INTRODUCTION & PORTFOLIO

About pacproject

- **Founded**: 2002
- **Packaging Experts**: From 9 Nations
- **Cross-category Expertise**
- **Creativity and Technology**
- **Location**: Hamburg, Germany
- **International Team Members**: 32
- **Services**: 4
- **Strategy Design Consulting Realisation**
- **Local & Global Customers**
- **Representative Office**: United Kingdom
- **Strong Network**: National and International
  - Brand owners, retailers, material manufacturers, packaging suppliers, machine manufacturers, agencies, institutes and universities
INTRODUCTION & PORTFOLIO

REALISATION

CONSULTING

DESIGN

STRATEGY

- Innovation Strategy Consulting
- Innovation Workshops
- Brand Strategy Workshops
- Brand Enhancement Workshops
- Category Trend Analysis
- Brand & Product Workshops
- Promotion Concepts

- Brand development
- Packaging design in 2D and 3D
- Corporate branding
- Consumer branding
- Functional and form design
- Individually implemented prototypes and small batches

- Packaging development
- Project management and technical key accounting
- Harmonisation
- Efficiency improvements
- Value creation optimization
- Packaging optimization
- Sustainability management
- Packaging studies and workshops

- Technical implementation on customer's plants
- Automation of packaging processes
- Bringing new packaging machines into service
- Improvement of line services
- Optimisation of added value
- Reduction of packaging costs
- Training and workshops on packaging and finishing technologies
Wie kommen wir zur Verpackung der Zukunft?
Team Up! Join the Open Knowledge Pool!
Für mehr Informationen zu unseren Strategie-Tools kontaktiere Sie gerne:
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Übersetzung von Megatrends in Verpackungsanforderungen
Trend Connector©
Im Detail: Easy & Affordable

Megatrend

- Bargain Hunting
- Efficient & Effective

Konsumententrend

- Private Label Evolution
- On-the-Go

Verpackungsanforderung

- Shelf Ready Packaging
- Glass Substitution
- Innovative Pouch Packaging
- On-the-Go Packaging
Verpackung muss convenient sein
Convenience als Verpackungstrend
Was ist noch zu berücksichtigen bei zukünftigen Verpackungsentwicklungen?

Engineering  Development  Marketing  Design
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"80% of all innovations are recombinations of existing knowledge, technologies and products*"

*Gassmann / Enkel, "Open Innovation", zfo, 2006
Trends und Technologien führen zur Verpackung der Zukunft

Pacproject unterstützt Sie bei der Umsetzung.