

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

Agenda day 1 Thursday, 08.10.2026

8:30	Welcome coffee with snacks & registration
9:00	Welcome and introduction to the topic
9:10	Christoph Waldau <i>Berndt+Partner Creality GmbH</i> Comprehensive Packaging Strategy – When Stand-Up Pouches Are the Best Solution • How to establish systematic requirements for packaging • How to set the right strategic priorities for packaging (cost, performance, environment) • In which scenarios is the stand-up pouch the best choice? • What improvements can be made to make the stand-up pouch even better?
9:40	Claire Gusko <i>one.five GmbH</i> Mission impossible: What makes doypacks such a difficult nut to crack? • How is material selection evolving to overcome these challenges? • How are machines evolving to overcome these challenges? • Key takeaways if you're a brand owner using doypacks
10:10	Albin Kälin <i>epeaswitzerland gmbh</i> Digital Product Passport Compass Cradle to Cradle™? a regulatory, competitiveness benchmarking navigator • Legal Compliance • Setting a Benchmark • Management Navigator
10:40	Coffee break
11:25	Alexandre Zuber <i>Interzero Circular Solutions Germany GmbH</i> Recyclability, PPWR & Co.: How Digital Tools Make Packaging Compliance Manageable • Customer-Centric Development and Challenges • Translating Expert Knowledge and Regulations into Technology • How Digital Solutions Work: From Supply Chain Data to the User Interface
11:50	Philippe Van Damme <i>LyondellBasell (LYB)</i> LyondellBasell's Advanced Solutions for Mono Material Packaging • Design for recycling • Regulatory • Intro multi-material to mono-material packaging • Challenges (with focus on the physical functionalities of a pouch to be achieved) • Stand up pouch PE: case study with polymers and functional masterbatches • Stand up pouch PP: case study with polymers and functional masterbatches
12:15	Thomas Fuest <i>Georg Menshen GmbH & Co. KG</i> Spouts sealing in Mono Material Pouches - Insights from Industrial Production Experience • The trinity of machine, film and spout • When and why do we need pre-heating? • Success stories from real-life practice
12:40	Lunch
14:00	Nicolai Ehrhart <i>Labelisten GmbH & Co. KG</i> Digital Printing in the Fast Lane (Trends and Relevance / Digitalization) • Booster "Pouches" • New customer expectations - shorter lead times, more SKUs, smaller print runs • Challenges and solutions for packaging manufacturers • Technology outlook - what flex packers can learn from the world of labels

14:25	Federica Arioli <i>Morchem S.A.U.</i> Laminating Adhesives: The Hidden Enabler in Mono-Material Pouches • Recyclability starts at the adhesive layer • High barrier without process trade-offs • Retortable, solvent-free mono-material adhesives
14:50	Johannes Obermayer <i>Huhtamaki Flexible Packaging Germany GmbH & Co. KG</i> PP Retort Pouches: From Industrialization to the Next Generation • Where We Are Today: PP Retort Technology • Technical and Market Challenges for Mono-PP Retort Packaging • Innovation Roadmap: Advancing Performance, Functionality, and Recyclability
15:15	Coffee break
16:00	Christoph Goeken <i>House of Change GmbH</i> How AI Is Changing the Research Behind the Pouch Purchasing Process • How generative AI is changing where B2B packaging research actually starts • What converters and brand teams can do today to be visible when buyers research, not just when they issue an RFP • Best Practices from the Packaging Industry
16:25	Sebastian Ritter <i>Toppan Europe GmbH</i> Monomaterial High Barrier Pouches - Innovation, Collaboration & Commercial Reality • Mono-material solutions for technically challenging applications such as pasteurization and sterilization • Collaboration across the packaging value chain to achieve the shared goal of PPWR compliance
16:50	Yael Barak <i>HP Printing and Computing Solutions, S.L.U.</i> The 5 Great Transitions in the Flexible Packaging Industry • How AI, automation and robotics are changing production and business models • Why supply chain resilience is becoming as important as cost efficiency • The growing impact of sustainability, regulation, and circularity on industry strategies • How connected packaging and new service-based offerings are creating opportunities for differentiation and growth
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

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Agenda day 2 Friday, 09.10.2026

8:30	Welcome coffee
9:00	Ellen Reichmann <i>Hesser Packaging GmbH</i> Processing of recyclable high-barrier films on high-performance packaging lines • What challenges do recyclable materials present? • Where are the critical interfaces with the packaging machine? How can new materials be successfully implemented? • What opportunities do smart applications offer for the future?
9:30	Gustavo Guzzi <i>Karlville Swiss SAGL - Head Quarters</i> Smart, sustainable, and data-driven – redefining efficiency in bag production • From Automation to Intelligence: Servo-based and Digitally Controlled Pouch Machines • Sustainable Materials: Processing of Monomaterials, Recyclable Materials, and Thin-Walled Structures • Data-Driven Flexibility: Quick Format Changes, Recipe Management, and Efficient Small-Batch Production
10:00	Milena Seybold <i>Herrmann Ultraschalltechnik GmbH & Co. KG</i> The (Ultra-)Sound of Sustainability - SUP and Spout sealing in consonance with Monomaterials • Ultrasonic sealing technology and what makes it a sustainable solution • Trends and market relevance of pouches and spouted pouches • Smart Sealing solution for Mono-pouches and spouted pouches • Intelligent digitalisation and process monitoring (High-tech without Headache)
10:30	Coffee break
11:10	Dr. Steffen Scheibenstock <i>SCRIBOS GmbH</i> Tiziano Albanese <i>HP Printing and Computing Solutions, S.L.U.</i> Smart Stand-Up Pouches: Digital Print, Premium Finishing and Connected Brand Protection • Digitally printed on HP: enable shorter runs, serializations, flexible designs, and faster market launches • Lamination finishing: adds premium shelf impact while supporting brand differentiation • SCRIBOS ValiGate®: copy-protected QR codes add security and consumer engagement, interaction and product information
11:40	Dr. Sascha Bach <i>watttron GmbH</i> Digital Sealing - enabling data driven process and quality monitoring • watttrons digitals sealing technology is enabler for data driven packaging processes • Temperature as well as power consumption data is recorded and used to evaluate the sealing process • Several use-cases are possible based on the data acquisition, such as seal quality evaluation, packaging material evaluation, predictive maintenance etc. • watttron already has implemented this feature into packaging processes in production environment
12:10	Julian Thielen <i>Innoform Coaching GmbH</i> Summary • SumUp in 10 Minutes
12:20	Lunch & Tour at HP Digital Pouch Factory • Factory tour in groups of around 25 people, lasting approximately 60 minutes
14:40	End of INNO-Pouch