

Tuesday, 28 – Thursday, 30 October, 2008
Hamburg Marriott Hotel, Hamburg, Germany



Extending Shelf Life

Active and intelligent packaging, barrier materials,
functional coatings, modified atmosphere
packaging, antimicrobial technologies,
process efficiency and resource
management



Visit us online: www.extendingshelflife.com

Speakers include:



Book before **28 September 2008** and
get **10% off** the conference fee!
See back page for more details

Extending Shelf Life

Tuesday, 28 - Thursday, 30 October, 2008

Hamburg Marriott Hotel, Hamburg, Germany



Reasons to attend

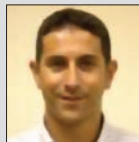
- Hear a retailer's perspective on the shelf life of their products and how to extend it from **Rimi Baltic Group**, Lithuania
- Learn about food protection systems from **Danisco**, Denmark
- Find out the requirements for pet food packaging from **Mars**, Austria
- Increase your knowledge of transparent barrier films for medical and pharmaceutical use from **Marubeni**, Germany
- Get an understanding of regulatory issues for food contact from **Ciba Expert Services**, Switzerland
- Hear from **Coopbox**, Italy on what the actual solutions and future perspectives are for fresh meat modified atmosphere packaging
- **Meet with key contacts** throughout the supply chain to develop future business relationships

about the conference

Researchers face numerous challenges when trying to develop a product that retains maximum quality throughout its shelf life. Although adjusting product formulations to obtain the optimum shelf life may always remain a challenge, in recent years a series of technological breakthroughs have emerged to help improve the storage capability of packaging. With so much going on, it's no surprise this has become a hot topic for brand owners, retailers, packaging converters and raw material suppliers.



Ron Exner
Associate Program
Director, Strategic
Packaging, **Kraft Foods**
RD&Q Packaging



Roberto Mastro
Package and Distribution
Solutions, Carton Value
Platform, **TetraPak**

IntertechPira's **Extending Shelf Life** conference offers an unparalleled opportunity to learn more about the shelf life optimisation and extension technologies and techniques that will help advance your efforts in this area. Industry experts will discuss barrier properties, active and intelligent packaging and functional coatings in the context of the overall supply chain. In addition, this conference will be the perfect occasion to assess the market opportunities for extended shelf life packaging, whilst listening to leading brand owners communicate the future of their suppliers as they see it. According to a Pira International market study, global demand for flexible packaging is expected to grow to more than



Who should attend

- Packaging converters
- Polymers, chemicals and raw material suppliers
- Consumer products companies
- Legislators, law firms and lobbyists
- Retailers

16 million tonnes by 2010, of which the majority will be in Europe. With so much at stake, getting up to speed on the global trends for flexible packaging is paramount. So, if you're involved in the packaging industry as a manufacturer, supplier or buyer, **Extending Shelf Life** is an essential date for your 2008 calendar!

At the conference, leading integrators and a renowned retailer will be giving their honest opinions on how the industry needs to move forward to meet market requirements. Delegates will also get to know about boundaries recently broken in packaging for pharmaceutical and medical products, industrial and electronic materials as well as food items. With presentations on the most fundamental innovations in barrier films, pulsed lights and modified atmosphere packaging, **Extending Shelf Life** is an exciting opportunity not to be missed!

Hear what previous conference delegates had to say about our past packaging events:

'Well organised and an interesting and knowledgeable set of speakers that really enthused about their topics'

Reckitt Benckiser
Biodegradable Plastics in Packaging Applications 2007

'Very interesting and useful'

Aston University
Recycled Plastics in Packaging 2007

'Good speakers and interesting relevant content. Well organised and managed event'

Flint Group
The Future of Ink on Packaging 2007

'Good job done by all presenters. All interesting topics'

Kraft Foods
Convenient Flexible Packaging 2007

'Impressive line up of speakers with excellent content and a really conducive atmosphere for networking'

Greenstone Carbon Management
Sustainability in Packaging 2007

Extending Shelf Life

Workshop, Tuesday, 28 October, 2008



Overview of the current status of various nanotechnologies used for shelf life extension and product safety in multisectorial applications

pre-conference workshop:

Tuesday, 28 October 2008, 14.00 – 17.00

Nanocomposites containing different one-dimensional or two-dimensional nanofillers such as natural or synthetic platelets and natural or carbon fibres which have been widely considered at an academic level are now finding their way into various industrial applications. The interest in nanocomposites arises from the well-known fact that they can create significant improvements in the physical properties, such as mechanical, thermal, fire retardancy and above all barrier properties to gases, vapours and UV-Vis light of plastics and bioplastics.

