

TRENDS & INNOVATIONS FLEXIBLE PACKAGING



RUDI WEIS-SCHIFF
Director Business Development



Speaker's Profile:



Rudi Weis-Schiff

Rudi Weis-Schiff, born and raised near the black forest in south western Germany, entered into the gravure business in 1982, when he started his apprenticeship program with **Janoschka** in pre-press for gravure.

In 1988 until 1991 he worked in the United States for a leading decorative printer with worldwide presence, as a young expert in gravure, before moving back to Europe to start the first international subsidiary for Janoschka in the south of France.

Even though that part of his work, his home and private life remains in the south of France, he became a world traveler developing global business for Janoschka, following-up global customer needs and market developments, especially in emerging countries in Asia and the Americas.

Rudi is also called Janoschka's "Ambassador" or "Minister of Foreign Affairs". Janoschka, based in Germany, is a leading pre-press supplier for packaging, tobacco and decorative markets in Europe and has become a global player in recent years.

About Janoschka: With 25 production sites in 15 countries, Janoschka is one of the leading global pre-press houses, employs some 1600 people and produces more than 250.000 gravure cylinders per year, and focuses on growth in emerging markets.

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POLLUTION

- Ban Packaging
- Laws



WE NEED PACKAGING



What is Packaging?



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.



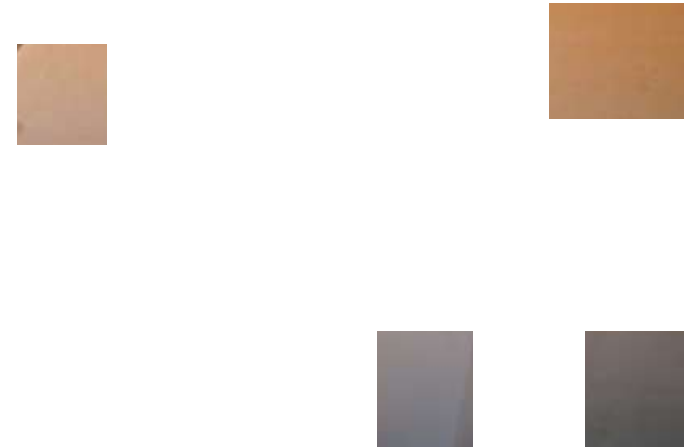
It's all about... COLORS



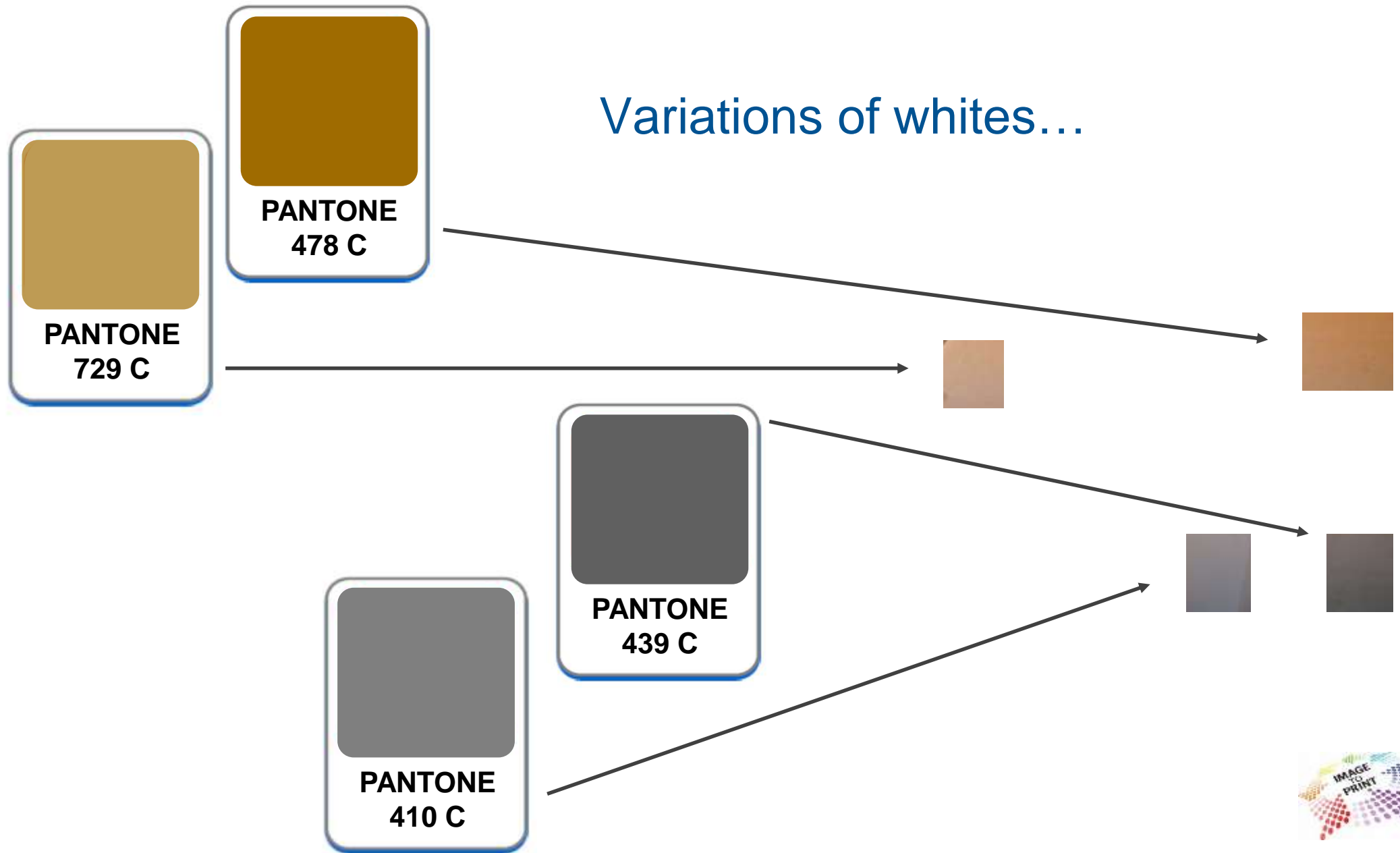
Color does not exist...







Variations of whites...





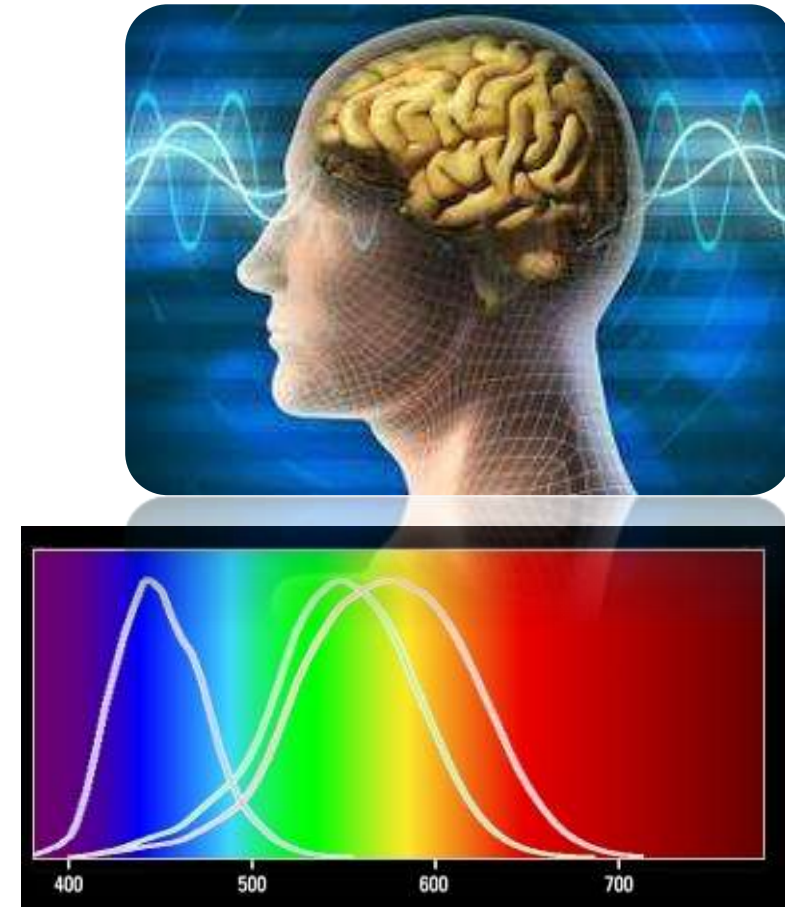
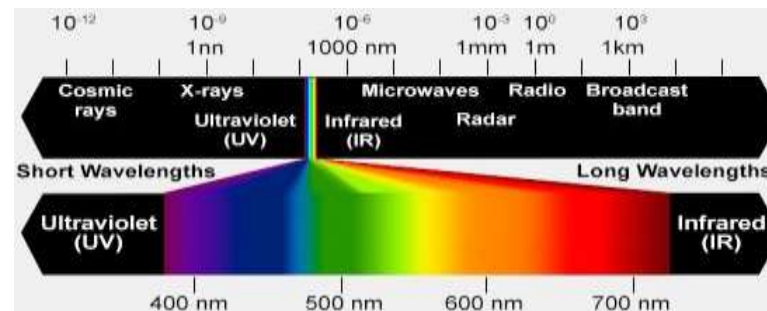
COLOR

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



Human limitations...

