



**What's next:**

**Pack into the future**

# Example framework

## Extent of Innovation

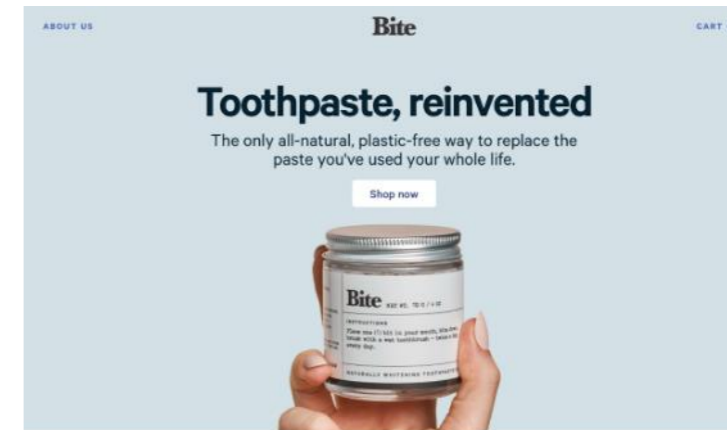
### Straight Replacement



### Product Iteration



### Radical



## Ease of adoption

# Sustainability as a driver





# Positive initiatives create news



Carlsberg swaps plastic for glue on six-packs to curb pollution

The Telegraph HOME NEWS

## News

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News

### Carlsberg glues beer cans together becoming one of the first breweries to abandon plastic rings



CHINA DAILY 中国日报网

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### Carlsberg set to scrap all plastic rings, cut waste

By Zhu Wen

In what concept tradition

The pack announce

So far, the European

NEW YORK POST

SEARCH

LIVING

### Beer company glues six-packs together to get rid of plastic rings

By Olivia Feld, The Sun September 7, 2018 | 4:15pm



Inventor Christopher Stuhlmann stumbled upon the idea of gluing beer together after a trip to the hardware store.  
Carlsberg Group

AdAge Creativity AMP Designer Resources Events Careers On Campus

AdAge

CREATIVITY

squared

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### CARLSBERG'S ENVIRONMENTALLY-FRIENDLY PACKAGING HOLDS SIX-PACKS TOGETHER WITH GLUE

Idea eliminates the need for plastic rings altogether

By Ann-Christine Diaz Published On Sep 12, 2018

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Beer

### Carlsberg to replace plastic ring can holders with recyclable glue

Danish brewer will be the first to ditch pack rings in a move it says will reduce plastic by up to 76%

Rebecca Smithers Consumer affairs correspondent

Thu 6 Sep 2018 11:06 BST

6,272

This article is over 5 months old

The new Carlsberg 'snap pack' that, it is claimed, will cut plastic use by up to 76%. Photograph: Thorbjorn Fessel

Familiar plastic can holders used for lager and beer multipacks could be on their way out after global brewing giant Carlsberg revealed plans to replace them with recyclable glue.

In a world first for the beer industry, the Danish brewer is phasing in a new "snap pack" which it claims will reduce the amount of plastic used in traditional multi-packs by as much as 76%.



# Providing opportunities for new communication at POS



# Beeswax wrap...Innovation from the ground up

“Hi, we're Bee's Wrap, and we're changing the world of food storage.”



THE NATURAL ALTERNATIVE TO PLASTIC WRAP  
FOR FOOD STORAGE – BECAUSE GOOD FOOD  
DESERVES GOOD CARE

Wrap cheese, half a lemon, a crusty loaf of bread, and fruits and vegetables. Cover a bowl, or pack a snack for your next adventure. Made with organic cotton, beeswax, organic jojoba oil, and tree resin. Bee's

Wrap is washable, reusable and compostable.



# Recycled plastic turned into a virtue

## Less newsworthy but laudable nevertheless



- Recycled polypropylene (rPP) content
- Has not been that popular to date as it tends to be **available in grey** (because sourced from a mix of different recycled plastics)
- But here, no attempt has been made by Reckitt Benckiser to recolour.
- On the contrary, RB is promoting the absence colour as a positive

# Material Change: From plastic to paper..



Recyclable and biodegradable cardboard box



Paper based



Compostable paperboard



# Difficult product formats which are being innovated

Not recyclable: 1 billion tubes go into landfill each year



5 years in development: coming soon

**Colgate-Palmolive Co**  
@CP\_News

Excited to share that we've finalized the design of a first-of-its kind recyclable toothpaste tube, setting the standard for the industry & making the toothpaste you rely on for a healthier smile part of the solution for a healthier planet. @APRrecycles [bit.ly/2wQuds0](https://bit.ly/2wQuds0)

