

# TRENDS & INNOVATIONS FLEXIBLE PACKAGING

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# What is Packaging?

Contains !

Protects !

Preserves !

Carries Information !

Eye-catcher...!

Makes the Brand...!

**Makes the sale !**

## Packaging attires, Packaging is a marketing platform...



Packaging **reflects** the **quality** of the product



Packaging creates attractiveness...



## Packaging has it's purpose...

**Stop**



**Hold**



**Make  
the  
sale**

Disturbance  
Eye attraction

Interest  
look and feel  
hand attraction

convinced





## The importance of Packaging...

The **importance of color** when buying products:

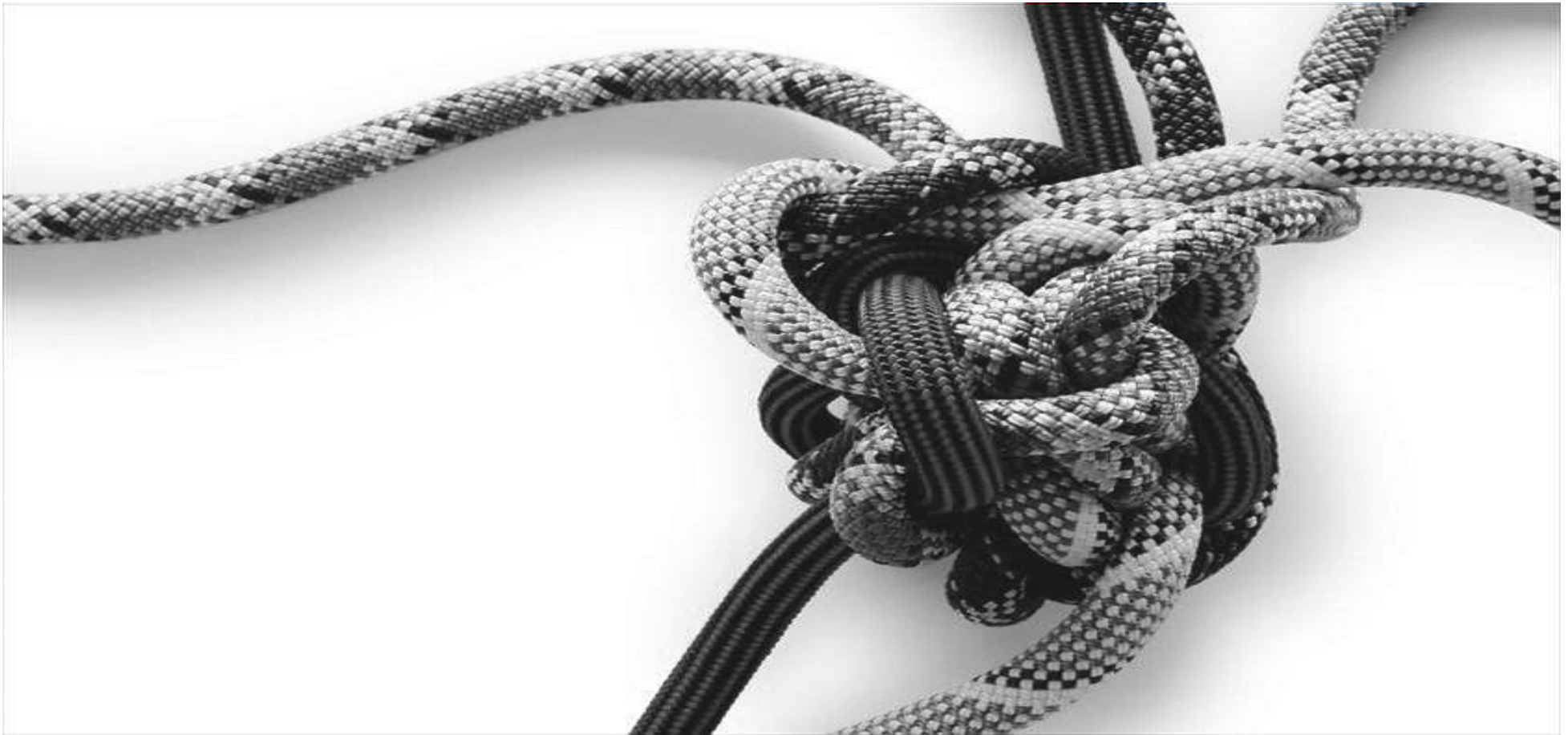
According to surveys,  
85% of consumers  
stated that **COLOR**  
accounts for more than half  
of the factors considered important  
for choosing products.



It's all about colors...

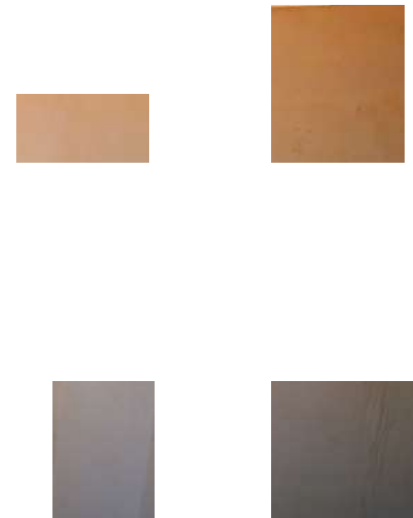


Color does not exist...

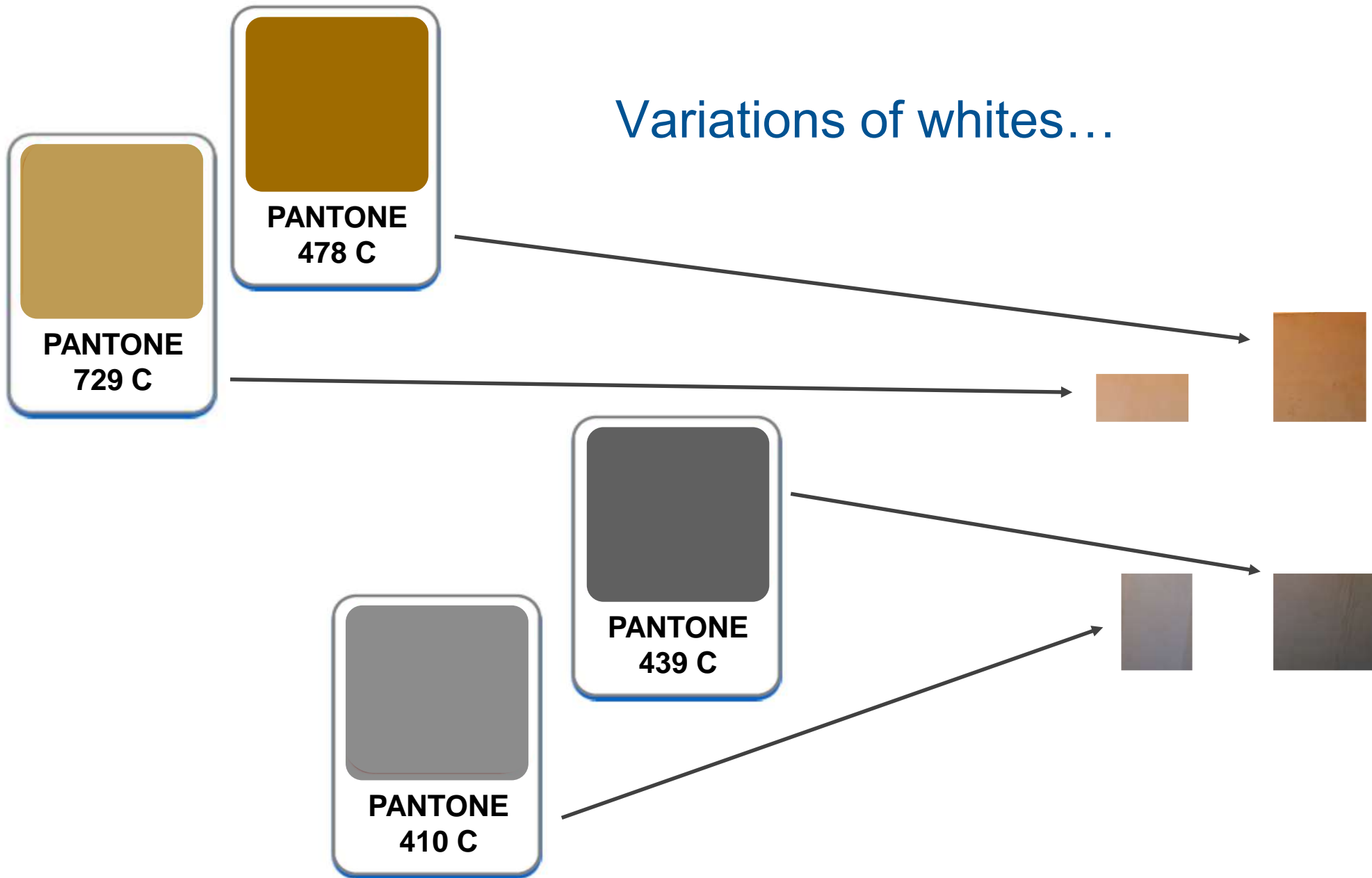








## Variations of whites...



**PANTONE  
478 C**

**PANTONE  
729 C**

**PANTONE  
439 C**

**PANTONE  
410 C**

## C O L O R

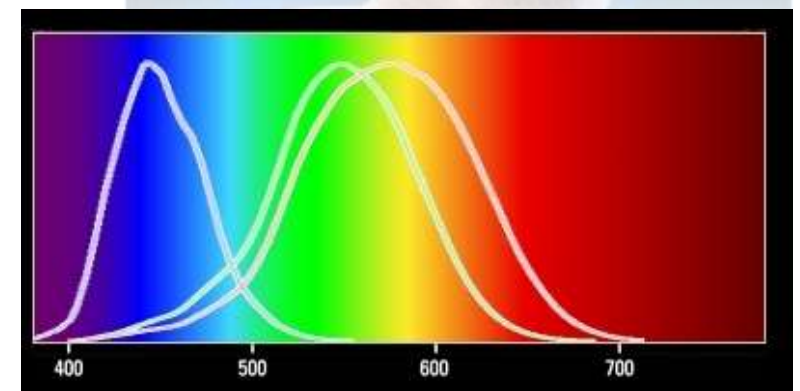
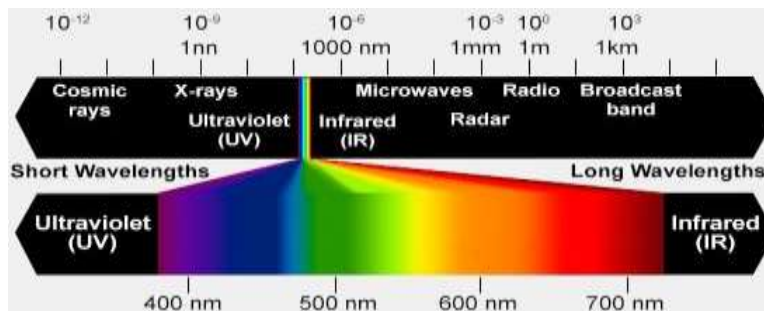
is only an imagination  
of our brain  
to understand the World  
around us.





