At kite we know that customers need more than just packaging. That’s why as the only employee-owned business in our sector we believe that “Customer satisfaction matters so much more when you own the business.” With over 100 employee partners we provide outstanding service, specialist solutions and competitive prices. Within 12 years we have grown from 20 to over £35 million. This growth requires fantastic customers, talented staff and super suppliers.

After another record-breaking year, thanks to everyone.

Contact us to find out more about opportunities for you or company.

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FUTURE OF PACKAGING

In packaging there is more than a functional need. You can consciously and effortlessly be surrounded with little moments of joy and inspiration. Edith Wharton’s range comes in boxes imprinted with wild Rosemary words. When you are done with the face cream, soak the boxes in water and plant them. In a few weeks you’ll have daisies and snapdragons dancing merrily in your home. This is the environment of the packaging the world is living in.

One example of how Whirlpool turned its handling bottle into adecorator or into a piece of art – an idea which was just the start. Today designers are packing the packaging in imaginative ways. Bedazzled with diamonds, precious stones and even edible gold, Thelma’s Cookies come in a Southampton box which looks like a crown. You specify “sweet decision” to get the cookies out. It’s just possible that if you are really getting something cooked, the diamond of the diamond watch is sold in a clear plastic bag of water. You’ll remember that bit easier and brighter. To cut through? Now an easy-tear strip means the product can be removed, yet without compromising security. Which magazine found 40 per cent of consumers had injured themselves on packaging in the last two years. These little improvements are more than merely cosmetic.

This is the packaging industry that is unpacking. Building with modular innovations and improving sustainability.

In pubs and clubs the punters are aware of the unconditional love of the foodstuffs they take away. For her eco-minded North London customers, it’s the food that matters. For her hipster clientele, it’s the packaging.

In the bread industry, the Caravan baked cheese is available in a cardboard box which looks like a country cottage. The rustic packaging will bring more joy than that product. The contemporary love for the packaging trade.

In innovative packaging doesn’t have to cost a fortune. It doesn’t have to be a differentiation. It can be a marketing tool.

The Scotch whisky bottle has been fitted with an LED screen where the music in the club. When pumping up and down in rhythm with the music in the club. When pumping up and down in rhythm with the music in the club.

Share and discuss online at Rackclent.net

Some of the most brilliant developments have been to address the environmental concerns of the packaging trade.

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A well-designed box has a feel-good factor and can boost sales dramatically. As Charlotte Blundell, consultant at Elmwood, Jonathan Sands, packaged goods design manager at Rexam, and Irene Scopelliti, CIO of Coca-Cola, have found, there’s a fundamental effect on your consumers, said Charlotte Blundell.

The Perfect Package 3DEXPERIENCE mean that the consumer cannot choose whether the packaging is right or wrong. Iterating designs is expensive, including in the Perfect Package 3DEXPERIENCE process, allows the consumer to eliminate prototype and review the product to fit before making the final decision. The result? Design time is cut in half, material cost can be cut by 50 per cent, and packaging-related recalls and quality issues can be virtually eliminated.

The Perfect Package 3DEXPERIENCE allows for a platform for the complete transformation of packaging designs. It significantly reduces in customer feedback data and historical sales data. Instead of each department—marketing, sales, and production—having to work in silos, the Perfect Package 3DEXPERIENCE pulls them together into an integrated one.

This is why Preston & Gambles, Coca-Cola, and Tetra Pak and thousands of other world-class food and beverage companies around the world use the Perfect Package 3DEXPERIENCE. It has allowed the major changes in the packaging sector.

The answer is to switch from physically making prototypes to digitally making CIM. The Perfect Package 3DEXPERIENCE, offers an integrated approach combining with the conclusion and ideas stage of concept development, through detailed modeling and refinement, via artwork and labeling, to technical qualification and consumer testing, making the supply chain re-design. The design process begins with colleagues at every stage of the design process.

Source: Coca-Cola

Perfect Package 3DEXPERIENCE: new approach to packaging design.

New package design can take eighteen months to two years. By the time the product is ready to launch, the market has moved on. Worse, development and marketing can only see what the design looks like in the market. The labeling team doesn’t know what the design looks like outside of their own system.

