



# 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**



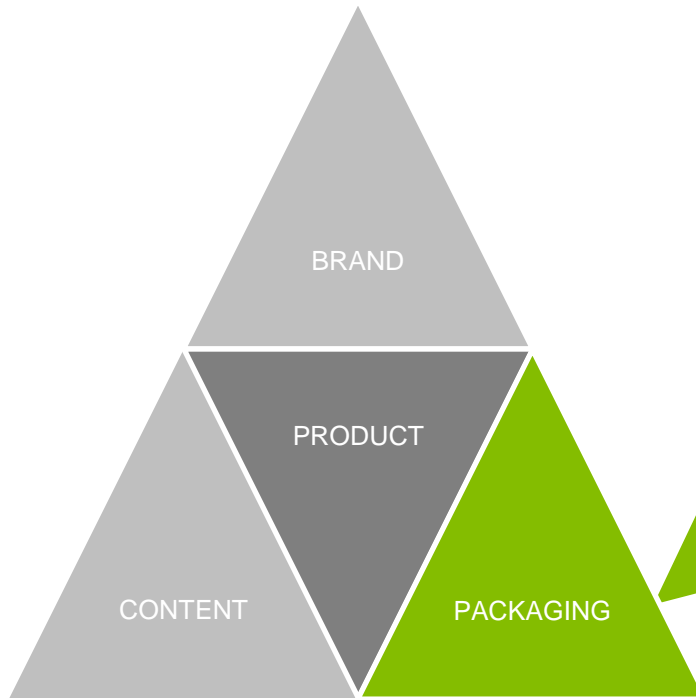
Be the node for **idea  
evaluation** and the **think  
tank** for refining business  
opportunity areas



