

# **TOMORROW'S CONNECTION TODAY**

Driving business performance through process and technological innovation



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info@generisgp.com

# PROGRAM DAY ONE

7:00 am - 8:00 am

# **DELEGATE REGISTRATION AND LIGHT BREAKFAST**

8:05 am - 8:15 am

# CHAIR'S WELCOME AND OPENING REMARKS

**DESIGN AND INNOVATION CHAIR** 

MATERIALS AND MACHINERY CHAIR

SUSTAINABILITY CHAIR

JOSEPH HOTCHKISS, PHD Professor Emeritus



ANNE MARIE MOHAN Senior Editor







8:15 am -8:55 am

## **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

## 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 PACKAGINGEXPLORING 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



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 CUSTOMERSSHISEIDO'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 MOLSON Cooks
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



### 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

ACHIEVING PACKAGINGSUSTAINABILITY EFFICIENCY WITH 100% RECYCLED PAPERBOARD

PHILIP BREDT

VP, Business Development



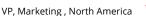
PETE TRAEGER

CEO



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

BRIAN FRASER



Sigma Stretch Film

# **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





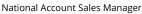
3:10 pm - 3:45 pm

# **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





## 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



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

5:10 pm - 5:50 pm

# 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

# **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

# **CHAIR'S CLOSING REMARKS**

**DESIGN AND INNOVATION CHAIR** 

JOSEPH HOTCHKISS, PHD Professor Emeritus MICHIGAN STATE

6:40 pm - 7:40 pm

# PROGRAM DAYTWO

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

PEPSICO

VANESSA VEIT

Packaging Sourcing Director NA

Genera Mills Haking Food

 $\label{eq:VP} \textit{VP, Global R\&D Snacks and Foods Packaging}$ 

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

MATERIALS AND MACHINERY CHAIR

SUSTAINABILITY CHAR

JOSEPH HOTCHKISS, PHD
Professor Emeritus

MICHIGAN STATE

ANNE MARIE MOHAN

Senior Editor

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



# **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

ĽORÉAL

MICHAEL ROBINSON

Director, Open Innovation

Director, Innovation Development

**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 plasticfree 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



# **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 KARAISKOS



PETER FALLAT

Director, Global Packaging, Pet Care

Associate Director, Global Oral Care Brand Design

12:55 pm – 1:55 pm

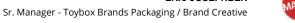
# **LUNCH AND LEARN ROUND-TABLE DISCUSSIONS**

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

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

IMPLEMENTING THE LATEST PACKAGING MATERIALS TO DRIVE INNOVATION

**ERIC JOSEPHBEK** 





JAN THARP



DO NOT UNDERVALUE THE VALUE OF PACKAGING MACHINERY AUTOMATION

PACKAGING INNOVATION: A LOOK AT MARKET NOSTALGIA

PAUL REDWOOD Chairman, OMAC



**DAWN HEINRICHS Director of Procurement** 

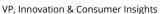


# **CLOSING KEYNOTE**

#### **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





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 MCDOUGALL
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** 

JOSEPH HOTCHKISS, PHD
Professor Emeritus

