SAVERINO**  
Senior Manager Innovation Development—Skin and Hair

10:05 am – 11:25 am

## PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND REFRESHMENTS

11:30 am – 12:05 am

### DESIGN AND INNOVATION

#### THE POWER OF PLAY: THE MAGIC OF DESIGNING DISNEY PACKAGING

- Exploring new smart packaging initiatives focused on sustainability
- How Disney infuses creative storytelling and experience design into packaging
- How to stand out on the shelf, online, out of the box and emotionally connect to consumers
- Understanding consumer target markets to create compelling packaging solutions

**KATHRYN FERONS**  
Senior Designer, Branding and Packaging



### MATERIALS AND MACHINERY

#### THE IMPACT OF OUR PRODUCT AND PACKAGING DECISIONS ON THE NEXT SEVEN GENERATIONS

- Considering the impact of sustainability in our packaging decisions
- Designing recyclable packaging and using recycled materials
- Strategies for implementing post-consumer recycled (PCR) plastics
- The importance of labeling: Our use of the How2Recycle labels
- Case study: Reducing packaging through formula concentration

**KELLY MUROSKY**  
Senior Packaging Engineer



### SUSTAINABILITY

#### A PLASTIC FREE FUTURE – HOW CREATIVITY CAN END OUR TOXIC RELATIONSHIP WITH SINGLE-USE PLASTIC

- Understand the four different types of plastic-free packaging that will shape the world of tomorrow
- Get the latest facts on how single-use plastic packaging is affecting our planet
- Find out how designers have the power to design a sustainable future
- Case study: Reducing packaging through formula concentration

**ANDREW GIBBS**  
Founder and Partner, A Plastic Planet





12:10 am – 12:50 pm

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## DESIGN AND PACKAGING SPOTLIGHT

### A TOP-DOWN APPROACH: LEVERAGING DESIGN AND PACKAGING FUNCTIONS TO DELIVER ICONIC BRANDS

- How Colgate-Palmolive's integration of Design and Packaging teams create distinctive and ownable designs
- Gaining team alignment from the earliest stages of the Creative process through printing and package functionality
- How two diverse sets of talent build off each other's strengths
- The importance of execution: It starts in the beginning
- 4 Categories and 6 Divisions but one department, how Global Design and Packaging manages complexity with agility and discipline

**KRISTINA KARAIKOS**

Associate Director, Global Oral Care Brand Design



**PETER FALLAT**

Director, Global Packaging, Pet Care

12:55 pm – 1:55 pm

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## LUNCH AND LEARN ROUND-TABLE DISCUSSIONS

Benefit from additional learning by joining a moderated round-table discussion on pressing issues in the industry. Choose from:

**ALL I NEED TO KNOW, I LEARNED FROM THE TOY INDUSTRY: EVOLVING THE DESIGN LANGUAGE INTO STORYTELLING MAGIC ON SHELF**

**ERIC JOSEPHBEK**

Sr. Manager - Toybox Brands Packaging / Brand Creative



**IMPLEMENTING THE LATEST PACKAGING MATERIALS TO DRIVE INNOVATION**

**JAN THARP**

Interim President & CEO



**DO NOT UNDERVALUE THE VALUE OF PACKAGING MACHINERY AUTOMATION**

**PAUL REDWOOD**

Chairman, OMAC



**PACKAGING INNOVATION: A LOOK AT MARKET NOSTALGIA**

**DAWN HEINRICHS**

Director of Procurement



2:00 pm – 2:40 pm

## CLOSING KEYNOTE

### DESIGNING PACKAGING FOR CONSUMERS' REALITY

- Translating consumer insights into new products and packaging
- The key questions you should be asking yourselves and consumers
- Case study: A look at a big success that bridged product innovation with packaging innovation and took on a dominant and entrenched brand
- Case study: What can we learn from an epic packaging failure

ANDRIA LONG  
VP, Innovation & Consumer Insights



2:40 pm – 3:20 pm

## PANEL DISCUSSION

### HOW THE PACKAGING WORLD WILL CHANGE IN THE NEXT 5-10 YEARS

- Understanding the current packaging landscape, and the core challenges we facing
- Discussing the areas of opportunity:
  - Shifting from rigid to flexible packaging
  - Adopting smart packaging
  - Exploring 3D printing to go mainstream
  - Hunting alternatives such as plant-based fibers
  - Robotics that can be incorporated in e-commerce packaging
- Attracting and building the next generation of packaging professionals

CHELSEA MCDUGALL  
North America Editor



PAUL REDWOOD  
Chairman, OMAC



ANDREW GIBBS  
Founder and Partner, A Plastic Planet



KATHRYN FERONS  
Senior Designer, Branding and Packaging



3:20 pm – 3:25 pm

## CHAIR'S CLOSING REMARKS

### DESIGN AND INNOVATION CHAIR

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Professor Emeritus

