



*CibusTec Workshop  
Cibustec PARMA  
23 October 2019  
14:30-17:00 hrs  
Sala Innovation  
Hall 1 - 1<sup>st</sup> Floor*

## **Design for Intended Use (DIU) in Food Packaging by NVC Netherlands Packaging Centre**

### **Introduction**

Design for Intended Use (DIU) is a packaging design process and outcome that unambiguously identifies and ensures the intended use of the packaged product by the intended user. In food packaging, DIU is important for stimulating and supporting responsible consumption and to assist the consumer with the proper disposal of the emptied food packs. This unique workshop gives an overview of DIU in food packaging worldwide and highlights key material design aspects. In conclusion, participants and workshop leader will present and discuss a range of inspiring food packages, including food packaging innovations on display at the CibusTec 2019.

### **Programme<sup>1</sup>**

14:30 Welcome and introduction

#### **The Future of Food Packaging: Will You Do DIU Too?**

*Michael Nieuwesteeg  
Managing Director NVC Netherlands Packaging Centre*

15:00 DIU and the materials perspective

#### **Steel packaging and the fight against food waste**

*Alexis Van Maercke  
Secretary General APEAL*

15:30 DIU and the brandowner perspective

#### **DIU and the consumer: how to create an attractive pack and ensure responsible consumption?**

*Speaker to be announced*

16:00 Interactive debate (with dedicated DIU Survey Forms)

#### **DIU inspiring food packages, including food packaging innovations on display at the CibusTec 2019.**

*Hosted by Michael Nieuwesteeg and Silvia d'Alesio with input from participants, other CibusTec visitors and CibusTec exhibitors*

17:00 Conclusion

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<sup>1</sup> Version 17 July 2019 may be subject to changes/updates.

## Partners

The workshop is supported by APEAL (the Association of European Producers of Steel for Packaging) and Rassegna Alimentare (the leading Italian magazine on technologies, machines and plants for food and beverage industry).



## Contact

Before, during and after the CibusTec you may contact the NVC association office in Gouda, the Netherlands via telephone +31-182-512411 or e-mail [info@nvc.nl](mailto:info@nvc.nl) The NVC-website is [www.nvc.nl](http://www.nvc.nl)

The NVC infostand at the CibusTec is located in the central corridor near the South Entrance (Area 4 on the exhibition floorplan).