

Welcome to Huhtamaki blueloop customer day 25 – 26 March 2020



Huhtamaki



Welcome to the monastery
Kloster Andechs!

We're delighted to meet you,
listen to keynotes and discuss
the future of sustainable
packaging and how to
become circular, together.

Huhtamaki

Day 1 Wednesday 25 March – Kloster Andechs

- 12:30** **Welcome lunch** at Kloster Andechs
- 13:30** **Opening and CEO's address: Huhtamaki's ambition on sustainability** by President and CEO Charles Héaulmé
- 14:00** **Consumers' subconscious impact on choice**
What is neuropackaging and how does it influence buying decisions by Frank Rehme, CEO Kompetenzzentrum Handel, CEO gmvteam GmbH
- 14:45** **A perspective to Circular Economy**
Inspired by the progress of circular economy by Harald Friedl, CEO, Circle Economy
- 15:30** **Coffee break**
- 15:45** **Developing the circular economy for flexible packaging in Europe.** Achievements to-date and the focus for 2020 and beyond – Graham Houlder – Ceflex
- 16:20** **Huhtamaki blueloop 2020**
How we have developed our collaborative platform and recyclable offering. Learnings and developments over the last year and what's next by Dr. Warren Shaw
- 17:00** **Panel discussion**
A session with speakers and Huhtamaki experts from Flexibles, Foodservice and Fiber packaging facilitated by Peter Barmer, Lead strategist, We are inc.
- 17:30** Off-hours & Drinks
- 19:15** Bus transfer from selected hotels to dinner location
- 19:30** **Dinner Event at Klostergasthof**, Andechs
Bus shuttle from hotels

START:

March 25,
12:00

Kloster Andechs, Germany

FINISH:

March 26,
16:00

Kloster Andechs, Germany
(optional factory tour in Ronsberg on
27th, see separate information)

TRAVEL INFORMATION:

Kloster Andechs is located in approx. 1 hour
driving distance from Munich airport.
Bus shuttle available upon request.

EVENT LOCATION:

Kloster Andechs
www.andechs.de

If you have any questions, please contact:

Marketing Huhtamaki
Tel: +49 830 677 723
Email: marketing.ronsberg@huhtamaki.com

huhtamaki.com/blueloop



Day 2

Thursday 26 March – Kloster Andechs

9:00	Integrating sustainability into offering What new thinking is driving the new market by Peter Barmer, Lead Strategist, We are inc.			
9:30	Introduction to break-out sessions			
	ROOM 1.	ROOM 2.	FÜRSTENSAAL PRODUCT SHOWROOM	AREA OF THE MONESTARY
9:45 – 10:30	Worldmap of recycling criteria recyda – recyclability database	Designing packaging for the next generation by Rasmus Snabb & Peter Barmer, We are inc.	Packaging Journey – for every product the perfect blueloop solution Huhtamaki experts	
10:30 – 11:15	Huhtamaki paper developments Sarah Wohlfahrt Project Manager	Paper packaging for the food industry PTS – Dr. Tiemo Arndt		
11:15	Networking and Lunch at Klostergasthof			
13:30 – 14:15	Huhtamaki paper developments Sarah Wohlfahrt Project Manager	Paper packaging for the food industry PTS – Dr. Tiemo Arndt	Packaging Clinic: How to optimize your packaging Huhtamaki – Agata Surdziel	Brewery tour 12.00 - 13.30
14:30 – 15:15	Worldmap of recycling criteria recyda – recyclability database	Designing packaging for the next generation by Rasmus Snabb & Peter Barmer, We are inc.		Monastery tour 12.30 - 13.30
15:15	Wrap-up and goodbye			

Hotel information

Special Huhtamaki rates

Golfhotel Kaiserin Elisabeth
Feldafing
www.kaiserin-elisabeth.de
Price: 99€ incl. breakfast

Hotel Vier Jahreszeiten
Starnberg
www.vier-jahreszeiten-starnberg.de
Price: 109 € incl. breakfast

PLEASE NOTE:

The hotel has to be paid by the participants.
Reservations will be made by Huhtamaki.

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ADDITIONAL/OPTIONAL PROGRAM:

Join our factory tour and discover the whole world of Huhtamaki Flexible Packaging Germany

Take a closer look at our sustainable production and see how we are working on closing the loop.

Friday 27 March – Ronsberg

9.00 Welcome at Ronsberg

9.30 Factory tour in regards to sustainability

Experience our in-house recycling and exhaust air purification plant while you are guided through the following departments:

- In-house cylinder production
- Gravure printing and inline lamination
- Coating with cold seal adhesive, heat seal dispersion
- Extrusion & lamination
- Lasering and laserscoring

11.30 Wrap-up meeting with feedback



LOCATION

Huhtamaki Flexible Packaging Germany
GmbH & Co. KG
Heinrich-Nicolaus-Straße 6
87671 Ronsberg

Hotels will be organized for participants. If you have any questions, please contact:

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