43 6:00 PM - Jun 11, 2019

16 people are talking about this

# Durables and more premium categories

“The edges are almost seamless with crisp folds. On top, the apple logo and “WATCH” are debossed with razor sharp accuracy. The lid pulls away slowly, (like most Apple boxes, this is rumoured to be designed on purpose to increase anticipation)”

[Source](#)

## First generation Apple Watch





# Durables and more premium categories

Has the time come when Apple's customer base is sophisticated enough to appreciate that, today, less is more? That environmentally-friendly packaging – which includes the minimum amount of packaging needed to properly protect the product – is actually a bigger sign of a premium brand than all those endless layers? [source](#)

## 4<sup>th</sup> generation Apple Watch



The retail packaging of Apple Watch Series 4 (GPS) contains **66 percent less plastic** than the previous-generation Apple Watch packaging and contains at least 36 percent recycled content.



## Packaging

The retail packaging for Apple Watch Series 4 (GPS) is highly recyclable, and 100 percent of the fiber in its retail box is from recycled content, bamboo, waste sugarcane, or responsibly managed forests. The following table details the complete set of materials used in the Apple Watch Series 4 (GPS) packaging.

### Packaging Breakdown for Apple Watch Series 4 (GPS)

Material	Retail box	Retail and shipping box
Fiber (corrugate, paperboard)	339g	475g
Plastic film	0.3g	7g
Microfiber	1.2g	-

# Cif Eco refill from Unilever

Written by CeeBee

18 August 2019

★★★★★ 5 out of 5

Cut down on plastic easily - fab cleaning

Brilliant cleaning. The taps and bath were really shiny.

The.ecorefill is so simple. You just take the trigger off when your bottle is empty. Fill it up to the line and then screw on the refill. It clicks and the liquid comes out. Give it a bit of a shake and then take off the little refill. Pop the spray back on and you're good to go.

It's much better than other refills I've tried before. It is light, takes up much less room and it makes it so easy to do the right thing. Give it a go and you can re-use your perfectly good spray.

Yes, I recommend this product.

Share this review:  





# Watch out! if retailers are serious, they must support

# Initiatives with obvious upside should get preferential treatment

Risk of low visibility



In what is an already complex environment



[Example Simstore Shelf]



# From traditional to disruptive

## Improvement



100% compostable  
(apart from the cap)



## Design change



From plastic  
to aluminum cans



Paper-based and  
bio-based  
alternatives

## Disruptive



Edible water bottle



**eCommerce**

**and retail**

**as a driver of change**



Ecommerce is a driver of innovation

and potential longer term change

# amazon Sets Deadline For CPG Brands To Overhaul Packaging



Amazon packaging improvement initiative (penalty/reward scheme)  
\$2.99 impact on bottom line – per pack!



# Opportunities to do things differently



# Which are not replacements



*"I love Tide and this Tide box is next level amazing. They thought of everything, even a cool cap holder at the top. I also love that the nozzle doesn't drip like the nozzle does on the big jugs. Great product!"*