## Human limitations...

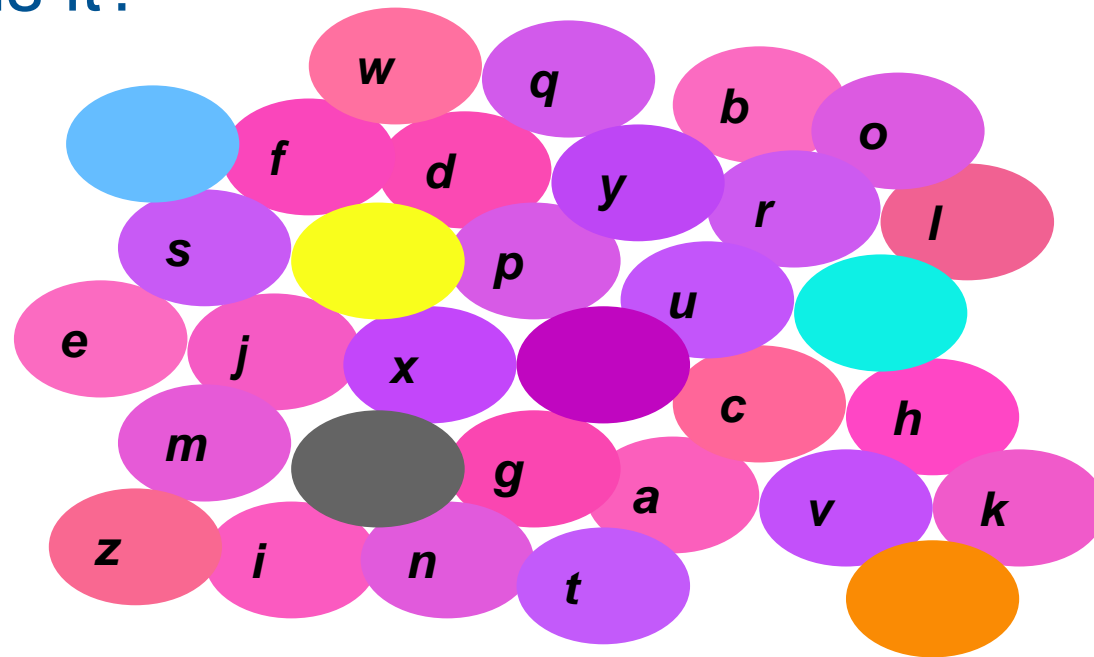
- > 10 millions colors
- Only a very small color-space is visible for human beings
- It is not possible for human beings to memorize colors



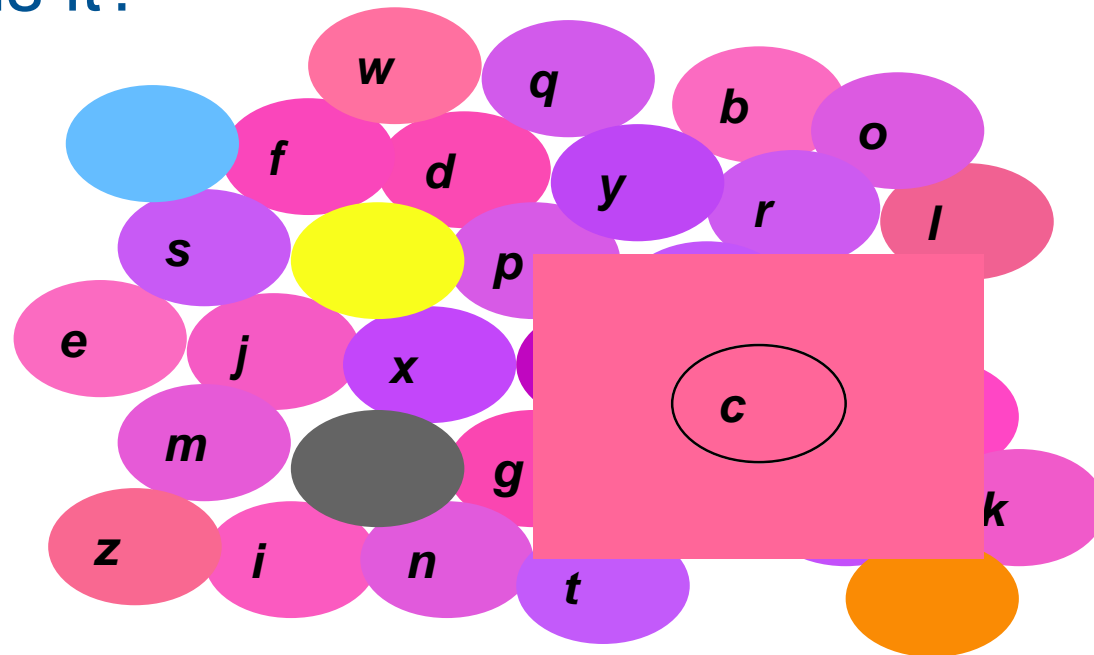
Identify this color



Which color is it?



Which color is it?



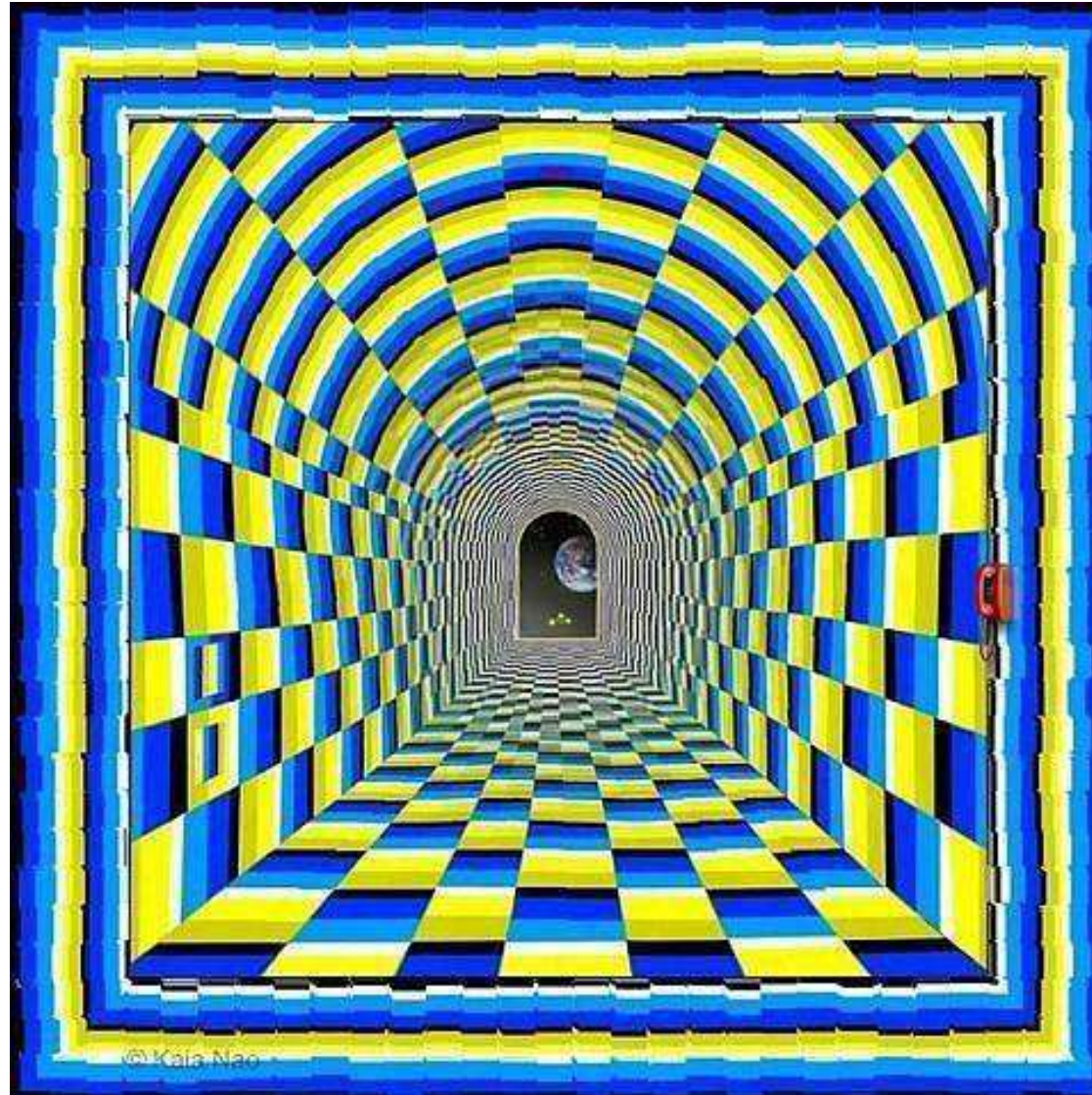
Seeing is believing...

