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The magazine for professionals



Focus:

**10 YEARS OF DESPRO**

# Creativity meets functionality

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## Editorial



**Stefan Ebli**  
Head of Design & Prototyping

### Dear reader,

Have you ever asked yourself how new packaging shapes come about? Where the ideas for an unusual cup, an original spray bottle come from? At DesPro, the Design & Prototyping department of Greiner Packaging, we occupy ourselves every day with the question of which packaging can make the best contribution to the product success of our customers, winning them over not just with the visual appeal but also with the handling. Our team from Austria, Switzerland, the US and Great Britain has devoted itself for ten years now to the development of new, innovative ideas. Together with our colleagues around the globe, we look for solutions that help make a product stand out at the POS, but which are also technically possible. Read more on the development of DesPro, the added value we can offer our customers and our future plans in our current main topic on pages 4 to 9.

On page 3, you will find a report on our award as supplier of the year for Danone and our further development of the Rastatt site in Germany. In the past few months, we have built a healthcare center of competence here, which is expected to be among the trendsetters of the sector. On pages 10 to 13, we present the current packaging solutions from Greiner Packaging. From hair care products with modern design to iced coffee cups to the pudding cup with an added feature. On page 14, we present a new product innovation from DesPro – an easy-to-open plastic blister – and give you a preview of our trade fair appearances this year. And finally, on page 15, we look back at our Innovation Day 2016 at Packworld, which was all about “Smart Packaging”. Arndt Traindl fascinated the expert audience on hand with his entertaining presentation called “Megatrends and their impact on the retail industry”.

**Enjoy reading our first unique packpaper edition in 2017!**

## Supplier of the year

### Russia

Exchanging views, networking, continuing education – the first “Supplier Day” organized by the Danone food company in Moscow in October 2016 was dedicated entirely to current successes and innovative developments. Suppliers from various sectors – from the food and dairy industry to rigid and flexible packaging, services and industrial equipment to materials – were invited to talk about trends in the innovation, quality, and logistics sectors and to present common plans for the future. Danone also honored its best suppliers during the event that took place at the prestigious “Moscow School of Management Skolkovo”. Only long-time partners that have contributed to Danone’s successful development in the past were nominated. Aside from prizes in various categories, the main prize for “Best supplier of the year” was awarded – an honor given to Greiner Packaging, as it impressed the jury of experts with exceptional performance across all criteria. Fulfillment of quality standards, cost optimizations, work protection, innovations, sustainability and price-performance ratio were assessed, among others.



**Sales Manager Gleb Frolov and General Manager Yan Snegirev (not shown in this picture) accepted the Danone award for Greiner Packaging.**

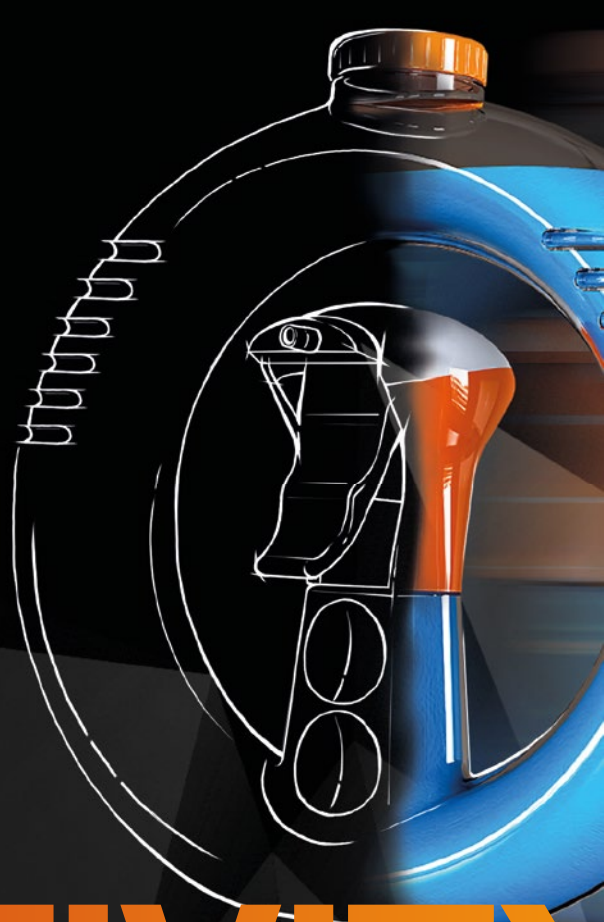
## The Rastatt location sets a new focus on healthcare

