



AMERICAN PACKAGING SUMMIT 2018


JUNE 6-7, 2018

HYATT REGENCY O'HARE • CHICAGO, IL

uspacksummit.com

TOMORROW'S CONNECTION TODAY

Driving business performance through process and technological innovation

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PROGRAM

PROGRAM DAY ONE

6:55 am – 7:55 am

DELEGATE REGISTRATION AND LIGHT BREAKFAST

7:55am – 8:00 am

CHAIR'S WELCOME AND OPENING REMARKS

DESIGN AND INNOVATION CHAIR

CRAIG SLAVTCHEFF

Global VP, R&D, Snacks and International



MATERIALS AND MACHINERY CHAIR

ANNE MARIE MOHAN

Senior Editor



8:00 am – 8:35 am

KEYNOTE

PACKAGING INNOVATION THAT FULFILLS BOTH PRODUCT PERFORMANCE AND CUSTOMER NEEDS

- Seeing packaging structure as an important tool to drive innovation
- Exploring the role packaging plays in packaging performance and sustainability
- Assessing the latest structures and materials that are eye-catching and appealing
- Case studies on the holistic development of new packaging at PepsiCo

YOLANDA MALONE

VP, Global R&D Snacks and Foods Packaging



8:35 am – 9:10 am

PLENARY

DRIVING PRODUCTIVITY THROUGH ADVANCED PACKAGING MATERIALS AND MACHINERY

- Responding to packaging material and innovation trends with solutions for production
- Transforming machines and processes to increase productivity and flexibility
- Achieving a reduction in line losses, which can impact sustainability and profitability
- Utilizing materials and machinery with low environmental impacts

STEVE TREMBLAY

Head, Transversal Technology Unit



9:10 am – 9:45 am

PLENARY

ACHIEVING WASTE-FREE PACKAGING BY 2020 THROUGH INNOVATION AND SUSTAINABLE PACKAGING ALTERNATIVES

- Creating a framework driving revolutionary sustainable packaging innovations
- Exploring materials that aid in making packaging smaller, more sustainable and recyclable
- Reducing reliance on traditional oil-based plastic packaging while achieving cost savings
- Creating the eco-aware supply chains that have pointed to the new circular economy
- Introducing breakthrough materials into your packaging
- From Bamboo to mushroom to wheat straw based packaging: What's the next frontier of sustainable packaging materials?
- Case study: Ocean Plastic packaging
- Achieving the influence and support needed to change a business process for the better

OLIVER CAMPBELL

Director, Worldwide Procurement and Packaging Engineering



9:50 am – 11:10 am

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND REFRESHMENTS (80 MIN.)

11:15 am – 11:50 am

DESIGN AND INNOVATION

BREAKING OLD PARADIGMS TO TAKE PACKAGING TO NEW HEIGHTS

- Fulfilling "out of box experience" for children and their families around the world
- Overcoming the challenge of creative packaging for a dual audience - child and the parent
- Taking calculated, creative risks for winning concepts
- Emotionally connecting with consumers through storytelling and packaging innovation
- Case study: Lessons learned from new product launches

GRETCHEN DE CASTELLANE

Director, Hot Wheels Packaging Design



MATERIALS AND MACHINERY

FINDING OPPORTUNITIES FOR PRODUCT, PACKAGING AND PRODUCTION LINE IMPROVEMENTS

- Where is innovation coming from and at what level can employees innovate?
- Using a truly holistic approach to packaging design: Marketing, supply chain, customer and sustainability
- Case study: Bepanthen® Scar Treatment - How packaging directly affects product use
- Case study: ASPIRIN® "Shamrock" blister package - Examining pre- and post-launch feedback
- Making suppliers part of the team to propel innovation at a faster rate
- Looking forward: What is the future of smart and digital packaging?

