



## **The Search for Growth**

**Value added packaging in a single pass**

A partner of Heidelberg

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**1.0 The importance of Value Added Packaging at POS**

**2.0 The project**

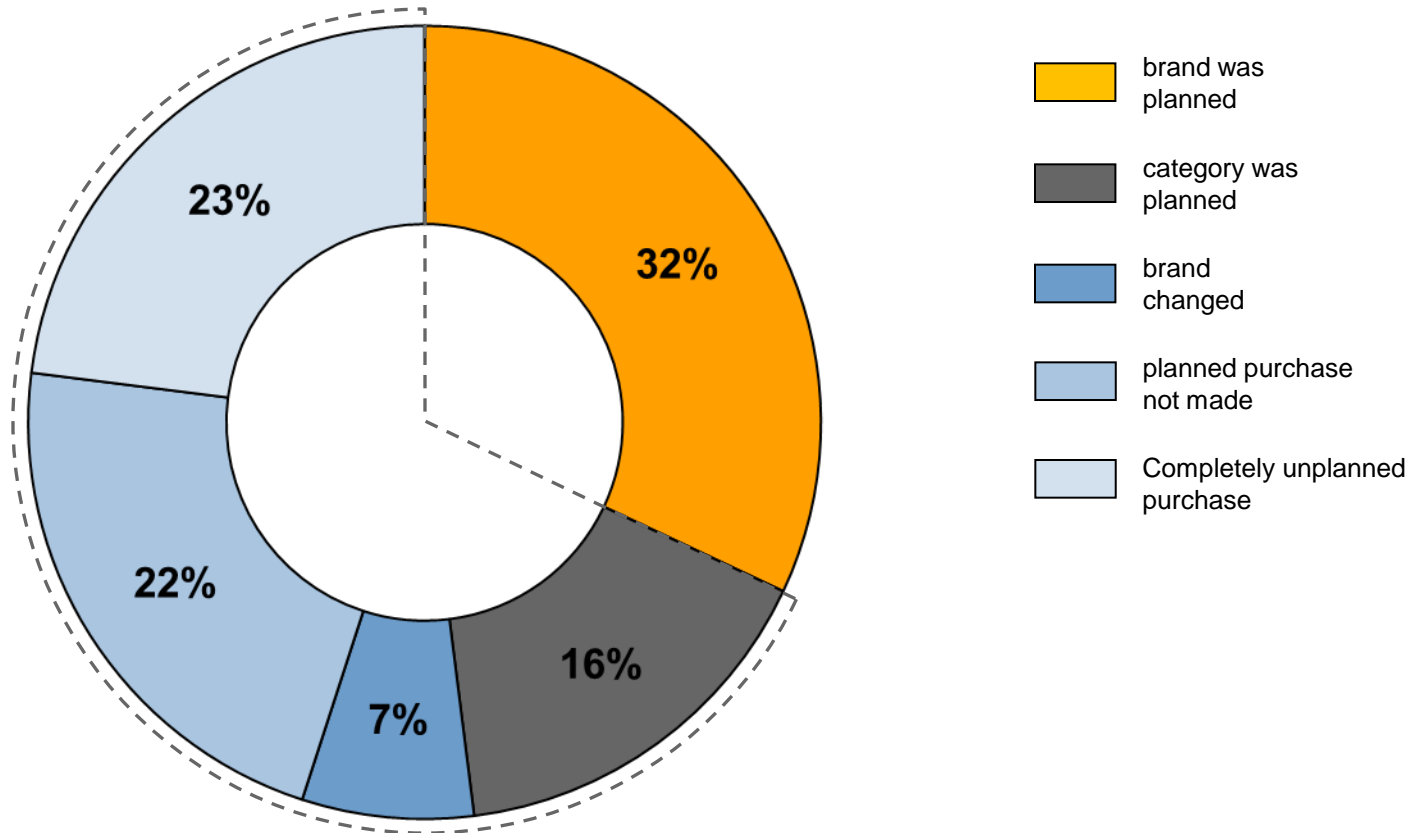
