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The magazine for professionals



Focus:

**THE DIGITALIZATION OF TRADE**

# Getting digital

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## Editorial

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**Jörg Sabo**  
Marketing Director

### Dear reader,

Just think about it for a moment: When was the last time you bought something online? Maybe the current bestselling novel, a vacation flight, a new t-shirt? Or maybe even the requisite weekly grocery shopping? Business on the Internet is booming, and digitalization continues to progress even in trade, bringing with it new challenges and opportunities for the entire sector. Read more on pages 4 to 9 about “The changing face of trade” and what impact this process might also have on the packaging of the future.

This edition of unique packpaper also includes our report on the next dimension of decoration using direct laser engraving, which we can offer with immediate effect at our Slušovice site in the Czech Republic. This process allows accommodation of

sophisticated product designs and decorations in the best possible way. In Kremsmünster, on the other hand, computed tomography guarantees quick and precise test results through a contactless measuring procedure. See page 3 for more information on these topics. The current packaging solutions of Greiner Packaging are on pages 10 to 14, while page 15 is dedicated to a creative 3-in-1 cup solution from DesPro, our design and prototyping department. Furthermore, we will look back on the speech of Wilhelm Kerl on our Innovation Day 2015 – his topic “Lot size 1”.

**We wish you a sunny and restful summer, and above all, much pleasure in reading the new edition of unique packpaper!**

## The next dimension of decoration

Greiner Packaging Slušovice, Czech Republic

The Slušovice site of Greiner Packaging in the Czech Republic is winning customers over with a new dimension in plate-prepress. Sophisticated product designs and decorations can be optimally accommodated through the use of lasers and better contact pressure. Direct laser engraving (DLE) technology, which represents the most modern way of manufacturing printing plates for direct printing onto plastic packaging, is used here. With DLE, engraving of the entire depth of the printing plate relief takes place with the help of laser beams. The shape, size, angle, and many other parameters of the pressure points can be simply controlled in order to achieve the best possible quality printing plate. Light and shadow are ideally presented, and greater sharpness can be achieved even in the details. In order to guarantee even better reliability of the prepress, a new press-on system was installed on site, facilitating the prepress as well as simulating the print even before printing plates are manufactured and

before production is started. The press-on system simulates an entire series of direct colors, the pressure point increase, as well as the printing raster. This facilitates communication with our customers even at the stage of coordinating individual printed images.



## Computed tomography for the production site Kremsmünster

Contactless measuring procedure ensures quick and precise test results

On July 1<sup>st</sup>, Greiner Packaging will activate a Zeiss computer tomography system at the Kremsmünster site. The measuring procedure, which was previously done using pushbuttons, will now be completely contactless using the new x-ray-based technology. "From now on, the thin-walled measuring parts made of plastics will not even be minimally deformed as a result. Moreover, the computer tomography system facilitates 100% reproducibility and repeatability," explains Franz Reitbauer, Managing Director at Greiner Packaging Austria. The 3D results of the computer tomography system are used in the application areas of porosity analysis, assembly control, and metrological verification of all measurements. The major advantage: Whereas different measuring methods with several machines had to be used previously, the new computer tomography system unites different measurement and test methods in a single procedure. It also saves time since the new method is three times faster than the previous technology, and is also 100% precise, even at several points on the item. A further advantage is that several parts can be measured and verified all at one time.

### Fully automatic operation

The 3D workpiece verification is fully automatic and the test results are user-independent, thanks to the use of innovative analysis software. Furthermore, the test results are automatically visualized and displayed on the respective machine on site. Even cavity numbers on the measuring parts are automatically recognized and no longer need to be entered manually. Greiner Packaging is the first company to apply the procedure in the food packaging sector. This future technology is taking quality management to the next level.



