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The magazine for professionals



Focus:

GLOBALIZATION

Crossing borders

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Editorial



Manfred Stanek
CEO

Dear reader,

I would like to take this opportunity to briefly introduce myself: My name is Manfred Stanek and I became CEO of Greiner Packaging International GmbH on July 1, 2016. In the past few years, I have been active in the metal industry environment in North and South America as well as in Asia. I hope to use this international experience to further promote Greiner Packaging's global success story in the future as well. With our new joint venture in India this summer, we have taken another step in the right direction. We want to grow outside of Europe as well, also to support and service our customers worldwide even better. Supply reliability, consistent high quality standards, shortened delivery times or transfer of know-how are just some of the advantages that we can offer our customers through a global location network. Read more in our latest focus topic on pages 4 to 11 about our globalization strategy and why we are resolutely pursuing it.

On page 3, find out all the details about our joint venture in India and see what happened at Fach-Pack in Nuremberg. On pages 12 to 17, as usual, we present the latest packaging solutions from Greiner Packaging. This time, the range will span from butter and yogurt drink packaging to bottles for spirits to canisters for coolants. On pages 18 and 19, we look back at our Innovation Day 2016 at Packworld, which was totally characterized by "Smart packaging" this year and present you a new product innovation from DesPro, our Design & Prototyping department: the Multi-Slider, which allows accurate dosing of things such as spices.

We wish you a peaceful and restful Christmas time as well as a successful start to 2017. Enjoy the time with people close to your hearts, and from time to time, have a look at this new edition of unique packpaper.

Happy reading!

Expansion in Asia

India

With an expansion into Asia, Greiner Packaging is further growing its international market position. Its joint venture with the successful Indian company Century Ultrapack will operate in future under the name Greiner Packaging India Pvt. Ltd. Greiner Packaging is the majority shareholder in this effort, making it one of the leading suppliers of plastic packaging for the Indian dairy industry. After the expansion into Turkey last year, Greiner Packaging is taking another important step towards the growing Asian market. "We see great potential for development and growth in India in the area of food packaging. And it is vital for us to take a leading role early on in the region, in order to be able to better react to the needs of international customers," says Manfred Stanek, CEO of Greiner Packaging International. The acquisition reflects the company's medium-term strategy of future growth outside of Europe as well.

Contribution to improved product quality and safety

The goal of the joint venture is to be able to offer Greiner Packaging's existing high standards in India as well. Large multinational customers can now be served directly by Greiner Packaging International in-country



Sigrid Huemer and Dietmar Sulzbacher (both GPI) with Madhukar Bajaj and Pranav Bajaj (both Century Ultrapack) after signing the contract for the new joint venture.

for the first time. This will greatly improve product quality and safety, and establish a focus on hygiene and production through modernization of existing infrastructure. Already in the first year, investment is also being made in greatly expanding the production capacities with Western technology.

Century Ultrapack

Headquartered in New Delhi, the company was founded in 1980 and is owned by the Bajaj family. The portfolio includes over 250 different packaging products, mainly for milk products and ice cream.

Successful FachPack experience

Germany

A number of interesting impressions and exciting discussions have once again made FachPack, one of the most significant European trade fairs in the packaging industry, a great success for Greiner Packaging. Shown at the fair were the wide-ranging achievements of the company – from the yogurt cup with innovative barrier effect to plastic coffee capsules and baby bottles to medicine packaging. Marketing Director Jörg Sabo takes stock with satisfaction: "It has been proven once again at FachPack that personal contact is an important basis for a good collaboration. We want to contribute to the product success of our customers with our tailored, customer-specific solutions." Some 41,000 trade visitors made it a point not to miss visiting the trade fair and they too were impressed with Greiner Packaging's innovative ideas and products.



The team of Greiner Packaging in front of the new booth at FachPack in Nuremberg.

CRO



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Focus:

GLOBALIZATION





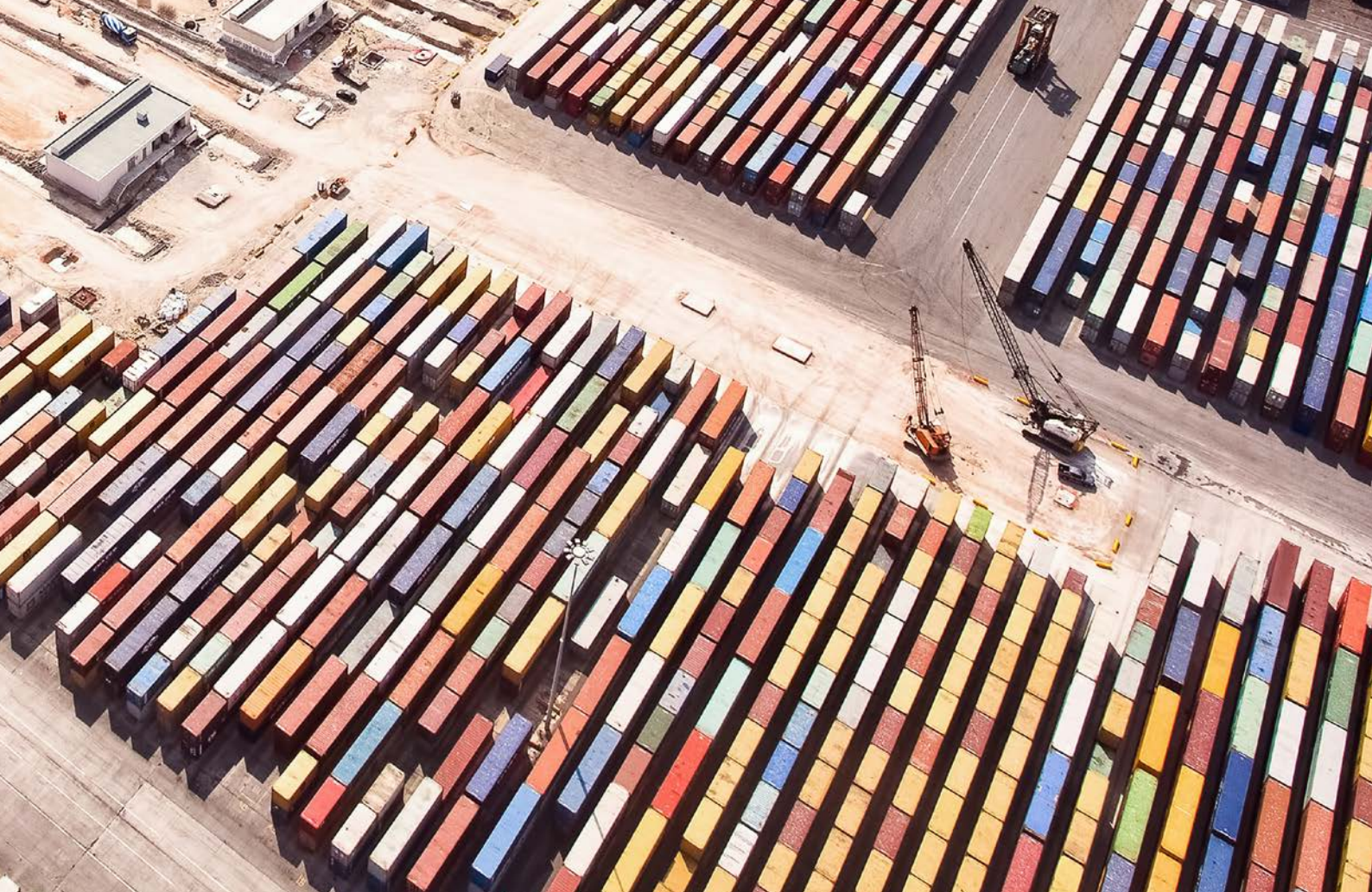
Focus:

Globalization

Crossing borders

Welcome, bienvenido, स्वागत: Globalization as a win-win situation for the company and customers

Hardly any other term has caused more controversy in recent years than this: globalization. There is talk on the one hand of diversity of supply, global mobility, and increase in purchasing power and, on the other hand, unemployment, price dumping, and loss of national identity. As is often the case, the truth lies somewhere in the middle and, to an extent unlike virtually any other area, is heavily dependent on personal perspective as well as one's own values and perceptions.



Digitalization and the increasing mobility of people and products are giving rise to a new and complex set of rules. These rules of the game present new challenges for companies, but also unrivalled chances. The plastics experts of Greiner Packaging are among those who also want to use these opportunities – for the growth of the company and to the advantage of its customers. In recent years, therefore, emphasis has been laid on expansion beyond Europe. While the Austrian company headquartered in Kremsmünster has been among the leading suppliers of plastic packaging in the food and non-food industries in Europe for decades, the markets in Mexico, the United States, Turkey, and India have yet to be tapped and redeveloped. These efforts are often easier on paper than in reality, but they have shown above all that the courage to embrace globalization is paying off, and on several levels at that.

