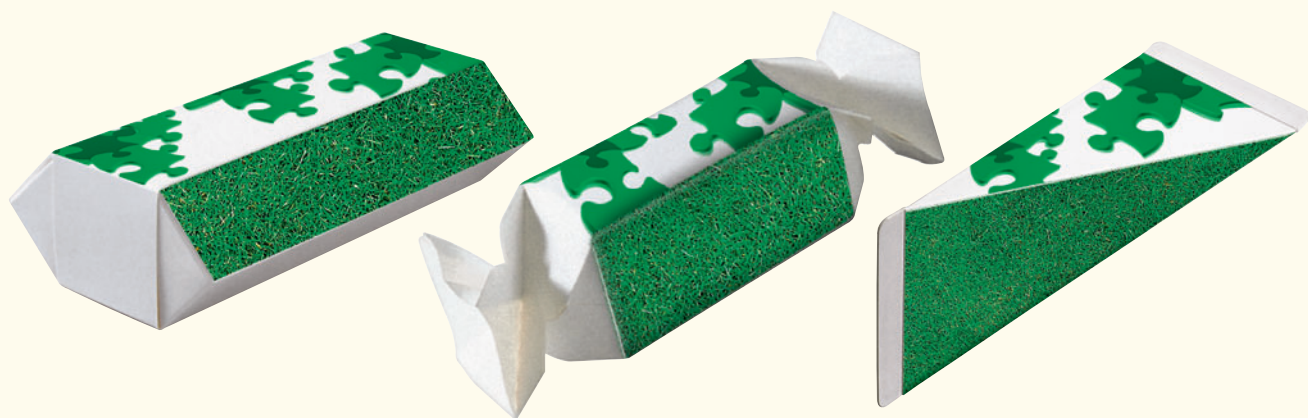


**8<sup>th</sup> Pro Carton Congress**

25<sup>th</sup> and 26<sup>th</sup> November 2009 at the Congress Center Düsseldorf

# Promoting Brand Values with Sustainable Packaging



Better packaging in difficult times: natural, efficient, creative and with promotional impact. How sustainable packaging keeps customers loyal, creates competitive advantages, meets CSR requirements, optimises costs and promotes brand values in the process.



Media partners:  
New Business Verlag  
[www.new-business.de](http://www.new-business.de)

Simultaneous translation  
German ↔ English

Congress organisers:  
Pro Carton  
[www.procarton.com](http://www.procarton.com)



**PRO CARTON**

**Please contact the congress office for further information:**

MPR Dr. Muth Communications • Warburgstraße 36 • D-20354 Hamburg • Germany • Tel.: +49 40 42924020 • Fax: +49 40 4227787  
E-Mail: [kongress@mprdrnmuth.de](mailto:kongress@mprdrnmuth.de) • [www.mprdrnmuth.de](http://www.mprdrnmuth.de)

