

# Packaging Solutions & Materials Highlights

Innova Market Insights

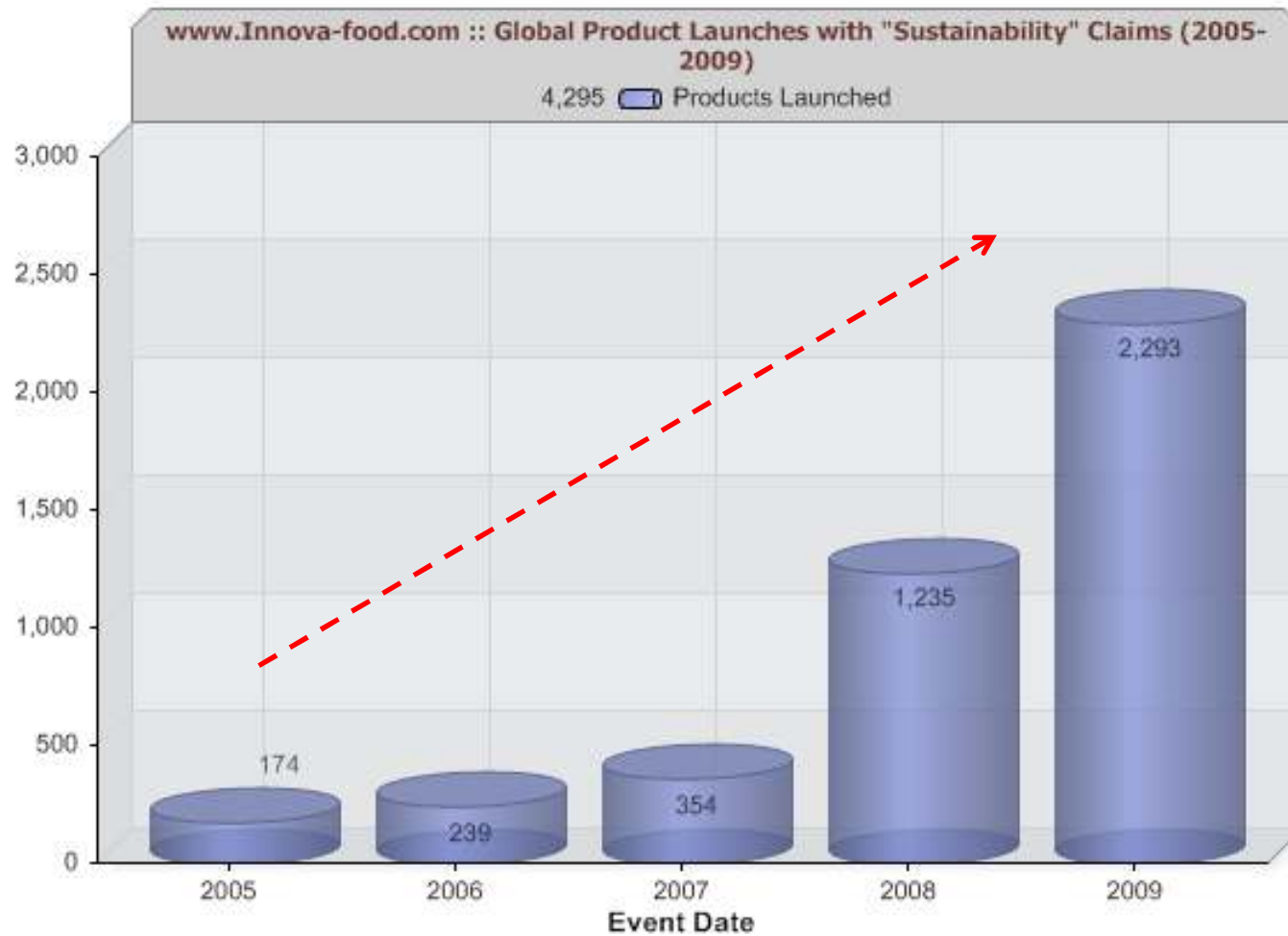
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## The Challenge – Helping Consumers Understand Sustainability

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- Currently, sustainability efforts are most apparent to consumers in the form of packaging materials used for foods and beverages.
- Typical claims used by manufacturers to claim sustainability are:
  - Eco-friendly
  - Biodegradable
  - Compostable
  - Recyclable
  - Carbon footprint
  - Fair-trade
  - General sustainability claims
- Sustainability is multi-faceted and all efforts need to be conveyed to consumers to assist in their purchasing decisions.

