



NEW FRONTIERS IN PACKAGING PRINT

POWERED BY PRINT21 & PKN PACKAGING NEWS



Friday 3rd August, 2018 | 9am – 5pm
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 & PANELLISTS INCLUDE



Geoff Selig
Executive Chairman
IVE Group



Brian Lowe
Group General Manager
Orora Fibre



Amber Bonney
Creative Director
The Edison Agency



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



Ian Douglas
Solutions Architect
& Director
Spawnit



Gwen Blake
Managing Director
Boxer & Co



Mark Daws
Director,
Labels & Packaging
Currie Group



Michelle Lees
Marketing Manager, ANZ
HP



Mark Dingley
CEO
Matthews Intelligent
Identification



Bill Atta
Head of Product Development
& Marketing
DreemAR



Ian Blair
Director
Birdstone Collective



Andrew Macaulay
CEO
Printing Industries

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