

Sustainability

- Ecologically compatible processes, procedures
- Ecologically compatible materials
- Chain-of-Custody-certified supply chains
- Carbon Footprint, ecological balance, life cycle, assessment, eco-efficiency analysis

Cost efficiency

- Process optimisation „Value-Chain-Packaging“
- Reduction in materials through innovative packaging construction
- Concentration on mono-materials
- Optimisation, new technologies in the fields of printing, punching, adhesives

Economy + Ecology

Creativity

- Imitation of surfaces (haptic, visual)
- Smart packaging
- Packaging 50plus
- Multisensoric packaging
- Limbic®Types packaging design

Impact of advertising

- Mediavalue Consumer Packaging
- 70% of buying decisions taken at shelf
- Significance of packaging for globalised brand design
- Focused demands on packaging by target groups (i.e. LOHAS)