

pro carton



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Information on carton packaging

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PRO CARTON

Association of European Cartonboard and Carton Manufacturers

The year 2014 offers a number of reasons for optimism. The revolution in the retail trade represents major challenges, but also major opportunities. Cartonboard is more than well equipped for future packaging tasks.

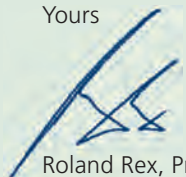


On the one hand, cartons are unbeatable in terms of communication. They are the perfect carrier medium for brand messages, as well as for interactive elements linking the real and virtual worlds. And on the other hand, cartonboard leads in the sustainability stakes: year after year, the cartonboard and carton industry have reduced their CO2 footprint and water consumption.

However, to make the most of the coming challenges and opportunities, we need intensified collaboration in the supply chain. And the outlook is positive: In September 2014 the two associations, Pro Carton and ECMA, will hold their first joint congress and have invited designers, brand owners and the retail trade to attend. This offers excellent networking opportunities and should be utilised by all partners in the supply chain.

The latest issue of our Pro Carton Magazine provides you with a selection of the most important E-News on these topics – for reference and archiving. Our E-News is published in six European languages and is read by over 10,000 readers in 42 European countries – to subscribe to the News please visit our website www.procarton.com.

Enjoy the read
Yours



Roland Rex, President Pro Carton

Marketing-Trends

The slower you move, the faster you die!

This was how David Bosshart, head of the renowned Duttweiler Institute, introduced his presentation at the "25 Years Pro Carton" event at the ECMA Congress in September in Dubrovnik. He painted a most enlightening scenario of current behaviour patterns and future desires. Pro Carton asked him how this relates to packaging.



David Bosshart



ECMA Congress in Dubrovnik



Lars Wallentin

Simplify and Surprise!

In his first life, Lars Wallentin was responsible, during almost 40 years, for the development of creative design solutions for the strategic brands such as Nestlé, Nescafé, Maggi, Buitoni, Nesquik or KitKat. Today, he is a reference for many young marketing people. His device which clearly comes through in his teaching can be summarized in the three words: simplify, surprise and synergies. Pro Carton talked to him about what cartonboard and carton manufacturers should do, about the packaging supply chain and communication on packaging.



„Simplify, surprise and synergies.“

What makes packaging successful?

The international Institute Stratégir focuses on the most realistic possible testing of the two lives of packaging: on the shelf and at home with the user. Pro Carton spoke to Managing Director Line Kerrad on the numerous tasks packaging has to fulfil.



► More at www.procarton.com/news

Brands & Markets

Say it with a carton How will chocolate present itself in future?

Whereas the European market for industrially manufactured chocolate largely appears saturated, the industry forecasts growing sales numbers from ex-



ports as well through new challenges in the high quality segment. In Europe it is only the premium end of the market that offers realistic growth opportunities – by and large with appropriate carton packaging.

The sustainability of packaging in the retail trade

Guido Fuchs is Project Manager Sustainability at the Coop Genossenschaft in Basel with a focus on sustainability in the non-food segment, the sustainability of packaging, recycling and waste. As an expert on sustainability in the retail trade he has made a name for himself well beyond the borders of Switzerland. Pro Carton spoke to him about his objectives.



Battle of the shelves

Growth of the haircare market has slowed down considerably. The biggest opportunities for gaining ground in the developed markets of Europe and the USA are hair colourations. The major players in this market segment vie for dominance on the shelf. And prefer carton packaging – as this apparently sells better than any other type of packaging.