GUIDO SCHMITZ

Director, Global Packaging Design



11:55 am – 12:30 pm

WORKSHOP

EXPLORING SPECIALIZED EQUIPMENT AND FILMS FOR PROPELLING PACKAGING INNOVATION

- Creating product differentiation and increased visual impact on-the-shelf and online
- Examining applications of ultra high gloss, matte and holographic finishes
What does the Cast & Cure™ decorative coating process look like?
- Utilizing cost-effective and environmentally-friendly decorative printing processes

TIMOTHY CAIN
President



WORKSHOP

PROTECTING YOUR BRAND IN THE EVOLVING DIRECT-TO-CONSUMER SHIPPING ENVIRONMENT

- Exploring the evolution of how brands connect with customers as e-commerce transforms retail shopping from in-store to an in-home experience
- Groundbreaking research on how protective packaging influences consumer perception of product and brand value
- Quantifying the true cost of damage and the impact on customer lifetime value
- Introducing protective packaging into your DTC strategy to protect your products from damage during the journey of a package

CLINT SMITH
Product Manager and Packaging Engineer



12:35 pm – 1:35 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:

BENEFITS OF DIGITAL PRINTING: DISCUSSING HYPER-CUSTOMIZATION AND DESIGN FLEXIBILITY

ALISHA HOWARD
Marketing Manager



MAKING CORRUGATED PACKAGING PART OF THE CUSTOMIZATION EXPERIENCE THROUGH DIGITAL PRINTING

TED SAMOTIS
VP, Digital Business Development



EXPLORING SUSTAINABLE FILM OPTIONS IN COMMERCIAL APPLICATION: POST CONSUMER RESIN, ALL PE BARRIER RECYCLABLE POUCHES AND SPECIALIZED FILMS

DAVE BARTISH
Business Development Manager



EXAMINING THE LATEST INNOVATIONS IN PRINTING FOR LABELS AND PACKAGING

DORIS BROWN-MCNALLY
Global Brands Innovation Manager



INCREASING VISUAL IMPACT OF PACKAGING ON-THE-SHELF AND ONLINE

TIMOTHY CAIN
President



ACHIEVING OPERATIONAL EFFICIENCY IN HIGH PRODUCTION PACKAGING LINES

BEN JEWELL
Sales Consultant



DAVID MURPHY
Worldwide Marketing Director,
PageWide Industrial Division



DISCUSSING THE INTERNET OF PACKAGING AND THE FUTURE OF BRAND CONNECTION

PAUL SIMONET
Global Strategy Director



IMPROVING THE PERFORMANCE WHILE REDUCING THE WEIGHT AND COST OF THERMOFORMED POLYPROPYLENE PACKAGING

PHILIP JACOBY, PH.D.
Technical Consultant



Seating is limited, so please sign up early. Sessions will start at 12:35 pm and run for one hour. Additional seating will be provided to discuss other topics.

1:40 pm – 2:15 pm

DESIGN AND INNOVATION

WHAT IT REALLY MEANS TO BE A DESIGN-INTEGRATED COMPANY

- What makes design-integrated companies different in the mind of consumers?
- Exploring types of innovation: human experiences vs. consumer products
- Examining human scale and humanistic solutions are the credo of design
- Applying 'Design Thinking' to remove silos and promote cross functional collaboration
- Developing a highly flexible and responsive team with a can-do spirit
- Case study: Discussing the design evolution of products in Colgate-Palmolive's oral, personal, home care and pet care portfolio

JARED RICHARDSON
Worldwide Director, Global Brand Design



MATERIALS AND MACHINERY

ADOPTING BEST-AVAILABLE TECHNOLOGY AND PROCESSES FOR PRODUCTION, PACKAGING AND WAREHOUSE EFFICIENCY

- Are your supply operations equipped to compete for a faster more flexible future?
- Where do the packaging and production-line fit within a World Class Supply Chain continuous improvement program?
- Reviewing production-line costs, suppliers and performance for areas of improvement
- Unlocking potential savings and getting products closer to customers
- Upgrading bottling lines to new fully automated high-speed lines
- Reconfiguring operations to manage more SKUs and diversity of products
- Benchmarking operations to further drive out costs and invest in growth

GAVIN MILLAR
Senior Director, Global, Packaging and Warehouse Design



2:20 pm – 2:55 pm

WORKSHOP

RETAIL-MINDED PACKAGING: DEVELOPING WINNING PAPERBOARD PACKAGING CONCEPTS TO GIVE YOUR BRAND THE ATTENTION IT DESERVES

- Is your current packaging getting the attention your brand deserves?
- How to drive attention to packaging and take advantage of the primary source of the consumers awareness

PETE TRAEGER
CEO



MICHAEL VON BRENDL
Senior National Account Manager



WORKSHOP

THE INTERNET OF PACKAGING: TRANSFORMING THE IMPACT AND COMMERCIAL INFRASTRUCTURE OF BRAND BUILDING

- How packaging enters the world of the Internet of Things (IoT)
- Why there will be no such thing as an 'unconnected pack' within 5 years
- Delivering immersive brand stories at the point of consumption and point of use via VR and AR
- Delivering 24/7 real-time engagement data from consumers
- Applying this data to transform how brands are understood and managed