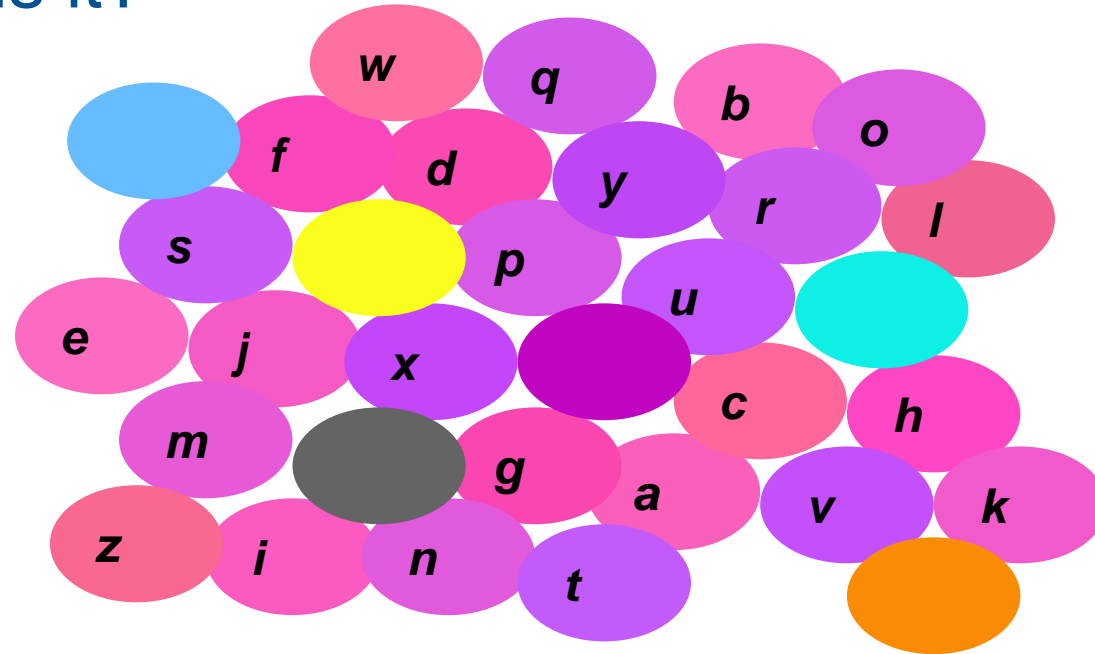
- > 10 millions colors
- Only a very small color-space is visible for human beings
- It is not possible for human beings to memorize colors



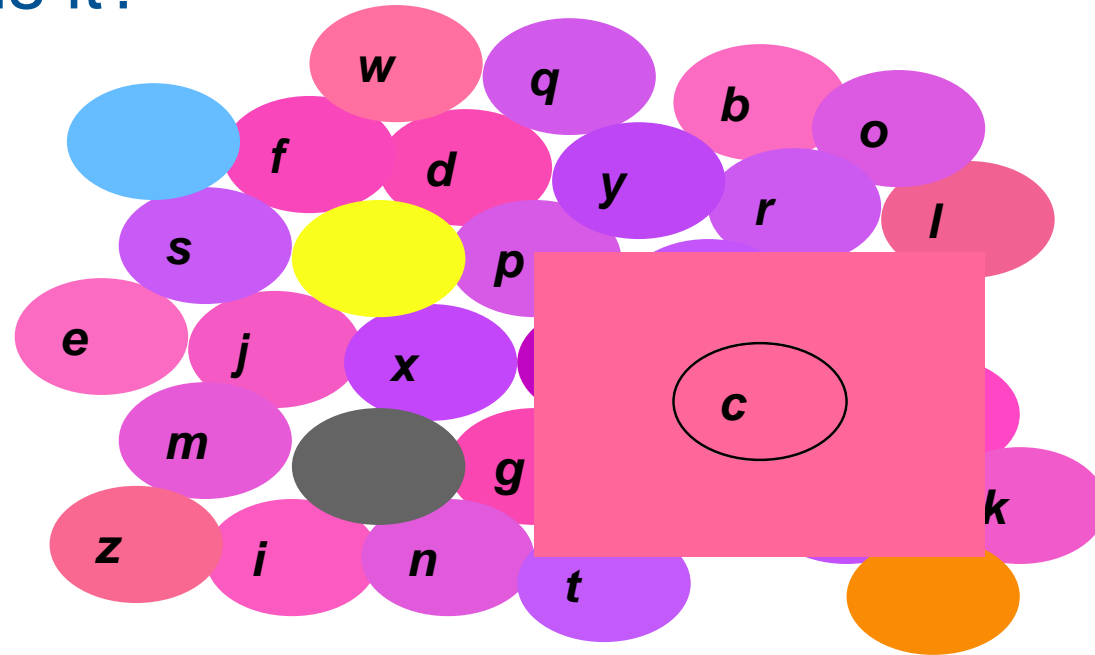
Identify this color...



Which color is it?



Which color is it?



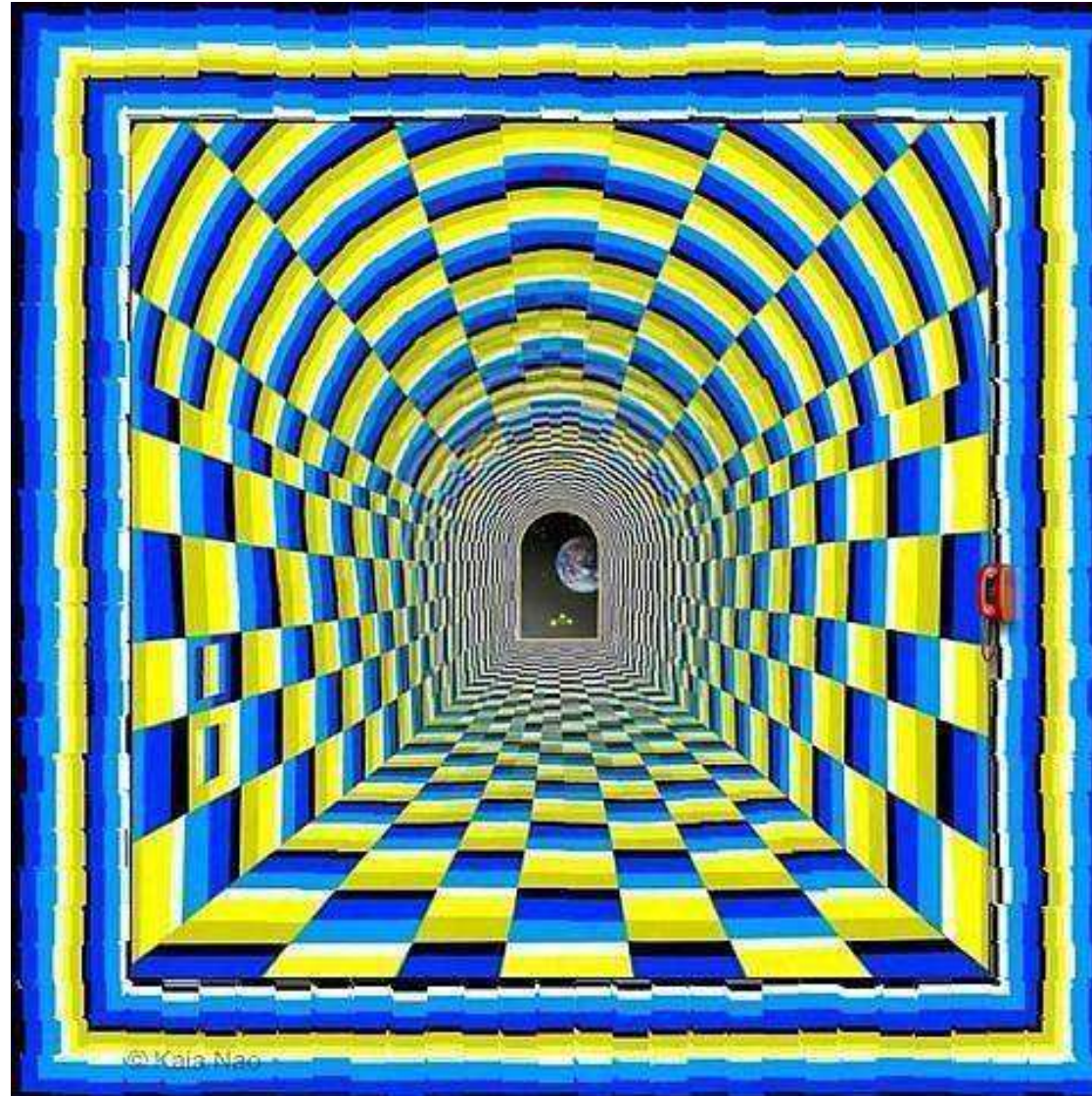
Seeing is believing...

