



ACTINPAK FAIR AND CONFERENCE: ACTIVE AND INTELLIGENT PACKAGING ON DISPLAY

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VIENNA, 21-11-2018

ACTIVE AND INTELLIGENT
PACKAGING ON DISPLAY

 **VIENNA**
CONFERENCE AND FAIR

SAVE THE DATE ON NOVEMBER 21ST THE ACTINPAK CONFERENCE AND FAIR WILL TAKE PLACE IN VIENNA, AUSTRIA



The conference and fair program will soon be published on the [ActInPak website](#) where you can also read more about ActInPak.



as well-known scientific and industry members of the European COST Action FP1405 ActInPak will share interactive presentations and physical demonstrations of active and intelligent packaging.

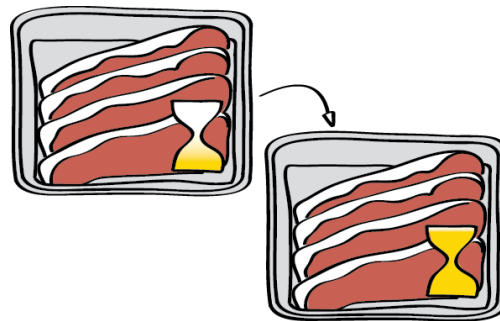
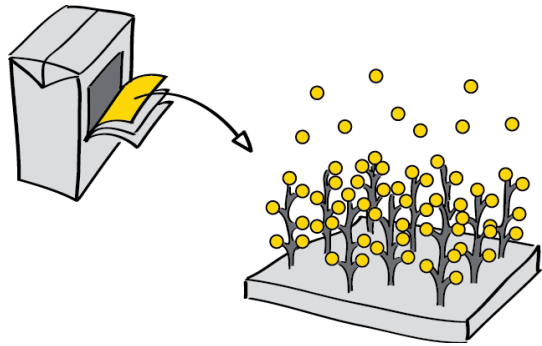
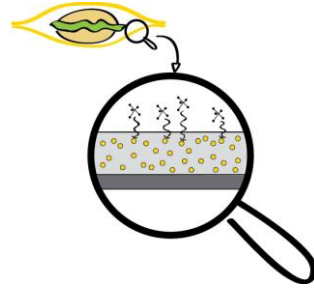
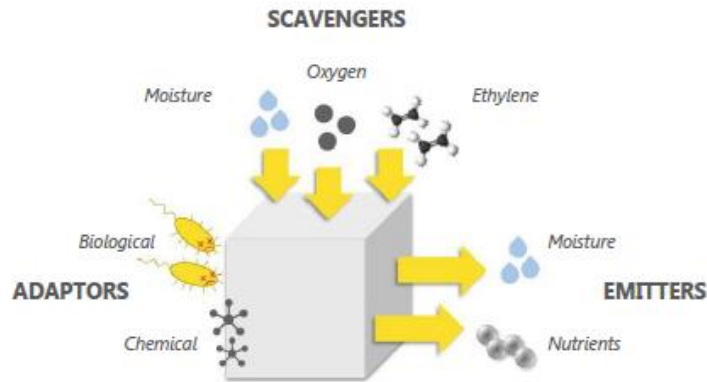
Here, you will find the latest on novel innovations and market implementation of packaging that interacts with its contents (active) or communicates with its consumers (intelligent).

Results of the 4-year COST Action, which involves partners from 43 countries representing 209 academic institutions 83 industries and 35 technical centres, will be presented.



For more information, please visit the ActInPak LinkedIn page or Youtube channel. Follow us also on Facebook and Twitter.

ACTINPAK?



Packaging protects food against damage, Smart packaging can further improve the functions of packaging

Active packaging can interact closely with the internal environment of the packaging and the packed products in order to ensure the quality, protect the valuable nutritional components and prevent degradation.

Intelligent packaging on the other hand senses changes inside the packaging atmosphere and communicates about the quality of the product.



