

Huhtamaki

Customer magazine
Issue 04/2018
ENGLISH

IMPULSE

Flexible Packaging

A photograph of three hikers on a rocky cliff at sunset. The hikers are silhouetted against the bright orange and yellow sky. They are pulling a rope over the edge of the cliff, suggesting teamwork and overcoming challenges. The ocean is visible in the background.

Always one step ahead:
The service philosophy of your
partner Huhtamaki

Focus on sustainability –
Huhtamaki has its say on the topic of flexible packaging

Effective use of special effects
Making a difference on the shelf

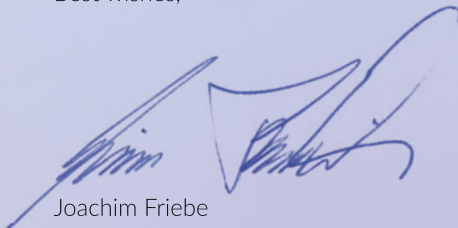
Dear readers,

2018 is drawing to a close and we're reflecting on the things we've achieved. In this issue we'd like to provide you with a brief overview of our service philosophy; something that's very close to all of our hearts.

You will also read what Huhtamaki has said about the hot topic of sustainability.

Last but not least, we'll reveal the various design options available to you, which will make your packaging truly stand out.

I hope you enjoy reading this issue.
Best wishes,



Joachim Friebe
Director Business Support



Focus on sustainability

Huhtamaki has its say on the topic of flexible packaging

As part of the "Bavarian Water Days" convention on 14 and 15 November 2018, Andreas Michalsky, Senior Development Manager, gave a presentation on the topic of "Flexible packaging – One of the sources of microparticles in the environment".

A key requirement for the high standard of living of our affluent society is the universal and hygienically clean availability of foodstuffs and consumer goods (FMCG). Without packaging, many of these foodstuffs wouldn't exist, or it wouldn't be possible to store or handle them. Public opinion is currently dominated by emotional images of pollution caused by packaging. However, modern life without plastics and without packaging wouldn't work, and the risks of increased food waste or reckless additional expenditure without packaging must be avoided.



Accordingly, the aim of the presentation was to demonstrate how changes to the design and composition of packaging can contribute to the solution – but also to assert that these components can only make a limited contribution to solving the problem of littering and that real improvements need to go deeper.

The only solution to combating the piles of rubbish on land and in our rivers and oceans is establishing reliable waste collection and disposal facilities in the problematic markets, particularly in emerging markets. By contrast, in our well-developed countries, responsible consumption – seasonal, regional and modest – is the most likely way in which the negative impacts on the environment can be reduced. We cannot solve the problems with waste in problematic countries with our behaviour here!

Accordingly, Andreas Michalsky's presentation concluded that the problem for the environment was not plastic itself, but rather the careless handling and large volumes of plastic in circulation. We as consumers must take a good look at ourselves and be conscientious in our actions, rethink our consumption, avoid waste, and dispose of waste in a responsible way.

Have you got any questions or suggestions on this subject?

We look forward to hearing from you:

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Always one step ahead:

The service philosophy of your partner Huhtamaki

Order, produce, supply – things are no longer that simple. In many respects, the requirements placed on modern packaging are growing and becoming ever more complex. The logical consequence is reorganising the entire supply chain, where the focus is increasingly on the success of our customers, not just the ordering process.

“It’s very important that every single one of our customers feels as though they’re in good hands. That’s why we always try to offer a better service than is expected of us – because your satisfaction is what motivates us!” says Carsten Höh, Head of Sales Food & Beverage.



Our company culture is unique in terms of the special service philosophy and consists of the following components:

- Being there for you – competent, with a high degree of continuity and a wealth of customer-specific experience
- Supply chain and logistics concepts that are tailored to you
 - Demand planning
 - Raw materials management
 - Consignment warehouse, VMI connectivity and much more
- End-of-life assessment for your product, meaning that we provide you with advice regarding the correct disposal, for example
- Laboratory analyses
- Flexibility in the rapid and expert implementation of new market requirements

Throughout the process, you can count on the foresight and solution-oriented approach of your personal contact partner at Huhtamaki – because our mission is to make you successful.

Read more about this topic in our service brochure “Achieving success together”, which will be published at the beginning of 2019.

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Effective use of special effects

Making a difference on the shelf

Consumers face a wealth of choices in the supermarket nowadays: which product, which brand, which packaging size, which flavour? All of these questions have to be answered in the shortest possible time to make a purchasing decision.

The packaging plays a huge role in this – it must convey the most important information about the product and appeal to different senses to stand out from the many others. To ensure that the packaging is chosen by a consumer, it should stand out from the crowd – particularly visually. It should be eye-catching. To make a difference at the point of sale, in recent years we have used lacquers and colours developed in our own coatings laboratory.

The highlights for the design of the packaging are:

- Glossy and matt coatings
- Combination of glossy and matt finishes
- Transparency or “windows”
- Lacquers that change the feel of the packaging

The lacquers mentioned above can be combined together in an infinite number of ways – we look forward to finding the right one for your packaging.



Push Tab®:

Huhtamaki's exhibition highlight at CPhI 2018



At this year's CPhI exhibition, Madrid was once again a magnet for the pharmaceutical industry for three days – Huhtamaki's Healthcare Team used the trade fair to present the innovative Push Tab® (previously Push Through) packaging for tablets. With new branding, our team presented the packaging with a unique push-through opening and generated a huge amount of interest.

Together with the company Romaco, one of the leading manufacturers of packaging machines, including strip packaging, Huhtamaki demonstrated how the Push Tab® works at its exhibition stand using samples and a product video. A resounding success!

Our Healthcare Team also made useful new contacts in the purchasing and development sectors. With over one hundred talks, we are reflecting on a profitable trade fair. In addition to Pharmapack in February 2019, it will be added to Huhtamaki's diary once again next year.

Are you also curious about the Push Tab®? For more information, visit www.pushtab.eu

TRADE FAIRS

Huhtamaki will be taking part in many exhibitions next year as well. We would be delighted to see you at our stand:

Pharmapack
Drug Delivery & Packaging
INNOVATION • NETWORKING • EDUCATION

Pharmapack in Paris
From 6 to 7 February 2019

Cfia
CONSEIL FÉDÉRAL
DES INDUSTRIES ALIMENTAIRES

CFIA in Rennes
From 12 to 14 March 2019

MADE
LA CRÉATION DE PRODUITS SUR MESURE

M.A.D.E. in Paris
From 19 to 20 March 2019

