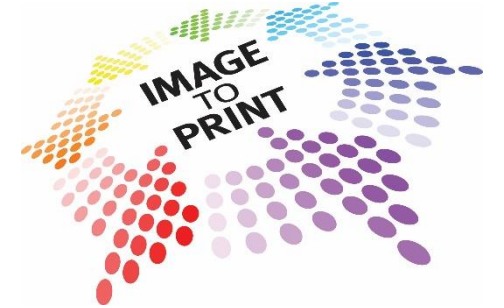


# TRENDS & INNOVATIONS FLEXIBLE PACKAGING



RUDI WEIS-SCHIFF  
Director Business Development





# POLLUTION

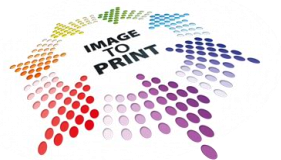
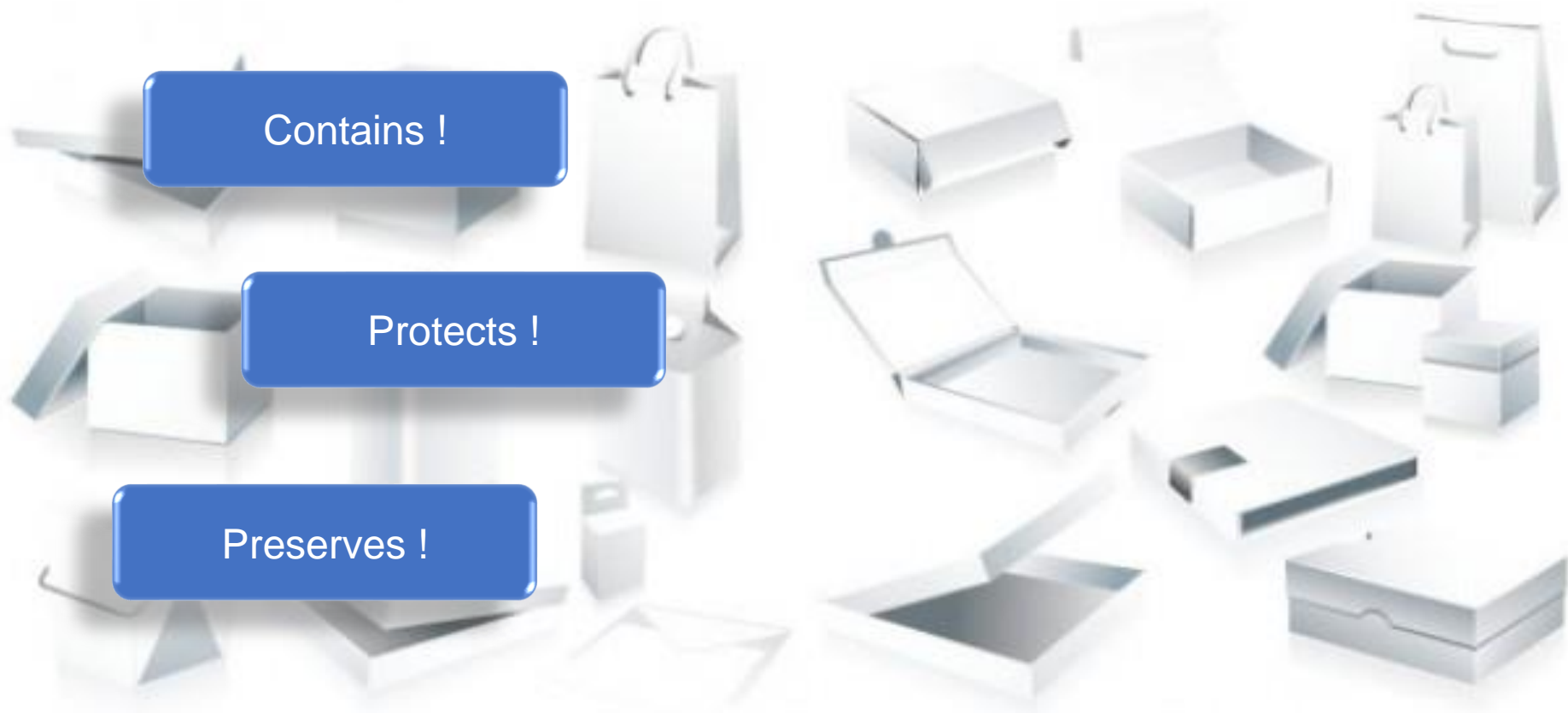
- Ban Packaging
- Laws

# What is Packaging?

Contains !

Protects !

Preserves !





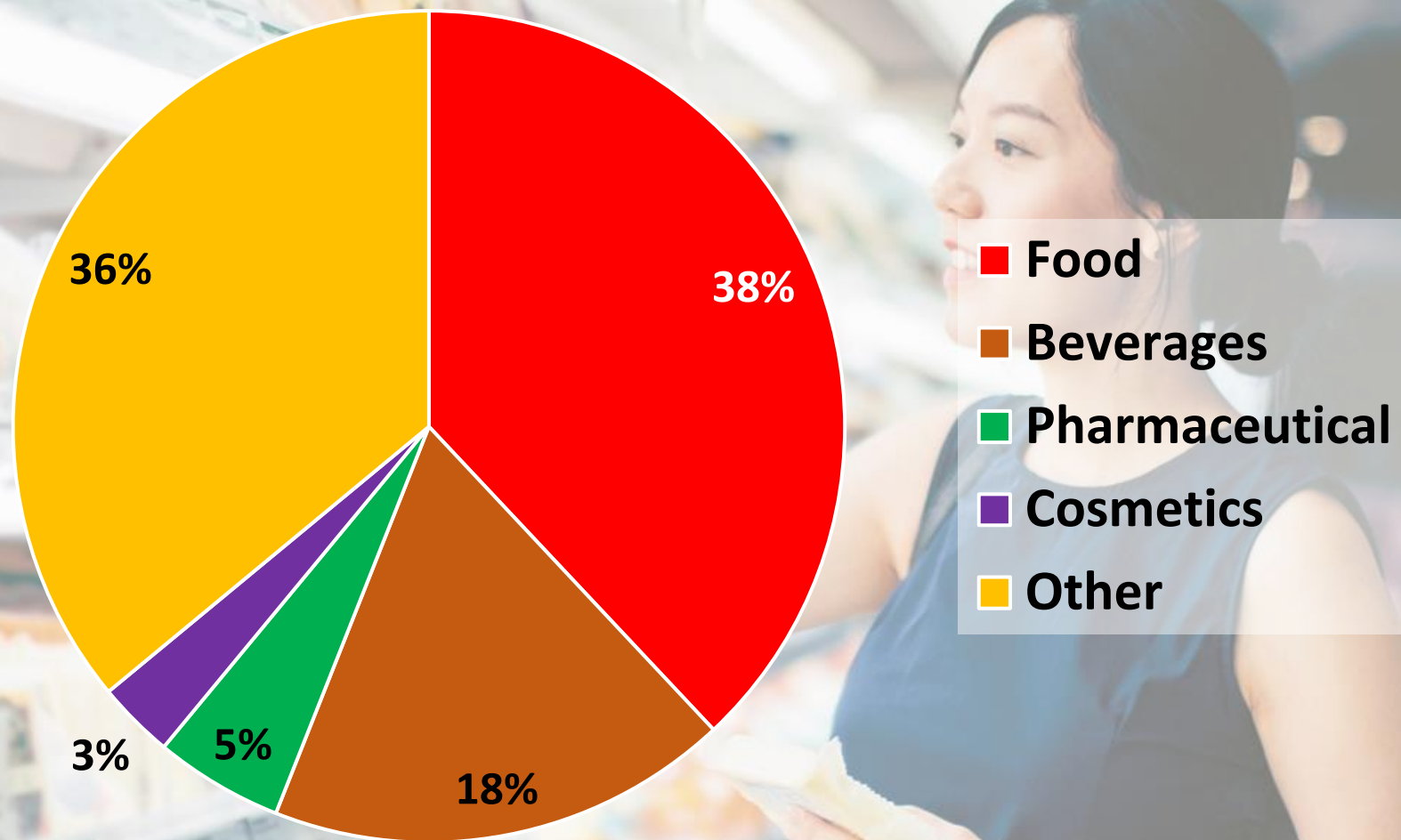






What is packed ?



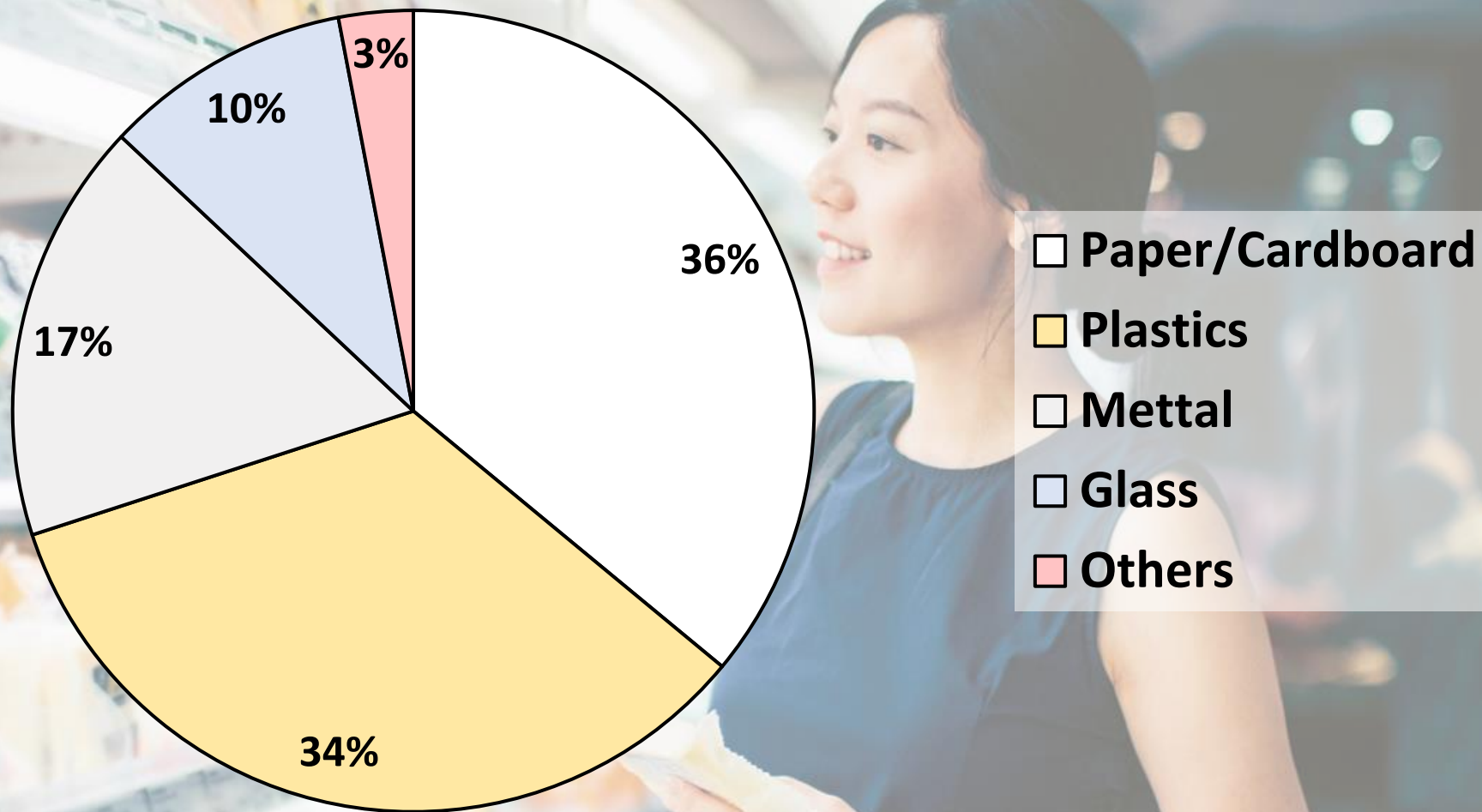






## What are the Packaging Materials ?















# RECYCLE...

0,25 EUR = 15 PHP









# SELECT !





# Trash-Bin's in Germany...



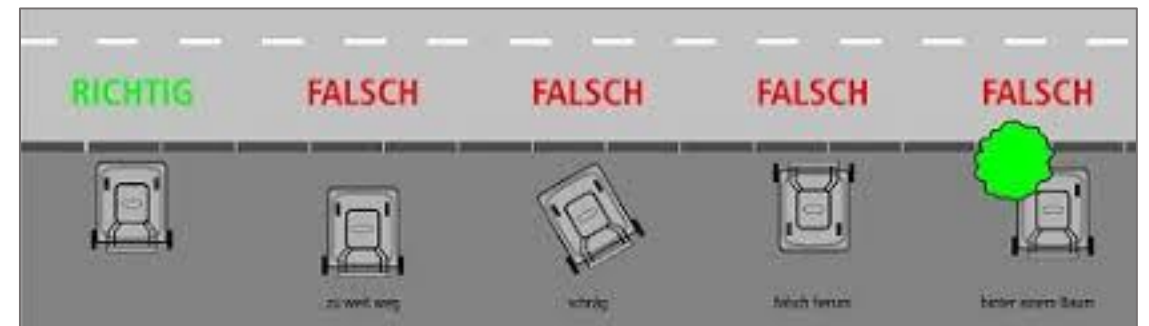
	=	Kunststoff
	=	Restmüll
	=	Glas
	=	Bio
	=	Papier







# How to « park » your waste-bin...

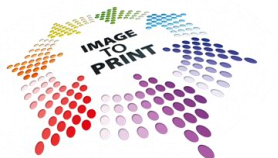






**Wenn man  
Dorfmenschen in Panik  
versetzen will,  
einfach außer der  
Reihe eine Mülltonne an  
die Straße stellen.**

IstDasLustig.de











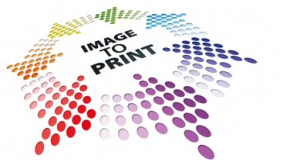
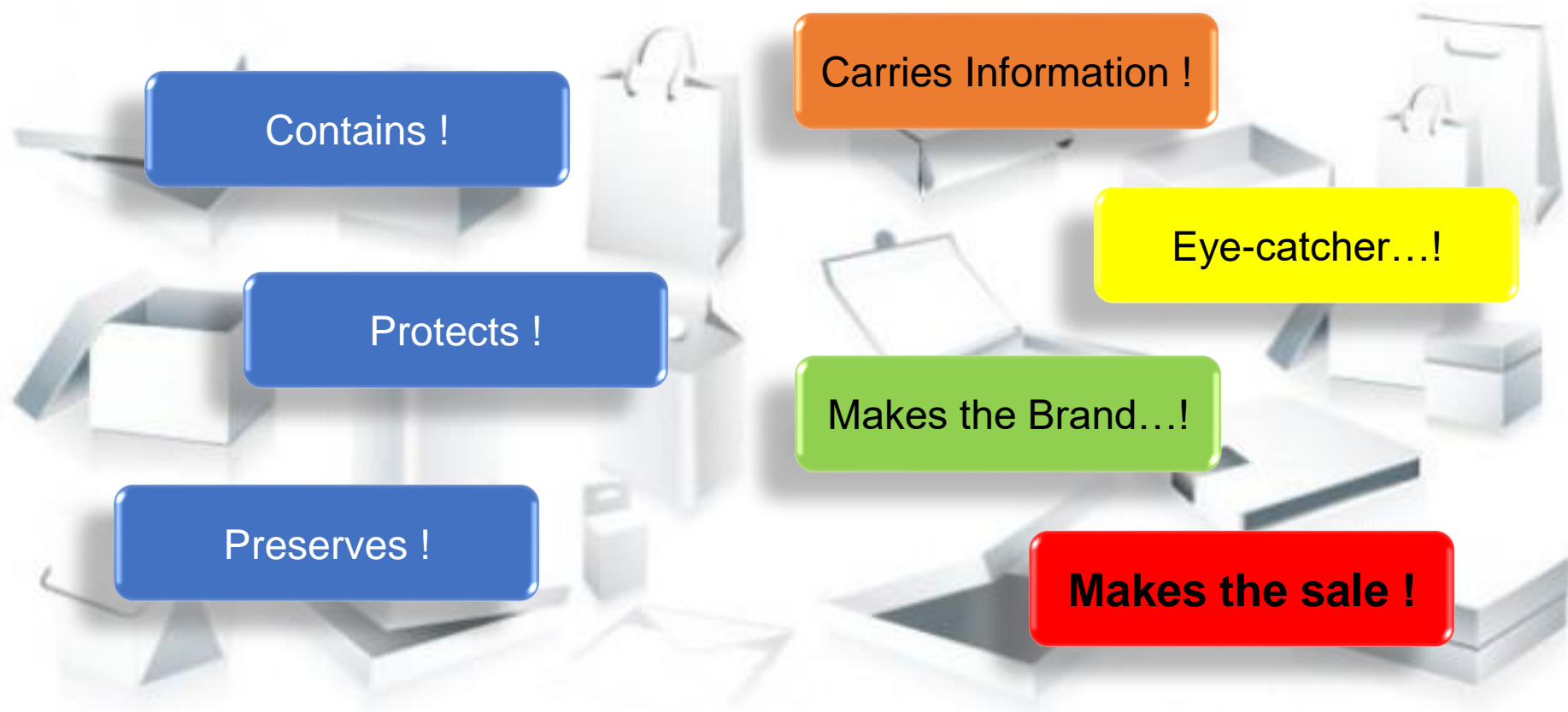
## Caring for environment...

- Attitude
- Awareness
- CULTURE
- Infrastructure





# What is Packaging?





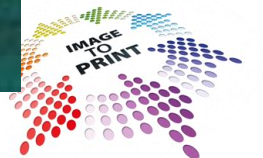
## Packaging attires, Packaging is a marketing platform...



Packaging **reflects** the **quality** of the product



Packaging creates attractiveness...





## Packaging has it's purpose...

**Stop**



**Hold**



**Make  
the  
sale**


Disturbance  
Eye attraction

Interest  
look and feel  
hand attraction

convinced





The background of the slide is a collage of various consumer products, primarily in pouch and tube packaging. Visible items include a pink cat food pouch with a cat's face, a blue and white tube of toothpaste, a yellow and red pouch of cat food, a blue pouch of Capri-Sun Apple Blackcurrant juice, a red pouch of apple sauce, a green and blue pouch of vegetable soup, a yellow pouch of fruit, and a pink pouch of cat food. The products are arranged in a way that highlights their vibrant colors and packaging designs.

## The importance of Packaging...

### The importance of color when buying products:

According to surveys, 85% of consumers stated that **COLOR** accounts for more than half of the factors considered important for choosing products.

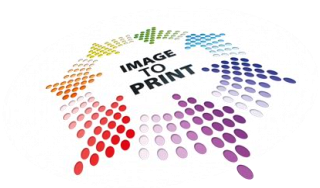
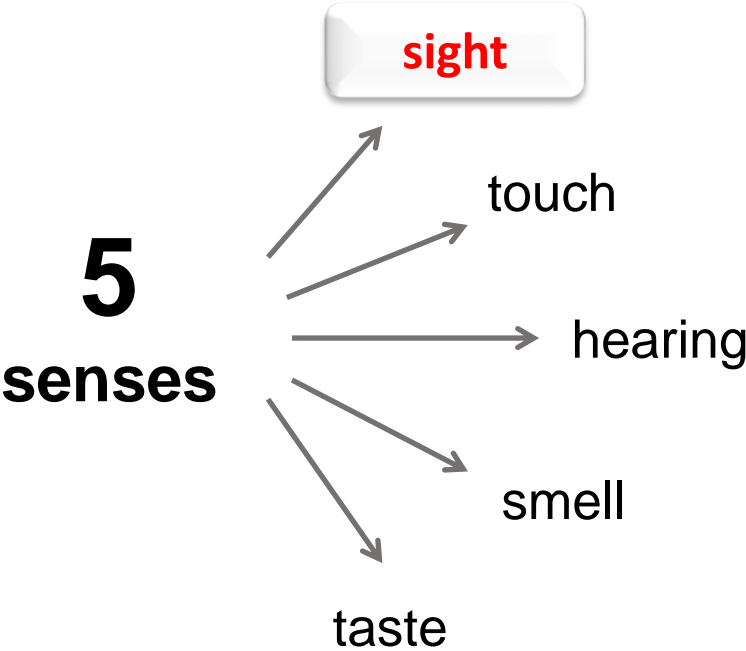


It's all about... COLORS

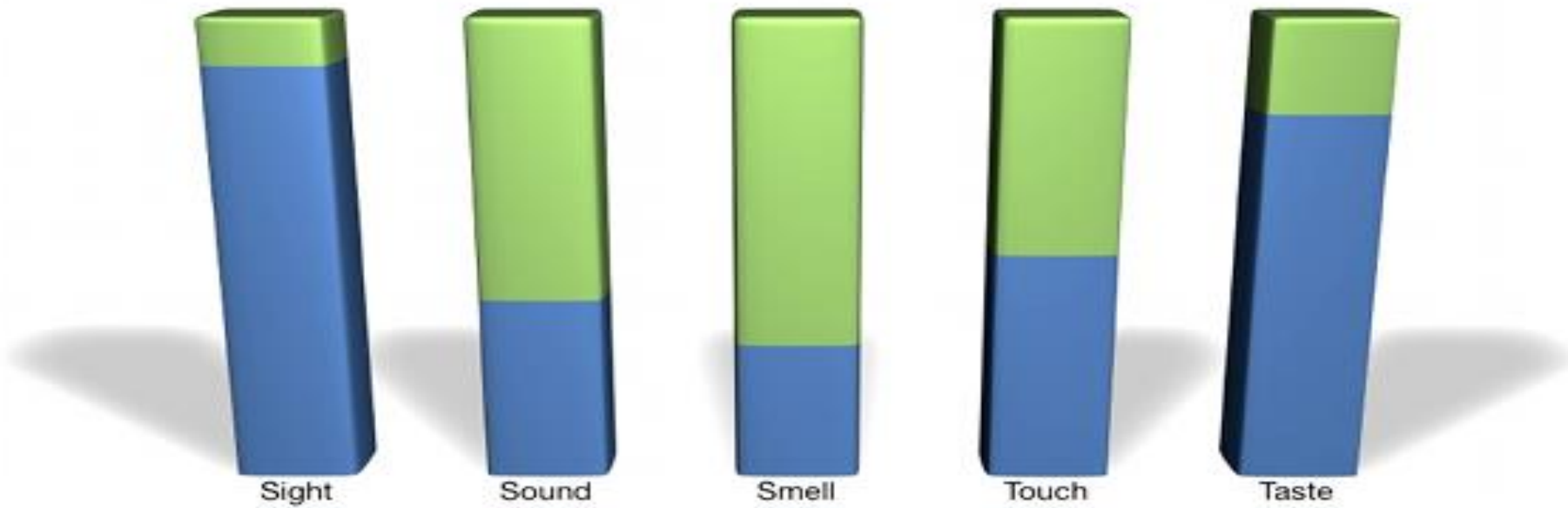


# THE 5 SENSES





## The gateways to the emotions



1







COLOR

is one of the most important  
**Assets of a Brand !**

**COLORS** help you to recognize your brands - immediately





**COLORS** help you to recognize your brands - immediately



**COLORS** help you to recognize your brands - immediately







# The importance of Packaging...

Packaging „is the single and biggest driver of sales increases in the world.“

– Muthar Kent, CEO of Coca Cola





# The importance of Packaging...

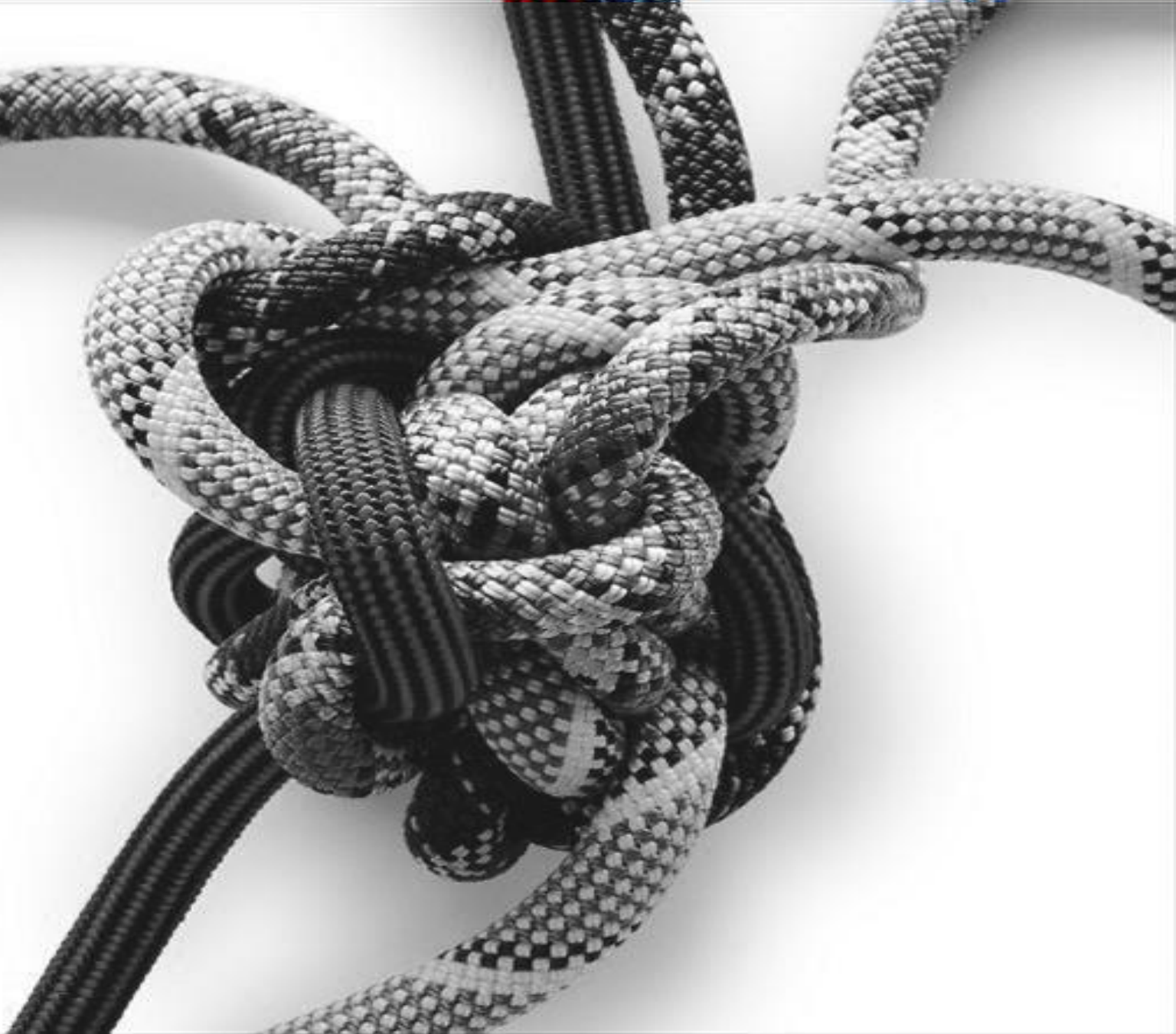






**COLOR DOES NOT EXIST !**

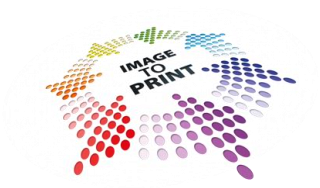
Color does not exist...





# COLOR

Color helps us to make  
our lives easier...





Dark Night....



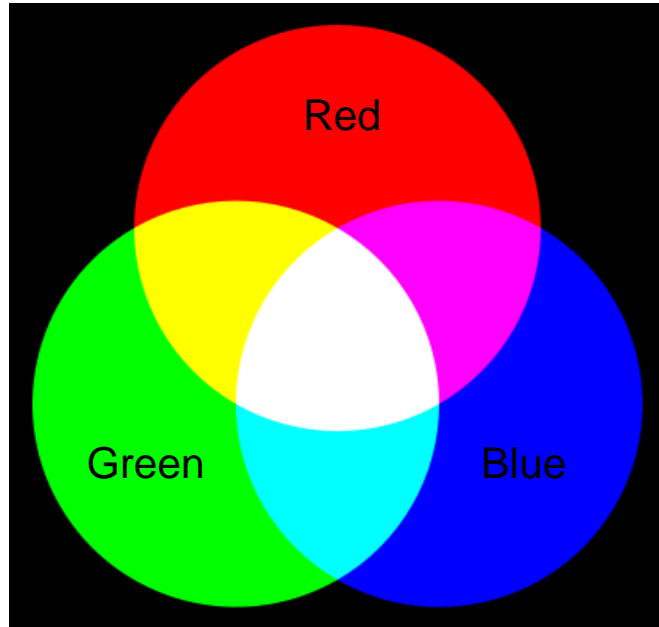




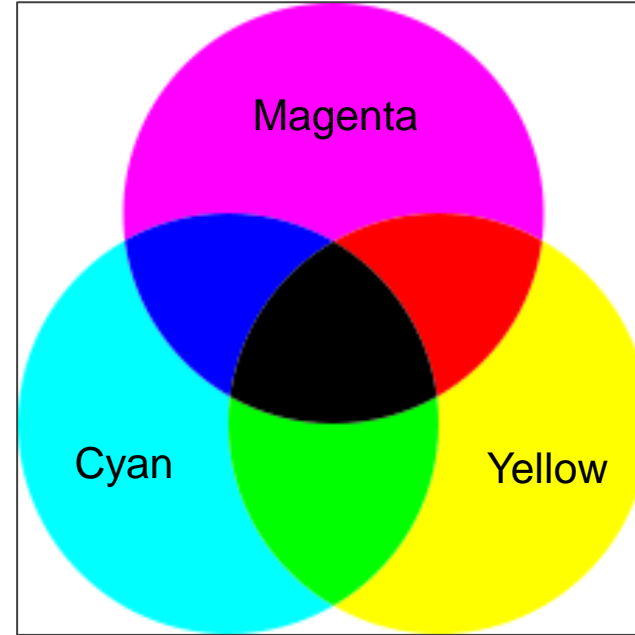


# COLORS...





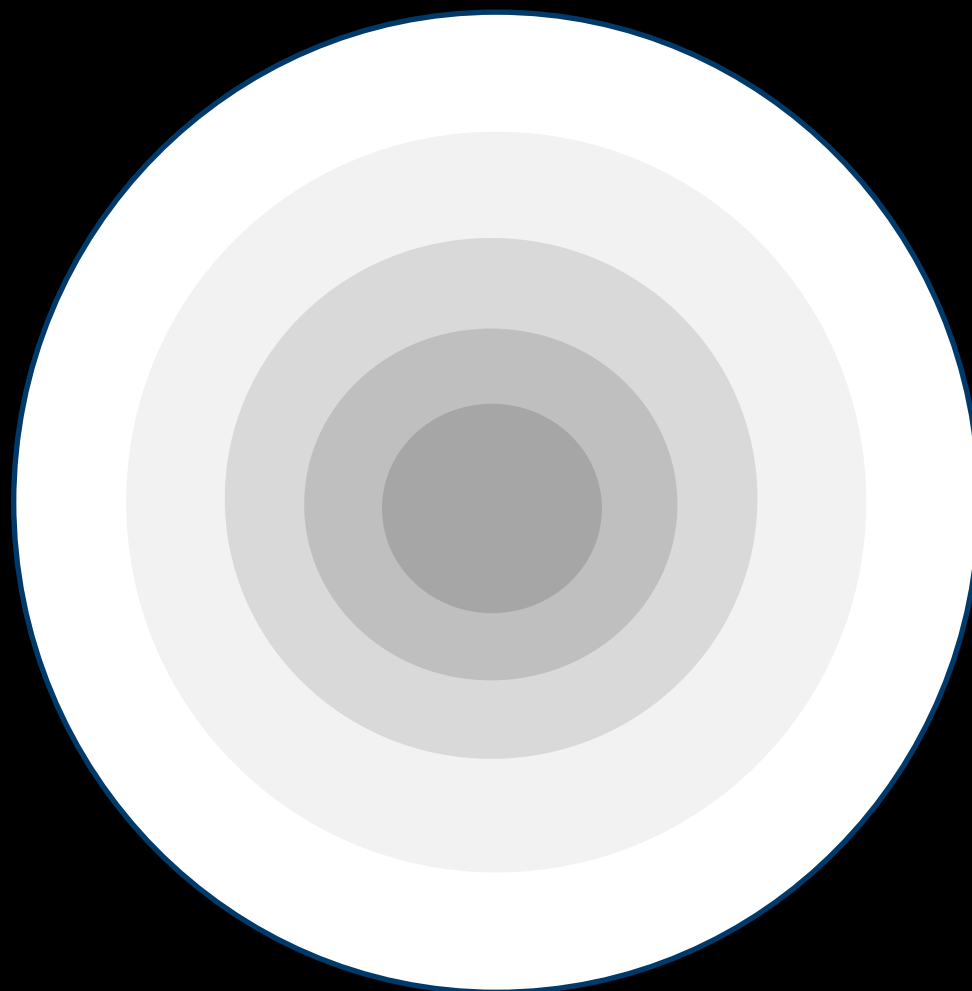
**PRIMARY COLORS**  
Additive synthesis (RGB)



**PRIMARY COLORS**  
Subtractive synthesis (CMY)



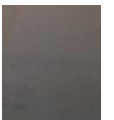
Is WHITE a COLOR ?





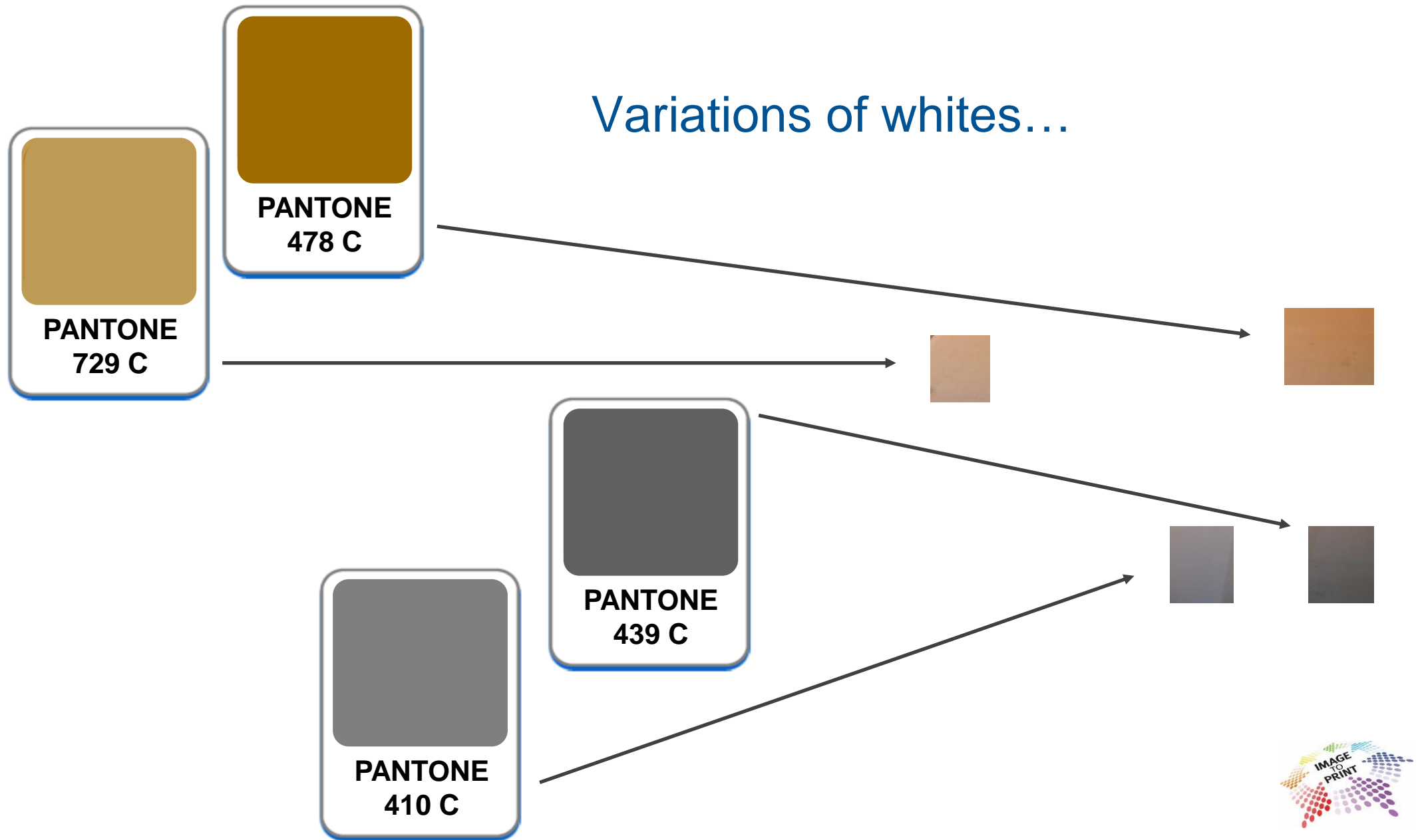








## Variations of whites...

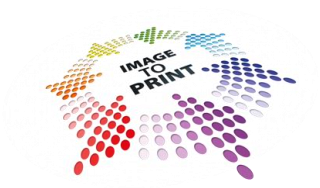






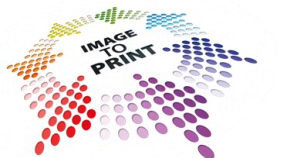
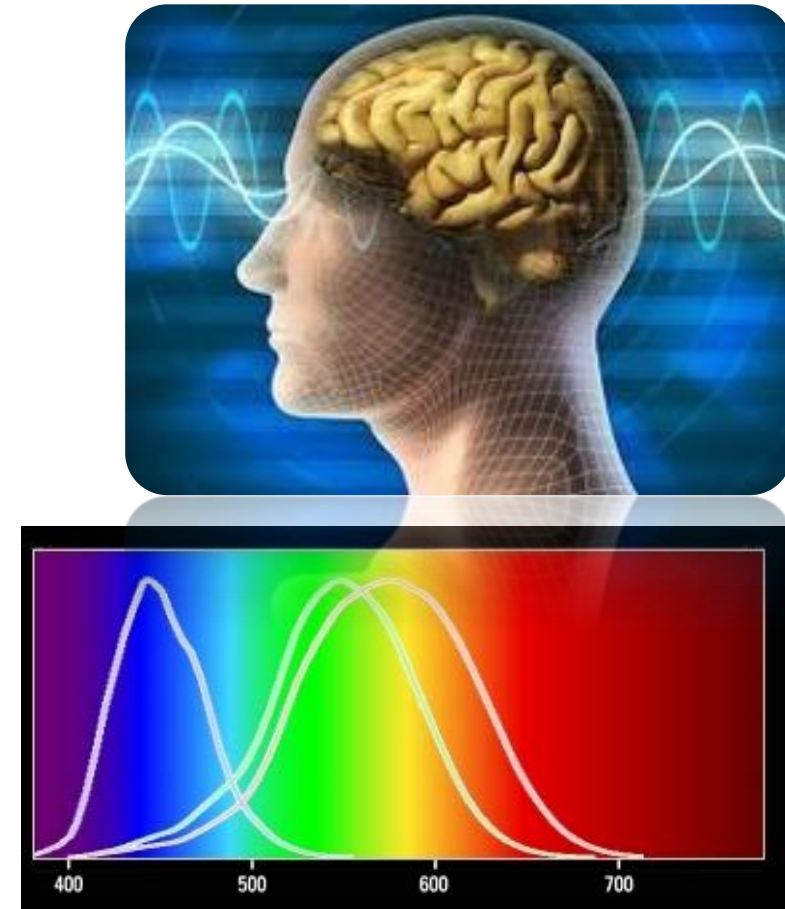
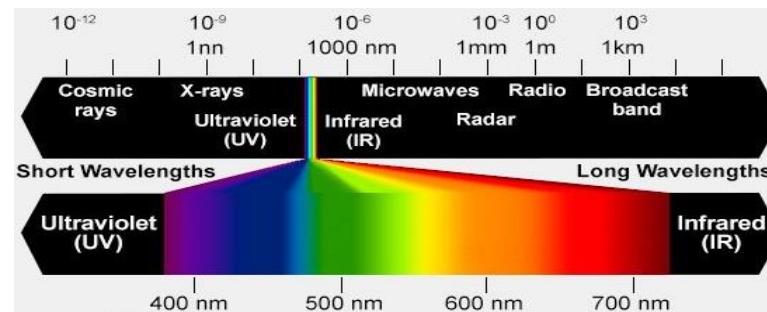
# COLOR

is only an imagination  
of our brain  
to understand the World  
around us.



## Human limitations...

- > 10 millions colors
- Only a very small color-space is visible for human beings
- It is not possible for human beings to memorize colors

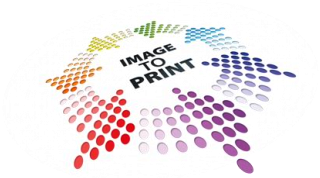
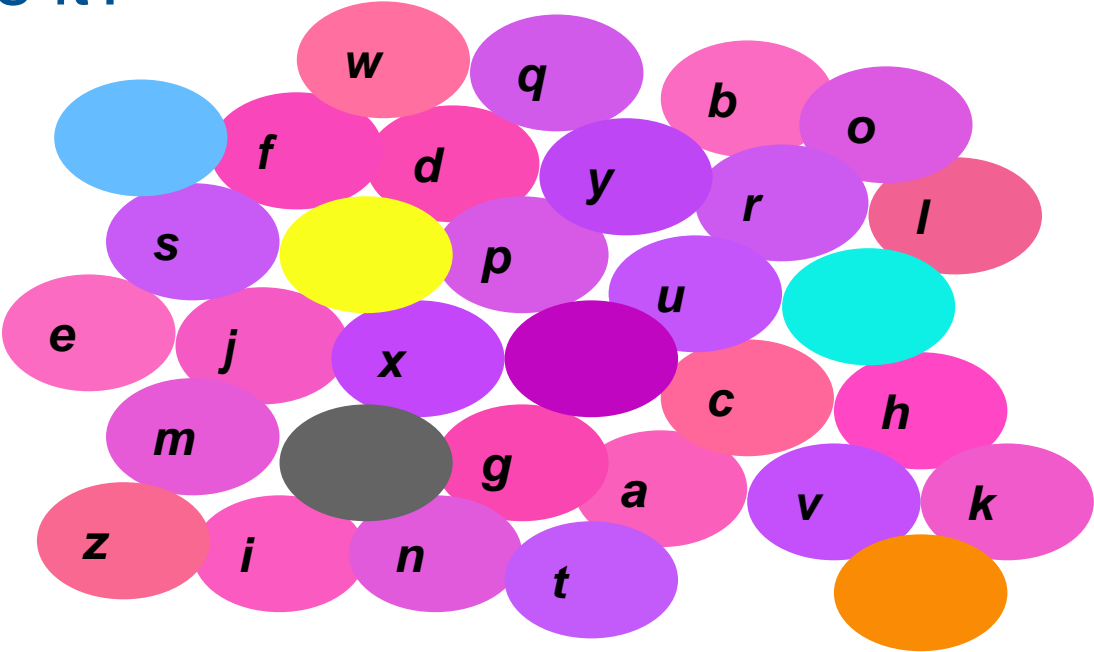




Identify this color...

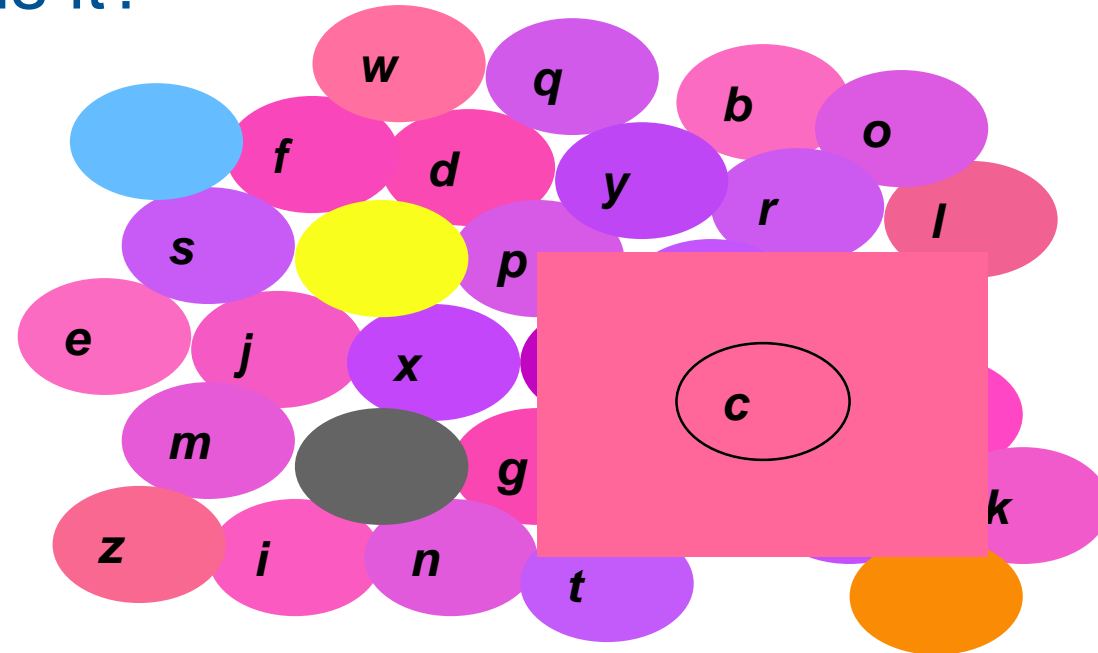


Which color is it?





Which color is it?



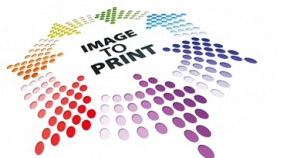
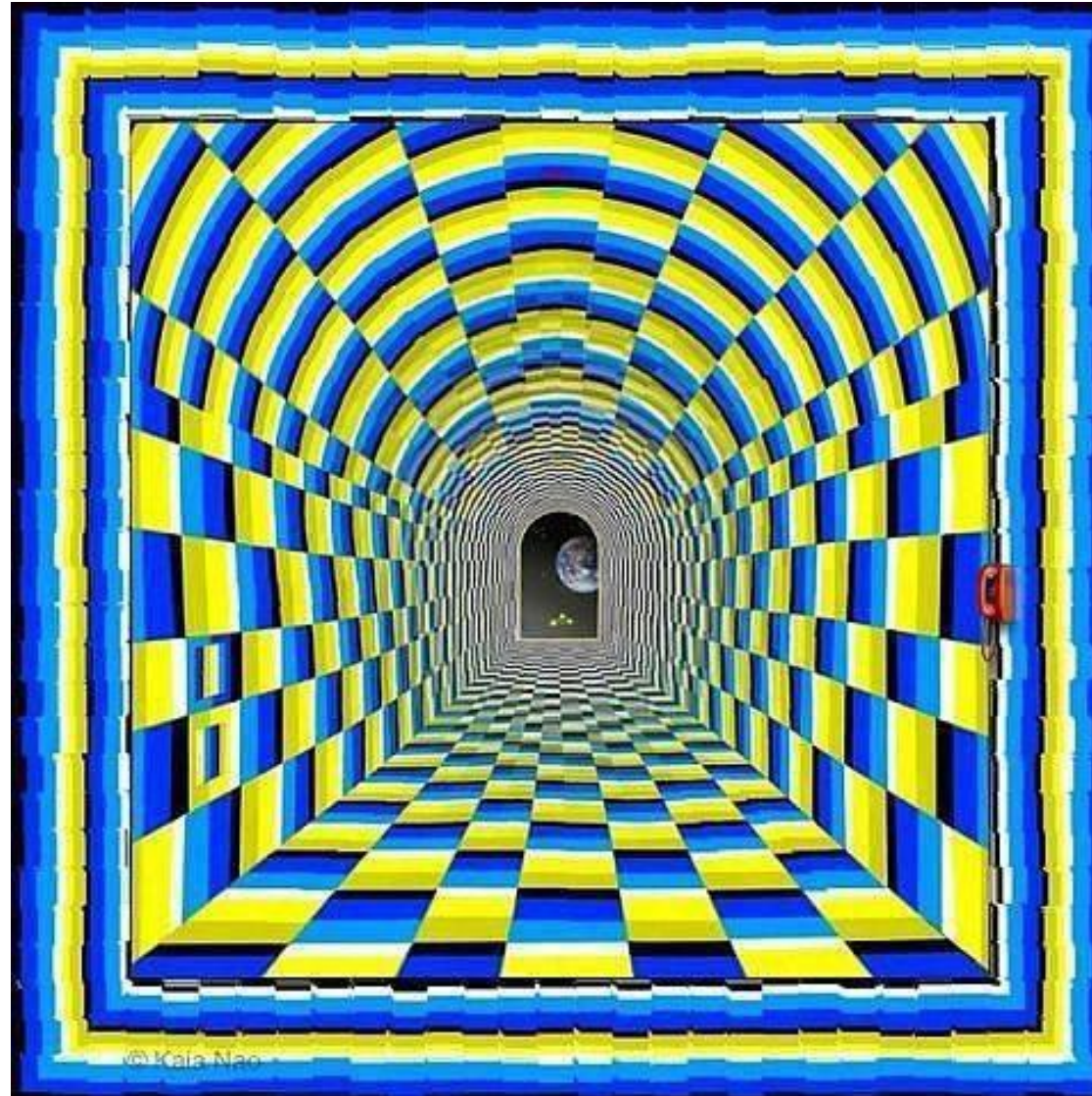
Seeing is believing...

How much  
can we trust  
a human eye...?



- How much can you trust your brain?

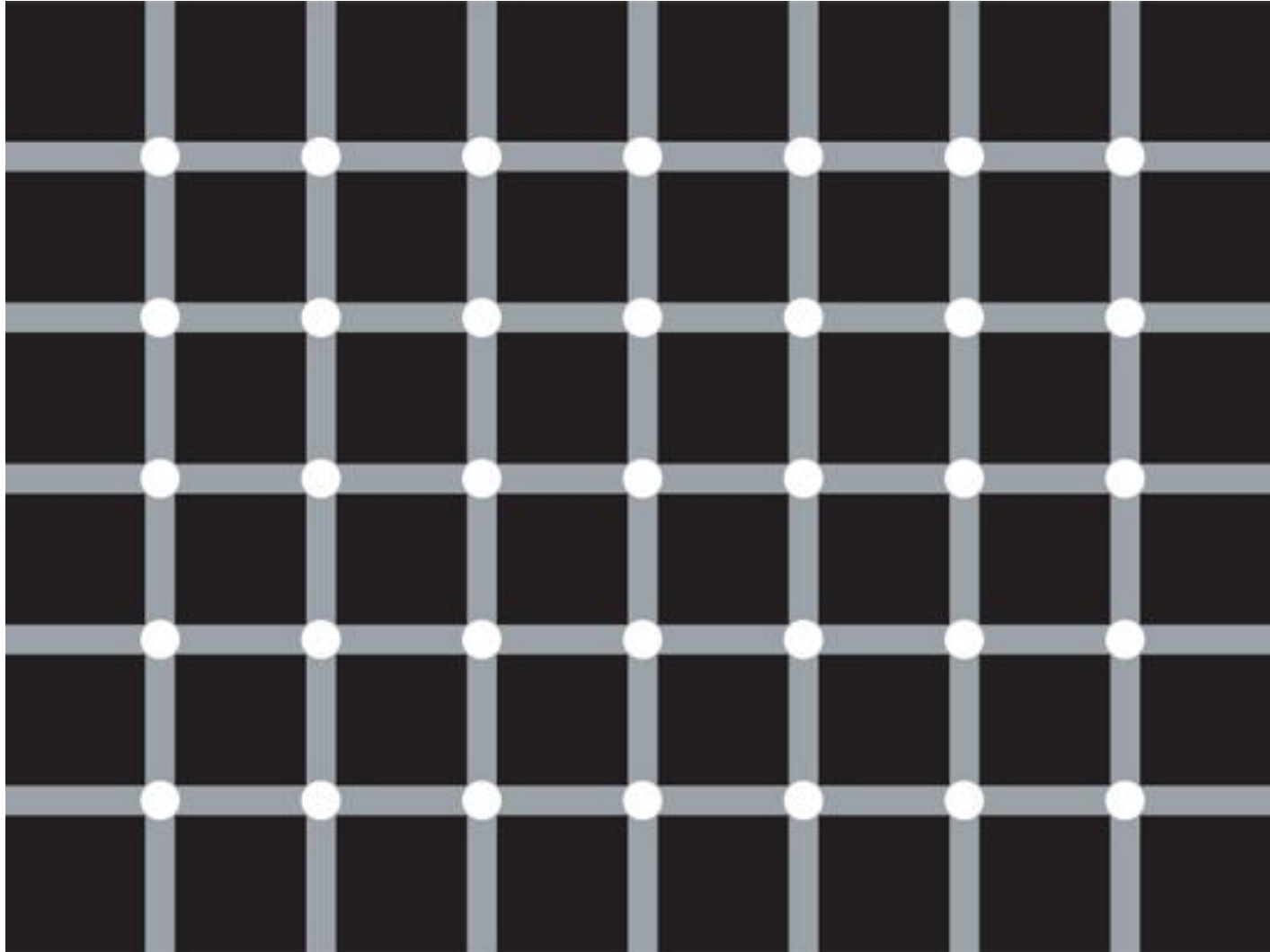
janoschka





- How much can you trust your brain?

janoschka

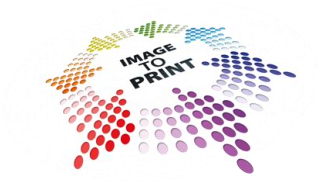
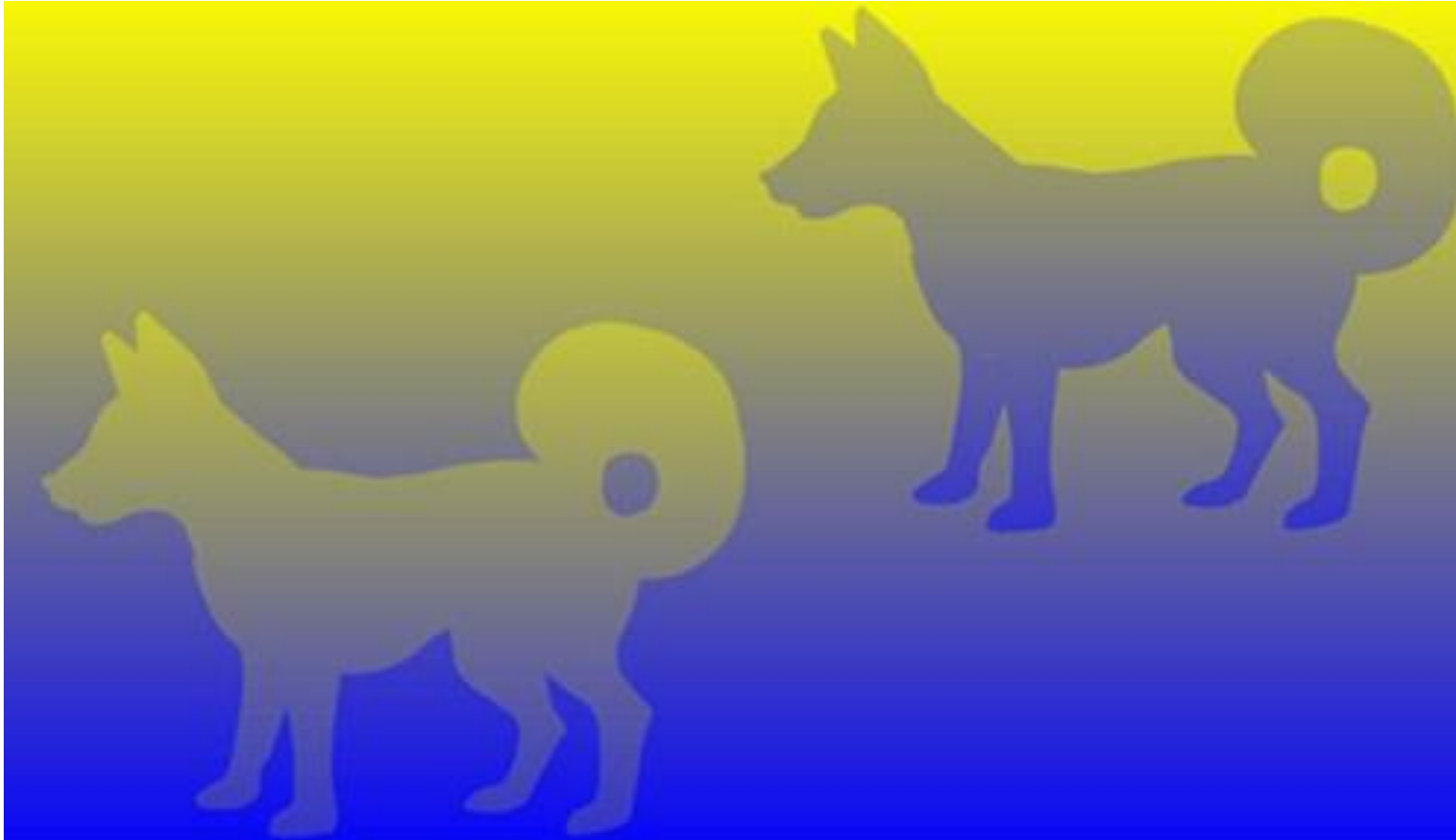


- How much can you trust your brain?

janoschka

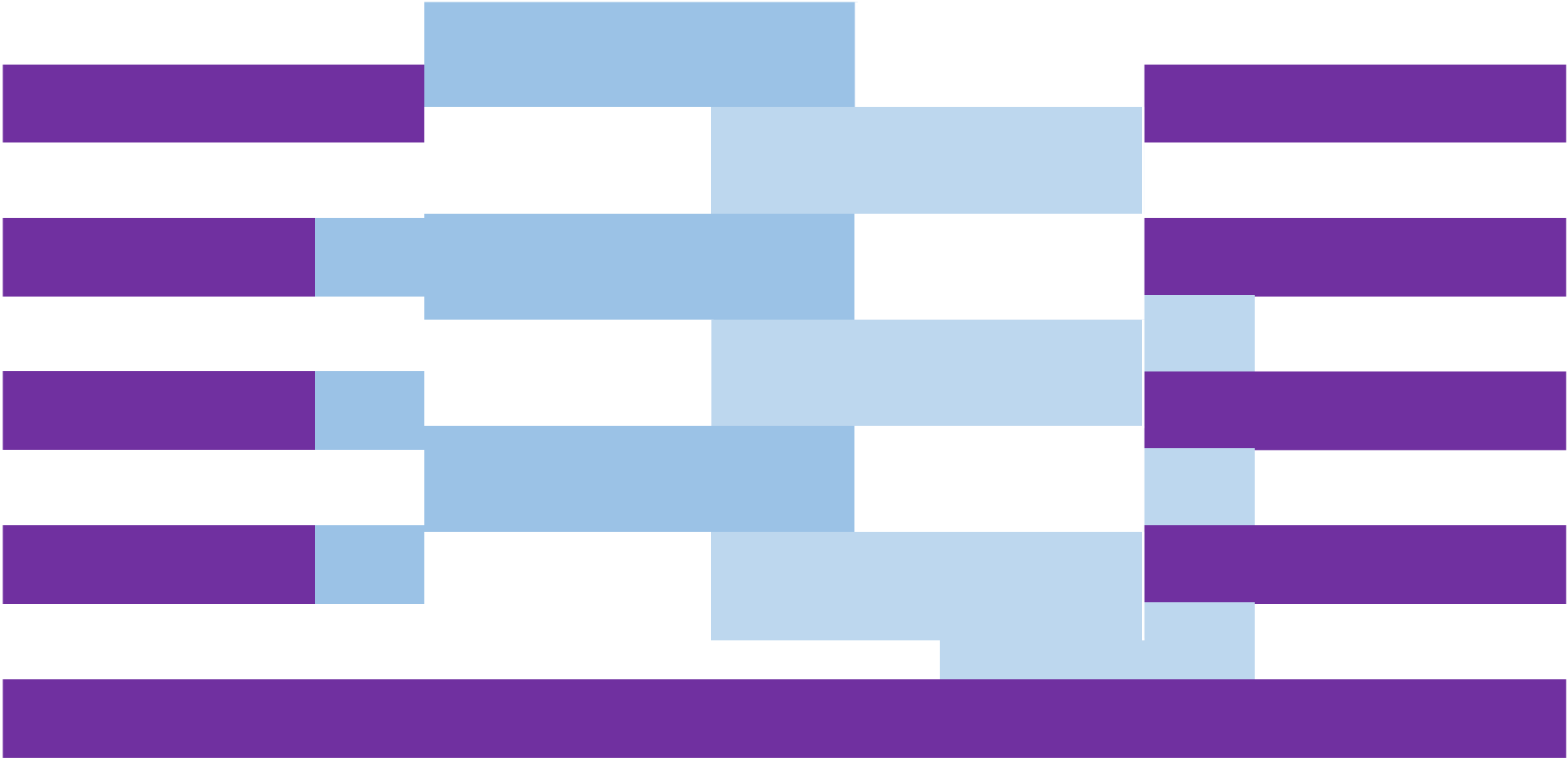


- How much can you trust your brain?





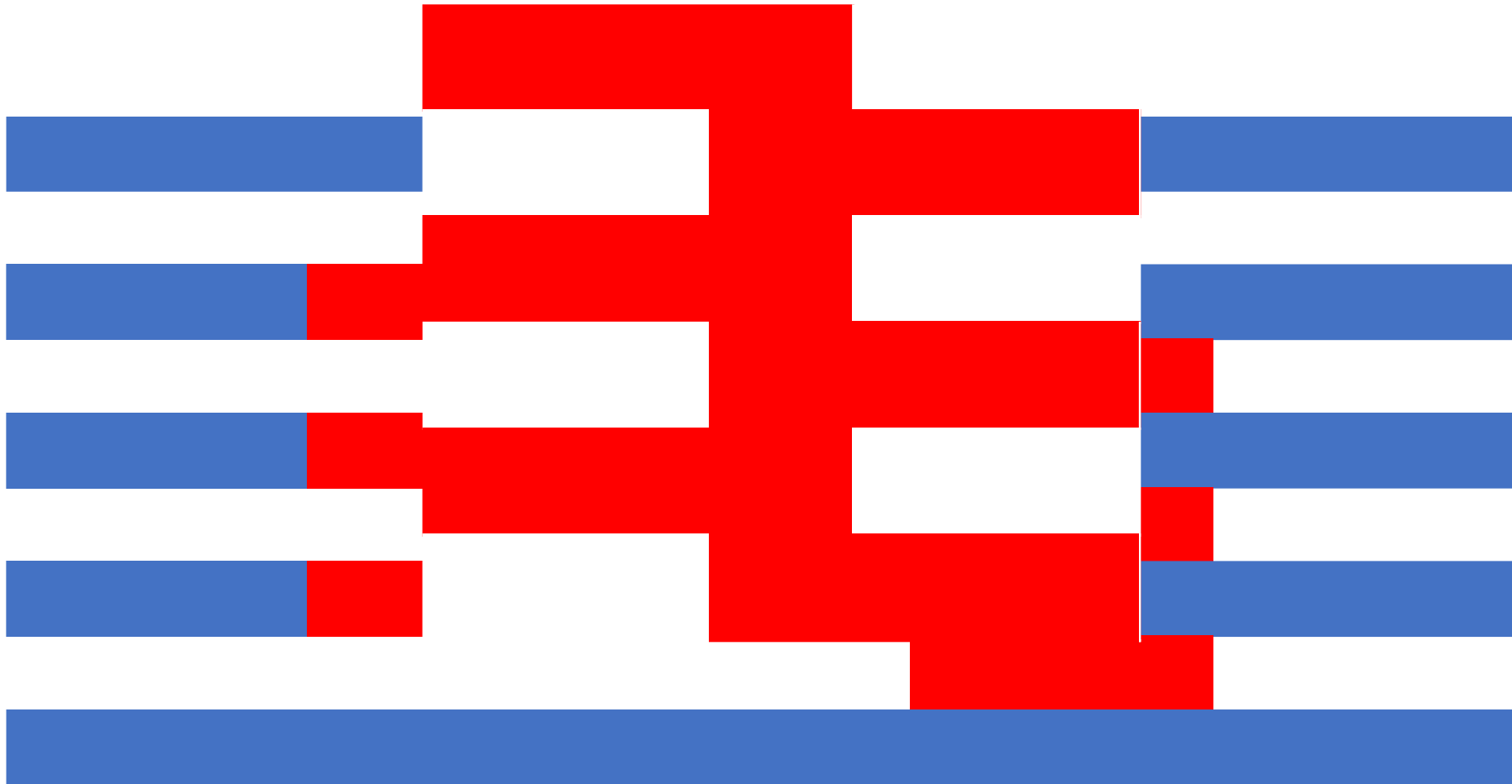
- How much can you trust your brain?



- How much can you trust your brain?



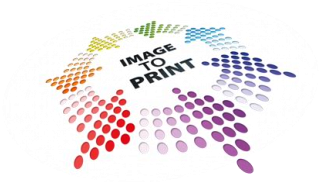
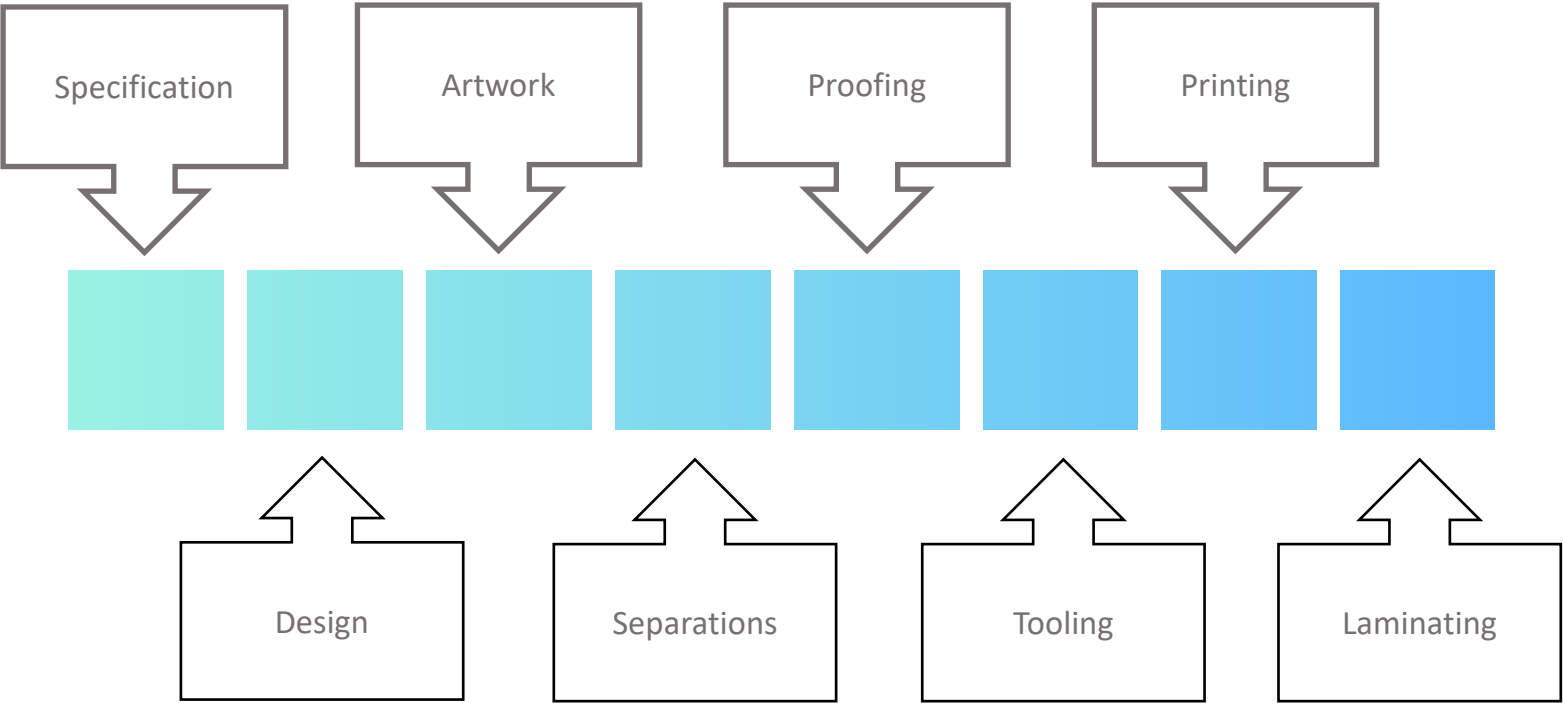
- How much can you trust your brain?





## Subjective terminology...



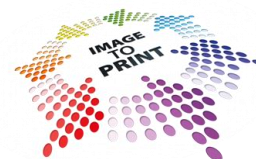
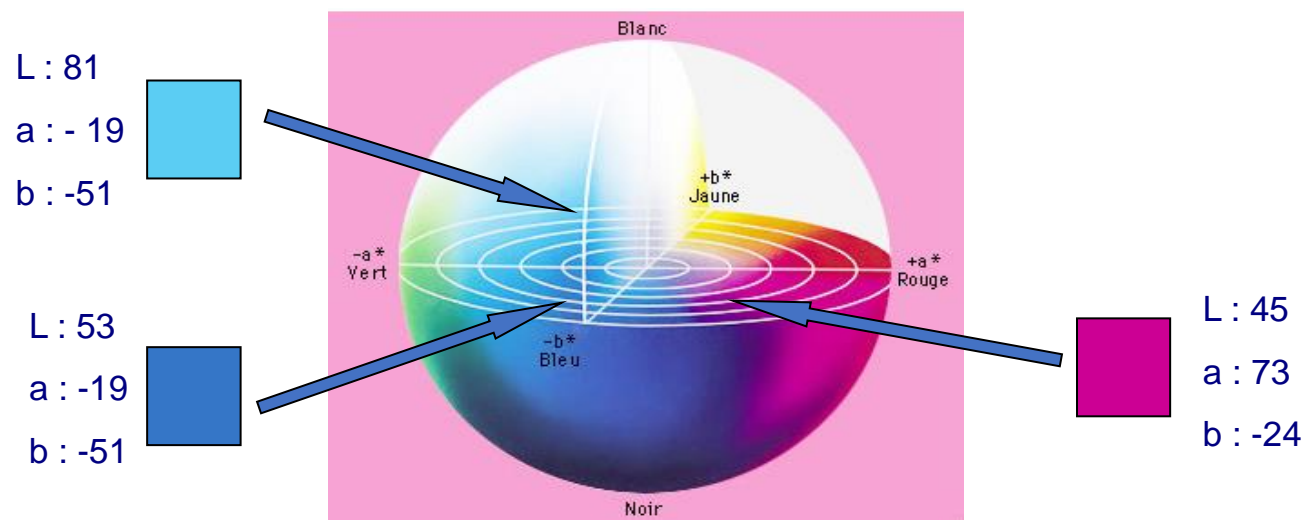


# Color can be measured - CIELAB

The International Commission of Illumination (CIE) defined the CIELAB Color-Space in 1976.

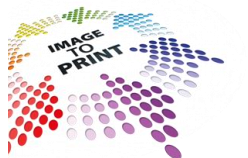
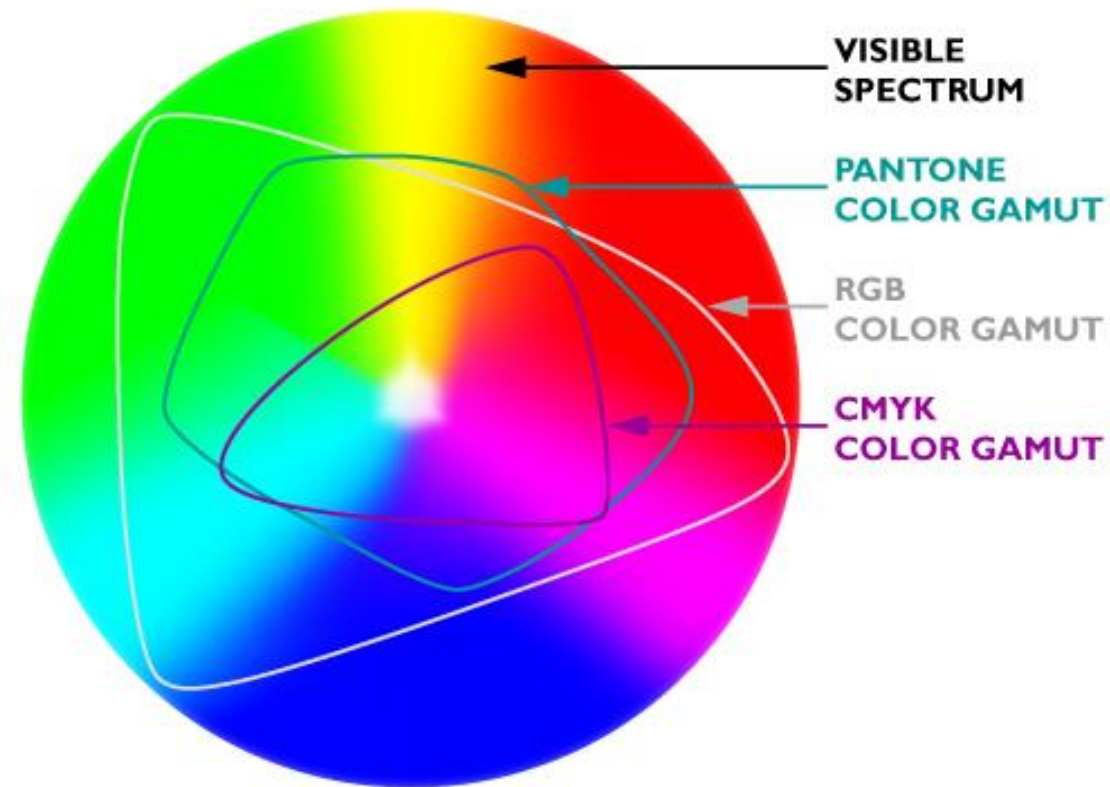
**All colors are identified by 3 coordinates**

**L = Light    A = Axe Green - Red    B = Axe Yellow - Blue**





# What we can see versus what we can make



**janoschka**





Seeing is believing...

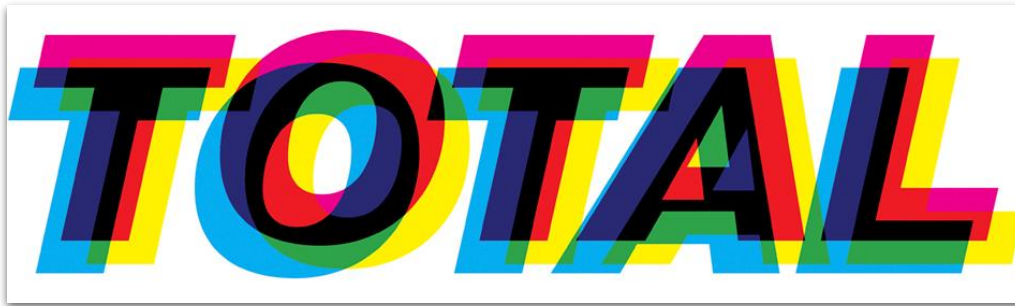




Seeing is believing...



## Detect quality defects: Register problems...



◀ this is what you want:



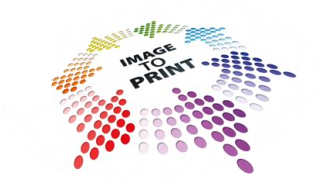
needs to look good



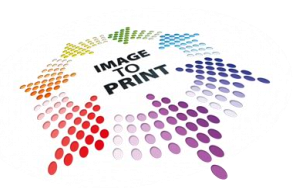
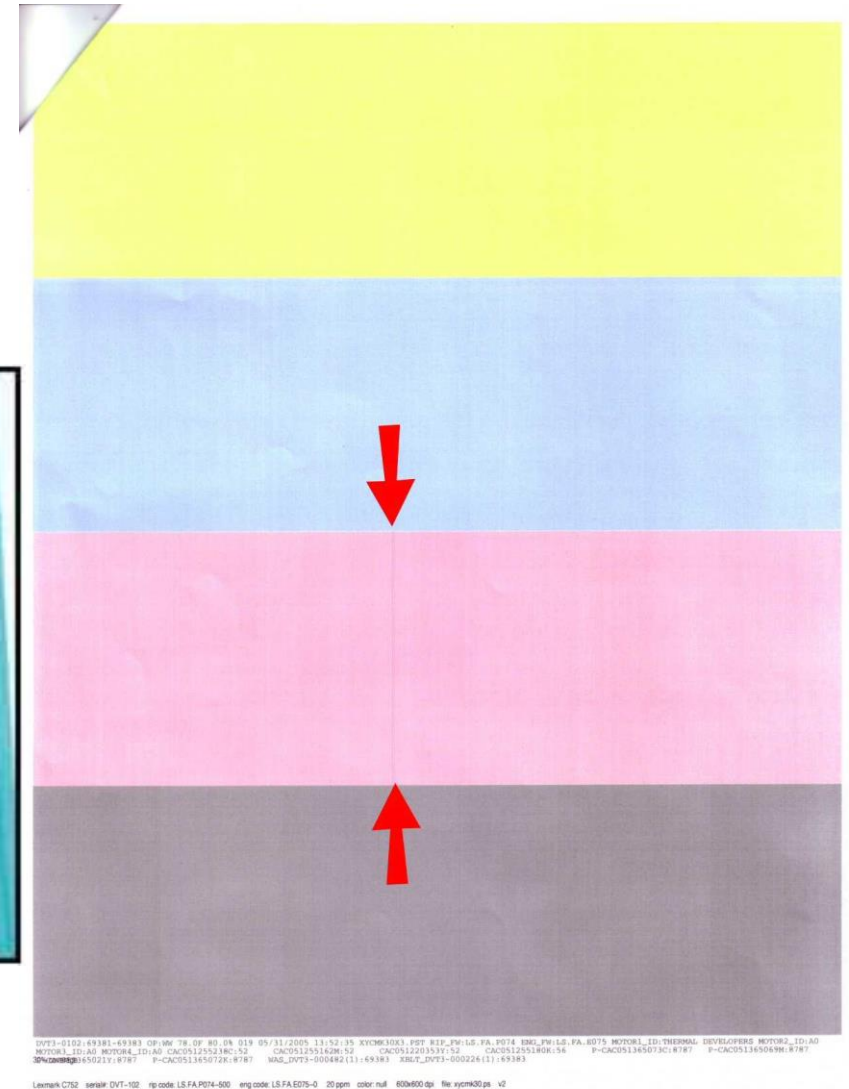
readability



legal aspects

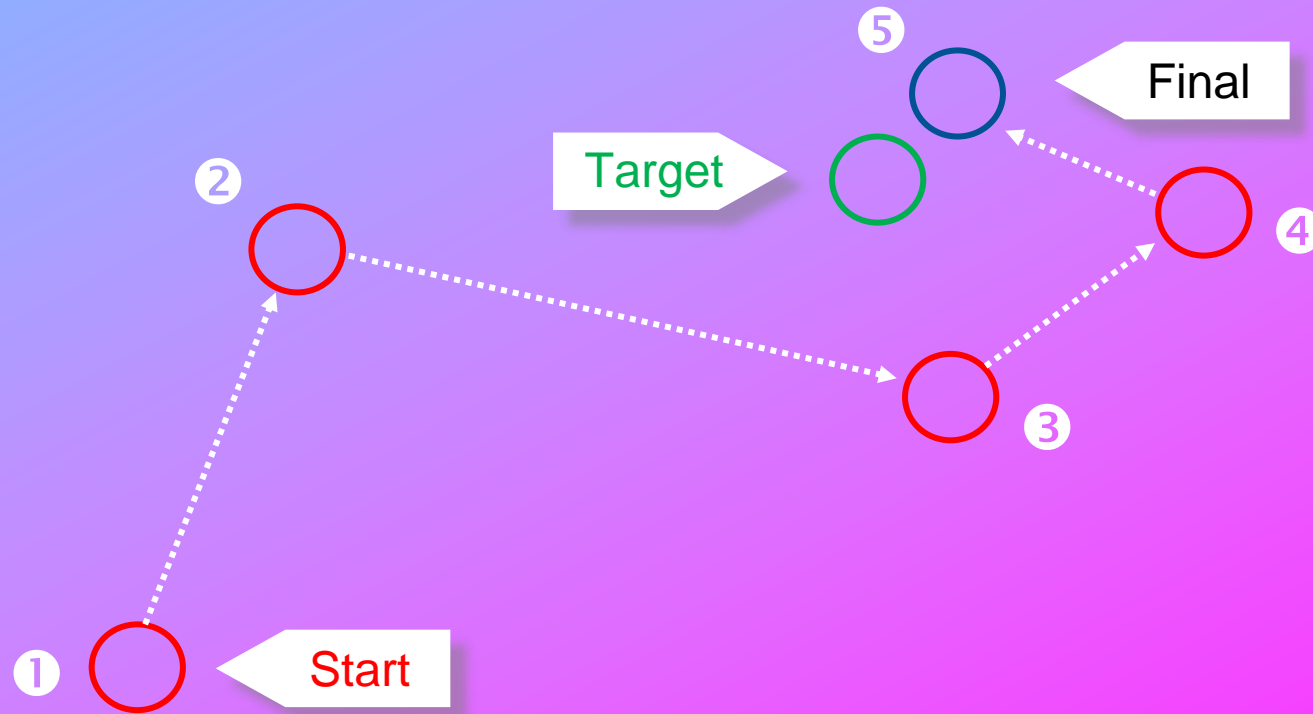


## Detect quality defects: Doctor-blade streaks... Hazing, scumming...



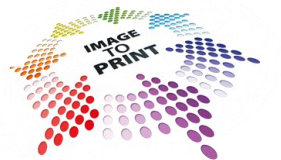


Lost time for color-mating and waste...



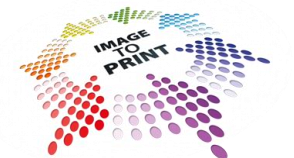
Quality defects: **INCONSISTANCY...**

**CONSISTENCY**  
IS



# Inconsistency creates a perception among consumers

- a product has been on shelf too long
- can raise doubts about the quality of the product itself
- the product is not authentic



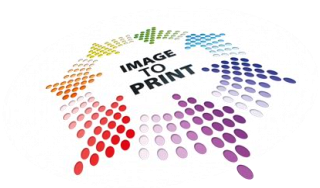
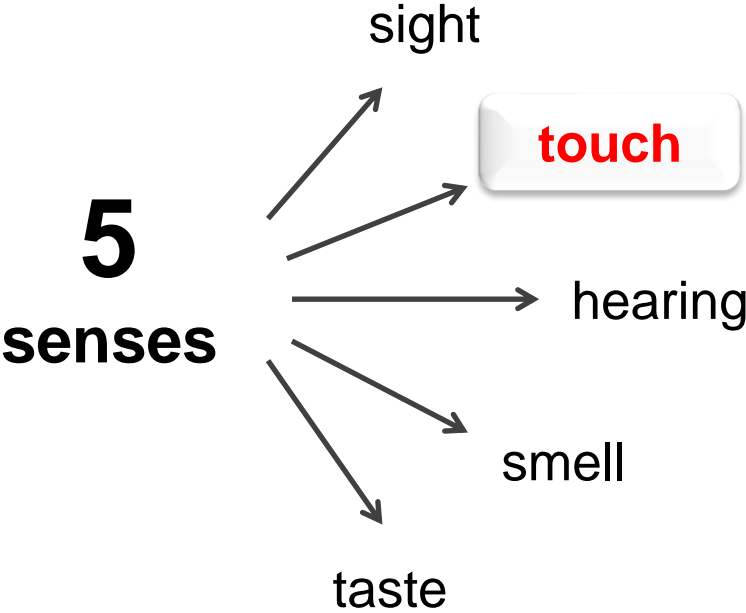




**COLOR**

is one of the most important  
**Assets of a Brand !**

# Consumers attractions...

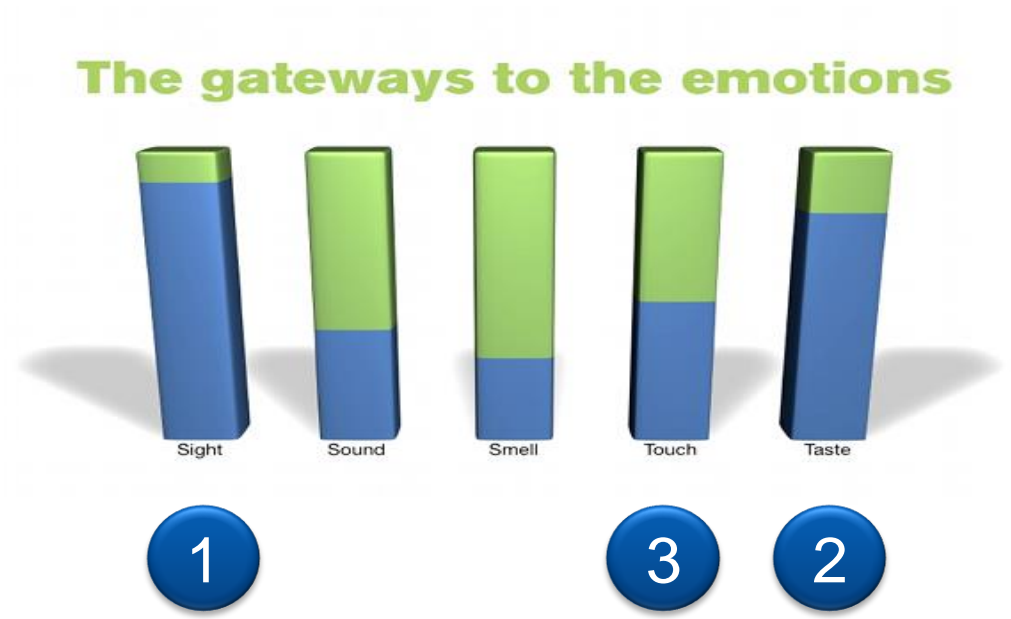
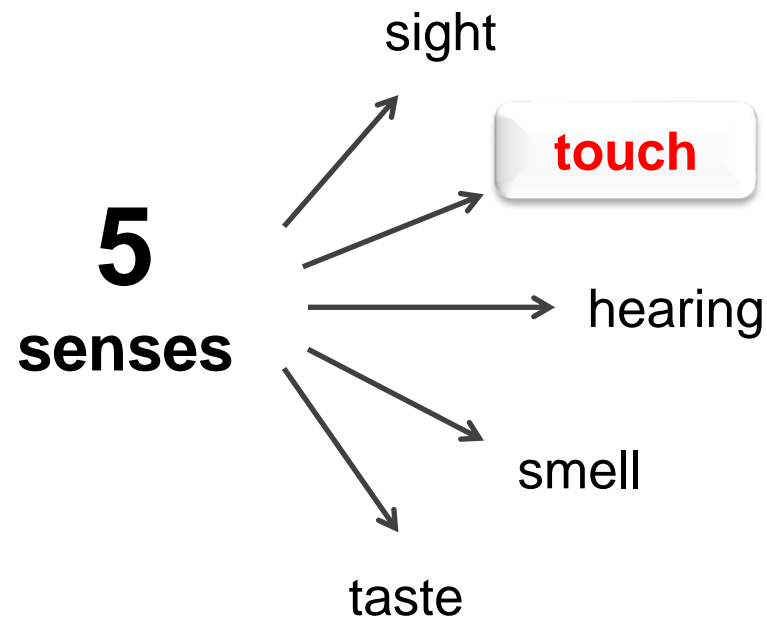


## Desire to touch...





# Consumer attractions...



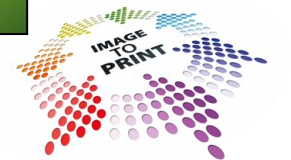
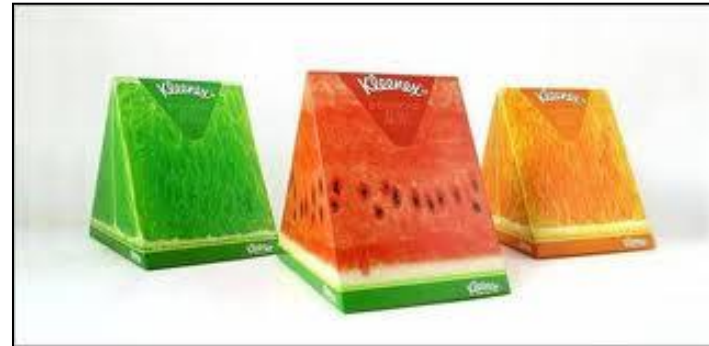
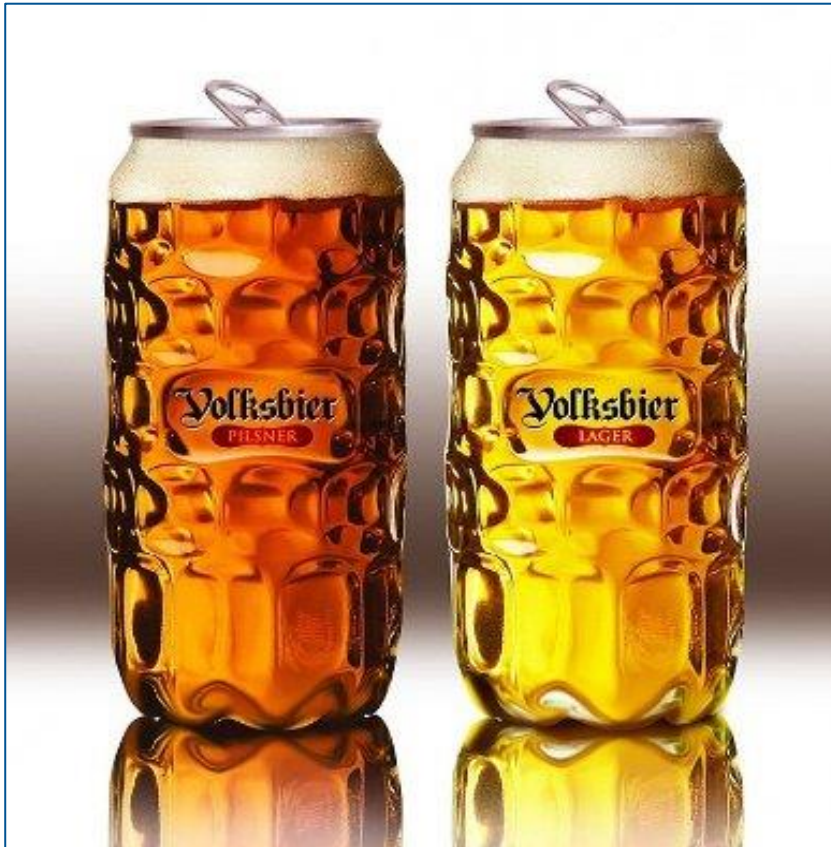


Combination of form and color... ?