The many reasons for venturing abroad

There were many reasons Greiner Packaging wanted to operate outside of its core market. Growth in Europe has been limited for many years, while North and South America or Asia promise greater potential in the medium and long term – for one thing, due to the needs of the countries to catch up economically and, for another, due to the prevailing climate of investment readiness there. Selling products and services in several countries allows to use free production capacities and to exploit the skills specific to the company in terms of product, technology, or marketing

in those foreign markets as well. “In addition, selling our own services in countries with different political and economic profiles allows us a certain degree of risk distribution, which makes us more independent of currencies or local crises. More and more, existing customers who operate globally also want a familiar – and therefore trusted and reliable – supplier in foreign markets, and this presents us the opportunity to develop the market together with the customer,” emphasizes Daniel Winkler, Vice President Business Development & New Ventures. Greiner Packaging saw the opportunity to become active in Mexico in such a request from a well-known toy manufacturer, and so the first big step outside of Europe was made in 2010. The fact that many large customers of Greiner Packaging operate not only in Europe but also in the USA led, four years later, to the opening of a production site in Pittston, Pennsylvania. In 2015, with an acquisition in Turkey, the initial step was taken towards the markets in the Middle East and Asia. This strategy was continued in 2016 with a joint venture in India, where the growing middle class is showing promising potential. This is an opportunity for Greiner Packaging, as an “early mover”, to actively help shape the market from the very start.

The so-called “strategic fit”, which is used to check whether the consumer habits of the particular country are a match for the product line and consequently justify an investment, is always in focus whenever expansions are being considered.

2010

Greiner Packaging opens its first site outside of Europe in Monterrey, Mexico.

2014

The US site in Pittston, Pennsylvania starts production.

2015

With the acquisition in Istanbul, Turkey an initial step is taken towards the Middle East.

2016

A joint venture in New Dehli, India opens up new possibilities on the Asian market.

Foreign cultures, time zones and payment practices

In the plastics and packaging industry, Europe is perceived as the leader in quality and innovation. As a European company, Greiner Packaging thus has a good image, but this alone is not enough to form business relationships or sell products. Dietmar Sulzbacher, Sales Director Business Development & New Ventures, notes: "You have to be aware that each new investment brings along new challenges. Only in the rarest of cases does reality correspond to the original business plans." The real strength of a global company lies in engaging with other cultures, with ways of thinking and working. It is a question of properly using the

potentials and synergies arising from this – not of the monotonous global rolling out of a presumed European ideal.

This is also confirmed by Michael Reiser, President of the Greiner Packaging US site

in Pittston: "It is important to consider regional differences within the entire company. You cannot simply use a blueprint from Europe for a site on a different continent. Often, it is not just technical and legal conditions that require adjustment, but rather primarily the local people and employees. Growing up in another culture and under a different educational system, their socialization affects not only how they communicate and interact, but also the decisions and problem-solving approaches that are adopted in day-to-day work". This gap between cultures must be bridged – a process that can take many years. Even if the objective is to shape a company in accordance with European standards, a foreign subsidiary in another continent always has specific unique characteristics that must be accepted and that must be taken into consideration in the subsequent organization and implementation. Understanding attitudes and hab-

its and using them in the best possible way for the own work process is the attitude with which Greiner Packaging has succeeded in the USA, despite some adjustments and changes of direction, in forming a model company in the packaging industry within a short period. In the SQF certification, the company achieved the best score ever in the USA for a new company. That is an achievement that is also greatly based on the support of the whole Greiner Packaging group – it was possible to rely on corporate standards in the technical area, in processes, and in organization.

But even an open attitude or internal standards change nothing in often difficult market conditions. Special challenges also lie in the distance from and the time difference with the Austrian domestic market – factors that should not be underestimated. Support services and deliveries require more time than people from Europe are accustomed to – with a solid site network, Greiner Packaging can often react quickly to customer needs here. There is also only a narrow time frame for direct communication. "Our standing in the market is fundamentally different from that in Europe. Whereas in Europe everybody knows Greiner Packaging, in the USA, you are nobody, with a name that many cannot even spell correctly at first. Even the filling plants, logistics systems, and the long transport routes are significantly different from those in Europe", adds Reiser. In the Middle East and in North Africa too, Greiner Packaging finds itself confronting totally different conditions, in countries that are supplied from the Istanbul site in Turkey. Cash payments in advance are quite common in Libya or Iraq due to the complete lack of any banking structure; respect and commitment characterize the customer relationships more than usual and the risks of unrest and war are also ever-present.

Synergies and advantages on the customer side

Nonetheless, deployment abroad is worth it. Not just for Greiner Packaging itself – but also, above all, for the customers, who profit from the expansion strategy of the company. In this way, the subject of supply reliability plays a decisive role for many partners. With a global production network, Greiner Packaging can ensure that the production for the customer is guaranteed – even if, for example, a plant or the production in a region becomes completely inoperative – because there are technology and production options available at numerous sites. With activities in various regions and on different continents, the power and speed of innovation of a company also grow, because know-how, experience, and new trends can be exchanged between the individual sites. This is a benefit also for customers who are not or only to a limited extent active on global markets: Global trends in the packaging industry can be collected within a short period of time and presented to the individual customer – including field reports of the sales team and pictures from the markets. Samples are available within a few days and can become a source of inspiration. With its globalization strategy, Greiner Packaging is becoming, step-

“ Only in the rarest of cases does reality correspond to the original business plans.”

