

8th European Stand-up Pouch Conference Information

Description:

Stand-up pouches are not only trendy, practical and cost-effective, but above all an extremely sustainable packaging solution – and that is more relevant than ever today.

For the eighth time, we are analysing the most important trends, current developments and applications for stand-up pouches in Europe. With excellent speakers and in discussion rounds, we will deal with the following topics, among others:

Sustainability: In the face of growing environmental concerns and increasing regulation, sustainability is often the decisive factor in the choice of stand-up pouches. We will show why stand-up pouches perform particularly well here.
Barrier properties: The ability to protect the contents from external influences is still crucial for the functionality of packaging, especially for perishable products. Today, this must be achieved with mono-materials in order to support recycling.

Packaging minimisation: reducing use of material is more important than ever for both cost and environmental reasons.

Consumer-friendly design: Features such as easy-open and re-sealable pouches can strengthen customer loyalty. However, we think ahead and consider the consumer-friendliness of a pouch throughout the entire supply chain.

Convenience: Additional features such as microwaveable pouches or easy-pour spouts increase convenience for the consumer and support branding at these important touchpoints.

Smart packaging: This function is not yet fully developed, but it offers exciting possibilities for brand loyalty and the customer experience. Touchpoints such as augmented reality are just a small part of the ongoing developments in this field.

Use this unique European platform to exchange ideas with experts about stand-up pouches, make valuable contacts and gain new impetus for your company.

Target group:

If you are enthusiastic about stand-up pouches, whether you produce, process, market or recycle them, this is the right event for you. We offer simultaneous translations in European languages.

Level:

Level 3 - Previous knowledge is useful

Event code:

PC-11-24

Time and place:

Parkhotel Schönbrunn
Hietzinger Hauptstraße 10-14
1130 Wien

Telefon: +43 (1) 87 804-603

Eve event:

Tuesday, 5. November 2024, **19:00 o'clock**

Tapas eve

Cosy evening with tapas, wine and beer for all those who are already there.

The eve event will take place in the event hotel.

Supporting programme:

1.day at 19:00 - Gemütliches Abendessen im "Brandauer Schlossbräu", Am Platz 5, 1130 Wien

**Hotel
recommendations:**

Parkhotel Schönbrunn (*Tagungshotel*)
Hietzinger Hauptstraße 10-14
1130 Wien
Room price from 150,00€*

You can book hotel accommodation directly during registration or later in the "Event2Go area".

Exhibitor:

SÜDPACK®



 **PÖPPELMANN**

