

PACKFORUM

Where packaging ideas really buzz

make it through the storm!

**The economy is staggering. What can we do?
We have practical proposals that will get you through the storm
and lead change through innovation in packaging to reduce costs.
In fact, you'll not only survive the crisis, you'll come out of it stronger than ever!
Where to start? Come to an exclusive interactive seminar at:**

Packforum[®] April 1 - 2, 2009

**See our ideas in action and question the experts.
In two days you could secure your future!**

 **Sealed Air**
CRYOVAC[®]
Food Packaging Systems



make it through the storm!

Come to an exclusive interactive seminar at:

Packforum® April 1 - 2, 2009

Win the crisis and lead the change

The economy is staggering. Signs of a recession are all around us. There's no doubt we are headed for tough times.

However, all is not doom and gloom. At Cryovac, the food packaging division of Sealed Air, we have a series of practical proposals that will help our customers in the food and retail industry not only to get through this storm but emerge from it stronger than ever by improving their bottom line and optimising their packaging costs through innovation.

That's why we are organising a special 2-day seminar for top management in retail and food processing. It will provide a unique update on innovative new packaging solutions, merchandising techniques and formats and will address competitiveness, sustainability, differentiation, positioning, and the targeting of new segments.

It will be a highly interactive event with a roadshow, workshops and brainstorming sessions. The second day will be even more specific. You can work with our specialists to decide how best to implement these new solutions in your own environment.

This pan-European event will cover all market segments, so it will be a great opportunity to network and exchange ideas with a wide range of peers and colleagues. All this in an atmosphere that is professional, responsive and friendly.

We are pleased to invite you to attend this unique seminar. It will offer ideas and proposals that have never been so important as they are today.

The venue is our Customer Exhibition Centre, Packforum®, right next to Charles de Gaulle airport, Paris. You'll find the programme outline on the next page, followed by the registration form.

We look forward to welcoming you to Packforum® from April 1

Wednesday, April 1, 2009 – make it through the storm!

09.30 – 10.30 **Arrival and registration**

10.30 – 10.45 *Welcome and introduction*

10.45 – 11.15 **Economic overview** the challenges ahead
A.T. Kearney

11.15 – 12.45 **European case studies**
presented by Cryovac market and business experts

- Sustainability and cost optimisation: sustainable food packaging, Cryovac Mirabella™: less packaging for more meat, automation & integration
- Branding and innovation: packaging the best ambassador of your brand, consumer convenience at 360°
- Targeting new market segments and new merchandising: solutions for food service, Createam™3D show

12.45 – 13.00 **Questions and answers**

13.00 – 14.00 **Lunch**

14.00 – 16.00 **Roadshow**

16.00 – 16.45 **Workshops on critical success factors**

16.45 – 17.15 **Color perception by human view and impact on packaging choice**
Erich Chiavi, Color Physiologist

17.15 – 18.00 **Workshop summary and discussions**

18.00 – 18.15 **First day wrap-up**

18.30 – 20.00 **Departure for hotel**

20.00 – 23.00 **Special dinner**

Thursday, April 2, 2009 – make it through the storm!

09.00 – 13.00 **Meet the experts**, pack your new products in one hour, best code of practice, Createam™3D custom pack

13.00 – 14.00 **Lunch** – packaged by Cryovac

14.00 – 17.00 **Meet the experts** – pack your new products in one hour, best code of practice, Createam™3D custom pack
Store tour

17.00 **Departure**