**THIS
EQUALS**



88 MILLION
TONNES IN EUROPE
EVERY YEAR



173 KG
PER PERSON



ENOUGH TO FEED
48.9 MILLION
PEOPLE FOR A DAY



170 MILLION
TONNES OF
CO₂ EMISSIONS

FOOD IS WASTED EVERYWHERE:





REDUCE GROWTH OF
MICRO-ORGANISMS THAT
CAUSE FOOD SPOILAGE



SLOW DOWN RIPENING
PROCESSES TO MAKE
PRODUCTS LAST LONGER



PREVENT PRODUCTS FROM
GETTING SOGGY OR RANCID TO
MAINTAIN TASTE & APPEARANCE



MAINTAIN QUALITY & FRESHNESS
AFTER THE PACKAGING HAS BEEN
OPENED (SECOND SHELF-LIFE)



EXTEND PRODUCT
SHELF-LIFE



DETERMINE REMAINING
SHELF-LIFE MORE
ACCURATELY AND REAL-TIME



COMMUNICATE MORE
CLEARLY ABOUT PRODUCT
QUALITY & SHELF-LIFE



37%

OF EUROPEANS WORRY ABOUT FOOD SAFETY.
THEY ARE MAINLY CONCERNED ABOUT:



QUALITY &
FRESHNESS

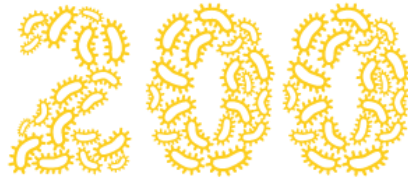


FOOD
POISONING



ADDITIVES &
PRESERVATIVES

AND RIGHTLY SO, BECAUSE:



THERE ARE OVER 200
DIFFERENT DISEASES THAT
ARE SPREAD THROUGH FOOD



23 MILLION EUROPEANS
FALL ILL EVERY YEAR DUE
TO FOODBORNE ILLNESSES



1 IN 8 COUNTERFEITED
PRODUCTS ARE
FOODSTUFFS

HOW AIP CAN HELP



REDUCE GROWTH OF
MICRO-ORGANISMS RELATED
TO FOODBORNE ILLNESSES



GUARANTEE THAT PRODUCTS
ARE AUTHENTIC AND HAVE
NOT BEEN TAMPERED WITH



REDUCE THE NEED FOR
ADDITIVES & PRESERVATIVES
IN FOODSTUFFS



DETERMINE REMAINING
SHELF-LIFE MORE
ACCURATELY AND REAL-TIME



MAINTAIN QUALITY & SAFETY
AFTER THE PACKAGING HAS BEEN
OPENED (SECOND SHELF-LIFE)



