



ASSOCIAÇÃO
BRASILEIRA
DA EMBALAGEM



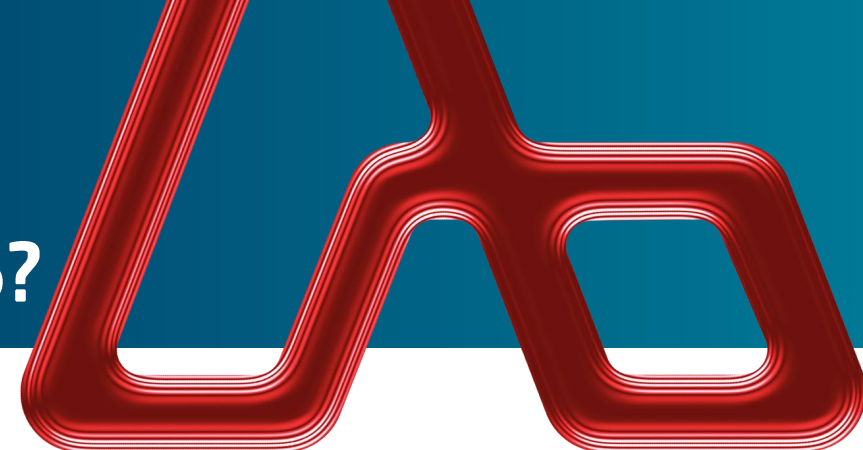
interpack
PROCESSING & PACKAGING

MISSÃO ABRE - Interpack 2026

iniciativa para levar profissionais do setor de embalagens e da indústria de bens de consumo do Brasil à principal feira mundial de embalagens de forma estratégica e conectada.



Por que a Missão ABRE potencializa a sua visita à INTERPACK 2026?



Menos improvisado, mais acesso e resultados medidos

Benefícios centrais (o que você ganha)

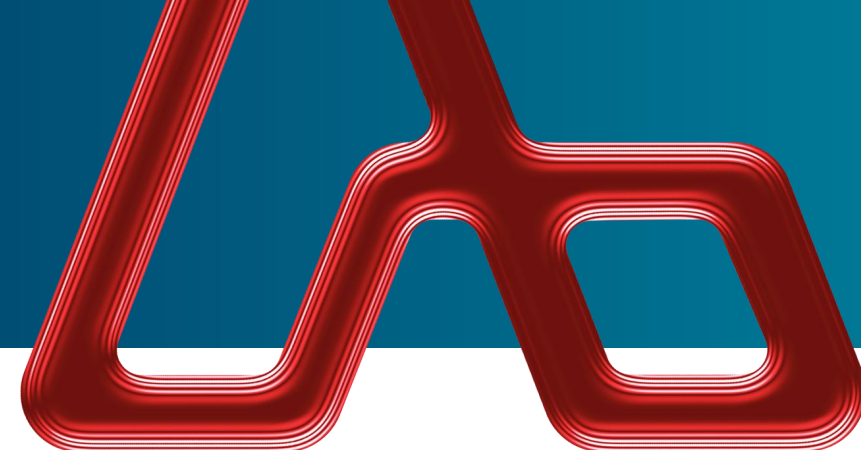
- Curadoria por objetivo: roteiro sob medida, inovação e *time-to-market*
- Reuniões com decisores: *matchmaking* pré-agendado com expositores-chave
- Acesso VIP a conteúdo técnico: tours guiados, demos exclusivas e bastidores de linhas
- Auxílio nos *stands* com tradução dos principais temas abordados
- Visitas guiadas a pontos de vendas estratégicos para ver como as inovações acontecem na prática e como se comportam no mercado
- Pós feira com entrega: *pipeline* de oportunidades

MISSÃO
INTERPACK 2026



COMO SERÁ A MISSÃO...

Missão INTERPACK 2026



Datas e Horários

08 de maio de 2026 – encontro do grupo para que todos se conheçam – momento de *networking*

Horário a definir

09 - 11 de maio de 2026 - visita à feira

10h às 18h

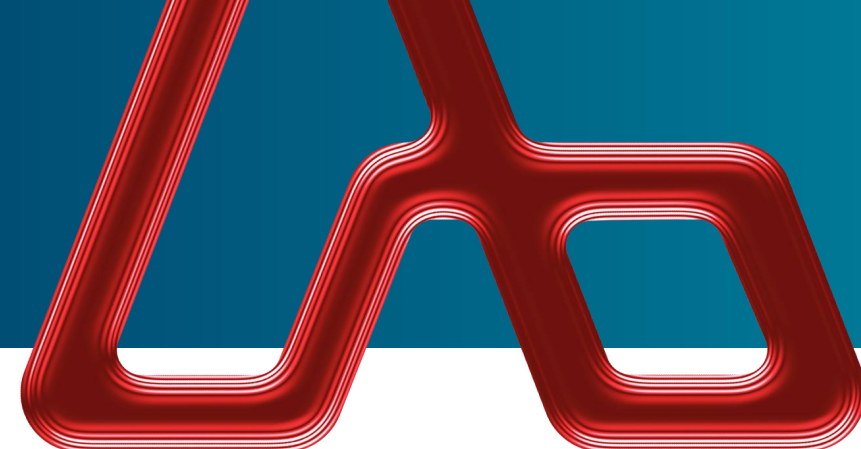
12 de maio de 2026 - visita a pontos de venda

09h às 12h



Missão ABRE

OBJETIVOS



Fabricante de Matéria-Prima

- Gerar *leads* entre transformadores e marcas;
- Validar portfólio e metas de circularidade;
- Mapear demandas por PCR/biopolímeros
- Parcerias de distribuição e codesenvolvimento...

Convertedor

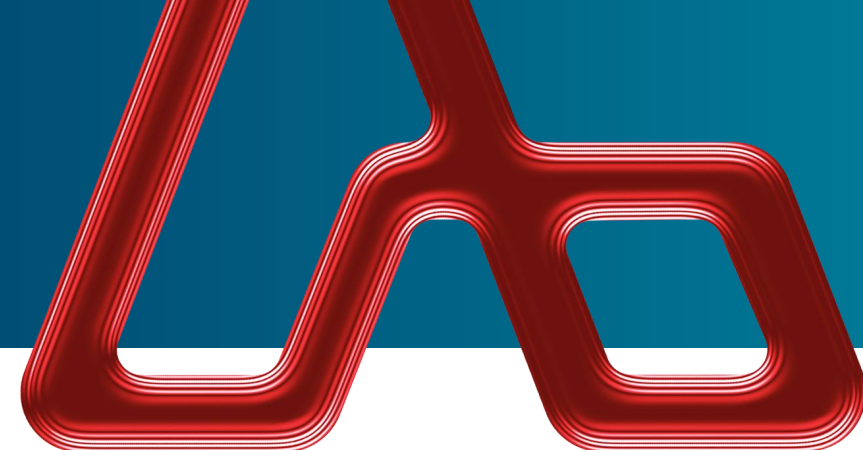
- Aumentar produtividade;
- Reduzir custo total;
- Migrar para estruturas recicláveis/mono;
- Encurtar setups e tiragens;
- Gerar mais projetos voltados à inovação...

