

FINAT CONGRESS 2014, MONACO
Winning strategies for the label industry

As THE Forum for the label industry, the FINAT Congress has always served as the vehicle for knowledge exchange, networking and inspiration among current and future label business leaders, suppliers, analysts and observers of the self-adhesive supply chain. In the transition to the new format of the event to be introduced in 2015, the 2014 edition marked the first step in its gradual transformation to create more room for interaction and dialogue on high-level issues relevant to the future of the self-adhesive and adjacent narrow-web decoration and ID technology.

The 2014 FINAT Congress, held from 5 - 7 June in Monte Carlo, carried as its theme “**The Battle for Shelf Appeal – Winning Strategies for the Label Industry**”. The battle to catch the eye of the consumer increasingly also translates into a battle for the most attractive yet cost effective product decoration solution. In order for label printers to stay on top of their game, they not only will need to be aware of the trends and developments in their own area of competence, but also what is driving the possible alternatives.

The 2014 programme aimed to fulfil this need. Highlights of the programme included:

- The opening **keynote presentation by Cartils**, one of the leading international brands consultants, about the latest trends and developments in product decoration and branding on the shelf;
- A panel discussion bringing together **representatives from alternative application technology providers** Avery Dennison, Kronos and Karlville on the comparative advantages of the respective solutions in terms of marketing possibilities, total applied cost, investment, sustainability, etc.;
- A second panel featuring **leading end-users** featuring Reckitt Benckiser (household products), L'Oréal (cosmetics) Lego (toys) and G3 Enterprises (wine) all facing the choice how to best present and sell their product on the shelf using the right labeling and package printing technology;
- A first outlook into the ‘**disruptive**’ new technology of printed electronics by the UK's Centre for Process Innovation (CPI).
- An eye opening demonstration of how information technology is connecting the real and the virtual world and how this will transform packaging and labels into ‘interfaces’. According to packaging innovation consultant **Mike Ferrari**, the battle now goes beyond the Shelf. The Shopper Journey has three parts: retail shelves, eCommerce & Social Media.
- The **closing keynote by world famous balloonist Bertrand Piccard**, one of the descendants of the Swiss dynasty of hydronauts, aeronauts and explorers, among whom one of the founders of the nearby Oceanographic museum.
- Of course the programme allocated slots to the regular **overviews of the ‘hosting’ (French) and European label markets** by the French national association UNFEA and FINAT, as well as the annual awards, including the **FINAT Label Awards and the new FINAT Recycling Awards**.

The glamorous environment of Monte Carlo (one week after its Formula 1 race) once again offered **excellent learning and networking opportunities**, of which the photo summary on these pages gives a nice impression.

An extensive report of the FINAT Congress 2014 was published last summer, and a video impression can be viewed on FINAT's internet channels.