**Handover of the new Zeiss computer tomography system:** Wolfgang Farnady (left), Managing Director Carl Zeiss Industrielle Messtechnik Austria, and Franz Reitbauer, Managing Director Greiner Packaging Austria

Focus:

**THE DIGITALIZATION  
OF TRADE**

# GETTING DIGITAL







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Focus:

The digitalization of trade

# The changing face of trade

Online with offline, digital with analog, and virtual with real: The constant advancement of the digitalization of life is presenting new challenges everywhere, especially in trade. A glimpse into one of the most current economic issues shows how this can be mastered, while utilizing the changes to improve customer loyalty.

## 12%

of consumers are searching online for product information on food before their purchase.

## 840

Total sales in billions from global online trade in 2015

Quickly checking the opening hours, comparing prices online, and searching for offers – it is hard to imagine daily life without the Internet, which guides us at every turn, even in the smallest buying decisions. But trade has not yet been able to entirely meet customer expectations; many are finding it difficult to find the balance between traditional brick-and-mortar and digital commerce. Greiner Packaging is also involved in discovering how best to make the change successful and what a successful customer approach might look like.

### Business on the Internet is booming

According to a study conducted by the consulting firm A.T. Kearney, total sales from global online trade will increase from 840 billion US dollars in 2015 to 1.5 trillion US dollars by 2018. But the Internet is not just being used to buy, but also more and more frequently to prepare to buy: As stated in the current study by the E-Commerce Center in Cologne, a good one third of all purchases in Germany are initiated as a result of researching on the Internet. In Austria, 29 percent of consumers obtain information online beforehand, and in Switzerland, one out of every five; and the trend is increasing. According to a study published in the magazine “transfer Werbeforschung & Praxis” (“transfer advertising research & practice”) in April 2016, information on electronic products, travel or software are

especially being researched beforehand on the Internet. There is still little interest in food, but growth in this area as well is already visible. Whereas in 2011, only five percent of the respondents were searching online for product information on food before their purchase, this number already increased to 12 percent in 2014. Despite several advantages that online shopping brings, i.e., not being dependent on opening hours, comfort, or the wide range of options, consumers are still skeptical when it comes to buying food on the Internet. Lack of quality control, the critical cooling chain, or higher prices are factors that still greatly impede buying interest at digital food shops. Nevertheless, this will be of major importance in the near future. The study “E-Commerce – Growth without limits?” published by the market research institute GfK predicts a lasting breakthrough for online trade of food for the next ten years. The share of the product category “food and drugstore products” in the total turnover generated by online trade will double from eight percent to 16 percent until the year 2025. When having a look at food trade alone – without drugstore products – a multiplication of the business can be observed. As reported in the newspaper “Die Welt” (“The World”) in an interview with Gerold Doplbauer, the author of the study, the development will gather momentum if the principle proves to be functioning – a similar





pattern was observed for the development in other product categories with a significantly higher share in online trade like media, electronics or clothes. With respect to food, heavy, bulky or long-lasting products will most likely break the ice for the customers. While many retailers do not yet know how to reach their customers at all touch points at any time without losing sight of the costs, consumers' expectations as regards the optimal shopping experience are clear: Online, offline, and mobile have merged – any separation between the digital and real world for customers of tomorrow has ceased to exist. It is the experience that counts.

#### Using the app at the supermarket

The best example of this can be found in Sweden where the first supermarket without employees opened early this year. All that customers need to do is to register and use a smartphone app, after which there is no longer anything stopping them from round-the-clock shopping enjoyment. The shop is open at all hours via smartphone, the goods required are self-scanned, and the customers receive an invoice once a month for their purchase. Goods sold include basic food commodities such as bread or milk, as well as goods for everyday needs. In Sweden, traditional trust comes before scrutiny. There is still a low risk of theft, at least in rural areas. In stores, however, there are still several monitoring cameras, and the doors of the shop can detect whether customers have non-scanned goods in their bags. Because each customer must digitally

register before entry, it is also easier to find thieves. In smaller places or rural areas, the founder, Robert Ilijason, sees a big chance in his concept, according to AP News. Many of these regions no longer have their own shops and big supermarket chains are often far away. Older people, who are not yet convinced of this technology, could still continue shopping right on site. Younger consumers have already proven their enthusiasm in the first few months since the opening, and have provided positive feedback, above all since they can avoid the painful wait at the checkout counter. But in the end, it is not entirely possible to do without humans. After all, the shelves still need to be stocked regularly and expired goods must be sorted out.