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

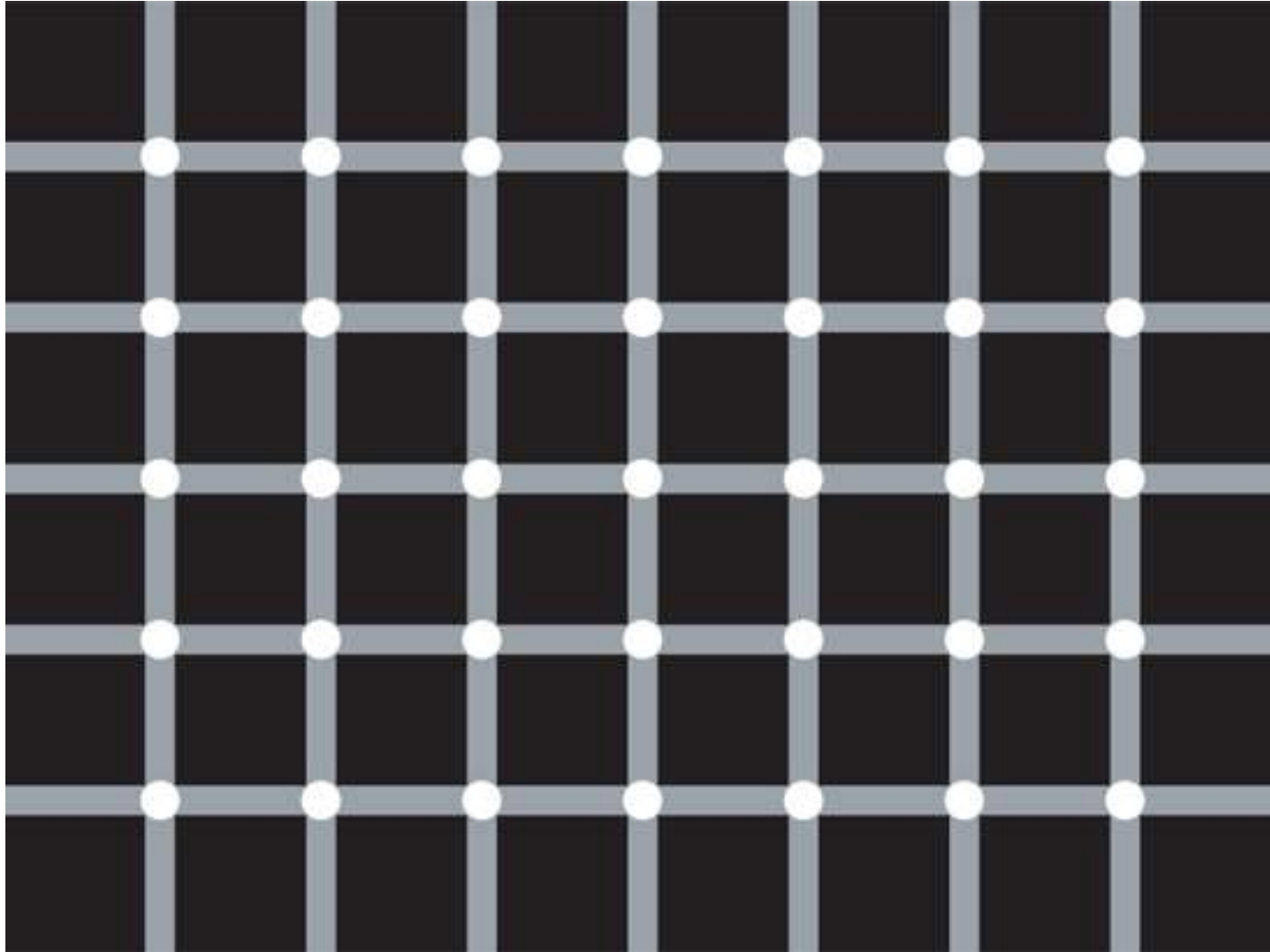


- How much can you trust your brain?

Janoschka



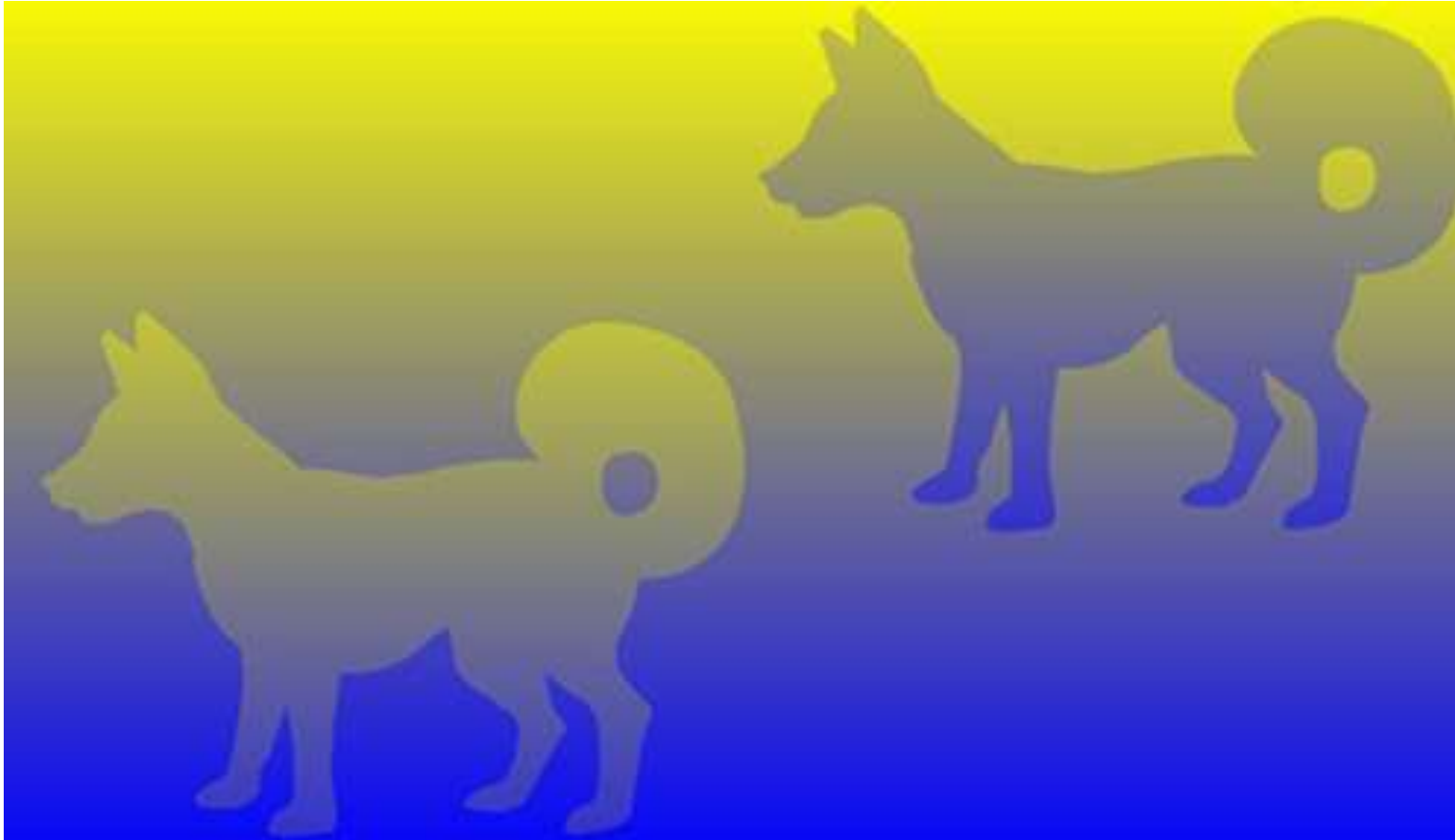
- How much can you trust your brain?



