

Intensive Workshop: 18-19 May 2016, Santika Premiere Bintaro Hotel

SMART PACKAGING

Harnessing active and intelligent technologies to add value to flexible and rigid packaging



Shelf life extension

Food waste reduction

Anti-microbial

Brand protection

Product security

Anti-counterfeiting

Oxygen scavenging

Tamper evidence

Temperature indication

Enhanced traceability

Product differentiation

Consumer communication

Smart labels

Data capture

Direct marketing

Greetings!

The Indonesian Packaging Federation / IPF as a member of Asian Packaging Federation and World Packaging Organization, invite you to join an intensive packaging workshop being held in Santika Premiere Bintaro Hotel, from 18-19 May, 2016.

What is Smart Packaging?

Smart packaging has been a trending topic now. It can also be called intelligent packaging, interactive packaging or active packaging – or combinations of these. Smart packaging is about clever ways to package a product.

In today's competitive environment packaging has to do a great deal more than simply protect. New active and intelligent technologies hold out the promise of extended shelf life, improved product and brand security, and a more positive consumer experience.

Smarter packages that provide better safety, wellness, convenience, value and gratification will increase brand loyalty because these factors drive most purchasing decisions and behavior.

There are two types of smart packaging. The first type interacts with the product – for example, to control the growth of bacteria or most common name for this type of packaging is active packaging. In food packaging, interaction between the packaging material and the product should normally be avoided or minimised, to make this type of packaging possible.

The other type of smart packaging is intelligent packaging. This intelligence adds an extra information function to the packaging, often in the form of sensors and communication features (with or without electronics). This technology provides a quick, cheap and efficient way to monitor the environmental conditions in the supply chain.

WHO SHOULD ATTEND?

The workshop will bring together Brand owners, Retailers, Packaging producers, Plastics and Additive suppliers, active and intelligent technology developers, and processing machinery experts to explore the full range of available and emerging technologies. It will provide the ideal environment in which to explore the packaging needs and expectations of brand owners and consumers who are involved in packaging.



Henky Wibawa
He is Executive Director of IPF and has experience in Flexible Packaging. He used to work at Amcor Flexible as Technical Director and Argha Karya Prima Industry Tbk as Market & Applications Development Head.



Katerina Maltseva
Solution Architect and Partner Program Manager, Asia Pacific & Japan at Hewlett-Packard. She is responsible for designing technical end to end solutions for the Label & Packaging HP Indigo customers in Asia Pacific & Japan region.



Tommy Aritanto
Innovation & Business Development Director, Dynapack Asia. He has experience more than 25 years in rigid plastic packaging, especially in bottle and closure, include anti-counterfeiting.



PROGRAMME OUTLINE:



Day 1: Wednesday, 18 May 2016

- 08.00 – 08.30 Re-Registration
08.30 – 09.00 Welcome and introduction by IPF followed by introducing of each participant
09.00 – 10.15 **What is Smart Packaging..?**
Smart packaging is about clever ways to package a product
10.15 – 10.30 Coffee Break
10.30 – 11.30 **Active and intelligent packaging and it's applications**
To improve quality and extended shelf-life for packaged foods
11.30 – 12.30 **Food Safety Technology beyond Aseptic Packaging**
Keeps food safe, fresh and flavorful
12.30 – 13.30 Lunch
13.30 – 14.30 **Food & Beverage Barrier Materials and Technology**
Delivering cost-competitive barrier technology for rigid packaging
14.30 – 15.30 **Smart Packaging Technologies for FMCG**
For food quality and safety
15.30 – 15.45 Coffee Break
15.45 – 17.00 **Oxygen scavenger technology**
Oxygen scavengers in packaging materials & sachets

Day 2: Thursday, 19 May 2016

- 08.30 – 10.00 **Tamper evident seals and security labels**
To protect your products with security technology
10.00 – 10.15 Coffee Break
10.15 – 11.15 **Brand Protections on Packaging - Solving the Counterfeiting**
Especially for pharmaceutical products on-packaging protection
11.15 – 12.15 **QR dan AR Codes**
Quick Response (QR) and Augmented Reality (AR)
12.15 – 13.15 Lunch
13.15 – 14.30 **Smart Labeling Technologies (especially on Shrink Sleeve)**
End to end process in shrink sleeve label
14.30 – 15.30 **Anti-Counterfeiting for Closure**
To ensure the authenticity and traceability of a range of bottles
15.30 – 16.00 **Case Study & Group Project Presentations**
16.00 – 16.30 **Evaluation and Discussion**
16.30 Coffee & Tea, end of programs

For more information, contact:
Indonesian Packaging Federation
Telp. & Fax. (021) 744 1775
Email: packindomail@gmail.com
Contact: **Irma: 0812-9716-3842**
Mualif: 0816-780-818
Didi: 0813-8031-3154

Registration Form

Intensive Workshop in **SMART PACKAGING**, 18-19 May, 2016

NAME (participant 1) _____ **NAME (participant 2)** _____
Present Position _____ Present Position _____
Mobile _____ Mobile _____
Email _____ Email _____

COMPANY _____

LINE OF BUSINESS _____

PRODUCTS / SERVICES _____

ADDRESS _____

VENUE **Santika Premiere Bintaro (****) Jl. Prof. Dr. Satrio CBD Bintaro, Tangerang Selatan**
Twin Sharing - Rp. 750.000 / night included breakfast for two persons
Single Room - Rp. 750.000 / night included breakfast

FEE: Rp. 3.850.000 / person (Excluded hotel accommodation)

The Fee included Certificate and Refreshments (2 x Coffee Break, Lunch). **Each participant will get all presentation materials in Flash-disk.** Early Bird discount 5%, due date 2 May 2016.

GROUP DISCOUNT: Group Registration – less 10% Discounts shall be given if registration together with transfer payment is received at the latest **by 2 May 2016.** Group Discount is applicable for three or more registrant from the same company.

Payment should be transferred to: **PT Sentra Info Pack, Bank Mandiri - Aminta Plaza Branch, Jl. TB Simatupang, Jakarta Selatan.**
AC No. 101-000-6015-703 Swift Code: **BMRIIDJA** Earmarked: **Packaging Workshop 2016**

Please inform us after transferred to fax no: (021) 744 1775 or e-mail to: packindomail@gmail.com or seminar@packindo.org