### Germany

The extensive process of modernization that has been under way at the Rastatt site in Germany since May 2016 has been completed. The plant was converted into the center of competence for the healthcare industry, and its own team of specialists with years of experience in the fields will devote themselves immediately to the new challenges. Old machines have been replaced with the latest equipment: “We have undertaken personnel, organizational and technological changes in order to even better fulfill the high demands of the discerning healthcare market sector. Both production and procedures have been optimized and modernized. The clean room technology, which is aligned with our customers’ requirements, forms the centerpiece of our restructuring. All employees are geared toward the new sector and are motivated to systematically implement the established line,” says Rastatt Managing Director Stefan Rohr. The technology continues to emphasize extrusion blow molding, multi-barrier and PET bottle production, also in combination with the innovative Kavoblow technology. The site consequently offers a wide range of customer-specific packaging solutions. A significant number of prestigious healthcare

customers are already being supplied by Rastatt, and with many new projects currently in progress, the site will continue to be expanded in the coming months.





Focus:

**10 YEARS OF DESPRO**

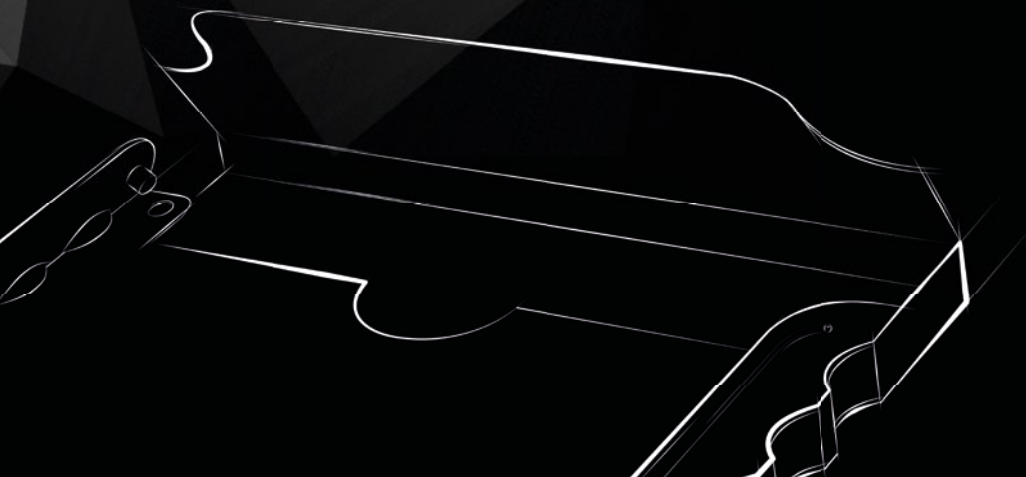
# CREATIVITY MEETS FUNCTION



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Focus:  
10 years of DesPro

# Creativity meets functionality

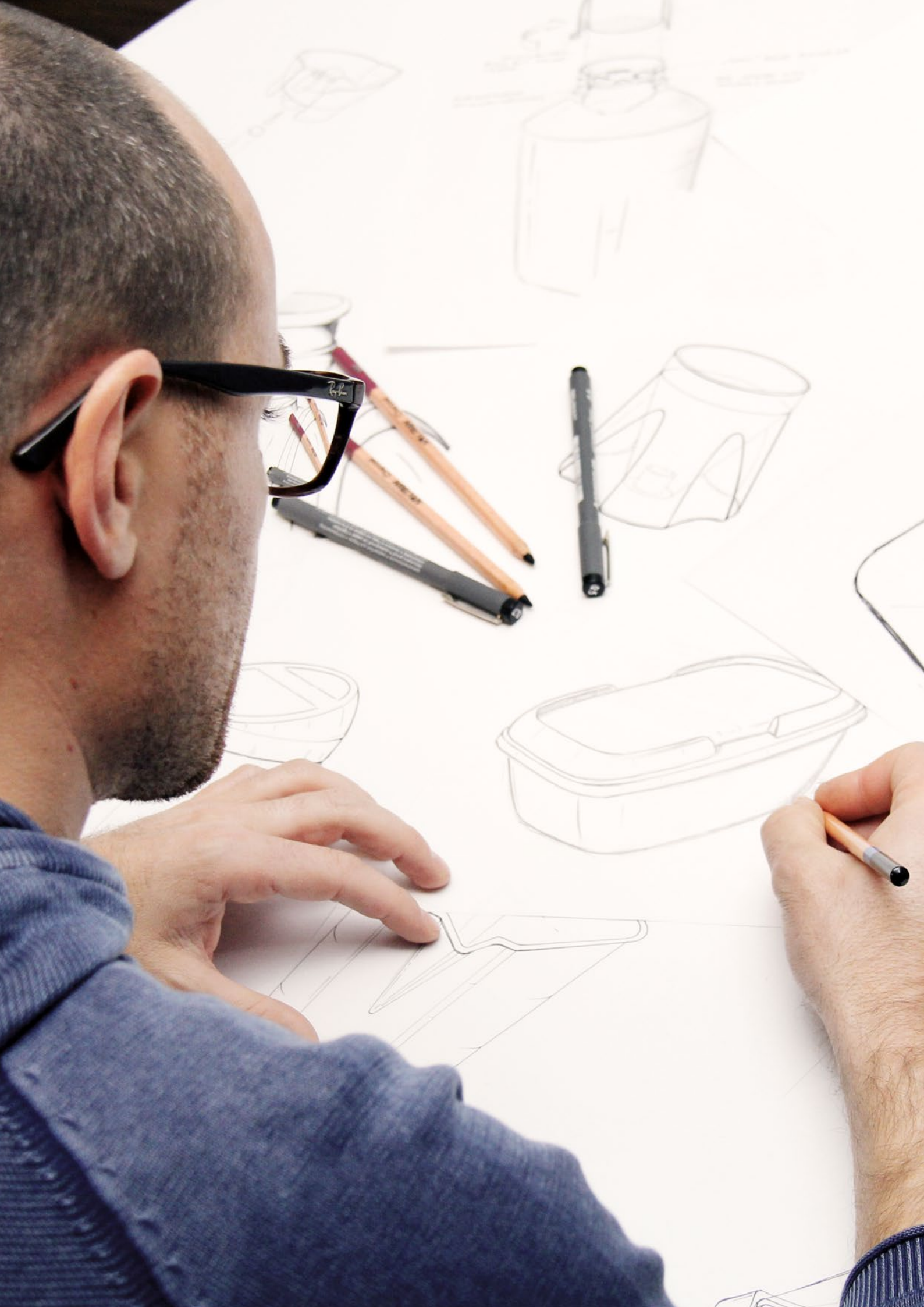
**For the past ten years, the Design & Prototyping department has been producing tailored, creative ideas for customers around the globe.**

**A building façade, a leaf from a tree, a pair of eyeglasses – Stefan Ebli sees structures, shapes and functions where most people see ordinary objects. The 38-year-old finds inspiration everywhere. No wonder he is head of Design & Prototyping at Greiner Packaging, and as such is consequently responsible for DesPro, the firm’s internal design department, which is celebrating its ten-year anniversary this year. “Going through life with open eyes” is the unofficial motto of the international team, which has made it its goal to surprise customers and consumers with original packaging and plastic solutions.