How much  
can we trust  
a human eye...?

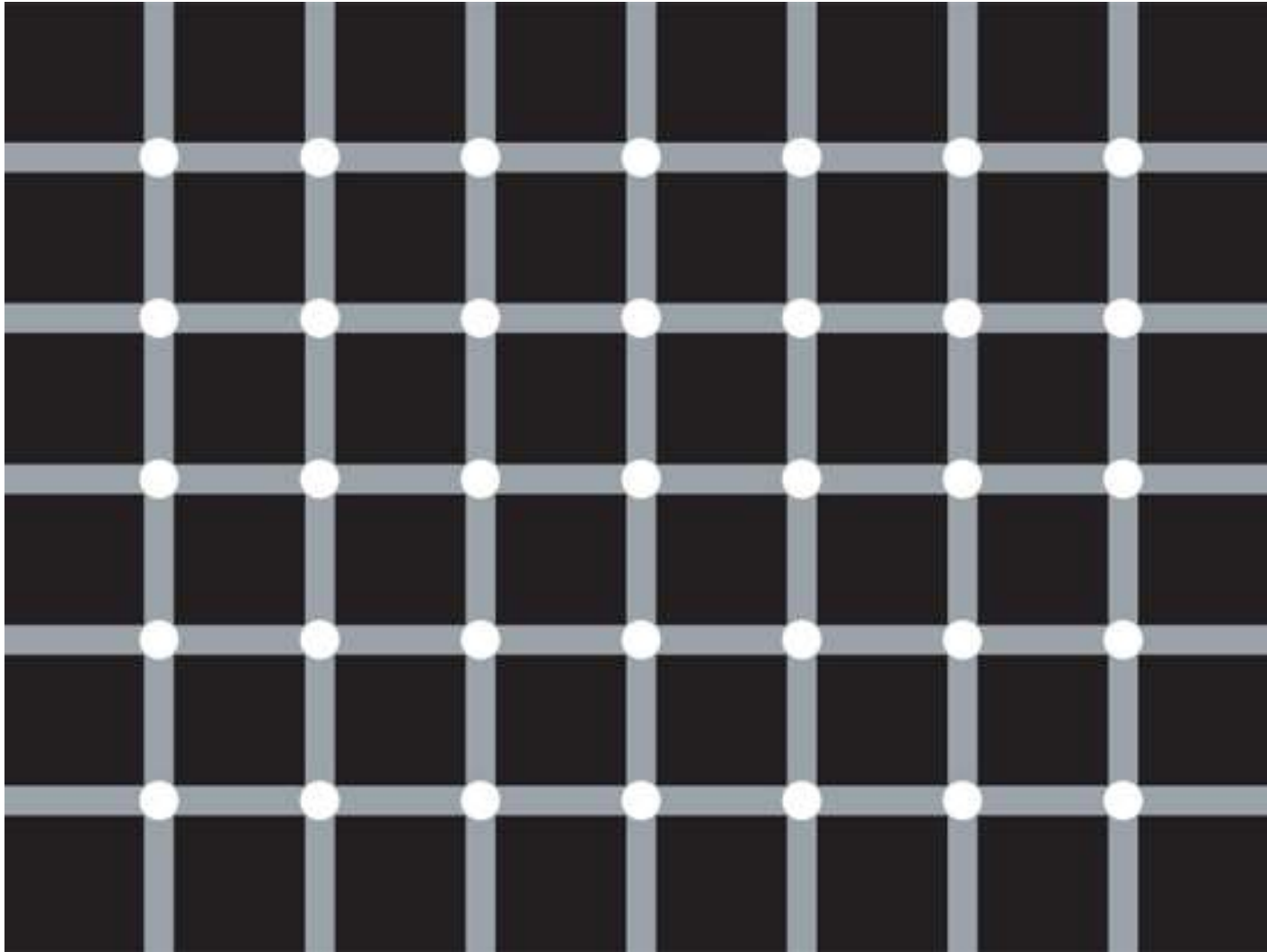




- How much can you trust your brain?



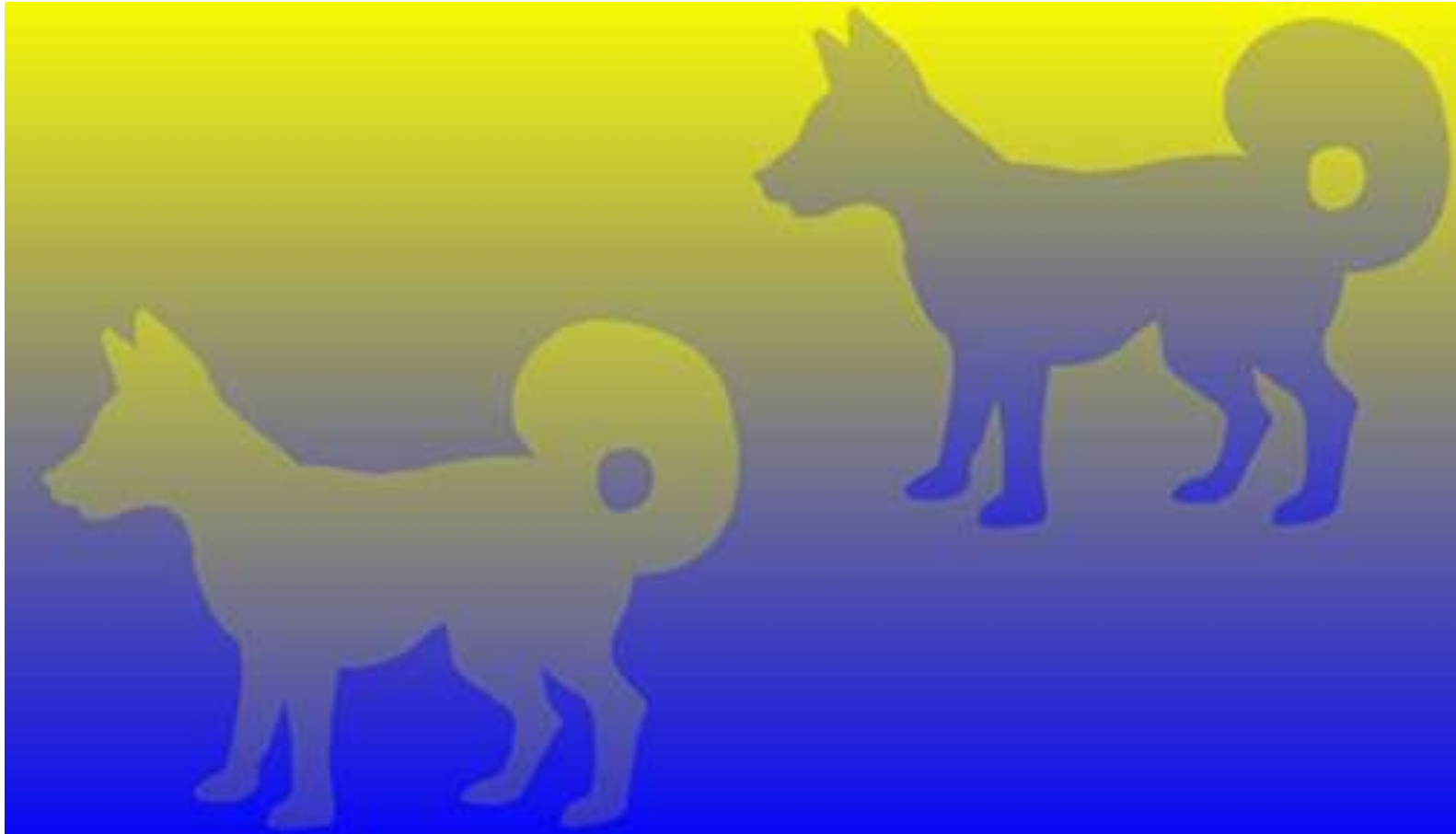
- How much can you trust your brain?



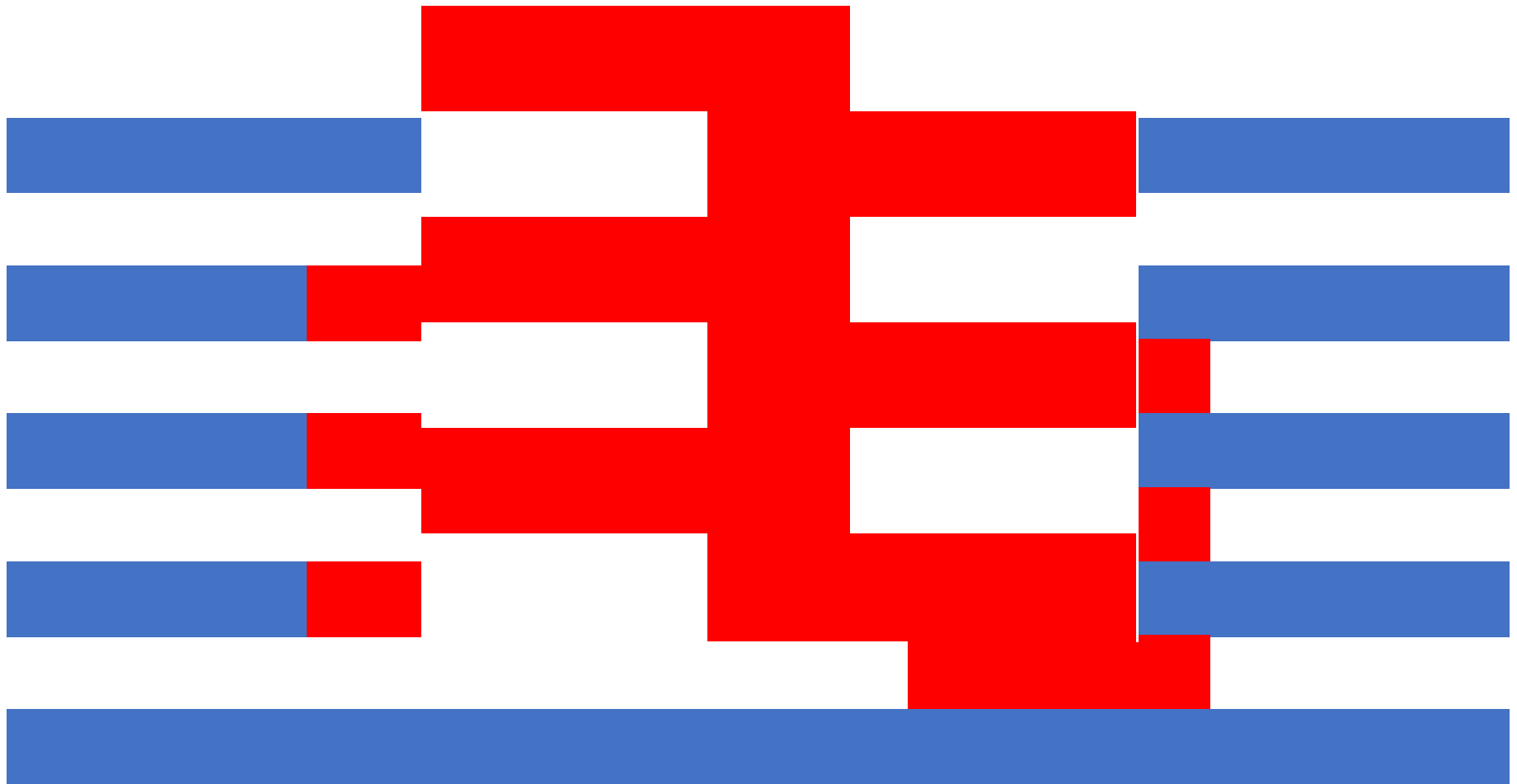
- How much can you trust your brain?