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Design/Awards

The Wow Factor: Presentation of the 17. Pro Carton ECMA Awards



Winners Confectionery Pro Carton ECMA Award 2013: Andreas Blaschke, President ECMA; Lorenzo Delorenzi, Van Genechten; Frederic De Somer, Van Genechten; Clemens Stockinger, Mayr-Melnhof Karton; Roland Rex, President Pro Carton

The Pro Carton ECMA Award 2013 was a tremendous success. The interest in new ideas in the field of cartonboard and cartons has increased considerably, as demonstrated by the entries: nearly one third of the entries were new to the competition – never before had there been that many newcomers to the Award. The Awards were presented on

19. September 2013 at the ECMA Congress in Dubrovnik. Carton of the Year was awarded to the Twinkle Box champagne packaging by Van Genechten.



Villeroy & Boch

Structures that pay dividends

Structural design is not only useful for the presentation of premium products. It can improve both the usability of the packaging as well as its sustainability. "Consumers are grateful when they see that someone has taken their needs seriously", says Olaf Barski of Barski Design. Pro Carton interviewed him.

► More at www.procarton.com/news



Events

**What's up on Cartons?
Multiple Challenges ahead**

International ECMA Pro Carton Congress from 17 until 20 September 2014 in Sorrento, Italy

ECMA, the European Carton Manufacturers Association, and Pro Carton, the European Association of Carton and Cartonboard manufacturers, are holding their first joint congress from 17 until 20 September 2014 in Sorrento, Italy.



The congress provides the European folding carton industry and their supply chain partners a unique opportunity to meet, exchange information and trends, and network at a spectacular location.



The town of Sorrento in the Gulf of Naples



The joint ECMA Pro Carton Congress is a must for all decision makers



► www.ecmaprocartoncongress.com



Pro Carton ECMA Award exhibition

Cartons on tour

The award winning cartons of the Pro Carton ECMA Award feature the best cartons on the market in the categories of E-commerce, and Willy Zwerger, a renowned journalist and retail expert, discussed developments relating to

categories. Since 2011 the award winners tour Europe - and the number of stops is growing. Presentations by Pro Carton complemented the exhibition at a number of locations.

If you would like to utilise the roadshow, you are welcome at Pro Carton.

Revolution in the retail trade

At the Pro Carton Marketing Event in October 2013 in Vienna, Georg Wiedenhofer, Managing Director of the Gallup Institute, presented a brand new international study on the development of E-commerce, and Willy Zwerger, a renowned journalist and retail expert, discussed developments relating to

international trade. This was followed by a high-level discussion round with the audience with the conclusion: the entire supply chain needs to take action.



Willy Zwerger, Franz Rappold (Pro Carton), Georg Wiedenhofer

► More at www.procarton.com/news

Studies



Packaging in a digital age

In a study conducted on behalf of Pro Carton last year, the market research agency Pointlogic showed that packages are a medium, like newspapers, radio or TV. Now, the study has been evaluated once again, in particular with regard to digital natives and impulse buyers. The result: even the „Digital Natives“ place major value on packaging, and they focus more on brands and talk about products more.

Trend 2014: A Good Feeling

People want to feel better in 2014. Two topics will have a major influence on the market for packaging: sustainability is one and includes the manufacturing of products, the other is the revolution in the retail trade due to the continued boom in mobile technology. Pro Carton has summarised the current forecasts of international trend agencies and added its own comments.

Smart Packaging on the Horizon

A new study by IDTechEX comes to the conclusion that the market for Smart Packaging – that is packaging enhanced with imprinted electronics – will grow from 75 million to 1.45 billion US dollars over the next ten years. The reason: imprinted electronics are to become 99 per cent cheaper soon, and cartons are of course the ideal media for all things printed.



Kent Blue Carton

Sustainability

Sustainable European paper and board industry

CEPI (Confederation of European Paper Industries) has published its latest report on the sustainability of the European pulp, paper and board industries. It shows that the whole industry, including cartonboard packaging, is focusing on innovation and resource efficiency while advancing the bio-based economy.



Metsä Board Kyrö mill

New Technology – new Pro Carton website

Consumer behaviour is changing as more consumers adopt a digital life-style. In

this context, packaging plays a very important role in transmitting quality and brand values of a product, first on a screen and then at home when the physical product is delivered.

