

PACKAGE DESIGN & Development Summit

2011 CONFERENCE PROCEEDINGS CD

Developing Packages in the New Economy

The 2011 Package Design and Development Summit communicated an important mission: making the connection between product and package. A critical discussion centered on the need to establish a consumer connection with the package and to work closely with brand owners to identify the right brand message. The idea that packaging is sometimes disconnected from the product was presented in many ways at this emerging, buzz-worthy event, held March 1-3 in St. Petersburg, FL.

Presentations from MeadWestvaco, Dassault Systemes, Unilever, Ampac Flexibles, and DuPont are amongst those included within the Proceedings CD.

“The price of a package can be higher, as long as it offers extra value to consumers and gives them value for what they are spending. I personally believe that a consumer will spend more for what they are buying if it offers that value.”

Craig Sawicki
TricorBraun



Steve Kazanjian
MeadWestvaco

“If you’re not confident to market your idea properly, it’s probably not a good idea,” You must go after multiple features and benefits of innovation and bring that to life for consumers.”

“We need to reinvent color as we know it in packaging. The brand helps guide choices and inspire a consumer to stay loyal, try a new brand or make more healthy choices. The packaging and color should do the same.”

Wayne Likavec
DayGlo Color Corp.



Rose Grabowski
Dassault Systemes

“For many consumers, the choice is clear: when possible, they will opt for the sustainable alternative. But they are also extremely confused about the conversation that takes place on sustainability.”

“Invention is the discovery and development work that occurs in a laboratory, leading to intellectual property. Innovation can only take place in the market, since value creation is the essential element.”

Yasmin Siddiqi
DuPont



Table of Contents

Connecting With Consumers on a Powerful Emotional Level

Steve Kazanjian Vice President, Global Creative, MeadWestvaco (MWV Packaging)

Reinventing Color – An Examination of Packaging and Consumer Developments in the 21st Century

Wayne Likavec, New Product Development and Quality Control Manager, DayGlo Color Corp.

What is Truly Sustainable: The Realities Versus the Perception of Sustainable Packaging

Eric Hartman, Director, Packaging Technologies and Commercialization, Product Ventures

Leading With Sustainability

Rose Grabowski, Vice President, Worldwide Market Development, Consumer Packaged Goods, Dassault Systemes

Sustainable Design Panel: The Challenges and Future Opportunities (Four presentations in one PDF!)

Chuck Miller, Creative Director, Combined Technologies Inc.
Matt Barnes, Structural Designers, RR Donnelley Global Packaging Solutions
Jean-Pierre Lacroix, President, Shikatani Lacroix
Georgia Thunes, Strategy Director, Brand Engine

Packaging Design and Development: A Study in Collaboration

Yasmin Siddiqi, Global Marketing Director, Packaging and Consumer, DuPont
Maria Boustead, Lead Designer, Strategy and Insights, Webb DeVlam

Merging Your Left and Right Brain to Create Successful Packages

John Almstead, Senior Designer, Unilever
Joshua Sternthal, Senior Designer, Unilever
Michael Schroeder, Consumer Products Industry Business Consultant, Siemens PLM Software

Package Design and Preventing Product Damage

Mike Boersig, Manager, Supply Chain Solutions Team, CHEP

Good Design or Bad Design – Know Your Customer

Craig Sawicki, Chief Creative Officer, TricorBraun

Turning Away From the Throwaway Nation

Jason Foster, Founder/CEO, Replenish Bottling Co.

EcoCradle Case Study: How Steelcase is Switching from Petrochemicals to... Mushrooms

Sam Harrington, Environmental Director, Ecovative Design LLC
Dennis Carlson, Manager of Packaging and Logistics for North America, Steelcase Inc.

Putting Time Back Into the Consumer's Day – The Goal of Convenience Packaging

Gary Forni, CEO, Heat Genie Inc.

Developing the Next Range of Packaging: A Team Approach

Sal Pellingra, Innovation and Marketing Director, Ampac Flexibles
Jason Carignan, Co-Founder, Chief Design Officer, Vapur U.S.

Marrying Investment to Innovation: A Case Study of Success

Greg Myers, Managing Director, Mason Wells
Steve Kelly, Vice President, Technology and Business Development, NEX Performance Films

Packaging Sustainability by Design and Transit Packaging

Larry Dull, Partner, Packaging Knowledge Group

**18 Full-Color Presentations in PDF Format
That Include Critical Design Concepts and Case Studies!**

ORDERING INFORMATION

CALL: 1-610-436-4220 ext. 8511

FAX: 1-610-436-6277

E-MAIL: orders@packstrat.com

ONLINE: www.packstrat.com

Packaging Strategies
600 Willowbrook Lane, Suite 610
West Chester, PA 19382-4550, U.S.A.

PAYMENT INFORMATION

2011 Package Design & Development Summit Proceedings CD (CD ONLY)

_____ copies @ \$295 \$ _____

Add \$10 S&H in the U.S. / \$15 S&H elsewhere (per order) \$ _____

TOTAL \$ _____

SHIP TO:

Name _____

Title _____

Company _____

Street Address _____

City _____ State _____

Country _____ Zip _____

Telephone _____

E-mail _____

Fax _____

Payment enclosed. My check, including shipping and handling, is enclosed (Drawn in U.S. funds on a U.S. bank, payable to Packaging Strategies)

Charge my credit card:

Visa Mastercard Discover Amex

Card # _____ Expires _____

Name on card _____

Signature _____