



# Scottish Food & Drink Innovation Network

## Packaging Workshop "How Smart is your Packaging?"

Murrayshall House Hotel, Perth  
12 September 2007

The drive to gain a competitive edge through food and drink packaging is becoming as strong as the competition in new product development. Underlying all of that is the need for the package to comply with legislation, reflect the brand, communicate the emotional and functional benefits to the consumer, all whilst being "different".

So what is food and drink packaging to you? Simply the pack that protects your product?, A sales billboard that attracts the consumer and entices them to make the decision to purchase?, Or is it something more?

This morning session of the seminar will showcase packaging innovations that are making a real impact in the food and drink industry today, and new technologies that could prove to be the packaging of the future. We will also hear from a leading packaging design company on how to manage the process of packaging innovation.

Armed with this information and stimulated to apply it to your sector, the afternoon will be devoted to workshop sessions to explore the problems areas faced by industry in relation to packaging technology and innovation. Having mapped these out, the second session will look to identify where we can find solutions to address these challenges and who needs to be involved in projects to develop the solutions that can be applied to Scotland's food industry.

Going forward, the Scottish Food & Drink Innovation Network will provide practical hands on support to build these projects, including support to access finance, to enable you to take these ideas through to a practical solution.

**Attendance at this Workshop is free.**

For bookings and further information please contact:

**Andrew Cameron**, Scottish Food & Drink Innovation Network Manager  
Email [acameron@leatherheadfood.com](mailto:acameron@leatherheadfood.com) Telephone 01224 715751

*Alternatively, please complete the booking form overleaf*



# Programme

## Packaging Workshop

### “How Smart is your Packaging?”

12 September 2007

**Chairman:** Paul Berryman, Director of Research, Leatherhead Food International (LFI)

- 09.00 *Registration*
- 09.30 Introduction to the Innovation Network  
[Dr Paul Berryman](#), Director of Research, LFI  
[Andrew Cameron](#), Scottish Food & Drink Innovation Network Manager
- 09.45 Market Drivers  
[Keith Barnes](#), Director, Institute of Packaging
- 10.10 Is Your Packaging “Best in Class?”  
[Mike Robey](#), Innovation Fund Manager, WRAP (Waste and Resources Action Programme)
- 10.35 Thinking Inks  
[Professor Andrew Mills](#), Head of Physical and Applied Chemistry, University of Strathclyde
- 11.00 *Refreshments*
- 11.20 Smart Packaging - Innovations and Applications  
[Packaging Faraday](#)
- 12.20 Managing the Uncertainty of Innovation  
[Peter Booth](#), Director, Tin Horse
- 13.00 Questions and Answers
- 13.15 *Lunch and Networking*
- 14.15 Breakout Session 1 – Packaging, What are the Key Challenges Faced by Industry?
- 14.55 Breakout Session 2 – Packaging Solutions
- 15.40 Feedback
- 16.10 Wrapping Up and Next Steps
- 16.30 *Close*

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#### Booking Form

Please register my place at the **How Smart is your Packaging?** workshop

#### Company Details

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_

#### Delegate Details

Name of person completing form if different from delegate:

\_\_\_\_\_

Please register the following delegate

Surname (Mr/Mrs/Ms/Dr/Prof./Other) \_\_\_\_\_

Forename \_\_\_\_\_

Job Title \_\_\_\_\_

#### E-mail

Direct Dial/Mobile \_\_\_\_\_

Special dietary requirements \_\_\_\_\_  
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