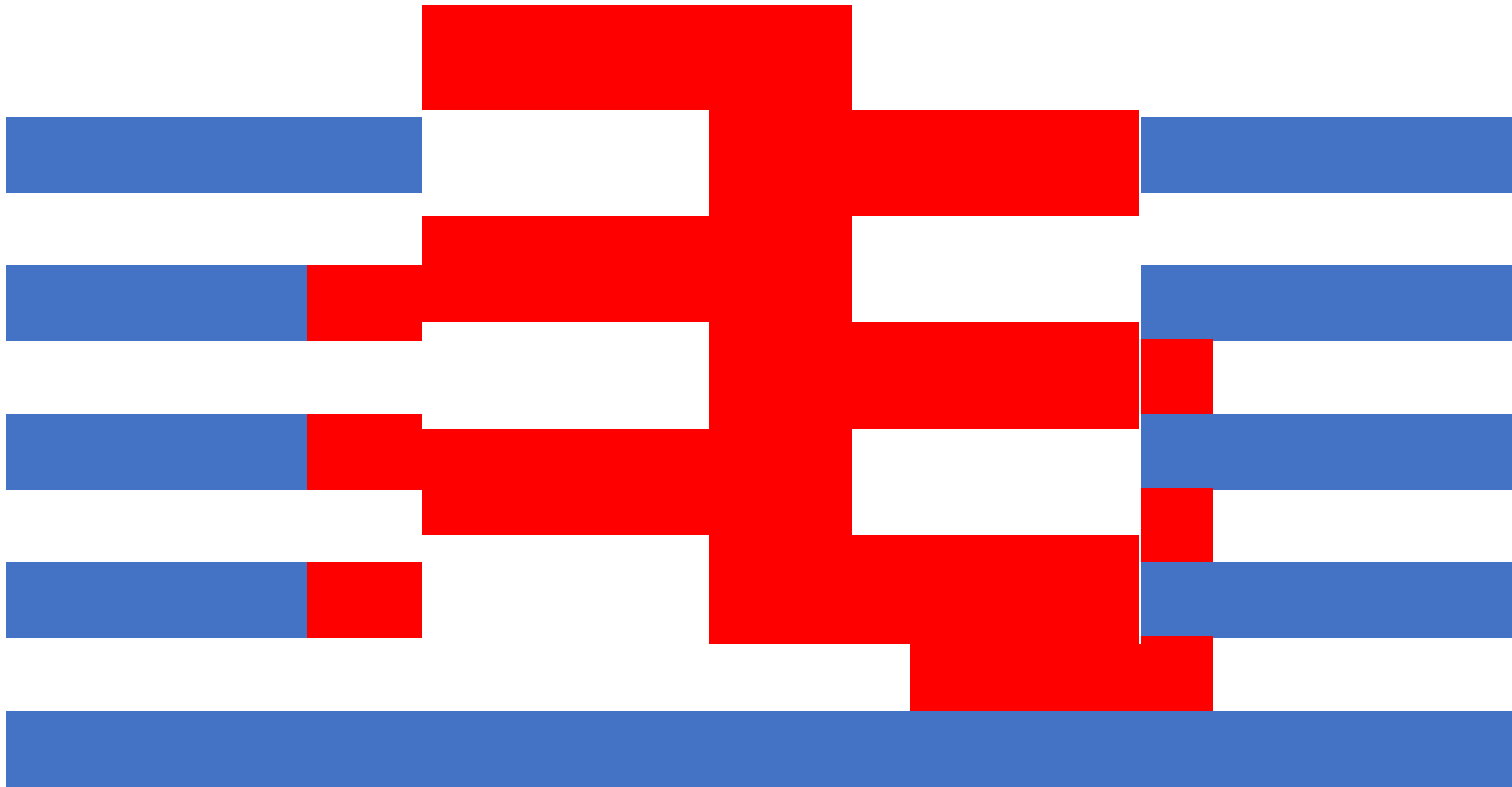
- How much can you trust your brain?



- How much can you trust your brain?

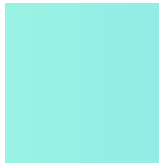


- How much can you trust your brain?



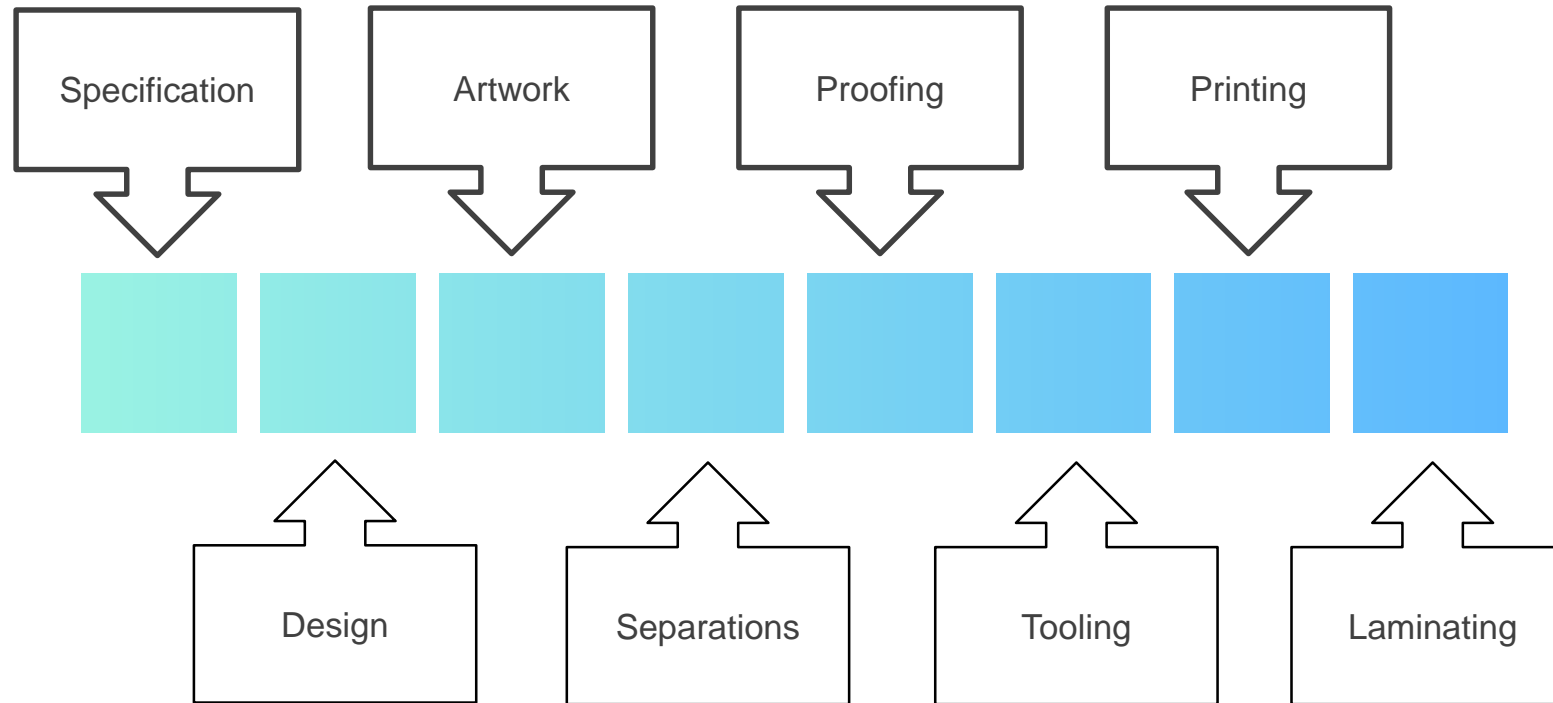
Subjective terminology...





janoschka





Variation of colors...

