

12th COFRESCO FORUM ROUND TABLE

Cofresco® forum 

SUSTAINABILITY AND DESIGN: MEETING CONSUMER EXPECTATIONS FOR FOOD PACKAGING

WEDNESDAY, 8 MAY 2019

Campden BRI, Chipping Campden, UK

Ladies and gentlemen,

Packaging plays a significant role in food safety and the protection of essential nutrients. But consumers expect much more from it: there is a growing desire for sustainable materials that can be flexibly used and easily handled – even at home. Apart from the technical challenge this poses, it also represents a particular challenge for product design.

In a nutshell, this is the topic of our upcoming 12th Round Table to which you are cordially invited. We will be hosting this year's Round Table in partnership with the renowned British research association Campden BRI.

Latest research and practical experience

At the 12th Cofresco Forum Round Table, international researchers and companies will be presenting **current research on consumer needs and acceptance**. They will also be presenting and inviting the audience to discuss **new packaging materials and methods to enhance shelf life**. The lectures will be rounded off by an extensive **practical session**, which will offer you an insight into the current research of Campden BRI. In a hands-on demonstration, you will have the opportunity to test the influence of design on packaging convenience. In particular, you will be able to simulate the **effects that age or illness** have on your skills and strength and thus gain a personal assessment of the ergonomic challenges. As part of a subsequent guided discussion, you can then take a closer look at conflict **areas regarding sustainability and design** when it comes to the packaging of various food items.

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

Further information on the 12th Cofresco Forum Round Table is provided on our website <https://www.cofresco.de/en/sites/forum.html> where you can also register. The registration deadline is 30 April 2019 and, as always, participation is free of charge.

We look forward to welcoming you!

With best regards,



Martin Rogall
Head of Technology & Sustainability, Cofresco



2019

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PROGRAMME HIGHLIGHTS

Which type of packaging is perceived as sustainable and accepted by consumers?

Looking at the further advancement of sustainable packaging, consumer expectations are central. What is perceived as sustainable by the public? Which materials and preservation methods are understood and accepted by consumers?

The challenge for design

In this context, design has a vital and twofold task. First of all, it has to sell sustainability while at the same time it has to be convenient to use. How can packaging design meet these challenges? Especially when taking into account an ever ageing population that has special ergonomics needs that have to be addressed. These questions and their implications for household packaging are the focus of the Round Table. Or to put it in a nutshell: How can design help enhance sustainability as well as sensory perception while also being ergonomic?

Hands-on session and discussion

The Round Table will discuss this by presenting recent research on consumer needs and looking at new packaging materials and methods to enhance shelf life. The conference will be accompanied by an extensive practical session. This will offer participants the opportunity to test the convenience of packaging themselves and discover the effects that age or illness can have on handling. A guided discussion will highlight the conflict areas regarding sustainability and design when it comes to the packaging of various food items.

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 for food. Over the past years, the Cofresco Forum has therefore promoted a variety of research projects. The topics ranged from active and smart packaging to alternative freshkeeping methods and sustainable packaging. In addition, the Cofresco Forum has established a large network of scientific and business experts involved with the topics of packaging, fresh-keeping and preparation of food in the household. This led to the creation of an international platform for scientists and experts which has 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.

About Campden BRI

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.

2019



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AGENDA

WEDNESDAY, 8 MAY 2019

9.30

Reception, registration, tea/coffee

10.00 – 10.15

Welcome speech by Martin Rogall,
Cofresco Forum

10.15 – 10.30

Welcome speech and introduction to the Round
Table by Chris Huscroft, Campden BRI

10.30 – 11.00

Packaging Design - a Strategic Approach to
Enhance Consumers' Sensory Perceptions and
Overall Enjoyment of Healthy Food and Drinks;
Robyn Wilton, Campden BRI

11.00 – 11.30

Difficulties for Food Packaging; Ergonomics,
Ageing Populations; Prof. Alaster Yoxall,
Sheffield Hallam University, UK

11.30 – 12.00

Which Food Packaging Materials are Preferred
by Consumers and Why?; Natasha Stevenson,
Stora Enso, UK

12.00 – 12.45

Break and lunch buffet

12.45 – 13.15

EcoBioCAP - a new Packaging Generation -
Eco-efficient and Bio-degradable;
Dr. Cornelia Stramm, Fraunhofer IVV, Germany

13.15 – 13.45

Freshline®Aroma MAP™ System for Packaged
Food: MAP for Waste Reduction and Prolonged
Shelf Life; Sonia Guri, Lead Agricultural Engineer
for Advanced Technology & Neil Hansford,
UK & IE Freshline Applications Product Line
Manager Air Products, UK

13.45 – 14.15

Measuring Acceptance of Novel Food Packaging
Technologies; Associate Professor Polymeros
Chrysochou, The MAPP Centre, Aarhus BSS,
Denmark

14.15 – 14.30

Discussion / photo shoot / break

14.30 – 16.00

Practical session

16.00

Get-together

Chairperson: Stuart Foster, CEO, Recoup, UK
The conference language is English.

2019



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FAX-RESPONSE

12th Cofresco Forum Round Table 2019,
Wednesday, 8 May 2019, Start: 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 30 April 2019.

Fax number:

+49 (0) 211 / 41 74 11 68

First name	Company/University/Institute (stamp)
Surname	
Street	
Post code, City	
Phone	Fax
E-mail	

Further information is available at <https://www.cofresco.de/en/sites/forum.html>.

Information on directions to the venue can be found here: <http://www.campdenbri.co.uk/campdenbri/location.php>.

Yes, I would like to attend the
12th Cofresco Forum Round Table 2019.

No, I do not want to attend the
12th Cofresco Forum Round Table 2019.

Special dietary needs:

2019

