

Retail

Reimagined

7-8 & 14-15 June

The future
of retail is
sustainable.

What does
it take to
get there?

Agenda

June 7

Preparing For A Digital, Sustainable Future

Discover what retail trends influence brand owner decision-making, how modern logistics work, and how converters can help meet digital supply chain demands.

June 8

Regulatory Compliance

Learn how to navigate sustainable regulations relating to recycling, explore sustainability certifications and claims, and learn about RFID and sustainable materials (such as atma.io Spring '22 release).

June 14

The Sustainability Revolution

Get an overview of the key trends in sustainable packaging and future market predictions. Moreover, learn about brand owners' packaging needs and discover the four elements of environmentally-friendly packaging to help you make your products sustainable.

June 15

The New Transparency

Discuss eco-education and who should lead the way, learn about carbon footprints and labels, and investigate digital labels and traceability in an era of e-commerce.

Agenda

- 14.00–14.05** Getting ready for the two days ahead
- 14.05–15.00** Panel discussion: The retail trends shaping brand owner decision-making
- 15.00–15.40** The future of smart packaging, connected products and Intelligent labels
- 15.40–15.45** Close of the day



Panel discussion: The retail trends shaping brand owner decisions

Speakers



Sarah Taylor
Client Partner
futurefactor



Natalie Berg
Retail analyst
NBK Retail



Deanna Utroske
Beauty Industry
Thought Leader



Amanda Löfgren
Business Developer
Doconomy



Mariya Nedelcheva
Marketing Manager
Avery Dennison

Panel discussion:

The retail trends shaping brand owner decision-making

- Unpack and understand the new pillars of retail: Digital, Convenient, Sustainable, Transparent – what they are and what they mean
- Discover the key trends within these pillars such as Informed Impact, Valuable Waste and Bio-mimicry Materials that are changing brand owners' offerings
- Learn why understanding retail trends is crucial to converters meeting customers' expectations



Q&A

Smart packaging, connected products & intelligent labels

An item's journey from cradle to gate
and from gate to end of life

The future of smart packaging, connected products and Intelligent labels



Noam S. Assael
Director, Business
Ventures

- Digital product passport & digital labels - 3 key drivers that are pushing digital labels forward
- The item's journey from cradle to gate and from gate to end of life - How do we capture an item's journey along the supply chain?
- What are the use cases and benefits of tracking consumer goods at the item level?
- What is atma.io and why are we so excited about it?
- How do Intelligent labels enable consumer engagement and what are the benefits for brands?
- What opportunities lay for converters in connected products

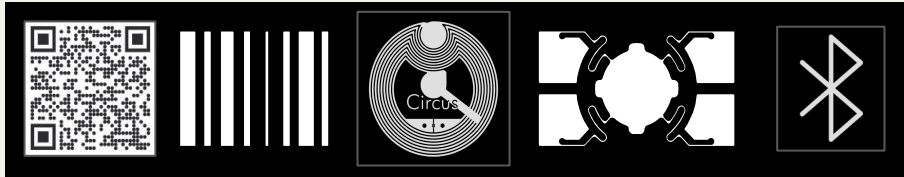
Our vision

“Enrich packaging to deeply connect brands and consumers through responsible physical and digital solutions”

What is a connected product?