- How much can you trust your brain?

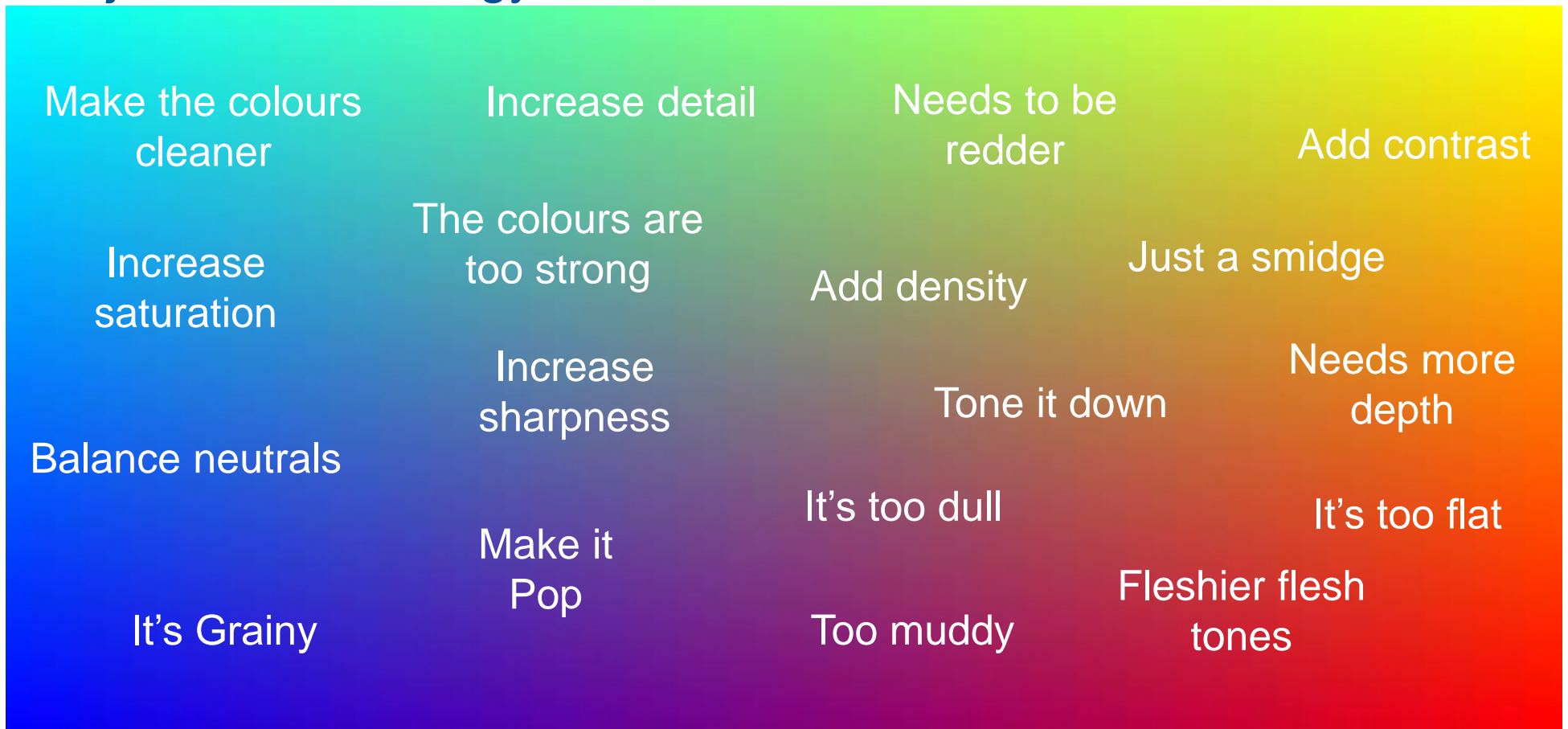


- How much can you trust your brain?