**Demonstrator for good  
idea to good business,**  
quicker to market



# WHY SMARTER PACKAGING IS A GROWTH STRATEGY

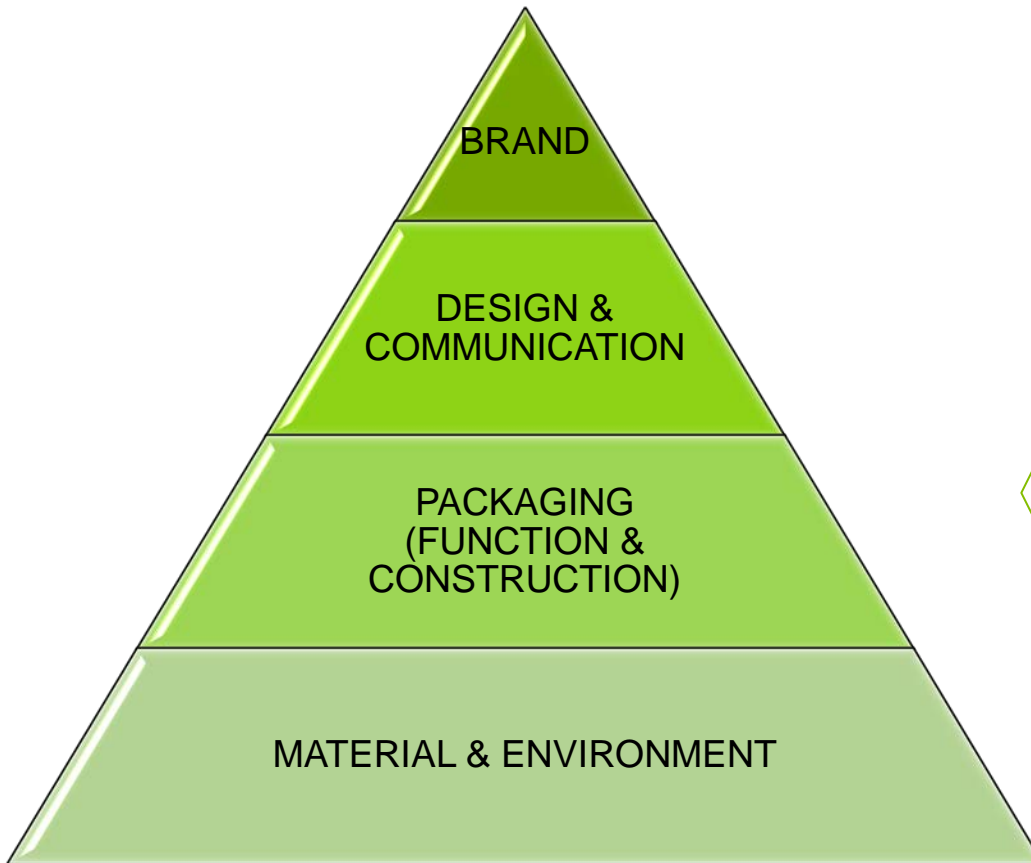


Packaging will increase in importance for:

- 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







# 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

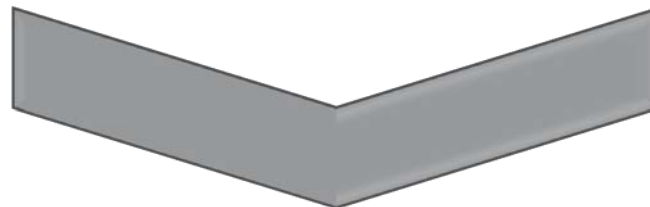
Consumers still suffer from **“consumer blindness”**

Consumers seek **intuitive packaging**

Consumers are looking for **added value packaging**

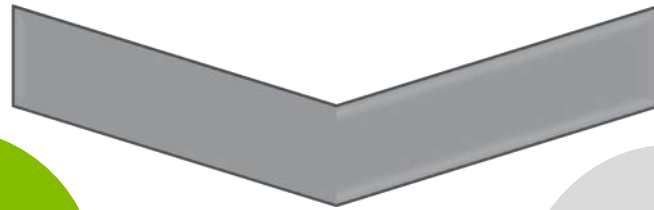
Consumers prefer **“good for me and the world”** packaging