**

“Diverse, challenging, hectic, never a dull moment” – Stefan Ebli’s passion for creativity and innovation jumps out right away when he speaks about his daily work routine. He has been a DesPro employee from the very start: In 2006, while employed at Greiner Extrusion, he was always pointing out suggestions for new packaging solutions, introducing ideas to management and, during his free time, would fiddle about with new concepts that could be of relevance for the customers of the company. His commitment attracted attention, and after just a brief period, he received an offer to set up an internal Design & Prototyping department for Greiner Packaging. “That was a really exciting time. I was entirely on my own, since there was still no great experience internally with design processes. I was therefore able to freely fully develop myself, but it was very demanding as well. I could make many decisions by myself but also had to assume the responsibility for them. In the first few months, I tried above all to learn the extent of the variety within the company, I wanted to be well-informed about the entire value-added chain – at our company as well as at the customers’ – in order to specifically make suggestions for improvement or offers for new products,” Ebli explains.

## **An international team guarantees solutions with added value**

The concept takes off, the customers of Greiner Packaging respond positively to the new creative program of the company and orders increase. And within ten years, the one-man show has become a corporate division, where today – in an intensive collaboration with international project management – more than 70 employees implement new products. From Austria, Switzerland, the US and Great Britain, the team devotes itself to extensive processes of innovation. The most varied processes imaginable cross the desks of DesPro, from finding ideas, to creation, to examining technical feasibility. “In our collaboration with the specialists in project management, we must succeed in finding not just attractive, but above all functional and cost-efficient solutions with real added value as well. It is important for us not just to present a great idea to customers; we examine beforehand whether these can really be implemented within the framework conditions of time, budget and technical requirements. We therefore avoid disappointments and ensure that we never lose sight of the customers and all their needs,” says Ebli.