**3.0 The real life sample**

**4.0 Two points of view**

**5.0 Summary**

# 1.0 The importance of VAP at POS

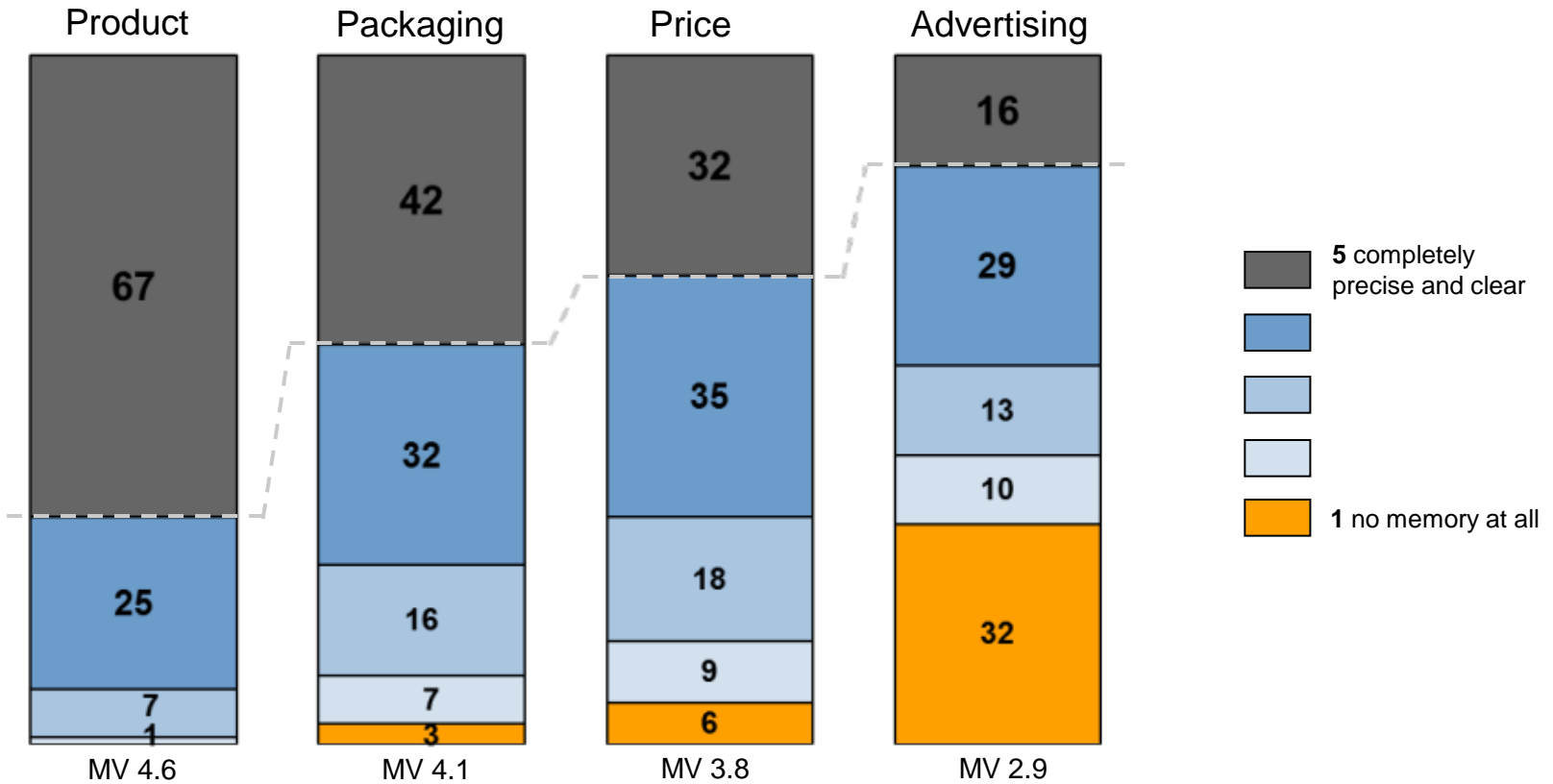
## Late decisions at POS: 68%



Source: FFI Studie Shopper 2011