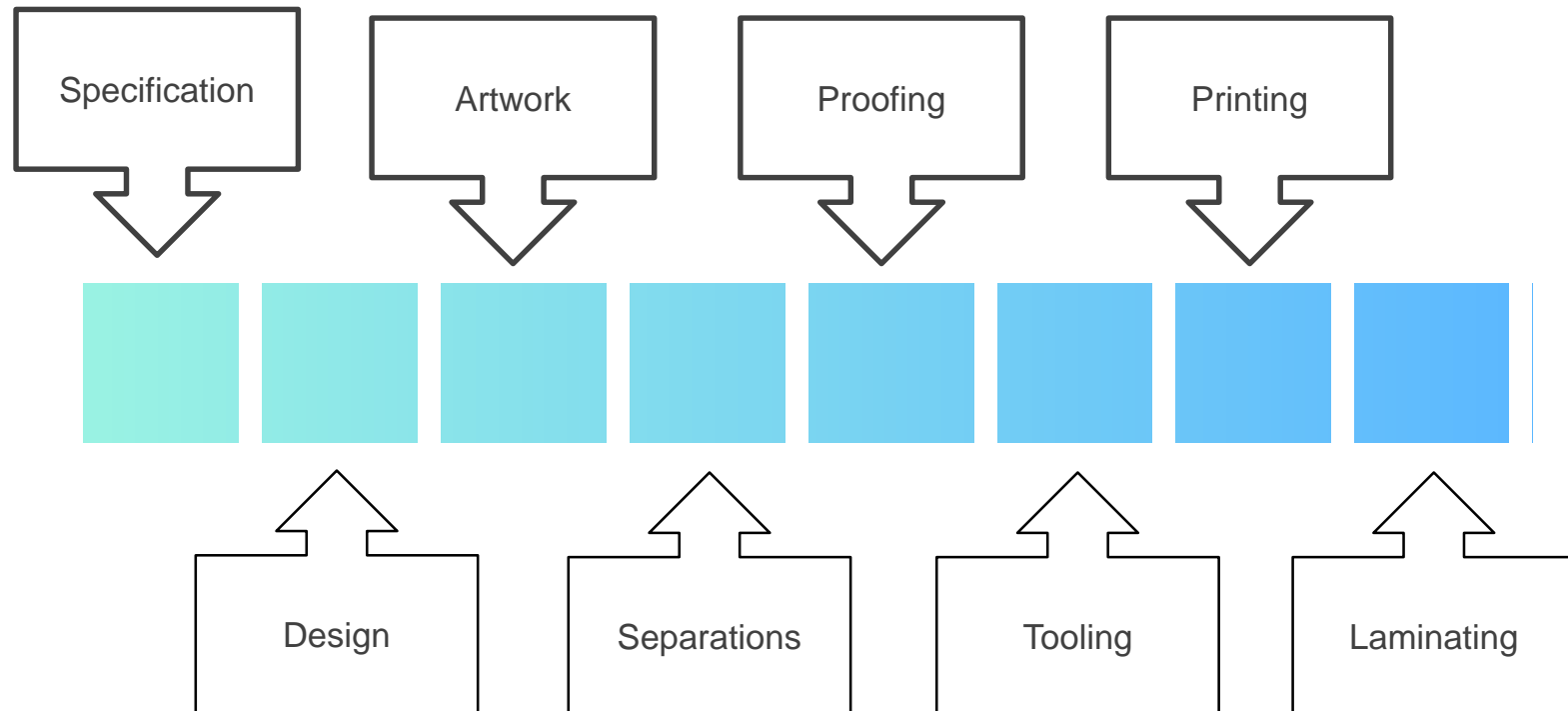




## Subjective terminology...







## Variation of colors...

- Environmental aspects



temperature



humidity



sunlight

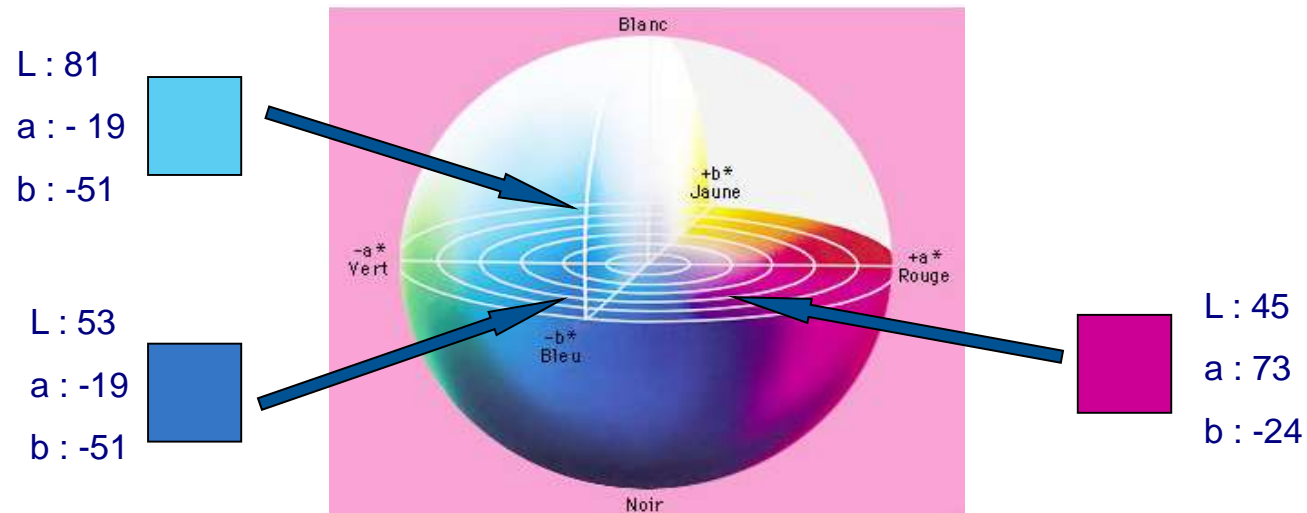


# Color can be measured - CIELAB

The International Commission of Illumination (CIE) defined the CIELAB Color-Space in 1976.

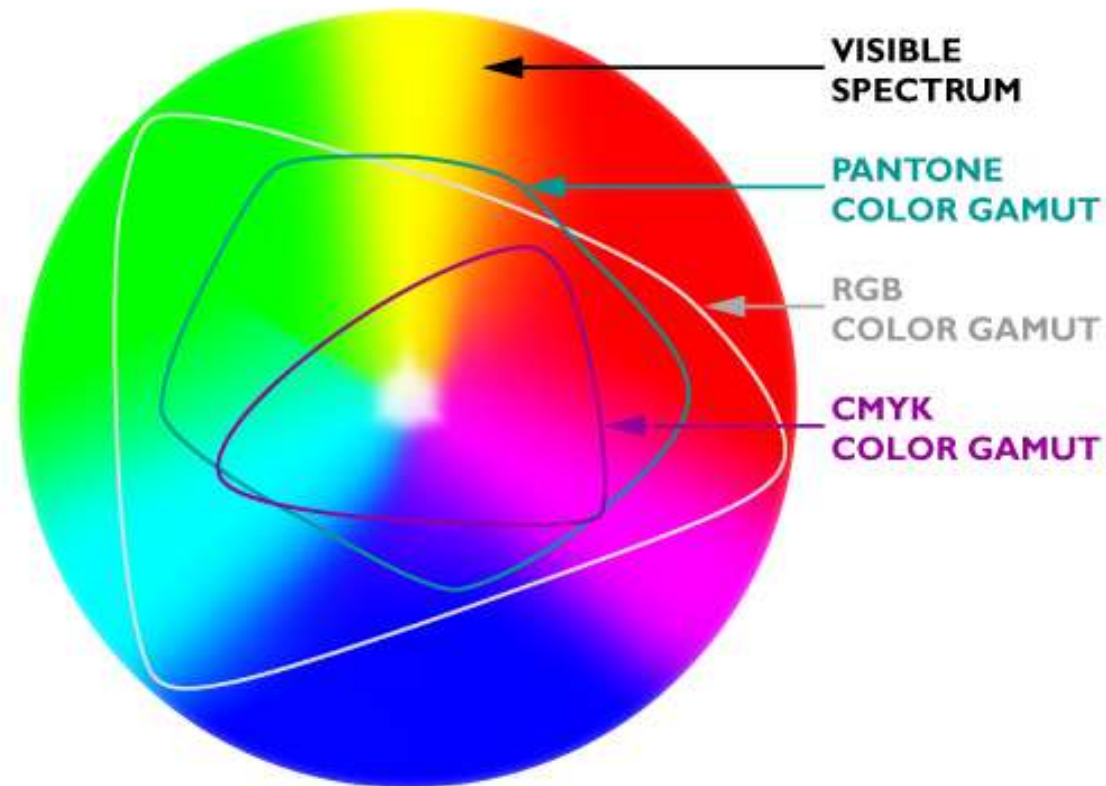
**All colors are identified by 3 coordinates**

**L = Light    A = Axe Green - Red    B = Axe Yellow - Blue**

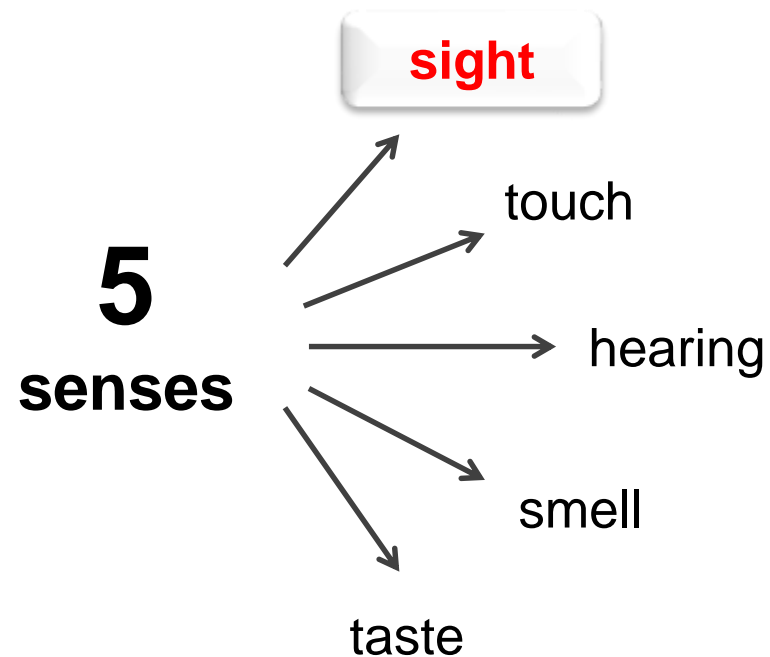




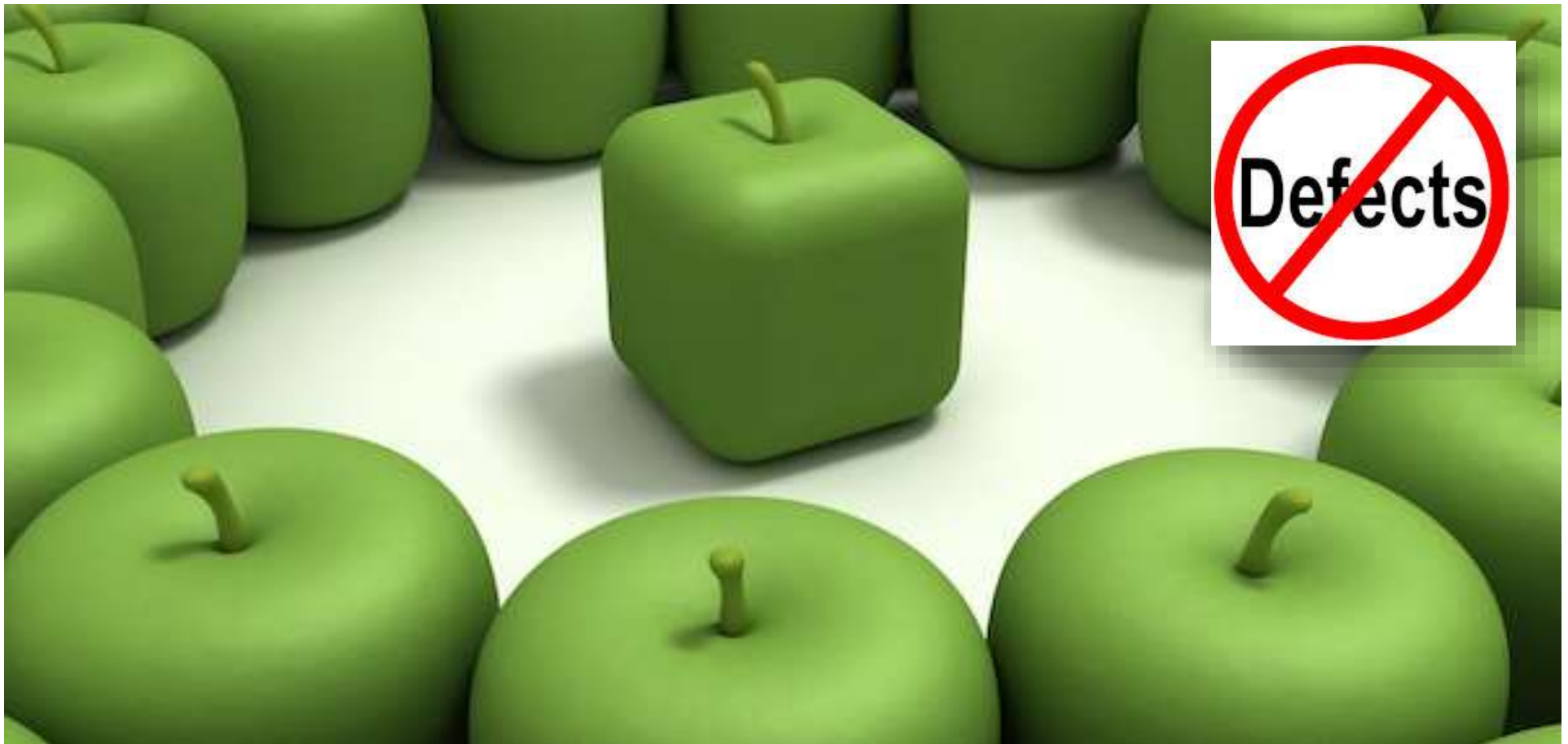
## What we can see versus what we can make



It's all about sight...



