SMARTER PACKAGING IS THE FUTURE
Capital Markets Day 2013
2013-11-15 | Jon Haag, Director New Business Lab
WE AIM FOR LEADERSHIP POSITION IN THE PACKAGING ARENA

Exploring future packaging needs

Quicker from idea to market

Strategic collaboration & networking

Smarter packaging innovation
NEW BUSINESS LAB
A NEW UNIT FOR SCOUTING EMERGING TECHNOLOGIES & SERVICES
AND TO CREATE NEW BUSINESS

Pathfinder and facilitator for enabling technologies & services

Create strategic collaborations to more effectively reach game changing solutions

Be the node for idea evaluation and the think tank for refining business opportunity areas

Demonstrator for good idea to good business, quicker to market
WHY SMARTER PACKAGING IS A GROWTH STRATEGY

Packaging will increase in importance for:

- Branding
- Marketing (in store merchandising)
- Food protection
- Medical & hygiene
- Id & security
- Recycling of materials
- And more…
THE HIERARCHY OF PACKAGING – STRATEGIC MOVE UP THE TOP

BRAND

DESIGN & COMMUNICATION

PACKAGING (FUNCTION & CONSTRUCTION)

MATERIAL & ENVIRONMENT

CONSUMERS & BRAND OWNERS

NINE

PACCESS

PARTNERS

LABS

SOLIQ

BILLERUDKORSNÄS
BILLERUDKORSNÄS ACQUIRE DEEP INSIGHTS IN THE STUDY “FUTURE OF PACKAGING”

- Made early 2012 with NINE
- Study in 5 countries
- Ethnographic research:
  - We observe consumer behavior
CONSUMER BLINDNESS A GREAT CHALLENGE FOR BRAND OWNERS

HOW DO I GET ATTENTION FROM THE CONSUMER FOR MY PRODUCTS?
THE MOST ENNOYING PACKAGING
UNNECESSARY AND LACK OF COMMUNICATION

“This produces so much waste and is unnecessary. You see this very often with fruits and vegetables. It is enormous how much plastic wrapping and styrofoam padding and foil can be used just to package an apple […] If an apple is wrapped in a lot of plastic it is not from around the corner. That’s for sure.”

Rainer 33 years old, Germany
FROM CONCLUSIONS...

- Consumers still see packaging as waste
- Consumers seek intuitive packaging
- Consumers prefer "good for me and the world" packaging
- Consumers still suffer from "consumer blindness"
- Consumers are looking for added value packaging
- Consumers value fresher packaging at home
...TO IDEA CLUSTERS AND OPPORTUNITY AREAS

- Smaller the more you use
- Shelf impact packaging
- Handling and dosage
- Gift and table ready
- Good for me and the world pkg
- Smaller/minimized pkg
- Intuitive and better function
- Fresh goods @home
- Order management at home
- Disappearing packaging
PACKAGING THAT SHRINKS ACCORDING TO USE
NO FUSS PACKAGING – KEEP IT SIMPLE AND ORGANIC
ONLY NATURAL FIBERS, ONLY PRINT COLORS FROM VEGETABLE'S RESIDUES
PACKAGING EASY TO GET RID OFF
DISAPPEARING PACKAGING, FLUSH IT AND IT WILL BE BIOGAS LATER ON...
INCREASED FUNCTIONALITY, INTUITIVE, LESS MATERIAL

MAGNETIC PAPER/PRINT CAN BE USED FOR PACKAGING OF E.G. PASTA, FLOUR, MÜSLI, CACAO.

THINNER PAPER OR AN EXTRA FOLD WILL MAKE THE OPENING STIFFER. THIS WILL HOLD THE BAG OPEN ONCE FOLDED OUT.
PACKAGING THAT HELPS ME TO KEEP ORDER IN FRIDGE
BUSINESS OPPORTUNITY AREA EXAMPLE: PACKAGING THE MERCHANDISER

THE VISION
- BillerudKorsnäs will prove that packaging is the best investment any brand can do
- We will enable brand owners to maximize their ROI from packaging spending by winning the war in the store, making packaging the most valuable sales man

THE MISSION / WHY
- The retail store is the Crime Scene for any brand owner or retailer
- More than 70% of purchase decisions are made in the store when it comes to grocery sales
- Building up know-how on a global level will put BillerudKorsnäs as the natural part in smarter packaging for multinational brands
- Upcoming Hybrid shopping, when e-commerce and physical stores merge will open new areas of Smarter Packaging
BUSINESS OPPORTUNITY AREA EXAMPLE: PACKAGING THE MERCHANDISER
WHAT IF WE DEVELOPED A PRINT EVERYTHING PAPER
DESIGNING A PERFECT PAPER FOR FLEXIBLE PACKAGING PRODUCTION
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