



# Retail Ready Packaging is coming... are you **READY?**



**Feature Speakers: Phil Hayman, Loblaws and Greg Owen, Kraft Canada**

The use of Retail-Ready packaging (RRP) has been an area of growth in Europe for the past several years. In 2005, ECR UK (Efficient Consumer Response), an initiative led by the directors of leading retailers and manufacturers undertook a year long project to define RRP and how it could be best utilized to the benefit of stakeholders throughout the supply. - **Francais**

**Speakers:** **Phil Hayman**, Senior Director, Supply Chain Development, Loblaws

**Tony Corsillo**, Director of Sales & Pkg Automation Equip., CASCADES BOXBOARD GROUP

**Greg Owen**, VP Operations and Supply Chain, Kraft Canada

**The main focus is to increase on shelf availability and the potential for end use packaging to add value throughout the supply chain - to the manufacturer, retailer and consumer. RRP provides benefits well beyond the product's journey from stock room to shelf.**

RRP is "a product that arrives at retail in a ready merchandised unit which is easy to identify, easy to open, can easily be put onto the shelf and recycled or disposed of when empty, allowing an optimization of shelf replenishment and enhanced visibility... covers all types of packaging which goes into the retail outlet, including promotional displays, pallets, trays (paper and plastic), crates, etc.

**Are you ready for Retail Ready?**

**Register Online Now!**



The seminar will be delivered in English

**Tuesday, March 30, 2010**

**Schedule:** 11:30am – Registration & Lunch  
12:00pm – Seminar Starts  
2:00pm – Break  
4:00pm – End

**Location:** Wyndham Montréal Aéroport  
12505 Côte de Liesse,  
Dorval, Québec H9P 1B7

<b>Price:</b>	<b>PAC Member</b>	<b>\$99 plus tax</b>
	<b>Non-Member</b>	<b>\$149 plus tax</b>

**Register Directly Online**

**For more information contact:**

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**Event Chairman:**

Jean-Marie Marcotte, Molson Coors Canada

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