

Power of Vacuum

10 giugno 2020
Evento online



Ritenete che le vostre soluzioni di confezionamento affrontino correttamente i problemi di sicurezza alimentare, shelf life e spreco alimentare?

Le preoccupazioni odierne ci portano all'origine dell'imballaggio alimentare creato per proteggere gli alimenti. Ermeticità e robustezza sono requisiti non negoziabili che ci aspettiamo dal confezionamento alimentare. Queste qualità sono importanti per produttori e retail che cercano soluzioni per ridurre lo spreco alimentare, prolungare la durata di conservazione e migliorare la sicurezza alimentare.

Le soluzioni di confezionamento sottovuoto a marchio CRYOVAC® offrono tutti questi vantaggi. La nostra posizione di leadership nel mercato del confezionamento sottovuoto e decenni di esperienza sono alla base del marchio e ci rendono un consulente di fiducia per l'industria alimentare.

Sealed Air vi invita a provare il "potere del vuoto" che usato correttamente può essere un potente alleato. Ma se usato in modo errato, può avere un effetto altrettanto distruttivo.

Se pensate che possa essere interessante per il vostro business, prenotate un posto all'evento virtuale "Power of Vacuum" di Sealed Air.

A chi è indirizzato

- New Product Dev managers
- Retail category managers
- Packaging technicians
- Company owners

Formula:

Evento online con presentazioni di esperti, case study, tavole rotonde, video, Q&A
Durata: 10.00 – 15.30 break inclusi
L'evento sarà in inglese

Costo per partecipante: 100 euro
Sealed Air donerà i proventi dell'evento al Comitato Internazionale della Croce Rossa

Agenda

10 giugno 2020

Sealed Air®

10:00 - 10:20	Introduction	Luca Cerani <i>Vice President Portfolio & Marketing, Food Packaging EMEA, Sealed Air</i>
10:20 - 10:25	Virtual Packforum Service	Alessandra Secchi <i>Ready Meals Marketing Director Europe, Sealed Air</i>
10:25 - 11:10	The Power of Vacuum - Vacuum's role in the battle to reduce food waste	Giorgia Francini <i>Director Application EMEA, Innovation and Development, Sealed Air</i> Valeria Vigano <i>Principal Application Expert, Sealed Air</i>
11:10 - 11:20	Break	
11:20 - 12:05	Versatility and security for all proteins with CRYOVAC® brand Darfresh® vacuum skin packaging	Rossella Porrizzo <i>Portfolio Manager EMEA, Sealed Air</i> Giorgia Francini <i>Director Application EMEA, Innovation and Development, Sealed Air</i>
12:05 - 12:45	Lunch	
12:45 - 13:30	Enhanced functionality, product security & tamper evidence with CRYOVAC® brand shrink bags	Jon DeRoeck <i>EMEA Sector Expert for Fresh Protein Market, Sealed Air</i> Monica Picariello <i>Application Fellow – Shrink Packaging Dev. & Support - I&D, Sealed Air</i>
13:30 - 13:45	Break	
13:45 - 14:30	CRYOVAC® vacuum packing machines - helping food producers boost productivity whilst reducing operational costs	François-Xavier Meric <i>Regional Executive Director of Portfolio and Marketing EMEA, Sealed Air</i> Henk Noomen <i>EMEA Application Business Manager, Sealed Air</i>
14:30 - 15:00	Retail perspective on packaged food and sustainability, Tesco interview	Duncan McIntyre <i>Fresh Red Meat Market Director EMEA, Sealed Air</i>
15:00 - 15:30	Essential Food Packaging "resources and product security balanced perfectly"	Kai Oltmann <i>EMEA Marketing Executive Director, Sealed Air</i>
15.30	Event concludes	

Luca Cerani



Vice President Portfolio & Marketing, Food Packaging EMEA, 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 has been in charge of Marketing and Portfolio for CRYOVAC® 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.

Alessandra Secchi



Ready Meals Marketing Director Europe, Sealed Air

Alessandra holds a bachelor degree in Food Technology from University of Milan. She has spent more than ten years in managing Research & Development teams and projects related to the Food Packaging Industry. Project Leader for EXPO 2015 Milan, presenting innovative packaging solutions of the Future in partnership with Coop, the biggest Italian retailer. In Sealed Air since 1999, she has gained a significant experience in the Business Development Area, working closely with customer' to meet their needs and expectations. She is now responsible for the Ready Meals Marketing in EMEA, supporting new business strategies and introducing the most appropriate and sustainable packaging concepts. Since beginning of 2019, Alessandra is as well responsible for the new customer facility Packforum, based in Milan (Italy).

Giorgia Francini



Director Application EMEA, Innovation and Development, Sealed Air

Giorgia holds a master degree in chemistry and has been working for 20 years in Sealed Air Research & Development, covering various technical and managerial roles. Experienced manager with a demonstrated history of working in the packaging and containers industry. Key contributor to many new concepts development that have become market successes and are still contributing to the value creation in different segments of Sealed Air. Responsible for leading the EMEA team with the key responsibility of testing and validating new solutions. Giorgia leads research projects aimed at identifying best packaging solutions to improve food safety, reduce food waste and enhance sustainability standards.