Brand Owner

- Acelerar metas ESG;
- Melhorar a experiência do consumidor;
- Garantir segurança e integridade;
- Otimizar custos e logística;
- Proteção de marca e rastreabilidade...

Missão ABRE

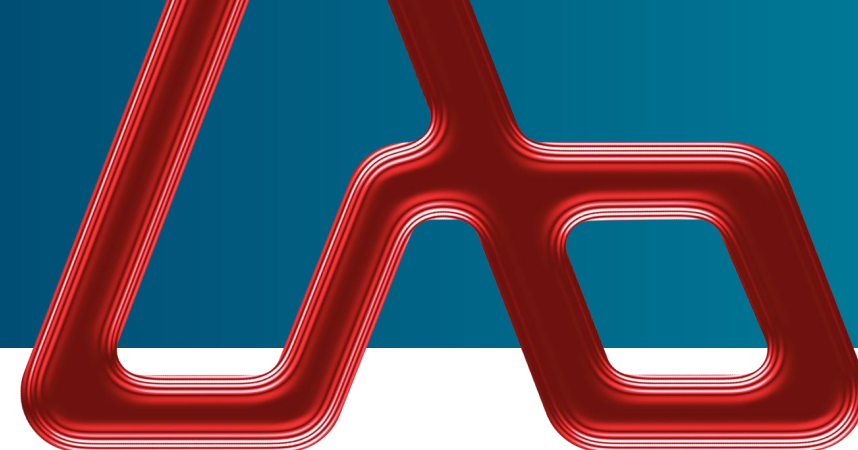
PASSO A PASSO



- **Briefing pré-viagem:** sessão online para alinhar expectativas, logística, metas e indicadores.
- **Kick-off presencial durante a feira:** alinhamento diário de objetivos, *checklists* e “alvos” de cada grupo.
- **Reuniões técnicas pré-agendadas:** encontros chave por dia, conforme agenda do grupo.
- **Desk de apoio:** canal de dúvidas em tempo real, ajuste dinâmico de rotas e substituição de reuniões se necessário.
- **Debrief diário (aterrisagem):** 60 minutos para consolidar aprendizados, decisões e próximos passos, com registro organizado.

Missão ABRE

PASSO A PASSO



- **Jantar de fechamento:** reunião final do grupo da missão para troca de ideias e projetos futuros.
- **Visita a mercados:** verificar e estudar as embalagens em mercados, farmácias, *petshop* e loja de departamentos.



ROSSMANN

GALERIA
KAUFHOF



ASSOCIAÇÃO
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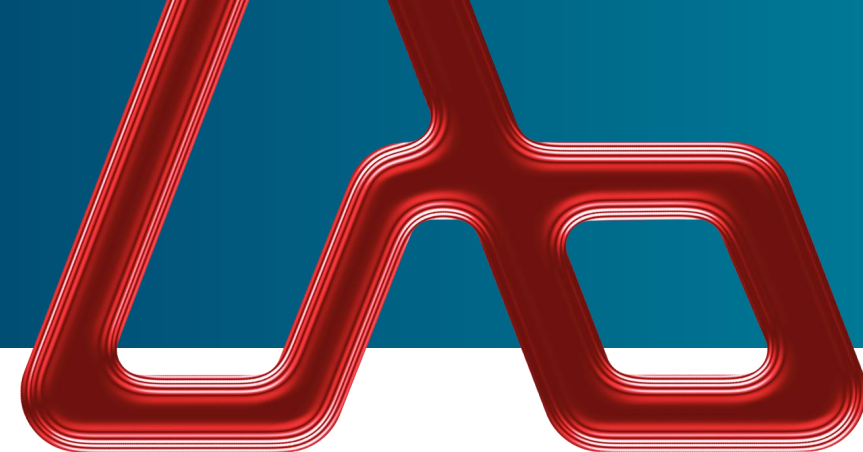
Quem vai liderar a Missão ABRE - Interpack



Renato Larocca

Formado em Engenharia de Alimentos, com pós-graduação e mestrado em Engenharia de Embalagens pela Escola de Engenharia Mauá, possui mais de 25 anos de experiência no setor de embalagens. Já trabalhou em importantes empresas do mercado brasileiro, tanto brand owners, como em empresas fornecedoras de matéria-prima e embalagens. Desde 2014 trabalha como consultor de embalagens focado em projetos de inovação e otimização de processos. Professor na Escola de Engenharia Mauá no curso de pós graduação de inovação na indústria de alimentos.

