

# Current and potential impact of legislation on the use of printed electronics in print and packaging applications

Tuesday 6 October 2015 | 0945-1330  
CPI, NETPark, Thomas Wright Way, Sedgefield

## Agenda

0945-1000	Registration and Refreshments
1000-1010	Welcome by CPI
1010-1030	Presentation on <i>Current trends in the smart packaging – An opportunity for printed electronics</i> by Dr Dominic Cakebread, Smithers Pira
1030-1040	Q&A
1040-1115	Presentation on the <i>Legislative landscape for packaging with printed electronics</i> by Sean Smyth, Smithers Pira. Including (i) Background to study, (ii) Key findings, (iii) Conclusions/Recommendations
1115-1130	Q&A
1130-1200	Group exercise – A SWOT appraisal of demonstrators in smart packaging – In groups, delegates will consider the market proposition for a range of packaging concepts and demonstrators employing on-pack electronics.
1205-1230	Presentation of individual group feedback and concluding Q&A
1230-1330	Lunch and networking
1330	Close

## Bios

### ***Dr. Sean Smyth – Print Consultant (Smithers Pira)***

Sean has spent over 30 years in the industry in senior technology positions for a variety of print businesses across the supply chain, in hands on and consultancy roles. He now works as a consultant for Smithers Pira covering technical and market issues for buyers, printers, consumables and equipment suppliers. After completing his PhD in Chemistry he joined the industry as an ink chemist in 1980, formulating UV inks and coatings and trying to support them in many print companies. His experience includes working as Technical Director at Rexam, the largest UK print and packaging group, turning over some £2.2 billion. He has written many market studies for Smithers Pira on future print and packaging markets and technologies, including The Future of Global Print Markets, The Future of Transactional Print and The Future of Inkjet Printing. He regularly speaks and acts as Chair at conferences on printing technology. In 1992 Sean obtained his MBA, self-financed through the Open Business School.

### ***Dominic Cakebread – Packaging Consultant (Smithers Pira)***

Dominic has over 30 years' experience in international marketing research and consultancy, specializing in supply and demand side analysis and forecasting of the packaging industry. An expert in international packaging, Dominic has worked with clients throughout the value chain covering a wide range of research and consulting projects, including quantitative market size and segmentation studies, value chain analysis, packaging technology and innovation studies and strategic planning. Dominic has managed over 500 international marketing research reports and consulting projects and has undertaken consulting projects for most of the leading packaging groups worldwide. Dominic is a regular speaker at packaging conferences and is currently responsible for management and development of Smithers Pira's packaging consulting operations. Dominic has a BA Honours Degree in Modern Languages (German & Dutch) from the University of London, holds a Diploma of the Institute of Packaging (UK Packaging Society) and is a Certified Member of the Market Research Society.

### ***John Nelson – Commissioning Editor (Smithers Pira)***

John Nelson has over 5 years' experience in researching and producing technical information to support the regulatory approval of electrotechnical devices. This includes areas like product safety, electromagnetic compatibility, European legislation, environmental compliance (Ecodesign/WEEE) and substance restriction legislation. Working for Smithers Pira on +Plastic Electronics, the industry's leading source of news and analysis, John also has a profound knowledge of the technical and business issues underpinning the printed electronics market. John also produces research and insight for Smithers Pira in areas such as inkjet printing, packaging, food contact materials and bioplastics. He holds a BA (Hons) in Politics from the University of Durham.