**Diverse opinions are in demand during the creative process.**

The team places great emphasis above all on technical feasibility. While the DesPro employees bring along their personal experiences from various countries, the associates in international project management are production experts and can consequently give a precise evaluation of every technology and their strengths and weaknesses. As part of a series of extensive networks, all team members are able to ensure through their know-how that a given project receives a thorough evaluation. DesPro must meet these fundamental requirements: "Customers want to stand out from the crowd with their products and distinguish themselves from the competition. This takes place partly through visual appeal of course, but today in many cases also through an added benefit. Thus, food packaging often already has utensils included with it and empty packaging serves as storage boxes or cleaning agents are supplied with a sponge included. In this regard, there are no limits to the imagination and we have noticed that the demand for such solutions is greatly increasing. "Further trends in the packaging sector, such as smart packaging and individualization, are likewise addressed by DesPro. "Of course, our employees around the globe are keenly watching these developments and we can therefore always supply our customers with state-of-the-art technology," says Ebli.

development and presentation, so of course it is not easy when this is then harshly criticized and rejected. It takes a while to get past that kind of disappointment and that makes it all the more gratifying when projects that were initially rejected are picked up again and implemented, often years later. You simply need endurance for some ideas, since sometimes we are likely just a bit ahead of our time," says Ebli with a smile.

2006

The idea of founding a Design & Prototyping department arises.

70

More than 70 employees implement new products every day.

**A proven process**

But how does one imagine a creative process at DesPro in the first place? In most cases, contact with the customers is done through the Sales Team – during product launches or if there is a desire to adapt an existing package. "First and foremost, we ask the precise requirements – what is the planned time frame, what filling equipment will be used? Then we get into the creative process and make sure we involve even people in the process who have nothing to do with DesPro but who we believe could make valuable contributions to the process with their opinions. We collect as many ideas as possible and assess them afterwards – always in collaboration with our colleagues from project management – to see if they are technically feasible and, very importantly, to see if they are economical." In a further step, sketches and 3D animations are created, and specialists of the individual production technologies once again assess the functionality and practicability. "We try to prepare the product as realistically as possible for presentation to the customer. Logos, visual worlds and things like that must simply be in tune in order to present a concrete

**Endurance required**

But some say the market is often just not quite ready for some ideas: "It was honestly a very long learning process for all of us. When a person is convinced of an idea, that person's entire life blood is poured into its

**From idea to final product**

Find out more about DesPro online: [www.despro-gpi.com](http://www.despro-gpi.com)





image to the customer. Having a prototype in the process also often helps." Some three to seven different ideas are presented each time: "We would like to give the customer choices – from premium packaging to the standard solution to the cost-effective variations. We align expectations and wishes, combine suggestions and feedback and, in the end, always find the solution that best fits the product and the particular company," says Ebli.

### International networks and global trends

Aside from packaging, DesPro also keeps presenting ideas for toys, tools or interior decoration; the possibilities are almost endless. Almost, because cost does not spare even original and creative projects. Stefan Ebli is convinced that "some ideas simply need the right customer; I am always surprised at how bold many people actually are and the innovations they get into that are to some extent revolutionary for the industry. But of course, a successful project requires more – packaging must fit the product and the sector, for instance, and it must surprise yet still meet the expectations of consumers. This is a balancing act that can be mastered in the development process only through years of experience." Aside from experience in the plastics and packaging industry, it is also the international network of Greiner Packaging and the Greiner Group itself that gives DesPro positive input. Store checks, collaboration with suppliers and universities, trade fairs, shows or Internet research contribute toward better understanding of the market and the consumers. The diverse cultures and markets around the globe also offer inspiration and often demonstrate the directions that trends are taking. Market observation is therefore of great importance. "The American market has greatly influenced the trend toward to-go products, for instance. Whether it is coffee, soups, salads – food is individually prepared in the market and then consumed on the road or at the office. This is already an everyday occurrence in the US; Austrians have a somewhat different mentality in this regard and are only now jumping on this bandwagon. But these insights into such diverse consumer worlds are what keep making my job fascinating. We can give our customers targeted advice, thanks to having emplo-



yees around the globe – depending on which country they would like to sell their products in," Ebli says, as he emphasizes another customer benefit of the international DesPro team.

They have successfully managed to do this for ten years. So, what are the plans for the future? "We want to be THE contact partner for technically solvable packaging innovations in the sector. That is an ambitious goal, but I think we are moving in the right direction toward that. With our solutions, we offer our customers the real added value of distinguishing them from the competition. Now, and in the coming years as well."

