

Canmaking News

Latest News, Views & Innovations

ONLINE NEWS 24/7 • REGULAR UPDATES

Issue 033 – June 07, World News

10 Year Celebrations for Impress at Lake Maggiore in Italy

The beautiful location of Stresa on Lake Maggiore in northern Italy was the chosen venue for Impress to celebrate with their 200 chosen suppliers and clients, 10 years in the metal packaging Industry. This took place over two days on the 1st to 2nd June. Francis Labbé, the Chief Executive Officer opened the Seminar on the first day with an introduction to introduce a "wider circle" and "new boundaries" for metal packaging including such countries as Russia, Morocco and the Seychelles. Looking to the future, Francis pointed out 'the success of the past' and 'the break throughs and revelations that will take place in the 21st century for the metal packaging industry.'



Isola Bella island, lake Maggiore, Stresa, Italy

There were four speakers who presented their points succinctly and with keen enthusiasm at the Seminar on the 1st June.

Dino Pinelli, the Policy Officer for the European Commission gave a talk on recycling and waste management and reassured the attendees that The Spring European Council 2007 were committed to a low carbon economy. The vision for 2010 under the Waste Framework Directive is to modernise, clarify, simplify, and foster a truly internal market in recycling and to reinforce where needed. Duncan Hobbs, a senior consultant and analyst with Hatch Beddows talked about the trends in Aluminium, Steel and Tin with metal prices higher in the 1980's and 1990's. The UK Supermarkets average shelf space has decreased in the past 5 years. Western Europe is predicted to be the region that will experience most growth in convenience foods. Consumer health dominates innovation.

Tim Corvin from Siebert, a head director of Structural design, presented a film on design and innovation which showed the can designs for the present and future.



The conclusion was that metal packaging has a great future with Retailers and Brand owners to be driven by consumer demands. Consumer trends show premium indulgence, a need for authenticity, and the necessity to engage the senses and also convenience as key factors when choosing a product off the shelf.

Canmaking News

Latest News, Views & Innovations

ONLINE NEWS 24/7 • REGULAR UPDATES

Issue 033 – June 07, World News

10 year celebrations for Impress at Lake Maggiore in Italy

The future innovation is to achieve 65% lower CO2 emissions. Francis Labbe concluded with a few points 'Retailers make a good profit in food. Metal packaged food and the industry should be more active in promoting products. It is possible to microwave cans, how many of us know this?' Francis continued, 'Food is safest in cans and can be kept for many years still retaining all the nutrients and vitamins. The can acts as a warehouse for food especially in Third World countries. Innovation is the key to our future', he said.



Winning painting
by Mrs. Marie-Cécile De La Villegeorges

The Two days of torrential rain at Stresa could not dampen the spirit and enthusiasm shown by the Impress Team. The first day ended with a fine Gala Dinner and a magnificent display of fireworks. 200 umbrellas were provided...but no one seemed to care about getting their feet wet....it was a fabulous end to a very informative first day with great networking, much laughter and 'splashing' moments!

The next day consisted of final speeches and the results of the art competition that Impress had commissioned. Several amateur artists exhibited their paintings in the hope of winning the top prize of \$10,000 euros. Their brief was to submit a piece of art around metal packaging past, present and future...We all voted and the winner was Mrs. Marie-Cécile De La Villegeorges. There was also a tombola and the top prize was a specially designed necklace made from sapphires and emeralds from Boucheron...the winner was speechless..it was magnificent. No expense was spared and the hospitality from Impress was faultless.

After the summing up by Francis Labbé, on the 2nd June. We had a tour of one of the islands, Isola Bella, followed by lunch. We left for our home turf on Friday afternoon, taking with us endless thoughts and inspirations for the future. Metal is the packaging of the 21st century it is well and truly here to stay. A marketing campaign to educate the consumer of the benefits of the can will certainly now be on the cards. As part of their 10 year celebrations, Impress have published a magazine 'Green and Growing' a copy of which can be obtained direct from their publicity department.

www.impressgroup.com