# PACKAGING DESIGN & MARKETING

PACKAGING DESIGN & MARKETING

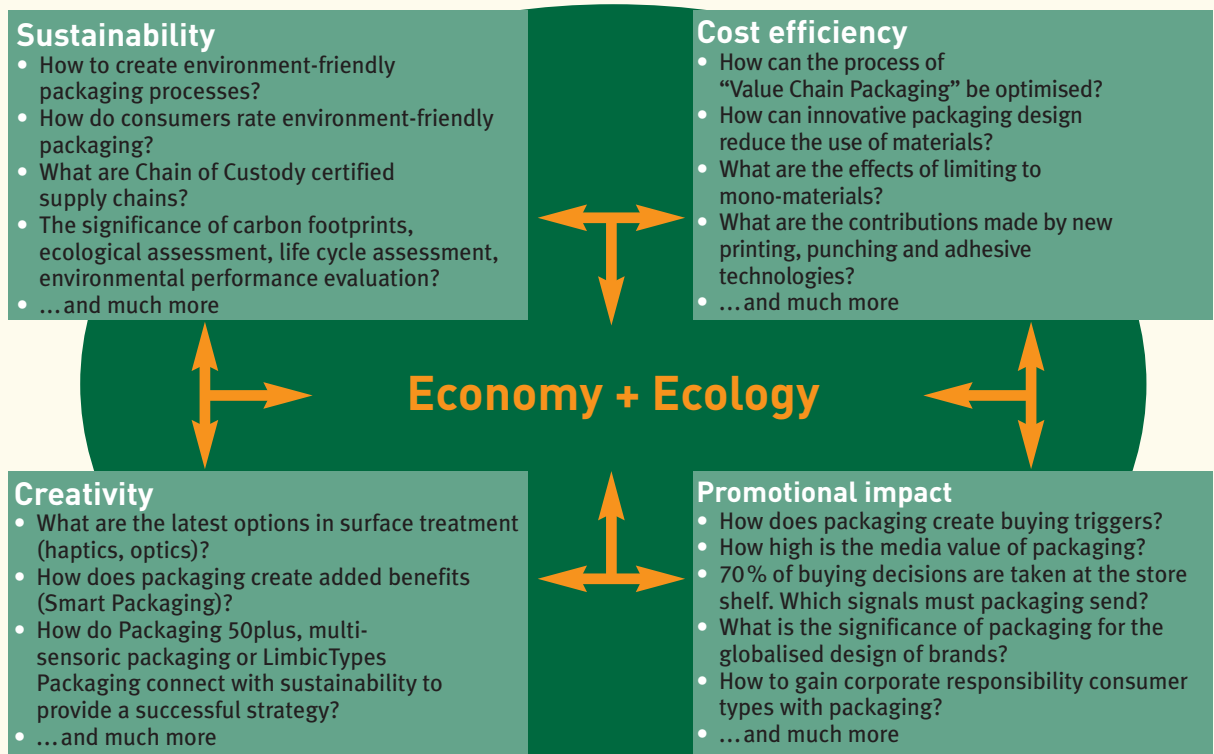
## Promoting Brand Values with Sustainable Packaging

Better packaging in difficult times: natural, efficient, creative and with promotional impact. How sustainable packaging keeps customers loyal, creates competitive advantages, meets CSR requirements, optimises costs and promotes brand values in the process.

Everything is going green according to the „Zukunftsinstitut“, a platform for future themes. Market experts warn, that businesses neglecting sustainability are taking commercial risks and will miss out on opportunities. Especially when the economic climate is difficult, it is essential to act prudently: to **prepare for better times**, to position brands in an innovative and sustainable manner. Those failing to do so, will find it difficult to compete when the economy recovers. Now is the time for **holistic concepts** and intensive cooperation between members of the **value chain**.

Today, some 70 per cent of buying decisions are made at the store shelf. **Packaging**, the most sustainable brand messenger, plays a **decisive role in competing** for customers. Sustainable concepts across the entire Packaging Value Chain represent the best possible optimisation of economy and ecology.

The 8<sup>th</sup> Pro Carton Congress focuses on these topics. It illustrates how the activity areas shown in the graph are interlinked and highlights the success potentials resulting from interaction within the value chain for efficient, successful product packaging. The **new study "Packaging & Sustainability"** presents up-to-the-minute facts and findings, trends and opportunities as to what customers expect from packaging today. Top level experts will present **practical tips for better packaging**.



In addition to these and other presentations, insider information and industry news, the attractive congress fee of 790 Euros (early booking by 15<sup>th</sup> October 2009: 690 Euros) gives you the opportunity of intensive, informal **networking**, attending the legendary **"Night of Packaging"** with surprising highlights and the **Pro Carton/ECMA Carton Awards 2009** ceremony. Register now – and look forward to varied input, important impulses and exciting inspiration!

Wednesday, 25<sup>th</sup> November 2009

- 13:00 h Doors open / registration of participants
- 14:00 h **Welcome**  
Stéphane Thiollier (Pro Carton) and Peter Strahlendorf (New Business Verlag)
- 14:10 h **Aspects: promoting brand values with sustainable packaging.**  
Jürgen Bihler (Mueller-Bihler & Bihler)
- 14:30 h **Corporate Responsibility (CR). Five CR-types can be differentiated. Attitudes influence concrete buying decisions. What are the implications for the manufacturers of branded goods and retailers?**  
Regina Schmidt (Roland Berger Strategy Consultants)
- 15:15 h **New study: FMCG packaging and sustainability in correlation to CR-segmentation of the German population. From 'Responsible, family-oriented consumers' to 'Critical consumers' – how decisions are made.**  
Thomas Bachl (GfK SE, Division Panel Services Deutschland)
- 16:00 h Coffee break, networking, information booths
- 16:30 h **Leading brands to success at the POS. Clear design, clear consumer benefits.**  
Dr. Uwe Lebok (Konzept & Analyse)
- 17:15 h **Discussion panel: sustainability in the value chain of FMCG packaging. Obstacles, elimination versus generation of values, synergies, perspectives.**  
Roland Rex (WEIG Karton), Stephan Bestehorn (rlc | packaging group),  
Regina Schmidt (Roland Berger Strategy Consultants),  
Thomas Bachl (GfK SE, Division Panel Services Deutschland)
- 17:45 h End of presentations
- 19:30 h **"The Night of Packaging"**  
Evening event at the Hotel InterContinental  
with Pro Carton / ECMA Carton Awards 2009 ceremony.