# Global Product Launches with Sustainability Claims



## Biodegradable Film For Flake

**NatureFlex NM is a cellulose-based, biodegradable film, manufactured from renewable wood pulp, metalized in-house and suitable for home composting.**

This is achieved because the level of metal is so small – less than 0.02% - that it only slows the film's degradation by a matter of days without interfering with its biodegradability in any other way. Other modified coatings ensure excellent metal lay-down and adhesion providing a very high moisture barrier.

**NatureFlex NM film offers a tight twist-wrap for this product, has an attractive metallic finish, protects the amazing flavor and texture of the chocolate and is made from sustainable materials.**



This film is to be used for Cadbury Flake chocolate bars launched in Australasia.

## Same Servings, Smaller Boxes

- Did you know, Little Bites are right sized treats for the whole family to enjoy. Now we've **right sized** our box to make it **more compact**. This saves paper and energy which benefits the earth.
- This smaller size box still has the **same number of servings** and pieces per pack, but will take up less storage space in your home.
- You can help the environment by **recycling** this carton according to your community's recycling guidelines.



Packaging claims along eco and sustainability themes are becoming more prevalent.

# Renewable Plant-Based Packaging

- **Snyder's of Hanover Organic Pretzel Sticks** are packaged in **renewable bags created from 90% plant-based materials**. The renewable raw material used to make the new packaging is produced with as little as half the energy compared to traditional petroleum-based packaging.
- **The package was created from an innovative renewable material called Earth Clear developed by Clear Lam Packaging, Inc. from Ingeo, a plant-based bioplastic**. This enables the bag to function without the dependency on petroleum-based products. Snyder's Organic Pretzel Stick line, including Organic 8 Grains & Seeds, Whole Wheat & Oat Bran and Honey Whole Wheat, will be the first pretzels packaged using this renewable packaging material.



# Convenient DipCaps For Snacking With Sauce

## Tillman's dips further into snacking

Tillman's, the company behind the innovative Toasty schnitzel option for the toaster, presented its newest snack creation for the fresh sector – Tillman's DipCaps. Tillman's DipCaps, are tasty meat snacks in practical portion beakers and with an dip to go with it in a separate lid. The pre-fried snacks can be enjoyed warm or cold. They are impressive due to the best quality meat, their quick and easy preparation method and their taste. Four popular, international snack classics are available in the range: Gyros with tzatziki, kebab with garlic and herb sauce, chicken filets with asia-sauce and steaklets with gypsy sauce.

The DipCap heats up in just 60 to 80 seconds in any commercially available microwave. Preparation involves:

- Taking off the lid,
- Placing the beaker in the microwave for 30 to 40 seconds with closed foil,
- Taking out the beaker and shaking for a



short time,

- Placing the beaker back in the microwave for 30 to 40 seconds,
- Using the fork provided to dip the meat directly into the lid.

The product, which will be launched in spring 2010, is seen as the ideal snack for at the office, when meetings overrun and the time left before your second appointment makes a visit to a canteen or an eatery impossible.

It is a fun snack for the whole family,

as without much effort the snacks can be enjoyed in the beaker cold or hot. The key – the foldable fork that comes with every beaker, so that you can start snacking straight away.

Tillman's DipCap is also seen as the ideal snack for boy's and girl's nights, thanks to the quick and easy preparation. The product is perfectly suited to the half-time break, a tasty bedtime snack after a pub crawl or as a snack for a relaxed evening among friends. ■



Convenient, on-the-go packaging innovation with separate sauce/dip eaten from the product lid.

## Unique Storage

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- **Ezaki Glico**, the Japanese confectionery manufacturer, has recently introduced a new format of gum packaging - **a squeezable container called "Smart Pod"**.
- **The package design stores paper wrappers in its lid. This lid feature housing individual wrappers is suitable for consumers wanting to cleanly dispose of their chewed gum in paper.** Also appealing about Squeezes packaging is its **wide-mouth container that allows individuals to easily retrieve one piece of gum.**
- **Napkins/spoons etc could be applied in the packaging in the same manner.**



## Jellies For Adults

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**Belgium: Jellies by Pierre & Laurent Fruit Jellies.** An explosion of flavors such as violet, wild strawberry, and blueberries. Upmarket range of jellies using flower flavours.

Premium packaged product positioned for adults with small window to expose product with 100% natural flavours & colours claim underneath. Provides natural image to the consumer.



