

PACKBOX 2025 | Programme – Hall 4, stand 4-209



Tuesday, 23.09.2025

10:00 – 12:00

Retail requirements, reusable packaging legislation, market research

*Partner: LP Verlag - Lebensmittelpraxis
Moderation: Matthias Mahr*

12:00 – 14:00

Connecting Food & Packaging

*Partner: Zentrum für Lebensmittel- und Verpackungstechnologie – ZLV
Moderation: Thomas Lux*

14:00 – 16:00

PPWR challenges 2030

Partner: Fraunhofer Gesellschaft

14:00 - 15:00 Uhr: From “Design for Recycling” to “Design from Recycling”

Partner: Fraunhofer IVV, Moderation: Swantje Eissing

15:00 - 16:00 Uhr: The PPWR in the focus of logistics - challenges and potentials

Partner: Fraunhofer IML, Moderation: Dr. Volker Lange

16:00 – 17:30

Purposeful transformation: creating value with inclusive and intelligent design

Partner: epda - european brand & packaging design association

Moderation: Uwe Melichar

17:30 – 19:00

Free networking event by epda

Wednesday, 24.09.2025

10:00 – 13:00

Global view on the packaging industry

*Partner: World Packaging Organisation - WPO
Moderation: Dr. Johannes Bergmair*

13:00 – 15:30

Packaging innovations in the field of tension - How the industry is responding to growing requirements for retailers and consumers.

*Partner: Deutsches Verpackungsinstitut e.V - dvi
Moderation: Oliver Berndt*

15:30 – 17:00

Polymers and fiber materials for better packaging

*Partner: bdvi e. V. – Das Verpackungsnetzwerk
Moderation: Prof. Dr. Sven Sänglerlaub*

17:15 – 17:45

Green Packaging Star Award

Partner: WPO

Thursday, 25.09.2025

10:00 – 12:00

How digitalization is changing the world of packaging

*Partner: neue verpackung – Hüthig Medien
Moderation: Philip Bittermann*

12:00 – 14:00

Technology trends in packaging machinery with a focus on digitalization, AI and robotics

*Partner: Packaigng Valley e. V.
Moderation: Martin Buchwitz*

14:00 – 16:00

Less is more - The new minimalism in packaging printing

*Partner: DFTA – Deutscher Flexodruck Fachverband e.V.
Moderation: Prof. Dr. Martin Dreher*