COMMUNICATE MORE
CLEARLY ABOUT FOOD
SAFETY & SHELF-LIFE



"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

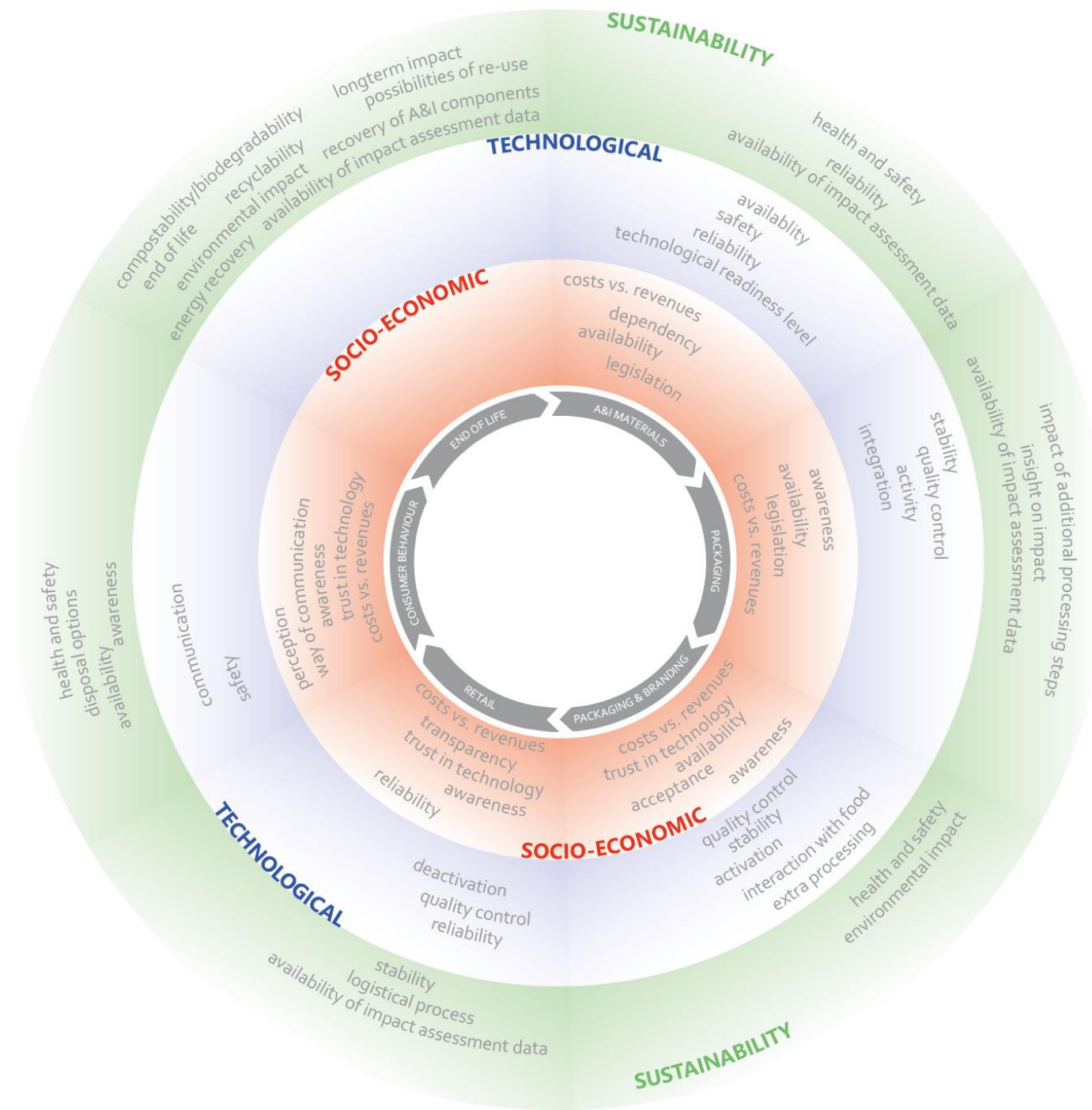


Identification of challenges and hurdles to overcome for **successful market implementation** on on different levels: social, technological, economic, ecological and political

Large European network of scientists and industry from 40 different countries

www.actinpak.eu

CHALLENGES



- Gap research <> industry
 - Lack of awareness of what is AIP
 - Lack of awareness of current infrastructures and requirements
 - Match demands with current technologies
 - Lack of awareness of benefits, added value and impact; not only for consumer, also throughout value chain
 - Cooperation between stakeholders
 - Industry seems to prefer fleshed out technologies, whereas science delivers partial solutions
 - Challenges differ per packaging type (eg bulk vs unit)
 - Who is key decision maker or Stakeholder that benefits most?
 - Prove advantages outweigh the costs
 - Conflicting interests throughout value chain >> find common ground
- Gap industry <> consumers
 - Active packaging is “invisible”
 - Lack of awareness of what is AIP, reach out on different levels
 - More action needed on traceability of unsafe food + informing public when unsafe products are found on the market
 - We are all consumers: if you will never buy it, forget it

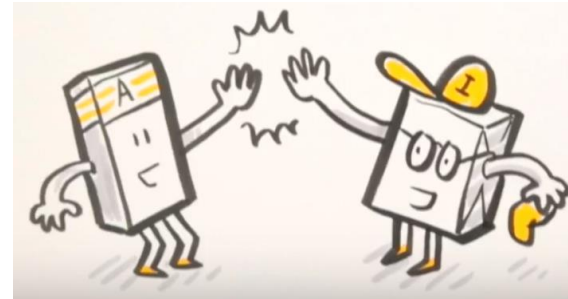
WHY THIS FAIR?

