

Die Zukunft der Verpackung

ALLES AUSSER LANGWEILIGE FALTSCHACHTELN

FFI – Fachverband Faltschachtel-Industrie e.V., 05. Februar 2024

touch



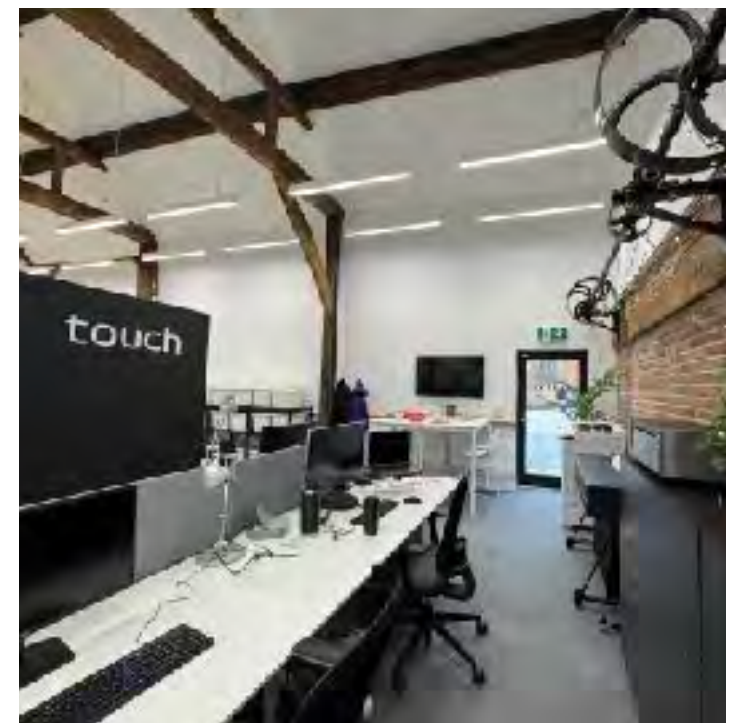


Big shi(f)t!



14:47

Luxair	DATE	31/10/2019
flybe	FLIGHT	B6789
	DATE	13 Oct
Austrian	DATE	001
	SEAT	14F
	GRP	-
Eurowings	SEAT	6A
	DATE	C16
Eurowings	SEAT	23C
	DATE	A20
Eurowings	SEAT	18A
	DATE	-
Eurowings	SEAT	23B
	DATE	B47
Lufthansa	SEAT	G34
	DATE	4B
Lufthansa	SEAT	C16
	DATE	27C
AEROFLOT	SEAT	A19
	DATE	24A
Austrian	SEAT	C07
	DATE	28A
Eurowings	SEAT	22A
	DATE	A15
Lufthansa	SEAT	C16
	DATE	31D
OMR	OMR19	
Eurowings	SEAT	22C
	DATE	173



Kellogg's



Carlsberg

MARS



Mondelēz
International



BOL



Capri-Sun



Barilla



BRITVIC

AB WORLD
FOODS



colart



DIAGEO



We're trusted by the
world's most
recognised
brands

touch

FFI Fachverband Faltschachtel-Industrie e.V.

Intro

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Verpackung & Nachhaltigkeit

KREISLAUFWIRTSCHAFT

Sammelsysteme

ÖKO -MODULATION

Recyclateinsatz

PlasticTax

Einwegpfand

PRODUKTALTERNATIVEN

Nationale Gesetzgebung

BIOABBAUBARKEIT

Recyclingfähigkeit

Kostenentwicklung

Mehrweglösungen

Recyclingziele

Lebensmittelsicherheit

Internationalität

SINGLE-USE PLASTICS



WO SCHWIMMT DER MÜLL IM MEER?

Great Pacific Garbage Patch

47 KANN MAN PLASTIK AUS DEM MEER HOLEN?

Mehr als doppelt so groß
wie Frankreich oder Texas.

Flugzeit 5 Stunden

San Francisco

Hawaii

4.000 Kilometer

Die Lage der fünf großen Müllstrudel

Hawaii

Strömungen verbinden
alle 5 Strudel miteinander.



80%

der **UMWELTAUSWIRKUNGEN** von Produkten und
Dienstleistungen werden bereits in einer
SEHR FRÜHEN DESIGNPHASE entschieden.