# 1.0 The importance of VAP at POS

## Packaging high ranked in memory



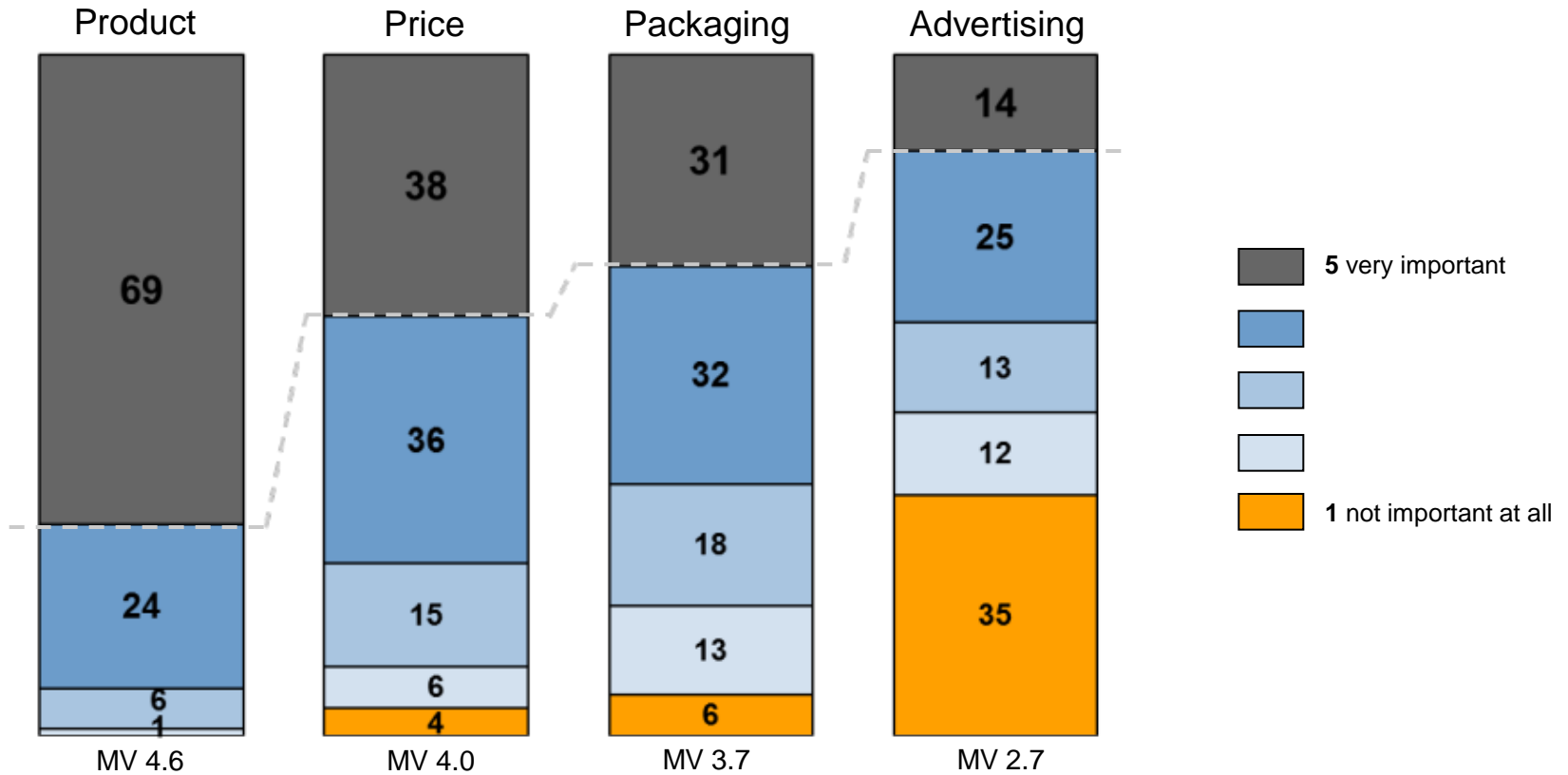
MV = mean value of all ratings from 1 (not important at all) to 5 (very important)  
 Total of all categories (n = 750 ratings) | Values in %



