

Alison Vincent

AVA packaging solutions



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- ◆ Alison Vincent – MD of AVA packaging solutions - 11 years
- ◆ Almost 27 years' experience in Packaging!
- ◆ Before establishing AVA I worked for:
 - ◆ Sara Lee
 - ◆ Safeway
 - ◆ Procter & Gamble
 - ◆ Coca-Cola & Schweppes
 - ◆ Mothercare
 - ◆ Lyons Tetley



AVA packaging solutions

We deliver:

- ◆ Packaging innovation, design & development - concept to market
- ◆ Sourcing strategies, material & cost savings
- ◆ Environmental & sustainability reviews, strategy & implementation
- ◆ Packaging department optimisation - set-up, leadership & turnaround; roles & responsibilities, capabilities, structure, processes, training
- ◆ Packaging innovation & change management
- ◆ Technology & market assessments
- ◆ Provide expertise by consultancy, project, interim management, retained services

AVA packaging solutions

We work for:

- ◆ Product manufacturers
 - ◆ branded &
 - ◆ own brand
- ◆ Retailers
- ◆ Design agencies
- ◆ Packaging suppliers
- ◆ Industry bodies

AVA packaging solutions

- ◆ So I and AVA have:
- ◆ Hundreds of years in packaging!
- ◆ Food, drink & non food
- ◆ Retail & manufacturing
- ◆ Every
 - ◆ category
 - ◆ packaging material
 - ◆ pack format
 - ◆ print process
 - ◆ stage of the supply & value chain



Unwrapping the future?

- ◆ Looking at the trends for the next 5 to 10 years...
- ◆ ...which trends are relevant and what will work for you?

Unwrapping the future?

Poll – which trends you think are
most important

Unwrapping the future?

Right sizing / On-the-go

Right sizing / On-the-go



- ◆ Smaller households and homes
- ◆ Buy on-the-go, don't store
- ◆ Portion packs – convenience & reduce food waste
- ◆ Tailor to person (kids / singles) & usage occasion
- ◆ Different sizes for use – on-the-go, travel, sharing, occasions
- ◆ Single use / multiple use & reclose features
- ◆ Wider retail opportunities – CTNs, vending – increased margins
- ◆ Global affordability & access



Unwrapping the future?

Premium-isation

Premium-isation



- ◆ Brands becoming more premium
- ◆ More 'designed'
 - ◆ iPad, iconic, must-have, personal statement
- ◆ Enhanced functionality & usage features
 - ◆ Easy open, reclose, dispensing, dosing
- ◆ Enhanced aesthetics
 - ◆ Clear materials, no-look labels, shrink sleeves, texture, colour & finishes



Unwrapping the future?

Active & intelligent packs

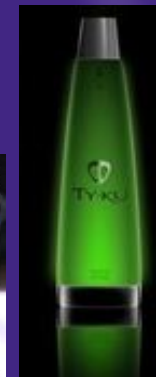
Active & intelligent packs

- ◆ Active & intelligent packaging
- ◆ Additives - complete draining of products from packs
- ◆ Shelf life extension - nano technology – ethylene absorption / O₂ / CO₂ scavenging, moisture control, antimicrobial packs
- ◆ Product condition indicators e.g. time temperature indicators – show if product thawed / heated in supply chain
- ◆ Bluetooth RFID sensor tag records handling damage
- ◆ Self-heating & cooling technologies
- ◆ Reduce waste & cost ~£30 billion of spoiled food discarded annually & saving lives



Active & intelligent packs

- ◆ NFC technology in packaging
- ◆ Printed electronics
- ◆ RFID technology
- ◆ Track, trace & control systems
- ◆ Supply chain ordering - reduce out of stocks / increase sales
- ◆ Sonic packaging
- ◆ Light up packaging
- ◆ Mobile payments
- ◆ After use for packaging
- ◆ Anti-theft, tamper proof & anti counterfeit
- ◆ Allows premium pricing



Unwrapping the future?

Digital experience

Digital experience



- ◆ NFC
- ◆ Digital experience as well as physical
- ◆ Interactive digital & physical experience
 - ◆ QR codes
 - ◆ invisible watermarks
 - ◆ augmented reality
 - ◆ printed electronics
 - ◆ feel screens
- ◆ Marketing, branding, loyalty, promotion, anti-counterfeit
- ◆ Tailored to phone, location, no of times scanned – takes to customised landing site, real time tracking data



Unwrapping the future?

Consumer-centric

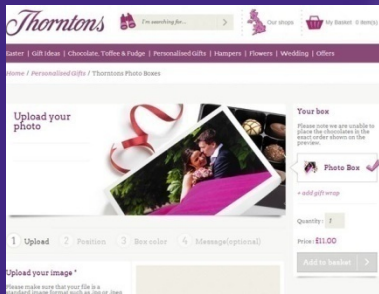
Consumer-centric



- ◆ Faster paced world - build lasting brand relations with consumers, don't patronise but excite them & talk their language



- ◆ Consumer ability to self customise & mass customise
- ◆ Increasing focus on social media
- ◆ Co-ordinated message & experience across all media
- ◆ Interactive digital & physical experience – QR codes, invisible watermarks, touch screens



- ◆ Digital printing enabler –
 - ◆ sequential numbering, minimum run of 1
 - ◆ allows fast & small scale trials / market entry & combine with traditional technologies for mass

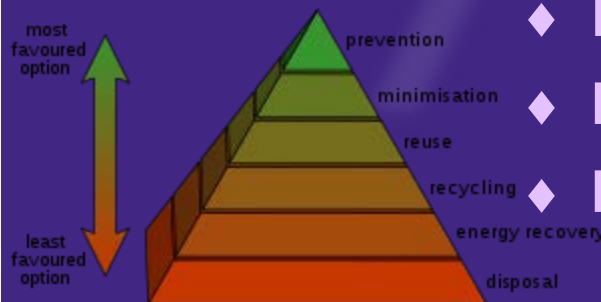
Unwrapping the future?

Sustainability

Sustainability



- ◆ Efficient use of resources
- ◆ Holistic - packaging reduces food waste
- ◆ R's Hierarchy
- ◆ Renewables, bio-sources, compostable, bio-degradable, superior performance to weight
- ◆ Cost parity
- ◆ Multi-material – separation & tax
- ◆ Legislation
- ◆ Policy & infrastructure



Unwrapping the future?

Legislation

Legislation

- ◆ Labelling
 - ◆ additional space requirements – product information, multi language
 - ◆ lower cost booklet labels
 - ◆ symbols & iconography
- ◆ NFC – digital enhancement & back-up
- ◆ Increased traceability
- ◆ Tighter food contact legislation
- ◆ Tighter chain of custody
- ◆ Tighter PWD legislation



Unwrapping the future?

Poll – which trends you think are
most important

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*Thank you
very much!!*



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