



The PACKED IN CRASH COURSE

THERE IS NO END TO EDUCATION at LUXE PACK. Attend the interactive workshop series exclusively developed for LUXE PACK by the industry's leading packaging suppliers and manufacturers.

DAY 1 February 14th

Workshop #1 - 11:00 am to 11:40 am

UNPACKING YOUR SUSTAINABILITY POTENTIAL

Learn how to unpack your brand's sustainability potential. A complete approach that includes deep market and consumer insights, packaging quantitative assessments, custom packaging design, sustainability communications strategies, and more. The workshop will highlight key tools and methods such as circular and refillable product design, life-cycle assessments, regulatory guidance, and environmental marketing and communications insights.

Led by **Balaji Jayaseelan** - Vice President of Sustainability, **BERLIN PACKAGING**

Workshop #2- 12:30 pm to 1:10 pm

MINIMIZE YOUR MATERIAL USE BY HONING IN ON PACKAGING MATERIAL LIGHTWEIGHTING

Why is it important to brands and how does it contribute to less material use, lower carbon emissions, and sustainability metrics? We'll touch on cost advantages for brands to understand how down-caliper your packaging can also save cost and logistics efficiencies.

Led by **Daniella Kohler** - Senior Brand Owner Manager / **Jeff Espin** - Senior Sales and Technical, **BILLERUD NORTH AMERICA**

Workshop #3 - 3:45 pm to 4:25 pm

BUILD-A-BOTTLE: YOUR STEP-BY-STEP GUIDE TO YOUR CUSTOM PACKAGING

Turn your concept into reality and discover the details involved in crafting a custom bottle from start to finish in this workshop. Dive into the technical intricacies, master supplier navigation, and valuable tips for creating the perfect product within budget and on schedule. Get hands-on in our interactive session, where you'll craft and take home your very own custom bottle!

Led by **David Saab & Amber MacDonald** - Customer Success Specialists / **Amy Pan** - President, **EPOPACK**

DAY 2 February 15th

Workshop #1 - 10:00 am to 10:40 am

USING INJECTION MOLDING FOR PLASTIC ALTERNATIVE MATERIALS

Come explore all of the advantages you can take advantage of by using injection molding to create your plastic alternative eco-friendly packaging in this session hosted by Paperfoam. While most all plastic alternatives are made by the process of vacuum forming, injection molding opens you up to a whole new range of design and performance capabilities including under-cuts and friction fits to hold your product securely as well as the use of colors, windows and decoration possibilities.

Led by **Dustin Wills** - VP of North American Sales, **MAX PACKAGING SOLUTIONS**

Workshop #2 - 12:30 pm to 1:10 pm

BUILD YOUR OWN LUXURY RETAIL PACKAGE

Hot foil vs cold foil, laminate vs coating, coated stock vs uncoated stock, and a gloss finish vs a matte finish.

Get a hands-on experience with the effects/finishes/techniques highlighting the above finishes: the workshop will go through all options allowing you to select your preferred technique and ultimately walk you through the process of implementing your preferences as you design your own retail package.

Led by **Jay Tapp** - Chief Operating Officer, **GLENMORE CUSTOM PRINT + PACKAGING**

Workshop #3 - 2:00 pm to 2:40 pm

HOW CAN CHEMICAL INTERACTIONS OF ACTIVE INGREDIENTS IN COSMETICS BE MINIMIZED WITH FLEXIBLE PACKAGING?

Learn the basics of chemical interactions of cosmetics with flexible packaging. Did you know that packaging can significantly impact the effect of cosmetic products? Learn why maintaining the original effect and fragrance of contents, with samples and small-volume packaging with a small amount of active ingredients is essential and how the absorption of active ingredients to the packaging's contact surface tends to be overlooked.

Led by **John Patterson** - Sr. Business Development Manager / **Alec Obering** - Business Development Specialist / **Satomi Guzman** - Sr. Marketing Specialist, **ZACROS**