- Environmental aspects



temperature



humidity



sunlight

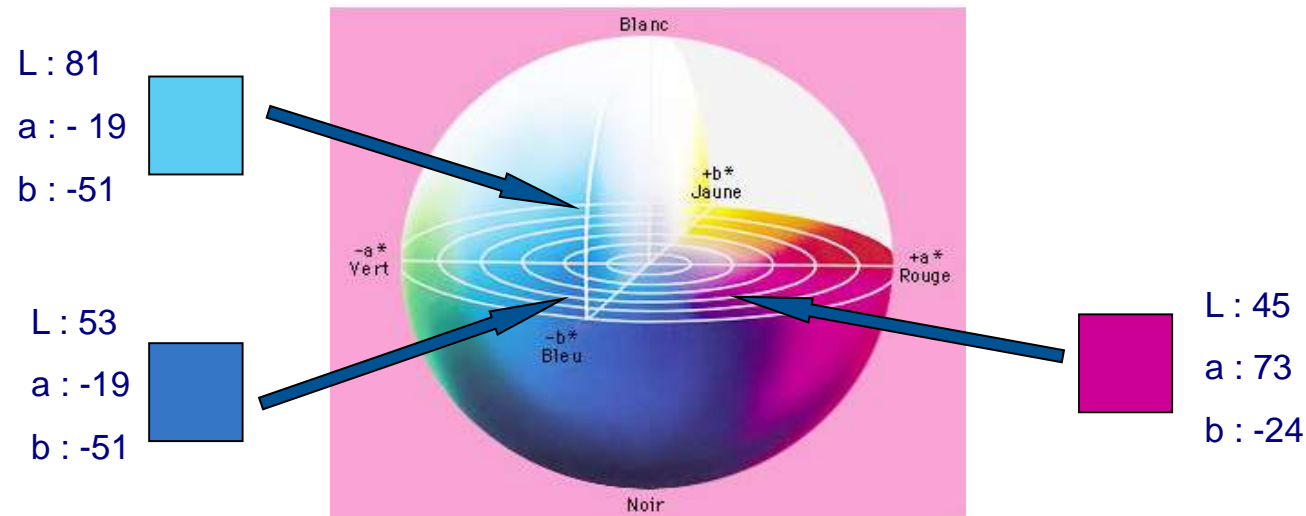


Color can be measured - CIELAB

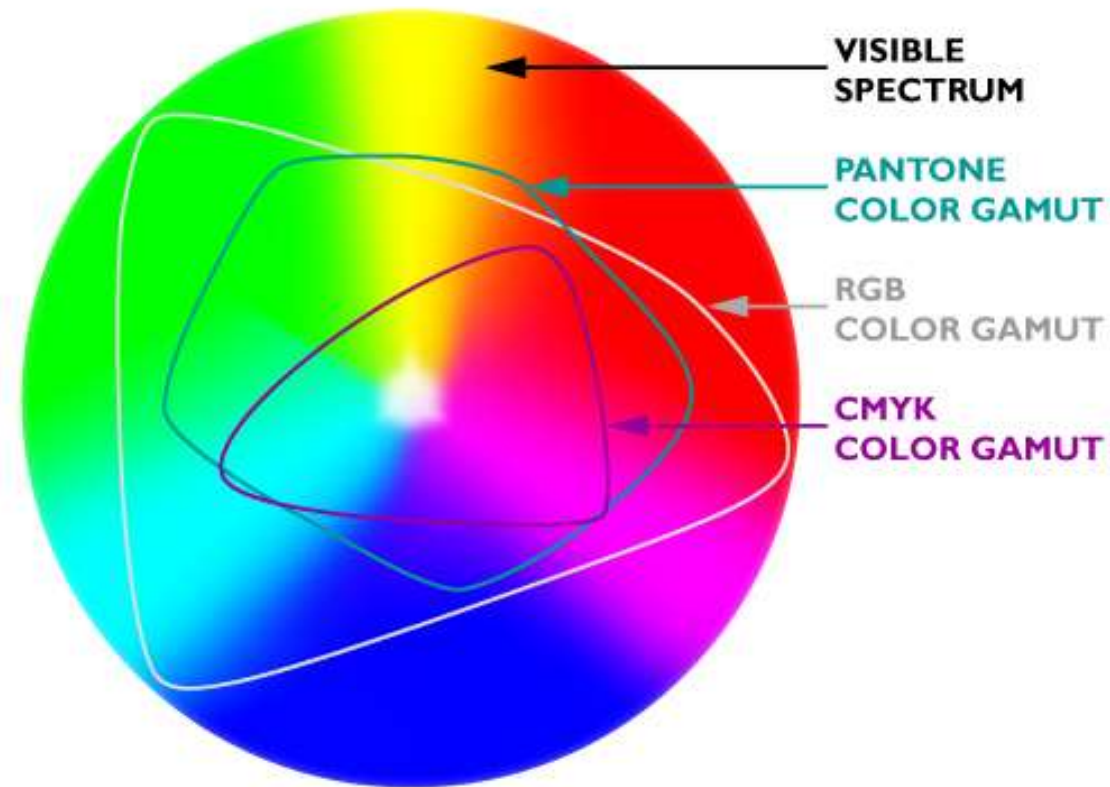
The International Commission of Illumination (CIE) defined the CIELAB Color-Space in 1976.

All colors are identified by 3 coordinates

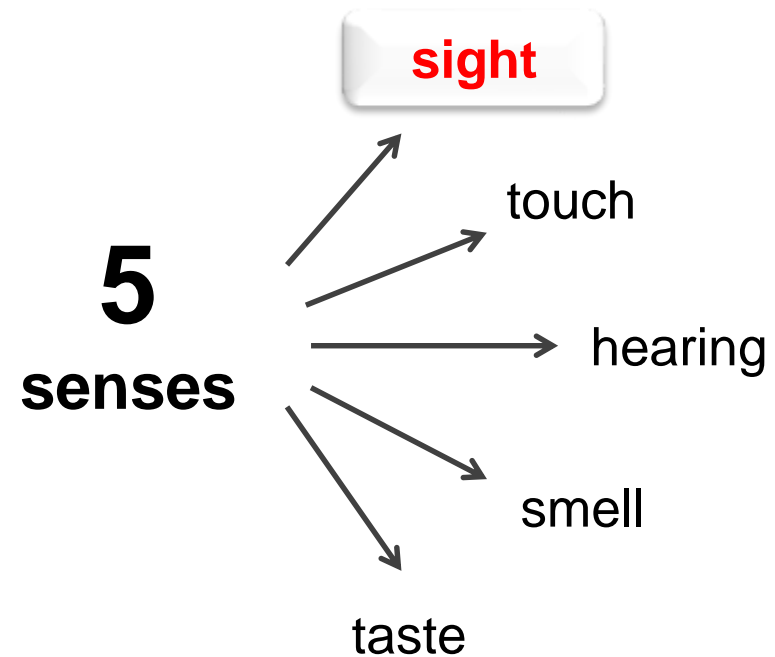
L = Light A = Axe Green - Red B = Axe Yellow - Blue



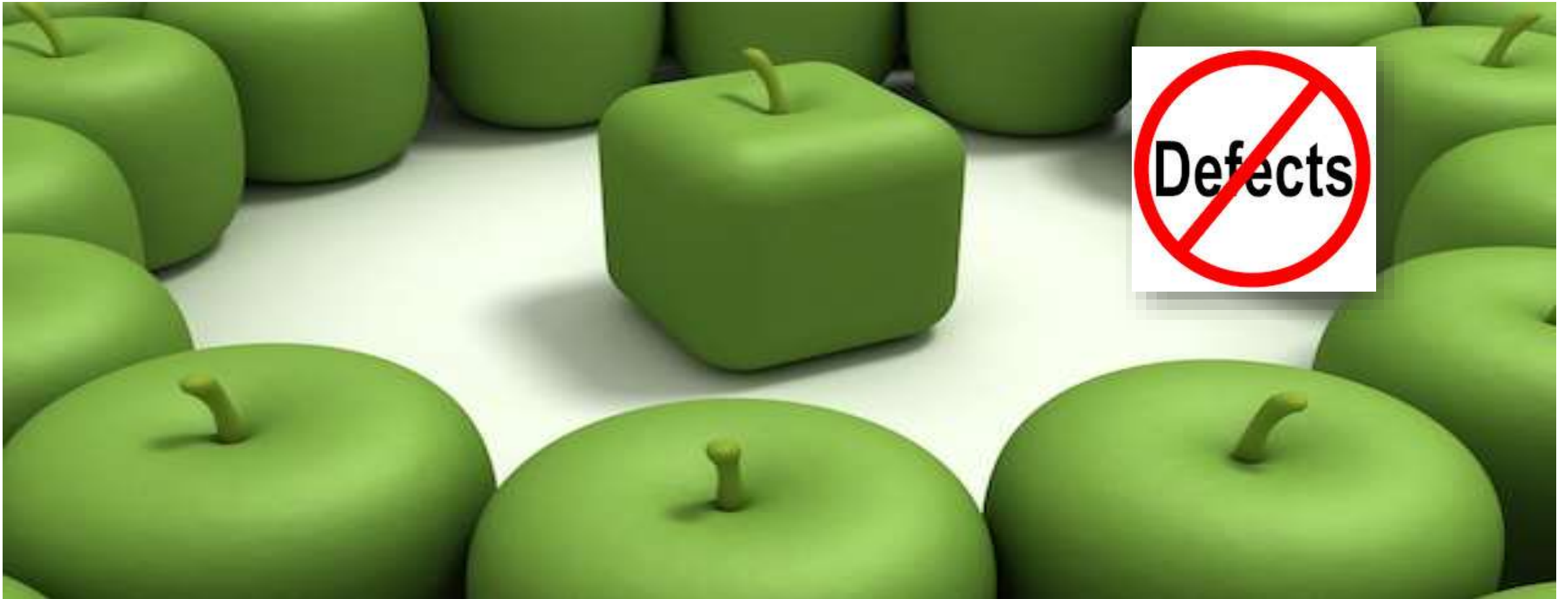
What we can see versus what we can make



It's all about sight...



