

Calendar of Events

September 23, 2020

Omni-Channel Packaging Strategies SESSION 3

01:30 PM - 02:30 PM EST

SESSION 3 | September 23rd | 1:30-2:30 EST

New Package Ideas for the e-Commerce Space

Jim Chrzan

VP Content and Brand Development

PMMI Media Group

Poke that brain and develop your sense of wonder at ingenuity and innovation: 40 minutes of all the latest examples of clever, eye-catching, practical ideas from brands, designers and 3PLs. Packaging Worlds Jim Chrzan will take you on a fast-paced journey sharing disruptive e-commerce packaging ideas from around the globe. From unboxing to sustainability, meal kits to kitty condos, how your peers are meeting the omnichannel challenge.

Biography: PMMI Media Group, publishers of Packaging World, Healthcare Packaging, ProFood World, Contract Packaging and Automation World, is part of PMMI, The Association for Packaging and Processing Technologies. PMMI represents more than 850 North American manufacturers and suppliers of equipment, components and materials as well as providers of related equipment and services to the packaging and food and beverage processing industries. Jim travels the U.S. and Europe representing members, speaking on e-commerce, cannabis packaging challenges, automation, sustainability and other issues driving change in the packaging marketplace.

The Omnichannel packaging challenge: Boosting Consumer Quality Perception and Online (re-) sales

Herwin Wichers

Market Development Director

Smurfit Kappa

From the moment a product comes in to contact with its packaging, it goes on a journey that will have an impact on a company's image. What it will go through in the supply chain? How it will represent your brand (damage and appearance) when it arrives at the consumer? Packaging in ecommerce is the perfect opportunity to highlight your product and gain brand presence in a consumer's home. We do however have to remember that every moment before that also plays an essential part in painting a picture of your brand. We want to share our insights gained from 80,000 shoppers worldwide to encourage people to think deeper into all elements of their packaging, from structural

design, to print, Omni channel supply chain performance and sustainability.

Biography: Herwin holds a Master in Business Administration as well as Technology & Innovation Management. He has over 15 years of experience in the packaging industry across different management roles in the sales and business development areas. He has a large breadth of knowledge and experience of working with and being responsible for some of the world's largest FMCG customers. During recent years, Herwin has been part of, and managed a multi-discipline innovation team (from development to implementation) with a clear focus and record of accomplishment in ecommerce, supply chain and logistics. Sustainability is one of his passions, both from a business perspective and personally, being a father of three he wants to leave them a better planet. His current responsibilities include growing and building the ecommerce category for Smurfit Kappa and its customers.

September 30, 2020

Omni-Channel Packaging Strategies SESSION 4

01:30 PM - 02:30 PM EST

SESSION 4 | September 30th | 1:30-2:30 EST

Navigating Amazon's SIOC Packaging Program: Approach and Best Practices from Keurig Dr Pepper

Kara Revoir

Packaging Development Engineer III

Keurig Dr Pepper

Lucas Magnant

Packaging Engineering Manager

Keurig Dr Pepper

Designing for single parcel distribution poses many challenges associated with cost, material limitation, aesthetic tradeoffs, and multi-channel compatibility. With the recent update to Amazon's SIOC program, many CPGs are having to confront these challenges to avoid chargebacks and ultimately practice 'responsible packaging by design.' As an early adopter of the SIOC program, Keurig Dr Pepper has implemented numerous packaging changes to enable SIOC compliance and an omni-channel focused packaging portfolio. Having cycled through this program several times, we'd like to share key learnings and best practices for the major phases of the certification process; eligibility assessment, test execution, and enrollment.

Takeaways: This presentation is aimed at sharing KDP's day-to-day interaction with Amazon's SIOC certification process. Ground-level perspective and lessons learned will be highlighted by real-world examples. This is meant to be thought-provoking and help you tailor your organization's approach when participating in the program.

Kara Revoir Biography: Education: BS Biological Engineering, Cornell University, 2010. Kara spent her early professional career as a Process Development Engineer and has recently moved into Packaging Engineering. She is focused on packaging performance across KDP's many distribution channels and is responsible for major network-wide productivity initiatives. ISTA CPLP Technologist.

Lucas Magnant Biography: Education: BS Packaging Engineering, Rochester Institute of Technology, 2011. Luke currently works at Keurig Dr Pepper as the Packaging Engineering Manager responsible for secondary/tertiary packaging and management of KDP's ISTA-certified dynamics lab. ISTA CPLP Technologist.

E-Commerce First Package Development using Generative Design Technology

Chandrasekhar Arcot

CTO

Axiom Consulting Ltd

played a significant role in accelerating the growth of e-commerce as it is viewed as a potentially better sterile experience for the customer.

The structural design requirements of e-commerce channels are significantly different from that of a traditional unit-based shipment. The quick fixes using basic modifications to the existing designs generally do not perform well in e-commerce shipments. The knowledge and experience are evolving in 'Design for E-commerce' and hence making it more relevant for the use of newer and disruptive methods such as Generative Design to help augment the package development process.