#### Chaos offers room for experiments

But the trend toward digitalization provides innovative concepts not just in trade but also in uncertainty. According to the worldwide study "The Journey to Profitable Omni-Channel Commerce," conducted in 2016 by PwC on behalf of JDA Software, 35 percent of CEOs of business groups see addressing and serving their customers across all channels in a "multichannel world" as the greatest challenge. Thirty-four percent worry about the future of their store chains and see process adjustments as particularly challenging. Another 33 percent also fear the costs arising from the challenges in an "omni-channel fulfillment" environment. Many customers expect quick delivery at low cost after ordering online, presenting new challenges

Comparing prices online,  
searching for offers –  
shopping pleasure 2.0

for infrastructure and logistics. As a result, profitability is suffering, since the current shopping experience on all channels is profitable only for very few companies – but there is no alternative. The digital world has long been an obvious part of the real world, so it is a matter



**In the future, more and more food will be ordered online and directly delivered to the customers' home.**

of utilizing changes in the best possible way and of skillfully utilizing any new opportunities to one's own advantage.

“When supermarkets change, the requirements for products will also change and, subsequently, their packaging as well. That’s why we are monitoring the current trends and are convinced that there is enormous potential hidden in these developments,” says Jörg Sabo, Marketing Director of Greiner Packaging. What such a supermarket might look like in the future was also a topic at the Expo in Milan last year.

**The supermarket of the future**

The project of the supermarket chain Coop and of the Massachusetts Institute of Technology relies on social, responsible, and sustainable consumption, and not just on technology alone. The buying atmosphere is moving away from impersonal warehouse halls full of unmanageable products to a market atmosphere with a great deal of information and additional offers. Screens are replacing the traditional product labels and provide nutritional information, information on origin, or the carbon footprint. Tips for storage and preparation can likewise be fetched directly for the product, and robots subsequently help in product selection. “Of course there are many suppliers experimenting with different technologies,” says Sabo, “perhaps even starting with the smart refrigerator at home that creates an automatic grocery list. The list can be transferred at the shop to the screen-equipped supermarket shopping cart, navigating customers automatically to the required products. If I stored allergies or intolerances, I can ask my smartphone to show me which product is suitable for me and which would be better for me to leave on the shelf. All products are immediately scanned right in the cart, and I only need to pay by phone or even using my car key when I leave the supermarket. There will no longer be any lines at the counters.” The ideas on how new technologies can be used in trade are practically endless: from the “talking” wine bottle that gives information on the grape variety, bouquet, and the suitable food accompaniment, to items on special sale that are sent to regular customers on their smartphones as soon as they enter the store.

“When supermarkets change, the requirements for products will also change and, subsequently, their packaging as well.”

**Jörg Sabo,**  
Marketing Director Greiner Packaging

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**Multichannel marketing**

The term multichannel marketing refers to the strategic trade and service approach to interact with existing as well as potential customers on various platforms. This form of marketing is the logical continuation of exploiting various advertising channels by providing different communication and distribution channels. Closely related to this topic is the buzzword “Everywhere Commerce” that has popped up in the specialized press through the mass distribution of smartphones and tablets. The term refers to E-Commerce in general while underlining the fact that customers can engage in the purchase decision-making process from anywhere at any time.