Consumers value **fresher packaging at home**





## ...TO IDEA CLUSTERS AND OPPORTUNITY AREAS

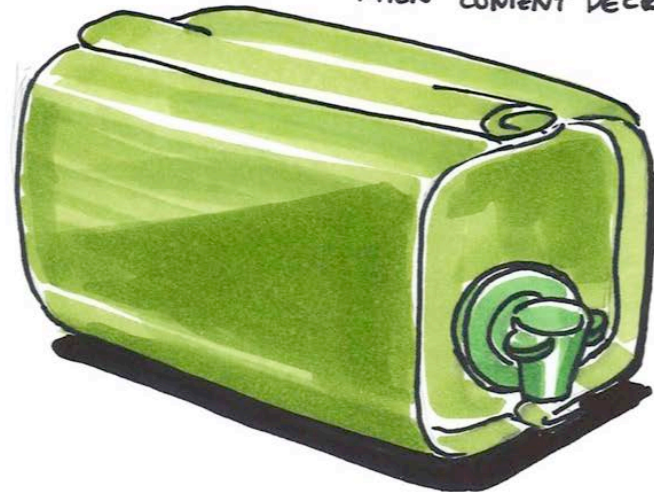




# PACKAGING THAT SHRINKS ACCORDING TO USE



MEMORY MATERIAL,  
WANTS TO ROLL AND FOLD  
WHEN CONTENT DECREASES





# NO FUSS PACKAGING – KEEP IT SIMPLE AND ORGANIC

ONLY NATURAL FIBERS, ONLY PRINT COLORS FROM VEGETABLE'S RESIDUES

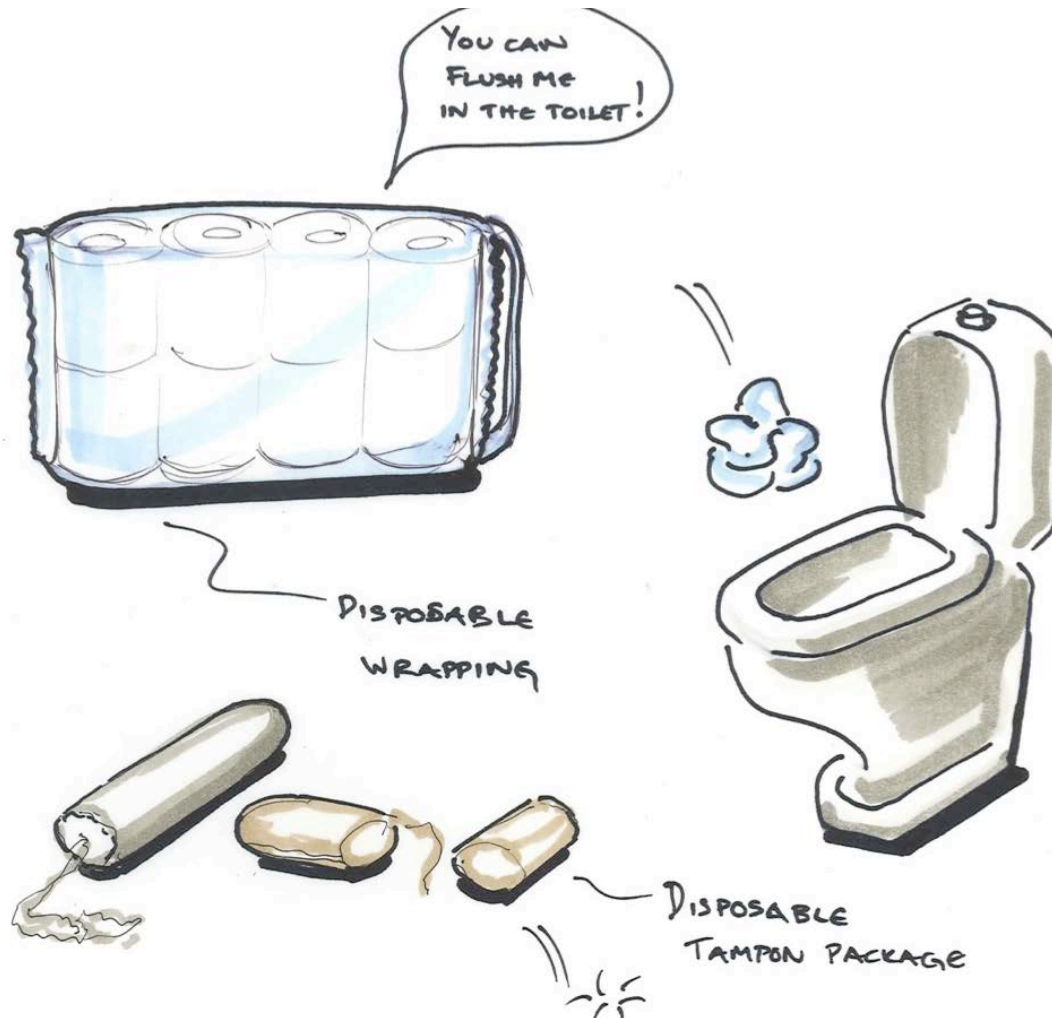






# PACKAGING EASY TO GET RID OF

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.



MAGNETIC PAPER/PRINT FOR EFFECTIVE SEALING OF THE BAG.