In recent years nanocomposites have become extremely functional for the plastics industry and a second generation of nanoproducts is landing in industrial applications with new tailor-made properties. These include safety awareness, specific legislation compliances (e.g. food contact compliant) and active (antimicrobial, antioxidant) and/or bioactive properties to enhance product shelf-life and quality as well as, safety in applications such as coatings, packaging and food packaging.

This workshop intends to provide a guided tour from the basics to the latest developments in technology, legislation and industrial implementation and the future outlook of nanocomposites technology.



Your workshop leader:

Dr J.M. Lagaron

Founder and Research Director

**NANOBIOMATTERS LTD., HYBRID
NANOCLAYS LTD. and LAGARONBIO LTD.,
Spain**

Dr J.M. Lagaron has a PhD in Physical Sciences (Polymer Physics) and is Founder and Group-

Leader of the Novel Materials and Nanotechnology Lab. of the Institute of Agrochemistry and Food Technology (IATA) of the CSIC (Spanish Council for Scientific Research) in Valencia, and Professor of Materials Science at the University Jaume I of Castellon Spain.

He has worked for several years for DSM Research (The Netherlands) and BP Chemicals (UK) in the development of novel packaging materials and is currently Founder and Research Director of the nanobiotech companies NanoBioMatters Ltd., Hybrid Nanoclays Ltd. and LagaronBio Ltd. He has published over 80 papers and several book chapters and has two granted patents and over eight more patent applications in the area of nanotechnology.



Dates for your diary:

Plastics & Polymers in Contact with Foodstuffs

10-11 December, 2008

Hotel BLOOM! Brussels, Belgium

Paper in Contact with Foodstuffs

12 December, 2008

Hotel BLOOM! Brussels, Belgium

Pira International's flagship Food Contact conferences are back for another year! Showcasing the latest developments in legislation for plastics, polymers and papers in contact with foodstuffs, these events form the backbone of the regulatory calendar for the year. This year's event will see new and regular faces showcasing the newest developments from Brussels and discussing the best methods to ensure future compliance.

Who should attend:

- Food packaging manufacturers and converters
- Raw materials and additives suppliers
- Food and beverage retailers
- Legislators, law firms, lobbyists

For more information visit us online at www.food-contact.com

Your event organiser

IntertechPira provides events, training, online information and publications across a wide range of current issues and disruptive technologies affecting industry. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, US and London, UK through 20 specialised industrial platforms. Our core competencies are information on: research and product development, globalisation and new markets; production methods; regulatory and compliance.

Sponsorship and exhibition

A range of sponsorship and exhibition based packages are available to organisations looking to develop their business within the flexible packaging sector. Participation at the **Extending Shelf Life** conference will demonstrate your organisation's expertise in these markets and raise your corporate profile amongst senior decision-makers in leading international companies. For more information

on how this conference can benefit your company, please contact Paul Squires at: **+44 [0] 1372 802051** or call **paul.squires@pira-international.com**



Extending Shelf Life

Wednesday, 29 October, 2008



08:00 Registration and refreshments

09:00 Introduction from Co-chairs
**Roberto Mastri, TETRAPAK, Italy and
Ron Exner, KRAFT FOODS, Germany**

Market analysis: drivers and trends

**09:10 Market trends and developments:
extending shelf life**

- The market: current status and trends
- New packaging developments
- The future for extended shelf life packaging

**Neil J. Farmer, Managing Director,
NEIL FARMER ASSOCIATES, UK**

**09:45 Extending shelf life: a retailer's
perspective**

- How can the supply chain be improved to extend shelf life
- The role of packaging in product handling
- Shelf life management from a retailer's point of view

**Anna Zolotarjova, Supply Chain and
Logistics Development Manager,
RIMI BALTIC GROUP, Lithuania**

RETAILER PERSPECTIVE

10:20 Morning refreshments

**10:50 Shelf life, wastage reduction and
packaging**

- Typical requirements for the shelf life of food
- The wastage situation in the use of food articles
- The role of packaging for shelf life and wastage

