

## intelliPACK Leadership Council

December 12, 2019 Meeting Agenda and. October 15, 2019 Meeting Minutes

**Date:** December 12, 2019 1:00 PM – 3:00 PM

**Location:** TechPlace, 5500 N. Service Road, Burlington, ON L7L 6W6

**Boardroom (QEW and Burloak)**

[Email](#)

[Directions](#)

**Call in Details: Canadian dial in numbers:**

Brantford +1.226.401.9363

Charlottetown +1.902.200.0149

Edmonton +1.587.415.0177

Montreal +1.514.800.1233

Ottawa +1.613.699.9318

Quebec +1.581.705.4251

Saskatchewan +1.306.400.1019

Toronto +1.647.977.2648

Vancouver +1.778.654.8779

Winnipeg +1.204.500.0399

**Conference ID: 279-527-716**

**Meeting room URL:** <https://join.me/intelliflexmeetroom>

## December 12, 2019 Leadership Council Meeting Agenda

**1:00 – 1:10**            **Welcome by Committee Co-Chairs**

**1:10 – 1:40**            **RoadLaunch – Cory Skinner**  
**IoT Blockchain Logistics Presentation**    <https://www.roadlaunch.com/>

Cory Skinner is the CEO & Founder of FactR, RoadLaunch, SOLD. He is specialized in Blockchain, supply chain & logistics, software delivery & AI, IoT web platforms/Apps.

Cory, MBA, is a patent holder and lead for a highly skilled team that architects, designs, & develops Supply Chain & Logistics software systems and is currently focused on an intelligent Next-Generation Supply Chain Management Platform that incorporates Decentralized Ledger technologies such as Hyperledger and Stellar Blockchains for Digital ID management, trust, and cross-border payments.

[linkedin.com/in/coryskinner/](https://www.linkedin.com/in/coryskinner/)

**1:40 – 2:10**            **STMicroelectronics – Sensor Tile**

**A high level explanation and demo of the semiconductors available to sense and monitor smart logistics.**

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

**2:10 – 2:20**            **Industry Updates**

1. AIPIA World Conference
2. IDTechEx Show
3. AdPack2
4. Others

**2:20 – 2:40**            **Committee updates**

1. Environmental Committee
2. B2B Supply Chain Committee
3. Demo Committee
4. B2C Committee
5. Outreach Committee

**2:40 – 2:50**            **New Member Prospects (including sub-committees)**

**Guest Speakers**

**Other Business**

**2:50 – 3:00**            **Schedule Next Meeting Date**

## Leadership Council Meeting Minutes – October 15, 2019 AT XRCC

### Attendees

|                                      |                             |
|--------------------------------------|-----------------------------|
| James Lee, Jones Packaging           | Yujie Zhu, Xerox            |
| Mark Baldwin, TUKU Inc.              | Marcie Vernon, INO Canada   |
| Mark Majewski, IntelliFLEX           | Todd Bukowski, PTIS Global  |
| Christina Cvetan, Ahead of the Curve | Michelle Chretien, Sheridan |
| Jim Downham, PAC                     | Ye Tao, NRC                 |
| Chad Smithson, Arylia                | Andre Dion, ICI             |
| Mickael Rougette, Voltera            | Howard Campbell, Memtronik  |
| Erica Rebrosova, Sun Chemical        | Dale Powell, Antennaprise   |
| Naudia Banton, IntelliFLEX           |                             |

### Meeting Minutes

#### 1. Welcome by Committee Co-chairs

#### 2. Updates:

- AdPack2 European super-cluster presented
- iPhone iOS13 operating system with native NFC launched
- Molson-Coors commercialization project – not a priority for M-C at this time

#### 3. Environmental Committee

- Sustainability Checklist has been published
- Distributed to PAC database (5,000 recipients) + IntelliFLEX database (2,000 recipients) + packaging newsletters
- Very little quantifiable feedback from PAC members, per Jim
- Need to continue to distribute and build on momentum to-date
- Highlight on IntelliFLEX website
- Share with AIPIA?
- Leverage LC members' social networks to share / promote. Mark M to send again to LC members

- Mark M and Jim to speak with customers for their feedback on the Checklist and advise at next LC meeting
- EU is the “Holy Grain” for sustainability including a pending ban on single-use plastics
- A lot of interest and investment in plastics sustainability in packaging plus clothes, etc. but numerous challenges
- Mark M to contact new NRC facility (beside XRCC) about Sustainability / Recycling
- Unilever at the forefront of plastics sustainability: by 2020 everything used by Unilever will be recyclable, per Christina

#### 4. B2B Supply Chain Committee

- RoadLaunch to be invited by Mark M to present IoT Blockchain Logistics solutions
- Need a Chair for this committee. Optel? Atlantic Packaging (Jeffery)?
- Olymel Meats utilizing track and trace. To be invited to present at future LC meeting
- Other meat/seafood, pharma companies?
- Andre advised NXP has introduced a new chip that combines NFC + RFID in a single chip. Both flexible and rigid versions are available
- James and/or Michelle to see if a contact can be identified to provide details on the Kruger-Staples NFC project

#### 5. Demo Committee

- Need for physical demonstration units to communicate value-propositions to end-users
- Need a list of assets that can be provided by members of the LC
- Demos can be displayed at the IntelliFLEX both at IDTechEx in November, per Mark M

#### 6. B2C Committee

- Received proposal from Sgsc (Jason Kwan) for the logo development at a cost of \$16,500



intelliPACK\_Proposa  
L\_07\_15\_2019.pdf

- IntelliPACK does not have any budget for this work
- James to speak with Paolo at Sgsc to see if they may be willing to do pro bono for the publicity, etc.
- Other logo design options
  - OCAD, Sheridan, Ryerson – school competition
  - 99Designs.com – approx. \$400
- Will be critical to have a market leader adopt the code (once available)
- **New Use Case:**
  - Kraft Cheese Slices
  - <https://www.nfcw.com/2019/10/18/364739/kraft-heinz-promotes-cheese-slices-with-tamper-resistant-nfc-tags/>

- 3 million packages
- “poor call to action”
- Need to understand success metrics

## **7. Outreach Committee**

- Digimarc
  - i. James to follow-up
- Green Network
  - i. Mark M to follow-up with Mario
- Optel
  - i. Andre and/or James to follow-up
- Couche-Tard
- Canadian Tire Innovation Lab
- Walmart Canada
  - i. decisions will be made in Arkansas
- Education sector
- AdPack
  - i. MarkM to contact again
  - ii. Andre advised they are disorganized
- AIPAI
  - i. Focus is on publications, news aggregation, and AIPAI conferences
  - ii. Strong distributions list