In this paper, we discuss the use of an emerging area of Generative Design which combines the science of structural optimization and machine learning to:

Algorithmically generate 100s of design options

Help explore non-intuitive, non-traditional design options

Upfront evaluation of generated designs leading to more optimal starting points

Reduced prototypes

Potentially address the sustainability challenges associated with E-commerce

Biography: Industry experience of over 25 years in applying cutting edge technologies to address various phases of engineering design & development of various products across automotive, aerospace, FMCG, and consumer product vehicles. As a co-founder at Axiom in the last 18 years + I have worn several hats with a primary focus area of driving technology initiatives. This includes developing new technologies or pushing boundaries on the known technologies all of these with customer/customer at the center. We implement commercial scale ML/DL solutions for major CPG/FMCG customers along with modeling, simulations, and design automation to drive design, development, and distributions of their products and packages.

October 5, 2020

CPLP Technician Training Webinar

10:30 AM - 04:00 PM EST

Monday, October 5th, 10:30am-4:00pm EST

Larry Dull

ISTA Lead Instructor

Certified Packaging Laboratory Professional (CPLP) TECHNICIAN Training Webinar
ISTA will be offering a Certified Packaging Laboratory Professional (CPLP) Technician training webinar on Monday, October 5th. The CPLP program recognizes the development and excellence in packaging laboratory professionals. CPLP certification is particularly valuable for enhancing the credibility of people involved with ISTA testing and ISTA certified laboratory operations. Larry Dull, ISTA's Lead Instructor and who is also a CPLP-Professional will conduct the training. The exam will be available online after the training or in paper format upon request.

Training Webinar Format:

10:30-12:30 Webinar in Session

12:30-1:30 Break

1:30-3:30 Webinar in Session

3:30-4:00 Optional Wrap Up

(all times are EST)

Registration Rate:

Online Material: \$495

Printed Material: \$595

IMPORTANT NOTE: Only ISTA Members may take the CPLP exams and receive CPLP status. Contact Lisa Bonsignore at lisa@ista.org for more information.

October 7, 2020

Omni-Channel Packaging Strategies SESSION 5

01:30 PM - 02:30 PM EST

SESSION 5 | October 7th | 1:30-2:30 EST

Can't touch this! Post Covid-19 Impacts on Consumers and Packaging

*Jonathan Quinn
e-commerce Market Manager
NOVA Chemicals*

Discussing the possible impacts of the COVID-19 global pandemic on consumer sentiment and packaging trends. Please join us to learn more about how the cementing of e-commerce, the rise of touchless, the evolution of restaurants, and the future of protein could influence packaging for years to come.

Takeaways:

A fascinating glimpse of the future, where cloud kitchens reign and steak is grown in laboratories.

The key takeaways from their presentation reinforced what were all learning that the world is changing in ways that will be long lasting and significant:

COVID-19 is driving accelerated e-commerce growth, including among people over 55, a demographic that previously didnt embrace online shopping.

Consumers are looking for touchless transactions, driving new packaging, delivery and other choices Restaurants will shift business to lower dine-in capacity, more online ordering and take-then-bake options.

With many viral outbreaks traced to animals, trust in traditional meat is declining. Consumption of plant-based protein is on the rise, and soon well have the opportunity to try yes lab-grown animal meat.

Biography: Jonathan is the e-commerce Market Manager at NOVA Chemicals. Over his career he has demonstrated success in generating value and bottom-line growth within the plastics and packaging industry. He currently leads the e-commerce team and oversees strategy development along with execution focused on delivering innovative products and services in support of customer success. Previously Jonathan was the Market Development Manager focused on understanding trends and discovering unmet needs in the consumer-packaged goods industry in order to drive innovation and create growth opportunities for NOVA's customers and supply chain partners. He has conducted extensive research on the e-Commerce sector, specifically food e-commerce. Jonathan is viewed as a subject matter expert in the area of e-commerce packaging. Currently Jonathan chairs the e-commerce committee at AMERIPEN and is on the board of directors for the Society of Plastics Engineers flexible packaging division. In the Spring of 2019. Jonathan was appointed to the Global Board of Directors of ISTA. He also has the responsibility of being chairman of the Flexible Packaging Association (FPA) Emerging Leadership Council (ELC).. Jonathan was awarded the 2018 rising star under 35 by Plastics News and the 2019 Canadian Plastics Industry Association Young Leader of the year.

October 14, 2020

Omni-Channel Packaging Strategies SESSION 6

01:30 PM - 02:30 PM EST

SESSION 6 | October 14th | 1:30-2:30 EST

Getting Started with E-Commerce Packaging Tools

Rich Lindgren

Sr. Manager, Packaging Optimization

Chainalytics

Which packing technologies make sense for your e-commerce business? This is our unbiased answer.