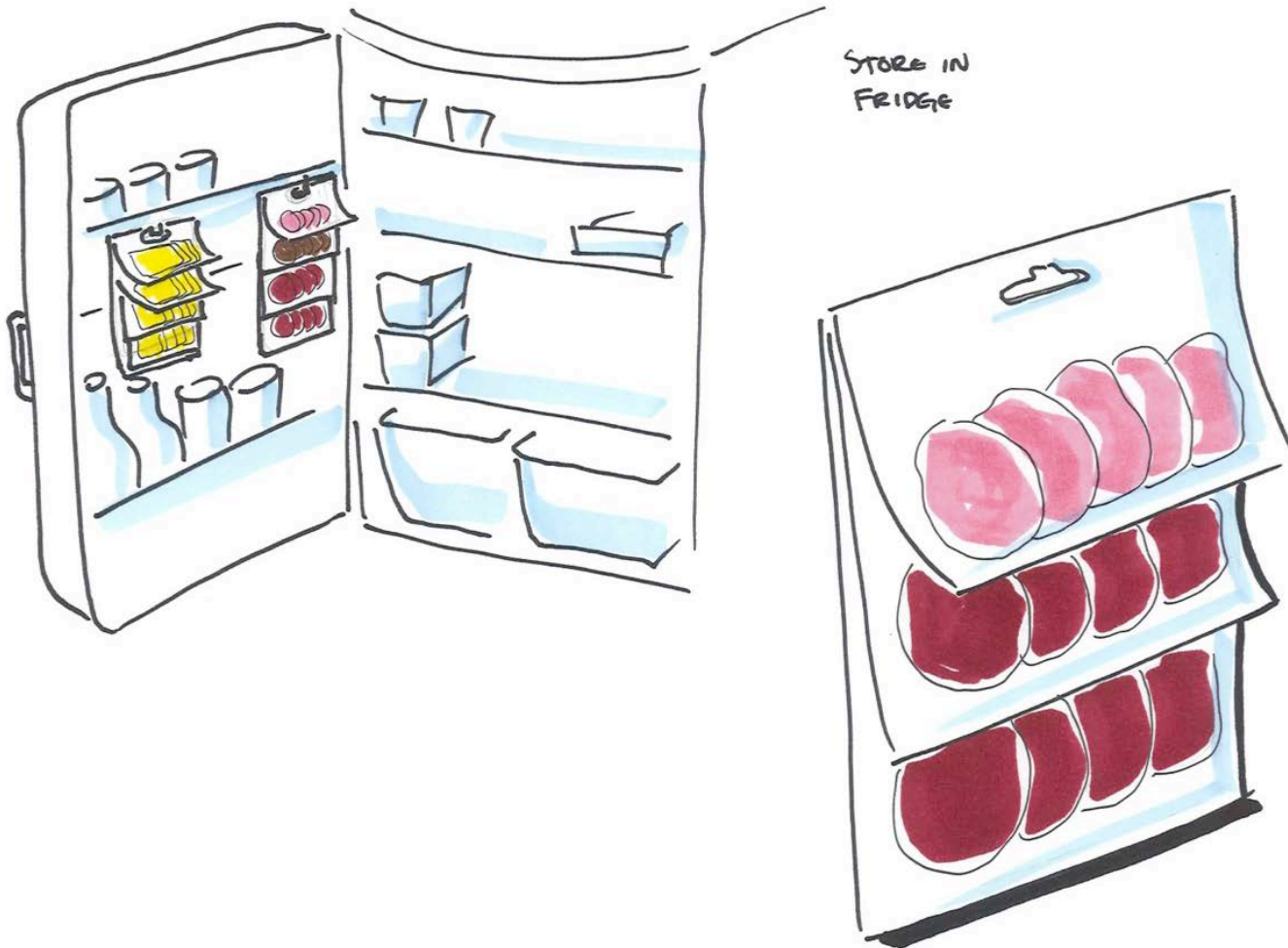
DESIGNED LIKE A SPOUT TO EASILY BE PULLED OUT.