Missão
INTERPACK 2026

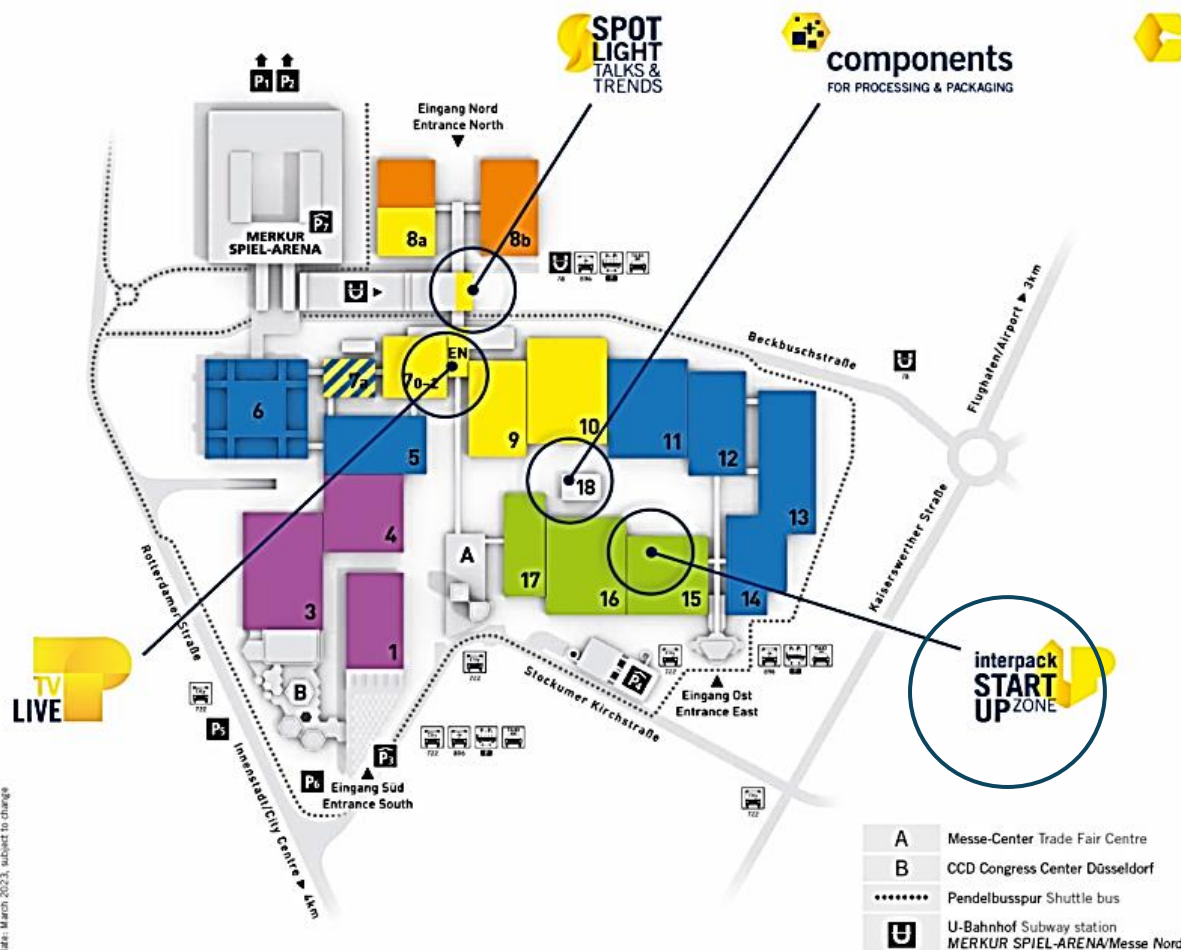
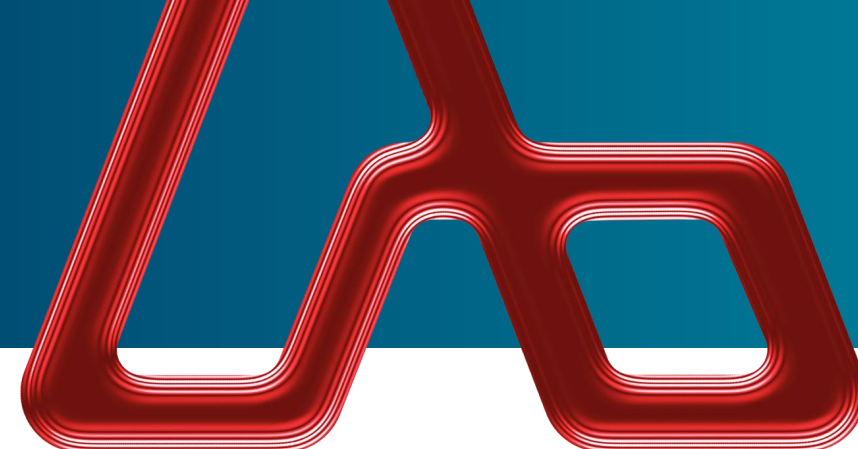


"Onde a inovação começa..."

**SIMPLY
UNIQUE**

interpack
PROCESSING & PACKAGING
7 ^{TO} 13 MAY 2026
DÜSSELDORF

Messe Düsseldorf (mapa da última Interpack)



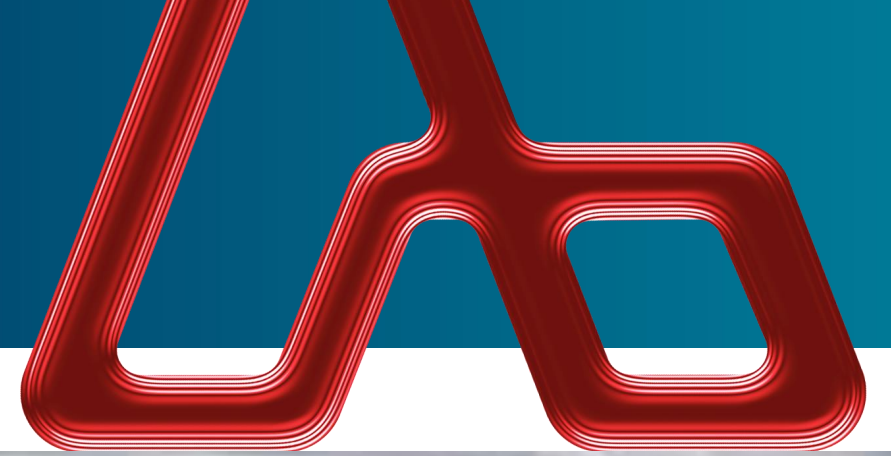
interpack
 PROCESSING & PACKAGING
 4 TO 10 MAY 2023
 DÜSSELDORF

- Equipamentos & Processos
- Alimentos/Bebidas/Bens de consumo
- Equipamentos & Processos
- Panificação e Confeitaria
- Equipamentos & Processos
- Farmacêutico e
- Equipamentos & Sistemas Identificação e Etiquetagem
- Materiais de Embalagem
- Componentes