Dietmar Sulzbacher,
Sales Director Business Development
& New Ventures



Regional differences have to be taken into consideration regarding sites on different continents.



by-step, an ever more competent and attractive partner for its customers. This also includes being able, through background knowledge, to demonstrate synergies and benefits on a global scale to customers – very much in line with the company’s “customer benefit orientation”.

Josef Zicha, Business Development Manager Czech Republic, gathered a good deal of experience as Sales Director for Greiner Assistec in Monterrey, Mexico: “We work together with many multinational companies and have learned that the synergies and advantages

conditions, modern machines and improved infrastructure guarantees a markedly higher production standard and makes it possible to differentiate oneself from the competition. The local proximity also makes Greiner Packaging’s globalization strategy of interest for customers: there are no long distances, the logistics remain streamlined, and transport risks are reduced.

Best practice – when packaging and market positioning produce a harmonious picture

The cooperation between Greiner Packaging and the American company WhiteWave Foods is an example



arising within our global network are very positively received. Our customers know and trust us and are happy when they receive the quality and service they have become used to from anywhere in the world. Having only one contact for global requirements naturally makes the process even easier.” The international Greiner Packaging site network is relevant on yet another level: Projects can be started in Europe and then – if all the parameters are right – rolled out worldwide. In this way, Greiner Packaging guarantees the highest possible standards and a reliable partnership; the global network guarantees that there are always experts near the customers. Consistent standards with regard to quality, service, or processes are the reason why customers increasingly rely on global suppliers, and Greiner Packaging has had these experiences not just in Mexico and in the USA, but in India as well. European know-how with regard to hygienic production con-

of what a successful collaboration in a foreign market looks like. Using a variety of brands, WhiteWave Foods has taken on the mission of bringing alternative and healthy forms of nutrition closer to a large group of the population. These include, among others, plant-based premium milk products, which are more and more in demand in the US. Greiner Packaging was asked for its know-how for a new 150 milliliter soy yogurt cup, which was designed to be manufactured in an injection-molding process with in-mold labeling technology. Together, they created a new cup in Austria, after which two injection molding machines were assembled for the production with IML handling and put into operation in Austria. The American colleagues were also trained on the use of the machines in Austria. A little later, this was shifted step-by-step to the USA – to the Greiner Packaging site in Pittston, Pennsylvania. There, production was continued without loss of

Dairy products are getting more and more important in the Indian diet. As does their packaging.



quality. Greiner Packaging stands for superior quality, which also shows in the certification process it went through in collaboration with WhiteWave Foods. At the start of production in Austria, all European suppliers were certified directly by Greiner Packaging as well as by the customer. The US suppliers were evaluated and certified before the machines were relocated to the US. Production was transferred only after it was ensured that the high standards could be maintained.

Another example of how innovative packaging solutions can change the market is the collaboration between Greiner Packaging and the American dairy company siggi's. While many other companies in the US address the issue of sustainability only reluctantly, siggi's has emphasized value, nature, environmental awareness, and transparency from the outset. The company also wanted to make this image clear with its packaging for Skyr and yogurt, and Greiner Packaging's K3® cup, made up of a cardboard-plastic combination, met the requirements perfectly. In the US market, packaging such as this was practically

unknown; through the harmony of product and cup, it was possible to disseminate the packaging form on a larger scale within a short period. In the meantime, it has become commonplace for Greiner Packaging to receive inquiries about the "siggi's cup".

The man who is primarily involved in deciding what direction Greiner Packaging takes in the future is Manfred Stanek. On July 1, 2016, the 47-year-old Austrian took over the responsibility for the future of the company. The industrial manager himself has many years of experience abroad and knows the significance of globalization in the industrial environment. In the following interview, he reveals his objectives, Greiner Packaging's international focal points, and his personal ambitions.

Interview

Internationalization as focus

Manfred Stanek has been the new CEO of Greiner Packaging International GmbH since July 1, 2016. The 47-year-old has many years of experience as a company consultant and industrial manager domestically and internationally, and will contribute greatly to the further strategic and operational development of the division of the Greiner Group that has had the largest sales. One focus in this regard is globalization.

Mr. Stanek, what made you shift to the plastic packaging industry, more specifically, to Greiner Packaging?

Greiner Packaging is a flagship of Austrian industry, which I had long been aware of as a family-led industrial enterprise. The company is very innovative, has a strong regional focus, and generates most of its sa-

les through international locations in Europe. During the selection process for the division head, I had the opportunity to gain deeper insights into the company. The approaches that Greiner Packaging has to the most diverse topics, whether the strategic vision or the attention given to employees in the company, immediately made a positive impression on me. I also like very much the ownership structure of the company, that has a very strategic and long-term focus. This is very important for all of the employees and managers who work in this company and also sets an ambience in which sustainable growth is desired and, most importantly, is also possible.