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Avoid

Reduce

Reuse

Recycle /Compost

Recover

Dispose

Litter



**THE
WASTE
HIERARCH**

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10 Spotlights

... auf die Verpackung der Zukunft

»Weniger aber Besser«

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Vermeiden

»Können Sie sich eine Welt ohne Verpackung vorstellen?«

Naked Food



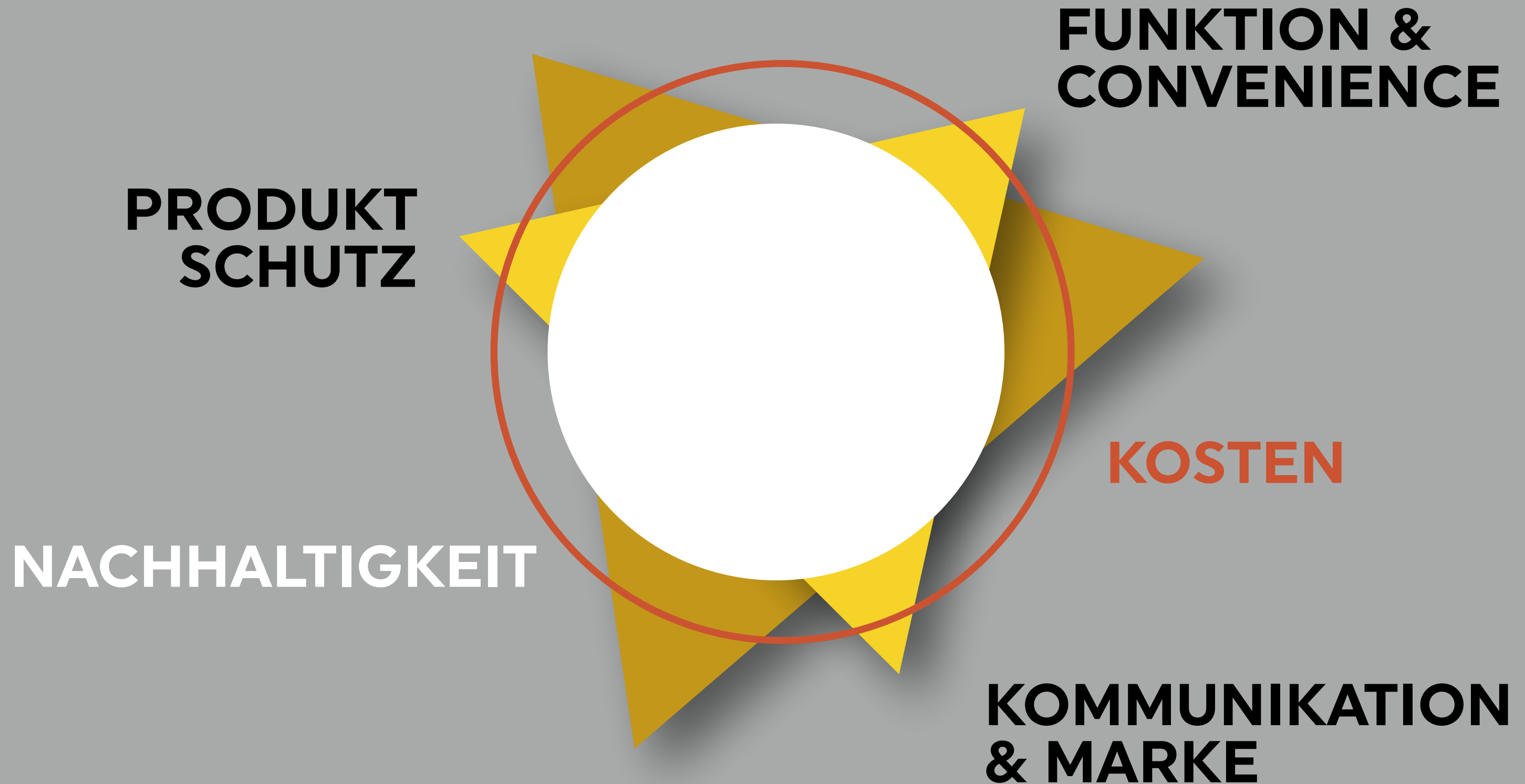
Vision



Realität



Balance