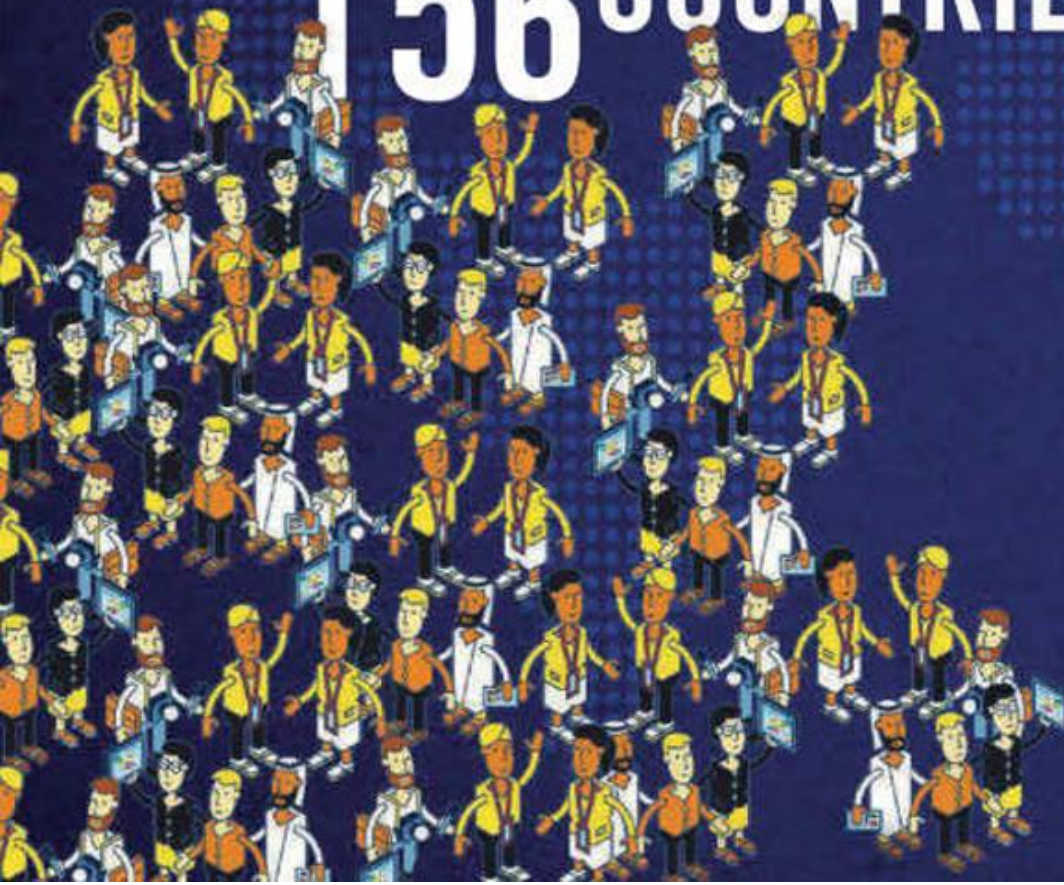


Messe
Düsseldorf

Messe
Düsseldorf



142,060
VISITORS FROM
156 COUNTRIES



74%
VISITORS FROM
ABROAD

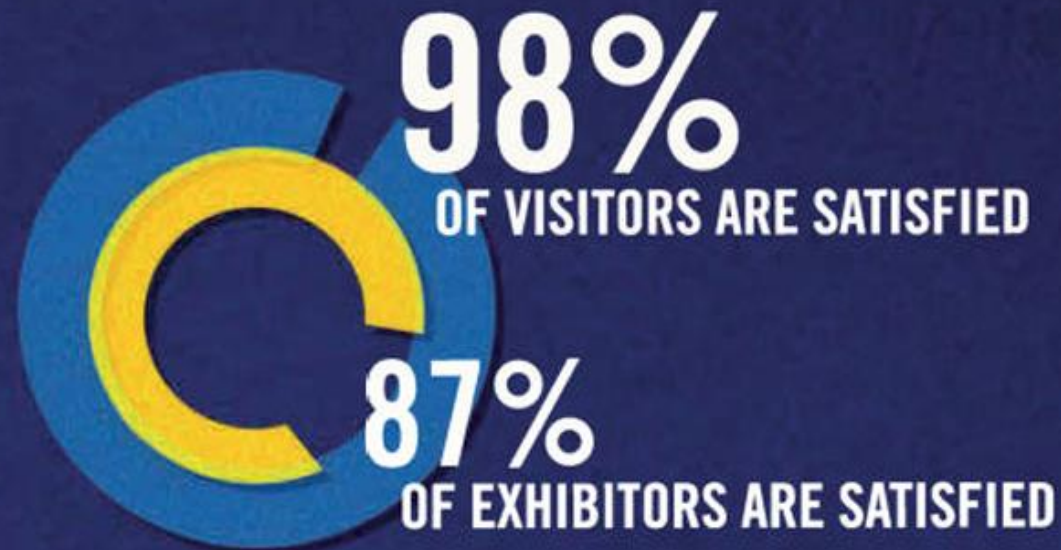


3.13 MILLION*
PAGE IMPRESSIONS

520,031*
PAGE VISITS

*DURING INTERPACK 2023

OVERALL VISITOR EVALUATION:





83% OF EXHIBITORS WERE
COMMERCIALY SUCCESSFUL



91%
OF EXHIBITORS VALUE THE PROFESSIONAL
QUALIFICATION OF THE VISITORS



2,809^{}**
EXHIBITORS
FROM 61 COUNTRIES



**INCL. COMPONENTS



95%
OF EXHIBITORS WANT
TO RETURN IN THE FUTURE



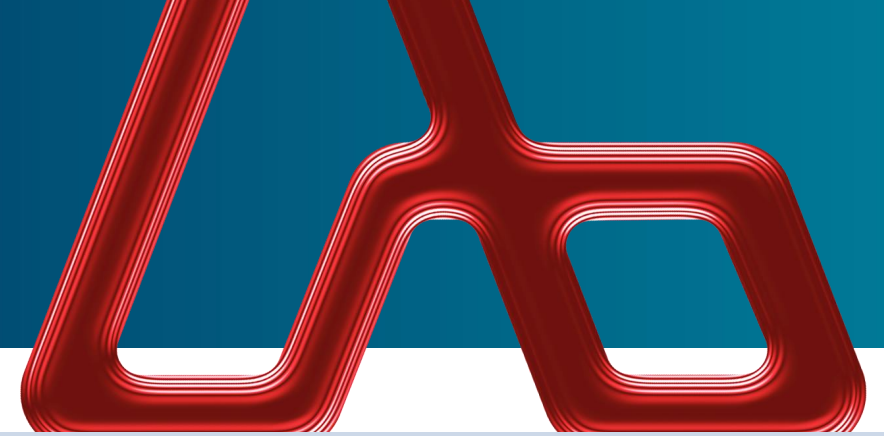
64%
OF EXHIBITORS EXPECT GOOD
BUSINESS GENERATED BY
THE SHOW



FOR 53% OF EXHIBITORS,
INTERPACK IS THE
WORLD'S **NO. 1** TRADE FAIR.



Missão **INTERPACK 2026**



Hot Topics

Circular Economy



Resource Management



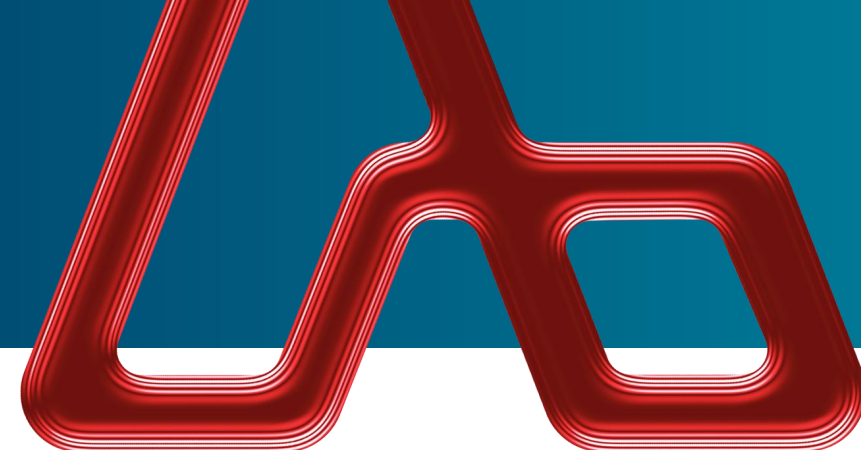
Digital Technologies



Product Safety



Missão **INTERPACK 2026**



CATEGORIAS INTERPACK

- Alimentos
- Bebidas
- Produtos farmacêuticos
- Cosméticos e higiene pessoal
- Bens de consumo (não alimentares)
- Bens industriais
- Materiais de embalagem, suportes de embalagem e produção de embalagens
- Processos e máquinas para confeitaria, panificação e produtos farmacêuticos
- Serviços

THAT WAS
SIMPLY
AMAZING!

FURTHER INFORMATION:



INTERPACK.COM/FIGURES

A large, stylized red letter 'A' is the central focus of the image. The letter has a thick, multi-lined appearance, giving it a three-dimensional or embossed look. It is set against a background that is split horizontally: the top half is a solid blue color, and the bottom half is white. The letter 'A' is positioned such that its top points towards the top of the frame, and its base rests on the white background.