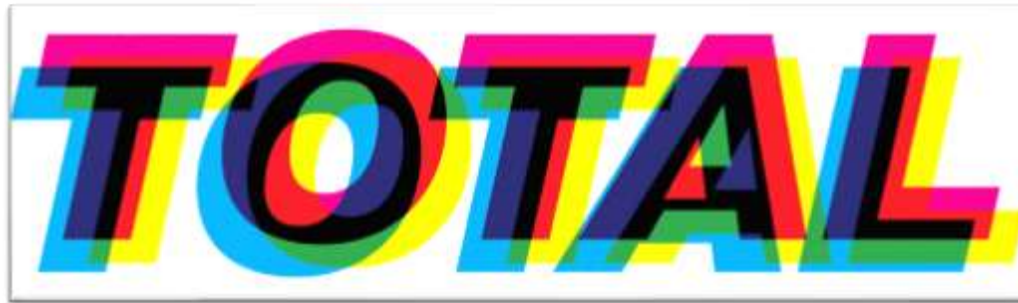
Seeing is believing...



Seeing is believing...



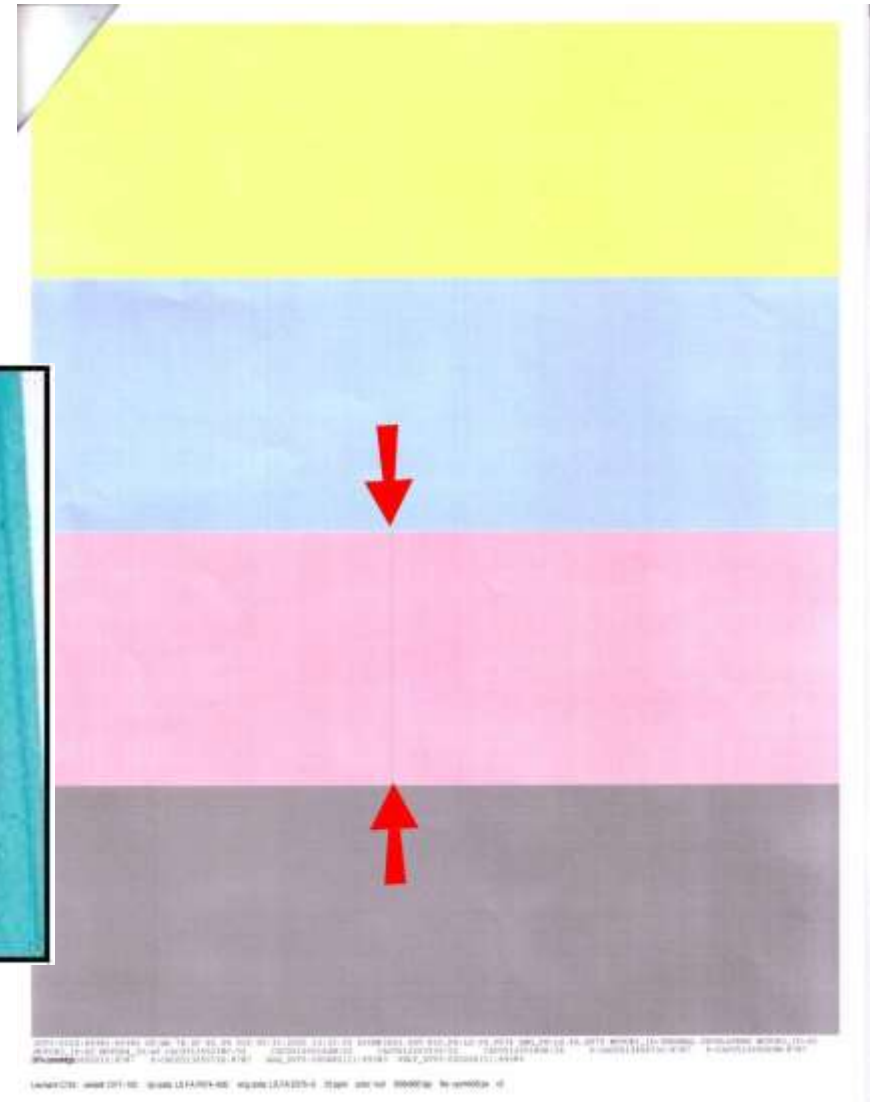
Detect quality defects: **Register** problems...



- ◀ this is what you want:
- ⌚ needs to look good
  - ⌚ readability
  - ⌚ legal aspects



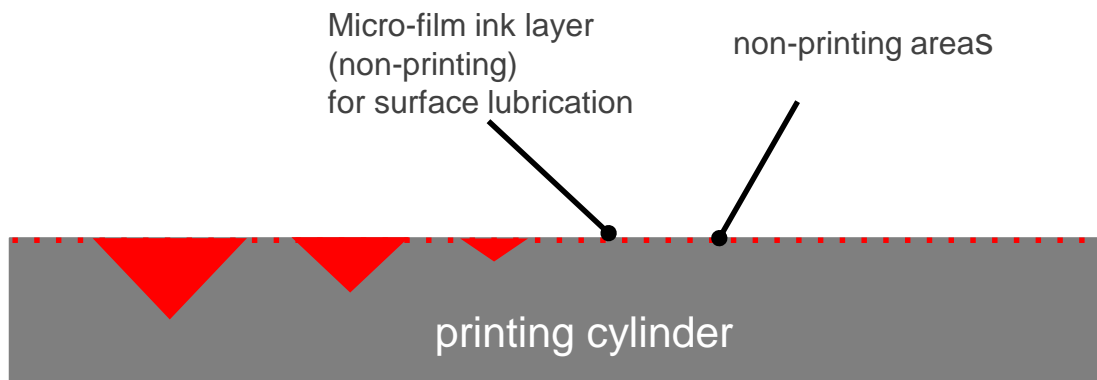
## Detect quality defects: **Doctor-blade** streaks...



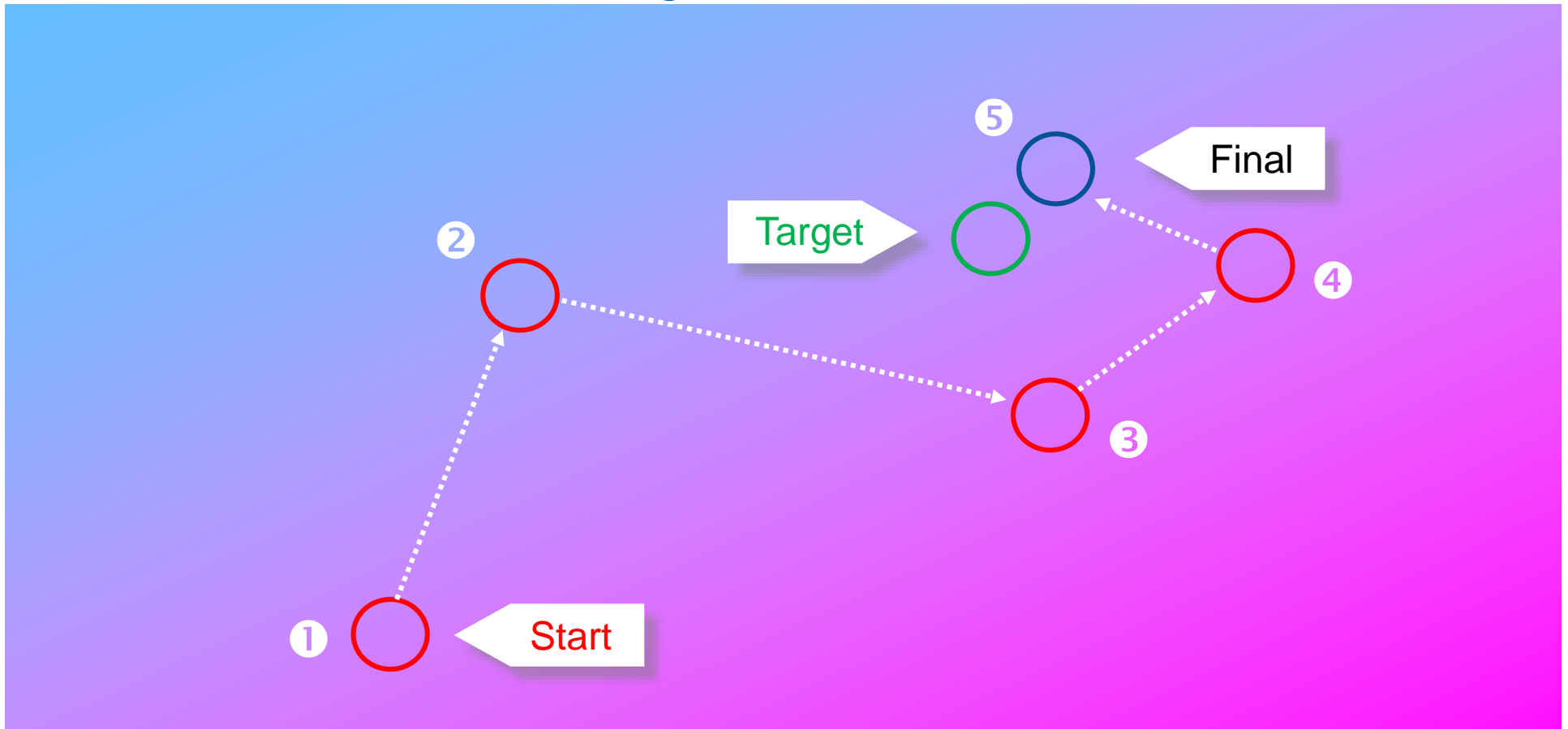


## quality cylinders – high performance

- Perfect diameter of the cylinders to assure good register, especially at high speed
- Perfect and even surface roughness to prevent from hazing and scumming