### Packaging strengthens customer loyalty

So what does this all mean for packaging? According to the experts, its importance in the buying process will continue to increase. It will become a cross-linked component of the customer's journey, beyond graphics, shape, and design: Smart labels, which will play a decisive role in the digitalized buying process, will be integrated right into the packaging of each individual product, individual codes will promise discounts or personal offers, and personalized packaging will integrate the consumer into the creative process. The result is a perfectly consistent brand experience across channels up to the actual purchase. Individualization and personalization are among the most important trends for packaging in the multichannel environment. Lot size 1 is the buzzword that increases strong identification with the product and makes the customer loyal to the company. Moreover, the customers are in direct contact with the company and receive the exact product – or at least the packaging – that they were expecting. Examples range from the individual muesli packaging to the greeting on the soft drink label to personal messages on the chocolate spread. "That naturally presents new challenges for us as packaging specialists, likewise for the manufacturers and retailers. Flexibility in production and development will be an even greater issue in the future. We clearly still have a long way to go in this regard, but we are convinced that together, we can succeed in offering the end consumer in a networked world a better and more comprehensive buying experience than has ever been possible," says Jörg Sabo.

**Visions of the future at the Expo in Milan:  
Coop and the MIT are presenting the  
digital supermarket.**

## "Retail trends"

Source: Retail Report 2016,  
Zukunftsinstitut | Der Handel



### Budget retail

Lifestyle becomes a buying argument, the price competition shifts to the Internet for all to see. That presents new challenges for discount centers as well as for malls.



### Open commerce

Increasingly more precise and more extensive data analyses generate hyperpersonalized online shopping.



### AuthentiCity

The store develops into a nexus for local anchoring in a city and for direct communication with the customers. International trade chains, in particular, rely on their authenticity.



### Local commerce

The owner-led trade relies on the digital expansion of the brick-and-mortar store and offers new real-digital buying experiences through cooperation with communities and customers.



### Street markets

Markets are turning into urban meeting points for the creative scene worldwide. The interplay of trade, gastronomy, and the events sector is creating unique "we experiences".



## Love at first sight

Weerribben Zuivel / Cream and sour cream

### Packaging facts

Capacity:	
Sour cream:	150 ml
Cream:	200 ml
Material:	PS
Technology:	Thermoforming
Decoration:	Cardboard wrap
Flavors:	Natural

The theme of sustainability runs like a red thread through everything the Dutch dairy company Weerribben Zuivel does. It is not just in the production of products that ecology is at the forefront – the company has also focused on environmental sustainability of its packaging for years. In this regard, it has been relying on its partner Greiner Packaging. Greiner Packaging's cardboard-plastic-combinations perfectly highlight the natural aspect of yogurt and other products in the best possible way. No wonder Weerribben Zuivel once again took advantage of the skill of the packaging experts in expanding its range of products and cups. "It was love at first sight," says Wim Meure-Buren, purchasing agent at Weerribben Zuivel. "The K3® cups conform not just to our ideas on sustainability, but also stand out visually." The cream in the 200 ml cup and sour cream in the 150 ml cup are new additions to the market, with the latter being packed in a K3® cup with a square bottom in order to set it even farther apart from the competition. Both products are available at a number of chain stores in the Netherlands; moreover, they are part of the ever-popular food delivery boxes, which makes preparing freshly cooked food at home child's play.



## International competence

Lactalis / Processed cheese

### Packaging facts

Capacity:	240 ml / 430 ml
Material:	PP
Technology:	Injection molding
Decoration:	IML
Flavors:	Natural, ham, mushroom, garlic, light, Maasdam, chocolate
Lid:	Slip lid
Material:	PP
Technology:	Thermoforming
Decoration:	Labeling – incl. safety seal

Attractive packaging that is also convincing thanks to the efficient production: The demands placed on the experts of Greiner Packaging to improve the existing Président processed cheese tub with lid from Lactalis Russia were high. The partners collaborated on an ideal solution for several years and the result is a new IML package that replaces the existing K1 tub. The

challenge was to bring the new packaging in line with the existing filling equipment, so a separate application was developed for the equipment that makes the new thermoformed lids with label possible. "For this project, we benefited from Greiner Packaging's international competence and years of experience," says Svetlana de Chabot, Purchasing Director at Lactalis Russia. "The entire system was developed, tested, and produced together with partners from Western Europe from the tooling and engineering sectors. Only after the entire production line was cleared, did Greiner Packaging transfer it and set it up in Russia. We were very impressed with the global approach to organization for local projects."



