



# Zukunft der Verpackungen

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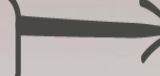
# Analyse

# Klassisch

Junge Bevölkerung  
Wenig Arbeitsplätze  
Klassische Umweltlage  
Klassische Familienverhältnisse  
Familie ist Grundstein  
Europäische Union 6

PRODUKT

VERPACKUNG

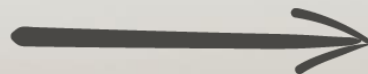


**KULTUR: ZEIG MIR!**  
Verpackung ist funktional zum Produkt



## ORGANISATIONS-MODELL

- .Marketing
- .Vertrieb
- .Produktion
- .Einkauf



Verpackungs-Anbieter

# Zukunft

Ältere Bevölkerung  
Wenig Arbeiter  
Umwelt in Krise  
Kleine Haushalte  
Individualismus  
Europäische Union 27

PRODUKT

VERPACKUNG

**KULTUR: MACHE ES BESSER!**  
Verpackung bekommt mehr und mehr Verantwortung

## ORGANISATIONS-MODELL

.Marketing  
.Vertrieb  
.Produktion  
.Einkauf  
.Abfall

Verpackungs-Anbieter

# Future of Packaging

## RAHMENBEDINGUNGEN ÄNDERN SICH:

### EU:

#### Kompostierbare Materialien:

~~Directive 94/62/EC~~

Regulation (EU) 2019/1020

Directive 2019/904

#### Haftung für fehlerhafte Produkte:

Directive 85/374/EEC

### OECD:

#### Abfall:

Erweiterte Herstellerverantwortung (2016)

## **Zukunft der Verpackungen**

**VERPACKUNG BEKOMMT IMMER  
MEHR VERANTWORTUNG**

**KONSUMENT SOLLTE VON SEINER  
VERANTWORTUNG ENTLASTET  
WERDEN**

# Herausforderungen

# Technische Anforderungen

## Technical Market Requirements

version

2023-05-30

Category	Action	Subject	Valuation			
			KIDV	HTTP-Cyclos	OPRL	Other
<b>Raw Materials</b>	Certificates	Certificate of Origin				
		Certificate of Conformity				
	Logistics	Bill of Lading				
		Handling logging & control				
	Warehousing	Combined transport / hub, spoke & relay efficiency				
		Inventory/bullwhip management				
<b>Manufacturing</b>	Logistics	Handling logging & control				
		Supply chain management				
	Production	Bill of Materials (BOM)				
		Production logging & control				
		Batch management				
	Packaging	Packaging logging & control				
		Item & Batch management				
	Extended Producer Responsibility logging					
<b>Distribution</b>	Warehousing	Handling logging & control				
		Inventory/bullwhip management				
	Logistics	Combined transport / hub, spoke & relay efficiency				
<b>Sales chanel</b>	Stock	Inventory/bullwhip management				
		Automised shelving				
		Handling logging & control				
	Sales	Cross side & unsell / promotions				
		Theft protection				
		Temper evidence				



# Technische Anforderungen

## Technical Market Requirements

version

2023-05-30

Category	Action	Subject	Valuation			
			KIDV	HTTP-Cyclos	OPRL	Other
		Cashier less checkout				
		Waranty/waiver activation				
<b>Customer engagement</b>	Purchase	Anti counterfeit				
		Temper evidence				
		Proof of origin				
		Proof of conformity				
		Instructions				
	Use	Waranty/waiver activation				
		Interactive Promotions				
		Instructions				
		Warrenty lockup				
		Re-purchase start				
<b>End of Life</b>	Recycling	Product & materials identification				
		Recycling management				
		Extended Producer Responsibility logging/waiver				

