

**Industrial seminar:  
Thursday, 19 July 2018  
at JIE Kemayoran, Jakarta**

organised by:



member of:



# High Performance Packaging for Premium Brands

**Greetings!**

The Indonesian Packaging Federation / IPF, a member of APF / Asian Packaging Federation and WPO / World Packaging Organization, invite you to join a one-day seminar on High Performance Packaging for Premium Brands, which will be held in seminar room at JIExpo, Kemayoran, 19 July 2018.

This seminar in conjunction with Hotelex Indonesia Expo / including Fine Food Indonesia Expo, 18-20 July 2018.

A shift in consumer preference toward premium products is transforming the packaging industry.

Two key principles guide brand owners in pursuit of "premium" appeal. The first is that packaging change is inevitable, constant and must be anticipated to ensure success. The second is the promise of premium packaging: that a product presentation that exceeds consumer expectations with an element of luxury goes a long way in solidifying brand loyalty.

**SEMINAR FEE:**

**Rp. 1.250.000** The Fee included Certificate and Refreshments (2 x Coffee Break, Lunch), presenter materials and goody bag.

Payment should be transferred to:  
PT Sentra Info Pack at Bank Mandiri Aminta Plaza Branch,  
Jl. TB Simatupang, Jakarta Selatan.  
AC No. 101-000-6015-703 Swift Code: BMRIIDJA  
Please inform us after transferred to e-mail:  
[packindomail@gmail.com](mailto:packindomail@gmail.com) or [seminar@packindo.org](mailto:seminar@packindo.org)

in conjunction with:



**Seminar programs:**

- 08.30-09.00 Re-registration
- 09.00-10.00 **Packaging role in the modern premium product marketplace**
- 10.00-10.30 Coffee Break
- 10.30-11.30 **Total Solutions in Packaging: how to create innovation ranging from design to production technology**
- 11.30-12.30 **Cross-over innovation in beverage cans: closure and capping**
- 12.30-13.30 Lunch
- 13.30-14.30 **How to improve packaging integrity**
- 14.30-15.30 **How to create affordable luxury through packaging premiumization**
- 15.30 End of seminar and coffee, tea followed by tour to Hotelex Indonesia Expo

**Don't miss it, please register now!**

## Registration Form

Name	Position
01 _____	_____
02 _____	_____
03 _____	_____
Company _____	
Products _____	
Tel _____	
E-Mail _____	
Total Payment _____	

Please contact: **INDONESIAN PACKAGING FEDERATION / IPF** Telp.(021) 744 1775 Email: [seminar@packindo.org](mailto:seminar@packindo.org)  
Contact: **Irma: 0877-8147-0219 / Muallif: 0816-780-818 / Didi: 0877-8878-5862 / Dewi: 0812-8126-9641**