



# INSTITUTO DE<sup>®</sup> EMBALAGENS

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**Ensino & Pesquisa**

Teaching & Research

A decorative vertical bar consisting of two parallel green lines, located on the left side of the slide.

OUR MAIN ROLE

**IT'S APPROACHING WHO NEEDS**  
INFORMATION TO THOSE WHO  
DOMINATE TECHNOLOGY AND  
INNOVATION, AND ALSO NEED  
DIVULGATE IT TO THE MARKET.



||

OUR BELIEF IS THAT  
BETTER PACKAGING  
MAKES A BETTER WORLD.



ASSUNTA CAMILO  
DIRECTOR



SIMONE RUIZ  
SENIOR CONSULTANT



EDENILSON SANTOS  
MARKETING ANALYST



ANTONIO ANDRADE  
CONSULTANT AND PROFESSOR



MARGARET HAYASAKI  
JOURNALIST



CLAUDIO MARCONDES  
CONSULTANT AND PROFESSOR



MARIA LUIZA  
FINANCIAL



CASSIA SANTOS  
SALES



SILAS OLIVEIRA  
WEB DESIGNER



MAGDA CERCAN  
CONSULTANT AND PROFESSOR

## OUR TEAM.

Multidisciplinary team of experienced professionals, with expertise in packaging engineering, materials, marketing, project management, design, market development,, packaging projects, and others.

More than 16<sup>th</sup> years  
spreading knowledge  
about packaging and  
building a  
relationship network  
that grows more and  
more.