Interpack Informativo diário

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interpack news

2023 neue verpackung



By means of extrusion, the seaweed can transform into products such as granules, sheets, film or 3D-molded parts.

The seaweed can be extruded directly to produce a granulate, for example. Extraction of the polymer components is not necessary.

Thanks to the extrusion process, continuous and flexible processing of the seaweed is possible.

Algae as a raw material – a niche with potential

Why not use seaweed as a raw material for simple and more sustainable packaging solutions – for example as films for detergent or dishwasher tabs? Brabender has been researching the processing of this cost-effective and sustainable raw material source together with the TU Dresden and the University of the Philippines.

The production of polymers for plastic manufacturing from land-based renewable raw materials is costly and requires many resources. In fact, the CO₂ footprint of the materials is large. Polymers are produced in large quantities and for many decades the economy and plastic have been further developed and optimized worldwide. Nature has developed much more efficient processes. The first algae emerged about three billion years ago, far before land plants. They have continued to develop and adapt until today. Today's marine algae are able to produce large quantities of polymers in a short time with the help of sunlight, CO₂, salt water and nutrients. The CO₂ footprint of this so-called polymer synthesis is even negative, as CO₂ is absorbed," explains Ludwig Schmidtchen, head of the seaweed polymer project at Brabender.

Plastics from algae are economically competitive

The approach devised at the TU Dresden at the Institute of Natural Materials Technology, Chair of Processing Machine Processing Technology, and further developed at Brabender, is to produce the seaweed directly from the polymer material by means of extrusion. The process is basically a reworking of the seaweed by means of extrusion from the dried product such as granulate, seaweed, film or 3D-molded parts. All the components of the seaweed are then also included in the final product. With this approach, processing is reduced to a minimum. The use of the CO₂ footprint of the raw material, the process from the product, its use and disposal therefore has the potential to be minimal. Due to the simplicity of the manufacturing process and the low raw material costs, the material from seaweed not only has great po-

tential to provide an environmentally friendly alternative to plastic, but also to be economically competitive. At the beginning of the material cycle, the seaweed is harvested from the ocean. Solar energy, seawater, CO₂ and nutrients produce a polymer, which contains seaweed protein, i.e., a biomass containing multiple sugars. After about 47 days, the seaweed has grown to the appropriate size and can be harvested. At this point, the seaweed consists of about 85% water. The water content is reduced by drying to the point where the seaweed is suitable for storage. Storage over longer periods of time is therefore possible. "Seaweed is a natural product that has a fluctuating composition depending on many factors such as the place of cultivation or the harvest season. For industrial processing, it is important to ensure the quality of the raw material and evaluate it with regard to processing," Schmidtchen notes.

application and the structure of the supply chain. The packaging of most technical parts, for example, is produced from a film in the next step. "The packaging can theoretically be recycled after use in order to directly produce a product from again, however, such recycling cycles do not yet exist," says Schmidtchen. Therefore, it is also possible to produce a by-product from the packaging. Macromolecular waste or fertilizer for countermeasures before industrialization, and the packaging contains all the components of the seaweed. Since the appropriate effective system exists here either as far as the best option is to biologically recycle the material with the organic waste.

A combination of biodegradability, depending on many factors such as the place of cultivation or the harvest season. For industrial processing, it is important to ensure the quality of the raw material and evaluate it with regard to processing," Schmidtchen notes.



With the use of seaweed as a raw material source for packaging, Brabender follows the code to create a circular approach.

and hence competing have been carried out successfully and sustainably. However, there are different options depending on the region, which are also affected by the processing. Regions near the equator are particularly suitable for seaweed cultivation. These conditions are very similar all year round, so that cultivation and harvesting can take place all year round.

The material obtained follows the principles of the circular design principle. With regard to the plastic from seaweed certified by the F&E Development Protection & Management Agency?

Use of material from algae depends on applications

The polymer material produced from seaweed can replace plastic in various applications. The substitution of all plastic used today will neither be technically possible nor would it make ecological sense. For disposable applications, the use of today's plastics is often not absolutely necessary and even brings negative effects, especially in terms of environmental pollution and resource consumption. It is precisely for such applications that an alternative made from algae makes sense. According to the current state

2023 neue verpackung

interpack news

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"We want to demonstrate what is technically and economically feasible"

Follow-up interview with by Ludwig Schmidtchen, Head of the Seaweed Polymer Project at Brabender

What made you decide to process seaweed into plastic? Ludwig Schmidtchen: The idea came about during a course at the TU Dresden. It was about alternatives to wood for paper production, as the resource wood is limited. This led me to the question of which renewable raw material could be available in large quantities at all without losing great competition in the use of the raw material in the cultivation area. This research led to seaweed. The ocean area is 70% of the earth's surface, and this is a very naturally available and compressed to the land area. The potential use is more for the production of renewable raw materials such as seaweed already connected machine search in this direction.

In which regions of the world could the algae be cultivated? Schmidtchen: Seaweed is found everywhere, however, there are different options depending on the region, which are also affected by the processing. Regions near the equator are particularly suitable for seaweed cultivation. These conditions are very similar all year round, so that cultivation and harvesting can take place all year round.

The material obtained follows the principles of the circular design principle. With regard to the plastic from seaweed certified by the F&E Development Protection & Management Agency?

Schmidtchen: We don't have any concrete goal for certification yet. But if we want to demonstrate what is technically and economically feasible. Therefore, the development goes for a market launch, the more important the material of certification will become. For example also of biodegradability, where the faster comes, we will see which certifications are necessary and what an OFPA certification can be one of them.

I was convinced by the potential to use the sea area more for the extraction of renewable raw materials."

What is the diversity range of the algae species? Schmidtchen: Unfortunately, I cannot give an exact measured value. It will probably be similar to other plastics in the range of a gram.

Can you state the carbon footprint of a seaweed-based product? Schmidtchen: We cannot give a concrete value. There are still too many unknowns in the possible supply chain and production. Because the polymer synthesis takes place in nature and therefore seaweed is processed without pre-treatment, otherwise any energy-intensive steps such as polymer synthesis or ex-

traction of polymers from biomass are not necessary. Consequently, we expect the materials to have a significantly smaller carbon footprint than other packaging materials.

What could be the mechanical properties of the material? Schmidtchen: If the pure seaweed is used, then one obtains a material with high strength. At the same time, it is very brittle and has only minimal elasticity. By using natural softeners, strength and elasticity can be adjusted in such a way that, for example, a film is obtained that can be used for packaging dishwasher tabs.

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THE FUTURE IS HERE



Discover our innovations in coding and marking at Hall 8b, Booth C14

Become an Interpack hero – our stand artist is waiting for you!

GET A FIRST LOOK AT OUR NEW LAUNCHES

Discover how you can boost productivity with our innovative products.

ENHANCE YOUR AUTOMATION

Join up your operations with our connectivity solutions.

