

## **‘Active & Intelligent packaging in Action!’ at AIPIA World Congress**

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This year's AIPIA World Congress takes place from 17th to 19th of November in Utrecht, The Netherlands, with the motto ‘Active & Intelligent packaging in Action!’

At the conference we are participating alongside Stora Enso and our experts will present how smart packaging solutions are already driving value for brands today. Packaging plays a key role in the ongoing developments of the Internet of Things, where cloud connected objects using high-performance microchips look set to enhance consumer marketing and supply chain management.

In addition to our smart packages we will introduce two new smart pharma solutions aimed at helping increase drug delivery effectiveness. The first solution will ensure drug quality via temperature logging. The second solution will assist the patient in improving therapy adherence.

To see what our advanced smart package solutions are capable of and what they can do for your business, be sure to visit our booth for a live demonstration. We look forward to seeing you at AIPIA 2015!

### **Related links**

For more information please visit the [AIPIA website](#)