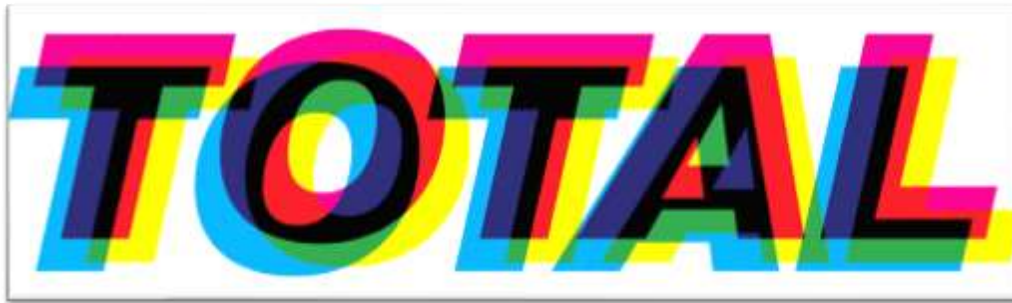
Seeing is believing...



Seeing is believing...



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

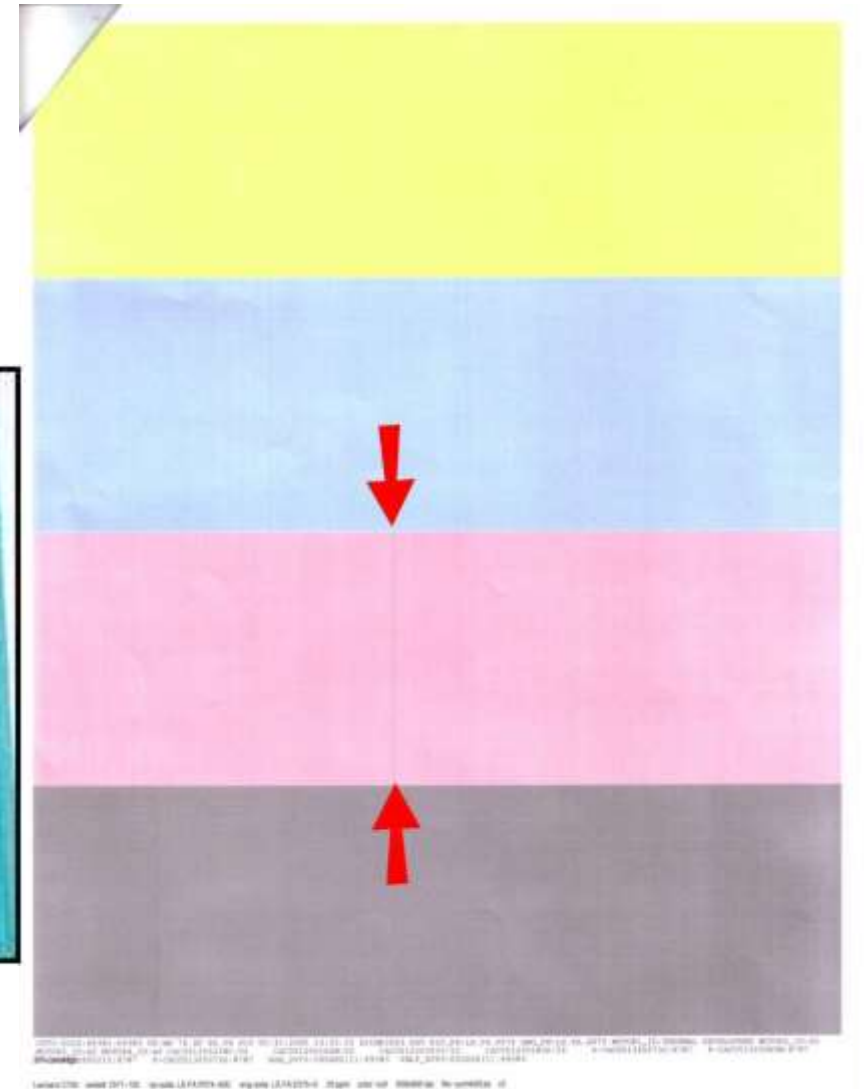


◀ this is what you want:

- ⌚ needs to look good
- ⌚ readability
- ⌚ legal aspects

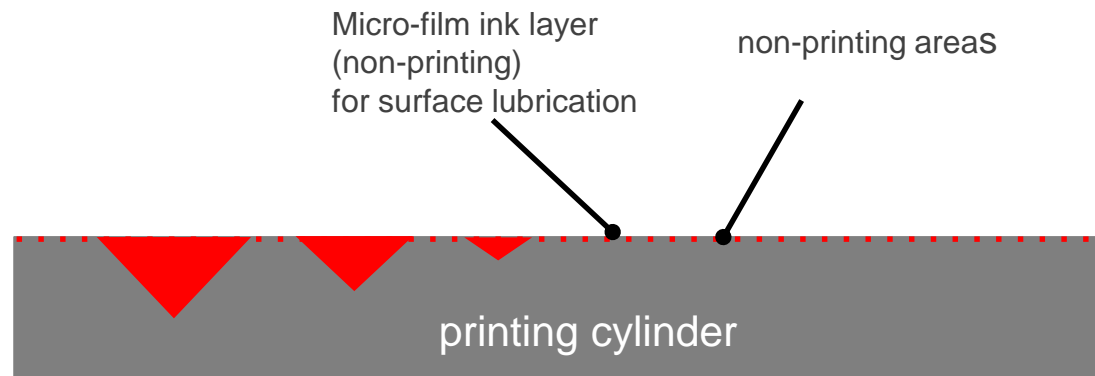


Detect quality defects:
Doctor-blade streaks...

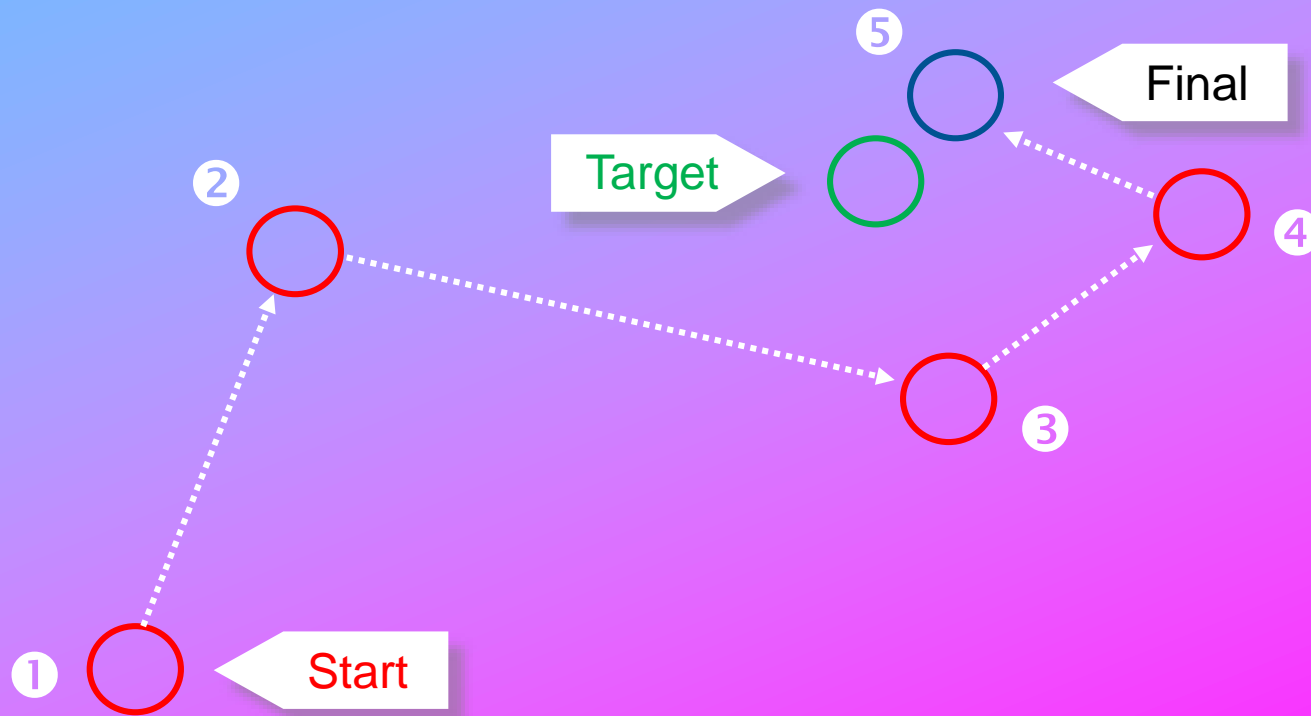


quality cylinders – high performance

- 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

Legal obligations and restrictions

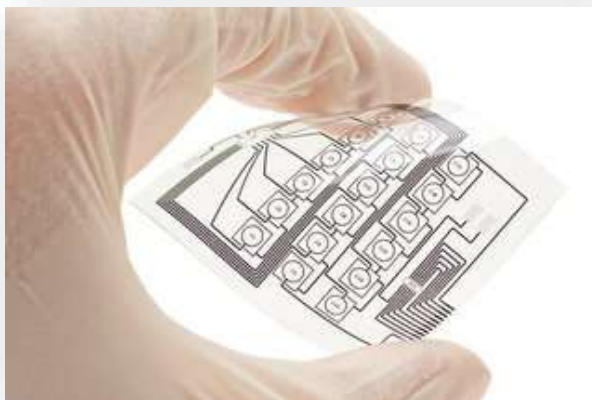
Legal obligations - market requirements

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



ERREAGENTENERGY800WGBAYERR
TENERGY800WGBAYENERGY800WGBAYE

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?