Today, Pro Carton launches a new website which shows how cartonboard packaging is the ideal medium for this role, by enabling intelligent packaging solutions which are creative and innovative, on a sustainable substrate.



Pro Carton New Technology Website.

Comparing the latest ISO specifications with Pro Carton's carbon footprint



ISO/TS 14067 – “Carbon Footprint of Products: Requirements and Guidelines for Quantification and Communication”, was released in May. It was intended to be an ISO Standard but after years of discussion, it evolved into a Technical Specification and will be reviewed in around three years time. Pro Carton's published carbon footprint figure of 915 kg CO₂e / tonne of cartons* is based on a methodology developed by the paper and board industry in 2007 with reference to international standards, so Pro Carton decided to see how its current methodology compares to the new specifications.

► More at www.procarton.com/news



The perfect combination

Intelligent digital marketing on sustainable cartonboard packaging



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Companies have been marketing on the internet for decades. Now they are exploring how to capitalise on the growth and power of the mobile internet. For brand owners and retailers, packaging is a key marketing tool, since on-pack printing allows digital communication for business to consumer, and on-line integration with social media.

Retailers, brand owners and suppliers have identified important roles for packaging, including:

- Consumer engagement with packed products on shelf carrying digital devices delivering interesting content
- Next generation identification of products beyond the barcode, allowing more detailed information to be carried on the pack, which delivers more control for the supply chain and personalisation for consumers

- Packaging which is based on responsibly managed raw materials as a physical delivery system for the digital world

Packaging links the physical and digital worlds as it is the medium which carries various digital systems: QR codes, Augmented Reality, RFID (Radio Frequency Identification) and NFC (Near Field Communication). This packaging function is becoming increasingly important. For example, studies show that packaging accounts for over a third of the scans that take place (others include magazines, websites etc).

Cartons offer an ideal packaging medium for this new technology. Presenting flat, smooth surfaces they provide endless opportunities for printing new designs. Being lightweight and strong they resist crushing and so deliver the packed products to the retailer in the best possible condition. Cartons can help

goods manufacturers and retailers to provide packed products displaying exciting digital applications and customisation to consumers, using the latest technology on an eco-efficient packaging material.

Mobile digital marketing on Cartons

Mobile digital systems are in different stages of development and application. Some existing examples with cartons include:

QR Codes can be scanned by smart phones, taking users to brand owners' websites. They have been visible on many types of products for a number of years and are widely recognised by consumers as a digital access point to detailed information about the product and brand. When space is at a premium on the carton and more information is needed, a QR code is a low cost communication channel with customers. As well as QR codes available for access by consumers, QR codes could also be used to track a packed product through the supply chain. For example, a carton manufacturer could print a QR code on a pack and establish a database. When a product is packed, the carton would gather data as the packed product passes through the supply chain.

Augmented Reality AR is a visual system displaying computer-generated visualisations over items (packs) in the physical world, and is used in more advanced marketing campaigns. For example, Nestlé introduced a breakfast cereal carton in-



cluding AR technology, which allowed consumers with a webcam to log into the company website to play a 3D video game.

RFID (Radio Frequency Identification) allows data to be read by radio technology from a distance, helping to identify and track goods. RF barcodes are being developed which use inks that can be printed directly onto cartons, so that the addition of labels is not needed to ensure authentication and track-and-trace of product. The electronic element is produced with conductive inks and can be integrated with the carton structure so that it is highly secure and tamper evident. Also, producers of RFID tags are seeking to develop tagging systems on sustainable substrates. For example: tags made of metal antennae on paper which together with cartons are recyclable in the paper stream.

NFC (Near Field Communication) is known mainly as a contactless payment technology. For example, passes on Metro systems or smart phones used as surrogate bank cards. However NFC is also moving packaging on from being a passive marketing device to platforms that offer a wide range of messages. NFC tags can be paired with NFC enabled smart phones to action commands such as triggering speech, for example explaining the nutritional values of product. Electronic components can be embedded into cartons to create a link with smart phones.