# CONTINUOUS UPDATE



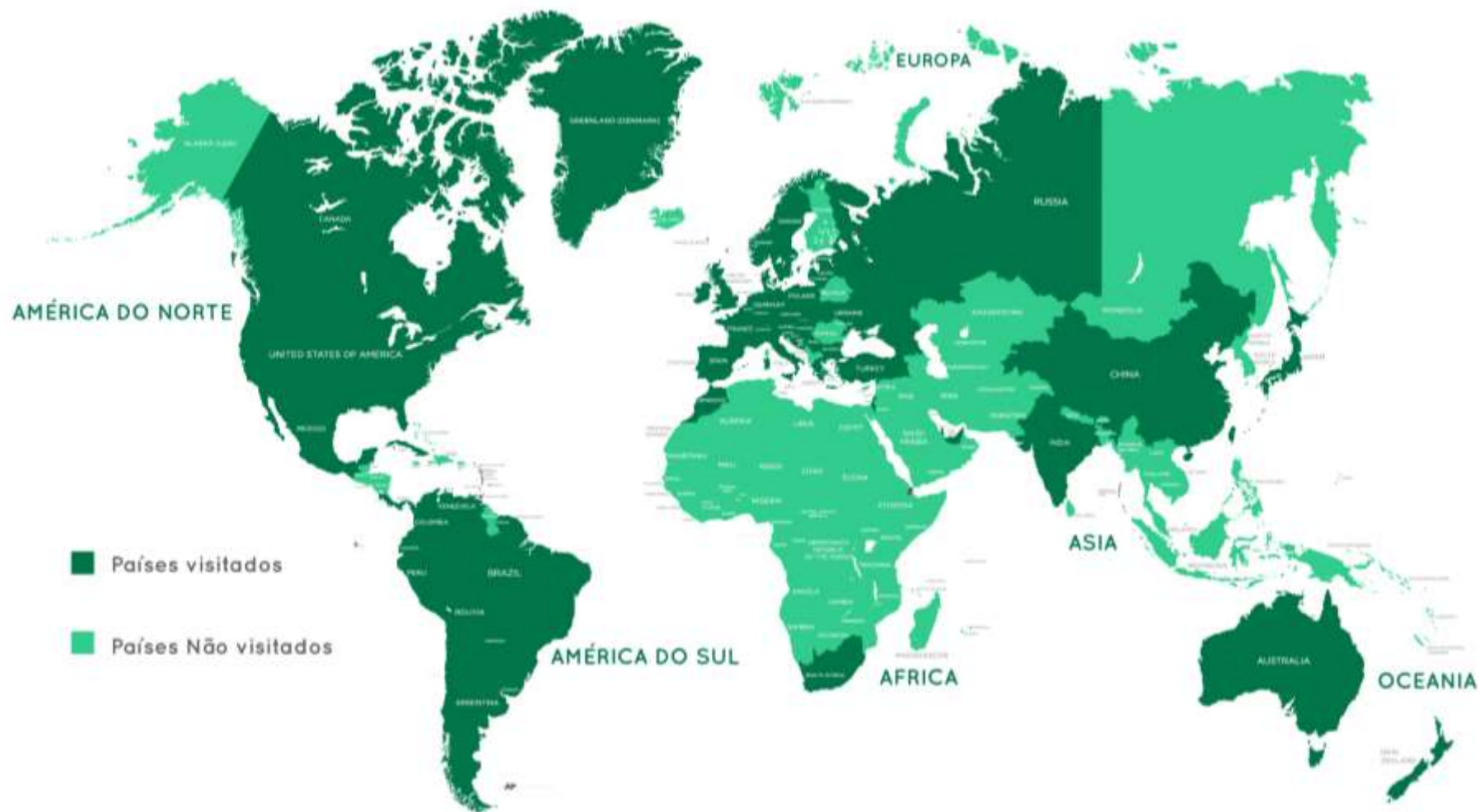
## INTERNATIONAL TRADE SHOWS

Continuous investment in researches, visiting the main international trade shows and points of sales around the world.



# + 80 VISITED COUNTRIES

Instituto de Embalagens investments continuously in researches, visiting the main international trade shows and points of sales around the world.





||

# SUPPORTING INSTITUTIONS

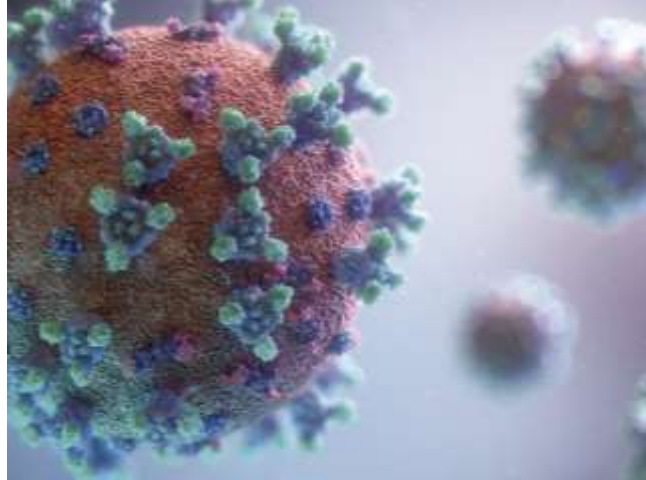


# SPONSORS

More than 170 companies are supporting the knowledge in packaging.



580  
Published  
Articles



## THE WORLD AND POST-PANDEMIC PACKAGING COVID -19

The coronavirus pandemic in 2020 changed the order and importance relationship between the main consumption trends

[READ MORE](#)



## ITALY BORDERS

Whenever we think of Italy, the joy of living of Italians who speak with their hands comes to mind.

[LEIA MAIS](#)



## BETTER PACKAGING PROPOSALS FOR A BETTER WORLD

R-PET packaging, returnable packaging and inclusive packaging are among the examples of new trends

[READ MORE](#)



+ 13.507  
members.

It is the digital platform of the Instituto de Embalagens that supports the mission of taking unbiased and impartial information to the greatest number of professionals as possible.

“The Packers” are professionals who work in the companies that produces packaging, materials or finish goods Industries (end users or brand owners) that use packaging.



Site



Clube da Embalagem (Packaging Club) – General View



GOOGLE ANALYTICS

<http://www.clubedaembalagem.com.br>

Adicionar análise

Adicionar métrica

72.033 -1,81%

SESSÕES ⓘ

85,44% +7,25%

NOVAS SESSÕES ⓘ

62.150 +5,11%

USUÁRIOS ⓘ

111.683 -1,83%

VISUALIZAÇÕES DE PÁGINA ⓘ

1,55 -0,02%

PÁGINAS POR VISITA ⓘ

78,73% -0,23%

TAXA DE REJEIÇÃO ⓘ

00:00:59 -0,56%

TEMPO MÉDIO DA SESSÃO ⓘ



# SOCIAL MEDIA

*Instituto de Embalagens makes available the sponsors' participation in our social networks, using contents related to its brand and projects developed. Through our social networks, we disseminate knowledge and innovations about packaging, in addition to strengthening the relationship between our audience and sponsors.*







