



Pomurje Technology Park kindly invites you to

Food, packaging, sensory analysis and good design event

GOOD DESIGN, RELIABLE SCIENCE: Your next packaging can be (nearly) perfect!

Hands-on experience workshop

Thursday, December 6th, 2018

9:00- 9:30 registration of attendees

Session 1: SIO

9:30-9:40 **Marko Močnik**, director Pomurje Technology Park
Welcome speech

9:40-11:00 **Giorgio Gaino & Lorenzo Secco** (in English language)
Design, Good design and Good product development
Exemplary designs politely presented with a side dish of strong opinions

11:00-11:15 --- Coffe break ---

11:15-12:00 **Tiziano Casanova** (in Italian language)
Sensory Analysis 101
How Sensory Analysis are performed

12:00-12:45 **Grega Konkolič & Petra Medved Djurašinovič** (in Slovene language)
Crowd Design Platform - presentation and practical experiences

12:45-13:30 *** Lunch break ***



Session 2: I-CON

13:30-14:15 *Sensory Analysis "experience" (candidate product: milk packaging)*
all attendees involved

14:15-14:45 **Lorenzo Secco** (in English language)
Explanation of report from real Sensory Analysis
on same product used for "experience"

14:45-15:00 --- Coffe break ---

15:00-15:30 **Lorenzo Secco** (in English language)
Product design and the boost given by Sensory analysis intelligence
The case of Food Packaging

15:30-16:00 **Giorgio Gaino** (in English language)
Insights from developed Food related products

following Q&A

till 16:30

Attendance on the workshop is free of charge. The number of participants is limited, so speed up with the registration!

Sign up via the online application form on the following link:

<https://goo.gl/forms/uAyQYkCc7VqyYZ002>

Workshop will be in hotel Livada, Kranjčeva ulica 12, 9226 Moravske Toplice, Slovenia.

<https://www.sava-hotels-resorts.com/en/terme-3000-moravske-toplice/accommodation/hotel-livada>

Friday, December, 7th, 2018

9:30-12:00 *B2B meetings with companies in Pomurje Technology Park,*
Plese 9a, 9000 Murska Sobota



About workshop topic:

Food packaging design

FOOD PACKAGING IS SPECIAL*

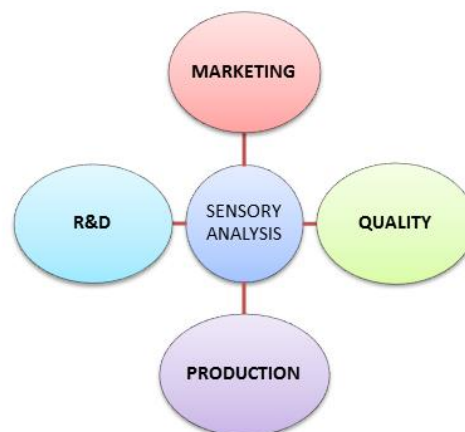
Special care is required to correctly develop a packaging solution. All of its functional performances (contain, protect, show mandatory information) are essential. But in the case of packaging for food and beverages perceptions are absolutely crucial in the purchase decision process because the customer first looks, touches and smells the packaging, then its content.

INFORMATION, NOT OPINIONS*

A project can develop into a successful product only if it is well grounded on clear intents and reliable information. However, too often the evaluation of sensory perceptions is the result of opinions («I do like it, I don't, It strikes out, ...») more than dependable data. Sensory analysis is a dependable and repeatable tool to measure the sensory effect (profile) of a product and to evaluate its evocative potential (memories and emotions).

WHAT IS SENSORY ANALYSIS ?*

Sensory analysis is a technique that was born in the United States and first adopted by large scale alimentary companies. Today it is gaining popularity across a wide range of commodity sectors. It is »A scientific discipline used to evoke, measure, analyze, and interpret those responses to products that are perceived by the senses of sight, smell, touch, taste, and hearing«. Stone and Sidel, Sensory Evaluation Practices, 1993.