WATCH LIVE DEMONSTRATIONS

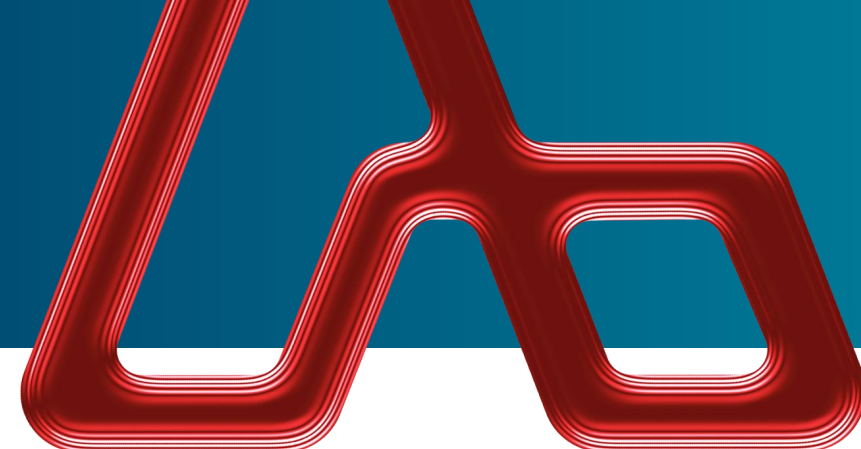
See how we can support faster, more efficient performance.

TALK TO OUR EXPERTS

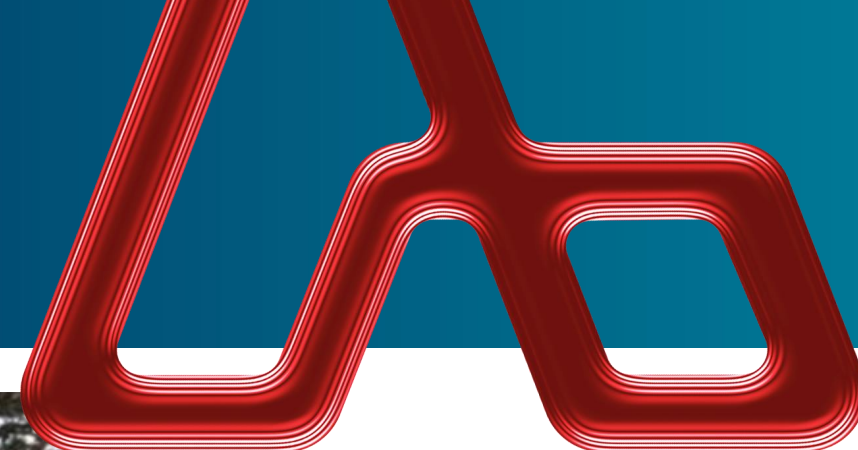
Get one-to-one advice on printing, labeling and coding.

Interpack 2026

“mais que uma feira...”