THICKER 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 MERCHANTISER

## ➤ 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

ENABLING  
SERVICES &  
TECHNOLOGIES



MATERIALS/  
RESOURCES



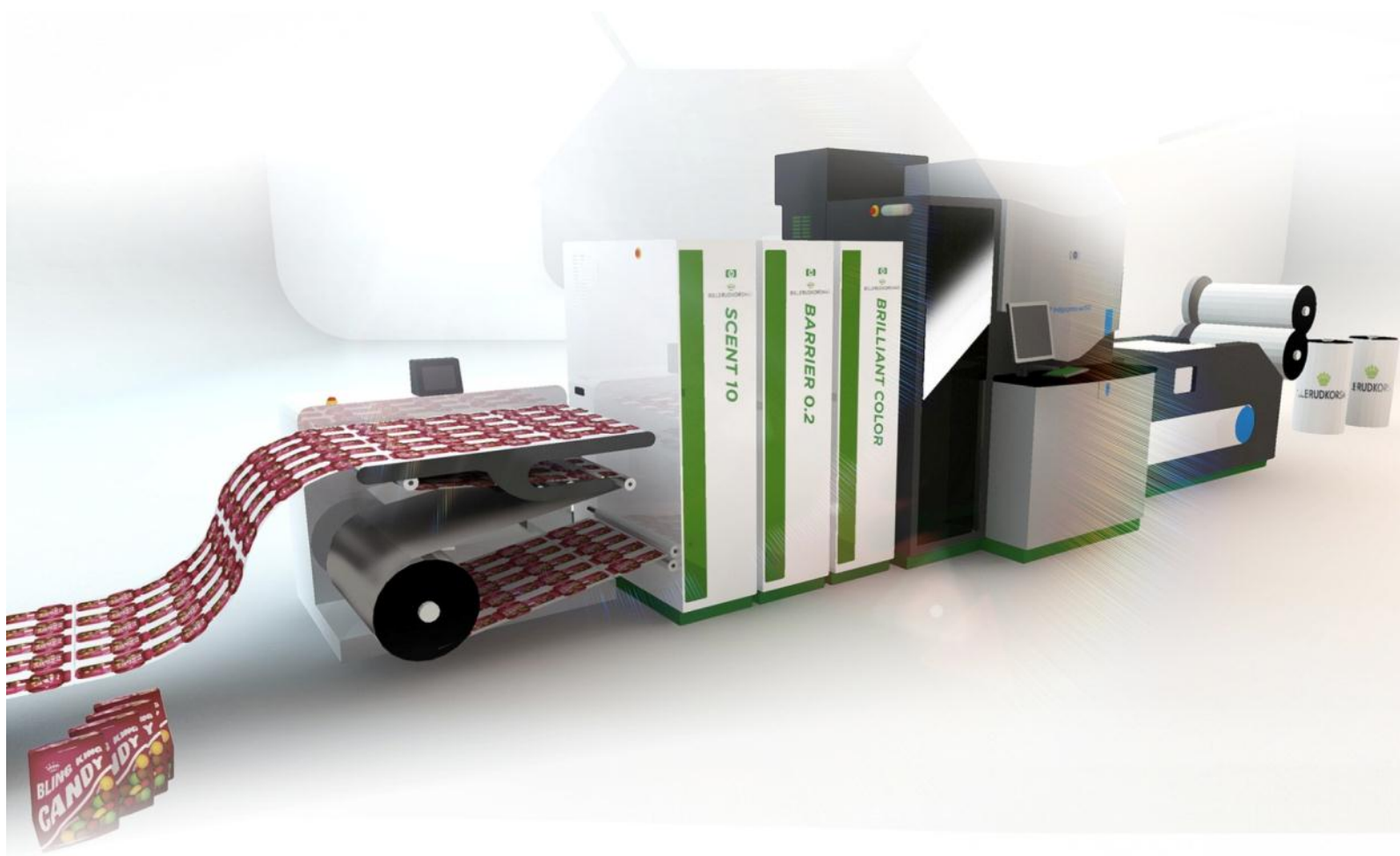
INTERNAL PRACTICES

EXTERNAL PRACTICES



# WHAT IF *WE DEVELOPED A PRINT EVERYTHING PAPER*

DESIGNING A PERFECT PAPER FOR FLEXIBLE PACKAGING PRODUCTION





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# BILLERUDKORSNÄS