Valeria Vigano



Principal Application Expert, Sealed Air

Valeria holds a master degree in food science and technology from Università Degli Studio di Milano. She works in the R&D department for Sealed Air developing and testing CRYOVAC® food packaging systems for fresh proteins and bakery. Valeria contributed to the final success of a new generation of CRYOVAC® OptiDure™ shrink bags (ODP). Customers value Valeria's expertise when it comes to resolving food technology related issues in the food processing process. As a part of the Customer Innovation Group in Sealed Air, Valeria investigates new packaging technologies and solutions for the food market.

Rossella Porrazzo



Portfolio Manager EMEA, Sealed Air

Rossella holds a master degree in Physical Engineering and PhD in Physics from Politecnico di Milano. She has worked in Sealed Air since 2017, starting with the role of a product technologist for food packaging systems. She was then leading the raw material replacement project and developed new products in collaboration with the R&D team. In 2018 she took the role of Portfolio Manager EMEA Coex Rollstock & Darfresh. She is in charge of defining short and long terms product line strategies coherent with market trends and needs, validating new product development requests, implementing and prioritizing programs aimed at optimizing product line profitability. She closely collaborates with Supply Chain, Marketing, R&D and Sales defining and prioritizing activities in line with product strategies. She manages new-products related activities from feasibility to completion.

Jonathon DeRoeck



EMEA Sector Expert for Fresh Protein Market, Sealed Air

Have worked for Sealed Air for just over 28 years, where focus has been predominantly on the Fresh Red Meat (FRM) Market. Working for a global business, where CRYOVAC® is well known for its fresh meat involvement, has enabled extensive travel to experience many aspects of the industry. Prior to joining Sealed Air, roles have taken place as FRM Technical Manager at one of the UK's largest retailers and prior to this, in retail production at a large meat processing site supplying UK retail. Jon has gained experience working abroad, from setting up a new meat plant in Egypt, to a trainee manager at a large meat processor in Canada and learning continental butchery in Germany. All this started at the family retail butchers business during which Jon spent time studying at the Institute of Meat.

Monica Picariello



Application Fellow – Shrink Packaging Dev. & Support - I&D, Sealed Air

Monica is a Food Technologist and specializes in vacuum shrink bags packaging with a special focus on cheese and cheese ripening packaging technology. She has worked for 4 years in R&D for a food processing company and then in 1990 joined Sealed Air in R&D Application. She works mainly on the CRYOVAC® cheese packaging solutions. Key contributor to the majority of vacuum shrink bags development in Europe supporting their introduction into the market. Monica also works on active and intelligent packaging solutions and is an expert in packaging materials properties and their benefits for the food processors and consumers alike. She continues her relationships with the academic environment and various research institutes to deepen her knowledge and expertise in the packaging solutions.

François-Xavier Meric



Regional Executive Director of Portfolio and Marketing EMEA, Sealed Air

François-Xavier holds a Master degree in Agriculture engineering and a Master degree in Business Administration from the Sorbonne-Paris University. He started his career with Sealed Air in January 1988 as an Account Manager in the French sales organization for the meat market. During his numerous years in the company, he held various positions in Sales, Sales management and Marketing. He has served as EMEA market manager for Fresh proteins where his main assignment was to develop the Fresh Meat offering strategy. François-Xavier, together with the cross functional team, introduced into the market several automation solutions (Roboloader, Flow-Vac, automatic loaders). He contributed to the growth of beef and pork market for Sealed Air introducing innovative solutions like Total Bone Control and Overlap Sealing technologies. As a Global System Director for Food Packaging Business Unit, he supported Automation and Integration initiatives worldwide. Currently, François-Xavier is leading the portfolio and marketing projects for the equipment solutions in the EMEA region.

Duncan McIntyre



Fresh Red Meat Marketing Director EMEA, Sealed Air

Duncan has a rich history working exclusively in plastic food packaging for the last 28 Years. During this time he has worked Globally for International Blue Chip corporations and smaller family-owned enterprises. Since joining Sealed Air's Application Team in 2005, Duncan has managed positions of increasing responsibility. He recently returned from a spell in the Middle East where he led Business Development for a new challenge heading-up Fresh Red Meat Marketing EMEA. Duncan's wealth of practical knowledge helps him to understand the complex environment faced by food processors, whilst keeping the focus on delivering packaging systems to address ever-changing market requirements.



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 Food Packaging.

With his technical background and vast experience in manufacturing equipment, both Sealed Air's and our partners', Henk is a valued partner for the customers. Currently, he is an Application Business Manager for EMEA region.



Kai Oltmann

Marketing Executive Director EMEA, Sealed Air

Kai has a bachelor's degree in business administration from the German Academy of Employees.

He worked as a shipping broker before joining Sealed Air in 1989. In his various roles in Sales and Key Account Management, Portfolio and HR, he always looked for the best ways to help customers deliver their promise as well as achieve profits in the complex economic environment and growing sustainability challenges. In his current role, Kai is responsible for re-inventing and leading the CRYOVAC® Brand Food Packaging marketing organization. He is fully dedicated to defining market strategies by product line and market which are then developed into solutions with value proposition for Sealed Air customers.