



CHEESE PACK EVOLUTION

25-26 September 2019 | Packforum, Milan

How to modernise an established cheese sector to drive growth?

The food industry has traditionally relied upon manual labour manufacturing procedures. With the decline of the availability of suitable labour and the increased demand for sustainable solutions, processors face the challenge of adopting appropriate technology and automation in their plants.

Sealed Air invites you for an event where you will see how a new generation of break-through equipment, automation and data management can help cheese industry to grow.

Save your seat now for this technical event to participate in hands-on workshops and equipment presentations in Sealed Air's state-of-the-art Technical Hall in Packforum.

Who should attend:

Technical managers, production managers, packaging managers from the cheese industry

Event formula:

25 SEPTEMBER

Experts' presentations and 6 practical workshops

26 SEPTEMBER

Meet the Expert – individual sessions

Agenda

25 September 2019

Sealed Air®

8.30 - 9.30	Registration in Packforum and welcome coffee	
9.30-9.40	Welcome note	Aldo Galbusera <i>EMEA Marketing Manager and Cheese Market Leader, Sealed Air</i>
9.40-9.50	The new Sealed Air	Luca Cerani <i>EMEA Marketing and Portfolio VP, Sealed Air</i>
9.50- 10.10	The market evolution: an outlook of the global and european dairy market	Christophe Lafougere <i>Managing Director, Gira Group</i>
10.10-10.30	<p>The cheese market trends evolution: a qualitative approach</p> <p><i>This presentation describes how the cheese manufacturers are continuously adapting their product offer to the new consumers' and customers' expectations: convenience, diversification, individual portions, snacking, ready-to-eat, cheese meals, just to name a few</i></p>	Gerard Calbrix <i>Director and Chief Economist of ATLA (French dairy processing industry association)</i>
10.30-10.50	The cheese vacuum packaging r-evolution Cryovac® SVS45 packaging system	Peter Thuerig <i>EMEA Equipment Innovation and Development Manager, Sealed Air</i>
10.50-11.00	Introduction to workshops	Henk Noomen <i>EMEA Application Business Manager, Sealed Air</i> <i>Cheese Pack Evolution Event</i> <i>Technical Manager</i>
11.15-13.30	Workshops – part 1	
13.30-14.15	Lunch	
14.15-16.30	Workshops – part 2	
16.30-18.00	<p>Gourmet session – cheese and wine pairing</p> <p><i>Rossella Porrazzo, Somellier, FISAR certified (Federazione Italiana Albergatori Ristoratori) will show us the art of pairing the flavours of Italian cheeses with wines to enhance our tasting experience.</i></p>	
18.15	Event concludes	

**Each workshop will last about 45 minutes.
Coffee breaks in between workshops.**

1. Plastic material technology evolution - *led by Monica Picariello, Application Fellow – Shrink Packaging Development & Support - I&D, Sealed Air*

- How innovative packaging solutions can impact shelf life, maturation and food safety?
 - How to increase performance of packaging systems to meet new market requirements?
 - How new generation of packaging solutions can generate additional value for cheese producers?
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2. Sustainable and premium solutions for cheese makers - *led by Ed Roberts, Regional Sustainability Director, Sealed Air*

- How can cheese makers create new products or transform existing ones into premium ones while maintaining sustainability standards?
 - How sustainable cheese packaging solutions can improve cheese makers image and competitiveness?
 - Why sustainability is a key enabler positively impacting cheese makers bottom line?
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3. SVS45 - Soft Vacuum Sealing system - *led by Stefan Landolt, Principal Project Manager*

- Just out, cutting-edge packaging technology incorporating soft vacuum sealing and continuous product flow invented by Sealed Air
 - How this fully automated equipment can address your labour challenges and cut down your operational costs thanks to reduced energy consumption and low maintenance costs?
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4. Automation: loading and vacuum - *led by Giuseppe Gissi, Service and Application Manager Italy and SEE, Sealed Air*

