



9TH COFRESKO FORUM ROUND TABLE

“FOOD PROTECTION AND CONVENIENCE -TRENDS
IN HOUSEHOLD PACKAGING”

Thursday, 27 November 2014, 9.30 am, Campden BRI



Ladies and gentlemen,

The trend towards convenience is unbroken. Less time to plan and prepare meals, fewer family meals, a growing lack of cooking skills plus the general wish to reduce time and effort for cooking is one side of this ongoing social and behavioural change. At the same time, people expect higher food quality, are more adventurous in terms of cooking styles and ingredients, and last but not least put greater emphasis on fresh and healthy food.

What does this mean for household packaging? On the basis of this changed lifestyle, what is the best way to protect food and ensure food safety? How is packaging design responding? Are there new materials available that meet the requirements of the convenience trend at home?

The 9th Round Table of the Cofresco Forum at Campden BRI, UK, on 27 November 2014 will focus on these questions and give a comprehensive overview of the relevant research.

In addition, practical sessions looking at various aspects and applications of consumer research will be conducted by experts from Campden BRI at their facilities. In these four sessions, the Round Table participants will have the opportunity to test and discuss **eye tracking**, **re-heating instructions**, **packaging testing** and **inclusive design**.

Finally, you are cordially invited to join our informal get-together and exchange views (and contact details) with speakers and other participants.

We look forward to welcoming you!

With best regards,

Martin Rogall
Head of Research & Development Europe, Cofresco



Agenda

Thursday, 27 November 2014

9.30

Reception, registration and coffee

10.00 – 10.15

Welcome from Martin Rogall, Cofresco Forum

10.15 – 10.30

Welcome and introduction to Campden BRI by Bertrand Emond, Head of Membership and Training

10.30 – 11.00

“Overview of interactive packaging trends”

David Potter, Commercial Director, Interactive Product Solutions, UK

11.00 – 11.30

“Processing new materials for packaging”

Noelle Billon, MINES ParisTech, CEMEF, France

11.30 – 11.45

Break

11.45 – 12.15

“Designing packaging that delights more customers and frustrates fewer”

Rob Morland, Cambridge University, Centre for Business Innovation

12.15 – 12.45

“Allergens. A growing challenge”

Helen Brown, Campden BRI, Biochemistry Section Manager

12.45 – 13.30

Lunch

13.30 – 15.30

Practical Sessions: Eye Tracking – Re-heating Instructions – Packaging Testing – Inclusive Design

15.30 – 16.00

“Antimicrobial packaging: Increasing food safety and shelf life of meat and meat products”

Prof. Reinhard Lorenz, Head of Plastics Technology and Macromolecular Chemistry, FH Münster, Germany

16.00

Closing remarks/get-together

Chairperson: Robert Broughton, Amcor, UK

The conference language is English

About the Cofresco Forum

Cofresco Frischhalteprodukte GmbH & Co. KG founded the Cofresco Forum in 2001. The Forum's activities are aimed at driving research in the field of household packaging. Over the past years, it has therefore promoted a variety of research projects. The topics ranged from “active packaging” to “modified atmosphere packaging” to eco-friendly packaging and alternative freshness processes. The Cofresco Forum also established a large network of scientific and business experts involved with the topics of packaging, fresh-keeping and preparation of food in the household. The Cofresco Forum was thus able to create an international platform for scientists and experts, and generated a large number of ideas and scientific approaches within a comparatively short space of time in the specialist field of packaging and household packaging.

Our Partner

Campden BRI is the UK's largest independent membership-based



organisation carrying out research and development for the food and drinks industry worldwide. It is committed to providing industry with the research, technical and advisory services needed to ensure product safety and quality, process efficiency and product and process innovation.

The R&D programme reflects needs identified by industrial members and provides a constantly renewable knowledge base for technology transfer. A continuous programme of investment ensures leading-edge processing and analytical facilities for research and contract work. Campden BRI maintains close working relationships with industry through frequent meetings with its thirteen member interest groups.



Registration

Fax response

9TH Cofresco Forum Round Table 2014,
Thursday, 27 November 2014, 9.30 am

Venue

Campden BRI (Chipping Campden) Limited
Station Road
Chipping Campden
Gloucestershire
GL55 6LD
UK

Information

Cofresco Forum
c/o VIERPARTNER
Angelika Frost
Tel: +49 (0) 211/ 41 74 11 48
E-mail: frost@vierpartner.de

Please fax your completed registration form by 13 November 2014

Fax number:

+49 (0) 211 / 41 74 11 90

First name, surname

Company/University/Institute (stamp)

Street

Post code, City

Phone

Fax

E-mail

Further information is available at www.cofresco-forum.de.

Information on accommodation and a location map is available at
<http://www.campdenbri.co.uk/campdenbri/location.php>

Yes, I would like to attend the
9TH Cofresco Forum Round Table 2014.

I have special dietary requirements:

No, I shall not be attending the
9TH Cofresco Forum Round Table 2014.