**Dr Ingo Bueren, Director of Science
and Technology, IPI NEUHAUSEN,
Switzerland**

**11:25 Shelf life and resource efficiency -
a systems perspective**

- Extending shelf life to what extent?
- Life cycle thinking in food service systems
- Efficient use of resources

**Dr Christian Bauer, Director
Sustainability, EUROPEAN
ALUMINIUM ASSOCIATION,
Germany**

12:00

**Extending shelf life of food by
natural protection solutions**

- Why focus on natural ingredient solutions for food?
- Why invest in natural food protection innovation?
- Examples of state-of-the-art food protection systems

**Dr Dieter Elsser, Development
Director, Food Protection,
DANISCO A/S, Denmark**

BRAND PERSPECTIVE

12:35

Lunch will be served for delegates and speakers

14:00

Packaging requirements for pet food

- Special requirements
- 'Standard' requirements

**Peter Kerstan, Packaging
Technologist, MARS AUSTRIA OG,
Austria**



14:35 NAFISPACK project: innovative and safe packaging for perishable foodstuffs

- Extending shelf life by natural antimicrobial packaging
- Tailoring quality and safety by intelligent packaging
- Developing safety assessment methodologies for new materials

Consuelo Fernandez, Head of Packaging Interactions Technology, ITENE, Spain

15:10 Afternoon refreshments



Novel materials

15:40 Film materials with high and ultra-high barrier properties: from food packaging to vacuum insulators and flexible displays

- Requirements of different products to barrier properties
- Polymeric barrier materials and vacuum coated films
- Special concept for ultra-high barrier materials

Dr Klaus Noller, Head of Department - Materials Development, FRAUNHOFER INSTITUTE FOR PROCESS ENGINEERING AND PACKAGING, Germany

16:15 Transparent barrier film for extending shelf life of the product

- Making vacuum coated film
- Gas barrier plastic films
- Pharmaceutical and medical use
- Industrial and electronic material use

Jian Wu, MARUBENI EUROPE PLC, Germany

CONVERTER PERSPECTIVE

16:50 WHEYLAYER: Innovative packaging solution by whey protein-coated plastic films

- Bioplastic
- Moisture and oxygen barrier
- Recyclability

Jessica Wildner, Project Manager Bio Process Engineering, TTZ BREMERHAVEN, Germany

17:25 Fresh meat modified atmosphere packaging (MAP) actual solutions and future prospective

- Requirements for MAP fresh meat packaging materials
- Which is the best for MAP meat packaging? Comparison between different material performances
- Example of innovative solutions

Cesare Vannini, Packaging System R&D, COOPBOX EUROPE S.P.A, Italy

CONVERTER PERSPECTIVE

18:00 Closing remarks from the Co-chairs

18:10 Drinks reception

All speakers and delegates are invited to an informal drinks reception to network and discuss the day's proceedings

Extending Shelf Life

Thursday, 30 October, 2008



08:30 Registration and refreshments

09:00 Introduction from Co-chairs
Roberto Mastri, TETRAPAK, Italy
and Ron Exner, KRAFT FOODS,
Germany

Regulations

09:10 **Regulatory requirements for food packaging**

- Introduction to food contact legislation
- Overview of EU food contact legislation
- Food contact legislation of member states
- Demonstrating compliance
- FDA food contact legislation

Henry Su, Applications Compliance Manager, CIBA EXPERT SERVICES, Switzerland

09:45 **Extending shelf life by modification of packaging and food contact legislation considerations**

- Active packaging
- Intelligent packaging
- Better barriers

Rob Veraart, Scientist, KELLER AND HECKMAN LLP, Belgium

10:20 **New analytical chemistry tools in food packaging research**

- Analytical strategies to assess the safety of food contact materials
- Ultrafast screening for non-intentionally added substances with desorption electrospray ionization (DESI-MS)
- Determining compounds with functional groups with a structural alert for genotoxicity

Sander Koster, Project manager Advanced Food Analysis, TNO, Netherlands

10:55 Morning refreshments

Systems and Process Technologies

11:25 **Developing a food requirement driven approach for designing food packaging and edible coating to extend food shelf-life**

