

The easyFairs PACKAGING PORTFOLIO offers a full programme of learnShops™ over two days. These are free independent mini seminars, designed to convey maximum actionable information. Whether you are looking to enhance your knowledge and make sure you are fully informed on important issues, or maybe wanting to learn what's new in your industry, then this year's comprehensive programme can help you.

Information correct at time of going to press.

## Here's what visitors say:

“I'm here to look for ideas first and foremost in packaging materials. It's great to walk around and see exactly what's available in the marketplace. At Carlsberg we are always on the look out for innovation. This is an opportunity to see it all.”

**Gavin Wickett, Procurement Manager, Carlsberg UK**

Wednesday 24th February

### Future in Design

**11.00**  
Child protection packaging  
Stephen Wilkins, Marketing Consultant and Senior Partner, Stephen Wilkins Associates

**12.00**  
Turning an idea into a product  
Mark Sheahan, Managing Director, Compgen Limited

**13.00**  
Designing packaging for the hidden consumer  
Tim Oakley, National Account Manager, Smurfit Kappa

**14.00**  
For your eyes only  
Iain Janes, Research Director, eyetracker

**15.00**  
Web 2.0 & 'Web Squared' - implications 4 packaging design  
Chris Penfold, Design Cognition and Fellow of The Packaging Society

**16.00**  
Global activities in packaging design  
Keith Barnes, KB Consulting and Chair of The Packaging Society Board

### Packaging News

**11.00**  
iPlayer, iPod or iPack? Packaging's place in the modern media mix  
Tim Corvin, Webb deVlam

**12.00**  
Current trends in packaging innovations  
Josh Brooks, Packaging News/easyFairs

**13.00**  
If at first you don't succeed, do what you were asked – and other tips to make your packaging work  
Doug Johnston, Packology

**14.00**  
'Sustainable packaging - the innocent approach'  
Simon Oxley, Innocent

**15.00**  
What Asda's scorecard means for you  
Shane Monkman, Buying Manager, Asda

**16.00**  
We all need packaging - so do packaging and politics mix?  
Alison Vincent, Managing Director, AVA Packaging Solutions

### The Brand Summit

**11.00**  
The art of effectiveness  
Jonathan Sands, Chairman, Elmwood Design Ltd

**12.00**  
'Tesco approach to packaging and the environment'  
Stephen Pizer, Packaging Technical Manager, Tesco

**13.00**  
The Lions Lair: contestants dare to pitch their products in the Lion's Lair!  
The Judges include: Josh Brooks, Packaging News and Roy Dixon (Chairman of Starpack Judges), Cadbury, Heinz, Tesco, Waitrose, Reckitt Benckiser

**14.00**  
Wool: A natural packaging material as a focus for commercial innovation  
Angela Morris, Managing Director, woolcool®

**15.00**  
Using packaging was the new marketing medium  
Tim Oakley, National Account Manager, Smurfit Kappa

**16.00**  
'Opening Pandora's Box' - how other Countries are using Packaging Innovation to meet economic and carbon challenges  
Andrew Streeter, director of Pack-Track and Fellow of The Packaging Society

### Wrap

**11.00**  
Courtauld Commitment Phase 2 - a new voluntary agreement around packaging and food waste reduction  
Andy Dave, WRAP

**12.00**  
Supply chain innovation database  
Haulwen Nicholas, WRAP

**13.00**  
WRAP's Work on Mixed Plastics Reprocessing  
Gareth Boyles, WRAP

**14.00**  
Love Food Hate Waste: Consumer Campaign  
Ian Ferguson, Co-op

### NNFCC

**10.45**  
Welcome and introduction  
John Williams, Polymers and Materials Manager of the NNFCC

**11.00**  
Packaging's contribution to sustainability  
Jane Bickestaffe, Director, Incpen

**11.30**  
The case for cartons  
Neal Whipp, BPIF Cartons

**12.00**  
A holistic approach to sustainable product design  
Peter Ettridge, Sustainable Product Development Manager, Amcor Flexibles

**13.00**  
Biodegradable packaging solutions  
Robert Raw / Jens Hamprecht, BASF

**14.00**  
A review of bioplastic opportunities in UK  
Dr Rob Elias, BC, Bangor University

**15.00**  
Benefits of renewable content in packaging  
Cindy Haast, Marketing Manager, SIG Combibloc

**16.00**  
The plastics packaging journey  
John Simmons, CEO and Stuart Foster, Director, Recoup

### Print for Packaging learnShops™

**11.00**  
Funding opportunities for innovation in materials, packaging and food sectors  
Tony Lesowiec, Practice Leader, Pera

