



Better quality of life, through
better packaging, for more people

PRESS RELEASE

WPO supports AmericaPack Summit 2021



The event invited Agatha Achindu, the founder of Yummy Spoonfuls, to discuss the ways companies can minimize packaging with innovative solutions.

September, 2021 – WPO (World Packaging Organisation – www.worldpackaging.org) is proud to announce its support to the **AmericaPack Summit 2021** scheduled to October 7 - 8 in Las Vegas, USA, in celebration of its 8th edition. This summit will gather America's leading packaging executives, innovative suppliers and solution providers LIVE at a premium location, the Wynn Encore.

The summit's primary focus is to provide a platform that effectively unites leading FMCG experts in an exclusive networking environment, providing the opportunity to pre-schedule one-to-one physical business meetings with key leading and forward-thinking executives.

Speakers include executives from Kellogg, Anheuser-Busch InBev, Loop and Microsoft. Agatha Achindu, founder of Yummy Spoonfuls, will be one of them and will discuss the ways companies can minimize packaging with innovative solutions. She suggests that one way to achieve reduced packaging waste, while ensuring recyclability, is to place emphasis on minimalist designs. "With the rise of e-commerce during global lockdowns and stay-at-home orders, 'the un-boxing experience' has shown consumer the amount of 'over-packaging' and it has challenged brands to find innovative solutions for effectively shipping packaging with minimal materials. Single material package designs are the most recyclable, and simplistic designs are trending."

Join Agatha's session and explore topics such as:

- driving recyclability with minimalism;
- innovative solutions for e-commerce packaging;
- simplistic designing strategies.

Agatha is a former IT executive at a Fortune 500 company, who left corporate America and launched Yummy Spoonfuls, a line of fresh-frozen organic food for kids, in 2006. She is a wellness entrepreneur, speaker and educator who specializes in helping American families thrive, by transforming the way they live and feed their children.

Agatha is on an unrelenting mission to make healthy food convenient and accessible for busy parents and families. A Certified Integrative Nutrition Health Coach, she extends her mission further by offering a brand perspective that amplifies her message of whole living for modern times. She is also a regular contributor to the Washington Post and has appeared in notable media outlets, such as the Today Show, CNN, CBS, Forbes, Fortune and People Magazine.

Find more information about **AmericaPack Summit 2021** via <https://bit.ly/2VH0amK> or contact Isidora Avraam at isidora@marcusevanscy.com.

About WPO

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is "Better quality of life through better packaging for more people". WPO joins 58 different countries.

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