# Organisatorische Anforderungen

## Organisational Market Requirements

version

2023-05-30

Category	Subject	Valuation
<b>Public Presentation</b>	Certificates BRC or similar	
	Financial Healthy	
	Website & Brochure outreaching	
	Communicative style in dialogue	
	Diversified team (inclusive & capacities)	
<b>Organisational setting</b>	High exposure to the market	
	Daily interaction with stakeholders in the market	
	Daily interaction with stakeholders in own organisation	
	Small teams	
	Short decision-making lines	
<b>Personal Qualities</b>	Capable to develop intensive person to person dialogues	
	Skills to communicate with staff on all levels	
	General interest in developments on society level	
	Technical know-how on different topics	

# Lösungen

# Aktuelle Lösungen im Portfolio

Product	application	Market	TRL	Red Tape
Embedded Identifiers	all	all	5	
Freshness Indicator	chicken	-	-	-
		NL	9	
		EU27	9	
		Switzerland	9	
		Serbia	9	
		China	9	
		Japan	9	
		fish	-	-
	NL	9		
	Switzerland	9		
	EU27	9		
	red meat	-	9	
Sempack	all	-	-	-
		Germany	9	
		Netherlands	9	
compostable heavy duty	all	-	-	-
		NL	1	
Sbucciapack	all	all	9	
70% PCR BOPP	all	Ireland	9	
OneThird	fruit & vegs	all	2	
Evercase	fruit & vegs	-	-	-
		Serbia	5	
V-shapes	liquids	Japan	9	

## Zukunft der Verpackungen



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# NAHRUNGSMITTELVERSCHWENDUNG KOSTET MILLIARDEN .....



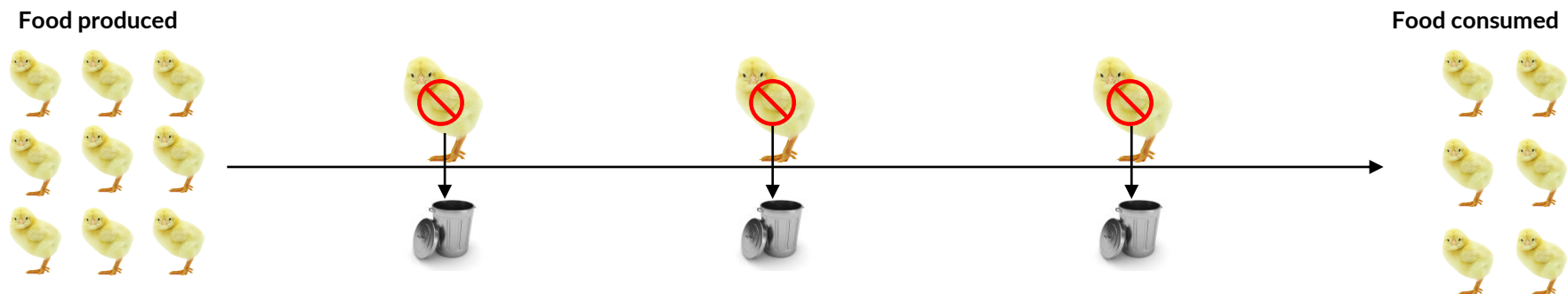
The Indicator



- Food waste has **negative impact on margins** and profitability
- Poor product quality may lead to **negative perception and product experience** by consumers

- Massive food waste **affect corporate image**
- Food waste has **negative impact on margins** and profitability
- Expired food on shelves **affect consumer perception**

- Food waste **increases amount spent on food**



**1/3 of all food produced is wasted globally every year – at a price tag of USD 920bn for the whole value chain**

Source: Keep-it Technologies AS, Food and Agriculture Organization of the UN  
 \*2015 figures: ForMat research published 2016 (355,128 tons eatable food wasted in 2015, Norway)



