

NUTRIPACK

Innovation in Food Packaging Sustainability

Paris, Cité des Sciences et de l'Industrie, 29 & 30 September 2009 – www.nutripack-congress.com

Paris, July 8, 2008

The 5th edition of the Nutripack congress-exhibition will be held on September 29 and 30, 2009, at the Cité des Sciences et de l'Industrie, in Paris. The core theme of the lectures and exhibition will be the issues raised by sustainable development and respect for the environment.

The conference and exhibition programme is currently being prepared with packaging experts from the food industry, who will discuss the measures taken by their groups and chair the sessions. They point out:

Vincent Ferry, Packaging Manager Dairy France & Bruno Siri, Senior Packaging Engineer, Master of sustainable Development, Danone:

The new Danone group (after acquiring Numico) is 100% positioned on « healthy » nutrition for the largest possible number. It is genetically programmed for a triple economic, societal and environmental project, and clearly publicizes its will to protect the world's resources, even if its manners of producing, and also transporting, selling and communicating have to be called into question....

The time has never been riper for the emergence of new ideas combining sustainable development and innovation, in a group context of organic and geographic growth.....

It is much harder to do than to say! To this end, it is necessary to set more long term objectives and to change mindsets, ingrained ways of working and thinking! In this game, it is the relevance of the concepts that will make the difference, eliciting respect and enthusiasm, and drawing together all the positive resources in the enterprise.

Mr Jay Gouliard, VP Packaging Design & Development, Unilever:

« I personally view sustainable development as providing new space for innovation, a new way of seeing the world which takes us further than the traditional reduction of materials and costs. It is an opportunity to explore new materials, a new relationship between primary and secondary packaging, and also new interactions between the product and the packaging during an entire life-cycle. Where some see bureaucracy, difficulties and additional work, I see an opportunity for us to prove our collective ability to innovate in Unilever packaging »

Dr. Lars Lundquist, Packaging Research Scientist, NESTLÉ

The topic of sustainable development does not just look complex, it is.

Providing for sustainable development is a key issue that enables Nestlé to create value for the company and its shareholders. It involves optimising the performance of the entire production system, and not that of each of its components individually. Nestlé has adopted a holistic approach to packaging and the environment which recognises the contribution of packaging in terms of protecting and preserving the product. This approach makes it possible to add innovation to the sustainable development of packaging on the market, without reducing product shelf-life.

The exhibition and lectures over these two days will take stock of progress in human food packaging in terms of sustainable development and respect for the environment:

- Sustainable development and respect for the environment: definition, situation, concepts and procedures, methodology and validation, prospects.
- Design, eco-design
- Intellectual property and patents
- Materials and performance
- Primary, secondary, tertiary packaging and components: processing, artwork, components, inks, additives, etc.
- Process, packaging
- Supply chain

This 5th edition will bring together:

- For the leading European food and distribution companies, the packaging (innovation, development and purchases), R&D, marketing managers ;
- Their main suppliers of: packaging, materials, processing, components and additives, decoration techniques, technologies and services.

On Wednesday, September 30, 2009, at noon, the Nutripack Awards ceremony will be held. The aim is to single out innovations that have furthered sustainable development and respect for the environment. Products placed on the European market between the 1st January 2008 and the 30th June 2009 are eligible.

The prizes are awarded by an independent jury made up of journalists and experts in food and beverage packaging;

To make a submission to the Nutripack Awards Jury, please send Oriex Communication an A4 document explaining the innovations complete with samples, by mail, no later than Friday 12 June, 2009.

Nutripack is a privileged platform for communication which groups together the lectures, the exhibition area and catering in the same place. It is a forum on a human scale that fosters exchanges and project launches. Over 1,200 participants from 30 countries are expected to attend this 5th edition.

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