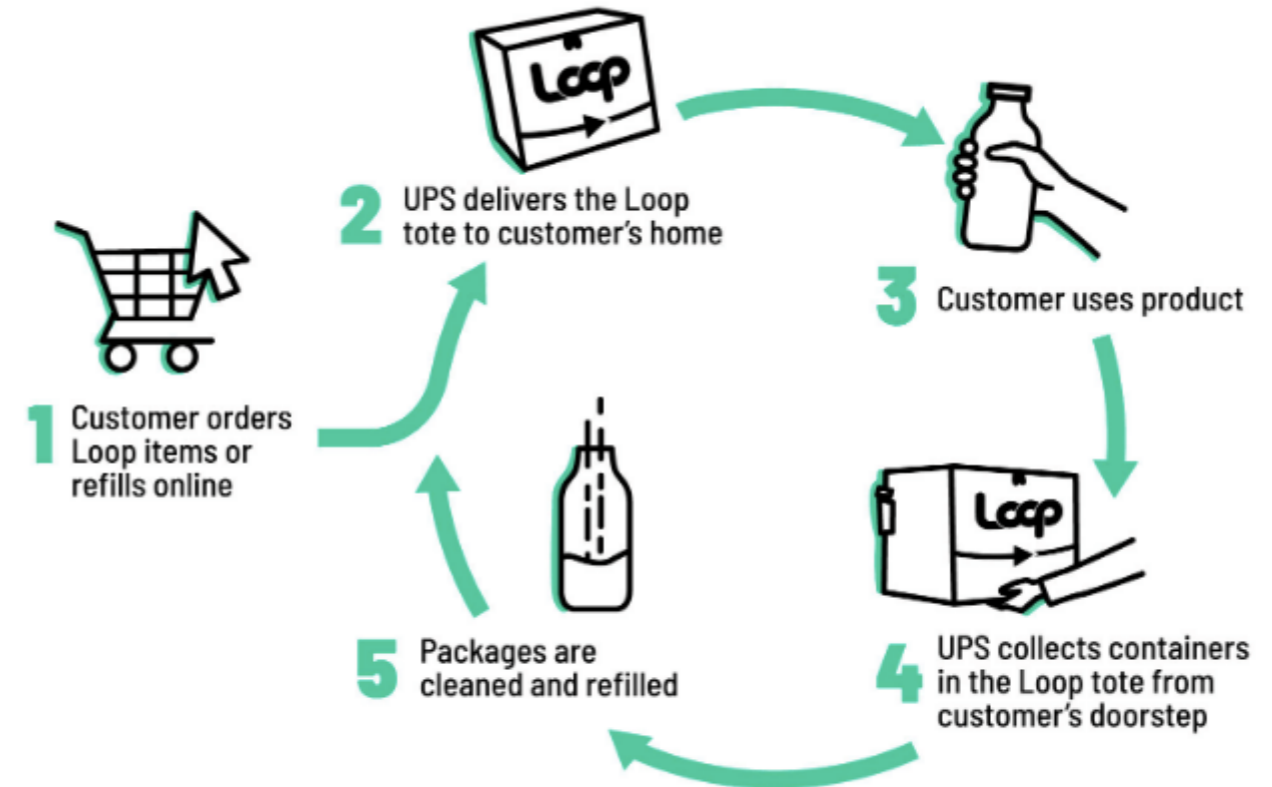




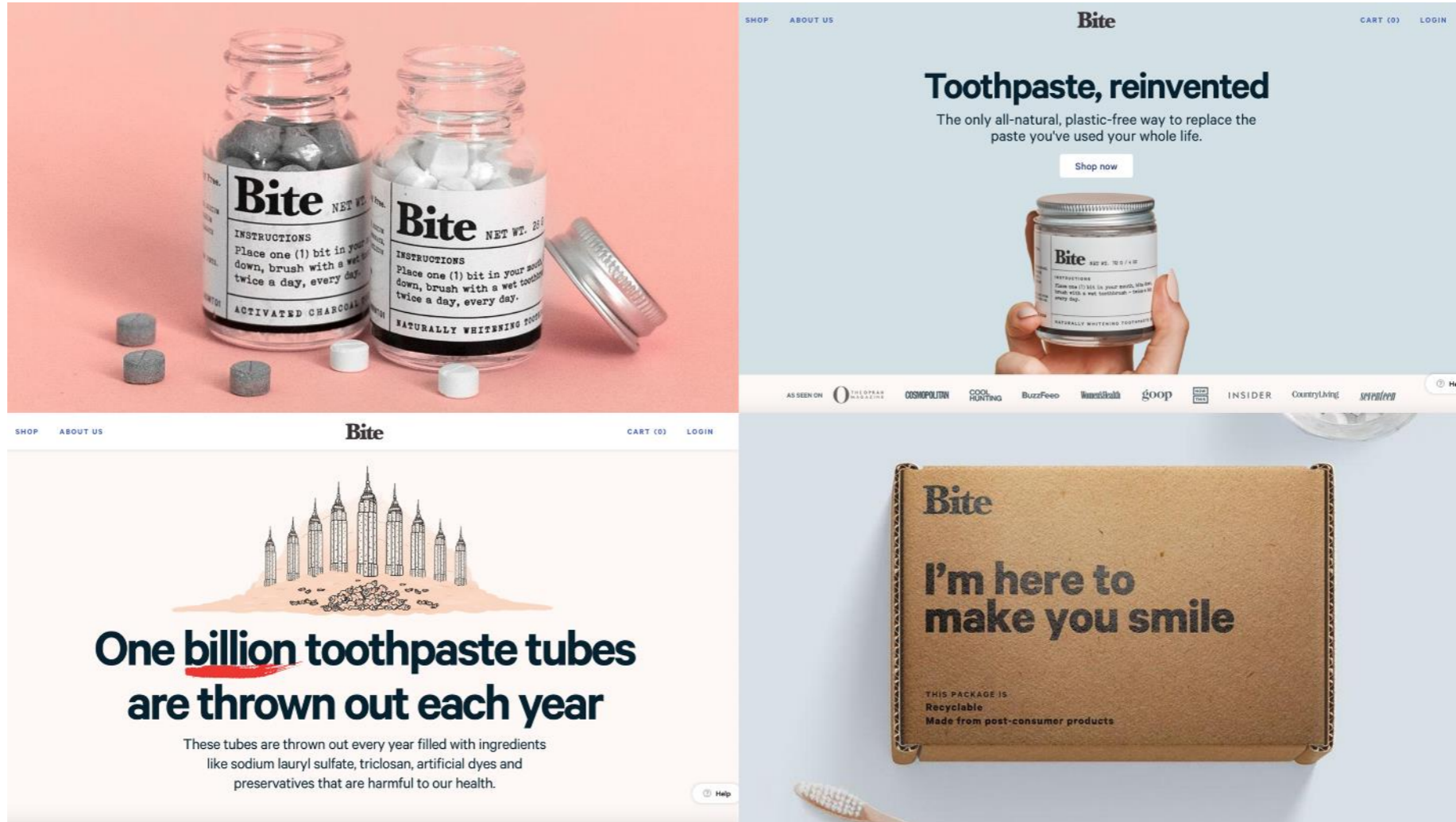
# Radically new distribution models

Which in the long term, can undermine existing retailers

But which require significant behaviour change. Will this be successful?



# Potential for disruption as an existential threat ...





# And change from traditional retailers

## Which in the long term, can undermine brands



# Meanwhile, Future Proofing

*The Coca-Cola Company*





# Positive examples in The Netherlands too!



## JOUW BOODSCHAPPEN, VERPAKKINGSVRIJ BEZORGD

Krijg je boodschappen gratis thuisbezorgd in glazen potten, voor dezelfde prijs als in de supermarkt!

BEKIJK PRODUCTEN

De service van de melkboer van vroeger, met het gemak dat hoort bij deze tijd. De Rotterdamse startup PuurBezorgd bezorgt boodschappen verpakkingsvrij thuis in glazen potten, waarna de lege potten weer worden opgehaald en hergebruikt.



## BONDUELLE PROMOOT BLIK

DONERDAG 12 SEPTEMBER 2019



Bonduelle start een bewustwordingscampagne over de goede eigenschappen van blikverpakkingen. Uit een onderzoek door SAMR Marktvinders in samenwerking met Schuttelaar & Partners blijkt dat veel Nederlanders niet weten dat blik eindelijk recyclebaar is.



Zaandam, 06 mei 2019