## Innovation with a system

Greiner Packaging is constantly in search of new innovations. In doing so, the experts concentrate on five core areas for plastic packaging:

### » POS differentiation

About 70 percent of buying decisions are not made until the point-of-sale. Solutions from Greiner Packaging help make products stand out from the crowd.

### » Convenience

Society has never been more mobile. Food solutions that can be prepared fast and consumed while on the go are very popular. But innovative product combinations and packaging solutions that simplify the handling of plastic packaging in daily routine are also in demand.

### » Product protection

Consumers are becoming more aware of nutrition. At the same time, regulations are becoming more stringent when it comes to food protection. Greiner Packaging therefore ensures optimal protection for products, in particular for foods.

### » Sustainability

Greiner Packaging has solidly embraced sustainability as part of its strategy under the concept of "blue packaging". The company emphasizes sustainable features when it comes to raw materials and other items as well as in logistics and infrastructure. Sustainability is of utmost importance even in the design of plastic packaging.

### » Cost innovation

Greiner Packaging continuously invests in research in order to reduce packaging weight, for example, or in replacing conventional materials with more favorably priced filling. Plastic packaging should not just look elegant but should also be innovative and cost-efficient with regard to the filling and logistics processes.



*With our solutions, we offer our customers the real added value."*

**Stefan Ebli,**  
Head of Design & Prototyping

## New look for professional styling

KC Professional / Hair care

### Packaging facts

Capacity:	250 ml, 300 ml
Material:	HDPE
Technology:	Blow molding
Decoration:	Label
Varieties:	Moisture, Color protection, Volume, Repair, Blond, Silver, Healing, Deep cleaning

We dye it, blow-dry it, straighten it, style it. It shows our individuality and is very often cause for much discussion. Hair is among the most visually distinctive features of a person and ideally it has body and is supple and glossy. Making an important contribution to this are shampoos and conditioners which, in countless variations, take into account the diverse needs of users. The Finnish brand Four Reasons – one of the KC Professional brands – markets high-quality Nordic hair care products that will henceforth be sold in practical plastic bottles from Greiner Packaging. Above all, the color of the modern-design bottles is what calls attention and provides distinctiveness on the shelf. While beauty products are often offered in soft pastel colors, the shampoos and care products distinguish themselves in black. The look is clean, trendy and elegant – and perfectly matches the image of the brand. “We consider Greiner Packaging a reliable partner and benefit in this project from the close proximity of the production sites. Low transport costs and optimized, customized storage logistics mean great added value for us,” says Jyrki Hakala of KC Professional about the

collaboration. The hair care products are aimed at both women and men alike and are available at hairdressing supply shops and salons.



## Double the decorating fun

Eurosand / Decorative items

### Packaging facts

Capacity:	500 ml
Material:	PET
Technology:	Injection stretch blow molding
Decoration:	Label
Lid:	Screw cap
Material:	PP
Technology:	Injection molding
Decoration:	Various color variations



Since 1999, the Bavarian company Eurosand, with its creative line of decorative promotional items and accessories, has been helping provide that very special atmosphere at events or in homes. Colored sand, glass beads, etc., can be used for summer as well as winter arrangements, thus giving a personal note to each season and each festival. All items are available in a number of packaging varieties, one of which has just been redesigned by Greiner Packaging. The 500-milliliters plastic canister contains a variety of winter-themed decorative items and is intended to delight consumers primarily through its Christmassy look. The container, whether filled or empty, is itself a decorative object. “The design fits perfectly with our Christmas items and is yet another example of the design capability of Greiner Packaging, which shows up time and again in so many creative ideas. The quality of the products and the comprehensive service are the basis of our many years of collaboration. Nice to have it validated yet again with each project,” says Josef Hartmann, purchasing manager of Eurosand. The Christmas canister will be available worldwide in various color variations starting in 2017.

## Icy delights

Froneri / Ice cream

No matter how gray the day may seem, ice cream, with its variety of types and flavors, helps sweeten the day for children and adults the whole year round. In Serbia, the Froneri company makes two large-sized packages to provide those little indulgences. There are four flavors in each of the 1,500-milliliter packages, guaranteed to satisfy every member of the family with just the right flavor. The transparent plastic packaging originated from Greiner Packaging, including a lid with a tamper-proof seal and allows consumers to see the product right away when purchasing. The project once again affirmed to Froneri that Greiner Packaging has many years of packaging experience – the material of the new ice cream packaging does not crack, even at the lowest freezing temperatures, and distinguishes itself through an attractive design.