- Mass transfer
- Moisture and oxygen
- Control and modelling

Nathalie Gontard, Food and Packaging Scientist, MONTPELLIER II UNIVERSITY, France

12:00 **Modelling microbiological and sensory parameters of fish products to determinate their shelf life**

- Modelling food quality and safety
- Temperature monitoring
- Monitoring shelf life of fresh fish

Begoña Alfaro, Senior Researcher, AZTI - TECNALIA, Spain

12:35 Lunch will be served for delegates and speakers



14:00

Extended shelf life for soft fruit

- Lengthening significantly the shelf life of specific products
- The creation of adapted atmospheres
- Strawberries, raspberries and produce

Arjan Hagoort, SHARP INTERPACK, Netherlands

CONVERTER
PERSPECTIVE

14:35

Pulsed light decontamination of food and packing

- An environmentally friendly disinfection
- Meeting hygiene levels for aseptic filling
- The future of industrial applications

Christophe Riedel, Marketing and Sales Manager, CLARANOR, France

15:10

Afternoon refreshments

15:40

Integrity seal for flexible packaging

- A new sealing technology for flexible packaging which reduces packaging film usage by 25%
- How integrity seal delivers hermetic sealing and extends shelf life on fresh produce
- How integrity seal increases productivity and reduces costs

Graham Clough, Director, INTERNATIONAL FOOD PARTNERS, UK

16:15

Opto-chemical testing system for the non-invasive O₂ and CO₂ determination in transparent packages and testing of ultra-barrier performance

- Non-invasive MAP control
- Optochemical testing system
- Ultra-barrier performance tester

Dr Volker Ribitsch, University Professor, JOANNEUM RESEARCH GMBH, Netherlands

16:50

Closing remarks from the Co-chairs

17:00

Close of conference

Proceedings on CD

Get your proceedings on CD at the conference!

Instead of a printed proceedings document, you can now view the latest full colour version of the conference presentations on your laptop at the conference. You'll also receive full electronic updates of all additional or modified presentations after the conference. This policy means more detail and up to date information while benefiting the environment and giving you less to carry on the journey home. For more information please contact the Event Manager, Jo Stone on **+44 (0) 1372 802044** or **jo.stone@pira-international.com**

Become a member!

IntertechPira Packaging membership

Take this opportunity to become an IntertechPira **Packaging** member. You will benefit from a tailored package of information products including delegate places, a newsletter and more. For more information, please contact Julian Bradshaw at:

julian.bradshaw@pira-international.com
or call **+44 (0)1372 802188**

conference info



Venue

The Hamburg Marriott Hotel is ideally located on the Gaensemarkt in the heart of Hamburg's city centre and adjacent to business and shopping districts. Alster Lake is just two blocks from the hotel and the Congress Centre is one half mile west. The hotel offers rooms with plush bedding, high-speed Internet, daily newspaper, and individually controlled air conditioning. Parking is EUR 18 per overnight in an underground facility.



The city of Hamburg offers cultural and entertainment venues, elegant shopping, a vibrant nightlife plus glorious parks, canals and the famous Alster tributary.

How to get there

From Hamburg Airport: Follow signs for 'Zentrum' (i.e. City Centre) and follow the yellow park system signs. At the 'Gaensemarkt' take the first street right (ABC-Strasse) towards the hotel on the right.



Hamburg Marriott Hotel
ABC Strasse 52
Hamburg, Hamburg 20354 Germany
Phone: + 49 40 3505 0
Fax: + 49 40 3505 1777
www.marriottthamburg.com

Accommodation

Delegates are responsible for organising their own travel and accommodation. A limited number of rooms have been reserved for conference delegates wishing to stay at the Hamburg Marriott Hotel at a special rate £115 for single occupancy per night inc. breakfast and VAT. To take advantage of this special rate delegates must reserve their room no later than **28 September 2008**. Wherever possible accommodation should be reserved early as rooms cannot be guaranteed and rates are subject to change after this date.



To book your accommodation, please contact our agent Origin Events on:

T: +44 (0) 845 301 9002
E: info@originevents.co.uk

Please quote 'IntertechPira Extending Shelf Life conference' when booking.

Conference fees

The conference fee includes entry to the conference sessions and the exhibition, full documentation, lunch and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/\$/€ exchange rate at the time the transaction goes through. Please see note in Step 3 for further details.

