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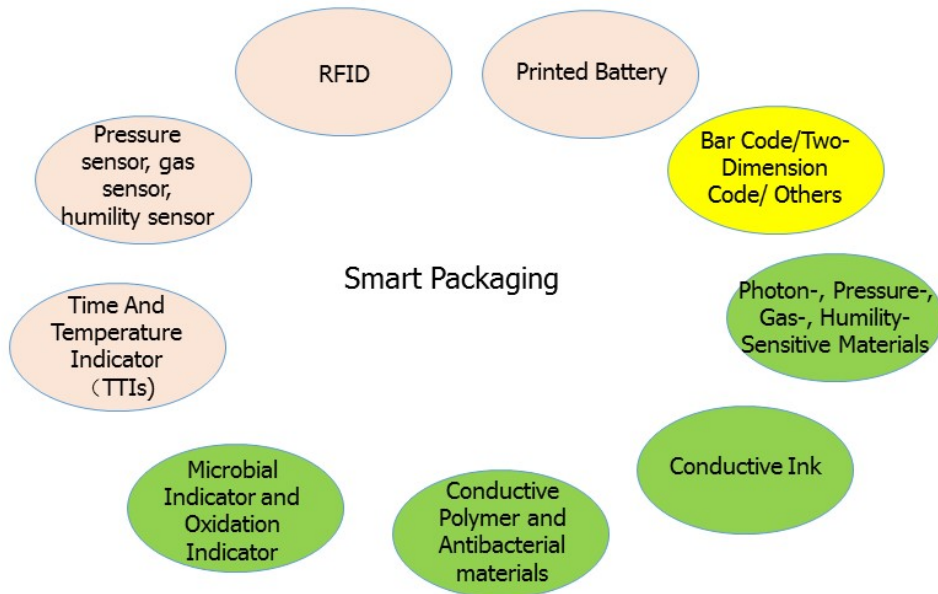
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Innova Research to speak on innovative packaging at LUXEPACK Shanghai

SHANGHAI, CHINA – March 3, 2017 – Innova Research has been invited to deliver a keynote speech and moderate a panel on innovative packaging at the LUXEPACK Shanghai. The events will be held at the Shanghai Exhibition Center on 12th – 13th of April 2017. The LUXEPACK conference and exhibition, being attended by packaging designers and packaging industry experts both in and out of China, is celebrating its 10th year in China.

Innovative packaging solutions based on multiple materials, electronics, and other innovations, attract vast interest from packaging designers in various industries. Among these, smart packaging has increasingly become a hot topic in China and the market demands have grown quickly. Various technologies, including but not limited to RFIDs (radio frequency identifications), printed batteries, sensors, time & temperature indicators, biosensors, conductive ink, photon-, gas-, pressure-, and humidity-sensitive materials, have been used on packaging to tailor the different needs of the “smart features” for various products.



Source: Innova Research



Innova Research's speech and the panel discussion will focus on multiple innovative packaging solutions and the case studies in luxury, personal care, food, medicine, and many other products, aiming to give the audiences new ideas on how to use innovative packaging solutions to expand their business. Panelists, consist of mostly innovative packing solution providers, are carefully selected to represent a wide range of new packaging technologies.

Richard Jun Li, vice president of Innova Research and the keynote speaker pointed out: "Innovative packaging offers improved communication between products and potential buyers, and went well beyond traditional packaging by adding benefits such as anti-counterfeit, tracing, quality assurance, among others. It offers great opportunities to packaging industry players and packaging designers to extend their packaging solutions. We have witnessed a rapid growth in RFID-based packaging market in the past few years, and such growth will be repeated on other selected innovative packaging solutions as well. "

About Innova Research

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