



NEW FRONTIERS IN PACKAGING PRINT

POWERED BY PRINT21 & PKN PACKAGING NEWS



Friday 3rd August, 2018 | 9am – 4pm
Monkey Baa Theatre, Darling Harbour, Sydney

PROPOSED PROGRAMME

OPENING KEYNOTE: DIGITAL DISRUPTION – WHERE TO FROM HERE?

Deep dive into digital disruption and what it means for all printed media, including packaging, and how printed and digital media can co-exist and support each other.

SESSION ONE: DRIVING CONSUMER ENGAGEMENT WITH BRANDS

- Down the aisle: How printed packaging and POS are enhancing the shopper experience.
- Passing fad or rising trend? Personalisation, versionalisation and limited-edition packaging and how digital printing is creating new opportunities for brands.
- Brand story and provenance: Innovation in printed serialisation/coding/tags on packaging for integrated track-and-trace solutions, authentication, anticounterfeiting and activating consumer engagement.

MORNING TEA

SESSION TWO: PACKAGING DESIGN TRENDS – WHAT BRANDS AND PRINTERS NEED TO KNOW

- Latest design trends for printed packaging and what they mean for Australian FMCG brand owners and their packaging suppliers.
- Printed packaging's role in the e-commerce 'unboxing' phenomenon – Australia Post and Spawnit talk about a new solution for small businesses to create personalised boxes, satchels, and branded extras for their ecommerce products.

CASE STUDY: A packaging designer, a technology supplier and a tech intrapreneur give insights into a first-of-a-kind versionalised printed execution with digital drivers, micro codes, special finishes and augmented reality applications suited to packaging.

LUNCH

SESSION THREE: GAME-CHANGING TECHNOLOGY IN PACKAGING PRINTING

- Digital printing is on a roll... who's leading the charge in packaging and what advantages are they delivering to brand owners?
- New directions in flexible packaging.
- **CASE STUDY:** How leading Australian corrugated manufacturer Orora Fibre is leading the way by 'thinking outside the brown box' and finding big value in new ideas.

AFTERNOON TEA

SESSION FOUR: FUTURE UNPACKED

- Industry 4.0: Automation, robotics, AI and 3D printing – exploring the possibilities these transformative technologies bring to the realm of packaging and printing.
- **PANEL:** Big issues, big ideas – industry leaders weigh in on future directions for printed packaging.

NETWORKING DRINKS

SPEAKERS INCLUDE



Geoff Selig
Executive Chairman
IVE Group



Brian Lowe
Group General Manager
Orora Fibre



Marty Stone
Head of Category -
Simplifying Business,
Small Business
Australia Post



Ian Douglas
Solutions Architect
& Director
Spawnit



Mark Daws
Director,
Labels & Packaging
Currie Group



Mark Dingley
CEO
Matthews Intelligent
Identification



Bill Atta
Tech Intrapreneur
& Product Development



Ian Blair
Director
Birdstone Collective



Andrew Macaulay
CEO
Printing Industries

HEADLINE SPONSORS



SUPPORTING SPONSOR