E-commerce has comprised an ever-growing slice of the retail pie since the late 1990s. And the ongoing COVID-19 pandemic has only accelerated its impressive rate of growth. All signs point to e-commerce becoming the dominant channel for retail sales with Nasdaq estimating that we will see 95% of purchases facilitated online by 2040

Companies looking to prosper in the e-commerce marketplace need a plan-one which includes packaging that is specifically designed for the channel. A well-developed e-commerce packaging approach should, of course, save money, reduce order fulfillment times, and shrink your organization's environmental footprint. However, it also needs to adequately protect and present your products and deliver a smooth and satisfying unboxing experience-contributing to increased customer satisfaction and positive online reviews.

Unfortunately, packaging does not often get the attention it deserves and requires during the product development process. This oversight results in value-increasing opportunities, from increased sales to transit efficiencies, being left unrealized.

This webinar is for the packaging engineer or supply chain leader with a new or growing e-commerce unit. During the session, we will highlight the tools and methods that merchants, and manufacturers can use to make their fulfillment operations more efficient and better protect their products in transit. To wrap things up, we will share three of the most common e-commerce scenarios with unbiased packing solution recommendations. These will feature varying levels of issue complexity, financial investment, time-to-implement, and expected benefits and ROI.

Takeaways:

*Tools & ideas that can be applied to your own e-commerce fulfillment operations
Learn the questions to ask and the data you will need to make good e-commerce decisions*

October 19, 2020

CPLP Technologist Training Webinar

10:30 AM - 04:00 PM EST

Monday, October 19th, 10:30am-4:00pm EST

Larry Dull

ISTA Lead Instructor

Certified Packaging Laboratory Professional (CPLP) TECHNOLOGIST Training Webinar

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October 21, 2020

Omni-Channel Packaging Strategies SESSION 7

01:30 PM - 02:30 PM EST

SESSION 7 | October 21st | 1:30-2:30 EST

2020 E-Commerce Packaging Technologies

Tania Montesi

e-Commerce Business Development Manager

H.B. Fuller

As the e-commerce market continues to grow, the increased number of touchpoints along the supply chain requires e-Commerce packaging to be more versatile than ever. Packaging is expected to protect the contents inside and prevent tampering in the optimized structural design while meeting consumer needs for frustration free opening, great unboxing experiences, and painless return-ability. Tania will provide a summary of the 2020 e-commerce landscape and the impact on primary and secondary packaging as well as share her market expertise on how these solutions can enhance packaging design and empower brand integrity while improving consumer experience.

Takeaways: Understand how the market has changed in 2020 and what options CPG's and converters have to address that change (testing, new industry wide products, new partnerships and development).

Biography: Tania Montesi's experience in packaging manufacturing, marketing & innovation spans more than 18 years. She holds a bachelors degree in Communications from Hautes Études Commerciales (HEC) in Montreal, with focus area in marketing management. Ambitious and determined, Tania is successful at discovering new customer insights, and developing solutions that fulfill unmet market needs.

October 28, 2020

Omni-Channel Packaging Strategies SESSION 8

01:30 PM - 02:30 PM EST

Virtual Campfire Session: Omni-channel Packaging Performance

A.J. Gruber

President & CEO

ISTA

Eric Hiser

Vice President of Standards & Certification

ISTA

We're pleased to present a virtual collaborative session that brings together attendees to share and discuss the demands of packaging for today's increasingly unified retail environment. This interactive discussion is an invaluable opportunity to connect with other industry professionals experiencing similar challenges.

March 2, 2021
- March 4, 2021

2021 European Packaging Symposium

Courtyard by Marriott Berlin City Center

Axel Springer Strasse 55

Berlin, 10117

The 2021 ISTA European Packaging Symposium will be held 2-4 March 2021 in Berlin, Germany at the Courtyard by Marriott Berlin City Center.

March 29, 2021
- April 1, 2021

2021 TransPack Forum

Marriott Marquis San Diego Marina

We are pleased to present ISTA's 2021 TransPack event to be held March 29-April 4 at the Marriott Marquis San Diego Marina in beautiful San Diego, California! This event is co-located with TempPack. TransPack provides a balance of valuable presentations, case studies, research and solutions from world-leading experts surrounding the optimization of packaging for transport.

The TransPack program is designed to allow attendees the opportunity to meet other professionals during shared networking and exhibition events of the co-located TransPack event. The ISTA Forum registration rate includes participation in both TransPack and TempPack sessions.

Join us and prepare to learn, network and become inspired.

March 29, 2021
- April 1, 2021

2021 TempPack Forum
Marriott Marquis San Diego Marina

We are pleased to present ISTA's 2021 TempPack event to be held March 29-April 4 at the Marriott Marquis San Diego Marina in beautiful San Diego, California! This event is co-located with TransPack. TempPack brings together professionals to focus on technical topics related to global temperature controlled performance packaging and creates an opportunity for presenters to share their insights, challenges, case studies and research having a direct impact on the industry.

The TempPack program is designed to allow attendees the opportunity to meet other professionals during shared networking and exhibition events of the co-located TransPack event. The ISTA Forum registration rate includes participation in both TransPack and TempPack sessions.

Join us and prepare to learn, network and become inspired.