## Pure sustainability

Good Culture / Cottage cheese

Milk from healthy and happy cows along with purely organic ingredients are what set apart the cottage cheese from Good Culture in the US market. Their products have more protein and less sugar than conventional yogurts, making them popular among health-conscious consumers with an active lifestyle who do not want to give up full flavor. But the company's efforts toward sustainability do not stop before they reach the cup packaging. The K3® cardboard-plastic-combination from Greiner Packaging made it possible to reduce the proportion of plastic used in the packaging, while at the same time increasing its attractiveness to consumers – the printable, easy-to-remove cardboard wrap makes all of this possible. The packaging is produced right on site at the Greiner Packaging location in Pittston, Pennsylvania, USA. "The cardboard-plastic-combination is unique in the American market. This makes it possible for us to really differentiate ourselves from the competition. It is also ideal for our filling and sealing processes," stresses Good Culture's co-founder and CEO, Jesse Merrill. The newly packaged

cottage cheese products in five different flavors have been available since January 2016 and are being sold through well-known organic groceries and specialty dealers in the US.



### Packaging facts

Capacity:	150 g (5.3 oz)
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Flavors:	Strawberry chia, blueberry acai chia, classic, kalamata olive, sundried tomato

## The best packaging for the best yogurt

Graham's The Family Dairy / Yogurt



Premium yogurt deserves premium packaging. This is why Scottish dairy company Graham's The Family Dairy is collaborating with its reliable partner Greiner Packaging for its low-fat yogurt range which will be sold under the brand McCallums for Aldi. The advantages of the K3® cups – sustainability, attractive design, and its pleasant texture – are persuasive arguments, as are the quality of consultation, the service and the wide product portfolio of Greiner Packaging. "We've already had a very positive experience with the K3® packaging for our own brand and believe the cups are the perfect choice for our low-fat range for Aldi," says Robert Graham, Managing Director at Graham's The Family Dairy. The yogurt, available in four different flavors, has been on sale since April at Aldi's throughout Scotland.

### Packaging facts

Capacity:	150 g
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Flavors:	Toffee, summer fruits, raspberry, strawberry



## Unique at first glance

TAT Dairy / Cream cheese & quark

### Packaging facts

Capacity:	150 g
Material:	PP
Technology:	Injection molding
Decoration:	Cardboard wrap
Lid:	Slip lid
Material:	PVC
Technology:	Thermoforming
Flavors:	Classic, strawberry, apple, dill, pepper, chili, olive, pear

The food company TAT wants to capture consumers' attention immediately with its all-new product. Cream cheese and quark are a specialty in the Turkish market, targeted especially at working professionals who want a healthy snack on the go or at the office. To visually emphasize the uniqueness of the product, TAT also decided on a unique solution for the packaging: Greiner Packaging's K3® cups are one-of-a-kind in the dairy market, stand out in design and sustainability aspects, and give the company the chance to set itself apart from the competition at the very first glance. "The wide product portfolio of Greiner Packaging in Turkey has won us over from the start. We were able to choose from numerous variations, and ultimately, the high quality, variety in terms of decoration, and the combination of cardboard and plastic were deciding factors for the K3® option," says the SEK team (SEK is the brand of the dairy company TAT). The new product is being sold large-scale in all retail chains throughout the country.



## Packaging creates an appetite for more

El Condor Food / Banana chips

### Packaging facts

Capacity:	500 g
Material:	PP
Technology:	Thermoforming
Decoration:	Cardboard wrap
Flavors:	Salty/classic, garlic, chili



The Turkish company El Condor Food struck it rich while in search of an innovative, attractive, and practical packaging design for its new banana and plantain chips product: The windows in the cardboard wrap of the K3® cups from Greiner Packaging make it possible to showcase the product beforehand; in addition, the wrap can be printed on both sides, providing a great deal of information about the product itself and the many sustainability advantages of the cardboard-plastic cup. "We wanted a new and extraordinary kind of packaging for our innovative product. And we have found the optimal solution in the K3® cup," Eren Utkan from El Condor Food was happy to say about the collaboration with Greiner Packaging.