Digital Triggers



QR

Barcodes

NFC

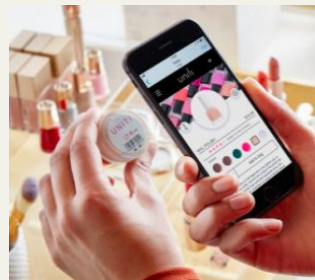
RFID

BLE

Consumer Engagement

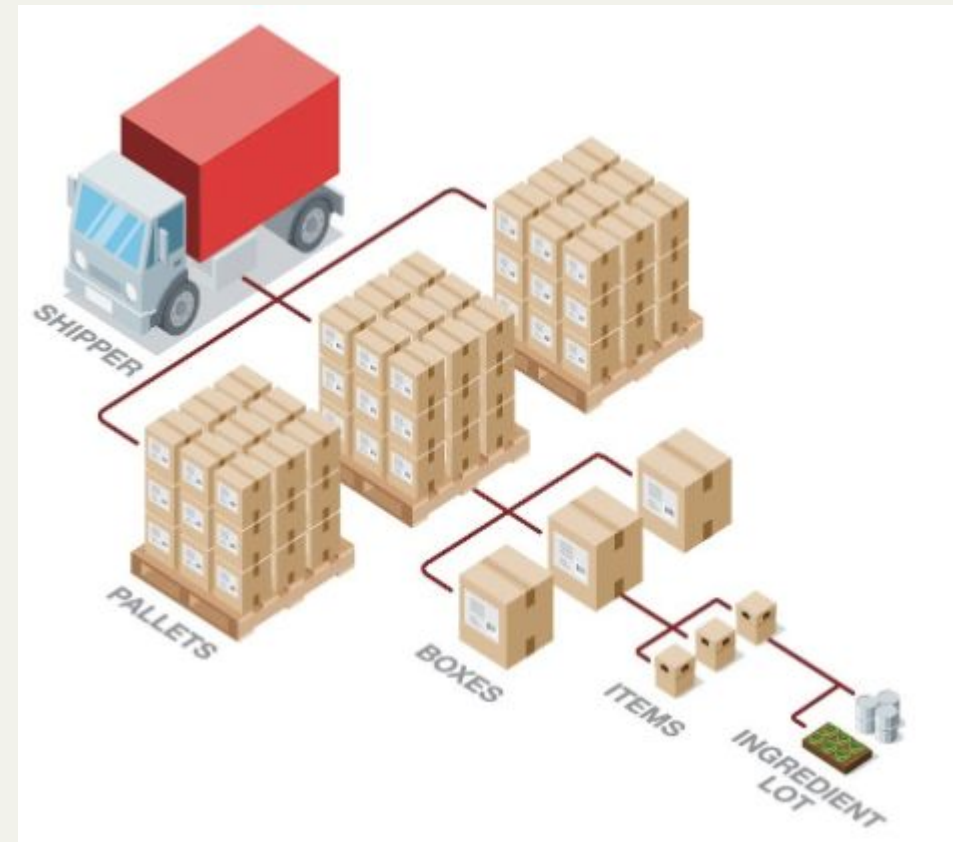


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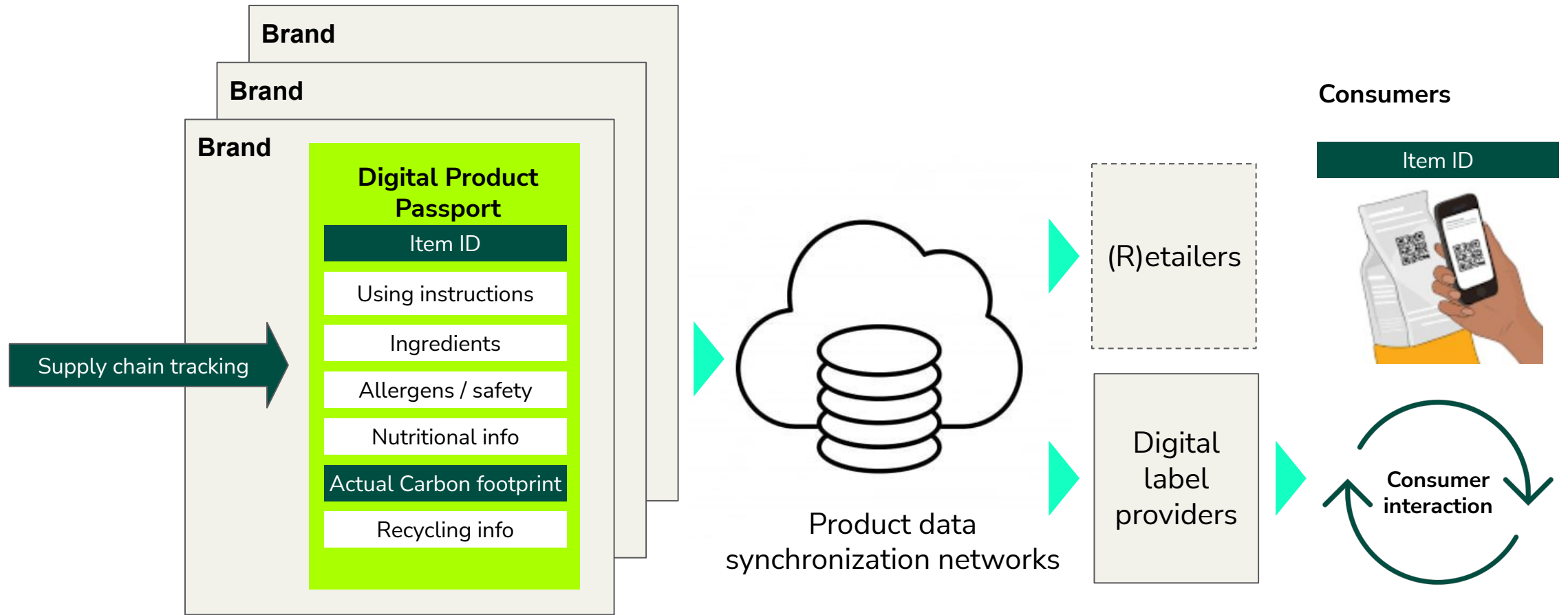