## Lost time for color-mating and waste...



Quality defects: **INCONSISTANCY...**

**CONSISTENCY**  
IS



## Inconsistency creates a perception among consumers

- a product has been on shelf too long
- can raise doubts about the quality of the product itself
- the product is not authentic







COLOR

is one of the most important  
**Assets of a Brand !**

## Print Color Management: Fingerprint & Profiling

**Predictability  
is a must !**

- Simulate the printing result prior to production  
= Predictability
- Reduce set-up time
- Reduced waste
- Better efficiency
- Cost savings



## New challenges...



## More and More Legal Obligations and Restrictions...



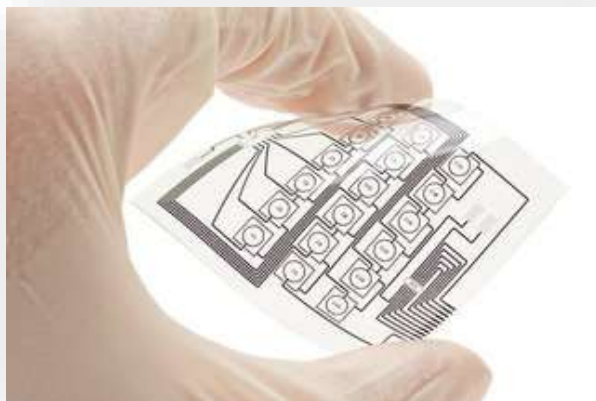


## Legal obligations - market requirements

- Need for individual appearance to prevent from forgery
- Product identification / security elements on the pack
- Smaller text / type / elements

ERREAGENTENERGY800WGBAYERR  
TENERGY800WGBAY  
ERREAGENTENERGY800WGBAYERR  
NGBAYE.

Micro Text



Guilloche



Can you read this text?

Can you read this text?

Can you read this text?

Can you read this text?

Can you read this text?

Can you read this text?

Can you read this text?

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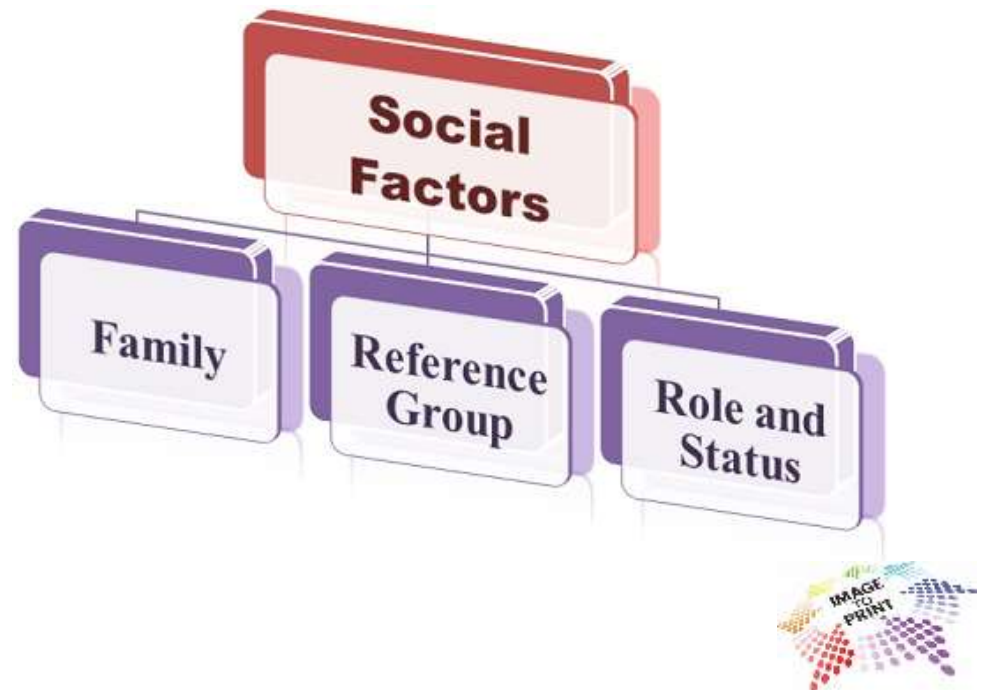
Can you read this text?

Can you read this text?

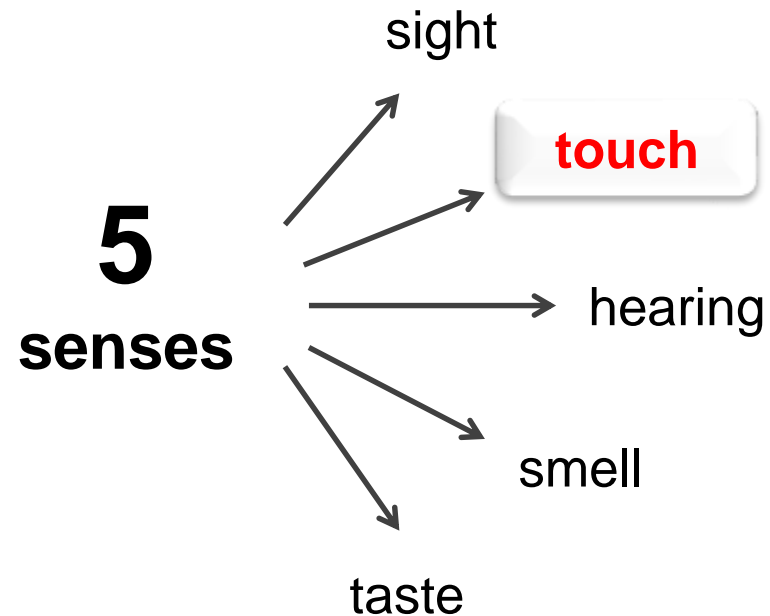




## Change in Consumer behaviors...



## Consumers attractions...

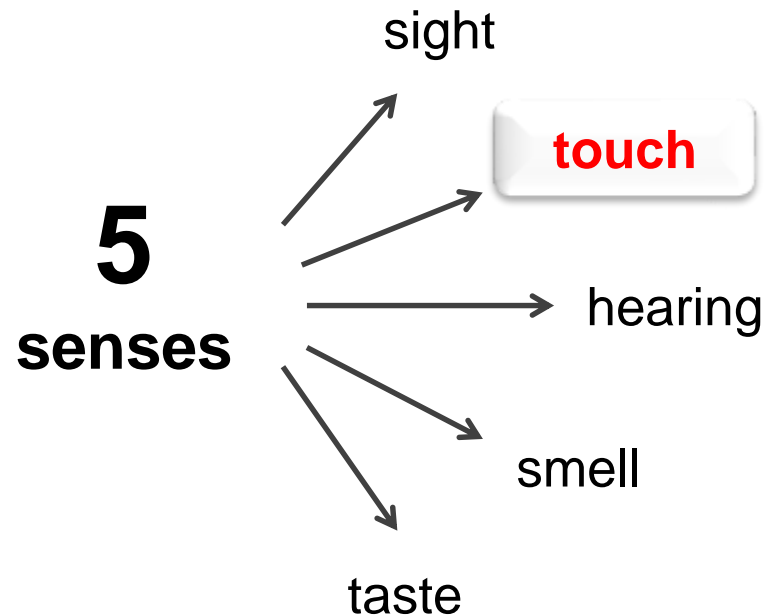




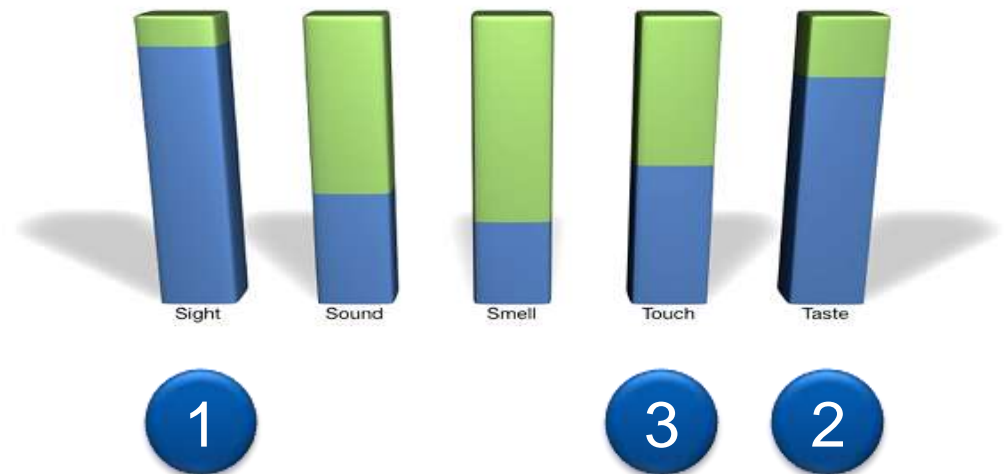
## Desire to touch...



## Consumer attractions...



### The gateways to the emotions



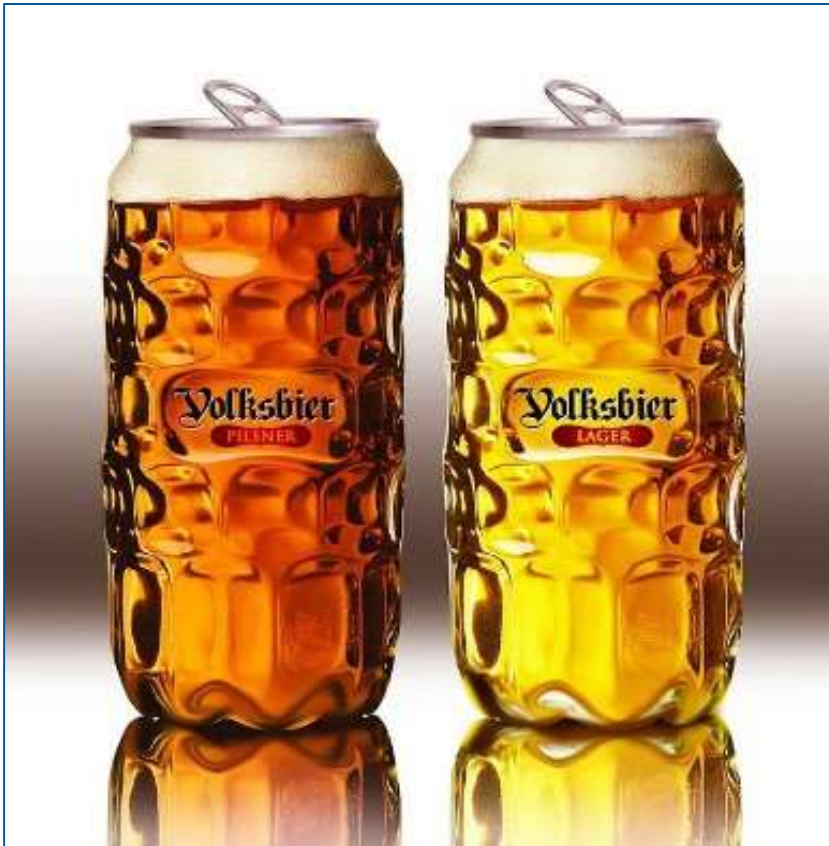
Combination of form and color...



