



AdPack
ADVANCED SMART PACKAGING

European Strategic Cluster Partnership for Advanced Smart Packaging



Co-founded by the
COSME programme of
the European Union

Packaging of tomorrow

Would you like to pack your products with smart packaging?

Would you like to better protect and manage your products?

Would you like to better brand your products and provide a better user experience?

All these scenarios are not fiction and they will influence our life in the near future and the AdPack² project will create conditions to help SME develop and bring this future closer.

To position our SME in the advanced smart packaging global value chain, is the main goal of the AdPack² project (European Strategic Cluster Partnership for Advanced Smart Packaging) which started in December 2017. This is the follow-up project of AdPack. The purpose of this project is to foster cross-sectoral cooperation between European clusters in the partnership and their SME members, as well as to support their SME members in going international (Canada, China, USA). This will be done through the establishment of an AdPack European Economic Interest Grouping (AdPack EEIG) formed by 6 European clusters which bring together different competencies to apply a cross-sectoral approach for the development of the advanced smart packaging global value chain. In this regard, the partnership brings together clusters involved with the final product (packaging), the application market (food), cross-cutting technology clusters (nanotechnologies, microelectronics, software, telecommunications and plasma technologies) and new materials (plastics, polymers and biopolymers).

Smart packaging is a set of active and intelligent packaging.

Active packaging interacts with a product or its internal or external environment through a physical, biological or chemical process to improve the safety, preservation and quality. Intelligent packaging can monitor and report on the condition or environment of a product, tracking it through the value chain and has application for package integrity, safety, quality, traceability and verification.

Intelligent packaging involving sensors, RFID, NFC and other technologies can monitor the product quality during transportation and storage, as well as detect fraud or assure that the product is genuine, preventing counterfeit.

Active packaging involving nano and plasma technology and innovative materials can increase the food products lifespan, preserve the food quality and its freshness. This can prevent one of the world's major change like food waste.

Intelligent packaging using printed, mobile or IoT technologies can provide essential information about the product to consumers. This may provide traceability info to the consumer, from farm to fork, and other info about the product's qualities, functionalities, and also, how to be best consumed.

Pharmaceutical sector has also an enormous potential of using smart packaging applications. The pharmaceutical box of the future could include LEDs, loudspeakers, RFID chips, displays etc. and could also tell your doctor if you do not take your pills.

The AdPack² is open to all those entities interested in the advanced and smart packaging and that have an interest in the international markets of China, Canada and/or the United States: SME, large companies, universities, research institutes, technology centers, administrative entities, regional authorities, chambers of commerce, etc.