## INSTAGRAM BUSINESS

@institutodeembalagens

5.097

NÚMERO DE SEGUIDORES ⓘ

552.592 +0,77%

ALCANCE TOTAL ⓘ

729.117 +8,44%

IMPRESSÕES TOTAIS ⓘ



## LINKEDIN

Instituto de Embalagens

5.913

TOTAL DE SEGUIDORES ⓘ

163

NOVOS SEGUIDORES ⓘ

7.599

ALCANCE ⓘ

14.756

IMPRESSÕES ⓘ



## GOOGLE ANALYTICS

http://www.institutodeembalagens.com.br

37.390 +54,90%

SESSÕES ⓘ

70,94%

NOVAS SESSÕES ⓘ

26.576 +50,48%

USUÁRIOS ⓘ

121.176 +101,32%

VISUALIZAÇÕES DE PÁGINA ⓘ

3,24 +29,97%

PÁGINAS POR VISITA ⓘ

33,95% -36,09%

TAXA DE REJEIÇÃO ⓘ

00:02:04

TEMPO MÉDIO DA SESSÃO ⓘ



## SOCIAL MEDIA PERFORMANCE

Assunta Camilo's profile

Followers	New followers	Reach (*)	Views
20.402	5.420	76.312	105.433



INSTITUTO DE<sup>®</sup>  
EMBALAGENS  
Ensino & Pesquisa

*"Um livro, uma caneta, uma criança  
e um professor podem mudar o mundo"*  
Malala Yousafzai – Prêmio Nobel da Paz 2014

# Calendar 2022

## FEBRUARY 2022

S	M	T	W	T	F	S
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	01	02	03	04	05
06	07	08	09	10	11	12

**COURSES AND WORKSHOPS**  
GULFOODS - DUBAI  
20-23 Feira Internacional

## MARCH 2022

S	M	T	W	T	F	S
27	28	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	01	02
03	04	05	06	07	08	09

**COURSES AND WORKSHOPS**  
INNOVAPACK  
15-18 - Feira Nacional  
CURSO COMPLETO DE EMBALAGENS  
21-31 - Aulas Online

## APRIL 2022

S	M	T	W	T	F	S
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**COURSES AND WORKSHOPS**  
CURSO COMPLETO DE EMBALAGENS  
01 - Apresentação dos Projetos  
EXPOPRINT  
03-09 Feira Nacional  
CURSO EMBALAGENS FLEXÍVEIS  
18 - 22 - Aulas Online |  
29 - Apresentação dos Projetos  
ANUGA FOODTEC - ALEMANHA  
26 - 29 Feira Internacional

## MAY 2022

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04

**COURSES AND WORKSHOPS**  
WORKSHOP EMBALAGEM  
& SUSTENTABILIDADE  
20-23 Evento

## JUNE 2022

S	M	T	W	T	F	S
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02

**COURSES AND WORKSHOPS**  
CURSO EMBALAGENS PAPEL E  
PAPELCARTÃO  
15-17 - Aulas Online |  
24 - Apresentação dos projetos



INSTITUTO DE EMBALAGENS WORKSHOPS



INSTITUTO DE EMBALAGENS COURSES



NATIONAL AND INTERNATIONAL FAIRS



NATIONAL HOLIDAY



INSTITUTO DE  
EMBALAGENS  
Ensino & Pesquisa

"Um livro, uma caneta, uma criança  
e um professor podem mudar o mundo"

Malala Yousafzai – Prêmio Nobel da Paz 2014

# Calendar 2022

## JULY 2022

S	M	T	W	T	F	S
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06



## AUGUST 2022

S	M	T	W	T	F	S
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10



## SEPTEMBER 2022

S	M	T	W	T	F	S
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01
02	03	04	05	06	07	08



## OCTOBER 2022

S	M	T	W	T	F	S
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05



## NOVEMBER 2022

S	M	T	W	T	F	S
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	01	02	03
04	05	06	07	08	09	10



INSTITUTO DE EMBALAGENS WORKSHOPS



INSTITUTO DE EMBALAGENS COURSES



NATIONAL AND INTERNATIONAL FAIRS



NATIONAL HOLIDAY





## COURSES AND WORKSHOPS

The Instituto de Embalagens courses and events combine theoretical and practical knowledge. The faculty is made up of professors with extensive national and international experience, and the necessary skills in productive areas. In addition to guest speakers, industry experts.