Source: FFI Studie Shopper 2011

# 1.0 The importance of VAP at POS

## Packaging is important



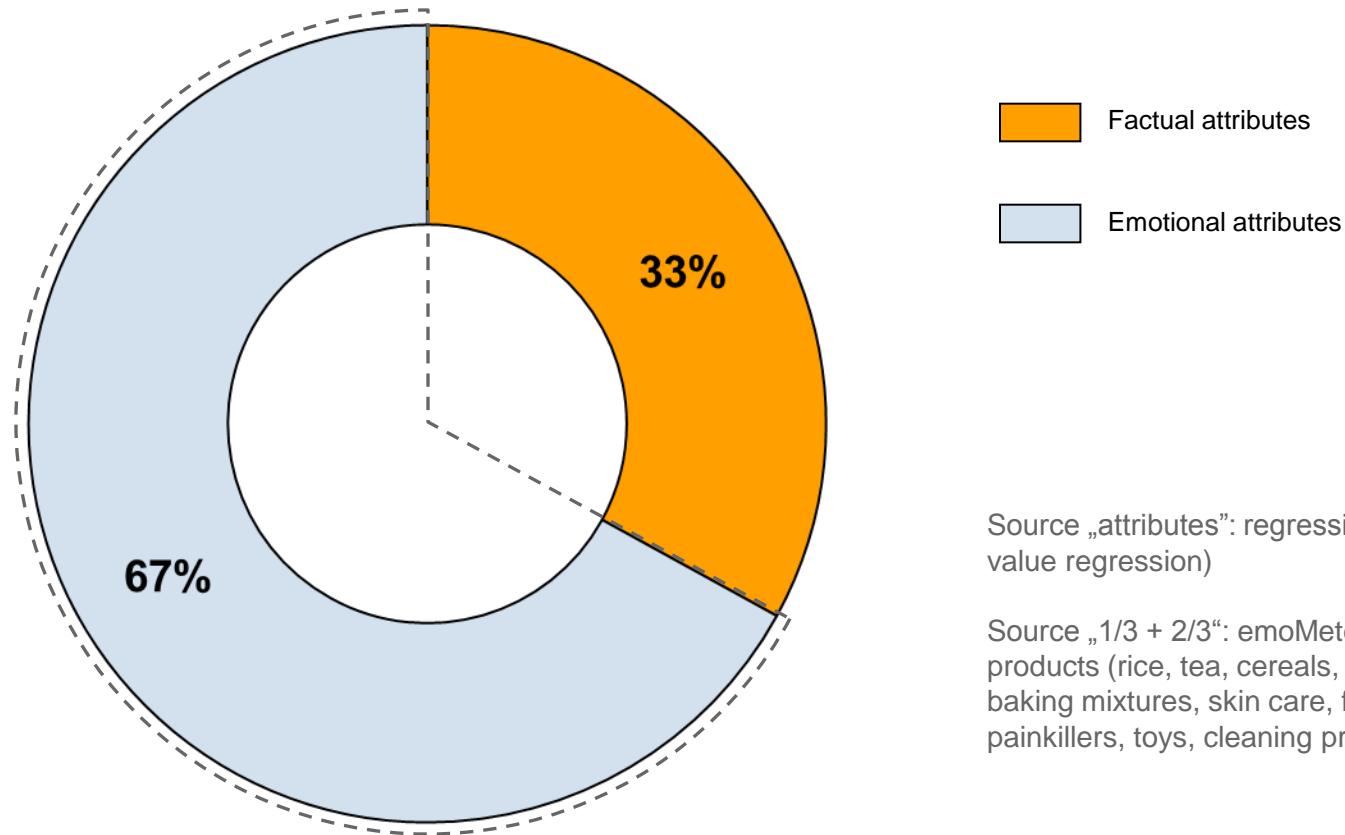
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Source: *FFI Studie Shopper 2011*

# 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*

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[www.printcity.de](http://www.printcity.de)