PAUL SIMONET
Global Strategy Director



ERIC SCHULTZ
VP, Business Development, Americas



3:30 pm – 3:35 pm

DESIGN AND INNOVATION

UTILIZING DESIGN THINKING TO IMPROVE YOUR OVERALL PACKAGING STRATEGY

- The art and science of design thinking: What are the important components?
- Turning strategy into action through innovation and design thinking
- Translating consumer insights into new products and packaging
- Taking a personalized approach to package design
- Examining other examples of holistic design and consumer response
- Case study: Applying digital printing and mass customization tools to develop Snickers' personalized "Hunger Bars" packaging

SAMIR MOFTAH
Director, Global Design and Innovation



MATERIALS AND MACHINERY

SMART AND INTELLIGENT DIGITAL PACKAGING: WHAT'S HAPPENING NOW AND WHERE IS THE INDUSTRY HEADING?

- Examining the impacts of e-commerce on package design and development
- How to deliver an online and in-store packaging experience in today's market
- Examining new technology features of packaging that connect consumers to products
- What smart features are being used in the industry and what does this say about its trajectory?
- Case study: Applying Near Field Communication (NFC) to create interactive Flonase Allergy Relief shelves in stores

ANU GADHIRAJU
Category Packaging Manager,
Global R&D Respiratory Health



3:40 pm – 4:40 pm

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND REFRESHMENTS (60 MIN.)

4:45 pm – 5:20 pm

PLENARY

WHERE IS THE PACKAGING WORLD HEADED IN THE NEXT 5 YEARS?

- Looking at where we came from and where we're headed in the packing landscape
- How what was important in the past is obsolete today
- Discussing examples of evolving packaging innovations throughout the years
- Examining the biggest trends affecting the industry right now:
 - E-commerce
 - Smart packaging
 - Sustainability
- Addressing the skills gap to remain competitive and agile in today's market
- What can companies do to develop the next generation of talent?
- Establishing a packaging strategy that starts at talent and addresses customer needs, business performance, packaging innovation and technology infrastructure

JANE CHASE
Executive Director



5:20 pm – 5:55 pm

INNOVATION SPOTLIGHT

DISCUSSING THE IMPORTANCE OF A MAJOR REBRAND TO ACCOMMODATE NEW PRODUCT LINE EXPANSIONS

- What considerations went into one of the biggest redesigns this year?
- Further positioning Chobani for yogurt-market-dominance
- Refreshing logo, identity and packaging
- Selecting design and material elements that match the sensory profile of products
- Bringing together the realities of design in packaging procurement, supply chain and manufacture
- Examining customer and retail response to new package roll-out

LELAND MASCHMEYER
Chief Creative Officer



5:55 pm – 6:00 pm

CHAIR'S CLOSING REMARKS

DESIGN AND INNOVATION CHAIR

CRAIG SLAVTCHEFF
Global VP, R&D, Snacks and International



MATERIALS AND MACHINERY CHAIR

ANNE MARIE MOHAN
Senior Editor



6:00 pm – 7:00 pm

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.


JANE CHASE
Executive Director




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



GENEVIÈVE BLACKBURN
Director, Packaging



GILLIAN NAKAMURA
Design Manager, Packaging



REBECCA OESTERLE
Senior Manager, Packaging and Graphics Development



KARIN KASKIEL
Director, Innovation Development




8:30 am – 8:35 am

CHAIR'S OPENING REMARKS & REVIEW OF DAY ONE

DESIGN AND INNOVATION CHAIR

CRAIG SLAVTSCHEFF
Global VP, R&D, Snacks and International



MATERIALS AND TECHNOLOGY CHAIR

ANNE MARIE MOHAN
Senior Editor



8:35 am – 9:20 am

KEYNOTE

DECIPHERING AND FULFILLING THE NEEDS OF CUSTOMERS TO DRIVE ORGANIZATION-WIDE GROWTH

Seeing packaging as an important tool to drive innovation with consumers and customers

Evolving packaging in a way that allows you to really reach consumers

Setting an overall global strategy and execution for packaging innovation and sustainability

How sustainability imperatives will shape the future of innovation in the industry

Important initiatives: Realigning supply chains and e-commerce transformation

Case study: New items emerging from McCormick's Technical Innovation Center

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



9:20 am – 9:55 am

PLENARY

WHAT'S NEW WITH SUSTAINABLE PACKAGING AT THE COCA-COLA COMPANY?