Manfred Stanek
CEO Greiner Packaging International

You have many years of management experience in the metals industry. To what extent do these experiences help you in your new job?

The metals industry acts very globally. Through my activities all over the world, primarily in North and South America as well as in Asia, I was able to gain experience that I will be bringing to my new job.

In my past activities, I had a lot of responsibility for sales, among other things. Aside from important local customers, we also supplied primarily very big international key accounts in the beverage industry. Greiner Packaging also increasingly supplies larger global customers who must be served differently because they have requirements different from those of regional customers. My previous experience in sales is certainly helpful here.

How important is the subject of globalization to you?

This subject is of great significance to me. The majority of our sales is still generated within Europe – and here, we must focus on how and where our further growth

should occur. But globalization alone is not enough. The subject of innovation continues to be crucial for me as well. We have to ask ourselves how we can help our customers to improve the shopping experience of consumers in the form of innovative packaging, and what we can contribute in order to increase the value of the product correspondingly. The industry must also become even more efficient in order to be able to pass this improved efficiency on to our customers. We must continually develop this process and must never settle for what we have already achieved. An international site network provides important support in that effort.

“ *Globalization alone is not enough. The subject of innovation continues to be crucial for me as well.* ”

Manfred Stanek,
CEO Greiner Packaging International

Dispensing with ease

Honigmayr / Honey

Packaging facts

Content: 270 g, 500 g

Material: PET

Technology: Injection stretch blow molding

Decoration: Label

Flavors:
250 g: Mountain, linden, forest and acacia honey

500 g: Blossom, acacia and forest honey

Sticky fingers are often still one of the lesser evils: Whether at the breakfast table at home or at a buffet in the hotel, finding a practical and sanitary way of dispensing just the right amount of honey is always a challenge, even for the most experienced adult. The practical dose dispenser from the Austrian honey manufacturer Honigmayr offers a remedy for this, available in two sizes – 270 grams and 500 grams – for use at home as well as for the restaurant trade. Thanks to the new, innovative, and currently unique seal with safety opening, the squeeze bottles are not only easy to use, but also guarantee the highest level of product safety. The plastic upside-down bottles were produced by Greiner Packaging; the entire project was managed and implemented by the packaging experts, from the drawing to the samples and up to the final product. *“We value Greiner Packaging not just for the quality of the packaging, but above all, for the flexibility. They were able to shorten the delivery time as well as the storage periods, and delivery is adapted to our requirements. That’s how it should be,”* says Halmut Gratschmaier, Manager of Honigmayr.

The selected types of honey are marketed throughout Austria and the portfolio includes products for families as well as for single-person households, and for hotels and guest houses.



Practical handling

Boryszew / Coolant

Packaging facts

Content: 1 l, 5 l

Material: PP

Technology: Blow molding

Decoration: Label

Types: Premium, Eko, Nowy, Alu Formula, Start



With over fifty years of experience, Boryszew, with its brand Borygo, is among the leading suppliers of engine coolants for private vehicles, trucks, and heavy machinery in the Polish market. And to make adding fluids even easier for drivers and workshop employees, the company decided to redo the plastic canisters it was using. Thanks to a convincing and innovative suggestion from DesPro, its internal design and prototyping department, Greiner Packaging won the contract for the redesign. Special attention was paid to improving the handle, which now ensures that adding fluid using the 5-liter canister variant is a clean and simple operation. *“The combination of looks and user-friendliness was the deciding factor for us in choosing the Greiner Packaging design,”* says Dariusz Żółtowski, Commercial Director from Boryszew. *“Our wide range of products is now perfectly packaged to address our male target group”.*

Poland in a bottle

Sobieski / Vodka

All of Poland in a bottle – this is the promise the vodka brand Sobieski is using for trying to win consumers worldwide. As part of the Marie Brizard Wine & Spirits Group (MBWS), the name Sobieski stands for first-class premium vodka. It enjoys great popularity, especially in North America, thanks to its purity and variety of flavors. The 1.75-liter bottle made of plastic was specially conceived for the local market, where it appeals to customers not just because of its highly valuable content, but also because of its look and practicality. The light weight of the bottle – as opposed to glass – makes shipping easier and reduces the risk of breakage. After the vodka has been used up, the bottle can be reused any number of times. Greiner Packaging, which won the Polish customer primarily because of its high-quality expectations, will start production of the plastic bottle right away: “The raw material and the modern production approach used for ensuring not just greater transparency, but also for highlighting the fine engraving of our brand logo. The bottles now match our claim to be a premium brand much better,” says Anna Rzewuska, Procurement Director at MBWS. “I wish I had known about Greiner Packaging earlier”.