Thursday, 26<sup>th</sup> November 2009

- 09:00 h **Promoting brand values with sustainable packaging: a preliminary summary.**  
Jürgen Bihler (Mueller-Bihler & Bihler)
- 09:10 h **Pro Carton / ECMA Carton-Award 2009. Case Story A.**
- 09:35 h **Pro Carton / ECMA Carton-Award 2009. Case Story B.**
- 10:00 h **Pro Carton / ECMA Carton-Award 2009. Case Story C.**
- 10:30 h Coffee break, networking, information booths
- 11:00 h **Get inspired! Design is not just about making things look pretty – design is about creative problem-solving, integrity and the courage to be different.**  
Dr. Alexander Schubert (The Brand Union)
- 11:45 h **GOODBRANDS. Why only sustainable brands will be successful after the crisis and the role of packaging.**  
Achim Feige (Brand:Trust)
- 12:30 h Lunch, networking, information booths
- 13:30 h **Paperboard. Making sustainable packaging good business. (Presentation in English)**  
Riikka Joukio (M-real)
- 14:00 h **Carbon Footprinting and Cartons. (Presentation in English)**  
Jennifer Buhaenko (Pro Carton)
- 14:30 h **Fit for the Future. Europe's paperboard industry in 2020. (Presentation in English)**  
Stéphane Thiollier (Pro Carton)
- 15:00 h **Indicators for evaluating the future viability of companies, business models and products. Sustainability at the level of concrete action and implementation.**  
Prof. Dr. Wolfgang Wimmer (ECODESIGN company)
- 15:45 h **Summary and closing remarks**  
Stéphane Thiollier (Pro Carton) and Peter Strahlendorf (New Business Verlag)
- 16:00 h End of congress

CONGRESS SPEAKERS



**Thomas Bachl**  
Managing Director  
GfK SE, Division Panel  
Services Deutschland  
[www.gfk.com](http://www.gfk.com)



**Stephan Bestehorn**  
Managing Director  
rlc | packaging group  
[www.rlc-packaging.com](http://www.rlc-packaging.com)



**Jürgen Bihler**  
Anchorman  
Mueller-Bihler & Bihler



**Jennifer Buhaenko**  
Head of Public Affairs  
Pro Carton  
[www.procarton.com](http://www.procarton.com)



**Achim Feige**  
Executive Brand Consultant  
Brand:Trust  
[www.brand-trust.de](http://www.brand-trust.de)



**Satkar Gidda**  
Sales and Marketing  
Director  
SiebertHead  
[www.sieberthead.com](http://www.sieberthead.com)



**Riikka Joukio**  
Vice President, Marketing  
and R&D  
M-real  
[www.m-real.com](http://www.m-real.com)



**Dr. Uwe Lebok**  
Managing Director  
Konzept & Analyse  
[www.konzept-analyse.de](http://www.konzept-analyse.de)



**Roland Rex**  
Marketing Director  
WEIG Karton  
[www.weig-karton.de](http://www.weig-karton.de)



**Dr. Alexander Schubert**  
CEO  
The Brand Union  
[www.thebrandunion.de](http://www.thebrandunion.de)



**Regina Schmidt**  
Partner  
Roland Berger Strategy  
Consultants  
[www.rolandberger.com](http://www.rolandberger.com)



**Peter Strahlendorf**  
Publisher  
New Business Verlag  
[www.new-business.de](http://www.new-business.de)



**Stéphane Thiollier**  
President  
Pro Carton  
[www.procarton.com](http://www.procarton.com)



**Prof. Dr. Wolfgang Wimmer**  
Managing Director  
ECODESIGN company  
[www.ecodesign-company.com](http://www.ecodesign-company.com)



