

International Pro Carton Congress 2012

18th/19th April 2012, CCD Congress Center Düsseldorf

Packaging in a Digital World

with the presentations of the Pro Carton ECMA Awards 2011 and the Pro Carton Design Awards 2012

The Pro Carton Congress has established itself as an international information event and networking platform for packaging, marketing and design. The topic – “Packaging in a Digital World” – opens up tremendous opportunities and will keep the packaging supply chain spellbound over the next few years. The more that information, advertising and sales move to the Internet, the more important the role of packaging will become: as a key representation in the material world. Top European specialists will be presenting their experiences gained in different sectors.

One highlight is the presentation of the study “The effect of packaging: the role of cartons in the evaluation of media” by Pointlogic International Media Consultants.

The climax is the festive “Award Party” on the evening of 18th April with the presentation of the 15th Pro Carton/ECMA Awards, the Pro Carton Design Awards, as well as the special prize of the Pro Carton President.

The congress languages are English and German (with simultaneous translation).



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PRO CARTON

Association of European Cartonboard
and Carton Manufacturers

Always online with a Smartphone

"The journey has only just begun", according to the UK's trade research institute IGD ("Institute of Grocery Distribution"). "The key to the continuing growth will be shoppers gaining familiarity with tablet and Smartphone technology and taking advantage of its functionality. This functionality is increasingly multi-faceted with the Smartphone becoming an essential tool for customers and retailers to engage with one another.

"What is available online, must be on call via the Smartphone", is the conclusion of the new German study "Go Smart", which was commissioned by the mail order house Otto. When using the media, users no longer differentiate between stationary and mobile – multi-channel offers including Smartphone are expected as standard in 2012.

"As e-commerce and brick-and-mortar retailing integrate and overlap, shopping will entail simply clicking – buying products from a PC or mobile device – and then collecting the order at a physical location or having it immediately delivered", state the researchers into the future at JWTIntelligence, part of the global JWT Network, one of the largest marketing and communication agencies in the world.

Packaging as a medium in a digital world

Today already, more than half of all mobile phones are Smartphones which provide their owners with additional information at all times and in all places via "Augmented Reality" from the Internet. QR ("Quick Response") codes are given on an increasing number of products. EPC ("Electronic Product Code"), NFC ("Near Field Communication"), and other technologies are just around the corner.

It is therefore time for us to sit down and decide on packaging and its significance in a digital world. Studies have shown: the future is promising and cartonboard and cartons will continue to remain the most important brand messengers in the real world. Not least through the advantages in sustainability which are appreciated by consumers.

Furthermore, packaging offers real connectivity in a digital environment, and this alters its role in the interplay of media: it becomes more of a medium in its own right. In order to meet this challenge, it is essential to make its contribution within the media mix more transparent and comparable. As part of the congress, the study "The Packaging Effect: Cartons contribution in the concert of media vehicles" by Pointlogic International Media Consultants will be presented.

First hand information from top European specialists

The congress is a must for all decision-makers and opinion leaders involved in the environment of brands – particularly marketing managers, key account managers, purchasers from the consumer goods industry and trade, packaging designers, the packaging industry, as well as research and media.

The congress offers all participants first hand, high level information as well as the opportunity of networking and exchanging know how. International speakers will be covering the entire spectrum of topics: from research, via brands and marketing, retail, design and supply chain, to brand protection.

The highlight will be the presentation of the 15th Pro Carton/ECMA Awards, the International Pro Carton Design Awards as well as the special award of the Pro Carton President on the evening of the 18th April 2012 as part of the Award Party.

All presentations at the Congress will be held in English or German and simultaneous translation will be available.

Please register online in time!

Registration is now online at www.procarton.com under the heading "Pro Carton Congress." There, an attractive hotel offer is also available to congress participants.

All information is given on the back page.