## Locking in Freshness

- Freshness has a new sound
- The new Maxwell House Flavour Lock Lid.
- Push and click to help lock in great taste.
- Good to the last drop



## Packed Ready For BBQ Fondue

### **Belgium: Fundu Barbecue Dip Belgian Chocolate.**

Delicious Belgian chocolate to melt on the BBQ. Ready made for dipping, the creation of desserts or the finishing touch in delightful sauces.



Conveniently packed in foil tray for cooking on the bbq and the same tray is ready for dipping.



## Novel Packaging To Entice Fruit Snacking



*UK: Ella's Kitchen Organic Snacks The Chompy One Pack 'O' Snacks. Five packs of nutritious fruit snacks for kids, with a dry mix of organic raisins, apricots, dates, apples, bananas and a pinch of rice flour. The snack packs and the outer bag are pyramid shaped.*

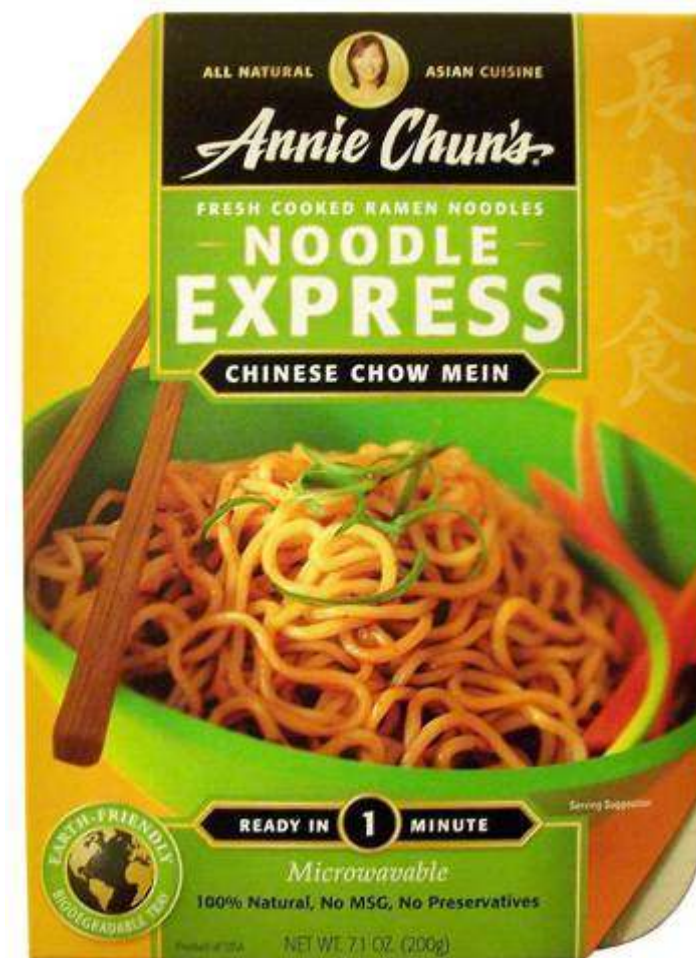


*Netherlands: Zonnatura Knappeltjes Appel Kaneel: Dried and Salted Apple Slices with Cinnamon*

# Ambient Meal Using Biodegradable Bowl

## Blog Comments on Ecoscene:

- The bowl and lid are made of **biodegradable plastic**.
- No refrigeration is required, so I can store bowls in my office.
- All-natural, vegan ingredients, meaning no preservatives or MSG.
- Made in the USA.
- Annie Chun's partners with Friends of the World Food to fight world hunger. They invite customers to "[buy a child a meal](#)" for a 19-cent donation.
- In 2004, the Environmental Protection Agency honoured Annie Chun's with an Environmental Achievement Award for their bio bowls.
- <http://www.ecosceneinc.com>



## Target Parents, Biodegradable Carton + Organic

- The sandwich box is totally compostable as it is made from **100% biodegradable card.**
- Shows the **Forest Stewardship Council** (FSC) symbol which guarantees that the certified wood used to make the pack comes from forests which are well managed according to strict environmental, social and economic standards.
- Shows **Organic** Food Federation Symbol. Organic Certification UK4. Fresh naturally organic.



## Insights – Consumer Potential

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- New products highlighting themselves as greener, more eco-friendly or derived from sustainable resources are on the rise, as companies see the potential for highlighting these issues to consumers.
- Marketers must communicate with authenticity, transparency and sustainability – in a language that consumers understand and find meaningful to their small steps on a daily basis toward becoming environmental stewards.
- Increase in incidence of single households – higher demand for convenience, versatility, portability and portion control.
- Stressful time for consumers. Self-Indulgence required for daily relief presents opportunities for premium packaging.