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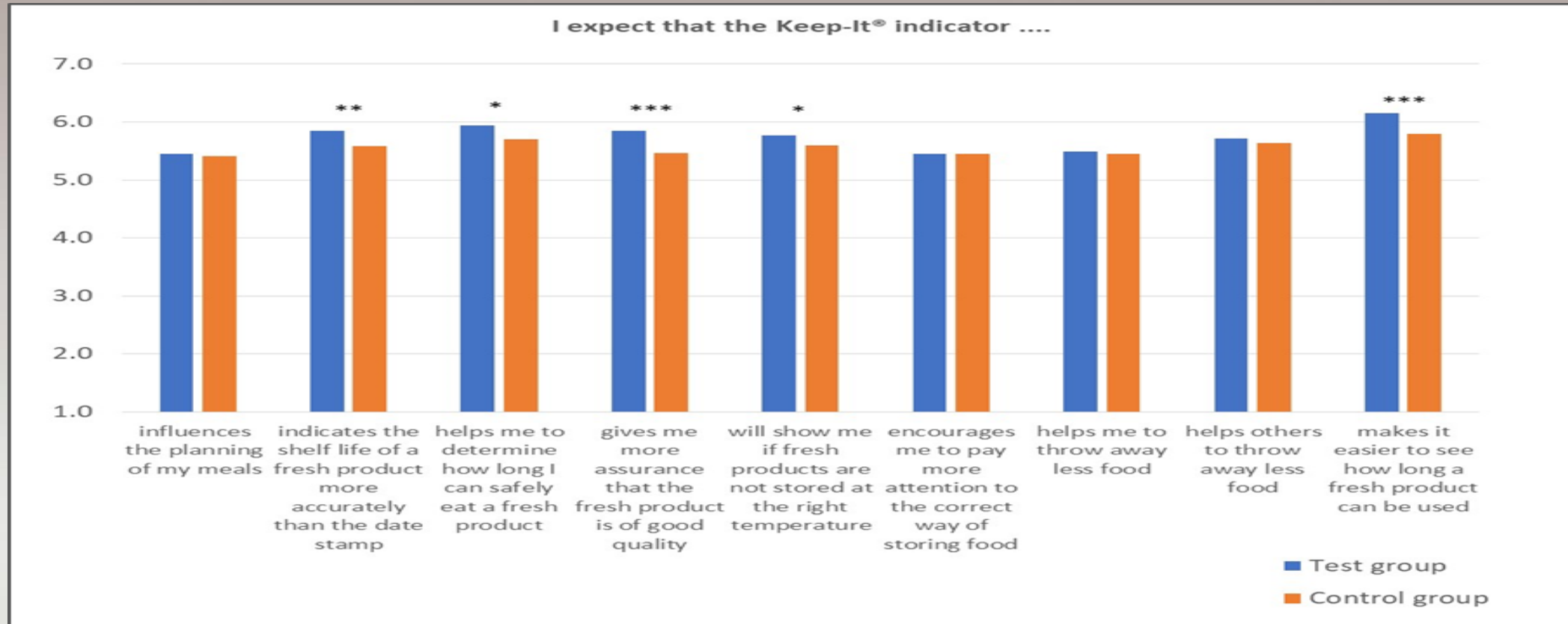
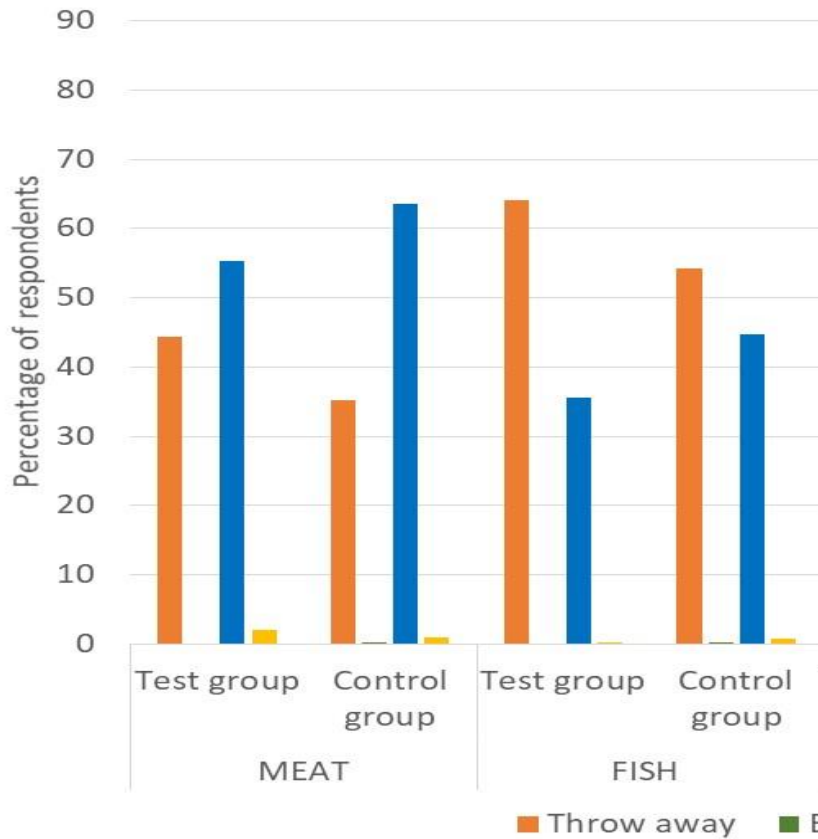


