



**IPI Newsletter / September 2007**

### Professional Seminars



#### **IPI Seminars**

The next IPI Professional Seminars - reminder for bookings

S49  
Failure Performance of Packaging Systems  
26 September 2007

S21  
Packaging Systematics  
15 October 2007 (1 day)

S23  
Basics of Market, Consumption and Shelf Presentation  
16 to 17 October 2007 (2 days)

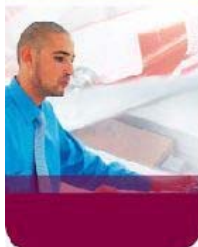
S24  
Workshop Packaging Development  
18 October 2007

S22  
Communication and Cooperation in Int. Project Teams  
19 to 20 October 2007 (2 days)

Interested in further information?  
Please contact Birgitt Eckhart, Tel. +41 52 675 51 51, [birgitt.eckhart@ipi.eu](mailto:birgitt.eckhart@ipi.eu)

**[For application go to www.ipi.sh/182](http://www.ipi.sh/182)**

### Master of Engineering



#### **Master course 2008 - still places available!**

The next Master course starts in March 2008 and ends in February 2010. The Master of Engineering in Packaging Technology is a postgraduate program offering comprehensive and state-of-the-art development in the field of packaging technology. Aimed at both, current managers as well as the next generation of leaders in the sector, the course will be led by a team of internationally recognized experts in packaging technology.

Interested in further information?  
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**[Click here for more information www.ipi.sh/113/](http://www.ipi.sh/113/)**

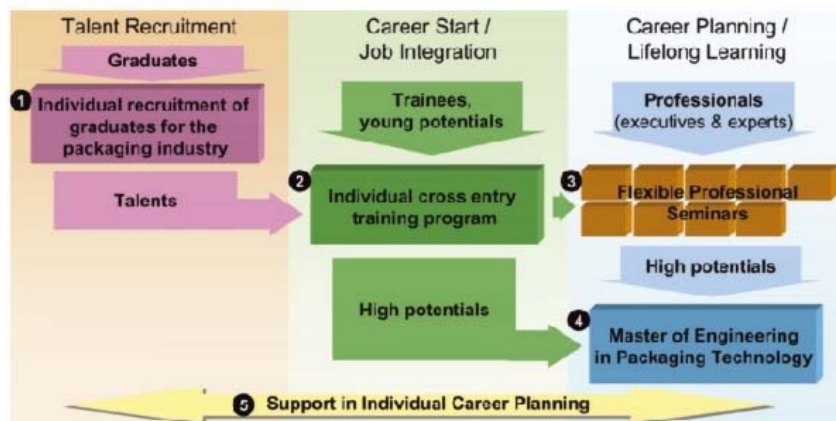


### IPI offers a comprehensive life long learning program

For the packaging and packing industry, IPI is the partner for flexible and tailor-made training concepts, based on their specific needs. With its team of internationally recognized experts in packaging technology, IPI offers the individual development of employees, including talent recruitment directly out of our excellent network from more than 30 international universities.

For newcomers, executives and experts, IPI offers life long learning at any point of their career. It can start from integration in the packaging or packing industry directly after graduation, to individual cross entry training programs and includes also specific high potential education and tailor-made training, ending with the Master of Engineering in Packaging Technology.

### IPI Offers



### EUROFORUM



### EUROFORUM - packaging – a key to success

IPI invites you to the first annual conference on packaging, run jointly with EUROFORUM, on 23 October 2007.

Under the heading: «Packaging – a key to success – generating the concept and design for impactful packaging » we have gathered a range of recognised experts, drawn both from business and the scientific and research communities.

Our focus is on how to use packaging intelligently to communicate your message, a task with new challenges. We will examine the following topics:

- The latest market research on successful packaging design
- Insights from brain research to optimise the appeal to target groups
- Methods of assessing and testing packaging – how to avoid a flop!
- Justifying the investment – how to measure the impact of design!
- Managing the briefing process – a critical success factor
- Successful innovations in packaging via collaboration
- Sustainable packaging – the trend towards environmental protection (english)
- Packaging designs of the future

**The talk will be held mostly in German.**

Summary information:

**When:** 23 October 2007

**Where:** Renaissance Zürich Hotel, Zürich-Glattbrugg

**Duration:** 8.30 am to approx. 17.30 pm, followed by an Apéro drinks reception

**Registration:** Via EUROFORUM

**Cost :** CHF 1750.- excl. VAT per person

**NB: A 10% discount applies to IPI members and sponsoring organisations.**

**For further information and registration go to [www.euroforum.ch](http://www.euroforum.ch)**



#### **Colloquium on Packaging Integrity and Measurement Technologies**

Primary packaging materials and seals must prevent contamination on the one hand and the loss of protective gases on the other. The diffusion barrier properties of packaging, especially with regard to oxygen, water vapour and carbon dioxide are significant contributors to packaging quality and, in turn, to the shelf-life of the packaged material. As a result, technologies for testing the seal and diffusion barrier properties of packaging are becoming ever more important in both product development and in quality assurance.

Andreas Roos, a graduate in electrical engineering and Product Manager at Lippke GmbH, in Neuwied (D) will lead the Colloquium. Lippke GmbH supplies and services processing and laboratory systems for the packaging, pharmaceutical and food sector. 30 years experience in these markets has enabled the company to develop a unique level of know-how. Drawing on this, Andreas Roos will present state-of-the-art measurement technologies and instrumentation and explain their application in our sector. **The talk will be held in German.**

In addition to offering professional development and updating, the event will include opportunities for networking, over an aperitif, for which a contribution of (CHF 30 / EUR 20) is charged.

**When:** Friday 26 October 2007, 5 pm to 9 pm

**Where:** IPI International Packaging Institute, Victor von Bruns-Str. 21, 8212 Neuhausen

**For further information go to <http://www.ipi.sh/134/>**



#### **Reminder: Practical Panel on Tuesday, 18 September 2007**

##### **IPI and Grieshaber Logistics**

Packaging and Logistics in the Pharmaceutical and Healthcare Sector

«The Impact of Modern Packaging Technology on Logistics Operations of the Future».

**When:** Tuesday, 18 September 2007 at 5.00 pm.

**Where:** Hilton Zurich Airport Hotel

Interested in further information?

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**For further information go to [www.ipi.sh/204/](http://www.ipi.sh/204/)**

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