

Technical meeting joint with The Midlands Packaging Society **Packaging Materials; what we've learnt, what we can share**

Jude Allan

Packaging plays an essential role in modern society, but it is also often seriously misunderstood, under-appreciated and frequently vilified as the cause of pollution. Packaging materials and packaging formats have a complex role to play in protecting the product, appealing to consumers, and allowing the value of the material to be retained beyond a single use.

I'll talk about what we can learn from the development of materials used for packaging and the challenges that the packaging sector faces as we work towards a more circular economy.

Jude Allan

Jude Allan is the Chair of the IOM3 Packaging Group and the IOM3 Lead Trustee for equity, diversity and inclusion (EDI).

Jude started work as a packaging technologist at Mars before taking the experience of life as a client into the world of a packaging design agency. For almost 20 years Jude championed and led the production and creative operations at jonesknowlesritchie as it grew from a London based packaging design agency to a global design business. Bringing people together to collaborate and understand each other in order to do amazing things was a key part of the role in delivering creative work.



THURSDAY 8th February @ 6.45 for 7.00pm

Venue: Coates C27, Faculty of Engineering

The University of Nottingham

what3words reference: <https://w3w.co/repay.blocks.yard>

Non-members welcome

Register to attend with Eventbrite at <https://bit.ly/EMMSEvent>

Or use the QR code >