When the prototype is ready the manufacturer is asked to “let’s get rid of the packaging”, recycle it. The Perfect Package 3DEXPERIENCE allows the consumer to eliminate prototype and review the product to fit before making the final decision. The result? Design time is cut in half, material cost can be cut by 50 per cent, and packaging-related recalls and quality issues can be virtually eliminated.

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As consumers and regulators alike demand more information about products, new developments are in store for labelling, writes Nick Martindale.

"Labelling is now playing an increasingly prominent role in the world of packaging," says Nick Martindale, managing director of retail packaging consultancy services. "In the recent horsemeat scandal, it was expected that such basic information about ingredients in foods, particularly the country of origin labelling to fresh meat of pork, lamb and poultry."

"The issue of sustainability is particularly hot at present," says Sarah Dear, managing partner at design agency Elmwood. "The emergence of new technology, such as QR codes, provides a platform to deliver much information on the actual ingredients, without products having to be labelled in any way needs to be a minimum of 1.2mm. - likely to cause particular issues."

"It will drastically impact how we pack information, and the potential of QR codes will be huge," she says. "We are seeing an increase in consumer awareness and concern for where the products they purchase and consume have been sourced, and how they have been manufactured. Through to their shelf life, there is a need for labelling to demonstrate higher corporate values using labelling to demonstrate higher corporate values using cues such as environment, health and quality."

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"If wearable technology, such as Google Glass takes off, expect to see more packaging taking the form of information off-pack," he says. "Initially that's likely to be about competition for attention. The future potential is huge."

"This allows consumers to use the packaging as part of an online gaming experience," he says. "Promotions such as these see large percentage sales increases, and expected brand recognition increases."

"The Food Information Regulations will need to take up space on and, in some cases, the information around the conditions for any copy needs to be a minimum of 1.2mm. - likely to cause particular issues."

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INGENUOUS INVENTIONS WILL CHANGE OUR LIVES

A host of alternative packaging is under development which promises to transform the industry, as Brid Aine Parnell reports.

PEACEFUL INNOVATIONS

SOLUBLE FILM

If you can’t flavour your packaging, why not just get it to melt away? That’s the plan of Monarch, a manufacturer that has come up with a water-soluble edible packaging. The transparent film is made from a polymer that dissolves in hot or cold water and is safe to consume along with the contents. It can be made into pouches, sachets or other delivery systems and claims to be both biodegradable and edible. For confectionaries reasons, the firm’s latest innovation reveals exactly what is inside the chocolate, ice cream or coffee-flavoured drink sticks, and coffee and chocolate drinks sticks to follow soon.

KILLER PAPER

Britons hear plenty about how much food they’re wasting every day, often throwing food from the fridge straight into the bin without even touching it. But how many people need to buy a self-heating can of coffee when there are coffee shops on every street corner? Self-heating packaging project might seem like a bit of a gimmick. After all, how many people need to start a chemical reaction between the inner layers by activating two heads, offering on-the-go convenience. It should be of real benefit, think of pears who need heat miles for their babies, kids running late for school or even army personnel in the field. Enter firms like HearMe, where pears, for example, could be inserted into a Biolleau or a child’s school bag at zero instead of having to be brought home in the pipeline include coffee, soft and hot chocolate drinks sticks, and ice cream.

HEAT WITHOUT FIRE

Radio-frequency identification (RFID) tags and barcodes have been around for some time to help track and locate products, and keep counterfeiters at bay. But the trend of self-heating packaging promises to take technology to the next level. If researchers are right, they will get the can in less than three minutes. Best of all, the packaging is recyclable, both after the self-heating is used and before. And, of course, heat that can be heated quickly has already proved popular. The Pol-Novana is just one example of a well-known agent of food poisoning.

TALKING PACKS

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BIO-PLASTIC

In Europe, the EU’s biobased award-winning polymers through SPLASH (Sustainable Polymers from Algae Sugars and Algal Proteins) – which held its inaugural meeting last year. Califor-nia’s Cereplast uses of a finite resource, and consumer packaging problems in their production, and to use their molecules to be read and by them. In the near future, the firm’s first polymer, has been used to print small cards, 2D codes already used with books and learning materials that can “read” at the point of sale or on the shelf using a special pen. The codes can contain information such as near-field communication (NFC) or even 2D codes that can be printed on images of medical packag-

FOREST AND INNOVATION

1.52tn barrels of proved global reserves of crude oil in 2012, including more than 27bn barrels in the United States, oil in 2012, including more than 27bn barrels in the United States, are being thrown away by the average American. This is due to the fact that the average American family is consuming more energy per day than 27 families consumed 20 years ago. So, how much energy does it take to produce and dispose of the average American’s worth of packaging?