Packaging facts

Content:	1.75 l
Material:	PET
Technology:	Injection stretch blow molding
Decoration:	Engraving

Attractive complete solution

Nestlé / Yogurt drink



The two yogurt drink flavors offered by the Swiss brand Hirz (part of the Nestlé group) are ideal as light in-between refreshment. The mocha and raspberry flavors sweeten every break and even figure-conscious aficionados can enjoy their fill, given its 0 percent crystal sugar and 0.1 percent fat. Greiner Packaging, a long-time partner of Nestlé in Switzerland, produces the bottles for the drinks, which convince customers at first glance through their improved colorfully printed sleeves. The sleeves are placed directly on the bottles so that they no longer slide around; this process also makes opening them easier.

Packaging facts

Content:	250 ml
Material:	HDPE
Technology:	Blow molding
Decoration:	Sleeve
Flavors:	Mocha, raspberry

Spicy pleasures

BORN / Mustard

Packaging facts

Content:	200 ml
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Lid:	Snap-on lid
Material:	Colored PP
Technology:	Injection molding
Flavors:	Hot, medium hot, grilling, honey, onion, horseradish, and garlic mustard

Effective immediately, the exciting flavor varieties of the German mustard producer BORN will be available on the market in environmentally friendly cups. The 200-milliliter cups are being produced by Greiner Packaging and are based on the proven K3® technology: A light plastic cup saves more CO₂ than traditional mustard packaging, the recyclable cardboard wrap provides stability and offers plenty of space for printed information – for example, nutritional information or recommendations for use – both outside and inside. The light-tight cup is sealed with an aroma seal to ensure full enjoyment of the mustard, and is then topped with a colored plastic lid. The individual components of the mustard cup ensure mess-free disposal. “The subject of sustainability is very important to us at BORN. In Greiner Packaging, we have a long-term partner that constantly breaks new ground in terms of packaging quality and thus promotes the success of our products,” says Frank Gerhardt of BORN. But the

new packaging is impressive not only because of its environmentally friendly characteristics; the seven different mustard flavors are also raised to a new visual level and set themselves apart from competitors in the German retail sector. The ESINA retail brand also offers two mustard flavors in the new K3® cup.



Enjoying milk with the Nordic touch

Icelandic Provisions / Skyr

Packaging facts

Content:	160 g
Material:	PP
Technology:	Thermoforming
Decoration:	Sleeve
Flavors:	Natural, vanilla, strawberry & cranberry, peach & cloudberry, blueberry & bilberry, coconut, raspberry



Even the Vikings swore by Skyr as a source of protein – and their Icelandic descendants have been doing the same for hundreds of years. The traditional dairy product serves as a popular staple food that has low fat and sugar content and yet has a thick, creamy consistency. Benefits that are slowly but surely attracting more and more nutrition-conscious consumers around the world. Einar Sigurðsson, Chairman of the Icelandic-American combine Icelandic Provisions, who considers “consumers with high food IQ” as the main target group of the company’s new Skyr product in the US market, is also well aware of this. Thanks to seven different flavors, some of them having a clearly

Scandinavian influence, Americans can discover Nordic flavors for themselves. The packaging partner for the new dairy products is Greiner Packaging which, with the thermoformed, sleeved plastic cups in the form of a parallelogram, guarantees that the brand will garner the greatest amount of attention at the POS. “The packaging is ideally attuned to our product and is unique in the market due to the combination of form and sleeve. We are very pleased that, aside from the best taste, the packaging also clearly distinguishes us from the competitors,” says Sigurðsson.

Vegan dipping pleasure

Deli Dip / Hummus

Rich in protein, iron, and vitamin C: Thanks to their high nutritional value, chickpeas – and consequently, dips and spreads made from them – have also been gaining ever-increasing popularity in Austria. The domestic company Deli Dip has recognized this as well and has been offering hummus in practical snack sizes since June. For healthy dipping pleasure as a snack, meanwhile, the combi-pack is being supplemented with mini-pretzels or falafel and thus provides the right push for concentration and efficiency. The packaging for the vegan snacks comes from Greiner Packaging which, together with Cardbox Packaging, developed and implemented a combo-pack consisting of two cups with a cardboard wrap. One cup is filled with hummus, the other with pretzels or falafel, which is then sealed and encased in the cardboard wrap. The product itself is visible on both sides and creates a desire for more when purchasing. *“We were particularly pleased with the complete solution for this packaging variation,”* says Fanny Schreiber, Manager of Deli Dip. *“The cups from Greiner Packaging and the cardboard wrapping from Cardbox Packaging are a perfect match for our concept of high quality and provide for visual differentiation on the retail shelf”.*



Packaging facts

Content:	198 g
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Flavors:	Natural flavored hummus with mini-pretzels or falafel

“ Two essential factors decide about success or failure of packaging: optics and handling. Therefore we combine an attractive appearance with a unique form for our customers, simple and practicable in its use. According to our motto ‘do the innovation’.”