## Albert Heijn: minder plastic om groente en fruit na succesvolle test

Na een succesvolle test op de groente- en fruitafdeling op het Genderenplein in Hoofddorp gaat Albert Heijn dit jaar nog meer groente en fruit zonder plastic verpakking aanbieden, in winkels en online. Er wordt gestart met bananen (5 stuks die voorheen in zak zaten), zoete rode puntpaprika's, alle soorten paprika's en bospeen. Op termijn wordt nog meer groente- en fruitassortiment toegevoegd. Ook wordt de testperiode in Hoofddorp verlengd om samen met klanten nog meer ervaringen op het gebied van kwaliteit en houdbaarheid op te doen.



## Ekoplaza experimenteert met plasticvrije winkel in West

Een supermarkt zonder plastic verpakkingen, het kan. Ekoplaza demonstreert het in een winkeltje naast zijn filiaal in West en haalde daarmee woensdag CNN, BBC en Al Jazeera.

Bart van Zoelen 28 februari 2018, 17:15



# Information And labelling



Nutroid

Walnut and chocolate cake

## Nutrition Facts

4 Servings Per Container

**Serving Size**                      **Slice (40g)**

---

**Amount Per Serving**

**Calories**                                      **210**

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**% Daily Value\***

<b>Total Fat</b> 18g	<b>21%</b>
Saturated Fat 6g	<b>30%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 60mg	<b>20%</b>