- Examining the key role sourcing and recyclability play in Coca-Cola's Sustainable Packaging Strategy
- Discussing advancements in PlantBottle packaging
- Creating innovative packaging by leveraging technology partners
- Package lifecycle: Conducting lifecycle assessments on packaging to see where it goes
- Future outlook: New water management programs and sustainability initiatives

BRUCE KARAS

VP, Environment, Sustainability, Safety and Technical Information



9:55 am – 10:30 am

PLENARY

CREATING A UNIFIED PACKAGING STRATEGY THAT MEETS THE EVOLVING NEEDS OF CUSTOMERS AND RETAIL

- Understanding the critical needs of packaging for today's modern consumer, shopping experience and supply chain
- Discussing new eating and shopping habits of customers and how it impacts operations
- How packaging formats that can help transform the consumer experience
- Creating omni-channel design for e-commerce, retail and on-the-go needs
- Assessing primary and secondary packaging that is best for e-commerce
- Case study: What's new for Campbell Soup Company?

DAVID PORTER

Director, Packaging Strategy, Innovation and e-Commerce



10:40 am – 11:40 am

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND REFRESHMENTS (60 MIN.)

11:45 pm – 12:20 am

INNOVATION SPOTLIGHT

BEING A UNIQUE AND INNOVATIVE CHALLENGER BRAND: BEING BOLD AND TAKING ON THE BIG GUYS

- What goes into building a thriving brand?
- Challenging the norms of the business through his unique storytelling
- Using design to stand out among competitor brands
- Finding the right materials to create a sensory experience for shoppers
- Winning with design and marketing prowess
- Case study: My history creating some of the most innovative and fun consumer brands

CRAIG DUBITSKY

Co-Founder, eos Products
Founder and CEO



12:25 am – 1:00 am

DESIGN AND INNOVATION

CREATING THE STEPPING STONES FOR PACKAGING INNOVATION

- What are the latest consumer and packaging materials trends in the brewing industry?
- How to innovate products with current technology infrastructure and processes
- Looking to graphic design, labelling and product extensions as a driver of growth
- Examining primary packaging innovation for aluminum cans, glass and PET
- Creating new options in packaging-driven convenience, such as multi-packs
- Ensuring packaging innovation compatibility with production and packaging lines

BASTIAAN SARIS
Global Head, Innovation and Specialties



MATERIALS AND MACHINERY

SUSTAINABILITY PACKAGING ROADMAP: CLOSING THE LOOP

- Examining the key role packaging and sourcing plays sustainability
- Exploring techniques to achieve more sustainable packaging
- What packaging change has had the biggest impact on Nestlé Waters sustainability?
- Reducing the carbon footprint of our packaging
- Utilizing sustainability to create net value creation
- Leveraging culture of change to influence our priorities:
 - Water stewardship,
 - Community development,
 - Packaging through collective action, partnership and engagement
- What's next: Discussing next steps in a sustainable packaging strategy

VALERIA OROZCO
Senior Manager, Sustainability



1:05 pm – 1:40 pm

DESIGN AND INNOVATION

THE INNOVATION KILLING SYNDROME: THE DO'S AND DON'TS FOR DRIVING EFFECTIVENESS IN YOUR PACKAGING ORGANIZATION

- What affect the effectiveness of innovation and the innovation team?
- Creates a self-feeding environment that can catapult product and packaging development
- The Procrustes Syndrome: Case studies of cutting innovation short
- Creation killers: micromanagement, over control, exaggerated limits, etc.
- Allowing intelligence and creativity to flow freely
- Techniques for pushing forward your innovation program

JORGE MAQUITA
Senior Manager, Packaging Innovation - Latin America



MATERIALS AND MACHINERY

FOOD AND PACKAGING INTERACTIONS: PERFORMING A DELICATE BALANCING ACT BETWEEN EFFICIENCY, DIFFERENTIATION AND CONSUMER SATISFACTION

- 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

JOSEPH HOTCHKISS, PH.D.
Professor Emeritus and Former Director,
School of Packaging




1:45 pm – 2:45 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:


