

Press release May 12, 2017

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First Hackathon Topic Confirmed as 'ACCEPTANCE OF NANO TECHNOLOGY'

The first of four Hackathons, which will be major aspects of this year's **World Congress on Active & Intelligent Packaging**, has been confirmed as looking at **the consumer and regulatory acceptance of nano-technologies in packaging**. It will be coordinated by AIPIA and the EU Horizon 2020 funded NanoPack project.

AIPIA is adding a series of HACKATHONS to its World Congress. The HACKATHONS will involve groups of **delegates, experts, speakers and suppliers in interactive sessions** where they get together as a team to brainstorm and develop a potential solution. Then the ideas can go to the next stage.

Commenting on the Hackathon topic, AIPIA's executive director Eef de Ferrante said, **"This is a hugely topical subject.** Nanotechnologies have a lot to offer in terms of active packaging, but **attitudes to nanomaterials are mixed.** This needs to be addressed if we are to make progress with implementing these solutions."

"Food waste and food security is top of the agenda in most parts of the world and the need to improve both is **urgent.** Nanotechnology offers real advantages but must gain more support and acceptance. The Hackathon will be a great opportunity to come up with ideas," he pointed out.

Dr. Ester Segal, NanoPack's coordinator explained, "Nanotechnology can and will enhance food safety for consumers by significant growth inhibition of food-borne microbes, which in turn will prevent food-borne illness outbreaks and early spoilage. **Europe will become the leader in food nanotechnology and smart antimicrobial packaging,** which can help to increase competitiveness and growth."



“We are delighted to be able to use the platform of AIPIA Congress to **reach out to a wide spectrum of stakeholders** at this early stage of the project. It is an ideal opportunity to gather information, gauge attitudes and opinions, to help us address some of the challenges we face,” she added.

The Hackathon is **an invitation only event** for specified delegates and takes place at the World Congress on November 2nd in Amsterdam.

NanoPack aims to develop packaging based on natural nanomaterials that will prevent food-borne illness outbreaks and reduce food waste caused by early spoilage. These active polymer films exhibit broad-spectrum antimicrobial properties unmet by existing state-of-the-art materials, which include currently used nanomaterials such as silver particles, which have raised health concerns of toxicity and microbial resistance. For more information visit: www.nanopack.eu .

To find out more about the AIPIA Congress 2017 visit www.aipia.info

About NanoPack:

NanoPack project is an 18 strong consortium, which include Brand Owners, as well as leading industrial and research institutes from all over Europe. NanoPack is working on the development of new packaging materials technologies using natural Halloysite Nanotubes (HNTs) which will demonstrate state-of-the-art antimicrobial packaging solutions for perishable food. Importantly the work also addresses consumer acceptance issues including the safety and regulatory landscape.

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