Missão **INTERPACK 2026**



 **YouTube**

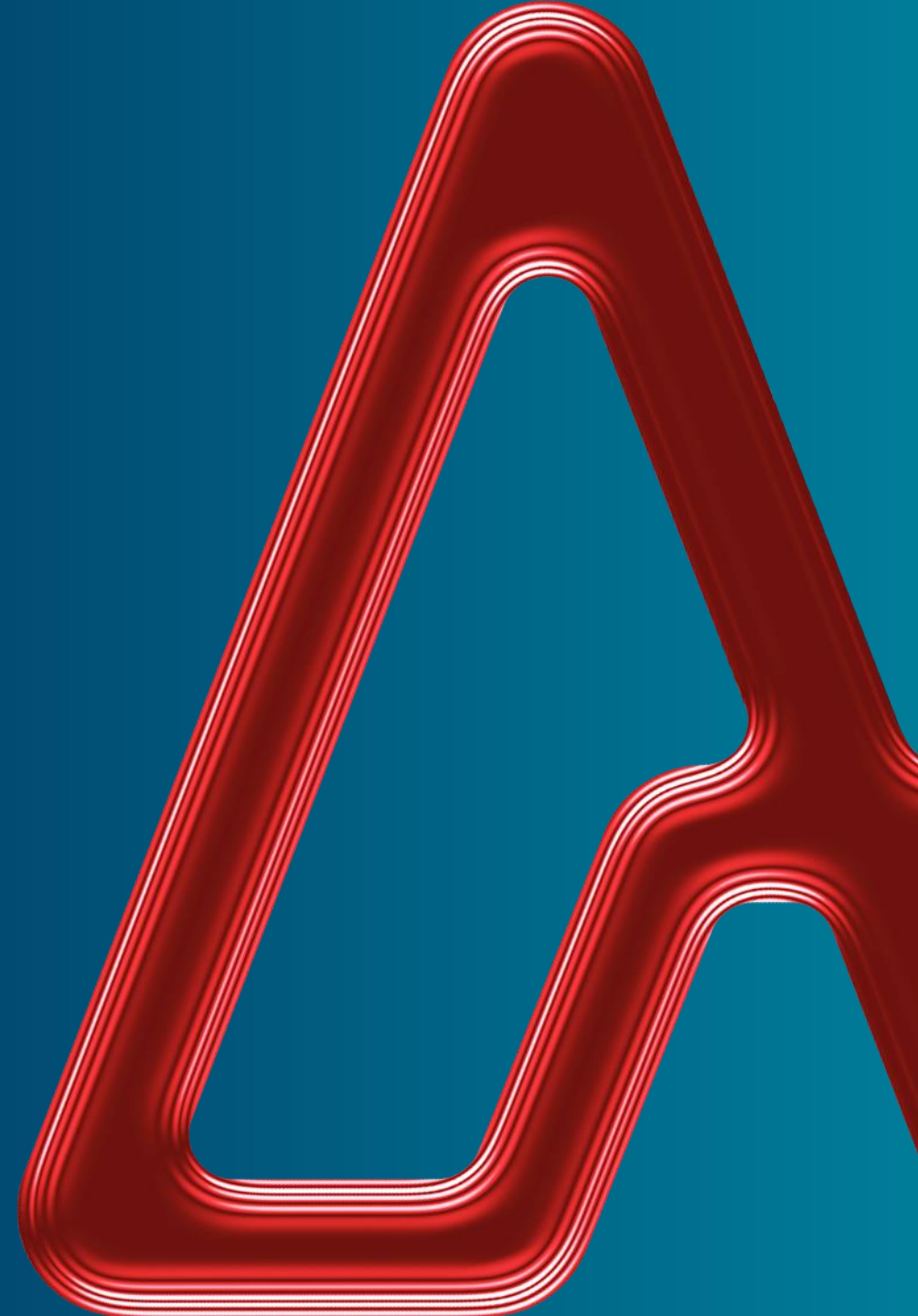
https://youtu.be/-ZPSXcGea_o



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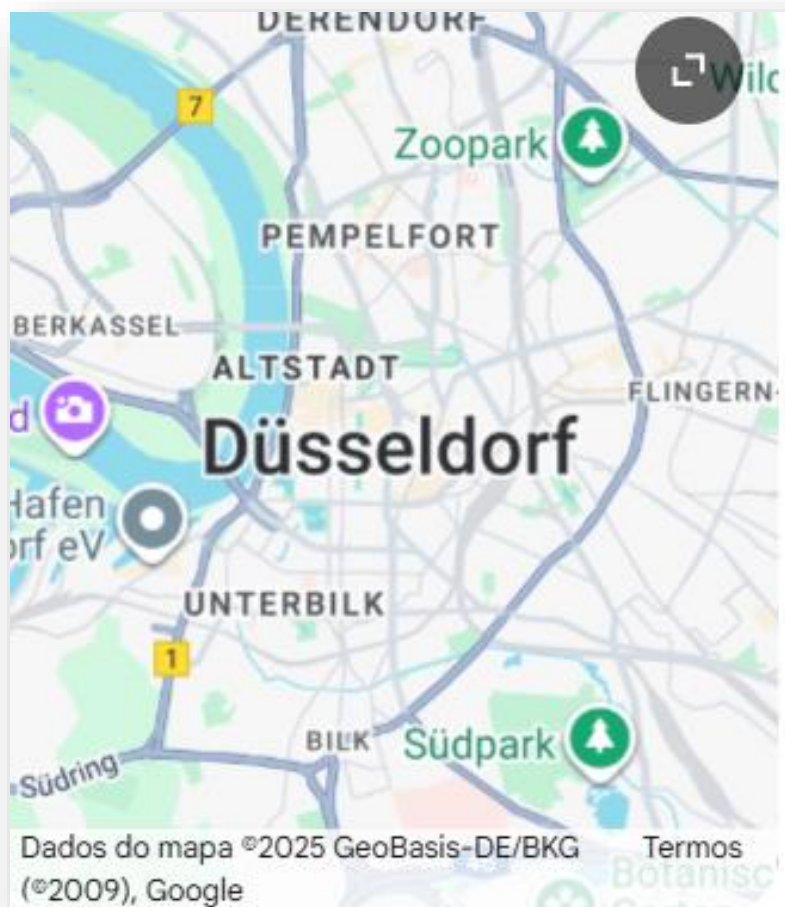
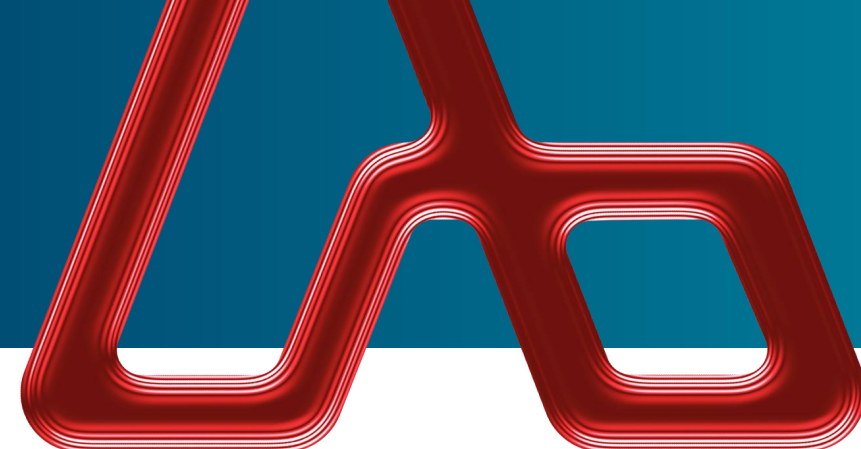
Interpack 2026

além da feira...



Missão ABRE

Düsseldorf



Düsseldorf é uma cidade na parte oeste da Alemanha conhecida pela indústria da moda e pelo cenário artístico. É dividida pelo rio Reno, com a Altstadt (Cidade Antiga) na margem oriental e as modernas áreas comerciais a oeste. Na Altstadt, a igreja de St. Lambertus e a Schlossturm (Torre do Castelo) datam do século XIII. Ruas como Königsallee e Schadowstrasse são repletas de boutiques.

Altitude: 23,35 - 165,20, média 38 m

Código postal: 40210 - 40629 (antigo: 4000)

Coordenadas geográficas: 51° 14' N 6° 14' E

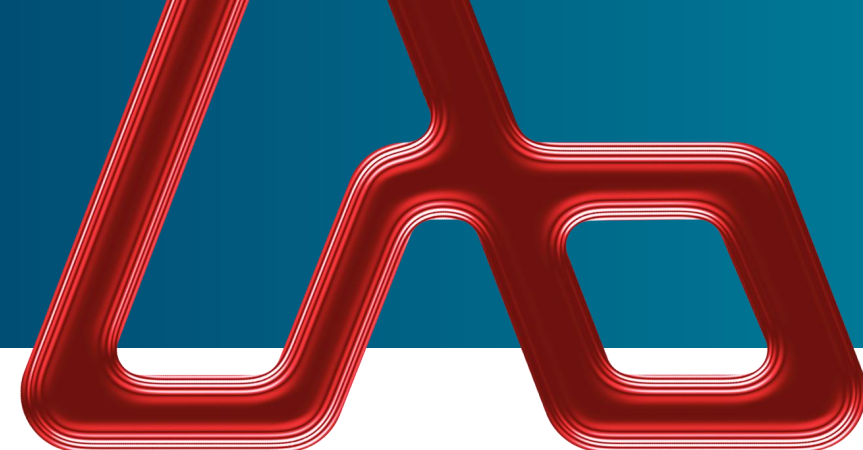
Densidade populacional: 2.758 hab./km²

Distrito: distrito urbano

Estado: Renânia do Norte-Vestfália

País: Alemanha

Missão ABRE Düsseldorf

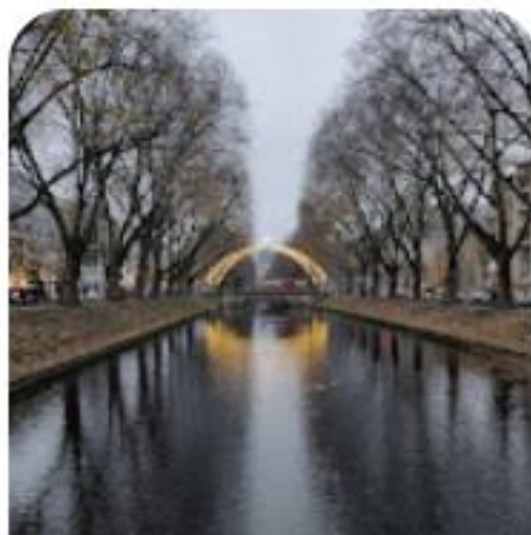


Museu Kunstpalast

4.6 ★ (4,9 mil)

Museu de arte

R\$ 100,25



Königsallee

Trajeto



Rheinturm

4.5 ★ (15 mil)

Torre de telecomuni...