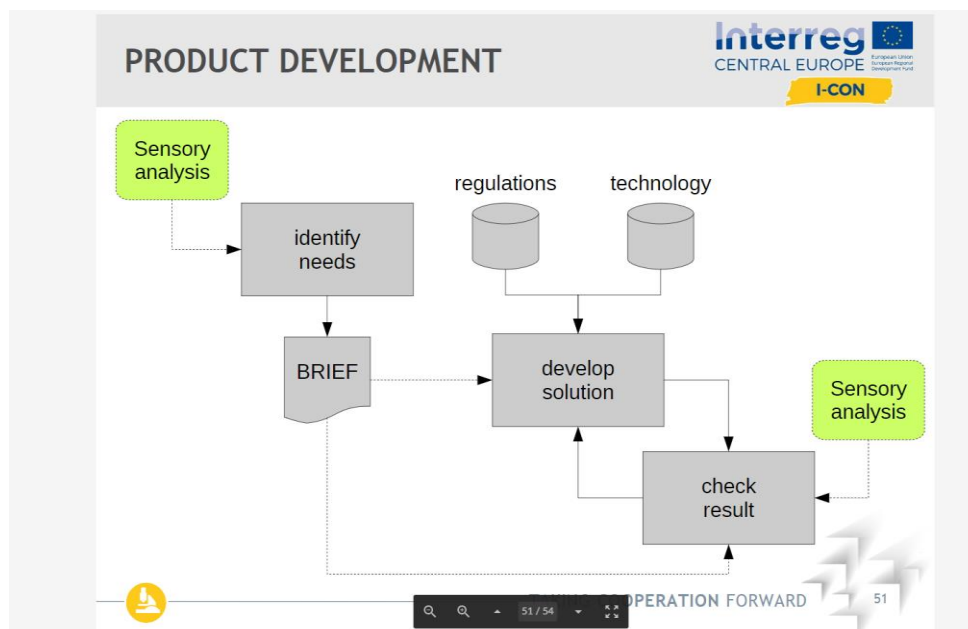




ADVANTAGES OF PACKAGE SENSORY ANALYSIS*

Sensory analysis can be of great advantage to the development of a packaging solution, as support to preliminary evaluations and as check of the final result. It can be applied to prototypes as well as production items, to:

- Identify new demands in the market;
- compare products;
- Identify ways to improve existing products;
- suggest suitable product placement in the marketplace;
- analysis of trends for tastes, preferences or bias for a production;
- verify accordance of a developed packaging solution/product with its project brief.
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Sensory analysis reduces the risk of product failure. When consumer needs on the one hand, and company requirements on the other are not properly addressed in the development or optimization of a product, it is unlikely that the new product will be successful.

Sensory analysis is a tool to ensure a cost-efficient delivery of new products with high consumer acceptability.



What is UNIS&F -EUROISA?*

Unindustria Servizi & Formazione Treviso Pordenone (Unindustria Services and Training Treviso Pordenone) - UNIS&F - created EUROISA, the first Institute of Sensory Analysis under the Confindustria System to be registered as a brand in the European Community. It collaborates with international universities and research institutes and offers expert assurance for the sensory quality of goods and services, rendering them more valuable and desirable in the eyes of the customer.

UNIS&F-EUROISA offers certificates and »sensory« services, working creatively within the packaging sector and facilitating the marketing products and services to the consumer and also offers:

- ✓ assistance in the creative development of packaging and prototyping,
- ✓ consultancy for the identification of new products and sensory marketing;
- ✓ certifications and sensory analysis tests;
- ✓ training activities in this area.

*Extracted from leaflet: Food packaging design, UNIS&F-EUROISA, I-CON project, Interreg Central Europe, 2018

About presenters:

Giorgio Gaino - architect and industrial designer, Adjunct professor at Università IUAV di Venezia (one of the first Architecture Schools in Italy (established in 1926, a 'themed' university totally focusing on design);

Lorenzo Secco - architect and industrial designer, Adjunct professor at Università IUAV di Venezia, scientific supervisor at FabLab Treviso, member of UNISEF team at I-CON Interreg Project;

Tiziano Casanova - expert in Human Resources, Head of EUROISA European Institute Sensory Analysis Treviso Area, Italy, Head of Sensory Analysis and Special Projects at UNIS&F Unindustria Treviso and Pordenone;

Petra Medved Djurašinić Ph.D. - Head of the expert areas (quality and labeling of foodstuffs, development and marketing of foodstuffs, food policy, innovations in food industry), project manager of Commitment for responsibility, secretary of Section of producers of soft and alcoholic beverages, secretary of the Food Supplements Association, head of project management office CCIS- CAFE, head of the 5th focus area of SRIP FOOD;

Grega Konkolič - expert with education in the field of economy. He is an experienced events manager, coordinator and lead facilitator in the fields of design, food, technology transfer, etc. and author, procurator (legal representative) and owner of various brands.