## Yogurt enjoyment for the entire family

Lactel / Yogurt

The experts at Greiner Packaging won over Lactel, the Egyptian dairy company, with their high-quality decoration options. The existing yogurt cup packaging has been optimized, thanks in particular to the print characteristics. "Aside from the product quality, what appealed to us was Greiner Packaging's overall reliability, a solid delivery situation, and its proximity to us as clients. That's what it takes to be a partner for us," states Lactel's Neveen ElShamy, Group Purchasing Director. The product is sold throughout Egypt in all retail chains and, with its large package units, is particularly well-suited to address the needs of families.



### Packaging facts

Capacity:	2 kg / 3 kg
Material:	PS
Technology:	Thermoforming
Decoration:	Print
Lid:	Slip lid
Material:	PVC
Technology:	Thermoforming
Flavors:	Natural

## Yogurt with pep

Q-Meieriene (Q-Dairies) / Yogurt

Creamy Greek yogurt is a classic in-between snack that many people like to jazz up with fruits, muesli, or marmalade. In Norway, the brand Q-Meieriene (Q-Dairies), part of the Kavli Group, is now offering Greek yogurt to its consumers in three flavors that already include the matching toppings for mixing. Crisp granola and fruity marmalade together provide the best yogurt indulgence, while the two other variations with fruity marmalade provide refinement in other flavors. All this is made possible through a creative packaging solution from its long-standing partner Greiner Packaging. The IML cups have two chambers – one for yogurt and one for marmalade. So-called top cups are also integrated onto the cups themselves, containing an extendable spoon for eating on the go as well as oven-baked crispy flakes for the granola variety. The spoon was produced for the customer in a special blue shade. "The cups from Greiner Packaging give us the opportunity to pack all the components separately from one another and yet together, in a visually plea-

sing and practical manner. That really pleased us," explains Øystein Skreien, Senior Product Manager. The product is aimed at both young and old yogurt fans all across Norway.



### Packaging facts

Material:	PP
Technology:	Injection molding
Decoration:	IML
Lid:	Top cup
Material:	PET
Technology:	Thermoforming
Decoration:	Printed label with perforation
Flavors:	Berries with granola, mango and peach, lemon and orange

## Practical design in the shape of a fish

AS Põltsamaa Felix / Yogurt sauces

### Packaging facts

Capacity:	280 g
Material:	PP
Technology:	Extrusion blow molding
Decoration:	Labeling
Flavors:	Tartar, tomato

Great taste in an appealing design: The new yogurt sauces from AS Põltsamaa Felix from Estonia appeal to fish lovers in two ways, thanks to their two lactose-free flavors that perfectly complement fish and fish sticks, and thanks to their unique fish-shaped plastic bottle, designed and produced by Greiner Packaging. Parents with children, in particular, often make a special effort to integrate as many healthy fish dishes as possible into their meal plans. AS Põltsamaa Felix (a part of the Orkla Foods Group) is working to support this target group in the Finnish and Estonian market with its two new yogurt sauces. This seems destined to succeed, not just because of their great taste, but above all, because of the packaging shape of the product. It was the ideal challenge for the experts at Greiner Packaging, which can offer the customers the required skills as well as the logistics advantage of being

nearby using its own location in Tabasalu, Estonia. The plastic sauce bottles that were developed are in the shape of a fish and whet appetite for salmon, trout, and others at first site. "The design of the bottle combines both esthetics and utility", says Marek Viilol, Marketing Manager of AS Põltsamaa Felix. "Unlike glass bottles, the fish plastic bottles are squeezable and are perfectly suited for both big and small hands."



