"Innovative trends in the packaging industry"

ESADECREAPOLIS

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Topics

❑ Brief introduction on **IDEALPACK's** activity

❑ The main trends in packaging :

➢ Brand Packaging
➢ Retro Packging
➢ Convenience Packaging
➢ Active Packaging
➢ Smart Packaging
➢ Sustainable Packaging
➢ Aseptic Packaging

The "WOW FACTOR" : the 10 golden rules for a successfull package!!

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Who are we

IDEALPACK is a packaging design company specialized in the creation, research & development and industrialization of innovative packaging solutions.

IDEALPACK is an ideal partner for the end-users companies which are looking for an external support to facilitate the introduction and the developments of new products , through the use of new "original" innovative packaging solutions.

Unlike the advertising agencies and the more traditionally design companies already present on the market, **IDEALPACK** is mainly focalised on the structural and functional elements of packaging, with the target to bring to the final product a unique personality and originality.

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Who are we

Main IDEALPACK's activities are:

- **Problem solving focus on packaging**

- **Monitoring and scouting of innovative packaging solutions/technologies around the world (SPS = Smart Packaging Spot , visit www.idealpack.it)**

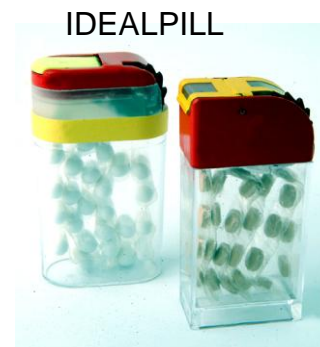- **Ideations and developments of innovative "original" solutions**

IDEALDOSE

IDEALCLIP

IDEAL FLEX-BOX

IDEALPILL

ASEPTIC SPOUT POUCH

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Introduction

In packaging , "TRENDS" tend to grow slowly, because longer lead times are required to make changes , in particulary when a product is already existing and is successfully commercialised.
Other obstacles which limit the introduction of <u>innovative packaging solutions</u> are the pursuit of the maximum production efficiency and of "zero" defects.

However in the marketplace , we see emerging <u>consumer NEEDS</u> that must be considered and satisfied , in order to not lose important business opportunities.

The scope of this presentation is to give an updated picture of the most <u>emerging and promising packaging trends</u> and showing to the audience a wide range of existing products that can "inspire" for future developments.

Introduction

EMERGING TRENDS

RETRO PACKAGING

BRAND PROTECTION

CONVENIENCE PACKAGING

SMART PACKAGING

ACTIVE PACKAGING

SUSTAINABLE PACKAGING

ASEPTIC PACKAGING

NEEDS

Lighter
Fresher
Natural
Durable
Ready to use
Longer shelf-life
Handable
Reusable
Reclosable
Unique
Uncounterfeit
Attractive
Uncoventional
Recyclable
Easy disposable

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Brand Packaging

Brand Packaging is related to the packaging activities that helps to reinforce the Brand Imagine of a product and to differentiate it from its competitors on the markeplace.

All the activities are generally directed to change/improve the:
- Graphic (texture, symbols, colours, image and photos)
- Structure (shape and form), size and the type of material used
- Packaging process (FS or FFS)

A global emerging problem for the brands is the increasing of COUNTERFEIT and FAKE products, which undermine's company reputation and weaken the brand.

Because most consumers are not able to identify a "real"product from a fake one, new brand packaging solutions, like security labels (RFID, Void, Sleeve, special inks ect) or/and IP protections (intellectual Propterties on process and registered designs) are being introduced/applied in order to defeat it.

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Brand Packaging : Examples

HOLOPRISM LABEL

VOID LABEL

LATENTOGRAM LABEL

SLEEVE LABEL

PAT.PROCESS

REG.DESIGN

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Retro Packaging

Retro Packaging = Return to the past, to traditional colors , shapes making use of "natural" material like GLASS, PAPER and METAL.

It's also called "nostalgia" design and it help to re-establish a relationship with "familiar" things and objectives used long time ago (Back to the past!).

The "Retro packaging" mainly attracts adult and helps them to remind of their own past, where everything seemed to be more natural, hand-made and more tasty.

The materials used for packing deliver to the final product a "green-sound" imagine and are generally easier to be recognised and to be collected.

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Retro Packaging : examples

GLASS

METAL

PAPER

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Convenience Packaging

Convenience packaging does not just mean "time saved" in the cooking process (quick and easy preparation = ready meals).
Consumers want also that their food and beverage products are :
- Easy to open
- Easy to reclose
- Easy to handle and to store
- Easy to transport
- Easy to dispose

In this category it's also included the emerging trend of "On-the-go" packaging solutions ; these products are frequently used and preferred in place where:
- it's expensive and complicated to sit-down for having a meal.
- there is lack of time
- the space it's limited (like cars, public transport, office, school)

 Kids and sportsman are the main target of these products!