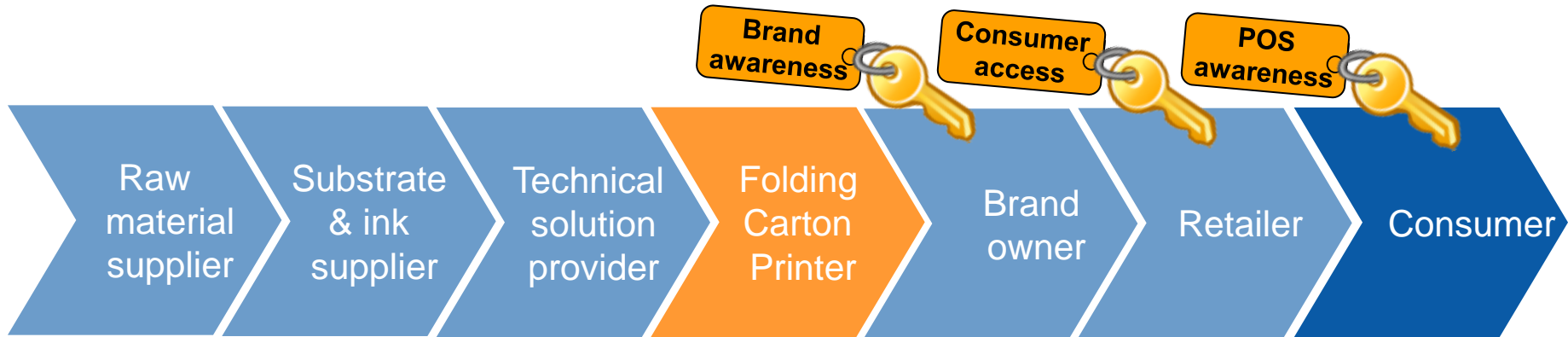
connection of competence



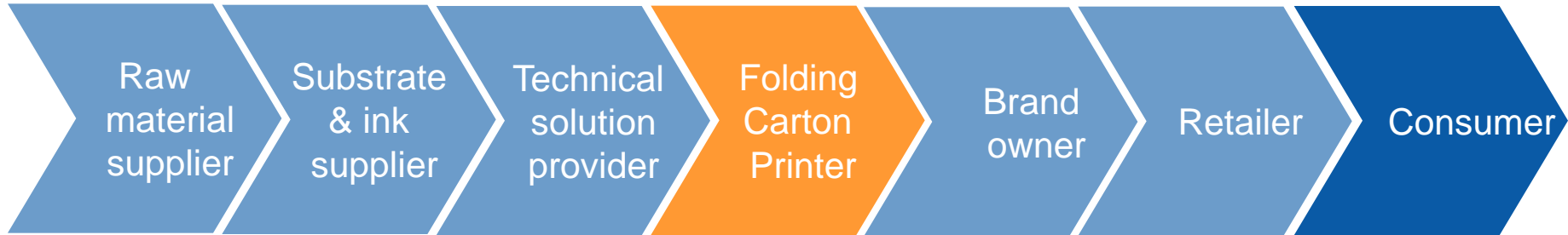


## 2.0 The project

# The value chain within the folding carton industry



# 2.0 The project A real teamwork



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## A wide variety of inline-processes

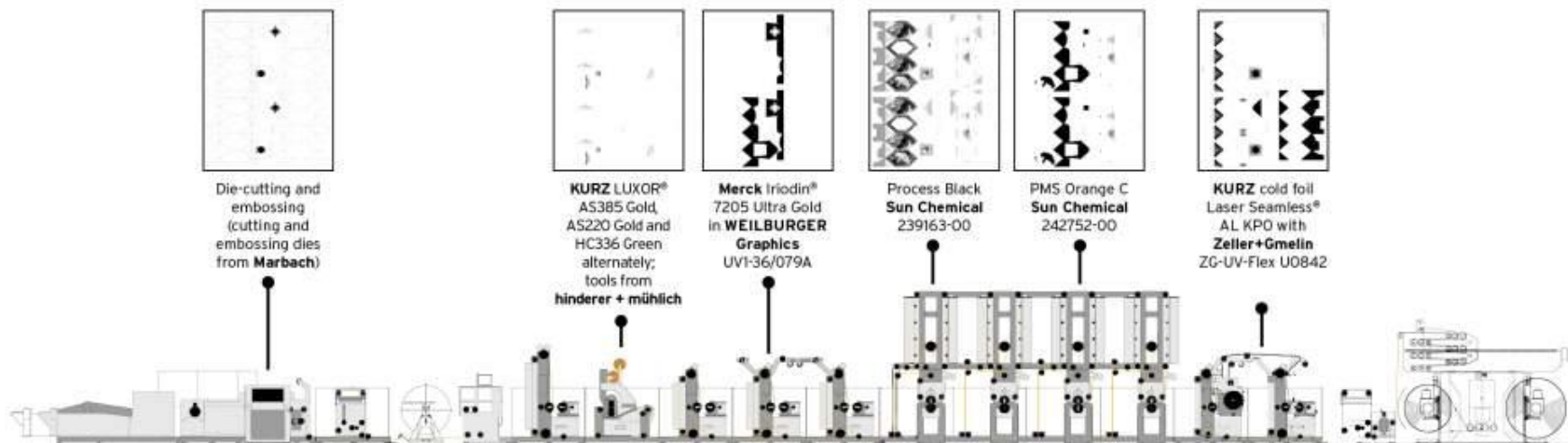
- Cold foiling
- UV and WB flexographic printing
- Solvent gravure printing
- Hot foil stamping
- UV flexo varnishing
- WB flexo varnishing
- Flatbed die-cutting and relief embossing