### Packaging facts

Capacity:	1,500 ml
Material:	PP
Technology:	Injection molding
Decoration:	IML
Flavors:	Chocolate/caramel/hazelnut/cookie, Strawberry/yogurt/wild berries/vanilla
Lid:	Snap-on lid, resealable
Material:	PP
Technology:	Injection molding
Decoration:	IML

## Creamy temptation

Schärdinger / Pudding



For centuries, pudding has been the epitome of the classic dessert; whether hot or cold, with chocolate or vanilla, fruit syrup or compote, pudding delights sweets lovers of all ages and makes the perfect snack for satisfying those sweet longings. Fans of the Austrian brand Schärdinger have recently been getting their money's worth when it comes to pudding: The creamy pudding treat, available in vanilla with

strawberries and raspberries as well as in chocolate with sour cherry sauce, makes the hearts of food lovers beat faster. The cups for the new product originated from Greiner Packaging and provide a special surprise feature – pudding and fruit sauce are packaged separately, allowing consumers to create just the right mix that suits their taste. The sauce for the pudding is in a transparent top section of the cup, and can be seen immediately upon purchasing. The cup itself has a visually attractive design – a partially matt varnish on the sleeve provides attractive highlights. “The cups for our new pudding, with the separately packed fruit sauce, offer our consumers a special added value and are also in line with our claim to high quality. It’s quite clear why we have been collaborating with Greiner Packaging for so many years,” says Michaela Fuchs from Schärdinger.

### Packaging facts

Capacity:	160 g
Material:	PP
Technology:	Thermoforming
Decoration:	Sleeve
Flavors:	Chocolate with sour cherry sauce, Vanilla with strawberries and raspberries
Lid:	Snap-on lid
Material:	PET
Technology:	Thermoforming
Decoration:	Label

## Handy snack

Nestlé / Yogurt

### Packaging facts

Capacity:	150 g
Material:	PP
Technology:	Thermoforming
Decoration:	Sleeve
Flavors:	Vanilla, Strawberry, Raspberry, Blueberry
Lid:	Snap-on lid, resealable
Material:	PET
Technology:	Thermoforming
Decoration:	Color

Yogurt has always been trendy among nutrition-conscious people as a valuable source of protein, vitamins and minerals. The Swiss brand Hirz – a part of the Nestlé Group – is now going one step further and offering twice as much protein as is provided by a standard yogurt with its new OHYO yogurt products. With at least 8.1 percent protein and 0.1 percent fat, the yogurts clearly have a more solid consistency and therefore make a great snack for anyone who cares about nutrition, while attaching importance to intense flavor. The packaging for the new product, which is available for sale in four different flavors, comes from Greiner Packaging. The plastic cup being used is an unusual 86-millimeter format with an attractive matt-finished sleeve. A color-matched lid complements the overall appearance. The design of the cup was entirely tailored to the wishes of the customer and, thanks to the collaboration between the tool designer, the sleeve suppliers, sister companies and the proximity to the filling plant, the project was completed within a very short time.



## Winter special edition

Emmi / Iced coffee

### Packaging facts

Capacity:	230 ml / 370 ml
Material:	PP
Technology:	Injection molding
Decoration:	Sleeve
Flavors:	Macchiato, Cappuccino, Espresso, Strong Macchiato



Want to keep a cool head when things heat up on the slopes? Emmi CAFFÈ LATTE is the perfect in-between pick-me-up that turns every break into a winter pleasure. The most popular iced coffee brand in Europe has been involved in alpine skiing for many years, with the FIS Alpine Skiing Championship from February 6 to 19 in St. Moritz, Switzerland, being the highlight of the season. And exclusively for this sports event, Emmi CAFFÈ LATTE is launching not only the 370-milliliter sized Mr. Big but also the 230-milliliter Cappuccino cup with an exquisite sleeve in a glossy-/matt-finished design. The winter edition, produced in successful cooperation with Greiner Packaging, emphasizes the high product quality as well as the significance of the sports event. The shape of the cup – including the lid – guarantees against leaks by means of a sealing aid, sealing lip and locking catch. “Our cups have a very high recognition value in the market. They have great haptics and the design stresses the value of our product. The sleeve that comes with the extraordinary special edition look is the perfect way to highlight our brand,” says Nicole Koller of Emmi in Switzerland.