Cancellations

Cancellations will be accepted and fees will be refunded (less 20% handling charge) only if made in writing and received ten working days before the event. Bookings cannot be cancelled or fees refunded thereafter. Substitutions may be made at any time, please notify the event manager, Jo Stone on +44 (0) 1372 802044 or jo.stone@pira-international.com.

Note

IntertechPira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. IntertechPira reserves the right to cancel, defer or modify the event proceedings without prior notice.

Visas

Delegates requiring visas should request a visa invitation letter from IntertechPira at the time of registering for the event, ensuring sufficient time is left for applications to be completed. Delegates are then responsible for contacting the relevant/appropriate embassy themselves. IntertechPira can do nothing further to assist in this process.

1. Extending Shelf Life registration details

Title:.....First Name:.....Last name:.....

Organisation:.....

Position:.....

Company business:.....

Address:.....

.....

.....Postcode:.....

Telephone:.....Fax:.....

Email:.....

Purchase order:.....

Sign up for the FREE Packaging eBulletin

What is this? See www.intertechpira.com/packaging to find out more

2. Event options and fees

Early bird offer – book before 28 September 2008 and save 10% off the conference fee!

Team discount – Please call Paul Squires on +44 (0)1372 802051 for more details and to book

Conference fee£999

Workshop fee£299

Conference + workshop fee£1199

Academic rate*£199

Tabletop display**£849

Tabletop display + delegate spot**£1399

*Academic rate for full time students and teaching staff at universities only. Includes conference and workshop. Early bird offer does not apply.

For more information on our many exhibition and sponsorship opportunities that meet your business goals, contact: **Paul Squires at +44 [0] 1372 802051 or paul.squires@pira-international.com

Invoices in Euros or Dollars will be calculated at that day's exchange rate. Credit card payments (in E STG) will be necessary if your booking is made less than 10 business days prior to the start of the event. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and in E STG. Current exchange rates and bank charges will apply.

OFFICE USE ONLY Accounting code:..... Date received:.....

3. Payment

Purchase order:..... VAT No:.....

NOTE: VAT will be charged at 19%

American Express Visa MasterCard Card No:.....

NOTE: Credit card details will be necessary if your booking is made less than 10 business days prior to the start of the conference, or if your invoice remains unpaid at the start of the event.

Expires:...../..... Security code:

Cardholder name & address:.....

.....

Email:.....

Cheque/Banker's draft (payable to IntertechPira) **Please invoice my company**

NOTE: Invoices cannot be issued without receipt of a purchase order number at the time of booking.

Banker's information for credit transfer payments

Sterling A/C:	HSBC Bank plc, 100 King Street, Manchester M60 2HD Branch Sort Code: 40-31-24 Swift Code (BIC): MIDLGB22	Account No: 62182610 IBAN: GB88 MIDL 4031 2462 1826 10
US Dollar A/C:	City Bank NY Swift Code (BIC): CITIUS33	Account No: 30569898 ABA No: 021000089
Euro A/C:	Deutsche Bank AG London Branch Sort Code: 23-30-55 Swift Code (BIC): DEUTGB3L	Account No: 13116600 IBAN: GB35 DEUT 4050 8113 1166 00

Signature:.....Date:.....

4. How to book

Booking, exhibition and sponsorship Paul Squires: **tel** +44 (0)1372 802051 / **fax** +44 (0)1372 802243
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Conference manager Sofia Aldatz: **tel** +44 (0)1372 802206
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Including presentations from:

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Fraunhofer Institute For Process Engineering And Packaging
International Food Partners
IPI Neuhausen
ITENE
Joanneum Research GmbH
Keller and Heckman LLP
Kraft Foods
Mars Austria OG
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Rimi Baltic Group
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Speakers include:



Supporting associations:



IntertechPira
Cleeve Road, Leatherhead,
Surrey, KT22 7RU, UK

Register now!

■ **Visit online at:** www.extendingshelflife.com

■ **Phone the team:** +44 (0)1372 802051

■ **Fax back:** +44 (0)1372 802243

TS

■ **Email:** paul.squires@pira-international.com

■ **Post:** IntertechPira, Cleeve Road, Leatherhead, Surrey, KT22 7RU, UK