CREATING A CUSTOMER-CENTRIC STRATEGY FOR PRODUCT PERFORMANCE AND PACKAGING

KYOO PARK
Manager, Packaging Innovation



PACKAGING AND E-COMMERCE STRATEGIES FOR FOOD AND BEVERAGE

CHRIS CETNAR
Packaging Manager, Consumer Foods R&D



BUILDING HIGH PERFORMING PACKAGING TEAMS AND BENCHMARKING SUCCESS

KORY NOOK
Head, Packaging Innovation and Development, Global Personal Care



STRIKING THE BALANCE BETWEEN PACKAGING CREATIVITY, INNOVATION AND SUSTAINABILITY


JACQUIE PATTERSON
Senior Manager, Package Engineering


HOW E-COMMERCE AND DIRECT SHIPPING TO CUSTOMERS AFFECT PACKAGE DESIGN


RANDY BETZ
Manager, Nutrition Packaging R&D


STRATEGIC SOURCING CONSIDERATIONS FOR DRIVING PACKAGING SUSTAINABILITY AND INNOVATION


MARI CHIJIWA
Purchasing Manager, Brand Packaging and Print Services


BEN KUCHLER
Director, Product and Packaging Sustainability



UNDERSTANDING THE COMPLEXITY IN ELECTRONICS PACKAGING AND WHAT INNOVATIVE PACKAGING MATERIALS LOOK LIKE FOR THIS SECTOR

ERIKA WETZEL
Director, Packaging and Inbox Accessories


PROCURING AND IMPLEMENTING THE LATEST PACKAGING MATERIALS TO DRIVE INNOVATION

MARSHA MCINTOSH-HAMILTON
Director, NA Packaging Procurement


CLUB STORE PACKAGING: EXAMINING PACKAGE DESIGN AND STRATEGY IN A CHANGING RETAIL LANDSCAPE

DAWN HEINRICH
Packaging Manager, Home and Personal Care Division


Seating is limited, so please sign up early. Sessions will start at 1:50 pm and run for one hour. Additional seating will be provided to discuss other topics.

2:45 pm – 3:20 pm

FIRESIDE CHAT

WHAT LEADERS MUST DO TO ENSURE THE RIGHT CLIMATE OF INNOVATION

- Developing winning concepts through innovation, design and creativity
- Working with packaging and marketing teams to enable creativity and innovation
- Building creativity as a core competency in your organization
- How leadership impacts innovation
- Strategies for activating teams in the self-learning age

SIMON PITMAN
Senior Editor


MARK POLSON
VP, Fast-to-Action and Design Thinking

ESTÉE LAUDER
COMPANIES

3:20 pm – 3:55 pm

PLENARY

HOW PACKAGE DESIGN ENHANCES THE CONSUMER EXPERIENCE

- Examining 125 years of innovations at Crown Holdings
- Best ways to create package design that delights customers
- How does the most recognizable packaging connect with consumers?
- Examples of sensory stimulation: From deodorant to tea, from buns to champagne
- Discussing new technologies that enhance physical interaction with the package
- What's next?: Discussing trends in digital printing, mass customization and transparency

DANIEL ABRAMOWICZ, PH.D.

Chief Technology Officer; EVP, Technology and Regulatory Affairs



3:55 pm – 4:40 pm

PANEL DISCUSSION

WHAT ARE THE CURRENT AND FUTURE NEEDS OF PACKAGING?

- Understanding consumer, retailer and e-commerce needs to determine a path forward
- Setting an overall global strategy and execution for packaging innovation and sustainability
- Bringing together the realities of the supply chain and manufacture into design thinking
- Selecting and implementing the latest ideas and materials into your packaging operations
- Driving new product launches and through packaging

RICHARD MCNABB

Global Director, Packaging



VIEN-AN FRIEDEL

Senior Manager, New Product Development



WILLIAM EATON

Senior Director, Packaging R&D



SUE MURRAY

Director, Brand and Packaging Design

LAND O'LAKES, INC.

ANGELA DENNIS

Director, Technical Packaging and Environmental Officer



KEVIN T. HIGGINS

Managing Editor



4:45 pm – 4:50 pm

CHAIR'S CLOSING REMARKS AND SURVEY PRIZE GIVEAWAY

DESIGN AND INNOVATION CHAIR

CRAIG SLAVTCHEFF

Global VP, R&D, Snacks and International



MATERIALS AND MACHINERY CHAIR

ANNE MARIE MOHAN

Senior Editor