NFC

Supply Chain

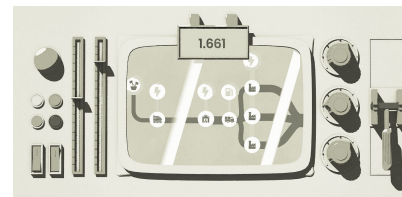
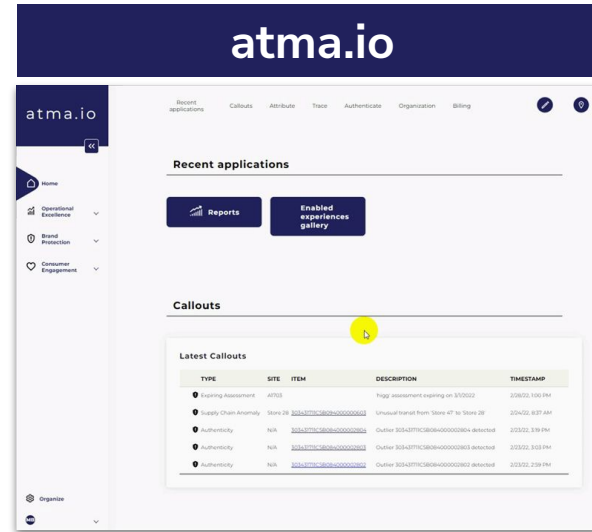
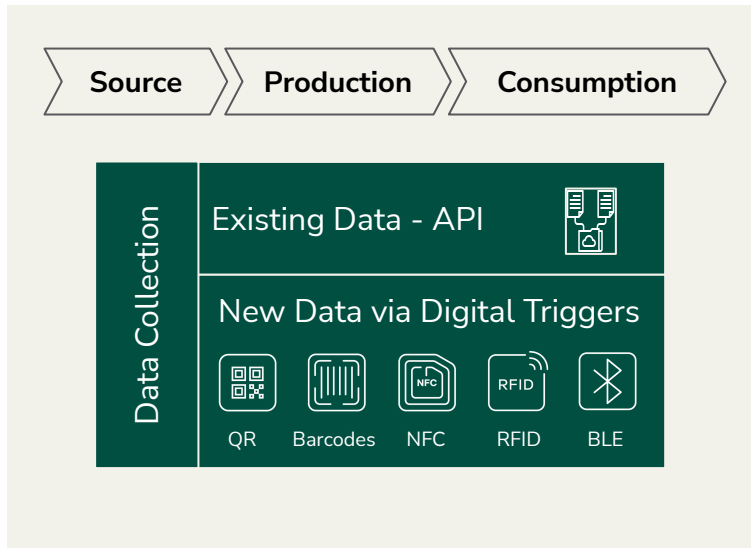


Digital labels - 3 Key drivers



How do we do it?

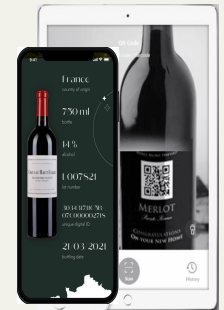
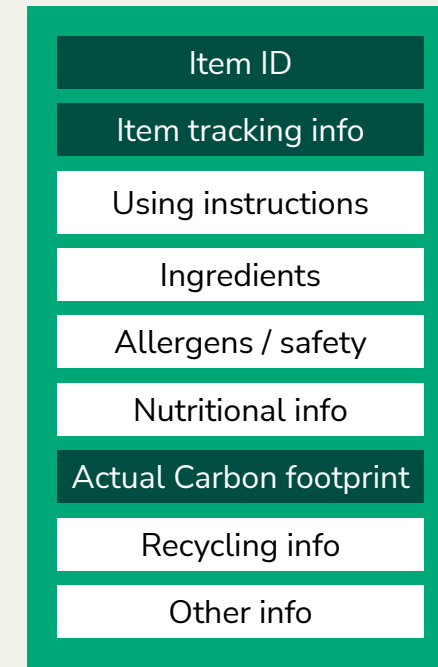
Supply Chain data