Figure 10 Mean scores for the participants' expectations about the Keep-it<sup>®</sup> indicator regarding various aspects on a 7-point scale, separately for the test group (N=421) and control group (N=1064); \*\*\* = Significantly different with  $p < 0.001$ ; \*\* with  $p < 0.01$ ; \* with  $p < 0.05$

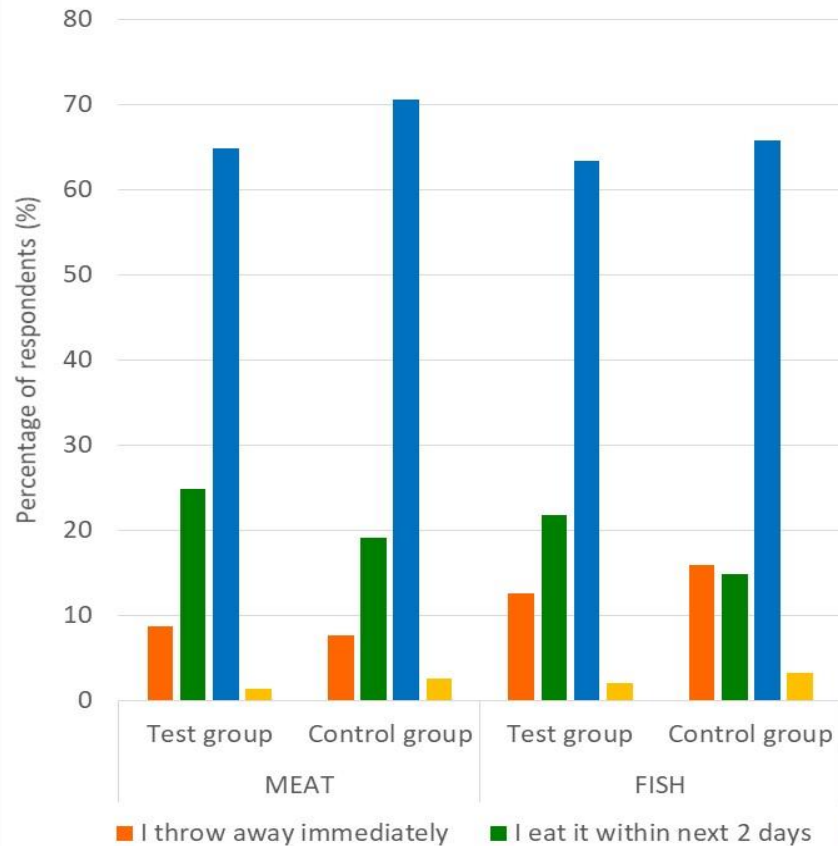


# Zukunft der Verpackungen

What do you normally do when the date marking is overdue?



What would you do when the expiry date has passed, but the Keep-it<sup>®</sup> indicator shows two more days



# Zukunft der Verpackungen

## Embedded identifiers-project





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**Haben Sie Fragen?**

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**Vielen Dank für Ihre Aufmerksamkeit**