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Wednesday, 18th April

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- 13:00** **Welcome Coffee, Registration, Exhibition**
- 14:00** **Roland Rex**
Pro Carton **Welcome**
- 14:10** **Georg Holzach**
Moderator **Introduction**
- 14:15** **Harald Winkelhofer**
IQ mobile **The mobile way with Packaging. QR-Codes enable Call2Action methods**
"Still advertising or already scanning?" In some European countries every second person owns a Smartphone. Interactive response elements in classical advertising media have significant acceptance rates and are increasingly used by consumers. A good reason to find out everything worth knowing about the possibilities and creation of successful QR code campaigns: practical examples plus Do's and Don'ts. You should not leave this enormous potential dormant for your brand.
- 14:55** **Salima S. Douven**
Henkel **Extended Packaging: QR-Codes at Henkel Consumer Adhesives**
Henkel is one of the pioneers among the manufacturers of branded goods: QR codes are used as part of integrated marketing concepts. The cartons for the Pattex adhesive carry a QR code which takes you to an interactive guide on adhesives. Salima Douven gives first hand insights on the development and function of this exemplary customer loyalty programme and tells us how it works, how the programme has been accepted and what the future is.
- 15:40** **Networking Break, Exhibition**
- 16:10** **Marco Atzberger**
EHI Retail Institute **Virtual placement on the shelf – is that what the retail trade wants?**
Do the ideas of consumers and the retail trade tally, who provides reliable information and who controls the data flow? In their study "Mobile Commerce", the EHI surveyed more than 200 retailers on the opportunities and risks which mobile phones offer by giving customers mobile access to product and price information. The result gives current insights on the rapidly changing status and upcoming projects.
- 16:50** **H. Winkelhofer, S. Douven, M. Atzberger, M. Benhaim, H. G. Stolz, T. Foley**
Panel discussion: Digital Codes – nearly everyone uses them, where is it leading?
Together with the audience, European experts will discuss the present and the future of digital marketing at the Point of Sale and beyond.
- 17:30** **End of presentations, transfer to hotel**
- 18:50** **Departure to Award Party**
- 19:00** **Award Party**
Presentation of the Pro Carton ECMA Awards 2011 and the Pro Carton Design Awards 2012
Dresscode: Smart business

09:00		Coffee, Registration, Exhibition
09:30	Georg Holzach	Summary of first day and introduction to day 2
09:45	Matthias Karmasin Professor for Communication Science, Alpen Adria Universität Klagenfurt/ Vienna/Graz	Packaging 2.0? Packaging in a media and information society. Everyone is talking about the media and information society. It has become obvious that the spread of (digital) media has changed our life. We can all feel it if we look close enough. And this changes the parameters for consumption, marketing, advertising and also packaging. Will we still need packaging in a digital world? Will packaging need to be different? Or will things stay as they are? We will see – not only in this lecture.
10:25	Hans Georg Stolz, Tim Foley Pointlogic Solutions	The Packaging effect: Cartons' contributions in the concert of media vehicles The study, conducted in January 2012 in Germany, looks at the contribution of packaging from two aspects: for the first time, media-relevant contact data of consumers and packaging were quantified and compared with other advertising media, and secondly, the potential of packaging for reaching marketing and communication goals was determined on this basis and subjected to closer analysis.
11:05		Networking Break, Exhibition
11:35	Fred Jordan Alpvision	Digital Solutions for Packaging Authentication The Counterfeiting Intelligence Bureau estimates that global counterfeiting is 5 to 7% of international trade, equivalent to more than \$500B a year. While many security solutions are available on the market today, very few are designed for large scale deployment. In response, AlpVision invented an industry-suitable authentication technology that performs genuine-or-fake verifications of packaging components (labels, carton boxes, blister packs) using a flatbed scanner, camera or iPhone 4. Dr. Fred Jordan will describe this technology and explain how printing and packaging companies can use their existing equipment (Offset, Flexography, Rotogravure) to offer branded product manufacturers high security solutions at zero production cost.
12:15	Öystein Aksnes, President of CEPI Cartonboard Andreas Blaschke, President of ECMA Roland Rex, President of Pro Carton, with the winners of the Pro Carton ECMA Awards	Panel discussion: Innovation: why we need it and what drives it. Together with the audience, the winners of the Pro Carton ECMA Awards and the presidents of the European carton and cartonboard industries discuss the necessity of constant innovation and its impulses.
12:55		Lunch
14:00	Marc Benhaim GS1	The BarCode on the packaging, a key to the digital world QR code, DataMatrix, 1D barcode ... more and more brands are using packaging to engage customers in the digital world. GS1, a BarCode expert company for more than 40 years, is proposing to help you identify the impact on the physical packaging and anticipate new business opportunities. The technical aspects will be illustrated by several examples of existing mobile applications enabling digital packaging.
14:40	Satkar Gidda Siebert Head	Design with technology in mind This presentation looks at how brand design is using and working with ever improving technology to enhance communication and interaction with the consumer. Satkar Gidda will also present actual and potential examples from various sectors including FMCG, pharmaceutical and services.
15:20	Roland Rex Pro Carton	Final Remarks
15:30		End of Congress, Farewell coffee, Airport Shuttle

Speakers



Marco Atzberger has been a member of the management board of the EHI Retail Institute in Cologne since 2008. After obtaining a degree as information scientist, he started work in 1996 as a scientific specialist at EHI. From 1999–2004 he was Managing Director at First Online-Shopping GmbH, after which he led contract research and consulting at EHI until 2008.