**12.00**  
'Digital label printing - trends and opportunities'  
Mike Fairley, Director Strategic Development, Labels Group

**13.00**  
Case Study: late stage customisation  
Chris Waterhouse, Director, idi Pac

**14.00**  
Innovations in print  
Andrew Pearce, Chief Executive, IPIA Independent Print Industries Association

**15.00**  
The New Business of Packaging - short run and on demand  
Kevin O'Donnell, Marketing Manager - iGen and DocuColor, Xerox

**16.00**  
The importance of packaging for a brand, and how a digital print company can benefit from this  
Frank Vanmeenen, Global Marketing Manager, Xeikon

Thursday 25th February

**11.00**  
For your eyes only  
Iain Janes, Research Director, eyetracker

**12.00**  
'insightFULL' innovation  
Alastair Kingsland, Design Director, PDD

**13.00**  
Packaging technology: accessing the wealth of knowledge in academia  
Deepak Gupta, Business Development Manager and Dr Lynn Gabrielson, Brunel University and Design Plus

**14.00**  
Child protection packaging  
Stephen Wilkins, Marketing Consultant and Senior Partner, Stephen Wilkins Associate

**15.00**  
Positive packaging, positive profit and negative waste: the next generation of packaging leadership.  
Maria Ana Bartelho Nevis, The Packaging Society

**11.00**  
Motivate, authenticate, innovate: how labels and sleeves are changing to make packaging more effective  
Ian Dick, CCL

**12.00**  
Go green and grow your profits - packaging for sales and sustainable supply chains  
Terry Morgan, DS Smith Packaging

**13.00**  
If at first you don't succeed, do what you were asked – and other tips to make your packaging work  
Robert Herridge, Packology

**14.00**  
Designing in sustainability for great results  
John Mathers, Managing Director, Holmes & Marchant

**15.00**  
What Asda's scorecard means for you  
Shane Monkman, Buying Manager, Asda

**11.00**  
Food contact plastic packaging trends & food contact paper and paperboard packaging trends  
Neil Farmer, Neil Farmer Associates

**12.00**  
Brand Innovations  
Geoff McCormack, Business Consultant, The Alloy

**13.00**  
The Lions Lair: contestants dare to pitch their products in the Lion's Lair!  
The Judges include: Josh Brooks, Packaging News and Roy Dixon (Chairman of Starpack Judges), Cadbury, Heinz, Tesco, Waitrose, Reckitt Benckiser

**14.00**  
Green packaging or packaging innovation through improving sustainability  
Jane Steel, Senior Designer, Dragon Rouge

**15.00**  
Reach out and touch me!  
Kevin Vyse, Packaging and Brand Specialist, KBV Consultants

**11.00**  
Courtauld Commitment Phase 2 - a new voluntary agreement around packaging and food waste reduction  
Peter Skelton, WRAP

**12.00**  
Helping consumers reduce food waste - the role of industry  
Andrew Parry, Love Food Hate Waste

**13.00**  
Eco design packaging  
Jenni Rosser, Envirowise

**14.00**  
Packaging resources action group (PRAG) - designing for recyclability  
Jane Bickestaffe, Incpen

**11.00**  
Compostable packaging: understanding terminology and developments in mater-bi packaging applications  
Tony Breton & Henk Voojjs, Novamont

**12.00**  
Ingeo™ Biopolymer, providing packaging essentials for a lower carbon economy  
Eamonn Tighe, Head of Fibers Development, NatureWorks LLC

**13.00**  
Bringing sustainability to life for the consumer  
Richard Hands, Environment Manager, Tetra Pak

**14.00**  
The plastics packaging journey  
John Simmons, CEO and Stuart Foster, Director, Recoup

**15.00**  
Benefits of renewable content in packaging  
Cindy Haast, Marketing Manager, SIG Combibloc

**11.00**  
The New Business of Packaging - short run and on demand  
Kevin O'Donnell, Marketing Manager - iGen and DocuColor, Xerox

**12.00**  
Effectively integrating digital print to the conventional packaging workflow  
John Elworthy, Packaging Innovation Expert EMEALA, EscoArtwork

**13.00**  
Innovations in print  
Andrew Pearce, Chief Executive, IPIA Independent Print Industries Association

**14.00**  
Trends in digital packaging  
Filip Weymans, Development Manager Industrial Printing, Xeikon

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