

KRAFT HEINZ, NESTLÉ AND CONSTANTIA TO SPEAK AT MULTILAYER PACKAGING FILMS 2016

*The 9th edition of the event will take place in Vienna from
15-17 November 2016*

*Packaging is increasingly recognised as a fundamental aspect of the brand offering, allowing brand owners to communicate and engage directly with consumers, support brand values and add differentiation at the point of sale. In the opening session of the 9th Multilayer Packaging Films conference, **Kraft Heinz** will discuss the expectations that fast moving consumer goods companies place on their packaging and **AMI** will give an update on the latest market trends driving the industry forwards.*

*The digital age is having a profound impact on the flexible packaging industry as a new generation of technologically literate customers change the way we shop and how products are sold. Papers from **The Retail Institute**, **Wipak Walsrode** and **PragmatIC** will examine the opportunities being created by this rapidly changing landscape, from active packaging and smart security features, through to mass personalisation of packs aided by digital printing*

*At the same time, innovations in areas such as barrier polymers, resins, additives and adhesives are allowing flexible packages to play a significant role in reducing food waste through the protection and preservation of goods throughout the supply chain, as well ensuring product safety and extending shelf life. These innovations will be explored by manufacturers including **DuPont**, **Repsol** and **Arkema**.*

*With environmental and social responsibility truly ingrained into the business landscape, packaging has become a key element within sustainability frameworks. **Nestlé** will share the approach it is taking to reduce environmental impact whilst retaining product quality and safety. Innovation in credible alternative materials such as bio-based laminates, together with end of life options for multilayer films will also be showcased by companies such as **Borealis**, **AIMPLAS** and **Corbion**.*

*The latest in production technology from leading suppliers including **Windmüller & Hölscher** and **Energy Sciences** will also be highlighted.*

*AMI's Multilayer Packaging Films 2016 is relevant for all members of the supply chain including brand owners, retailers, converters, researchers, materials and manufacturing experts. In addition to delivering quality papers, Multilayer Film 2016 also offers superb and cost-effective networking opportunities with its extensive table top exhibition area and exclusive site visit to **Starlinger Recycling Technology's** factory.*

*The conference also has support from **Mitsui Chemicals Europe**, **Dow**, **Tosaf Compounds** and **Thermo Fisher Scientific**. Alongside this exciting conference programme runs an exhibition with over 20 exhibitors.*