## Safely transporting gift items

Stock Spirits Group / Vodka

### Packaging facts

Capacity:	500 ml
Material:	PET
Technology:	Injection stretch blow molding
Flavors:	Traditional, deluxe



Safe and convenient transportation of a bottle of vodka is definitely one of the key factors influencing shopper decision at the duty-free shops of international airports. In order to expand its product portfolio for this market, and to make it more attractive, the Stock Spirits Group in Poland sells its vodka from now on in the proven 500 ml PET bottle in the "hip flask" design from Greiner Packaging. The bottle will be used for the Żołądkowa Traditional and Deluxe types of vodka, and offers numerous advantages over glass bottles: "The plastic bottle is light and almost unbreakable. That also makes it ideal for hand luggage – which, along with its attractive appearance, is what we found most persuasive in Greiner Packaging's proposal," says Bartosz Mołas from Stock.



## 1 cup, 3 chambers, many possibilities

DesPro presents creative cup solution

DesPro, the Design & Prototyping department of Greiner Packaging, has come up with a creative 3-in-1 cup solution. Three chambers guarantee not only unique taste, but also make it absolutely distinctive at point-of-sale. The cup consists of a main chamber and two additional chambers that can be folded out. The entire cup is produced with only one tool in one production step, thereby reducing tool costs. The cup can be thermoformed as well as injection molded. The volume of the chambers can be variably and individually adapted to the needs of the customer, using an insert set. The main chamber can also be decorated in many ways, whether K3®, sleeve, label, or IML; everything is possible. The main product, such as yogurt, is filled into the main chamber, while the two smaller chambers can be loaded with a variety of sweet or salty toppings, as well as serve as a container for utensils, toothpicks, napkins, or a toy. After all three containers are filled, they are sealed with a single plate. The two additional chambers are then turned upwards and kept

in place with an adhesive label. This serves as product protection as well as a tamper-evident seal. The label can then be opened by tearing it in the middle. At point-of-sale, the product can be optimally aligned and presented, thanks to the stacking grooves.



Download a QR code reader, scan the code and discover the cup from all angles.

## Lot size 1 or the trend toward custom production

Wilhelm Kerl on Innovation Day 2015

**Individualization instead of mass production is a trend that many consumers welcome, but one that only few companies can successfully implement at the moment. The advantages that small-scale production offers for consumers as well as for companies were presented by Wilhelm Kerl, Managing Director of Atomic Austria, at the Greiner Packaging Innovation Day, using Amer Wintersports as an example.**

While many companies can only dream of completely customizing their products, Amer Wintersports has dared to actually do so. Since late 2015, the company has been offering consumers the chance to have skis designed and produced for themselves as they want them. As the Director, Wilhelm Kerl, declared at the 2015 Greiner Packaging Innovation Day, it was a bold but necessary step. The winter sports market leader had been facing a growth dilemma with its brands such as Atomic and Salomon: In order to continue growing in the existing markets, there would have had to be investments (input) that were all out of proportion to the growth potential (output) arising from the investments. Amer Wintersports therefore chose a new path – a path that puts the focus on the consumers, while offering several advantages: With Lot size 1 skis, not only will the consumer be getting a unique ski, but the strong identification with the product will also increase company loyalty.

### Packaging transports stories

Even in the packaging sector, individualized solutions are becoming ever more important, combined with the digitalization in trade, even if the actual Lot size 1 is still a long way off. It has long been the case that it is no longer enough for products to “simply” look good; they must also tell a story. The task of the packaging is to be the bearer of this story. Greiner Packaging is therefore offering the possibility for an individual customer solution – through brilliant digital printing, for instance. This means that implementing short-term promotion packaging is no longer a problem.



## upp Fairs & events calendar

Date		Fair / Event
Sep.	27–29	<b>FachPack</b> Nuremberg, Germany
Nov.	6–9	<b>PackExpo</b> Chicago, USA
Nov.	7–9	<b>Gulfood Manufacturing</b> Dubai, UAE
Nov.	16	<b>Innovation Day</b> Oberwaltersdorf, Austria

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