

# INNO-Pouch: Smart Pouches - Digital, Compliant, Tight

## Agenda day 1 Thursday, 08.10.2026

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| 8:30  | Welcome coffee with snacks & registration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 9:00  | Welcome and introduction to the topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9:10  | <p>Christoph Waldau<br/><i>Berndt+Partner Creality GmbH</i></p> <p><b>Comprehensive Packaging Strategy – When Stand-Up Pouches Are the Best Solution</b></p> <ul style="list-style-type: none"> <li>• How to establish systematic requirements for packaging</li> <li>• How to set the right strategic priorities for packaging (cost, performance, environment)</li> <li>• In which scenarios is the stand-up pouch the best choice?</li> <li>• What improvements can be made to make the stand-up pouch even better?</li> </ul>                                      |
| 9:40  | <p>Claire Gusko<br/><i>one.five GmbH</i></p> <p><b>Mission impossible: What makes doypacks such a difficult nut to crack?</b></p> <ul style="list-style-type: none"> <li>• How is material selection evolving to overcome these challenges?</li> <li>• How are machines evolving to overcome these challenges?</li> <li>• Key takeaways if you're a brand owner using doypacks</li> </ul>                                                                                                                                                                              |
| 10:10 | <p>Albin Kälin<br/><i>epeaswitzerland gmbh</i></p> <p><b>Digital Product Passport Compass Cradle to Cradle™? a regulatory, competitiveness benchmarking navigator</b></p> <ul style="list-style-type: none"> <li>• Legal Compliance</li> <li>• Setting a Benchmark</li> <li>• Management Navigator</li> </ul>                                                                                                                                                                                                                                                          |
| 10:40 | Coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 11:25 | <p>Alexandre Zuber<br/><i>Interzero Circular Solutions Germany GmbH</i></p> <p><b>Recyclability, PPWR &amp; Co.: How Digital Tools Make Packaging Compliance Manageable</b></p> <ul style="list-style-type: none"> <li>• Customer-Centric Development and Challenges</li> <li>• Translating Expert Knowledge and Regulations into Technology</li> <li>• How Digital Solutions Work: From Supply Chain Data to the User Interface</li> </ul>                                                                                                                            |
| 11:50 | <p>Philippe Van Damme<br/><i>LyondellBasell (LYB)</i></p> <p><b>LyondellBasell's Advanced Solutions for Mono Material Packaging</b></p> <ul style="list-style-type: none"> <li>• Design for recycling</li> <li>• Regulatory</li> <li>• Intro multi-material to mono-material packaging</li> <li>• Challenges (with focus on the physical functionalities of a pouch to be achieved)</li> <li>• Stand up pouch PE: case study with polymers and functional masterbatches</li> <li>• Stand up pouch PP: case study with polymers and functional masterbatches</li> </ul> |
| 12:15 | <p>Thomas Fuest<br/><i>Georg Menshen GmbH &amp; Co. KG</i></p> <p><b>Spouts sealing in Mono Material Pouches - Insights from Industrial Production Experience</b></p> <ul style="list-style-type: none"> <li>• The trinity of machine, film and spout</li> <li>• When and why do we need pre-heating?</li> <li>• Success stories from real-life practice</li> </ul>                                                                                                                                                                                                    |
| 12:40 | Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 14:00 | <p>Nicolai Ehrhart<br/><i>Labelisten GmbH &amp; Co. KG</i><br/>Frank Plechschmidt<br/><i>Labelisten GmbH &amp; Co. KG</i></p> <p><b>Digital Printing in the Fast Lane (Trends and Relevance / Digitalization)</b></p> <ul style="list-style-type: none"> <li>• Booster "Pouches"</li> <li>• New customer expectations - shorter lead times, more SKUs, smaller print runs</li> <li>• Challenges and solutions for packaging manufacturers</li> <li>• Technology outlook - what flex packers can learn from the world of labels</li> </ul>                              |