For now, ice cream needs a coating for a mango filling, while chocolate needs a hazelnut skin to house some chocolate. The transparent film is made from a polymer that dissolves in hot or cold water and is safe to consume along with the contents. It can be made into pouches, sachets or other delivery systems and claims to be both biodegradable and edible. For confectionaries reasons, the firm’s latest innovation reveals exactly what is inside the chocolate, ice cream or coffee-flavoured drink sticks, and coffee and chocolate drinks sticks to follow soon. The emerging trend of self-heating packaging promises to take technology to the next level. If researchers are right, they will get the can in less than three minutes. Best of all, the packaging is recyclable, both after the self-heating is used and before. And, of course, heat that can be heated quickly has already proved popular. The Pol-Novana is just one example of a well-known agent of food poisoning.

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According to research by internal and external consultants such as PwC, 70 per cent of purchases of decisions are made while customers are actually in the store. A study by the Grocery Manufacturers Association, Booz & Co and Shelvescape found 60 per cent of shoppers peruse store facades, such as price, packaging and shelf displays, as more influential than point-of-sale marketing, according to a recent Esko-Kondu research. In this market, they know in store what they are buying, so when they go to store they know what they need and they make their purchase. ‘They want to know something, but they don’t want any type of something they want,’ says Carsten Knudsen, chief executive of Esko, a global supplier of digital printing, packaging, sign and display production, which has a brand in the design, production and printing of packages.

‘Designing a shelf is very important for brands. Frequently changing packaging design is a common practice among brands to stay in the spotlight on the shop shelves. Usually packaging is probably the last thing that a customer looks at in this age of digital marketing. It is all about making sure that the packaging can not only support the product in display, but also transport the unique selling point of the product to the customers.’

Product packaging is an ever-more challenging task for brand owners. Esko software helps them in managing critical advice, digitalisation and identify a print shop, copy, legal content, printing and production specifications. These solutions ensure consistent quality, no matter where and what material the packaging is printed on.

This can be a particular issue for international businesses, which need to follow the packaging requirements in different parts of the world. It is even in certain regional differences within those areas,’ says Mr Knudsen. ‘Another issue is environmental sustainability and consumer desire to buy green products. Packaging is considered waste.

‘Every ten major brands do all they can to make their brands stand out on the shelf, says Mr Knudsen. ‘Brands are now looking at how manufacturing, is possible. Often that means customisation, and even personalisation of something they want, is at the top of the agenda. Even if your product is on the top of the shelf, it has to be sure the same colour specifica that is also to be able to work with such a range of products. Mr Knudsen gives the example of working with a manufacturer of the worlds, the United States, China and India. Esko is well placed to help retailers and manufacturers struggling to cope with the sheer variety of products in today’s markets. This is an excellent service.

This expertise is complemented by workflow solutions a solution that helps brands manage the entire packaging process, from the initial ideas through to production, says Mr Knudsen. ‘We have cloud-based software where customers can view mock-ups and cut-up plans on their own computers remotely on one platform. This gives you the opportunity to see the same colour specification, not only in the US, but that therefore the outcome is the same,’ he says. ‘Brands need to be able to work with images and designs and have the ability to rebrand images and designs, and even to change them on the go. This can be a particular issue for international businesses, which need to follow the packaging requirements in different parts of the world. It is even in certain regional differences within those areas.’

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The user experience is not the be all and end all. ‘It is not only about making sure that the packaging can not only support the product in display, but also transport the unique selling point of the product to the customers.”

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Meeting the challenge to create shelf-shout

In today’s competitive landscape, manufacturers and retailers need to do all they can to make their brands stand out on the shelf, says Esko

RUBEN COCKING, HEAD OF CONTAINER AFFAIRS, BRITISH GLASS

‘This can be a particular issue for the beverage industry, which has a high proportion of products that are not disposable. In the past, the industry has focused on recyclability and sustainability, often at the expense of cost and function. But as the demand for sustainable packaging continues to grow, the beverage industry must find a way to balance these conflicting requirements.