CONGRESS REGISTRATION

Registrations to be made by mail, telephone, fax, e-mail to the following address or online at [www.procarton.com](http://www.procarton.com)

MPR Dr. Muth – Pro Carton Congress Office  
Warburgstraße 36  
D-20354 Hamburg, Germany  
Tel.: +49 40 42924020  
Fax: +49 40 4227787  
E-Mail: [kongress@mprdrnmuth.de](mailto:kongress@mprdrnmuth.de)



REGISTRATION

Please accept my binding registration for the 8<sup>th</sup> Pro Carton Congress on 25<sup>th</sup> / 26<sup>th</sup> November 2009 in Düsseldorf:

- Congress on 25<sup>th</sup> / 26<sup>th</sup> November 2009 incl. evening event EUR 790,00  
 Congress on 25<sup>th</sup> / 26<sup>th</sup> November 2009 incl. evening event EUR 690,00  
**early booking until 15.10.2009**

special price

Mrs  Mr

Surname \_\_\_\_\_

First name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

Postal code/city \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

**Send invoice to** (if different)

Mrs  Mr

Surname \_\_\_\_\_

First name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

Postal code/city \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Business field

Consumer goods industry

Food/non-food retailing

Design

Folded carton manufacturer

Cartonboard manufacturer

Supplier to the industry

Other businesses

All prices quoted are for one person and subject to VAT. After receipt of your registration a confirmation and further information will be sent.

Cancellation: cancellations must be made in writing and sent to the congress office. Refunds cannot be made for cancellations received after 11.11.2009 or for non-attendance, even if due to force majeure. A substitute participant is acceptable. The organisers reserve the right to changes in the programme.

Date

Company stamp

Signature

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8<sup>th</sup> Pro Carton Congress 25<sup>th</sup> and 26<sup>th</sup> November 2009

CONGRESS HOTELS

We recommend participants of the Pro Carton Congress to book their hotel rooms via DMT Düsseldorf Marketing & Tourismus GmbH (address below). DMT offers participants rooms at reduced rates in the centrally located hotels InterContinental and Holiday Inn City Centre Königsallee up to 15.10.2009, please refer to code "Pro Carton Congress" when booking. Flight and rail tickets at special rates can also be booked via DMT in combination with the room reservations.

INTERCONTINENTAL  
DÜSSELDORF

Königsallee 59  
40215 Düsseldorf  
**Single room:**  
EUR 150,- incl. breakfast  
**Double room:**  
EUR 194,- incl. breakfast

HOLIDAY INN  
CITY CENTRE KÖNIGSALLEE

Graf-Adolf-Platz 8-10  
40213 Düsseldorf  
**Single room:**  
EUR 125,- incl. breakfast  
**Double room:**  
EUR 135,- incl. breakfast

Booking and Information:

<http://business.duesseldorf-tourismus.de/procarton.html>

HOTEL, RAIL AND FLIGHT  
RESERVATIONS

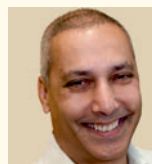
DMT Düsseldorf Marketing & Tourismus GmbH  
Tel.: +49 (0)211-17 202 839  
Fax: +49 (0)211-17 202 3221  
E-mail:  
[business@duesseldorf-tourismus.de](mailto:business@duesseldorf-tourismus.de)



VENUE

CCD Congress Center Düsseldorf  
Stockumer Kirchstraße 61  
D-40474 Düsseldorf  
Germany  
Tel.: +49 (0)211-4560 8401  
Fax: +49 (0)211-4560 8556  
E-Mail: [info@duesseldorfcongress.de](mailto:info@duesseldorfcongress.de)  
Web: [www.duesseldorfcongress.de](http://www.duesseldorfcongress.de)

THE NIGHT OF PACKAGING



Satkar Gidda,  
Sales and Marketing  
Director at  
SiebertHead, will  
present the winning  
teams with the  
Pro Carton / ECMA  
Carton Awards

The traditional "Night of Packaging" is a special highlight of the congress. At this evening event the Pro Carton / ECMA Carton Awards 2009 for especially attractive packaging creations are presented to the winning teams.