COURSES AND  
WORKSHOPS

SO FAR :

94  
COURSES

131  
WORKSHOPS

12.660  
TRAINED  
PROFESSIONALS

CURSO  
**COMPLETO DE  
EMBALAGENS**  
DO AÇO AO VIDRO

CURSO  
EMBALAGENS DE  
**PAPELCARTÃO**

CURSO EMBALAGENS  
*Flexíveis*

CURSO  
**PROJETO DE  
EMBALAGENS**

**CURSO  
EMBALAGENS  
FLEXÍVEIS  
EXPRESS**

**CURSO  
EMBALAGENS  
PAPELÃO  
ONDULADO**

CURSO EMBALAGENS DE  
**TRANSPORTE**

WORKSHOP  
**EMBALAGEM &**  
SUSTENTABILIDADE

FÓRUM  
**EMBALAGEM &**  
SUSTENTABILIDADE

# SPECIAL PROJECTS

# KIT OF PACKAGING REFERENCES

The awarded "Kit de Referência em Embalagens®", Instituto de Embalagens' project, has a Guide of references – complete material to introduce the professional to the world of packaging - and the Glossary & References - with the main terms, fairs and events of the sector. It also brings samples of 70 different packaging materials: polymers, plastic sheets, steel, aluminum, glass, papers and paperboard.



## CUSTOM EDITION

Possibility of personalized and exclusive booklets for your company.

Nós,  
as embalagens  
e o meio ambiente

• Cartilha de Educação Ambiental •

Environmental education booklet





# 20 Published books

Our publications bring all packaging system , from the concepts to the final disposal, including marketing, design, materials, processes, equipment and sustainability.

[www.betterpackagingbetterworld.com](http://www.betterpackagingbetterworld.com)



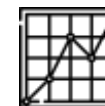
||

# WHY SPONSOR THE FLEXIBLE PACKAGING BOOK?

# WHY SPONSOR THE FLEXIBLE PACKAGING BOOK?



STAY IN EVIDENCE



BE PART OF THE  
MOVEMENT BY AWARE OF  
THE IMPORTANCE OF THE  
PACKAGING



THE VISIBILITY AND  
CREDIBILITY OF THE  
INSTITUTO DE  
EMBALAGENS



ACTIVE RSVP SERVICE  
FOR YOUR VIP  
CONTACTS

## WHY SPONSOR THE FLEXIBLE PACKAGING BOOK?

By sponsoring the Instituto de Embalagens projects, your company is demonstrating that it encourages the knowledge and development of packaging professionals in Brazil. Operating for more than 15 years with teaching and research on packaging, the Instituto de Embalagens has trained more than 11,000 professionals.

### GENERATE LEADS

In our courses and workshops, your brand is exposed to an audience interested in your product or service through banners and distribution of catalogs and gifts to participants. In addition, it is an excellent opportunity to network.

### BRAND VISIBILITY

Your company can increase the visibility of your brand on our sites:

[www.institutodeembalagens.com.br](http://www.institutodeembalagens.com.br)

[www.clubedaembalagem.com.br](http://www.clubedaembalagem.com.br)

[www.betterpackagingbetterworld.com](http://www.betterpackagingbetterworld.com)

Your brand will be on our websites with a link to your page and on the other materials (flyers, banners, invitations, ads) of the project you support.



# Plastics in Packaging

Issue 246: October 2019

## CIRCLE OF LIFE

*How companies are adopting circular economy principles to allow pride to be taken in their pack(s)*

### IN THIS ISSUE:

Peelability  
Tethered caps  
Beer in plastics  
Luxury packaging

[www.plasticsinpackaging.com](http://www.plasticsinpackaging.com)

# PLASTIC PACKAGING

**NEW!**  
**AVAILABLE NOW!**

Produced by a team of packaging professionals, this ground-breaking new book will undoubtedly become one of the standard works of reference for any business that involves plastics packaging. Clearly and intuitively laid out, the publication breaks down the entire plastics packaging chain into six stages from conception to final disposal, with separate chapters covering each individual step in comprehensive detail.

**Large format.**  
**464 pages,**  
**52 chapters.**  
**£50 plus postage & packing.**



Plastic Packaging is part of the highly regarded Better Packaging, Better World series from Instituto de Embalagens.