# Brands need to drive engagement (and clarity)



# Driving new touchpoints





# On pack labelling to promote product usage

**'Best before, often good after': Unilever adopts anti-food waste labels on food packaging**

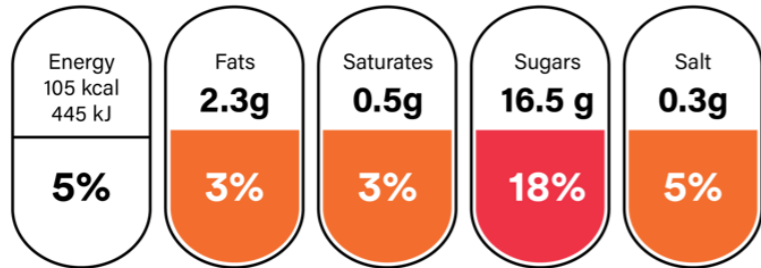


# More sophisticated messaging from Oatley

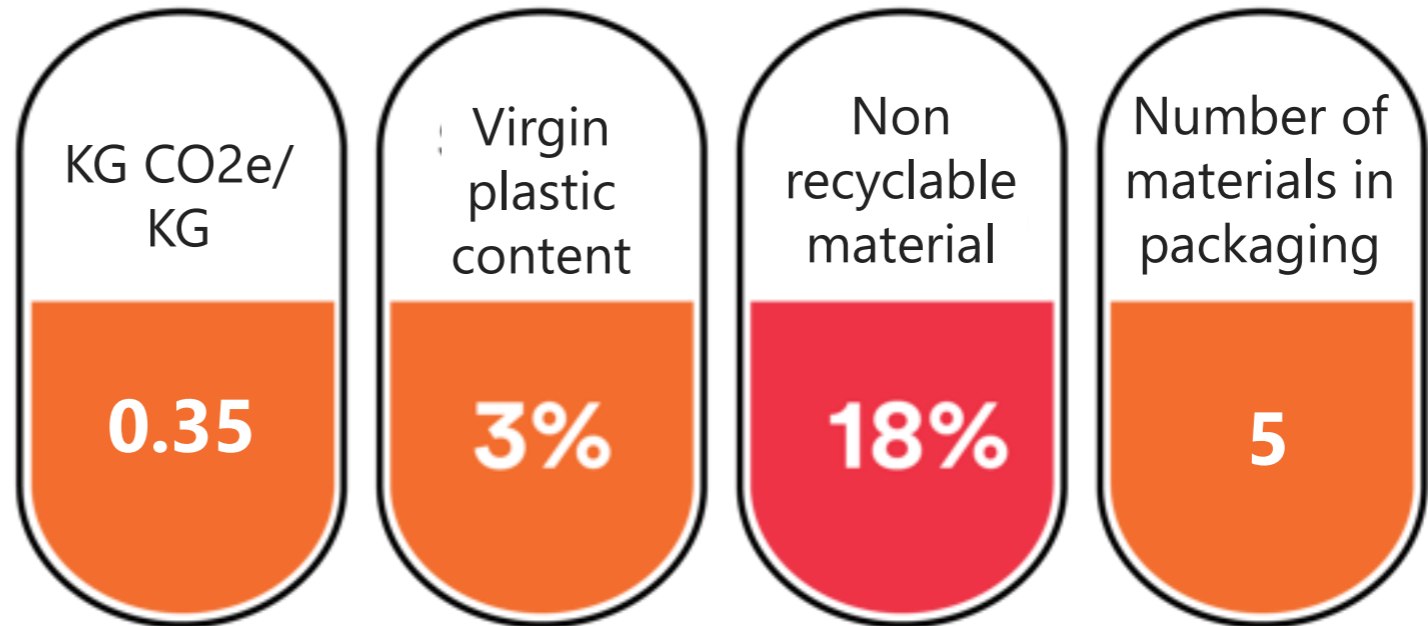


# Increase legislation may mean a future like this

## Alongside nutritional information...



**Manufacturers are obliged to include a sustainability scorecard...**





**Summary:**  
**Pack is more**  
**important**  
**than ever**



# There's value in taking a broader view of the role

packaging (and brands) can play in this context

## HEART

**Affective:**  
both sensory &  
emotional  
experiences

## HEAD

**Cognitive:**  
conscious  
mental  
processes,  
problem-  
solving, and  
creativity

## HANDS

**Behavioural:**  
physical  
actions,  
lifestyles, and  
interactions

## HERD

**Social:**  
the social  
context of an  
experience

## HERO

**Ethical:**  
experiences  
which support  
ethical  
outcomes

# Example application: BeSci Audits





# Success drivers for packaging innovation and renovation

1. Brands need to be authentic and true to their existing promise
2. Newsworthy / Shareable
3. Intuitive
4. Easy to communicate at POS
5. Invites participation in the solution
6. Delivers functionality which has tangible benefits or an easily understood role
7. Educational and helping solve a knowledge gap



Thank you.