



# Active and biodegradable multilayer structure for dehydrated or dried food packaging applications

## Acronym: BIOACTIVELAYER

---

### WP 6. Dissemination and exploitation

#### Deliverable 6.8 Participation in trade fairs

Project funded by the European Commission within the Seventh Framework Programme		
Dissemination level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## Index

1. Introduction .....	1
2. Trade fairs and conference participation .....	1

## 1. Introduction

Work package 6 deals with IPR protection and dissemination, having specific activities related to exploit the project's results throughout Europe and the global food packaging industry. This Work package includes specific actions to raise awareness on project besides usual dissemination actions carried out to promote the project and its results to the audience such as brochure, website and press releases.

The BIOACTIVELAYER Consortium provides in this document a summary of the dissemination activities carried out only at trade fairs and conferences.

## 2. Trade fairs and conference participation

Different conferences sited in Trade Fairs were the place where BIOACTIVELAYER project was disseminated. The information showed was basic information about main objectives, expected results, partners involved for guaranteeing the patentability strategie defined by all the partners.

The different conference are summarized:

- During INTERPACK 2014, from 8 to 14th May, Ms. Miriam Gallur, Project manager at ITENE was introducing the project on the European bioplastics stand, under the short talk "Biodegradable Packaging based on product and distribution requirements", carried out on May, 13<sup>th</sup>. Additionally, information was available at ITENE and Hatzopoulos booths.



Figure 1. Picture of the dissemination activity at Interpack.

- At Equiplast (International plastics and rubber event) trade fair, 30 September - 3 October 2014, Barcelona, Spain. ITENE was providing information at its booth, and Mr.

Rafael Oncins, from Plusfresc, had a presentation about the project: “Plastic Packaging Trends in FMCG”, 30th September 2014 at the “Technological trends in the plastic containers business” event, held during the fair.



**Figure 2. Mr. Oncins at Equiplast activity.**

- Empack Madrid 2014. 5-6th november. 2014. Madrid. Spain. Miriam Gallur, Project manager at ITENE was introducing the project concept on “Eco-friendly Packaging” presentation.
- On 2015, other dissemination activity was carried out at Hispack, International Packaging Exhibition, from 21-24<sup>th</sup> April, at Barcelona, Spain. A product prototype was introduced using as an example of application in coffee packaging, and was presented in the exhibition as a concept (ITENE’s stand).



**Figure 3. Example of potential applications of project materials at Hispack.**

More participation in trade fairs and conferences have been considered once project is finished, and partners will have new information available as brochures with the final results and press releases to share with potential customers for commercialize the packaging prototype.