

# 8th European Stand-up Pouch Conference

## Information

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**Description:**

Stand-up pouches are not only trendy, practical and cost-effective, but above all an extremely sustainable packaging solution – and that is more relevant than ever today.

For the eighth time, we are analysing the most important trends, current developments and applications for stand-up pouches in Europe. With excellent speakers and in discussion rounds, we will deal with the following topics, among others:

**Sustainability:** In the face of growing environmental concerns and increasing regulation, sustainability is often the decisive factor in the choice of stand-up pouches. We will show why stand-up pouches perform particularly well here.  
**Barrier properties:** The ability to protect the contents from external influences is still crucial for the functionality of packaging, especially for perishable products. Today, this must be achieved with mono-materials in order to support recycling.

**Packaging minimisation:** reducing use of material is more important than ever for both cost and environmental reasons.

**Consumer-friendly design:** Features such as easy-open and re-sealable pouches can strengthen customer loyalty. However, we think ahead and consider the consumer-friendliness of a pouch throughout the entire supply chain.

**Convenience:** Additional features such as microwaveable pouches or easy-pour spouts increase convenience for the consumer and support branding at these important touchpoints.

**Smart packaging:** This function is not yet fully developed, but it offers exciting possibilities for brand loyalty and the customer experience. Touchpoints such as augmented reality are just a small part of the ongoing developments in this field.

Use this unique European platform to exchange ideas with experts about stand-up pouches, make valuable contacts and gain new impetus for your company.

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**Target group:**

If you are enthusiastic about stand-up pouches, whether you produce, process, market or recycle them, this is the right event for you. We offer simultaneous translations in European languages.

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**Level:**

**Level 3** - Previous knowledge is useful

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**Event code:**

**PC-11-24**

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**Time and place:**

**Parkhotel Schönbrunn**  
 Hietzinger Hauptstraße 10-14  
 1130 Wien

*Telefon: +43 (1) 87 804-603*

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**Eve event:**

Tuesday, 5. November 2024, **19:00 o'clock**

**Tapas eve**

Cosy evening with tapas, wine and beer for all those who are already there.

*The eve event will take place in the event hotel.*

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**Supporting programme:**

1.day at 19:00 - Gemütliches Abendessen im "Brandauer Schlossbräu", Am Platz 5, 1130 Wien

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**Hotel  
recommendations:**

**Parkhotel Schönbrunn (Tagungshotel)**  
Hietzinger Hauptstraße 10-14  
1130 Wien  
**Room price from 150,00€\***

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You can book hotel accommodation directly during registration or later in the "Event2Go area".

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**Exhibitor:**