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Convenience Packaging : Examples

STICK PACK

Active Packaging

Active packaging is used to define the changes of the conditions of the packed foods with the incorporation of certain additives into the packaging films /resins or inside the packaging headspaces and caps , with the target to extend product's shelf-life.

Active packaging solutions can be divided into two main categories:

- Absorber or scavengers to remove undesired compounds such as oxygen, carbon dioxide, ethylene and excessive water;
- Releasing systems which allow to detect undesired compounds such as carbon dioxide or allow to release (during the opening) antioxidants or ingredients that cannot last if packed inside (ex. Prebiotic)

In this category it's included also some convenience solutions like self-heating self-chilling , which are activated just before the consumption.

Active Packaging : examples

SCAVENGERS

RELEASING CAPS

SELF HEATING/ COOLING

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Smart Packaging

Smart Packaging (or Intelligent Packaging) is used to described interactive devices solutions that can indicate/notify to the consumer information about the functions and the properties of the packaged product and if it's impaired.

These type of devices can be divided in three groups:

- The <u>external indicators</u> which are attached outside the package and generally include time-temperature and physical shock indicators.
- The <u>internal indicators</u> which are placed inside the package or attached to the lid, which indicate oxygen leak , carbon dioxide and microbial presence.
- The <u>information indicators</u> which interact with the consumer and provide information of the product (ingredients and expiry date) and of its usage; product traceability, anti-counterfeiting and tamperproof can also be included in this category.

Smart Packaging : examples
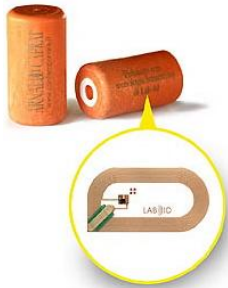
RFID LABEL

OLED PRINTED
LABEL

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Sustainable packaging

Sustainable packaging is the development of package solutions which reduces the **environmental impact** and **ecological footprint**.

The goals are to improve the long term viability and quality of life for humans and the longevity of natural ecosystems.

Sustainable packaging must meet the functional and economic needs of the present, without compromising the ability of future generations to meet their own needs.

The main targets of sustainable packaging solutions are:

- create a lighter (less consumption of material) and more compact package
- use material from renewable source and/or biodegradable resin
- develop package which are recyclable or reusable
- reduce the usage of energy, water and CO_2 emissions (process included)

Sustainable packaging : Examples

GREENBOTTLE

JUG-IT

Aseptic Packaging

Aseptic packaging can be defined as " the filling and packaging process" of a commercially sterile product into a sterile container under aseptic conditions and hermetically sealing the containers, so that re-infection is prevented".

The absence of micro-organism and of active enzymes inside the package allow to maintain the product stable for a long period of time even if it's stored at room temperature conditions.

The sterilisation of the product is obtained pre-threating it at at least 80-90°, at same conditions traditionally used for the "hot-filled" process, while the container is sterilised through a decontamination process which use hydrogen peroxide (H_2O_2) or through the utilisation of beta/gamma rays.

The first Aseptic packaging system has been introduced by Tetra Palk in 1961 (the famous Tetra-brick pack) which is still the most used and popular system, with more than tens billions of packs sold each year world-wide.

The aseptic packaging process is applicable to all products, independently by their acidity level (pH)

Aseptic Packaging

The main advantages of the "aseptic packaging" technology are:

A. Keep the product <u>fresh</u> in a longer period time, up to one year of shelf-life, without adding preservatives or natural additives.

B. The product can be stored/ preserved <u>at room temperature</u> and it's not necessary to be refrigerated.

C. The product keeps unchanged its organolectics and nutritional properties, its natural colour, its consistency and its natural taste.

D. The "aseptic process" make use of less energy if compare with other process, both in the production phase but above all in the logistic and distribution phases.

E. The packaging line is very compact and reliable

F. The material used for packaging is lighter, easy to manage, to store, to transport and to dispose

G. The packages are easy to personalise, to taylor-made even for little quantities.

New Aseptic packaging solutions

DAIRYSTIX

ECOLEAN

THE "WOW FACTOR"

The 10 "golden rules" to keep in mind for a successfull package

1 - Create a strong visibility on the point of sale
2 - Create curiosity in its segment (be unique, unconventional)
3 - To extend the occasion of usage (On-the-go, vending machine, dispenser ect..)
4 - Attention to tradition and to the past (Retro/Nostalgia packs)
5 - Easy and intuitive to use and to manage (**K**eep**I**t**S**uper**S**imple rule)
6 - Easy to handle, to distribute , to transport and to dispose
7 - More attention to the enviroment (less consumption of energy, longer shelf-life)
8 - Utilisation of a proven and safety production technology in the long term
9 - To keep the product packed natural and fresh as much as possible
10 - IP protection (Patents, Know-how, Unique Design)

But above all that the PRODUCT must create EMOTIONS!!