Robert Obermayr, Head of Innovation

Extraordinary look

Lácteos Flor de Burgos / Cheese spread

Packaging facts

Content:	100 g, 125 g
Material:	PP
Technology:	Injection molding
Decoration:	IML label
Lid:	IML snap-on lid
Flavors:	Camembert, blue cheese, Emmental, goat cheese, lactose-free, natural, semi-cured

Spanish cheese lovers can enjoy Flor de Burgos products to the fullest no matter when or where. Be it cream cheese for breakfast, a sandwich with camembert spread as an in-between snack, or a hearty blue mold cheese on bread for dinner – the company's seven different flavors are winning customers over, and not just with their taste but also with their packaging. What is special about the plastic cups is that they are betting on the color black and set themselves clearly apart from the cup colors of the competition, which are often white or light-colored. The cups are produced by Greiner Packaging, which convinced its new customer with the unusual look. "The design and quality are a very good fit with our products; the presentation is really quite consistent," says Roberto Angulo from Lácteos Flor de Burgos, clearly happy with the new look.



Ice-cold temptation

Bauer / Iced coffee

Packaging facts

Content:	200 g
Material:	PP
Technology:	Injection molding
Decoration:	Sleeve
Lid:	Snap-on lid
Material:	PET
Technology:	Thermoforming
Flavors:	Macchiato, cappuccino, espresso, espresso doppio, Madagascar vanilla, sunset caramel



The Caffè Freddo choices available from Bauer, under the Mövenpick brand, offer many options for a fresh caffeine fix on the road or for enjoying for a relaxing moment at home. Ice-cold and shaken until foamy, these coffee flavors bring the Italian lifestyle to Germany. Its claim to being a premium product is underscored by its high-quality packaging, which underwent a relaunch by Greiner Packaging at the request of the brand. The plastic cups rely on the proven corrugated look, giving the iced coffee a comfortable feel when it is being held. The sleeve addresses consumers with its high-quality, matte print, making it a real eyecatcher at point-of-sale with its high-gloss elements – the ice cubes, in this case. "The combination matte and gloss finish makes the cups for our Caffè Freddo unique and distinctive. That allows us to attract attention at the POS while at the same time conveying at first glance what our brand stands for," says Jens Fischer, Marketing Director from Bauer.

A more environmentally friendly way to enjoy spreads

Berglandmilch / Butter

With the most recent butter tub made of a combination of cardboard and plastic, Berglandmilch, with its Schärldinger Primina brand, is breaking new ground. For 25 years, Primina has been ranked among the Austrian butter classics, obtaining its special spreadability from the high-quality cream obtained during the grazing period. For the new sour cream butter, the dairy experts sought an innovative packaging option, and the solution from long-term partner Greiner Packaging was K3®-H. The plastic tub and cardboard wrap can be disposed separately, so the product is particularly appealing to consumers concerned about sustainability. The wrap can be printed on the interior and exterior, thus offering plenty of space for product information and additional offers. The new butter has been available from Austrian food retailers since summer 2016.



Packaging facts

Content:	250 g
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Lid:	Snap-on lid
Material:	Colored PP
Technology:	Thermoforming
Decoration:	Label
Flavors:	Sour cream butter

Added value through cardboard

Wilhelmsburger Hoflieferanten / Yogurt



Only the best and ripest fruits from the region go into the yogurt of Wilhelmsburger Hoflieferanten, resulting in an intensive fruit flavor that requires far less sugar than traditional yogurts. Naturalness is important to the Austrian producers not only with respect to the taste; the packaging must also reflect the company's sustainability demands. Together with Greiner Packaging, the choice thus came down to a K3®-H cup, in which not only the cup wrap but also the bottom is made of cardboard. The amount of plastic in the cup can thus be further reduced, increasing the ecological value. "The cardboard-reinforced bottom also offers additional space for decoration. This makes it easier to comply with the constantly increasing labeling requirements. The barcode is also placed on the bottom, allowing for very fast scanning at the checkout counter. For us as well as for our customers, this is an absolute win-win situation," says Johannes Bertl, agriculturist at Hoflieferanten.

Packaging facts

Content:	200 ml
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Flavors:	Natural, apricot, strawberry, dirndl

One lid, many possibilities

DesPro Multi-Slider allows accurate dosing

Marvel Multi-Slider from every angle on the DesPro homepage – with our new rotatable 360° product view.

www.despro-gpi.com

The new Multi-Slider from DesPro, the Design & Prototyping department of Greiner Packaging, allows for accurate dosing of spices, sugar, salt, and more. The packaging consists of an injection stretch blow molded container with a snap-on mouth, winning customers over with its new, multifunctional lid.