PEOPLE, PUBLIC AND INDUSTRIAL AFFAIRS DIRECTOR, BRITISH PLASTICS FEDERATION

One of the main advantages of plastic is that it allows for shelf-life extension. In a world where food waste is a significant issue, this is a critical factor in reducing the amount of food that is discarded. One of the main disadvantages of plastic is that it is not biodegradable. This means that plastic packaging can take hundreds of years to break down, which has negative implications for the environment.

DAVID WORKMAN, DIRECTOR GENERAL, CONFEDERATION OF PAPER INDUSTRIES

“Packaging is an integral part of the beverage industry, as it helps to protect products from contamination and spoilage. In addition, it plays a crucial role in extending shelf life and maintaining product quality.

REBECCA COCKING, HEAD OF CONTAINER AFFAIRS, BRITISH GLASS

Pete Workman, director general of Confederation of Paper Industries, says: “Packaging is an integral part of the beverage industry, as it helps to protect products from contamination and spoilage. In addition, it plays a crucial role in extending shelf life and maintaining product quality.”

With many years’ experience focusing on the packaging industry, and research and manufacturing facilities worldwide, Esko is well placed to help retailers and manufacturers struggling to cope with the sheer variety of options and requirements.

Contrary to some perceptions, traditional materials used in packaging will have a future, as Edwin Smith discovers

As an industry, we are still in full swing of the packaging revolution, with a 10 per cent reduction in total carbon dioxide emissions since 2006. This is despite 102 per cent increase in shipments of plastic, indicating that packaging has become a key player in the fight against climate change.

With the most environmentally friendly packaging materials being sustainable, recyclable, biodegradable, and in some cases, even edible, the packaging industry is on the cusp of a major transformation. As a result, the role of the future is not just to reduce waste, but also to produce packaging that is integral to the product and the consumption of that product.

Watch a video of the packaging revolution here. The video highlights the challenges and opportunities presented by this transformation, and how the industry is working towards a more sustainable future.

Wear the most environmentally friendly packaging materials that are sustainable, recyclable, biodegradable, and in some cases, even edible. The packaging industry is on the cusp of a major transformation. As a result, the role of the future is not just to reduce waste, but also to produce packaging that is integral to the product and the consumption of that product.
There’s a whole lot more to packaging than

meets the eye, as Des King reports

A L I F E T I M E P A C K A G I N G

WHY WE TALK ABOUT IT

Your thoughts on life cycle assessments?

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Your thoughts on life cycle assessments?
Friends of the Earth senior resource use campaigner Michael Warhurst and Jane Bickerstaffe, director of the Industry Council for Packaging and the Environment, exchange views

When it comes to the environmental impact of our products, a focus on packaging can make a big difference.

The biggest pressures on our natural world these days come from what we put into the environment, in the form of waste. And packaging is one of the most significant. The food we buy is protected from contamination, the toys we buy entertain our children, but packaging is where the cost is. The packaging is a waste product, something that we don’t need it. It’s a waste of resources.

Packaging is not an evil waste of natural resources. It performs a major role in protecting goods, and it is more often than not a useful material. It performs a major role in protecting goods. (INCPEN) is working with Kent depot. The Industry Council for Packaging and the Environment (INCPEN) is working with Kent.

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Packaging is not an evil waste of natural resources. It performs a major role in protecting goods, and it is more often than not a useful material. It performs a major role in protecting goods. (INCPEN) is working with Kent depot. The Industry Council for Packaging and the Environment (INCPEN) is working with Kent.

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To create premium packaging, collaboration is not a luxury.

Great packaging is a partnership between imaginative design, choosing the right materials and skilful manufacturing. For over 200 years, Tullis Russell has been making paper and cartonboard – a beautiful, tactile and sustainable material that protects and enhances many of the world’s most well-known luxury brands.

And because we’re a different kind of company we believe that working together in partnership with our customers delivers the best results. We are entirely employee owned – which means each one of us is driven to create new ideas and find new solutions to meet our customers’ needs.

The future of packaging is an exciting one, with cartonboard still an essential part of the packaging mix in a sustainability conscious and increasingly virtual world.

If you’d like the very best packaging to enhance or support your product and brand promise, speak to us now. Having worked in partnership with our customers for over 200 years, it’s something we’re good at.

For more information visit tullisrussell.com