# ECMA Annual Congress 2013

## 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 + mühlich**

**Merck Iriodin®**  
7205 Ultra Gold in **WEILBURGER Graphics** UVI-36/079A

Process Black  
**Sun Chemical**  
239163-00

PMS Orange C  
**Sun Chemical**  
242752-00

**KURZ** cold foil Laser Seamless® AL KPO with **Zeller+Gmelin** ZG-UV-Flex U0842

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:  
**Saueressig**  
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

**SENOSOFT®**  
**WEILBURGER Graphics**  
350210

Text Black  
**Zeller+Gmelin**  
ZG-Y71

Brown PMS 478  
**Sun Chemical**  
242751-00

**Merck**  
Iriodin® 6103 Icy White in **Sun Chemical**  
242778-00

## Gallus ICS 670

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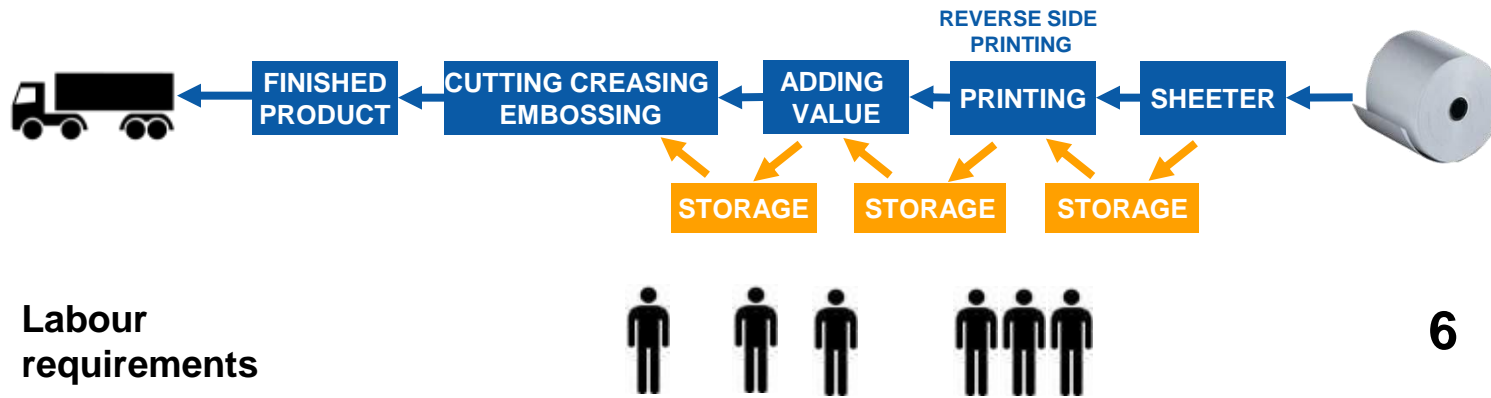
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## Labour Costs