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| 14:25 | <p>Federica Arioli<br/><i>Morchem S.A.U.</i></p> <p><b>Laminating Adhesives: The Hidden Enabler in Mono-Material Pouches</b></p> <ul style="list-style-type: none"> <li>• Recyclability starts at the adhesive layer</li> <li>• High barrier without process trade-offs</li> <li>• Retortable, solvent-free mono-material adhesives</li> </ul>                                                                                                                                                                                                                                                        |
| 14:50 | <p>Johannes Obermayer<br/><i>Huhtamaki Flexible Packaging Germany GmbH &amp; Co. KG</i></p> <p><b>PP Retort Pouches: From Industrialization to the Next Generation</b></p> <ul style="list-style-type: none"> <li>• Where We Are Today: PP Retort Technology</li> <li>• Technical and Market Challenges for Mono-PP Retort Packaging</li> <li>• Innovation Roadmap: Advancing Performance, Functionality, and Recyclability</li> </ul>                                                                                                                                                                |
| 15:15 | Coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 16:00 | <p>Christoph Goeken<br/><i>info.link</i></p> <p><b>How AI Is Changing the Research Behind the Pouch Purchasing Process</b></p> <ul style="list-style-type: none"> <li>• How generative AI is changing where B2B packaging research actually starts</li> <li>• What converters and brand teams can do today to be visible when buyers research, not just when they issue an RFP</li> <li>• Best Practices from the Packaging Industry</li> </ul>                                                                                                                                                       |
| 16:25 | <p>Sebastian Ritter<br/><i>Toppan Europe GmbH</i></p> <p><b>Monomaterial High Barrier Pouches - Innovation, Collaboration &amp; Commercial Reality</b></p> <ul style="list-style-type: none"> <li>• Mono-material solutions for technically challenging applications such as pasteurization and sterilization</li> <li>• Collaboration across the packaging value chain to achieve the shared goal of PPWR compliance</li> </ul>                                                                                                                                                                      |
| 16:50 | <p>Yael Barak<br/><i>HP Printing and Computing Solutions, S.L.U.</i></p> <p><b>The 5 Great Transitions in the Flexible Packaging Industry</b></p> <ul style="list-style-type: none"> <li>• How AI, automation and robotics are changing production and business models</li> <li>• Why supply chain resilience is becoming as important as cost efficiency</li> <li>• The growing impact of sustainability, regulation, and circularity on industry strategies</li> <li>• How connected packaging and new service-based offerings are creating opportunities for differentiation and growth</li> </ul> |
| 17:15 | End of the first day of presentations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 19:30 | Tapas evening at Masia Casa Fuster / Masia Can Cugat, Av. Corts Catalanes, s/n, 08173 Sant Cugat del Vallès, Barcelona                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

# INNO-Pouch: Smart Pouches - Digital, Compliant, Tight

Agenda day 2 Friday, 09.10.2026

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| 8:30  | Welcome coffee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 9:00  | <p>Ellen Reichmann<br/><i>Hesser Packaging GmbH</i></p> <p><b>Processing of recyclable high-barrier films on high-performance packaging lines</b></p> <ul style="list-style-type: none"> <li>• What challenges do recyclable materials present?</li> <li>• Where are the critical interfaces with the packaging machine? How can new materials be successfully implemented?</li> <li>• What opportunities do smart applications offer for the future?</li> </ul>                                                                                                                                                                                                            |
| 9:30  | <p>Gustavo Guzzi<br/><i>Karlville Swiss SAGL - Head Quarters</i></p> <p><b>Smart, sustainable, and data-driven – redefining efficiency in bag production</b></p> <ul style="list-style-type: none"> <li>• From Automation to Intelligence: Servo-based and Digitally Controlled Pouch Machines</li> <li>• Sustainable Materials: Processing of Monomaterials, Recyclable Materials, and Thin-Walled Structures</li> <li>• Data-Driven Flexibility: Quick Format Changes, Recipe Management, and Efficient Small-Batch Production</li> </ul>                                                                                                                                 |
| 10:00 | <p>Milena Seybold<br/><i>Herrmann Ultraschalltechnik GmbH &amp; Co. KG</i></p> <p><b>The (Ultra-)Sound of Sustainability - SUP and Spout sealing in consonance with Monomaterials</b></p> <ul style="list-style-type: none"> <li>• Ultrasonic sealing technology and what makes it a sustainable solution</li> <li>• Trends and market relevance of pouches and spouted pouches</li> <li>• Smart Sealing solution for Mono-pouches and spouted pouches</li> <li>• Intelligent digitalisation and process monitoring (High-tech without Headache)</li> </ul>                                                                                                                 |
| 10:30 | Coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11:10 | <p>Dr. Steffen Scheibenstock<br/><i>SCRIBOS GmbH</i><br/>Tiziano Albanese<br/><i>HP Printing and Computing Solutions, S.L.U.</i></p> <p><b>Smart Stand-Up Pouches: Digital Print, Premium Finishing and Connected Brand Protection</b></p> <ul style="list-style-type: none"> <li>• Digitally printed on HP: enable shorter runs, serializations, flexible designs, and faster market launches</li> <li>• Lamination finishing: adds premium shelf impact while supporting brand differentiation</li> <li>• SCRIBOS ValiGate®: copy-protected QR codes add security and consumer engagement, interaction and product information</li> </ul>                                 |
| 11:40 | <p>Dr. Sascha Bach<br/><i>watttron GmbH</i></p> <p><b>Digital Sealing - enabling data driven process and quality monitoring</b></p> <ul style="list-style-type: none"> <li>• watttrons digitals sealing technology is enabler for data driven packaging processes</li> <li>• Temperature as well as power consumption data is recorded and used to evaluate the sealing process</li> <li>• Several use-cases are possible based on the data acquisition, such as seal quality evaluation, packaging material evaluation, predictive maintenance etc.</li> <li>• watttron already has implemented this feature into packaging processes in production environment</li> </ul> |
| 12:10 | <p>Julian Thielen<br/><i>Innoform Coaching GmbH</i></p> <p><b>Summary</b></p> <ul style="list-style-type: none"> <li>• SumUp in 10 Minutes</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 12:20 | <p><b>Lunch &amp; Tour at HP Digital Pouch Factory</b></p> <ul style="list-style-type: none"> <li>• Factory tour in groups of around 25 people, lasting approximately 60 minutes</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 14:40 | End of INNO-Pouch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |