TRENDS & INNOVATIONS FLEXIBLE PACKAGING

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Director Business Development

What is Packaging?

Contains !

Protects !

Preserves !

Carries Information !

Eye-catcher…!

Makes the Brand…!

Makes the sale !

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Packaging attires, Packaging is a marketing platform…

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

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Packaging creates attractiveness…

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Packaging has it’s purpose…

Stop

↓

Hold

↓

Make the sale

Disturbance
Eye attraction

Interest
look and feel
hand attraction

convinced

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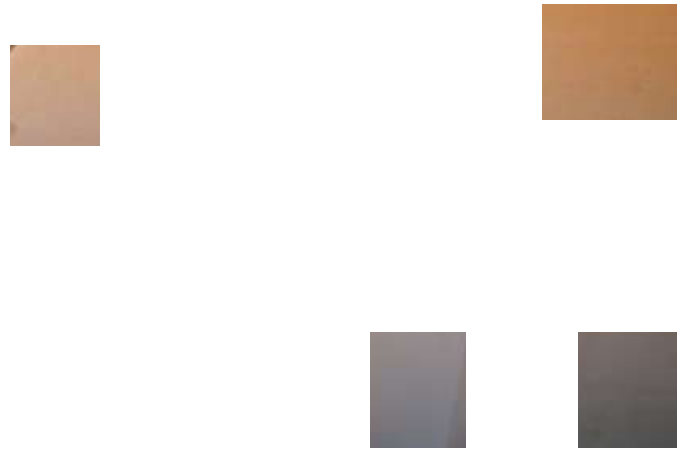
The importance of Packaging…

The **importance of color** when buying products:

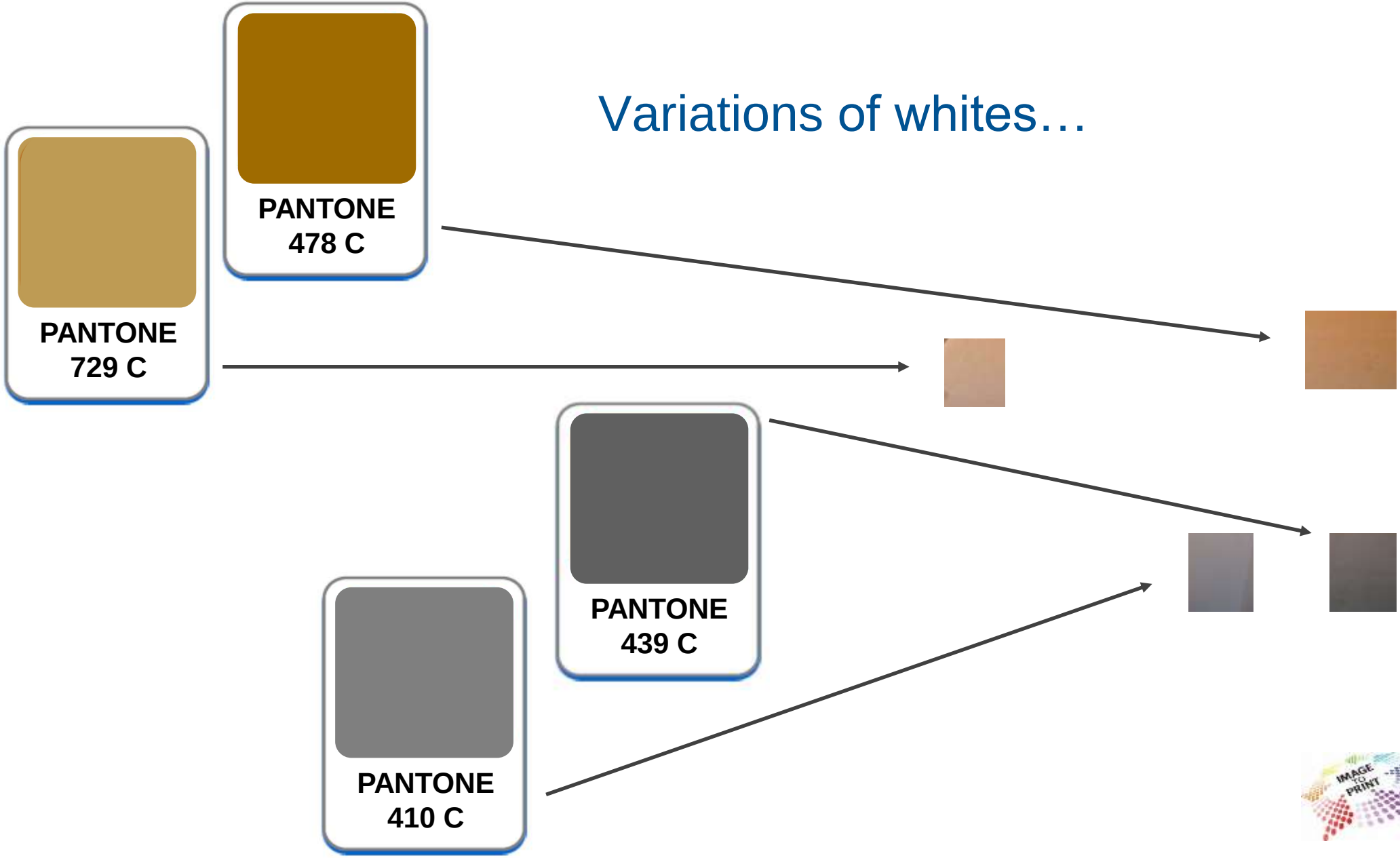
According to surveys, 85% of consumers stated that **COLOR** accounts for more than half of the factors considered important for choosing products.

It‘s all about... COLORS

Color does not exist…



Variations of whites…



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PANTONE
729 C

PANTONE
478 C

PANTONE
439 C

PANTONE
410 C

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C O L O R

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

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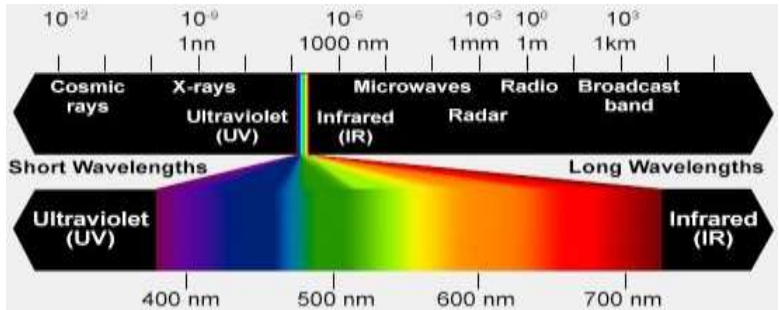
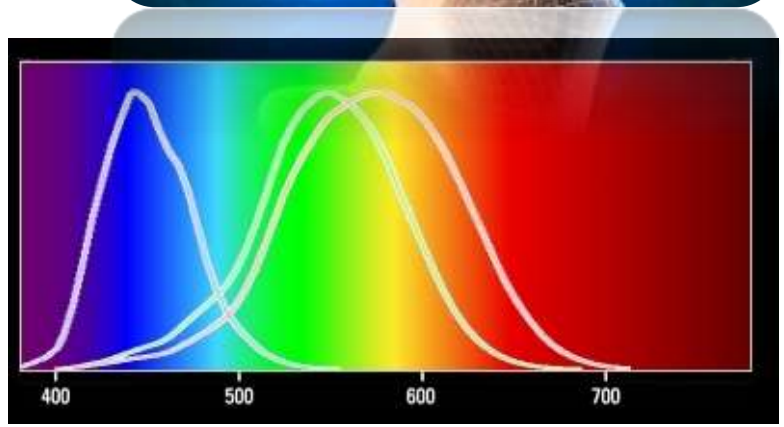
Human limitations…

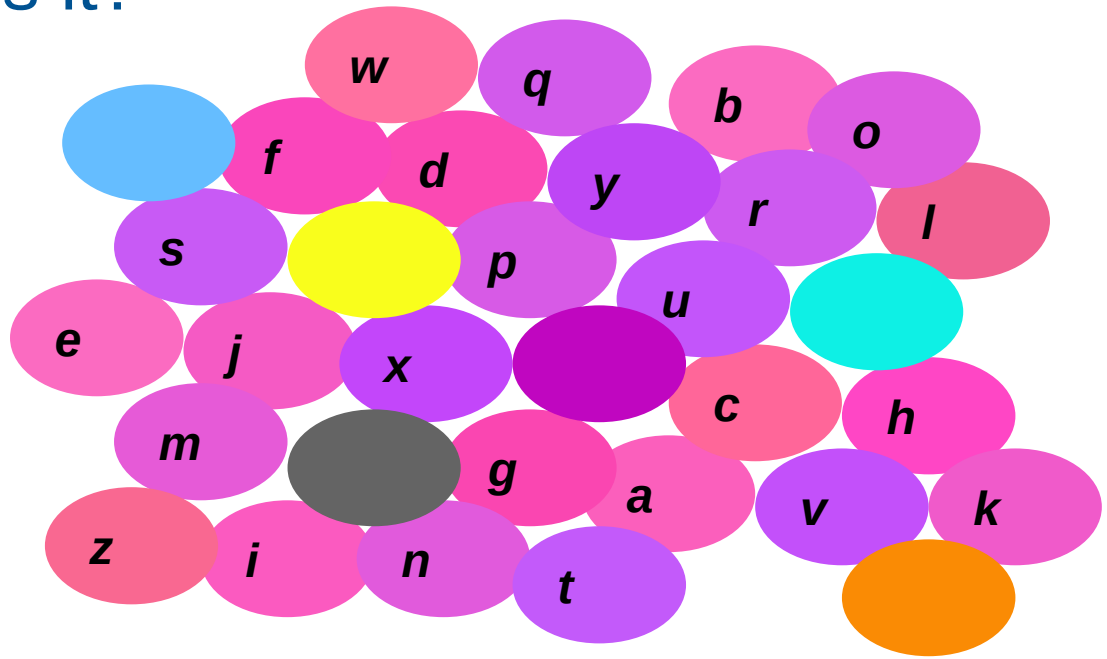
- > 10 millions colors
- Only a very small color-space is visible for human beings
- It is <u>not possible</u> for human beings to memorize colors



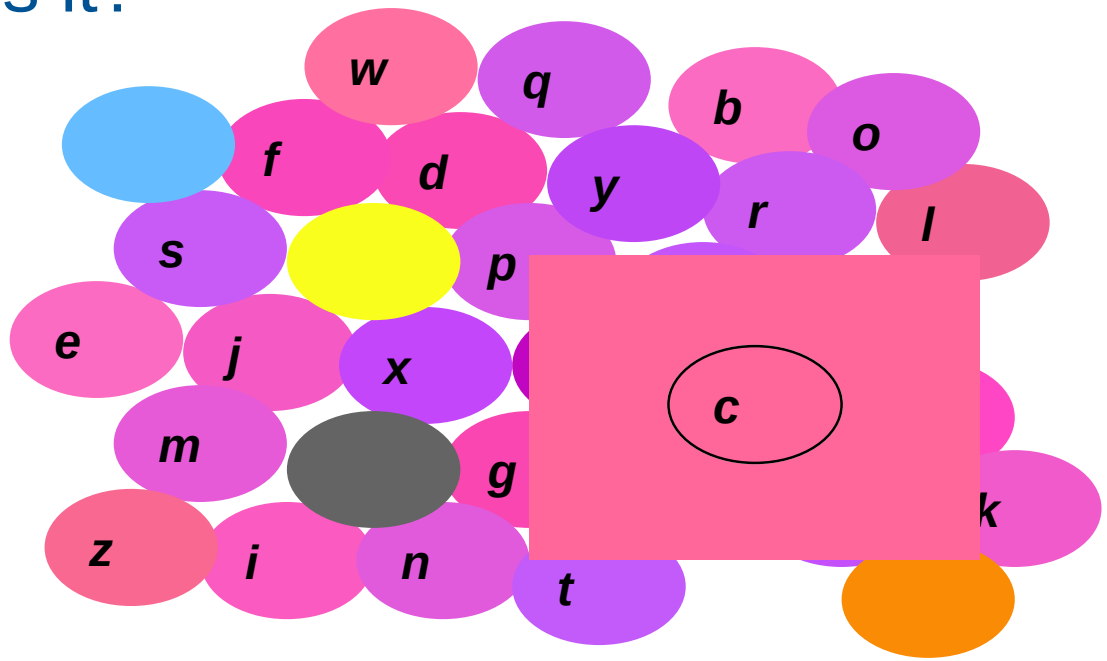


Identify this color…

Which color is it?



Which color is it?



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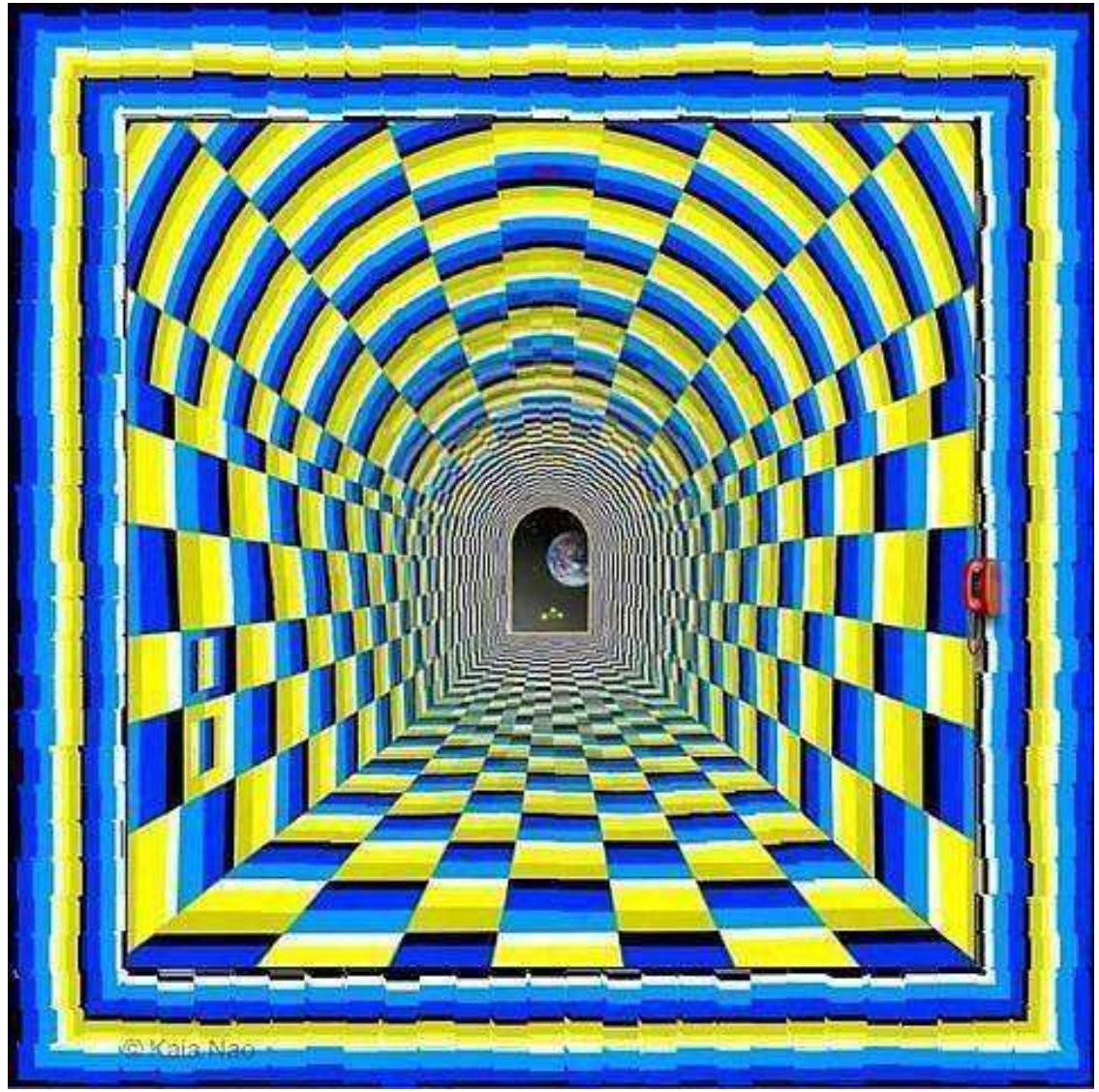
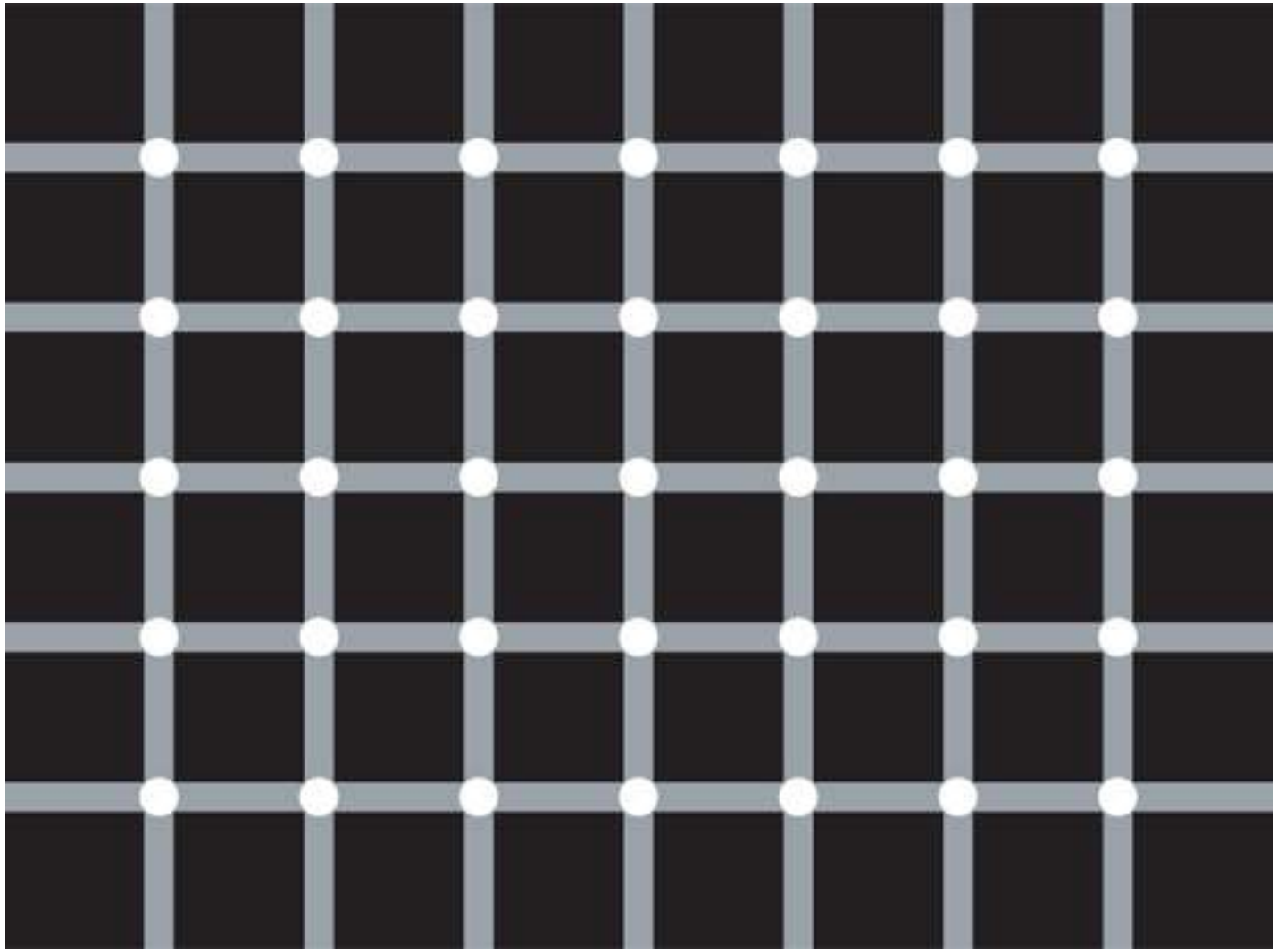
Seeing is believing…

How much
can we trust
a human eye…?

- How much can you trust your brain?



- How much can you trust your brain?



- How much can you trust your brain?

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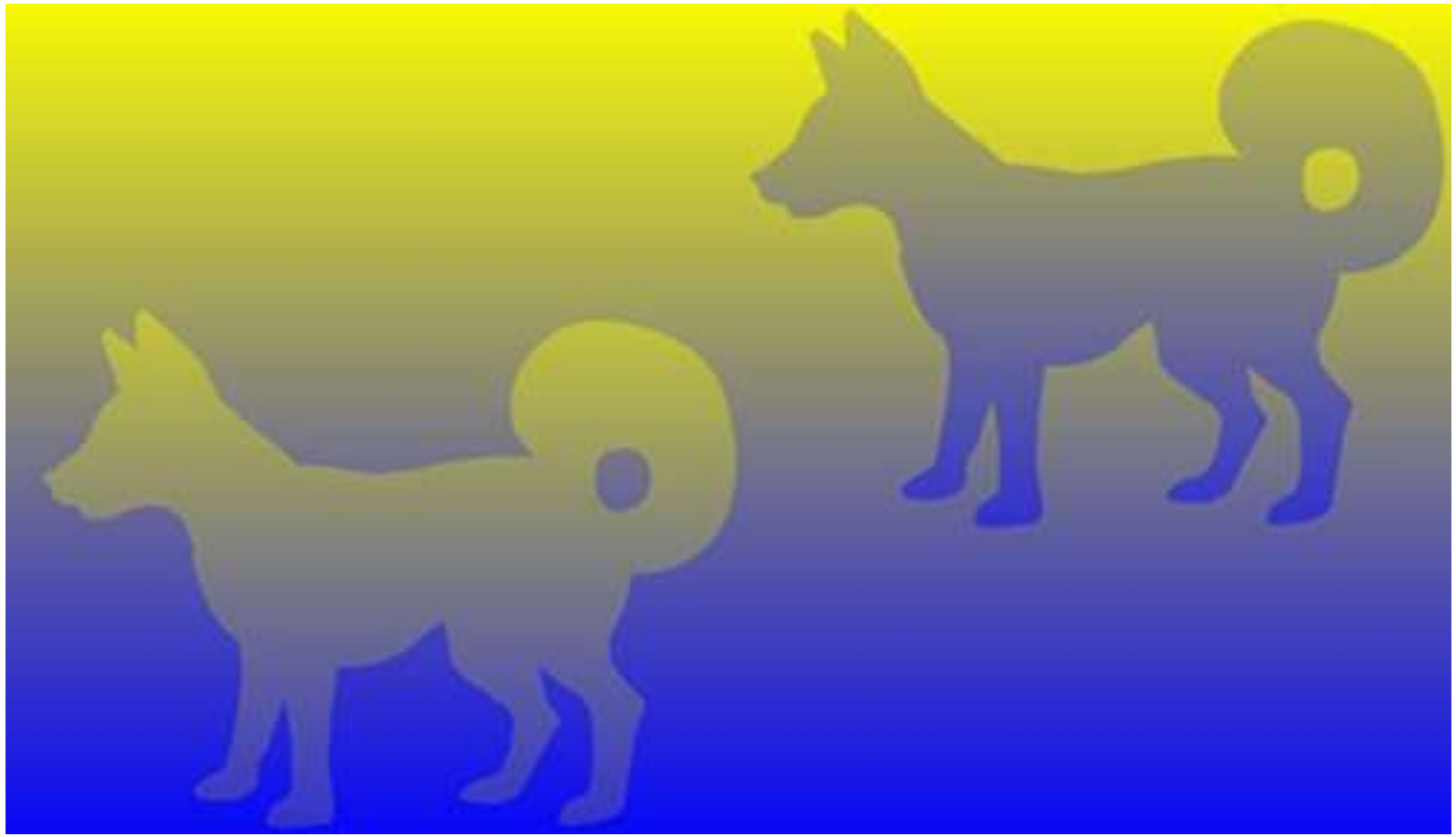
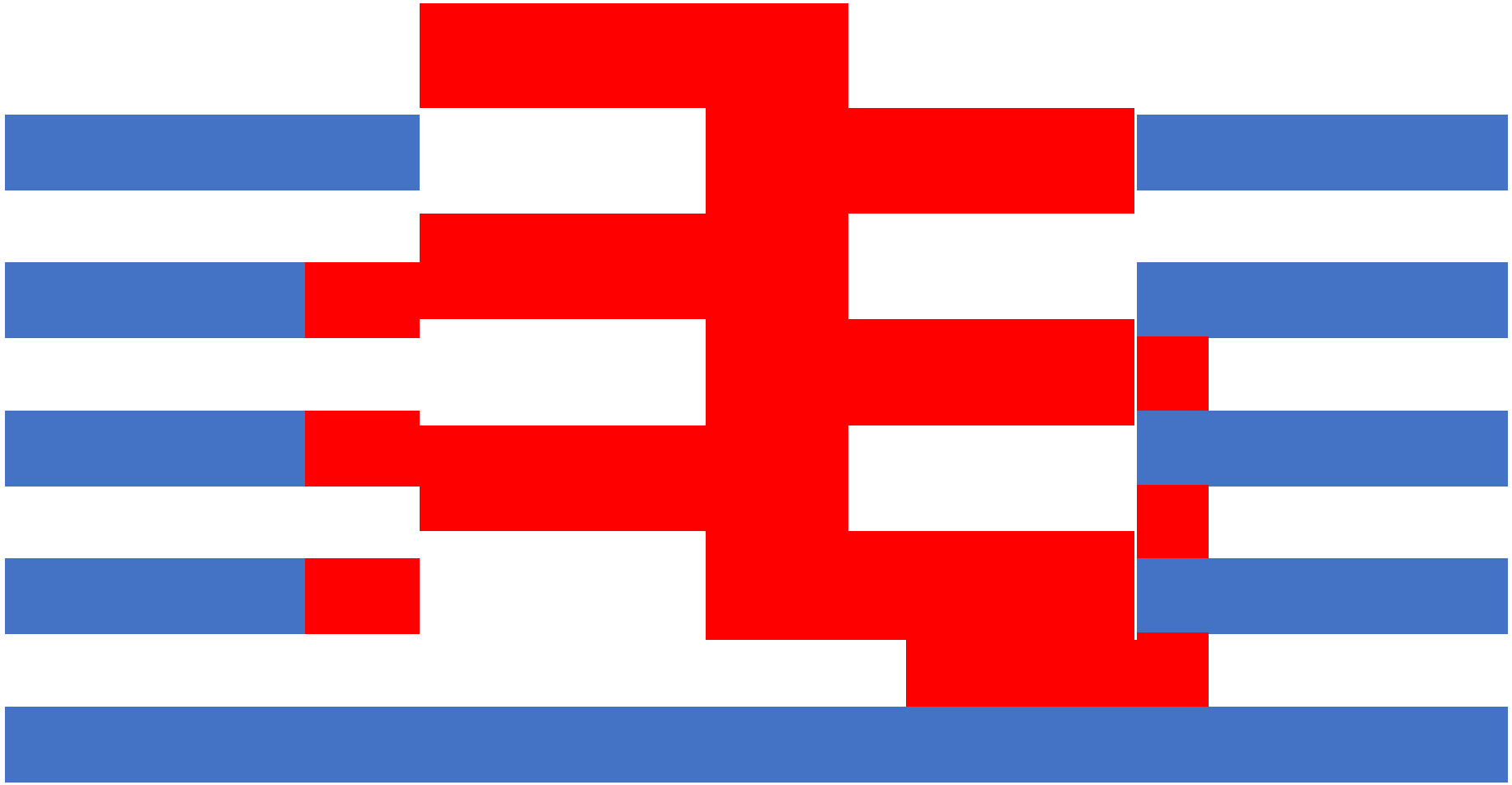


- How much can you trust your brain?



Subjective terminology…

Make the colours cleaner

Increase detail

Needs to be redder

Add contrast

The colours are too strong

Increase saturation

Add density

Just a smidge

Increase sharpness

Needs more depth

Tone it down

Balance neutrals

It’s too dull

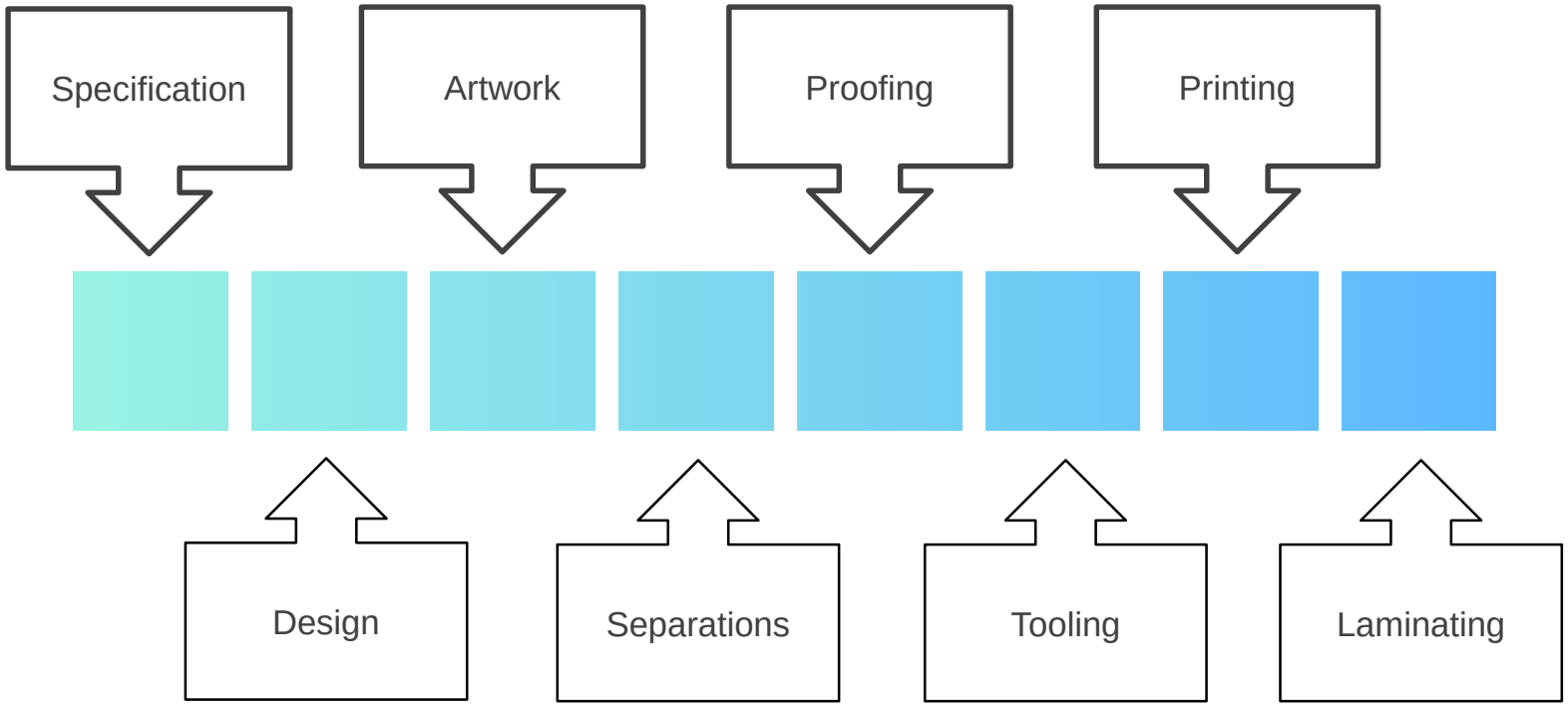
It’s too flat

Make it Pop

Fleshier flesh tones

It’s Grainy

Too muddy


Specification
Artwork
Proofing
Printing
Design
Separations
Tooling
Laminating

Variation of colors…

- Environmental aspects

temperature

humidity

sunlight

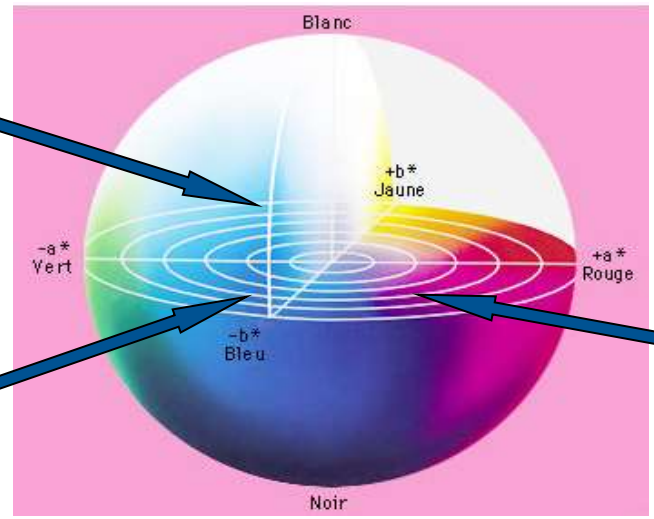
Color can be measured - **CIELAB**

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

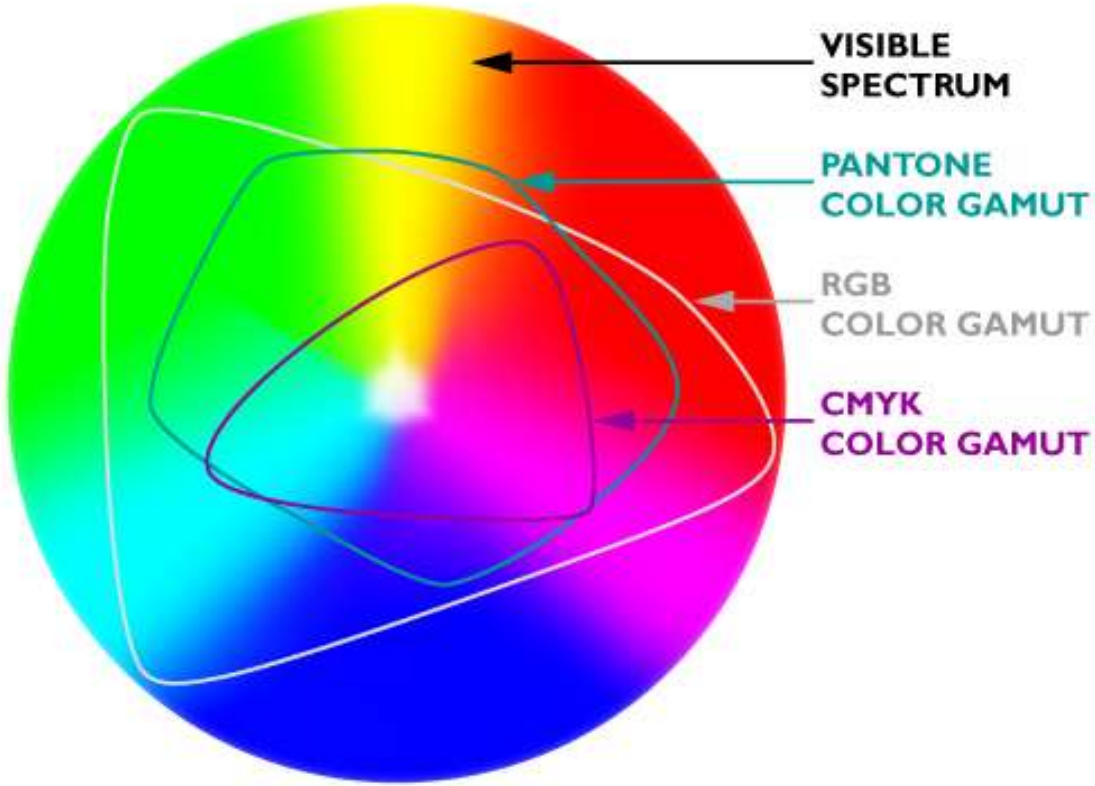
L : 81
a : - 19
b : -51

L : 53
a : -19
b : -51



L : 45
a : 73
b : -24

What we can see versus what we can make

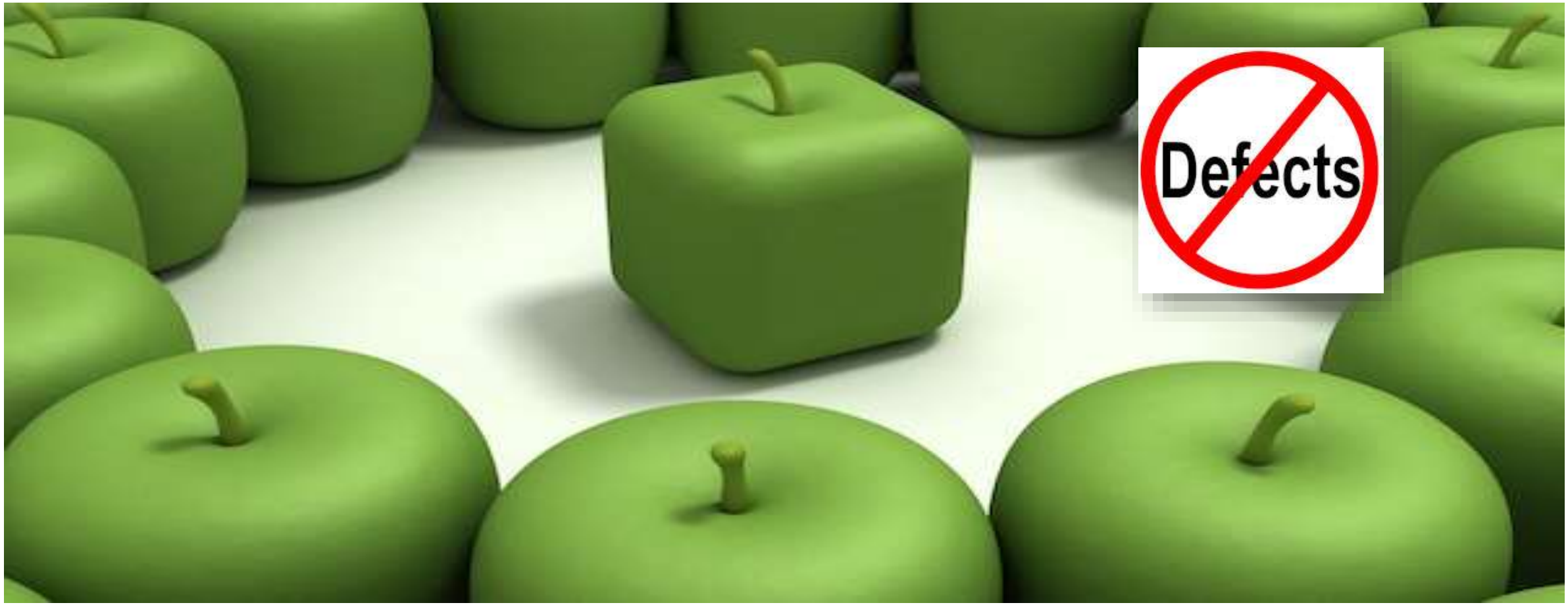


It’s all about sight…

5
senses

- **sight**
- touch
- hearing
- smell
- taste

Seeing is believing…



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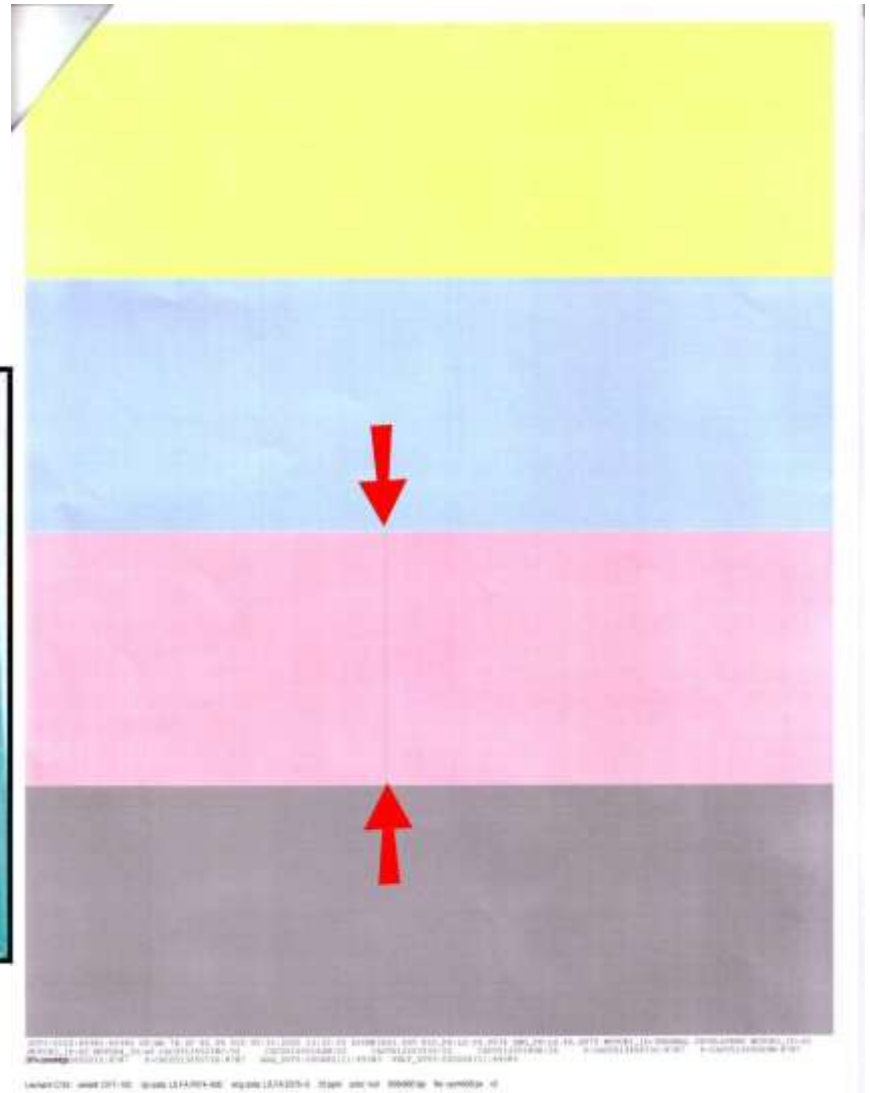
Seeing is believing…

Detect quality defects: **Register** problems…

this is what you want:

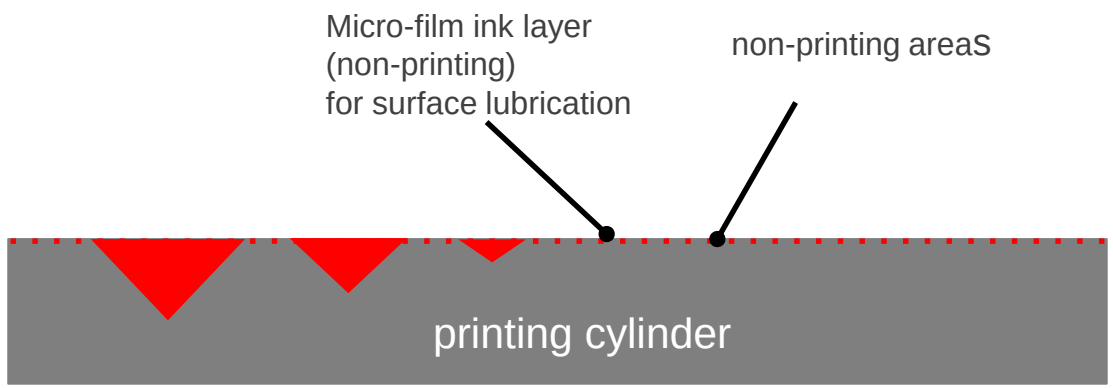
- needs to look good
- readability
- legal aspects

Detect quality defects:
Doctor-blade streaks…

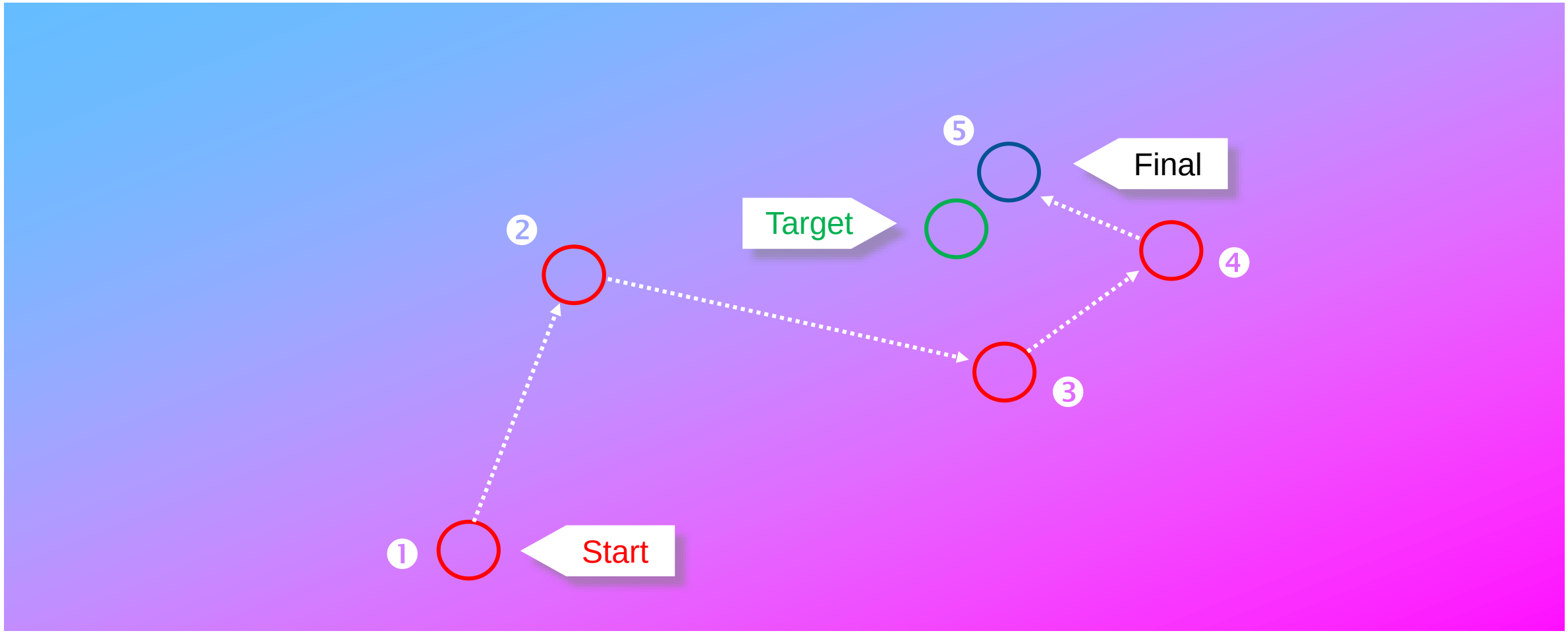


quality cylinders – high performance

- Perfect diameter of the cylinders to assure good register, especially at high speed
- Perfect and even surface roughness to prevent from hazing and scumming



Lost time for color-mating and waste…



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Quality defects: **INCONSISTANCY…**

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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 !**

Print Color Management: Fingerprint & Profiling

- Simulate the printing result prior to production = Predictability
- Reduce set-up time
- Reduced waste
- Better efficiency
- Cost savings

NEW CHALLENGES

Legal obligations and restrictions

Legal obligations - market requirements

- Need for individual appearance to prevent from forgery
- Product identification / security elements on the pack
- Smaller text / type / elements

Micro Text

Guilloche

Can you read this text?
Can you read this text?
Can you read this text?
Can you read this text?
Can you read this text?
Can you read this text?
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Laser technology provides unlimited options…

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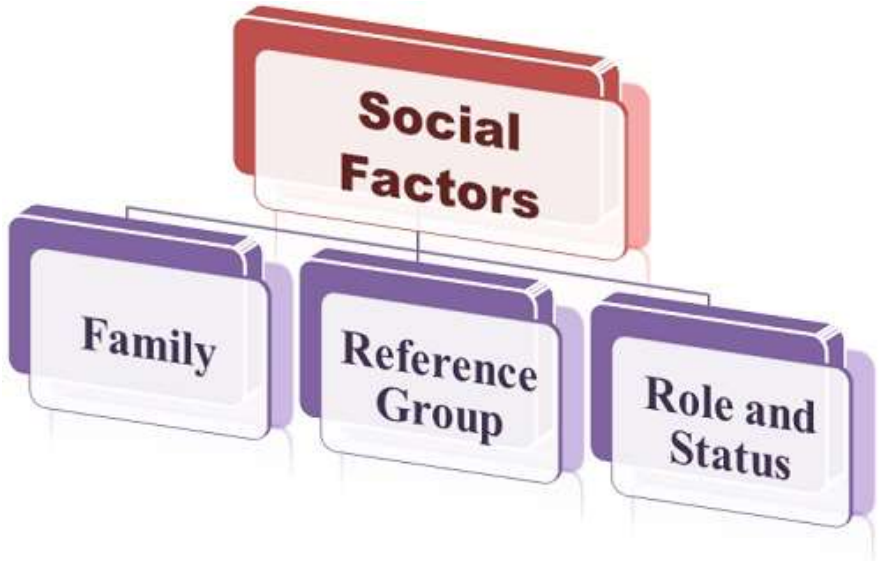
Change in Consumer behaviors…



Consumers attractions…

5
senses

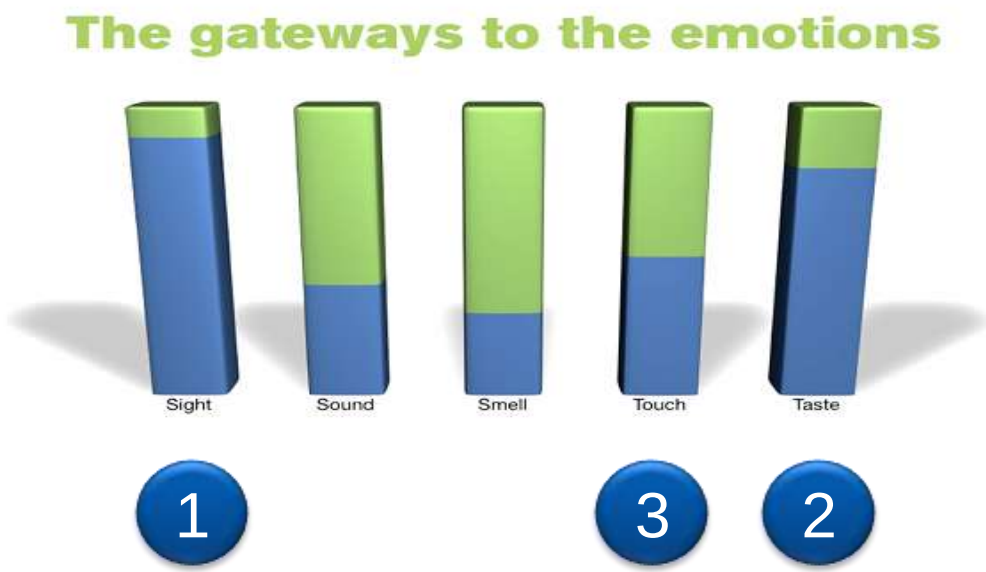
- sight
- **touch**
- hearing
- smell
- taste

Desire to touch…

Consumer attractions…

5 senses

- sight
- **touch**
- hearing
- smell
- taste



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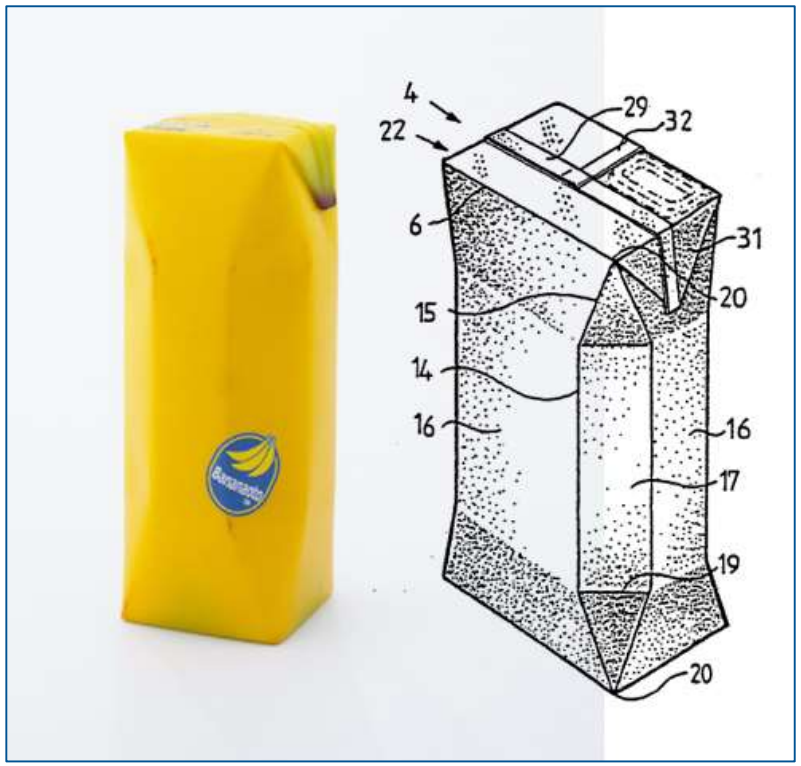
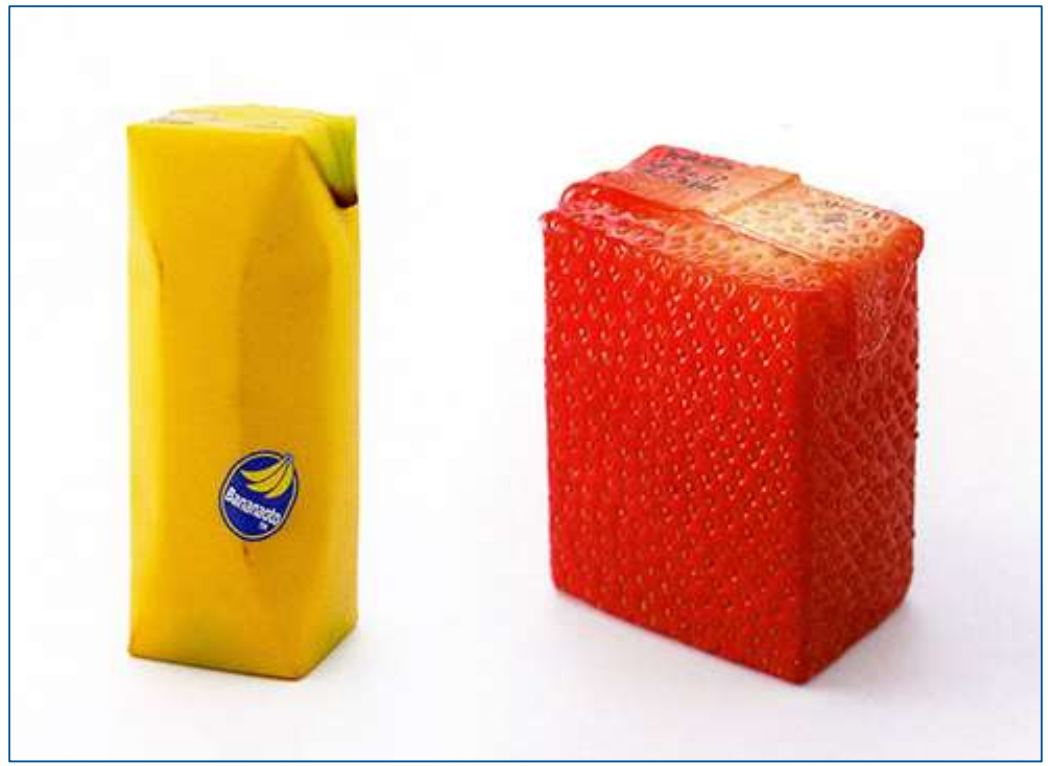
Combination of form and color…

Combination of form and color… ???

Desire to touch…

Desire to touch…





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Desire to touch…

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Desire to touch…

Desire to touch…

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Desire to touch leads to innovations…

Applications and limitations…

Combining beauty with functionality…

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Combining beauty with functionality…

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Combining beauty with functionality…

Combining beauty with functionality and saving costs…

Consumers attractions…

5
senses

sight

touch

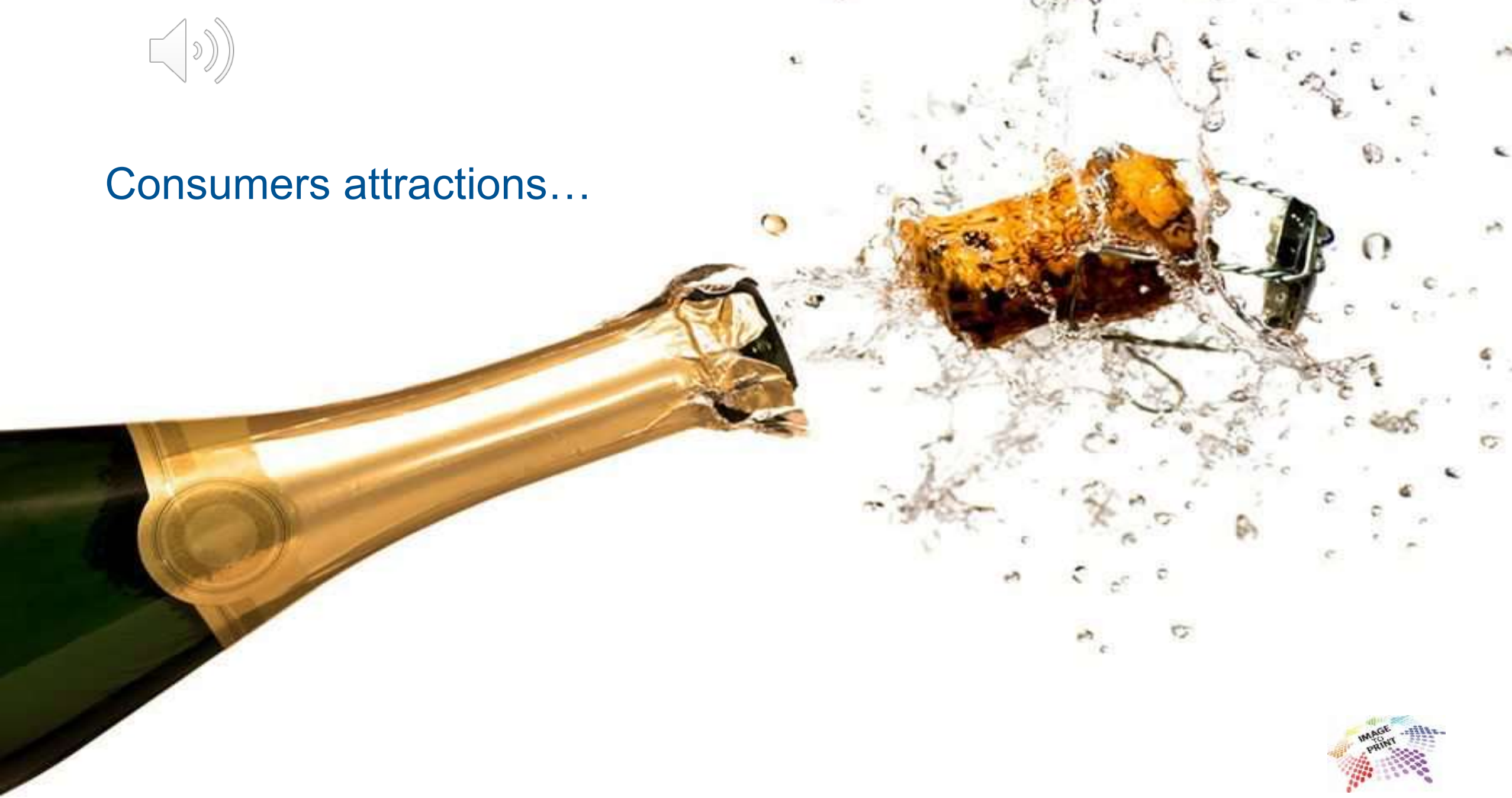
hearing

smell

taste

The sound of packaging…

Consumers attractions…



Sounds…

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Sounds…

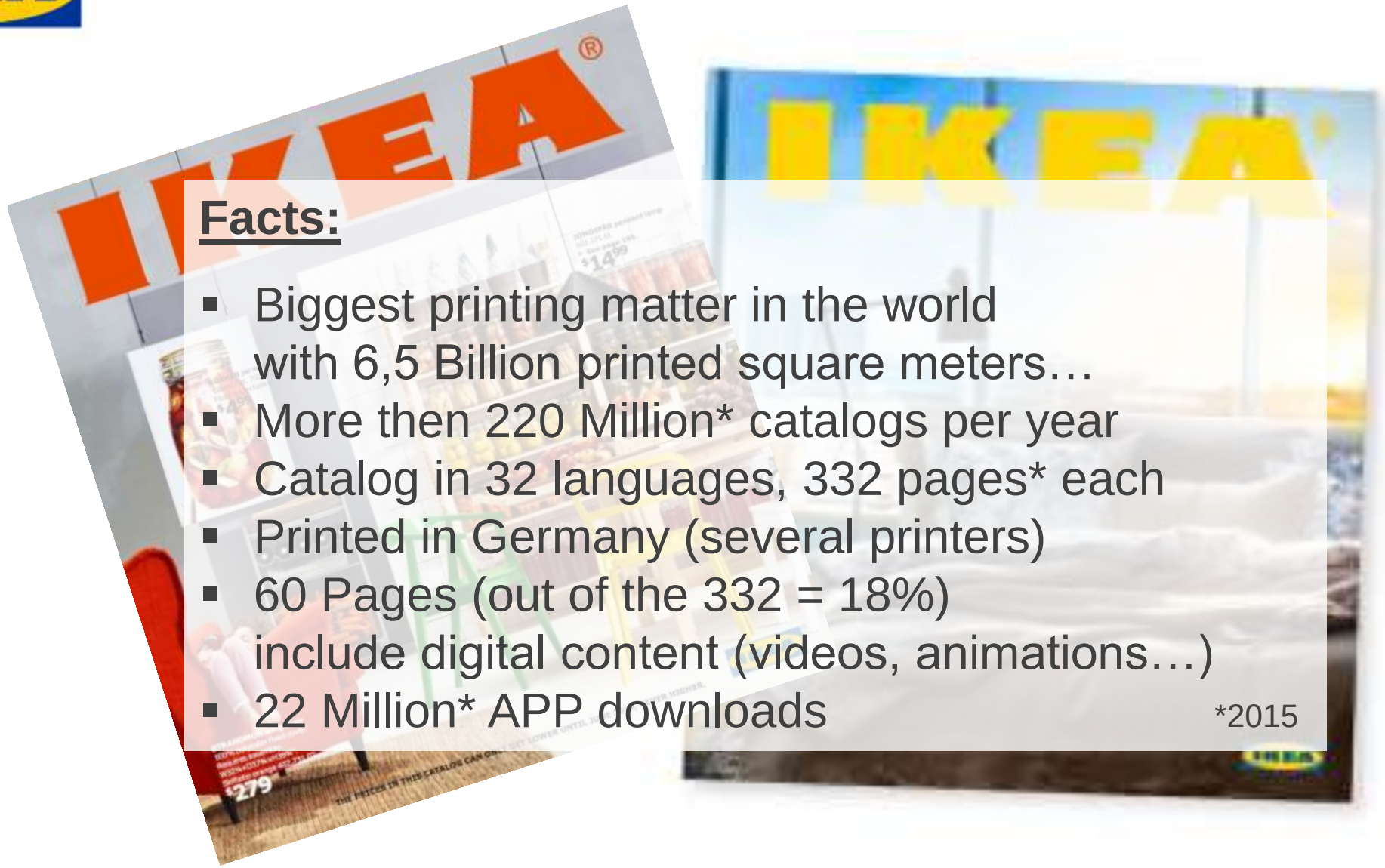
We live
in a digital world…

Interactive Packaging…

- Store GPS
- Price comparison

Augmented reality…

- Additional product information
- Ingredients
- Allergy warnings
- Recipes



Facts:

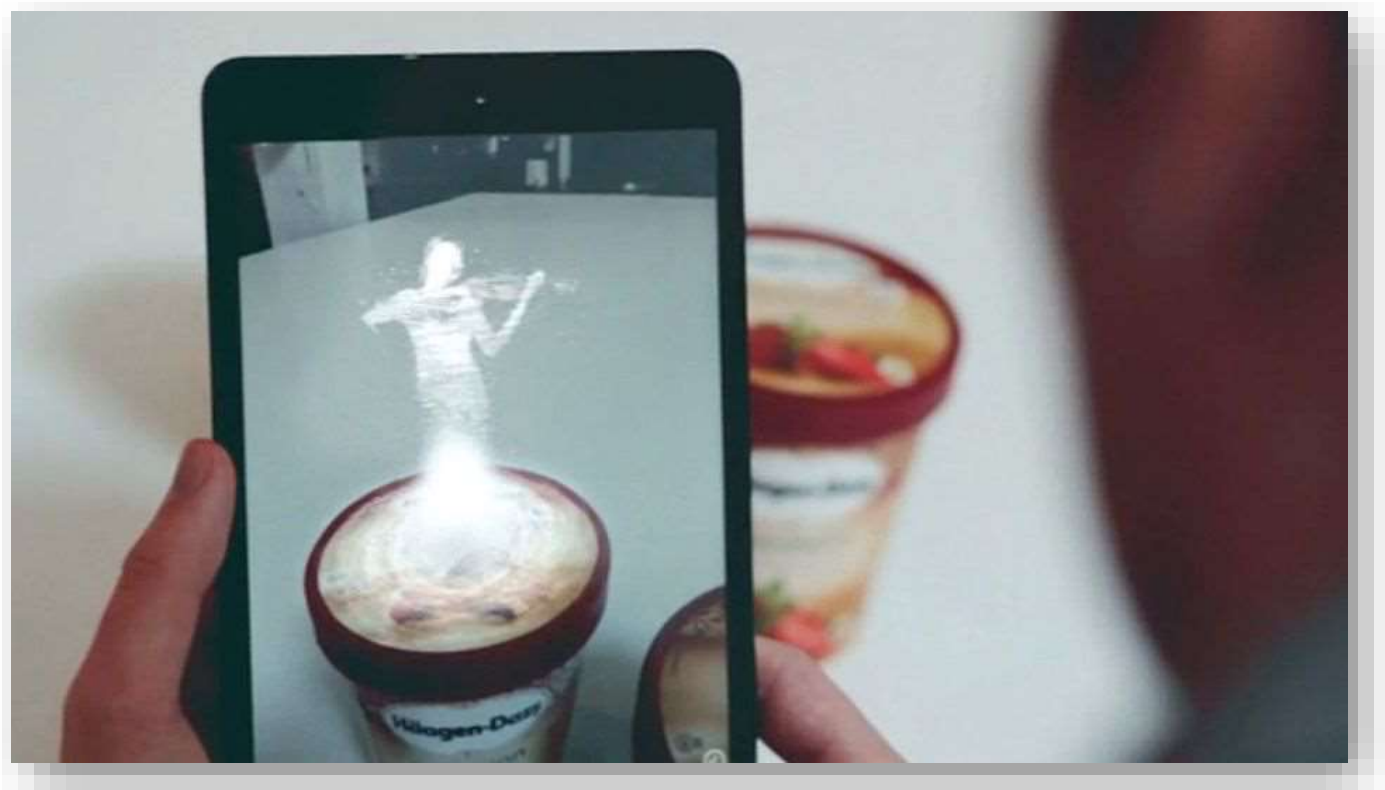
- Biggest printing matter in the world with 6,5 Billion printed square meters…
- More then 220 Million* catalogs per year
- Catalog in 32 languages, 332 pages* each
- Printed in Germany (several printers)
- 60 Pages (out of the 332 = 18%) include digital content (videos, animations…)
- 22 Million* APP downloads

*2015

Augmented reality…

of coordinated covers
ook. Cover: 50% viscose/
84cm. Sågmyra grey/check.
nchair £80 Hand made, gives soft
ms. Each piece of furniture is unique.
H100cm. 202.016.82
Scan page to see more

Augmented reality…



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New challenges…

Thank you !

Rudi Weis-Schiff

July 2019

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your teampreneur

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