4 YEARS OF ACTINPAK...



SOCIETY

- » Video explaining AIP
- » Videos about research



INDUSTRY

- » Virtual Showroom with possibilities
- » Leaflets

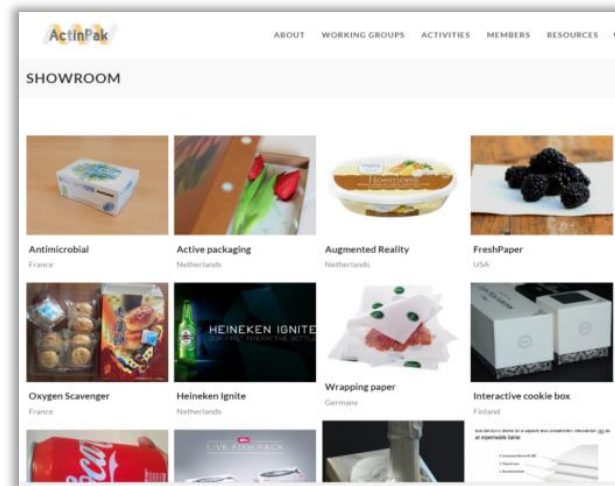


SCIENCE

- » Conferences
- » Papers
- » Teaching kit

And many more, see:

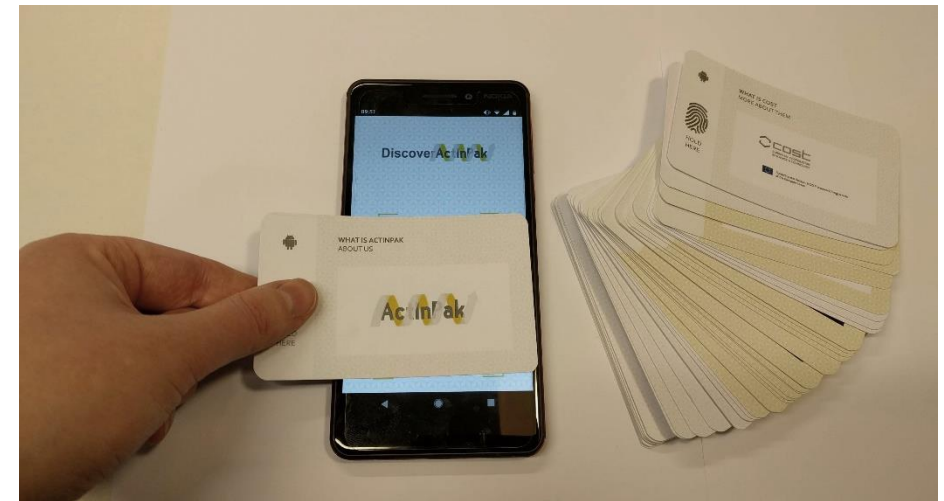
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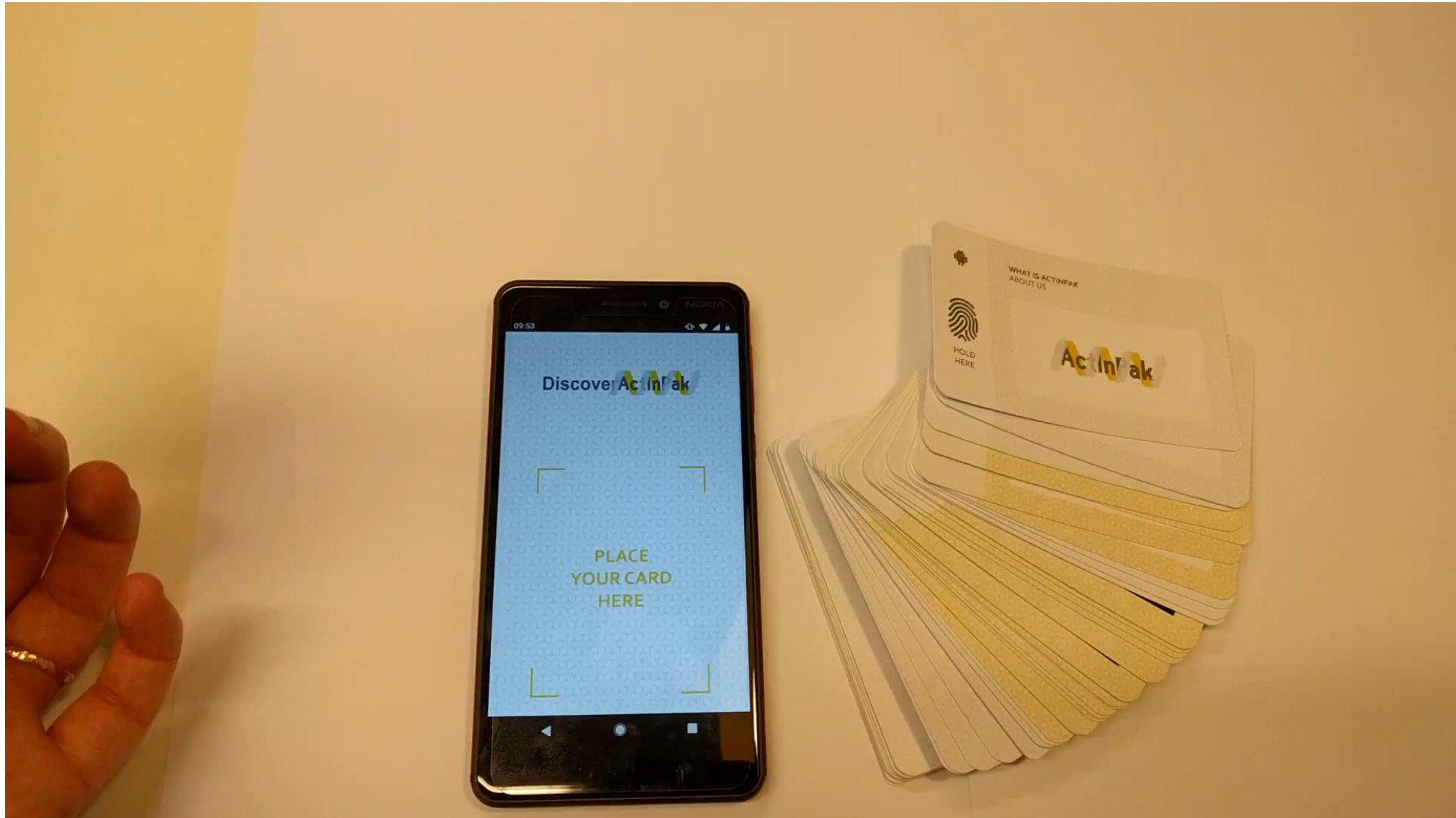


- Holistic and integrated approach led to:
 - Awareness creation of AIP in society
 - Awareness creation of COST and AIP in industry
 - Awareness creation of industrial challenges in science
- Interdisciplinary network to sustain collaboration between science and industry:
 - 2014 (prep): Core group of 3 people
 - 2015 (proposal): 72 participants from 26 countries, of which 20 industrial participants
 - 2018 (now): >400 participants from 34 different countries, of which 112 (25%) participants from industry or industrial organisations

DISSEMINATION

DISCOVER ACTINPAK CARD DECK





INTERESTED?