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Reduzieren

»Es ist einfach, das Verpackungsvolumen zu reduzieren!«







Vorher



Nachher



IKEA / Reduzieren



**Flat Pack
seit 1956**

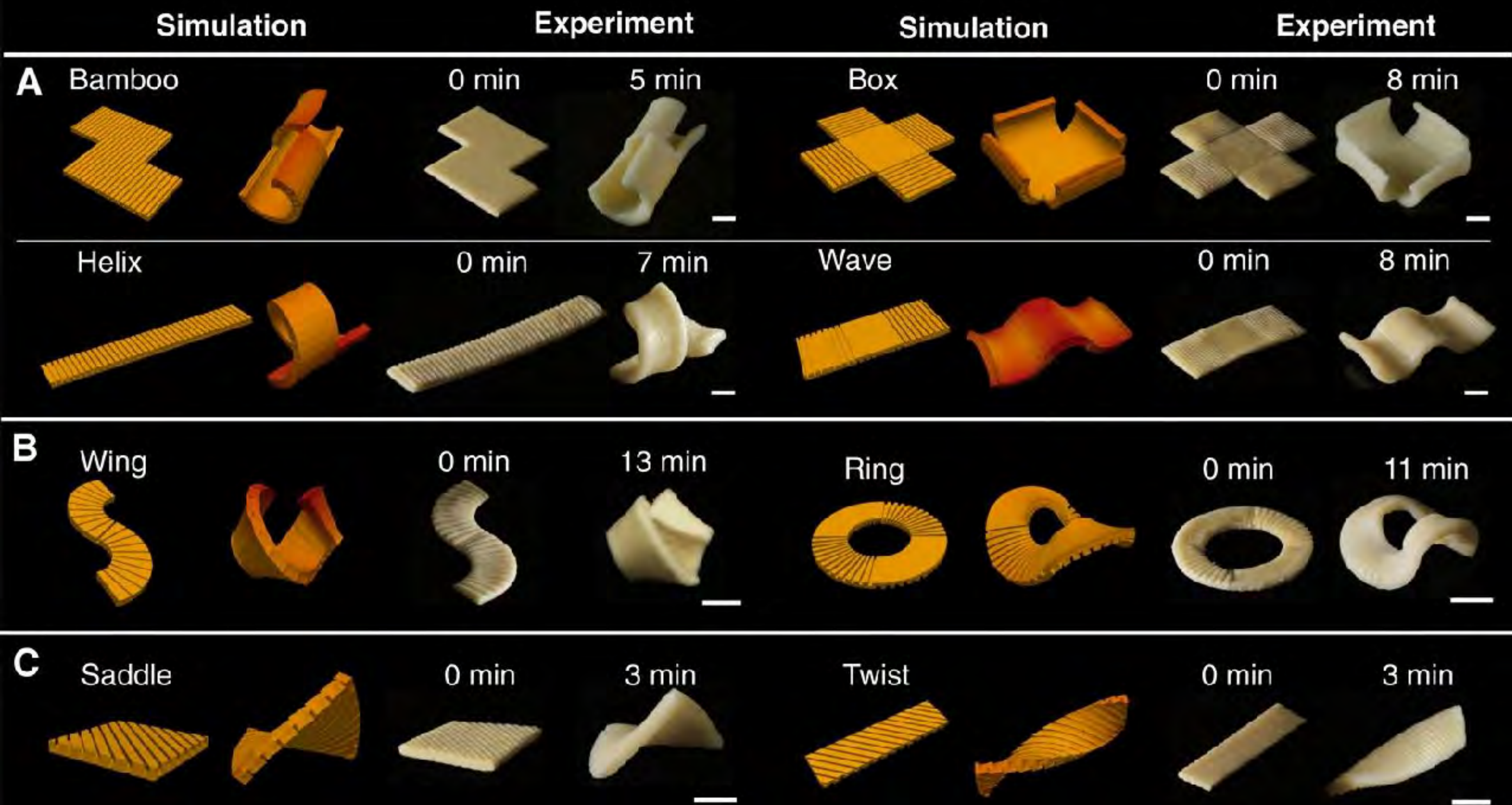




1985 / 2015

BACK
TO
THE FUTURE









**Ireland's number
1 water brand**

1533 tonnes of virgin
plastic removed

20% less plastic

touch



**The perfect on the
go complete meal
format**

40% lighter than previous

100% recyclable

100% repurposeable

touch

Purposeful repurpose