www.ehi.org



Dr. Fred Jordan is co-founder of AlpVision, the world's leader in digital invisible technologies for product authentication and counterfeit protection. He has served as CEO since June 2001. He is the author of numerous publications and patents and co-inventor of Cryptoglyph and Fingerprint, the core technologies currently being used by AlpVision.

www.alpvision.com



Marc Benhaim is in charge of two innovative projects in the field of Mobile Commerce: CodeOnline (www.codeonline.fr) and Proxi Produit, a public utility service on mobile phones supported by the French Government. At a European level, he is in charge of GS1 in the Europe MobileCom/B2C group which aims at harmonising the publication of trusted information to the consumer.

www.gs1.org, www.gs1fr.org



Univ.-Prof. Mag. Dr. Dr. Matthias Karmasin is Professor for Communication Sciences at the Alpen Adria University Klagenfurt/Vienna/Graz, Member of the Austrian Academy of Sciences, and co-founder and partner of the Medienhaus Vienna. He studied journalism and communication sciences, politics, philosophy and economics, and habilitated in communication sciences.

<http://mhw.at/karmasin/>

<http://www.oeaw.ac.at/cmcl/>

www.mediaact.eu



Dr. Salima S. Douven is responsible for New Media for the Business Unit Consumer, Adhesives, at Henkel AG & Co. KGaA in Düsseldorf. Previously she held the position of Marketing Communications Manager at Henkel for the markets automotive, metal, and aerospace industries. She studied economics, majoring in marketing and gained her Phd with a dissertation on the effects of B-to-B brands.

www.henkel.com



Roland Rex is Marketing and Sales Director at WEIG-Karton since 2001 and Member of the Management Team, Responsibility: Marketing, Sales, Production Planning, Logistics. Since 1995 he is engaged in the board industry, starting at WEIG-Karton as Export Manager. Rex is active in the German Marketing Group of the FFI and vdp, joined the ProCarton Steering Group in 2008 and is President of Pro Carton since 2011.

www.procarton.com

www.weig-karton.de



Tim Foley is Managing Director/UK Office of Pointlogic, an internationally operating marketing solutions company. He joined Pointlogic in 2002 to head up the UK operation. He was introduced to Pointlogic during his time at OMD, the media group of Omnicom, where he was Director of Communication Insights, Worldwide.

www.pointlogic.com



Dr. Hans Georg Stolz is Managing Director/German Office of Pointlogic, an internationally operating marketing solutions company. He joined Pointlogic in 2008 and is based in Mainz near Frankfurt, Germany. Stolz has also been the Chairman of the German AGMA, the joint industry company for media analysis and research, since 2000.

www.pointlogic.com



Satkar Gidda is Sales & Marketing Director of SiebertHead, the longest established brand and packaging design consultancy in the UK. His primary responsibility is meeting, presenting and selling the skills of SiebertHead to new clients as well as existing clients. At SiebertHead he also works with global clients on helping them create that all important one to one communication between the brand and the consumer.

www.sieberthead.com



DI (FH) Harald Winkelhofer, founder and CEO of IQ mobile GmbH, President Mobile Marketing Association Austria, head of the working committee Mobile Medien IAB Austria – www.iq-mobile.at. In 2006 he founded the IQ mobile GmbH as Mobile Marketing and Advertising Agency for the CEE region. Since 2006 Winkelhofer has also been sharing his know-how at universities.

www.iq-mobile.at



Georg Holzach works as journalist and newscaster, including Pro 7, RTL as well as Hesse TV & Radio, and has been news anchorman at ebru.tv since 2011. In addition to his media activities he has moderated numerous congresses, awards and events, the latest being the SAS Forum Business Intelligence in Mannheim (2011).

www.moderator-holzach.de

Registration for the Pro Carton Congress

Please register online on www.procarton.com

Regular price incl. Pro Carton Award Party € 790.-
Special price, early booking until 29th February 2012
incl. Pro Carton Award Party € 690.-
All prices quoted are for one person and subject to VAT

There you can also book your room at a special congress rate
Holiday Inn City Center Königsallee
Graf-Adolf-Platz 8-10, 40213 Düsseldorf,
single room, incl. breakfast price € 165.-



Congress venue

CCD Congress Center Düsseldorf, CCD Süd,
Stockumer Kirchstrasse 61, 40474 Düsseldorf, Germany



Congress information

Ongoing news on www.procarton.com under "Congress"
in German, English, French, Italian, Spanish.
Reports, photos and presentation will be published shortly after
the Pro Carton Congress on this website.



Congress contact

For further information please contact the congress office:
congress@procarton.com
Media contact: Suzanne Mc Ewen, Pro Carton Head of Marketing
and Communications

Sponsors: Status January



Mediapartners:



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The organisers reserve the right to make changes in the programme.