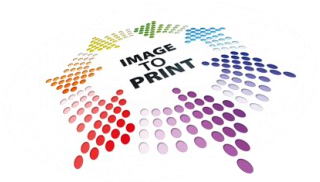
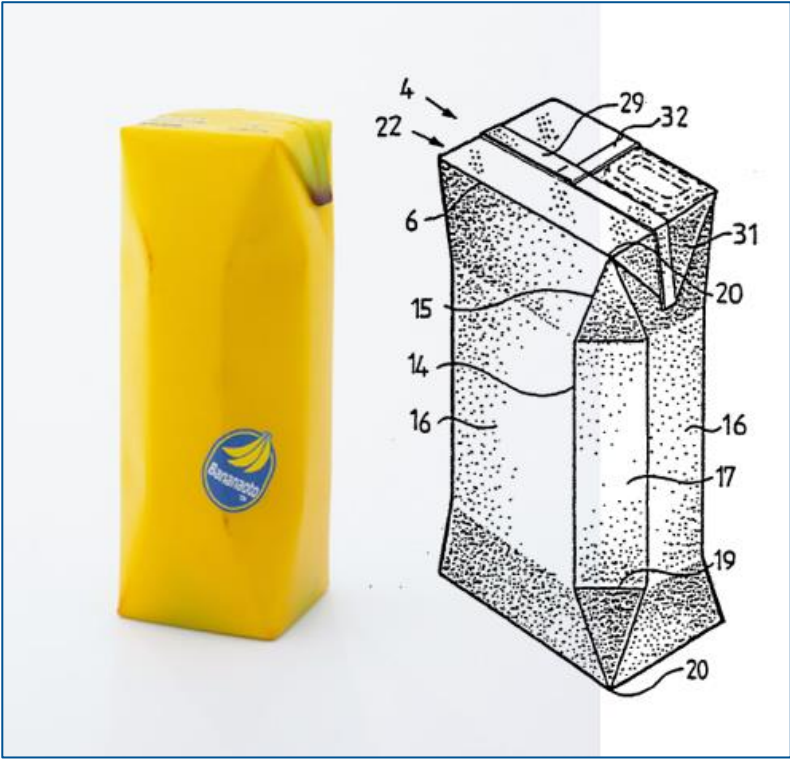


## Desire to touch...

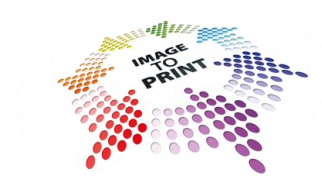




Desire to touch...



## Desire to touch...

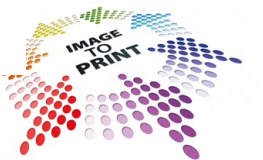


## Desire to touch...





## Desire to touch...



## Combination of form and color... ???



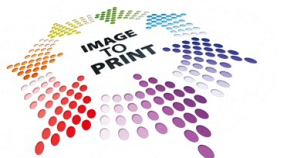




Combining beauty  
with functionality...



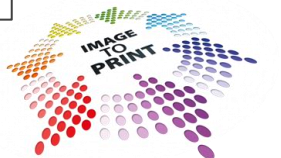
## Combining beauty with functionality...



## Combining beauty with functionality...

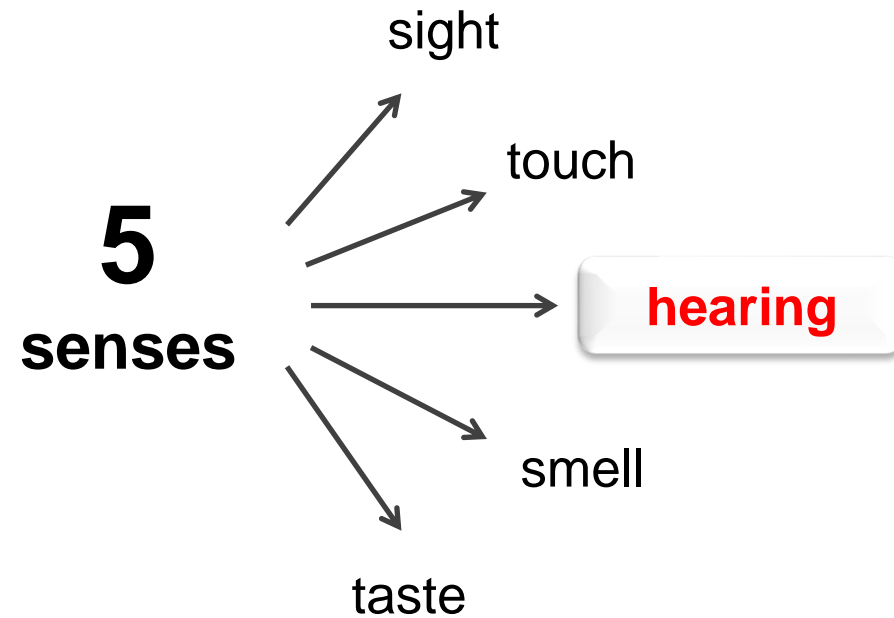


# Combining beauty with functionality and saving costs...





## Consumers attractions...

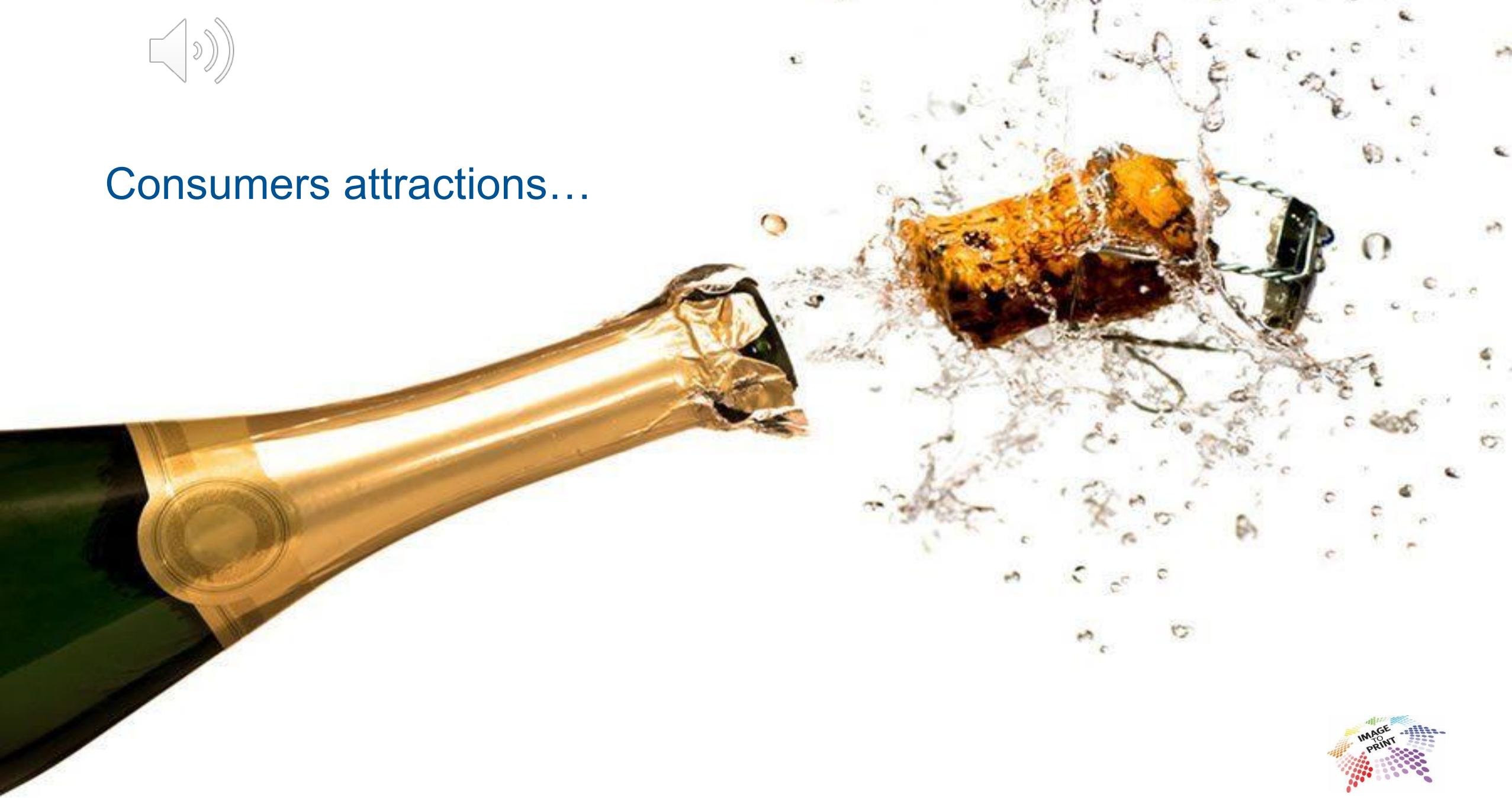


## The sound of packaging...





Consumers attractions...







## Sounds...





Sounds...





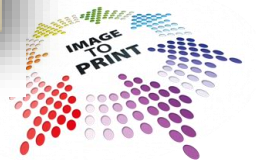
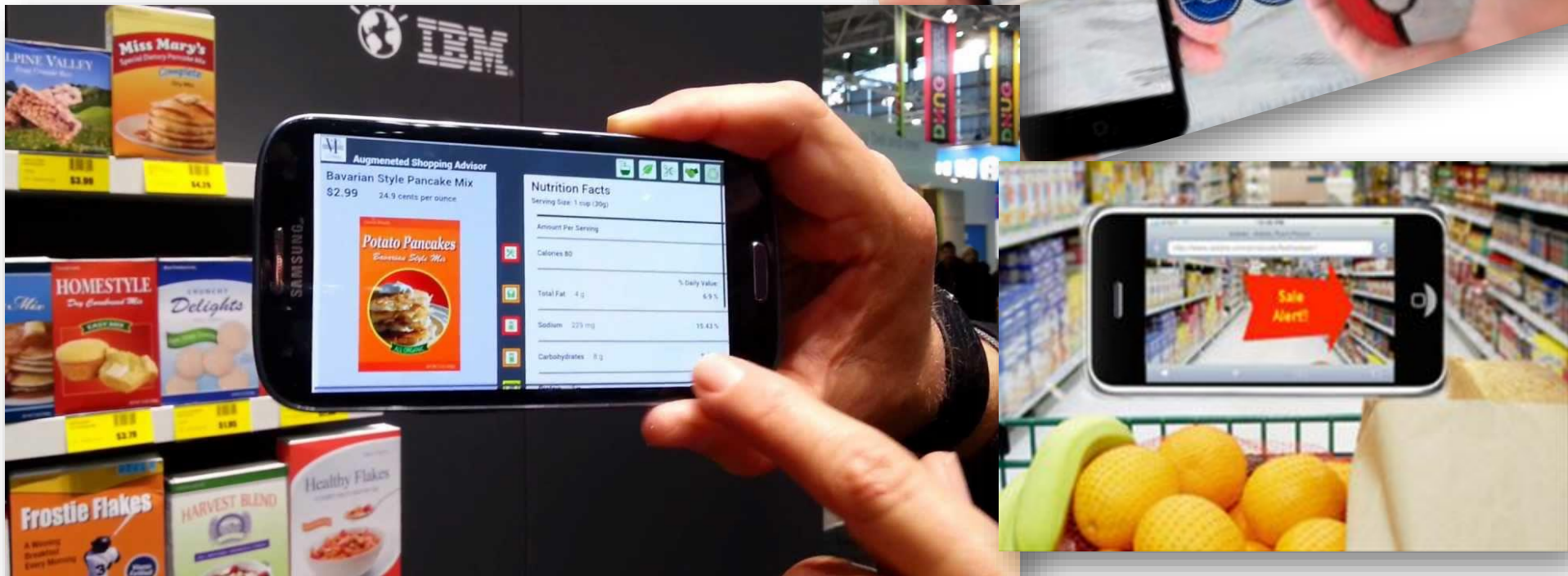
A man in a dark suit stands with his back to the camera, hands clasped behind his back. He is positioned in the center of a perspective view of a digital tunnel. The walls and floor of the tunnel are composed of glowing blue lines, and the space is filled with a dense stream of white binary digits (0s and 1s) that recede into the distance, creating a strong sense of depth and immersion in a digital environment.

We live  
in a digital world...



# Interactive Packaging...

- Store GPS
- Price comparison



## Augmented reality...

- Additional product information
- Ingredients
- Allergy warnings
- Recipes

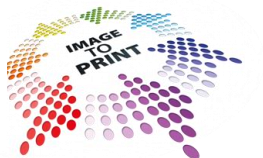




## Facts:

- Biggest printing matter in the world with 6,5 Billion printed square meters...
- More then 220 Million\* catalogs per year
- Catalog in 32 languages, 332 pages\* each
- Printed in Germany (several printers)
- 18% of the pages included digital content

\*2015







Augmented reality...

janoschka



## What is Packaging?

Contains !

Protects !

Preserves !

Carries Information !

Eye-catcher...!

Makes the Brand...!

**Makes the sale !**



## Augmented reality...





New challenges...







---

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