## Pure plant-based refreshment

Alpro / Quark alternative

Whether for breakfast or lunch or as dessert or in-between snack: The plant-based quark alternative Alpro Go On provides enough energy at any time of day to keep you going. The product is 100 percent plant-based, is rich in high-quality proteins and is a good source of calcium, vitamin B12, and vitamin D. The creamy quark alternative is available in a 400-gram natural flavor as well as in a 150-gram cup with fruit layer. The cup design for the new product comes from Greiner Packaging – the packaging emphasizes the high quality of the item and attracts attention on the shelf. “As a long-term partner, the experts of Greiner Packaging know our requirements very well and are aware of the importance of look and design. With our products, we address nutrition-conscious, active people looking for a healthy lifestyle and therefore also want our packaging to stress this aspiration. And that has been very

successful in the case of Alpro Go On as well,” says Tim De Baets, Packaging Buyer of Alpro. The quark alternative has been on the market since early 2016 and is distributed throughout Europe.



### Packaging facts

Capacity:	150 g / 400 g
Material:	PP
Technology:	Thermoforming
Decoration:	Sleeve
Flavors:	Plain, Mango, Passion fruit, Blackcurrant, Strawberry-raspberry

## Delightful holiday memories

Berglandmilch / Yogurt



Sun, deep blue water, white sand, a creamy yogurt with fresh fruits for breakfast – at least a small part of that dream vacation in Greece can now be brought back to Austria as well. The Berglandmilch company is making a Greek-style yogurt that is completely satisfying for the “Spar” brand. With only 0.1 percent fat, it is low-fat but still rich in protein; the creamy consistency provides special enjoyment, and the three different flavors – plain, blueberry and vanilla – offer the right flavor for every yogurt fan. The plastic cups that the “Greek style yogurt” comes in also provide a holiday feel at first glance, with the classy sleeves depicting classic images of Greece. As a long-term partner of Berglandmilch, Greiner Packaging is producing the yogurt cups. Both the exceptional packaging quality and the design played a decisive role for Berglandmilch. Cornelia Teufel also confirms that “with Greiner Packaging, the complete solution is always the main focus. The look and practicality complement each other perfectly. And when it comes to service, we can always rely on our partner.”

### Packaging facts

Capacity:	150 g
Material:	PP
Technology:	Thermoforming
Decoration:	Sleeve
Flavors:	Plain, Blueberry, Vanilla

## Made easy to open

Practical DesPro solution for plastic blister packaging

### Facts

**Technology:** Thermoforming

### Markets:

**Electronics:**  
Adapters, USB sticks, memory cards, charging cables, etc.

**Personal care:**  
Razors, toothbrushes, etc.

**Toys**

**Home & garden:**  
Lamps, adapters, etc.

Visual packaging, otherwise known as blister packaging, is very popular in the retail sector: The packaged product is ideally protected, standardized brackets make presentation and inventory easy and because of its transparency, it also allows the customer an initial glimpse of the packaged object even before purchase. A sealed blister also constitutes a "tamper-proof" seal. However, many times, customers have a difficult time opening the plastic packaging, which is often fused. A simple, clean, and fast solution is inconceivable wi-

thout a pair of scissors, a knife, or a cutter. Blisters equipped with an innovative perforation system on the back of the packaging offer a remedy. As a result, opening becomes absolute child's play and tools are no longer necessary. This also eliminates the risk of injury when opening and saves time as well. With the support of DesPro, the in-house Design & Prototyping department, Greiner Packaging is also able to offer its customers user-friendly packaging options. Individual packaging solutions such as these are what can support and increase customer success at point-of-sale. The blister and perforation are manufactured in a thermoforming process and the packaging is versatile for use in the electronics, personal care, toy or home & garden markets.



**interpack 2017**  
May 4-10 / Hall 10, 10C42

**It's not just packaging for today,  
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Interpack is THE packaging event for the food, beverage, confectionery, bakery, pharmaceutical, cosmetic, non-food and industrial goods industries. From May 4th to 10th, 2017, the packaging industry meets in **Dusseldorf**.

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**interpack**  
PROCESSES AND PACKAGING  
LEADING TRADE FAIR

**#nofoodwaste**  
**#readyfortomorrow**  
**#lessplastic**

**greiner**  
packaging

# Megatrends and their impact on the retail industry

Innovation Day 2016

Greiner Packaging's Innovation Day at Packworld in Oberwaltersdorf at the end of 2016 was entirely dedicated to "Smart Packaging." The international professional experts devoted an entire day to the effects of digitalization on the shopping habits and packaging of tomorrow. Among the experts was Arndt Traindl who highlighted current and future megatrends during his presentation and impressively described their effects on trade and the packaging sector.