To receive your
personal **DiscoverActInPak**
card deck, scan the
QR code
(or visit the dedicated booth)



FINAL CONCLUSIONS: MARCH 2019

THE FAIR

Pavillions:

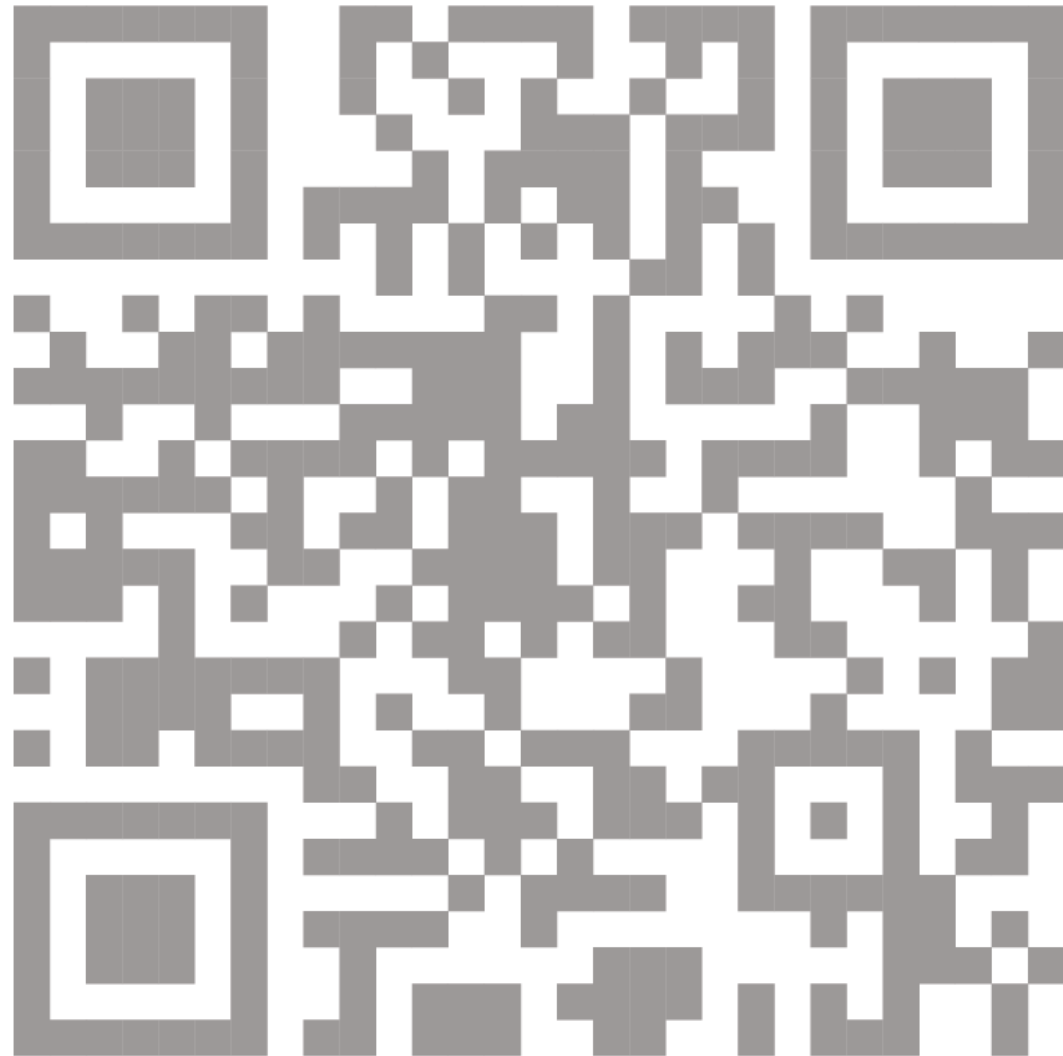
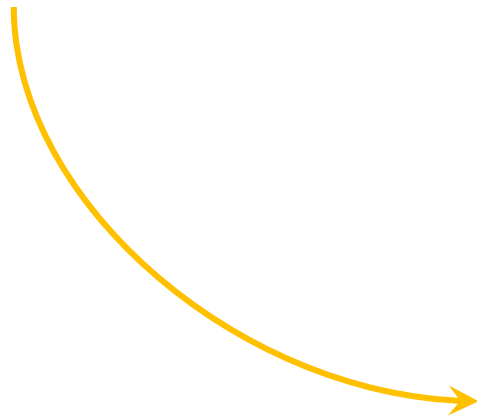
- Working Groups
- Young researcher results
- Poster presentations in the poster room
- Contribute to our roadmap