Printed electronics is the enabling technology for smart packaging. It can be

embedded into the cartonboard substrate and make a pack which is recyclable and biodegradable.

Digital printing presses provide flexibility to meet the demands of the digital consumer and are ideally suited to printing cartons. They are the cost-effective choice for short runs and faster time to market with capabilities for personalisation and variable data printing. This enables more frequent marketing campaigns with the possibility of regional variations, providing great marketing flexibility. Digital printing can also be a sustainable option. "Print on demand" means that companies can order only what they need in an efficient way and so reduce print waste.

Environmentally sustainable solution

Cartons are ideal for supporting mobile digital requirements, by providing a sustainable substrate which enables creative, innovative and intelligent packaging solutions.

The environmental credentials of cartons are underpinned by the use of cartonboard whose wood raw material comes from sustainably managed forests. In Europe, not only are they a renewable resource but new growth exceeds the wood harvested. Thus, Europe's forests have grown by 512,000 hectares from 2005-2010, and forests today are over 30% larger than in the 1950s. Responsible sourcing of raw materials can be demonstrated for both wood and recovered paper. A "chain of custody" cer-

tificate shows the legal and traceable origin of the fibre materials. No tropical rainforests are destroyed to produce paper and board, including cartonboard, in Europe.

Europe is the global paper recycling champion. In 2012, almost 58 million tonnes was recycled within Europe: an all time record. In percentage terms, 71.7% of paper was recycled in 2012 and in 2011, 81.3% of packaging paper and board was recycled.



Cartonboard packaging is made from a renewable substrate which is recyclable, biodegradable and allows the perfect combination of intelligent digital marketing on a sustainable packaging solution.

(Source of statistics: Confederation of Paper Industries)

► For more information, please visit www.procarton.com and click on "Cartons, Sustainability" then "New Technology"



Pro Carton: Marketing and communication platform

Pro Carton is the European marketing and communication platform of the cartonboard and carton manufacturers. The core task of Pro Carton is to communicate the benefits and the potential of cartonboard and cartons.

Cartons are a major marketing instrument and the most sustainable of all packaging solutions. It is the decisive advertising medium at the point of sale and at home. In addition to the point of sale it is gaining importance as the link between the virtual and real world.

Pro Carton: Information on design and marketing

Pro Carton informs the entire Packaging Supply Chain – the cartonboard and folding carton industry, as well as designers, brand owners and the retail trade – and their customers throughout Europe on the latest developments in design and marketing via

- the **www.procarton.com** website
- E-News to over 10,000 interested persons in Europe
- the "Pro Carton ECMA Awards" (**www.procartonecmaaward.com**)
- presentation of the International "Pro Carton Young Design Awards" (**www.procartondesignaward.com**)
- the Pro Carton Congress
- studies on relevant professional topics
- collaboration with partners in European countries.

Pro Carton: Network for packaging questions

Pro Carton is a networking platform and premier source of information for questions on packaging. Pro Carton links all the partners in the Packaging Supply Chain – cartonboard manufacturers, designers, carton manufacturers, brand owners and the retail trade – as well as the media and politics.

Design- and Marketing-News

Every month Pro Carton E-News is sent to over 10,000 decision makers in marketing, design and packaging. Gain an overview in seconds – a simple mouse click then takes you to case studies, interviews with experts, congress reports, market studies, competition analyses and much more.

Special benefits: you are the first to receive carefully researched news on trends and can apply these to your long-term strategies. You can only benefit – as can be confirmed by our readers in the packaging industry, the branded goods industry and the retail trade from 42 European countries.

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The following topics are planned for E-News 2014:

Interviews with experts
Congress reports
Market studies
Marketing trends
Marketing case studies
Sustainability
Competitions 2014



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