## Combination of form and color... ???

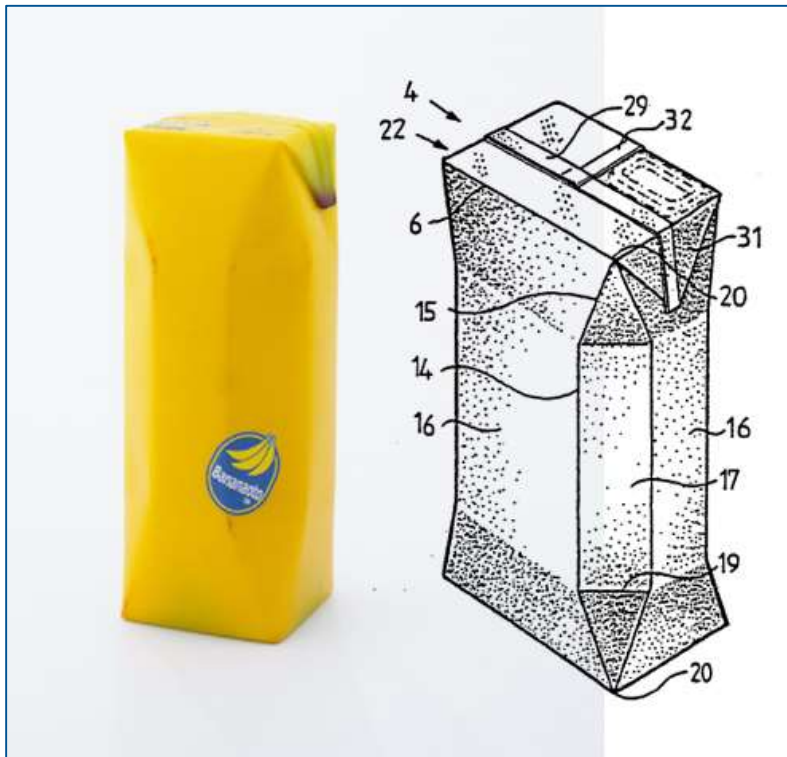


## Desire to touch...





## Desire to touch...





## Desire to touch...



## Desire to touch...



## Desire to touch...





Desire to touch leads to innovations...



## Applications and limitations...





## Combining beauty with functionality...



## Combining beauty with functionality...





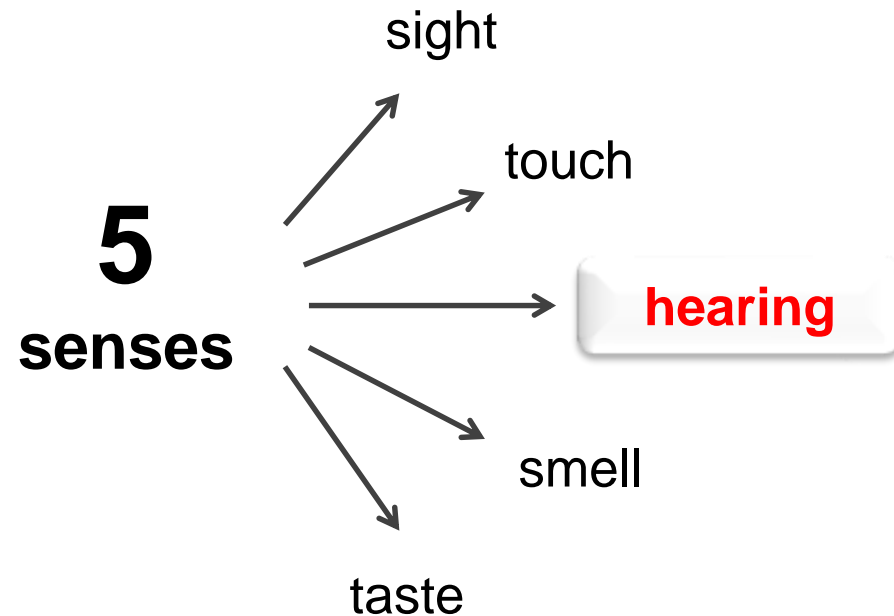
## Combining beauty with functionality...



## Combining beauty with functionality and saving costs...



## Consumers attractions...





## The sound of packaging...





## Consumers attractions...





## Sounds...





Sounds...





We live in a digital world...





## Interactive Packaging...

- Store GPS
- Price comparison



## Augmented reality...

- Additional product information
- Ingredients
- Allergy warnings
- Recipes





## Facts:

- Biggest printing matter in the world with 6,5 Billion printed square meters...
- More then 220 Million\* catalogs per year
- Catalog in 32 languages, 332 pages\* each
- Printed in Germany (several printers)
- 60 Pages (out of the 332 = 18%) include digital content (videos, animations...)
- 22 Million\* APP downloads

\*2015



## Augmented reality...



of coordinated covers  
Chair £80 Hand made, gives soft  
H100cm. 202.016.82

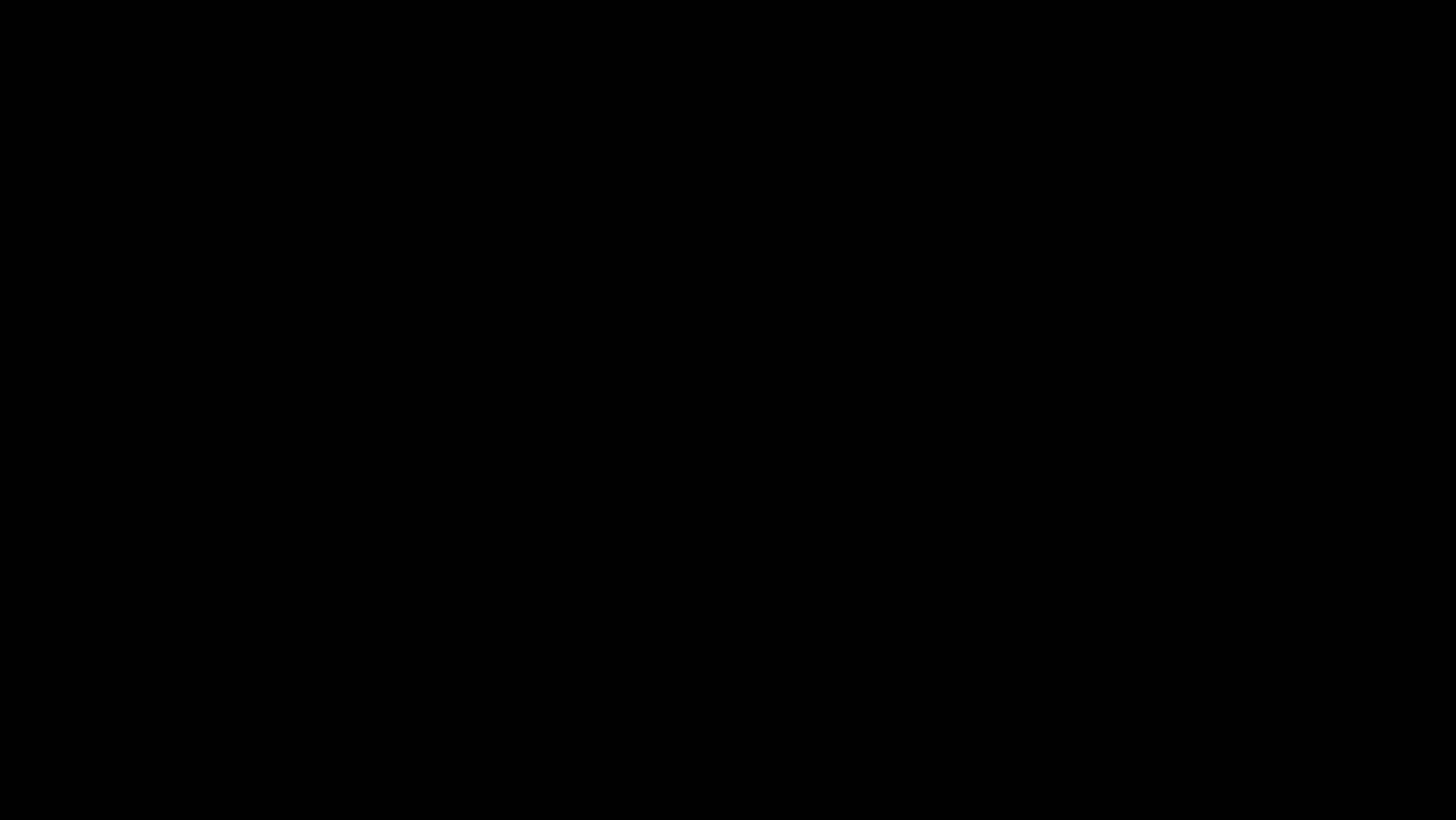


Scan page to see more



## Augmented reality...







New challenges...



Thank you !

Rudi Weis-Schiff

March 2019

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your teampreneur

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