Value Added Packaging

Differentiation & Positioning at POS

October, 24th 2013 – Rainer Kuhn, PrintCity Alliance
A unique integrated cross-industry strategic alliance that promotes knowledge sharing

Working together to deliver shared process knowledge worldwide

Through seminars, workshops, trade fairs, project studies, publications, electronic media

Alliance has 15 years experience…
A World Class Alliance - Members
Value Added Packaging
Late decisions at POS: 68%

32% brand was planned
16% category was planned
7% brand changed
22% planned purchase not made
23% completely unplanned purchase

Source: FFI Studie Shopper 2011
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Value Added Packaging

Touch & Feel
- Coatings
- Pigments
- Stamping
- Foils
- Embossing
- Laminating

Smart Package
- Brand Protection
- Functionality
- Printed Reality
- Printed Electronics
- Food Packaging
- Interactivity

Production
- UV Technology
- Workflow
- Quality
- Management
- Technologies
- Air Humidification
- Cost Reduction
- Optimization

Sustainability
- Carbon Footprint
- Lean Production
- Waste Reduction
- Responsible Sourcing

connection of competence
Differentiation and positioning at point of sale:

- Multi-sensory marketing with creative packaging (look, touch & feel, smell)
- Innovative solutions and technologies from the printing industry – materials & techniques
- Efficient production
Be inspired!

- 5 innovative designs
- 5 variations of techniques & materials each
- Total 25 creative VAP samples…
Structured hybrid coating effects over solid black - produced inline with UV

Extreme coating effect with haptic and optical contrast

Also available for digital packaging
Efficiency & Productivity

- Cost control through:
  - Inline finishing &
  - Intelligent job planning

- All made with the same machine configuration and only 3 colours

- No flexo plates needed
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VAPack – Tutorials

- Detailed technical background information
- Made for designers, brand owners and printers/converters
- Available in printed and digital form - also for smartphones and tablets
Differentiation and positioning at the point of sale and Increased Added Value along the process chain.

- Real Life Samples
- Interaction of design, shape, decoration and filling techniques
- Highly flexible production systems with many printing and inline finishing options
Value Added Packaging

Production partners:

connection of competence
Real Life Sample: 1st Stage

- Food safe chocolate boxes
- 2 designs
- 2 variations each

Next steps:
- Cosmetics & luxury drinks
- More value added techniques
- Digital print packaging
Highlights

- High decoration
  - Optical & haptic effects
  - Combine many print & VAP techniques

- Appealing 3D design

- High stability >> low grammage baord

- Inline production
  - Gravure & flexo printing, UV & conventional
  - Different varnishes & effects
  - Hot & Cold foiling
  - Cutting, creasing, embossing
Flexible Inline Production: A true teamwork with 15 partners

Technical design and blanks:
A&R Carton

Graphic design:
q.a.s. unternehmenskommunikation gmbh
Alexander Dort - CMD

Workflow and 3D visualisation:
Esko Studio and Visualizer

Printed on:
Gallus ICS 670

Gravure cylinders:
Sauvessig

Print preparation and flexo plates:
Reproservice and Reproflex

Substrates:
Sappi Algro Design 350 g/m²
MetsäBoard Carta Solida 270 g/m²
Digital is a new dimension of „Added Value“

- Short & medium runs
- Micro-zoning
- Individualized and personalized packages:
  - New marketing concepts & opportunities
  - Impact on whole supply chain
Bernd Assmann, Managing Director of Leupold:

“During discussions with brand owners, it became evident that trends such as declining run lengths and increasing use of versioned products will become major challenges in the packaging value chain.

Brand owners are requesting shorter turn-around times and faster campaign execution, as well as waste and cost reduction.”
„Offset like“ process

- **Océ InfiniStream** technology
- **Speed and quality** compares to Offset (14.400 B2/h)
- Nearly all **substrates** (up to 400 g/sqm)
- All „**Value Added“** techniques available
Digital Print enters Packaging

Classical VAP technologies become digital

- Selection of substrates
- Coatings / Varnishes / Pigments / Foils
- Converting and refining processes
  - Standards & existing knowledge preserved
  - Eased entry into digital printing
Digitalisation of whole process

Data → Print → Value Added → Cut & crease

Digital

Example: Foil
Example: Foil

Combination of **digital print** and a **high value surface decoration**

- Printing of the desired design (toner) directly onto the substrate
- Application of DIGITAL METAL®
- Overprinting of the material by digital printing
Real Metal Effects by Digital Printing

- High gloss
- Good adhesion properties on many substrates
- Good edge definition in the fine to medium range
- Excellent overprintability, thereby allowing a virtually unlimited variety of metallic halftone effects to be produced
- Individualization capability (e.g. by means of serial numbering or personalization)
- Highest possible flexibility when producing samples
Foil shades

DIGITAL DIFFRACTION®

DIGITAL HOLO®

Hit the jackpot with your individual lot number:

# 123 456 789
Anti Counterfeiting: Categories

Target Group

3 Brandowner

Example: Consumer

1 Consumer

Reading Devices

Laser-projectors
Special reading devices
Microscope

UV-lamps
Decoder-Lenses
Code-Reader
Cooling spray
Magnifier

IR-Laser
Optical variable diffractive elements
Security grids
Dual-UV Fluoreszenz
Thermochromatic inks & varnishes
Hidden Information
Microtext
Security board

Combination of Print & embossing
Optical variable pigments
Holograms + Diffraktive patterns
Micro-/Nano-embossing
Thermochromatic inks & varnishes
Security grids

Board | Inks | Varnish | Pigments | Metallic foils | Hologram folis
--- | --- | --- | --- | --- | ---
Design | Forms | Print | Foiltransfer | Embossing | Die cutting | Ink-jet
Consumer – human senses

OVD: Optically Variable Device

Requirements for Security Features

- **Recognition**
  Easy to recognize in order to allow the consumer to differ between original and imitation

- **Memorization**
  Easy to memorize in order to recall the brand

- **Description**
  Easy to describe in order to transfer it into the market
Example: Verification with mobile

**TRUSTSEAL® combined with QR-code**

1. Scan

2. Verification
Combine **brand protection** with **marketing**

- **decoration** and

- **communication**
Example: Consumer Communication

- TRUSTSEAL® combined with QR code

1. SCAN OVD

2. Information about Product and Brand
KURZ Brand Enhancement

protect  decorate  communicate

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Technologies to fight product- and brand piracy in the cosmetics industry

Thesis includes:
- Situation cosmetics market
- Customer survey
- Concepts
- Available technologies and products

Maik Eberhardt, Beuth Hochschule für Technik in Berlin


German only
PrintCity

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*connection of competence*
The **VALUE** of Value Added Printing

- **End User:**
  - Higher emotional experience, more fun
  - Better product

- **Brand Owner:**
  - Product positioning & differentiation
  - Higher impact - More sales

- **Designer:**
  - More creative options
  - More ideas / concepts

- **Printer & Converter:**
  - Higher productivity
  - Higher revenue
Reports & Publications of the Alliance

Order at: www.printcity.de/shop  More information: www.printcity.de
2nd Packaging Inspiration Forum

- 19. & 20 February 2014
- Grand Elysee, Hamburg

Designer, brandowner, printer & converter, supplier

Inspiring mix of
- Key note presentations
- Interactive break-out sessions
- Networking opportunities

Jürgen Kleinhans, Bacardi
Thank you very much!

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