The Managing Director of retail brand GmbH started out by identifying eight megatrends in contemporary society, namely the aging population, the trend toward greater health consciousness, the female shift (changes are being borne more and more heavily by women), globalization, digitalization, insecurity brought about by change, sustainability and the trend toward greater individuality. And regarding consequences on trade, he then outlined nine developments that will shape the shopping experience in the future:

» **Online:** Retail is becoming increasingly based on cross-channel marketing, i.e., addressing consumers on several channels, particularly in the digital sector. This is an important development, but the POS should not be neglected.

» **The strength of discount stores:** Innovations in all sectors are being undertaken by discount stores. Their importance will continue to grow.

» **Verticalization:** The trend toward personal brands will continue to increase. The entry point is occurring mostly in the low-cost sector and will then expand to the premium sector – great profiling opportunity and range of value creation for retail.

» **Technologizing:** Much data is currently being collected on consumers and their shopping habits, although the use of the data is not yet efficient enough.

» **Energy efficiency:** The keywords here are green building and CO<sub>2</sub> reduction.

» **Store branding:** Harmonious perception of the overall store brand presentation as competitive advantage positioning. Branding has great significance in a highly competitive environment, and packaging plays a decisive role here. The contents in the store are limited to the essentials: A market leader never stocks more than one product per square meter.

More than 130 visitors at the Innovation Day 2016

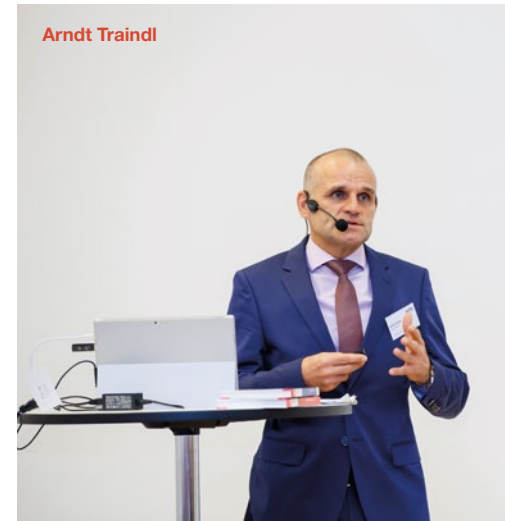
» **The principle of simplicity:** Extreme diversity on the shelf stresses consumers. The consumer will just refuse to buy instead of choosing. Packaging design plays an important role here and must convey the customer benefit of the product at first glance.

» **LOHAS (Lifestyles of health and sustainability):** Consumer habits change and must be taken into account. Vegan products and organic products are booming, and packaging is increasingly being regarded critically.

» **Convenience:** Saving time as an emotional added value – take-out meals will increase even more due to ever increasing mobility.

## Opportunities for the packaging industry

Arndt Traindl says the changes in retail trade require novel approaches even in the packaging industry: "Often, the demands of the target groups are forgotten in packaging design. We will have more older people in the future who will find it difficult to open packaging that has small parts or is complicated. There is an enormous need for optimization, particularly in this sector." Moreover, packaging offers the chance to cater to people's wish for individualization, such as through personalized lettering. Furthermore, they need to provide comfort, with "convenience" being the key word. "The positioning of a product is done through its packaging as well. A premium product must look different from a cheap, promotional article at the very first glance. There are still many possibilities, for example, where haptics or even acoustics are concerned, when it comes to the field of multisensual staging, in



particular. There will be a lot of movement here in the future," says Traindl. A packaging option must win the competition for interest, so appearance and packaging design will therefore be inseparably interconnected. Consumers allow themselves to be greatly influenced through emotions and packaging could provide great stimuli in this area.

Importance as a logistics partner for the growing number of discount stores is yet another topic of the future for the packaging industry. Here, packaging often serves as shop fixtures, something which is currently still in need of much improvement. But it is in online trade, above all, where trends in the coming years are being set, says Traindl: Here, packaging represents the first tangible point of contact of a company with its customers, and it accordingly plays an important role.



## upp Fairs & events calendar 2017

Date	Fair/event
Mar. 01–02	<b>Easyfairs Packaging Innovations</b> UK, Birmingham
Apr. 04–06	<b>ProFood Tech</b> US, Chicago
May 04–10	<b>interpack</b> DE, Dusseldorf
Oct. 24–26	<b>CPhI</b> DE, Frankfurt
Oct. 25–28	<b>Eurasia Packaging</b> TR, Istanbul
Nov. 08–11	<b>Pack Expo</b> RO, Bucharest



# upp

The magazine for professionals

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