Laser technology provides unlimited options...





FOOD SAFETY



SIMILARITIES...



FROZEN FOOD



WHAT ABOUT:

- Storage conditions?
- Transport conditions





fresh

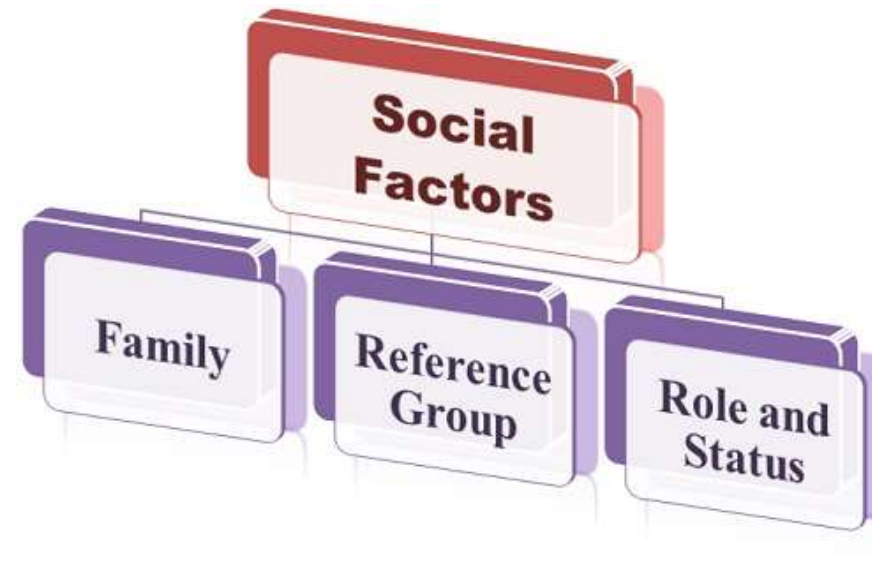


Still fresh, use now

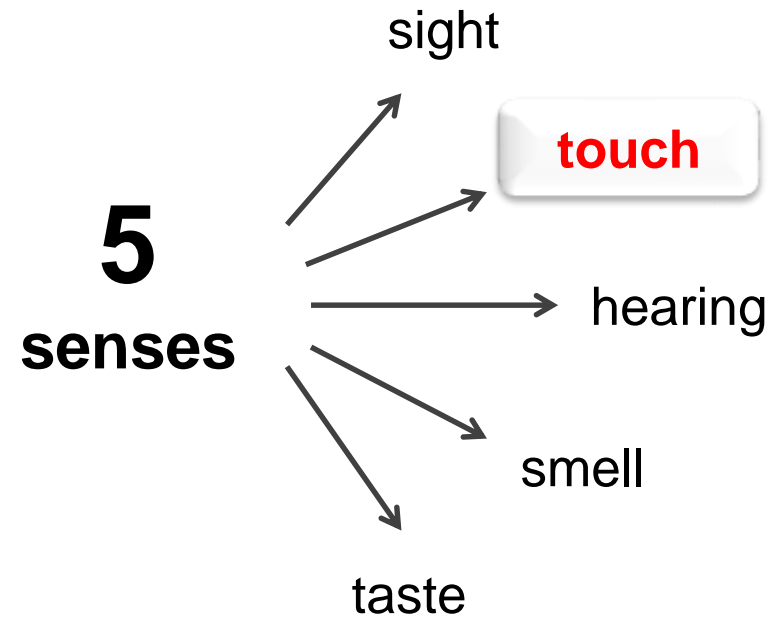


Freshness not guaranteed

Change in Consumer behaviors...



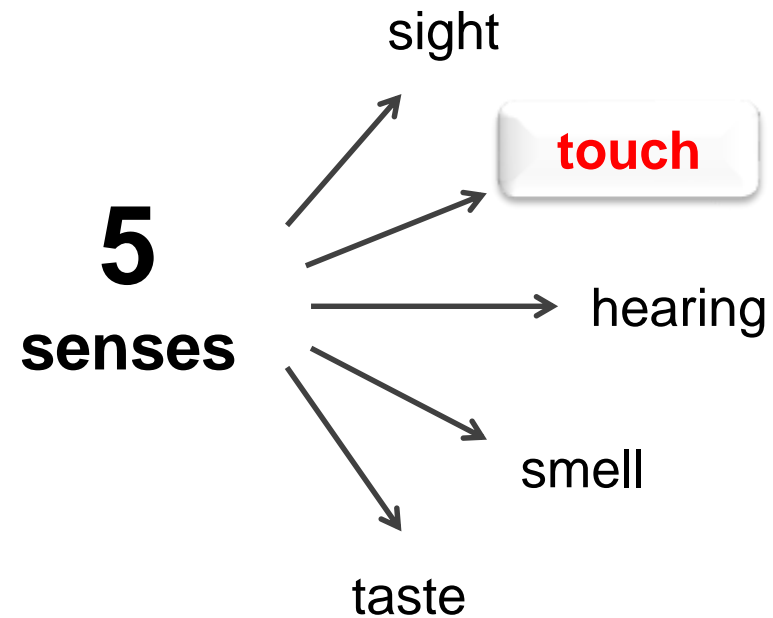
Consumers attractions...



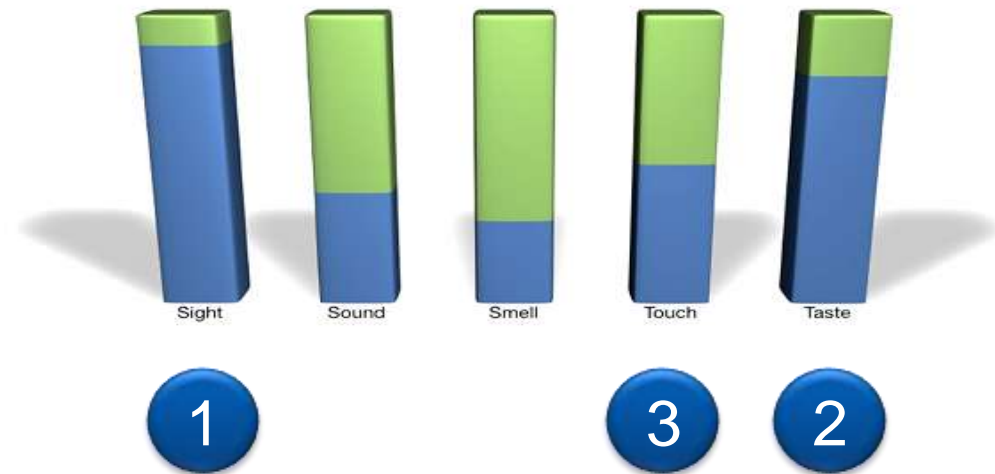
Desire to touch...



Consumer attractions...



The gateways to the emotions



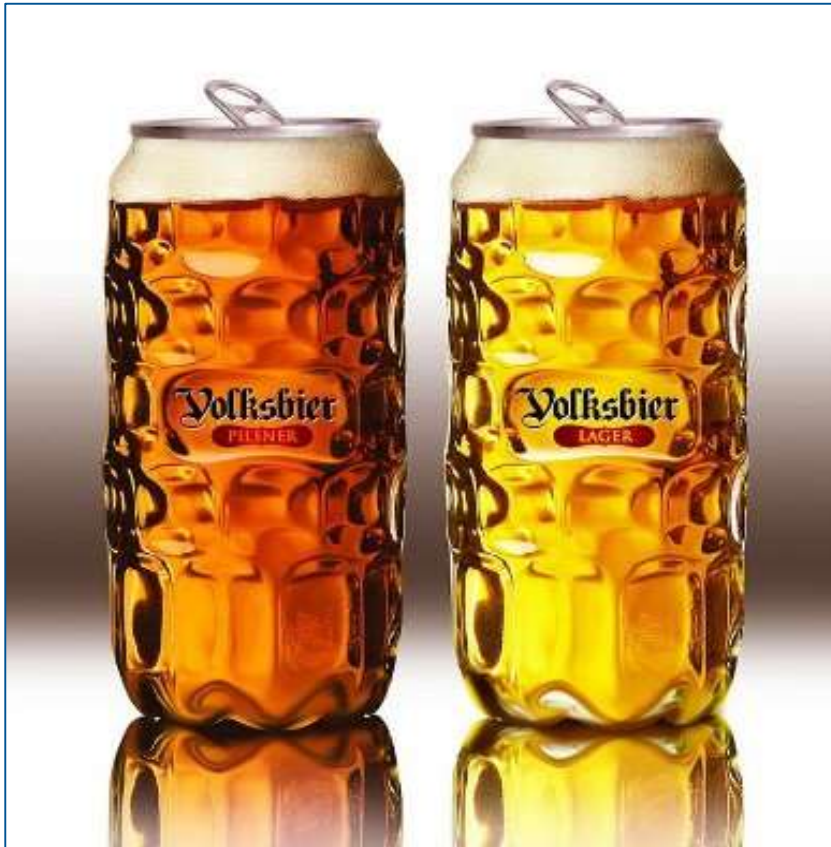
Combination of form and color...