- How cheese packaging automation can improve operational efficiency and reduce the impact of labour cost?
 - How to optimise the packaging material usage by continuous speed and regular product flow?
 - How to detect full packaging flow to grant correct vacuum level and to avoid vacuum loss?
 - How automation can increase product life and safety by reducing manipulations and contacts with the operators?
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5. Connectivity and data management - *led by Glen Kirkpatrick, Solution Center Manager EMEA, Sealed Air*

- How traceability and improved product flow control can improve your costs structure?
 - How can you control and reduce your level of rejects and reduce waste?
 - How can you improve communication with your customers via packaging?
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6. 3D modeling and layout creation - *led by Urs Schumacher, System & Integration Engineer, Germany, Austria, Switzerland, Sealed Air*

- How 3D modeling helps in making the lay out creation easier and faster?
- How to use 3D modeling to share and explain inside a complex decision-making organization, even including non-technical audience and showing a realistic process flow?

Aldo Galbusera



EMEA Marketing Manager and Cheese Market Leader, Sealed Air

Since 2006 Aldo has been leading the cheese sector strategy and development in cooperation with the portfolio directors in Sealed Air. He initiated and implemented numerous innovative packaging solutions aimed to match top EMEA cheese makers present and future needs both in the industrial and in the final consumers' areas. Aldo has over 30 years-experience in Sales & Marketing in Food & Plastic Packaging.

Luca Cerani



EMEA Marketing and Portfolio Vice President, Sealed Air

Luca Cerani holds a degree in Food Technology from the University of Milan. He joined Sealed Air in 1990 and covered several European R&D positions, with increasing responsibilities until 2003. In 2004 he took over the Executive Director Sales position for the Food Packaging business in Europe and as of 2006 the position of Vice President Sales & Marketing for the Cryovac® Food Solutions Business Unit in Europe, Middle East and Africa.

Since 2013 he is in charge of Marketing and Portfolio for Food Packaging in EMEA. Since 2016 he has been leading the Sealed Air Passirana Italy site and has been the main sponsor of the concept of the brand-new Packforum.

Christophe Lafougère



Managing Director, GIRA Group

Christophe has worked for the food and drink market consultancy and research firm GIRA for more than 25 years. He specialises in strategic consultancy to many major dairy companies.

He also supervises all of Gira's consulting and research activities in the dairy sector as well as the annual Gira Dairy Club which he created 9 years ago.

The Gira Dairy Club consists of a considerable number of the world's top dairies and is a unique qualitative and quantitative forecasting base for all the main dairy production, consumption and trading countries of the world, and it covers all the issues influencing milk production and dairy commodities.

Gerard Calbrix



Director and Chief Economist of ATLA

Gérard has been chief economist in the French dairy processing industry association ATLA for 18 years. He continuously analyses the milk and dairy products markets trends in France, Europe and worldwide in order to build short-term and long-term forecasts for this industry. He is an agronomy engineer and has a master degree in business management.

Peter Thuerig



Equipment Innovation and Development Manager, Sealed Air

Peter leads the food packaging equipment innovation, development and engineering team based in Root Switzerland. In this role Peter is responsible for the development of new solutions from the idea to serialized machines. He is focused on combining new technology and innovative concepts with absolute reliability to enable automation, reduction of waste and ensure package quality.

Peter has a bachelor degree in mechanical engineering. In 15 years with Sealed Air he led major aseptic fluids, cheese and meet packaging equipment development projects for the global market. Most recent his team has invested specifically into reinventing the industrial cheese packaging operation.

Henk Noomen



EMEA Application Business Manager, Sealed Air

Henk has more than 20 years-experience in advising food industry customers all over Europe on applying Cryovac® Brand Packaging solution. He is also a member of Sealed Air's R&D team.

During the Cheese Pack Evolution Event, Henk is a technical leader and also can advise on ULMA and Cryovac® Brand Darfresh® vacuum skin packaging and SVS45 packaging system.