Available now at  
[sayersonline.com](http://sayersonline.com)



# PRELIMINARY COVER

Instituto de Embalagens (Packaging Institute) based in Barueri, in the Brazilian state of São Paulo, works with education and research about packaging. Its goal is to bring to the industry's professionals updated information and to provide training based on the Institute's belief: Better Packaging, Better World!

Our mission is to coordinate and carry out studies, courses, gatherings, and training that contribute to spread knowledge on packaging.

Our vision is to be the packaging knowledge center in Brazil and we have been working on that since our foundation in 2005.

For our foundation, by the way, distinguished industry professionals were brought together, targeting at disseminating high-quality information, while contributing to the sector's growth and development.

Furthermore, the Institute has focused on taking part in national and international exhibitions as a way of publicizing itself and to be known in Brazil and abroad. In addition, these are opportunities to recycle our knowledge and to, later, bring to the Brazilian professionals innovations and world trends. This is accomplished through our events and courses, which are recognized by the quality and quantity of information they bring. Additionally, they always unite a lot of professionals that also share their experiences.

So far, we have carried out more than 60 courses and 80 events about packaging, reaching more than 6000 professionals. As a result, we have been able to bring education on packaging issues to professionals in every part of the country and now worldwide, always presenting the latest trends in our sector.

[institutoembalagens.com.br](http://institutoembalagens.com.br)  
[clubedaembalagem.com.br](http://clubedaembalagem.com.br)  
[betterpackagingbetterworld.com](http://betterpackagingbetterworld.com)

O livro aborda os principais temas que precisam ser conhecidos para o desenvolvimento de uma boa embalagem flexível, como design, tendências e inovações, processos de impressão e fabricação, materiais e estruturas, processos, matérias-primas e insumos; desde a concepção até as questões de disposição.

The book comprises the main issues that need to be known for development of superior flexible packaging, such as design, trends and innovations, as printing and manufacturing processes, materials and structures, processes and raw materials; from conception to responsible disposal.

Assunta Napolitano Camilo - Instituto de Embalagens

Uma das principais ferramentas para a competitividade é sem dúvida o conhecimento. Especialmente em uma era digital como a atual, na qual somos bombardeados por informações de todos os lados e provenientes das mais inusitadas fontes, precisamos canalizar nosso potencial de aprendizado para conteúdos que realmente valham à pena e agreguem valor à nossa vida profissional e ao bom desempenho de nossas empresas/negócios.

One of the main tools for competitiveness is knowledge. Although, especially in a digital era, in which we receive all sort of information from different sources, we need to focus our potential to learn contents that really worth and add value to our professional life and help the good performance of our companies/business.

Herman Moura é Presidente da ABIEF (Associação Brasileira da Indústria de Embalagens Plásticas Flexíveis - Brazilian Plastic Flexible Packaging Association).

Apreciamos muito os esforços do Instituto de Embalagens para aumentar o número de leitores interessados no mundo complexo e fascinante das embalagens flexíveis. As muitas exigências diferentes dos vários mercados finais só podem ser alcançadas por meio de combinações inteligentes dos materiais que proporcionam um total de oportunidades de funcionalidade, conveniência e marketing. A excelente relação embalagem-produto faz das embalagens flexíveis líderes em eficiência de recursos.

We greatly appreciate the efforts of the Instituto de Embalagens to introduce the interested readership into the complex and also fascinating world of flexible packaging. The many different requirements from the various end-markets can only be met with dedicated and intelligent combinations of the materials providing total functionality, convenience and marketing opportunities. The excellent pack-to-product ratio makes flexible packaging the leader in resource efficiency.

Guiso Auldemkamp, Diretor executivo da FPE - (Associação Europeia de Embalagens Flexíveis - Flexible Packaging Europe)



  
**INSTITUTO DE EMBALAGENS\***  
Ensino & Pesquisa

## EMBALAGENS **FLEXÍVEIS** EMBALAGEM MELHOR MUNDO MELHOR

## **FLEXIBLE** PACKAGING BETTER PACKAGING BETTER WORLD



O Instituto de Embalagens, com sede em Barueri - São Paulo - Brasil, foi fundado em 2005 por profissionais renomados na área. Trabalha com o ensino e pesquisa sobre embalagens levando aos profissionais da indústria informações atualizadas para capacitá-los conforme sua crença: Embalagem melhor, Mundo Melhor!

Nossa missão é coordenar e executar estudos, cursos, encontros e treinamentos que contribuam para o conhecimento da Embalagem.