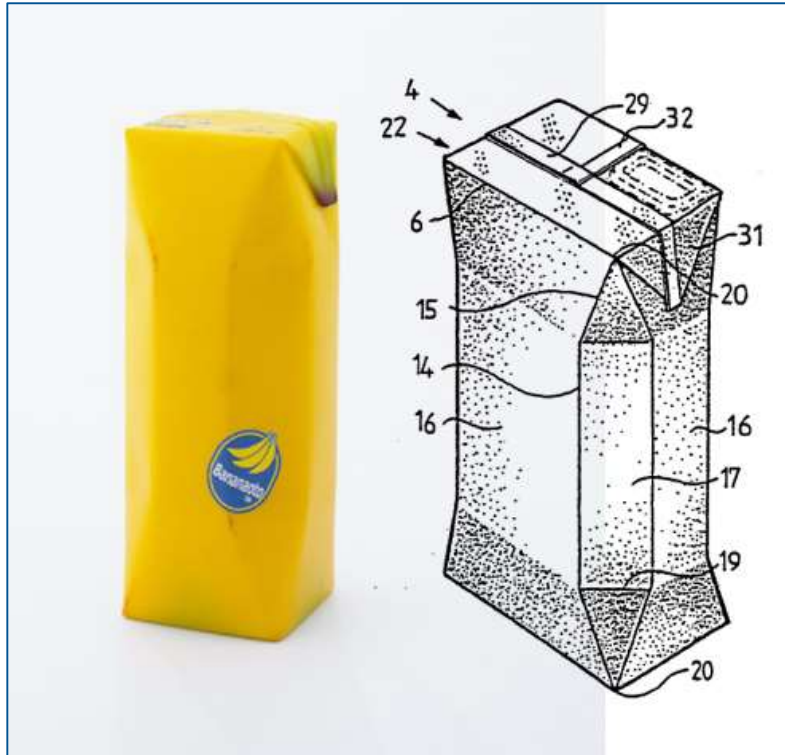
Combination of form and color... ???



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...



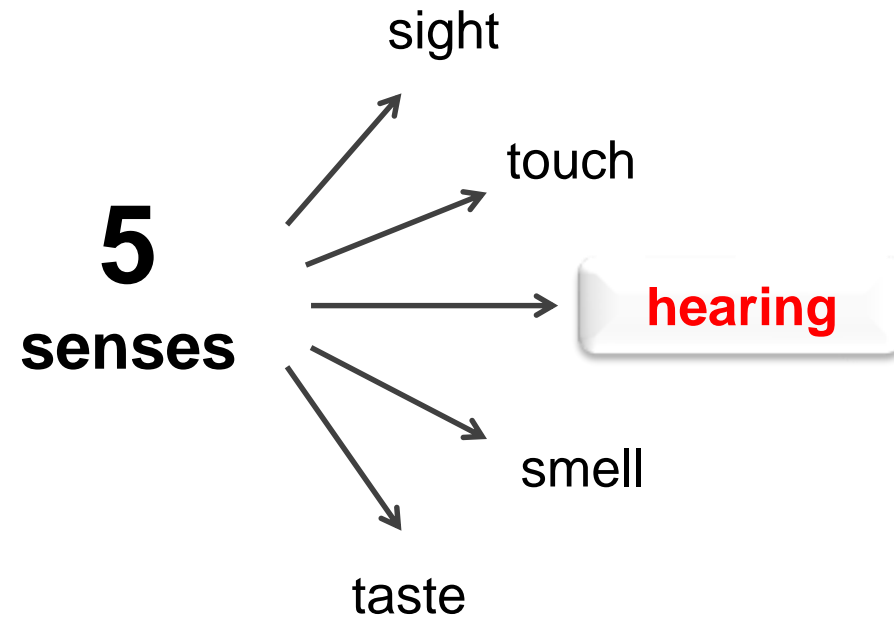
Combining beauty with functionality...



Combining beauty with functionality
and saving costs...



Consumers attractions...

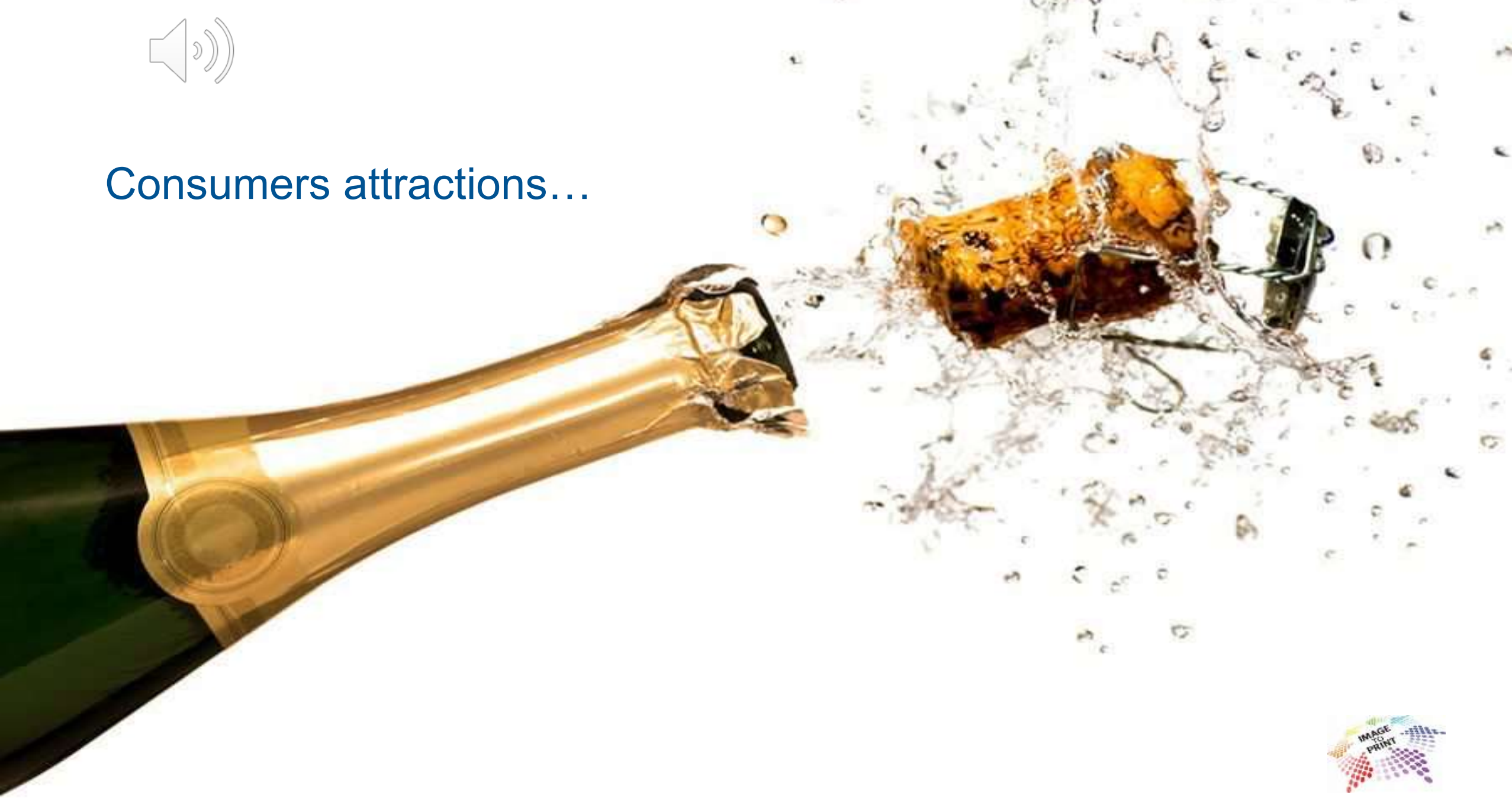


The sound of packaging...





Consumers attractions...





Sounds...





Sounds...



A man in a dark suit stands with his back to the camera, looking down a long, perspective-filled tunnel. The walls and floor of the tunnel are composed of glowing blue binary code (0s and 1s) that recede into the distance, creating a sense of depth and immersion in a digital environment. The lighting is bright and ethereal, emanating from the far end of the tunnel.

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...

janoschka



Augmented reality...



New challenges...





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