

8th European Stand-up Pouch Conference

Information

Description:

Stand-up pouches are not only trendy, but also sustainable, practical and cost-effective. And that is exactly what the European experts around pouches are talking about. The important trends for stand-up pouches today are enormously diverse. For the eighth time, we will be discussing current developments and areas of application for stand-up pouches at European level. In detail, we will be highlighting the following trends with top-class speakers and discussion panels:

Sustainability: due to growing environmental concerns and increasing regulation, sustainability is often the most important factor for stand-up pouches. We will show why stand-up pouches score particularly well here.

Barrier properties: The ability to protect the contents from external influences remains crucial to the functionality of packaging, especially for perishable goods. This must now be achieved with mono-materials to support recycling.

Packaging minimisation: Reducing the use of materials is more important than ever for cost and environmental reasons.

Consumer-friendly design: Consumer-friendly features such as easy-to-open and resealable pouches can strengthen customer loyalty. However, we think further and relate the consumer-friendliness of a bag to the entire supply chain.

Convenience: Additional features such as microwavable pouches or easy pour spouts increase consumer convenience and can support branding at these key touchpoints.

Smart Packaging: Although not yet fully developed, this feature offers interesting opportunities for brand engagement and customer experience. Touchpoints such as augmented reality are only a small part of the ongoing developments here.

Take this unique European platform to exchange ideas with experts on the subject of stand-up pouches, make contacts and evaluate trends for your success.

Target group:

If you are passionate about stand-up pouches, whether you produce, process, promote 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:

Wednesday, 6. November 2024, **8:30 - 18:35** o'clock
 Thursday, 7. November 2024, **8:30 - 14:05** o'clock

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.

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".

Event price: 1.390,00€ net (plus 264,10€ VAT) for 2 days

Livestream participation: 750,00€ net (plus 142,50€ VAT)

included in the price:

Participation certificate and event documents are included. For events on site, food and drinks are also included during the event. All prices plus VAT, travel and accommodation costs.

Exhibitor:

