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 LöfgrenBusiness 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

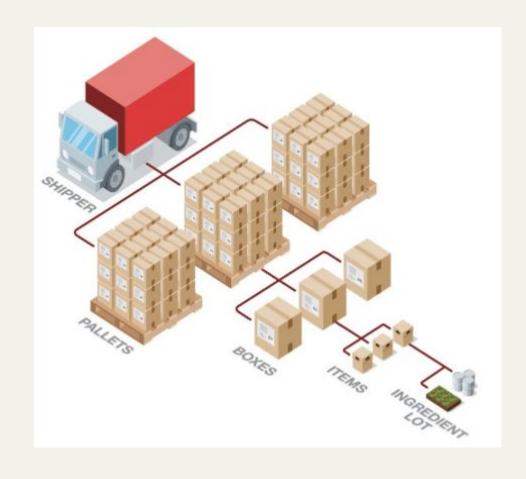


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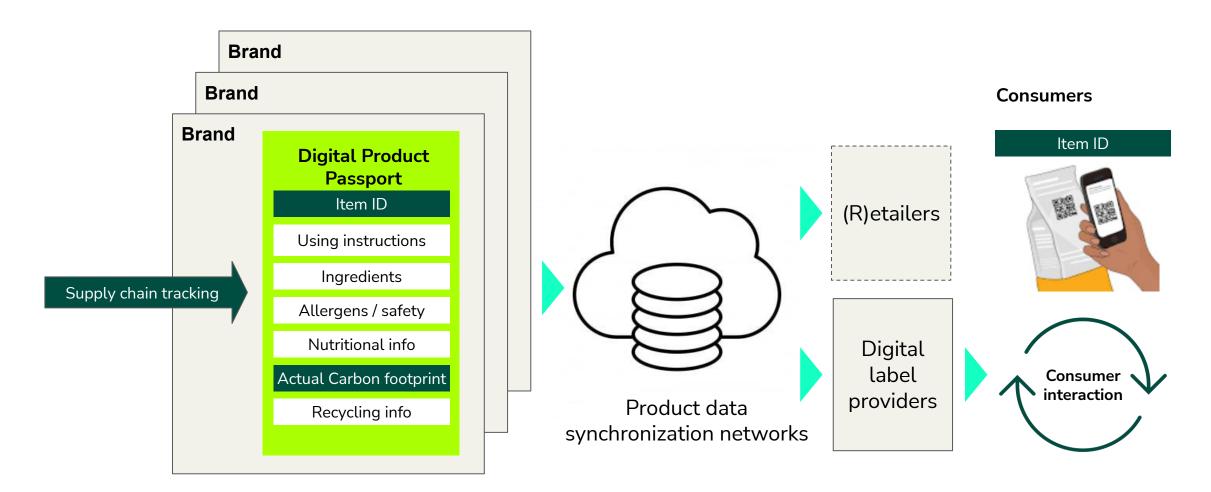


NFC

Supply Chain

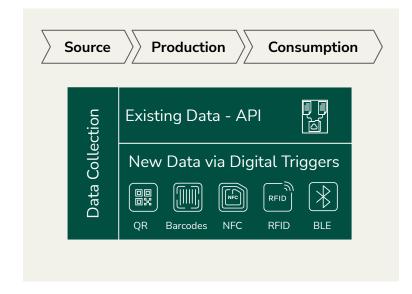


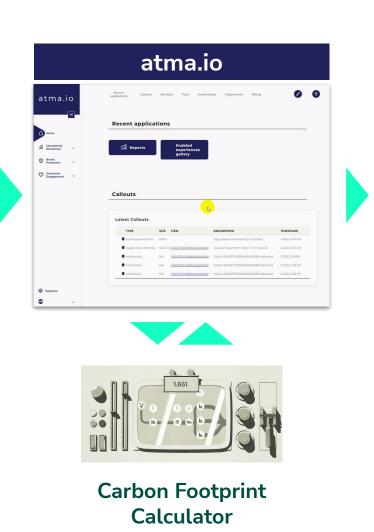
Digital labels - 3 Key drivers



How do we do it?

Supply Chain data





Consumer Engagement



Use Cases enabled by atma.io



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

Carbon Footprint calculation based on actual data

Consumer

Top 10 use cases for smart packaging

To provide better clarity around recovery, recycling and/or reprocessing

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

To provide consumers with richer product information 46% As a medium for track and trace 45% 44% For faster and more efficient registration of products (e.g. for warranty management) As a mechanism to uncover better product sales and usage data 43% To digitally communicate change of physical state (e.g. approaching 'best before' date) 41% To enable end-users to verify product authenticity 40% To improve the accessibility of product information for consumers with disabilities 38% 37% To enable easier access to loyalty or rewards schemes To unlock entertainment that enriches the customer experience 37%

30%

Source: Accenture report

Q&A + Closing





Thank you

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My label saves CO₂, water and trees.

PRODUCT AD RDX™

HDPE, LDPE, PET, cardboard, paper, glass



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