The Search for Growth

Value added packaging in a single pass
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<th>The importance of Value Added Packaging at POS</th>
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<td>Summary</td>
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</table>
1.0 The importance of VAP at POS

Late decisions at POS: 68%

Source: FFI Studie Shopper 2011
ECMA Annual Congress 2013

1.0 The importance of VAP at POS
Packaging high ranked in memory

MV = mean value of all ratings from 1 (not important at all) to 5 (very important)
Total of all categories (n = 750 ratings) I Values in %

Source: FFI Studie Shopper 2011
1.0 The importance of VAP at POS
Packaging is important

Source: FFI Studie Shopper 2011

MV = mean value of all ratings from 1 (not important at all) to 5 (very important)
Total of all categories (n = 750 ratings) | Values in %
1.0 The importance of VAP at POS
“Emotions” dominate “Facts”

Source „attributes“: regression analysis (Shapley value regression)

Source „1/3 + 2/3“: emoMeter® analysis of test products (rice, tea, cereals, chocolate, biscuits, baking mixtures, skin care, food supplements, OTC painkillers, toys, cleaning products)

Source: FFI Studie Shopper 2011
1.0 The importance of Value Added Packaging at POS
2.0 The project
3.0 The real life sample
4.0 2 points of view
5.0 Summary
2.0 The project
Cooperation with PrintCity Alliance

www.printcity.de

connection of competence
2.0 The project
The value chain within the folding carton industry
ECMA Annual Congress 2013

2.0 The project
A real teamwork

- Raw material supplier
- Substrate & ink supplier
- Technical solution provider
- Folding Carton Printer
- Brand owner
- Retailer
- Consumer

- MERCK
- MetsäBoard
- sappi
- SunChemical
- Zeller+Gmelin UV Printing Ink
- WEISBERGER Graphics GmbH
- GREBE GROUP Innovative Coatings
- KURZ
- SAUERESSIG
- h+m
- MARBACH
- rudolf reuproflex
- ESKO
- proService
- P&G
- L'ORÉAL
- Carrefour
- WAL*MART
- ALDI
- TESCO
- Migros
- Unilever

A partner of Heidelberg
1.0 The importance of Value Added Packaging at POS
2.0 The project
3.0 The real life sample
4.0 Two points of view
5.0 Summary
3.0 The real life sample
4 designs, 1 repeat

A wide variety of inline-processes

- Cold foiling
- UV and WB flexographic printing
- Solvent gravure printing
- Hot foil stamping
- UV flexo varnishing
- WB flexo varnishing
- Flatbed die-cutting and relief embossing
3.0 The real life sample
The inline converting system

Die-cutting and embossing (cutting and embossing dies from Marbach)

KURZ LUXOR® AS385 Gold,
AS220 Gold and HC336 Green
alternately; tools from hinderer + mühlisch

Gallus ICS 670

Technical design and blanks:
A&R Carton
Graphic design:
g.a.s. unternehmenskommunikation gmbh
Alexander Dort - CMD
Workflow and 3D visualisation:
Esko Studio and Visualizer
Printed on:
Gallus ICS 670
Gravure cylinders:
Sauressig
Print preparation and flexo plates:
Reproservice and Reproflex
Substrates:
Sappi Algro Design 350 g/m²
MetsäBoard Carta Solida 270 g/m²

Gloss coating WEILBURGER Graphics 360405
SENO SOFT® WEILBURGER Graphics 350210
Text Black Zeller+Gmelin ZG-171
Brown PMS 478 Sun Chemical 242751-00
Merck Iridin® 6103 Icy White in Sun Chemical 242778-00
1.0 The importance of Value Added Packaging at POS

2.0 The project

3.0 The real life sample

4.0 Two points of view

5.0 Summary
Labour Costs

Single step production

Inline

Labour requirements
Work in process

Single step production

Work in process affects lead times, affects the use of capital

Inline
Production speed:
2’500 – 6’000 sheets/h

Number of production steps:
4

Setup time first order:
100% for 4 machines

Setup time second order:
100% for 4 machines

Startup waste first order:
100% for 4 machines

Startup waste repeat order:
100% for 4 machines

Total cost for the plates:
EUR 370.00

Total cost for the tools:
EUR 4’700.00

Number of personnel:
5 printers, 1 helper
### Operational figures of inline production

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production speed:</td>
<td>90 m/min</td>
</tr>
<tr>
<td>Number of production steps:</td>
<td>1</td>
</tr>
<tr>
<td>Setup time first order:</td>
<td>53% of single step</td>
</tr>
<tr>
<td>Setup time second order:</td>
<td>60% of single step</td>
</tr>
<tr>
<td>Startup waste first order:</td>
<td>120% of single step</td>
</tr>
<tr>
<td>Startup waste repeat order:</td>
<td>100% of single step</td>
</tr>
<tr>
<td>Total cost for the plates/cylinders:</td>
<td>EUR 2’500.00</td>
</tr>
<tr>
<td>Total cost for the tools:</td>
<td>EUR 7’000.00</td>
</tr>
<tr>
<td>Number of personnel:</td>
<td>3 printers, 1 helper</td>
</tr>
</tbody>
</table>
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5.0 Summary

- Value Added Packaging can be executed in two ways
  - Step by Step
  - One pass
- The preferred solution
  - Case by case for dedicated applications
  - Inline offers “customized” configuration by process flexibility
- Challenge us!

Thanks a lot for listening!