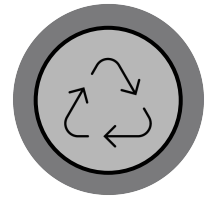
Carbon Footprint Calculator

Consumer Engagement

Digital Product Label



Use Cases enabled by atma.io



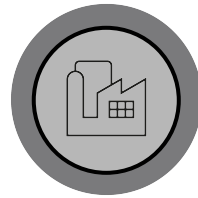
Recycling



Supplier



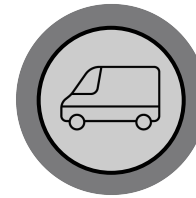
Raw
Material



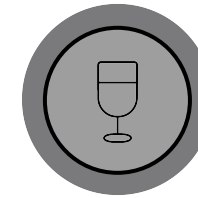
Processor



Finished
product



Distributor



Retailer



Consumer

Transparency

Raw material and product traceability

Operational excellence

Temperature monitoring

Waste management

Product authentication / anti-counterfeiting

Product recall

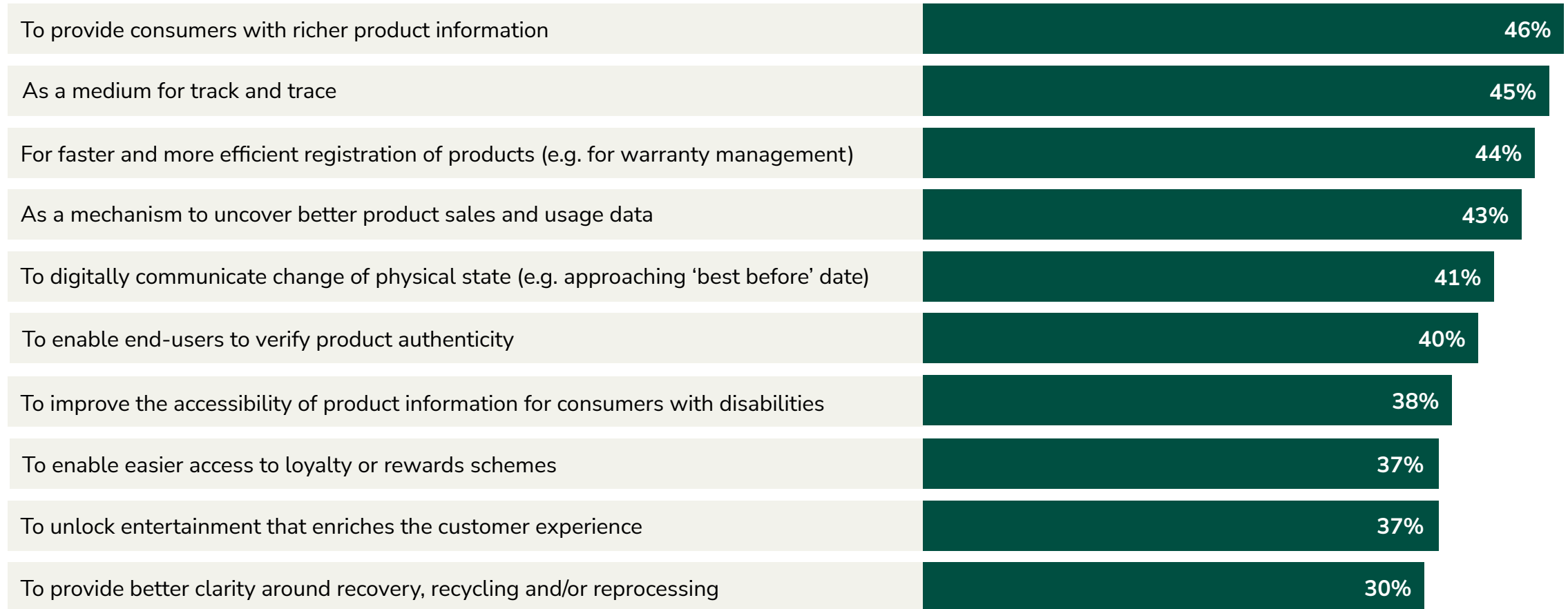
End-to-end circularity / Deposit Return Scheme (DRS)

Carbon Footprint calculation based on actual data

Top 10 use cases for smart packaging

Survey participants were asked: *Which of the following smart connected packaging use cases can most benefit your business? Select all that apply.*

Source: [Accenture report](#)



Q&A + Closing

Thank you

