

PACKAGING INFORMATION TECHNOLOGY

August 19-20, 2003

The School of Packaging
Michigan State University
East Lansing, MI USA
Conference Developer: Dennis Young



Conference Fee: US\$675
Registration: merrill@msu.edu
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http://www.pkg.msu.edu/schedule_for_current_year.html

Conference Program

Packaging is an integral part of the management and operation of commercial enterprises. The many roles of packaging include product promotion and sales, brand identification and positioning, product protection, competitive differentiation, and manufacturing and logistical support. Specialized markets and opportunities put special requirements on the package; direct-to-consumer distribution from catalog, ecommerce and TV shopping, along with globalization of supplier base and markets. Getting the most from a package requires good planning and implementation of integrated information technology.

This conference focuses on the key elements of the packaging information system and the interfaces to corporate constituents, suppliers, partners and customers. Included are specifications, drawings, images and art, branding and logistics. Presentations include top professionals and academic specialists in computer-enhanced and detailed discussions. A hands-on workshop the second day puts participants in small groups to learn and use actual systems in simulated business environments. Deliverables include printed materials and a CD with further resources. The schedule allows sufficient time for questions and answers, group discussion and one-on-one with presenters. Emphasis is on real-world solutions and tools that make a difference.

Tuesday, August 19

8:15 Introductions

8:30 Robert DeNola, President, GlobalPKG. ***Packaging's Role in the Enterprise Information Environment***

How packaging functions, or fails to function in an information-rich corporate environment. Defining the information needs and relationships of packaging. Leveraging web-based specification, documentation and collaboration to do more and better with less.

9:30 Dr. Rob Clarke, Assistant Professor, MSU School of Packaging. ***Radio Frequency Identification (RFID) and Smart Packaging***

Packaging that interfaces with its changing environment, makes its presence known and joins in decision making will affect many packaged-product segments in the near future. How RFID works. The present and exciting future of smart packaging for food, pharmaceutical and logistic packaging.

10:30 Break

11:00 Heidi Lansen, Vice-President, CAPE Systems. ***Designing Packaging for Performance with Information Technology***

From the inside out, packaging development for optimum performance is enhanced by applying technology tools. Primary packaging, sales and handling units, unit loads and vehicle loads all interrelate and efficient design demands a flexible, strategic approach. Significant cost savings are possible through best material usage and spatial efficiency.

12:00 Lunch

1:00 JP Terry, CEO, BrandWizard Technologies. ***Brands, Packages and Technology***

Branding, product, packaging – each a key segment of an integrated strategy for success. Digital brand management is the connecting linkage that makes it work and allows collaboration, quality control and integrated planning.

2:00 Chris Miller, Vice-President, Esko Graphics. ***Information Technology for Structural and Graphics Packaging Development***

Product protection, package performance, market impact and cost savings all come together when the structural and graphic development of the package are integrated. Information technology provides the tool set for drafting, graphics, 3D, sample-making and collaboration.

3:00 Break

3:30 ***Speaker's Roundtable:*** Participants are encouraged to submit questions in advance, including current projects (non-confidential) for expert discussion and recommendations.

Wednesday, August 20

8:30 ***Technology Workshop.*** Participants experience demonstrations and hands-on use of selected technology tools. Round-robin, small-group format. Sufficient time is programmed for in-depth questions.

12:00 Certificates presented, adjourn

Who Should Attend: Of special interest and value for packaging managers and senior managers, design and development engineers and specialists, IT professionals, purchasing managers and strategic planners.

Deliverables: Participants will receive printed handouts and a CD with selected conference materials.

Travel and Accommodations: Registrants will receive a recommended list of nearby hotels, including the on-campus Kellogg Center. Tuesday lunch and all breaks included. Nearby airports include Lansing (LAN), 10 miles and Detroit (DTW), 90 miles.