



2009 CONFERENCE PROCEEDINGS CD

**A CLEAR FOCUS ON THE BUSINESS, STRATEGIES,
AND FUTURE OF PACKAGING INNOVATION**

Packaging Strategies' signature event, The Summit Meeting of the Packaging Industry, shifted its focus in 2009 to become both a mirror reflection of current economic challenges and a crystal ball to help the raft of brand owner innovators in attendance to look toward the future of innovative package development. The event attracted a packed house of high-level attendees representing more than two dozen consumer packaged goods (CPG) companies and top market and business development executives with major packaging suppliers. Many key presenters addressed the major tenets of innovation that will spur continued prosperity well into the future.

The Proceedings from the 2009 Summit Meeting of the Packaging Industry will offer a greater understanding of innovation from each presenter's perspective. Here are a few comments:

"Innovation doesn't require new science as much as new engagement. It requires acceptance by stakeholders that packaging is not just recycling and composting but waste-to-energy options as well."

William Weber
President

DuPont Packaging and Industrial Polymers



Nancy Eddy
Vice President, Corporate R&D
Procter & Gamble

"We're looking for innovators who have a keen understanding of what you do best, not only for partners to produce and create but to co-invent."

"True innovation is not just in the museum of innovation but in the museum of Wal-Mart. Technology must be adaptable to specific consumer needs."

Dave Carlstrom
Vice President, Global Packaging
Design and Innovation

Clorox



Marilyn Raymond
Executive Vice President,
Tradecraft & Innovation Resources
GfK Strategic Innovation/NewProductWorks

"Just because you can innovate doesn't mean you're going to have to hit a home run and just because you innovate doesn't mean you'll have a "wow" with your package."

"We're bound to get beat by the competition if we don't continue to innovate. The key is coming up with disruptive solutions that are scalable."

Tom Wetsch
VP, Product Development,
Protective Packaging North America
Pregis



John Denner
Director, Global Technology
Graham Packaging Co.

"To work with brand owners in tough times, you must offer more than incremental benefits or line extensions. Benefits must be meaningful to warrant development dollars."

Table of Contents

Sustainable Growth Through Innovation

William Weber, President, *DuPont Packaging and Industrial Polymers*

The Impact of the Economy on Collaborative Package Innovation Initiatives: An Original Packaging Industry Innovation Research Project

Sarah Corp, Executive Director, *Packaging Division, Clear Seas Research*

David Luttenberger, CPP, Director, *Packaging Strategies*

Developing Package Innovation Strategies on a Global Scale

Nancy Eddy, Vice President, Corporate R&D, *Procter & Gamble*

Ideas That Fuel Innovation

Lisa Bodell, CEO, *futurethink*

Getting to ROI: Gauging & Measuring Consumers' Perspectives of Packaging Innovation

Scott Young, President, *Perception Research Services*

Investing in the Business of Next-generation Package Technology Innovation

Rick Eno, President/CEO, *Metabolix Inc.*

The Convergence of Innovation & Trends: A Packaging Machinery Systems Providers' Perspective

Pres Lawhon, President/General Manager, *Doboy Inc.*, a company of *Bosch Packaging Technology*

Open Innovation In a Collaborative Packaging Supply Chain Model

David Carlstrom, Vice President, Global Packaging Design and Innovation, *The Clorox Co.*

Deploying 'Innovation Immersion' To Drive New Package & Product Development & Commercialization Success

Steve Belko, President, *Gamut Packaging*

Robert Ziegler, President, *Brandimation*

Solving Growth Challenges Through Product & Package Innovation

Marilyn Raymond, Executive Vice President, Tradecraft & Innovation Resources, *GfK Strategic Innovaton/NewProductWorks*

Packaging 'Innovation Centers': Creating Win-Win Supply Chain Business Value Propositions

Tom Wetsch, VP, Product Development, Protective Packaging North America, *Pregis Corp.*

Heidi Larsen, Director, Supply Chain Management, *EskoArtwork*

John Kowal, Global Marketing Manager, *ELAU Schneider Electric Co.*

John Denner, Director, Global Technology, *Graham Packaging Co.*

Fourteen Full-color Presentations in PowerPoint/PDF Format That Establish Key Tenets of Package Innovation

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.

SHIP TO:

Name _____

Title _____

Company _____

Street Address _____

City _____ State _____

Country _____ Zip _____

Telephone _____

E-mail _____ Fax _____

PAYMENT INFORMATION:

2009 CONFERENCE PROCEEDINGS CD (CD ONLY)

_____ copies @ \$295 \$_____

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

TOTAL: \$_____

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 Amex

Card # _____ Expires _____

Name on card _____

Signature _____