### Single step production

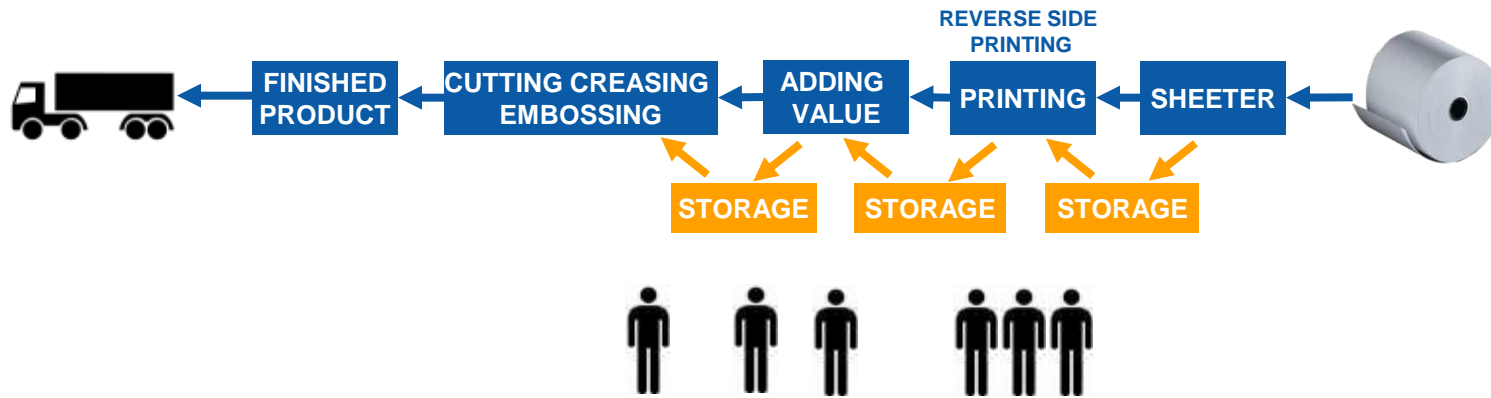


### Inline



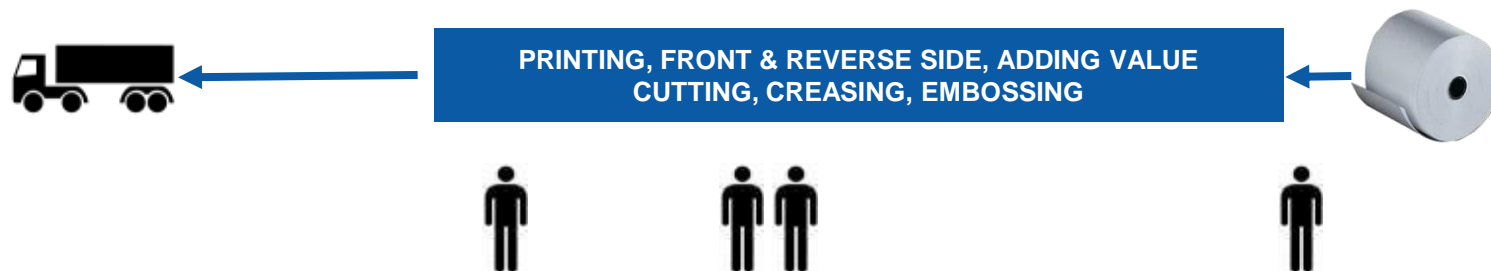
## Work in process

### Single step production



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

### Inline





<b>Production speed</b>	2'500 – 6'000 sheets/h
<b>Number of production steps:</b>	4
<b>Setup time first order:</b>	100% for 4 machines
<b>Setup time second order:</b>	100% for 4 machines
<b>Startup waste first order:</b>	100% for 4 machines
<b>Startup waste repeat order:</b>	100% for 4 machines
<b>Total cost for the plates:</b>	EUR 370.00
<b>Total cost for the tools:</b>	EUR 4'700.00
<b>Number of personnel:</b>	5 printers, 1 helper

<b>Production speed:</b>	90 m/min
<b>Number of production steps:</b>	1
<b>Setup time first order:</b>	53% of single step
<b>Setup time second order:</b>	60% of single step
<b>Startup waste first order:</b>	120% of single step
<b>Startup waste repeat order:</b>	100% of single step
<b>Total cost for the plates/cylinders:</b>	EUR 2'500.00
<b>Total cost for the tools:</b>	EUR 7'000.00
<b>Number of personnel:</b>	3 printers, 1 helper

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- 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!

<http://www.gallus-group.com/en/gallus/folding-carton.aspx>



**Thanks a lot for listening!**