The lid forms a unit with the container and cannot be removed, giving it additional product protection at the POS. It has two openings: one through an integrated flap on top, through which the contents of the container can be liberally taken, such as using a spoon. It also has a side opening for sprinkling, however; this becomes visible as soon as the two-part seal with closed flap is pushed upwards. This facilitates innovative, ergonomic, and above all more precise dosing compared to traditional sprinklers (where the sprinkling opening is on the top of the lid). The opening on the side can be closed again simply by pressing the top of the container.

Harmonious appearance with a seal of originality

The lid is made up of two parts and can be delivered already assembled upon request. The container and lid form one interlocking connection, the notches or edges between the lid and container are not visible, thereby ensuring a harmonious overall appearance. The container is sleeved in order to guarantee the origi-

nality of the contents; the upper third of the sleeve has continuous perforation that is removed before first use by the consumer. If necessary, other seals of originality can also be incorporated into the packaging.

Innovation is the key

A successful packaging reflects the uniqueness of a product. Design ideas put it into perspective on the point of sale. DesPro, Greiner Packaging's internal Design & Prototyping department, creates creative and at the same time functional packaging ideas. With its wealth of experience, DesPro has committed itself completely to the design of plastic packaging and combinations. Practical and simultaneously visually appealing solutions are realized with highest efficiency for the market.

Benefits:

- » Attractiveness
- » Expertise
- » Faster time-to-market
- » Cost innovation
- » Feasibility



Innovation Day 2016: Smart packaging

More than 130 guests at Packworld

From the perfect packaging during online shopping to future trends in shop design to the relationship between consumer behavior and smart packaging: The presentations of the experts on Innovation Day 2016 gave an insight into the buying behavior of tomorrow, and convincingly demonstrated the roles that packaging could play in them. Under the motto "Smart packaging", Innovation Day at Packworld in Oberwaltersdorf dealt with the trends for the plastics industry of tomorrow. Smart technologies raise the communication possibilities of packaging to a whole new level, making it possible to address consumers in a more targeted and more tailored manner than ever before. More than 130 guests had more than just the opportunity to attend international lectures – they also had intensive discussions among themselves in the course of the event. Packaging as a starting point for revolutionary shopping experiences – you can find all the information and photos on the event online at innoday2016.com.



Host Robert Obermayr (3rd from the left) with moderator and speakers.

President's Award is followed by further process optimizations for barrier technology

The string of accolades for Greiner Packaging goes on: After the Swiss Packaging Award and the WorldStar Packaging Award, the "inert barrier technology" (ibt) was also honored with the World Packaging Organisation's Gold President's Award. Nevertheless, intense activity designed to further develop the technology at the competence center in Switzerland is already under way.

Migration tests and a separate measuring room

With ibt, Greiner Packaging has succeeded in bringing food shelf life for plastic cups to a whole new level. A SiOx coating on the cups minimizes the migration between the filling and the packaging, while at the same time protecting the filling from external effects. The layer greatly reduces the oxygen and moisture permeability and greatly improves aroma protection. The longer shelf life can counteract unnecessary food wastage. "Meanwhile, we have also conducted migration tests with independent expert bodies. In the process, we determined that a migration of media in both directions is greatly reduced at temperatures below 80°C. We can achieve migration improvement up to 8 times better than conventional barrier materials," says Tobias Strasser, Managing Director of Greiner Packaging Diepoldsau, Switzerland. A measuring room has also

been recently installed at Greiner Packaging in Switzerland in order to perform precise measurements for customers. The oxygen permeability is measured with its own measuring equipment, the same used in accredited laboratories, and the values are stored in a database. Therefore, customers can be told the corresponding values for each batch.



upp Fairs & events calendar 2017

Date		Fair
Feb.	01–02	Pharmapack FR, Paris
Mar.	01–02	Easyfairs Packaging Innovations UK, Birmingham
Apr.	04–06	ProFood Tech US, Chicago
May	04–10	Interpack DE, Dusseldorf
Oct.	24–26	CPhI DE, Frankfurt
Oct.	25–28	Eurasia Packaging TR, Istanbul
Nov.	08–11	Pack Expo RO, Bucharest

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The magazine for professionals

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Imprint

Owner, editor, publisher, and editorial office:
Greiner Packaging International GmbH
Greiner Straße 70, 4550 Kremsmünster, Austria
www.greiner-gpi.com
Court of Reg.: Landesgericht Steyr,
Chamber of Commerce
Reg. No.: 176889g
Responsible for content: Jörg Sabo

Photos: Greiner Packaging, Shutterstock
Creation, concept, and artwork:
SPS MARKETING GmbH, Linz, Austria
www.sps-marketing.com
Printer: Cardbox Packaging,
www.cardbox-packaging.com

Subject to alterations, errors, and misprints.