

ANALYZING THE PRESENT, DISCOVERING PACKAGING'S FUTURE

Packaging Strategies' 2011 Packaging Outlook Summit, held Nov. 7-9 at the InterContinental Buckhead in Atlanta, was a groundbreaking conference, a first-of-its-kind event that featured packaging, consumer products, and retail professionals offering their educated take on what the packaging industry will face in its short-term future. There were numerous questions raised on how consumer trends will affect packaging's direction. And speakers mulled over subject areas as diverse as online shopping behavior, the lasting effect of global economic instability, universal design, resin volatility and the growth of the Hispanic consumer.

WHAT PRESENTERS DISCUSSED AT 2011 PACKAGING OUTLOOK SUMMIT:

"If you look at [packages] as holding stuff, you commoditize your whole business. It is not just the stuff that the package holds but the value you can create with packaging."

Bill Pizzico
Prizm Group



Jean-Pierre Lacroix
Shikatani Lacroix

"The package should change behavior and offer a ritualized engagement that leads to repeat purchases. There's an opportunity to make the shipping package bought online more distinctive."

"Control is in the hands of the shopper, not the retailer or CPG. There is a limitless, personal connection coming between the shopper and the product."

Patrick Rodmell
Watt International



Eric Freitag
Smart Design

"We have the opportunity to make a meaningful improvement. A syringe can be an effective drug-delivery method at home but many physically couldn't use it. In this case, the packaging is the product."

"The [aseptic packaging] market currently is heavily weighted toward the carton and the pouch. The question is whether other food and dairy will make the jump to aseptic, shelf-stable packaging."

Michael Guidry
Mercury Consulting Group



Felipe Sixto
Sixto Packaging

"Consumer product companies must avoid stereotyping [the Hispanic consumer]. Cookie-cutter, one-size-fits-all approaches do not work."

"A goal is to have 50 percent of ideas from outside the organization and then try and refine them in a tightly defined strategy. That can lead to commercial success."

Jim Peters
Packaging Education Alliance



Sam Beasley
Resin Technologies Inc.

"The past 10 years have been dramatic in the plastics [resin] industry. You must understand what the competition is doing and determine your risk tolerance. Create a process or environment to ensure your competitive position."

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