Exhibition of demonstrators

Spotlight presentations

- Oral presentations of Working Groups (11:05-12:10 on stage)
- Poster presentations (throughout the day in the poster room)
- Young researcher results (throughout the day)

Download it now
by scanning
this QR code



9:45-10:35 Demonstrator presentations

- » BillerudKorsnäs Paper Battery, new sustainable electrode and battery technology – Shoko Yamada
- » Keep-itR time- and temperature indicator All-in-One Connected Label – Marit Kvalvag Pettersen
- » OXYCHECK - 100% Non-invasive Control of Oxygen in MAP Packages – Volker Ribitsch
- » Printed Sensors for Applications from Smart Packaging to IoT Sensory Solutions – Tomas Syrový

11:05-12:10 Working Group presentations

- » WG1: Development and innovation – Selcuk Yildirim
- » WG2: Industrialisation and market introduction – Mari Nurmi, on behalf of Johanna Lahti
- » WG3: LCA and sustainability, health and safety – Greg Ganczewski
- » WG4: Knowledge transfer and dissemination – David Ravnjak

13:35-14:25 Demonstrator presentations

- » Irreversible thermochromic printing inks – Marta Klansjek Gunde
- » Smart and safe packaging: antibacterial and printed sensors – Hugo Spieser
- » Drinkable Book – Water Purification Filter Paper – Anouk Dantuma
- » Biopolymerbased nanofibers containing plant essential oils – Aleksandra Miletic
- » Targeted communication of active and intelligent packaging for food – Katherine Flynn

16:05-16:55 Demonstrator presentations

- » Measuring the Consumer Value of Active and Intelligent Packaging – Virpi Korhonen
- » Tempix temperature indicator — experiences of market entry – Marko Arola
- » Oxygen Scavenging “Active Label” – Bettina Röcker
- » Freshness indicator label (freshcode) – Vanesa Blasco
- » SuperFresh CO₂ emitter – Mounir El’Mourabit

ENJOY AND JOIN THE CONVERSATION:
#ACTINPAK

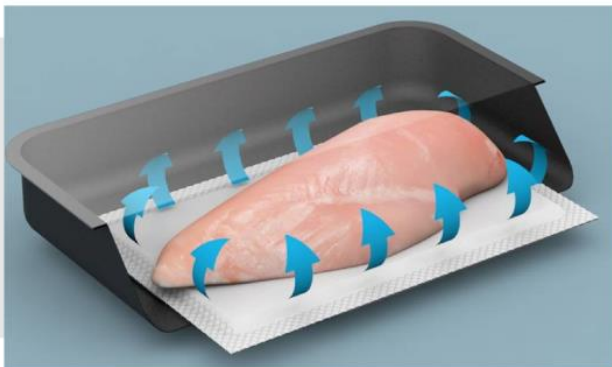
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#actinpak



ActInPak is a pan European (COST) network
of the leading experts in active and intelligent packaging
of over 50 institutes and universities of 28 different countries.



Main goal is to develop a knowledge-based network
on sustainable, active and intelligent fibre-based packaging
in order to facilitate its introduction on the market.