R\$ 78,32



Schloss Benrath

4.5 ★ (12 mil)

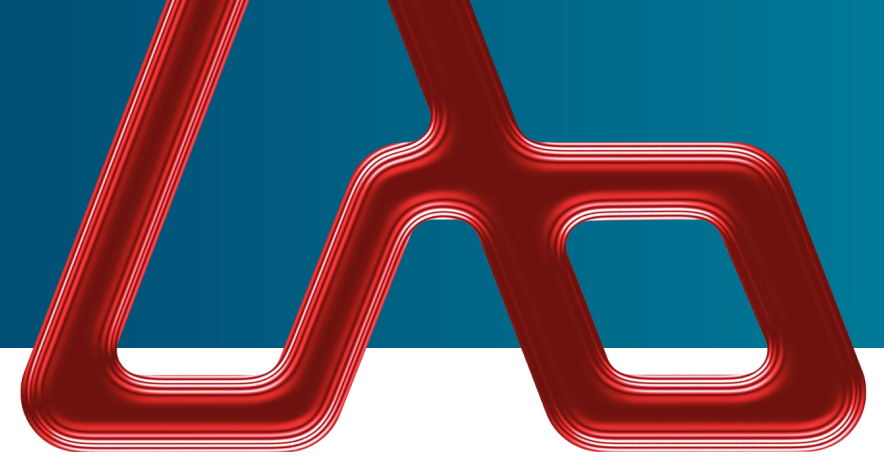
Castelo

R\$ 62,66

Missão ABRE Düsseldorf



Missão ABRE **Düsseldorf**

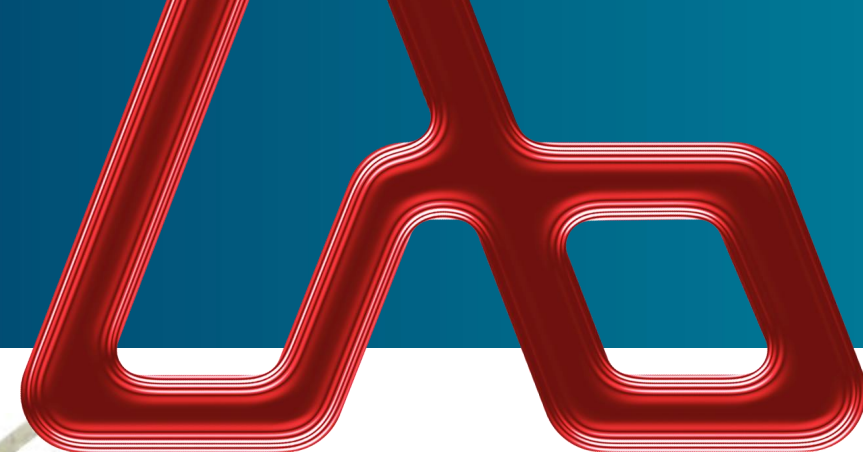


Catedral de Colônia (cidade próxima a Düsseldorf)



INTERPACK 2026

NOS ENCONTRAMOS LÁ COM A ABRE



vimeo

<https://vimeo.com/825454300>

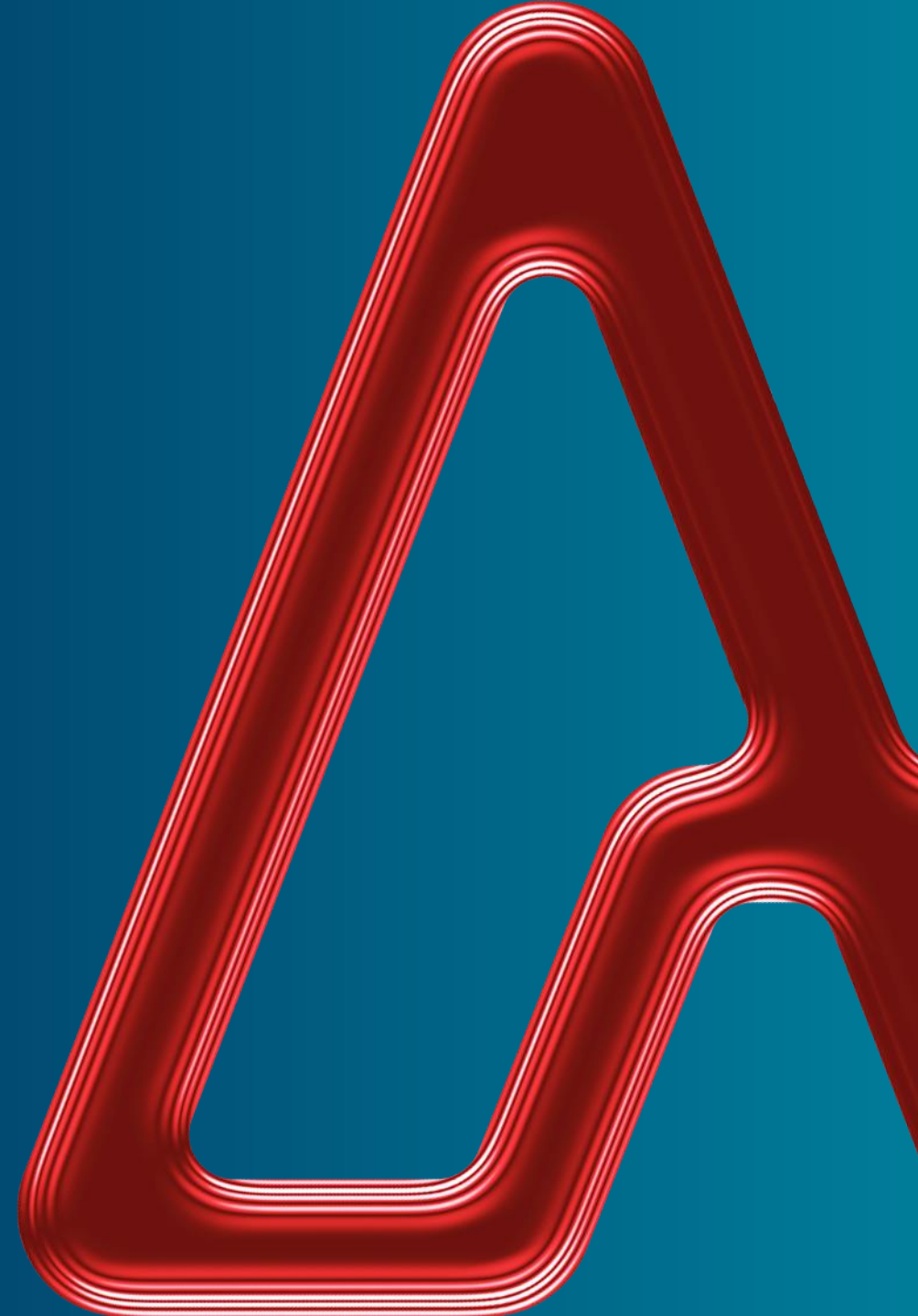


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DA EMBALAGEM

MISSÃO ABRE 2023

Cristina Sartoretto

[Clique aqui](#) e confira os destaques da
última Missão





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BRASILEIRA
DA EMBALAGEM

Mais informações:

Isabella Cavinatto Salibe
Gerente de Sustentabilidade e Projetos Especiais
11 98473-1441 | isabella@abre.org.br

Nos vemos em Düsseldorf!