Nossa visão é ser o Centro de conhecimento sobre Embalagem no Brasil.

Para ser conhecido e estar sempre atualizado, o Instituto de Embalagens prioriza a participação em exposições nacionais e internacionais. Com isso, traz as inovações e tendências mundiais a seus eventos e cursos que são reconhecidos pela qualidade e grande quantidade de informações, atraindo profissionais preocupados em se atualizar e compartilhar suas experiências.

Já realizamos mais de 60 cursos de embalagens e 80 eventos, atingindo diretamente mais de 6000 profissionais. Com este trabalho, conseguimos levar o ensino sobre embalagens aos profissionais em todas as partes do país, apresentando sempre o que é mais recente no setor de embalagens.

[institutoembalagens.com.br](http://institutoembalagens.com.br)  
[clubedaembalagem.com.br](http://clubedaembalagem.com.br)  
[betterpackagingbetterworld.com](http://betterpackagingbetterworld.com)

# WHY SPONSOR THE FLEXIBLE PACKAGING BOOK?

- Visibility in International Fairs and the national market;
- Relying on the experience of someone who has produced 21 books and distributed 185,000,000 books;
- Distribution list for key contacts: Packaging Managers, Press and authorities.
- E-book version in Portuguese and English.



# WHY SPONSOR THE FLEXIBLE PACKAGING BOOK?

- This book will have a special graphic project with unprecedented photographic production;
- Be part of a collection recognized worldwide by those who use packaging;
- Combine the credibility of the Instituto de Embalagens.





# E-BOOK

## Distribution

- For the stores: Amazon, Apple, Kobo, Google, Barnes & Noble, FNAC, Wook, Casa del Libro, Tolino, Tagusbooks.



## SPONSOR BENEFITS - GOLD *PLAN*

# SPONSOR BENEFITS - GOLD PLAN

- Mention of the company's name in the Press Release of the Book, before and after the launch;
- 05 (five) VIPs invitations to Instituto de Embalagens events;
- 05 (five) VIPs registrations for one of the courses at the Packaging Institute.
- 100 (hundred) copies of books;
- 50 (fifty) e-book vouchers .





# OTHER SPONSOR BENEFITS - *GOLD PLAN*

- Half page in Portuguese for publicizing the company at the end of the book;
- Half page in English for publicizing the company at the end of the book;





# SPONSOR BENEFITS - SILVER PLAN

- Mention of the company's name in the Press Release of the Book, before and after the launch;
- 03 (three) VIP invitation to Instituto de Embalagens events;
- 03 (three) VIPs registrations for one of the courses at the Instituto de Embalagens.
- 50 (fifty) copies of books;
- 25 (twenty-five) e-book vouchers .



## OTHER BENIFITS – SILVER PLAN

- A quarter page in Portuguese for publicizing the company at the end of the book;
- A quarter page in English for publicizing the company at the end of the book.





SPONSOR BENEFITS -  
BRASS PLAN



# SPONSOR BENEFITS – BRASS PLAN

- Mention of the company's name as Supporter in the Press Release of the Book, before and after the launch;
- 02 (two) VIPs registrations for a course from the Instituto de Embalagens;
- 01 (one) VIP registration for a workshop from the Instituto de Embalagens;
- 30 (thirty) copies of the book;
- 15 (fifteen) e-book vouchers .



# COMMUN BENEFITS

- **The company's name, address, telephone number, website and product line** will be added as a reference on the website [www.clubedaembalagem.com.br](http://www.clubedaembalagem.com.br);
- **Company's logo on the** Instituto de Embalagens website [www.institutodeembalagens.com.br](http://www.institutodeembalagens.com.br);
- **Company's logo on the BETTER PACKAGING BETTER WORLD collection website** [www.betterpackagingbetter.world.com](http://www.betterpackagingbetter.world.com);
- **Company's logo on banners, materials for the book launch event and press materials**;
- **Company's logo IN THE BEGINNING OF THE BOOK.**





INSTITUTO DE<sup>®</sup>  
EMBALAGENS

Ensino & Pesquisa



[consultora@ideembalagens.com.br](mailto:consultora@ideembalagens.com.br)

(11) 2854-7770 | (11) 3431-0727

(11) 972177403

Calçada das Tagetes, 27 – Condomínio Centro  
Comercial Alphaville, Barueri

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