Storage Jar



Bird Feeder



Watering Can



Seed Pot



Vase

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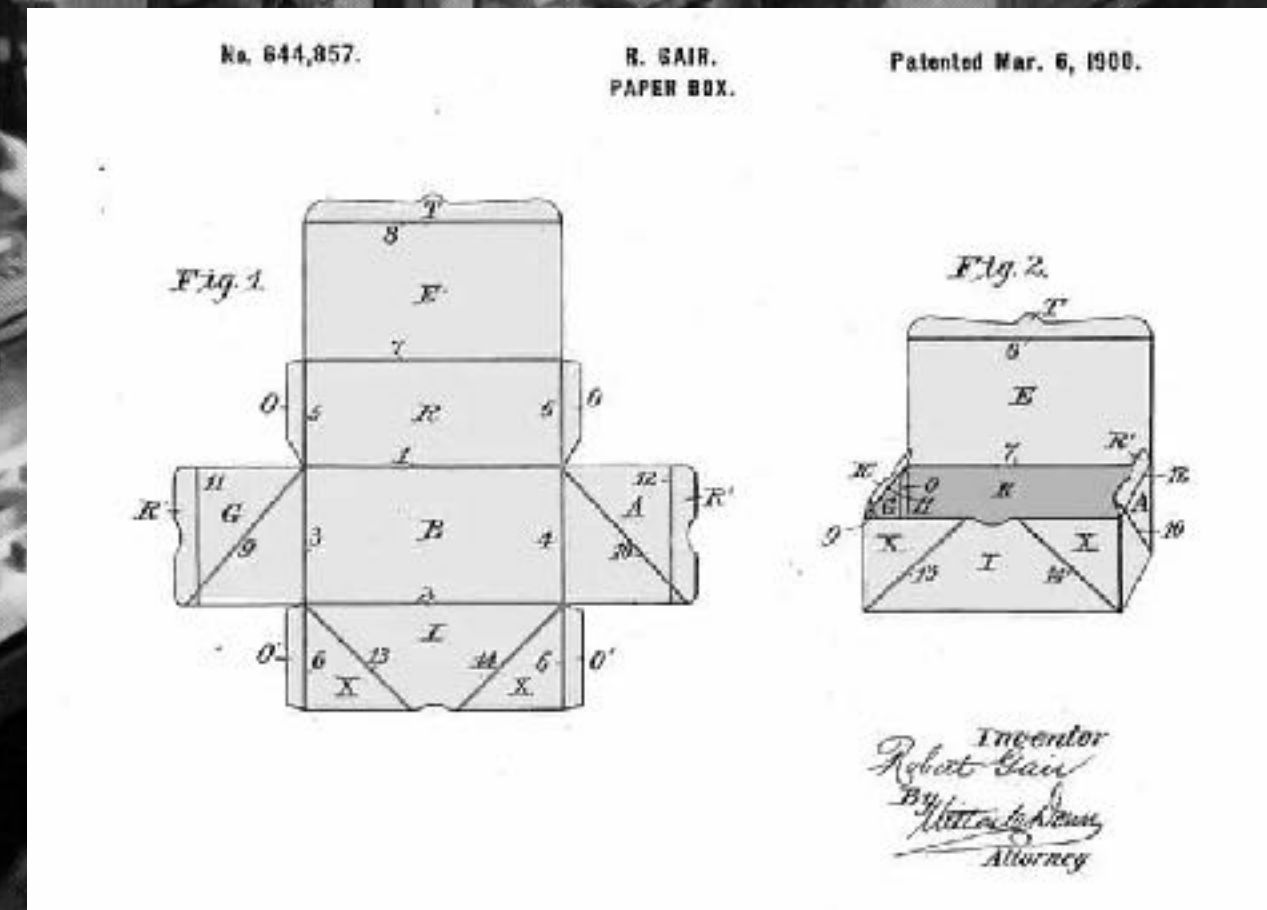
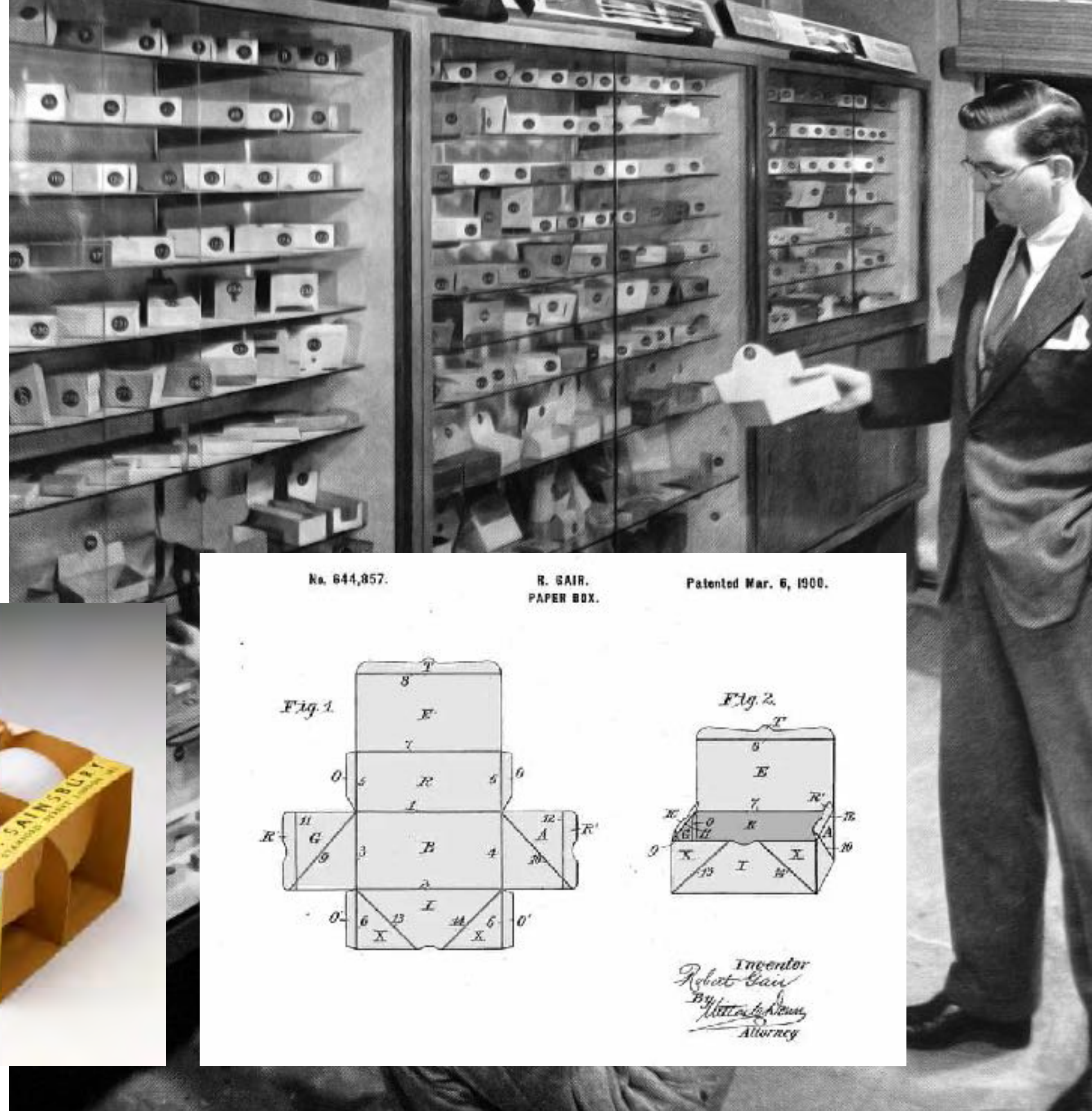
Paperization

»Die nachhaltigste Verpackung ist aus Papier«

History

1878

Papermaker Robert Gair realized that his machines could be modified to cut and crease simultaneously.



'Tell' me why?

Warum war Schillers Wilhelm Tell
Inspiration für eine Verpackung?





... und immer noch im Handel













Nachhaltig?



Langweilige Schokolade



100g = 1.50 €

Premium Schokolade



100g = 3.30 €

Sustainable gifting
experience in line with
ethical product sourcing
practices

100% recyclable



Problem:

Own label and discounters have become **bolder in replicating established brand and product equities.**

So, the onus on structural packaging to win over consumer hearts at the first moment of truth is greater than ever.



Wendebox









Exciting Boxes



Exciting Boxes



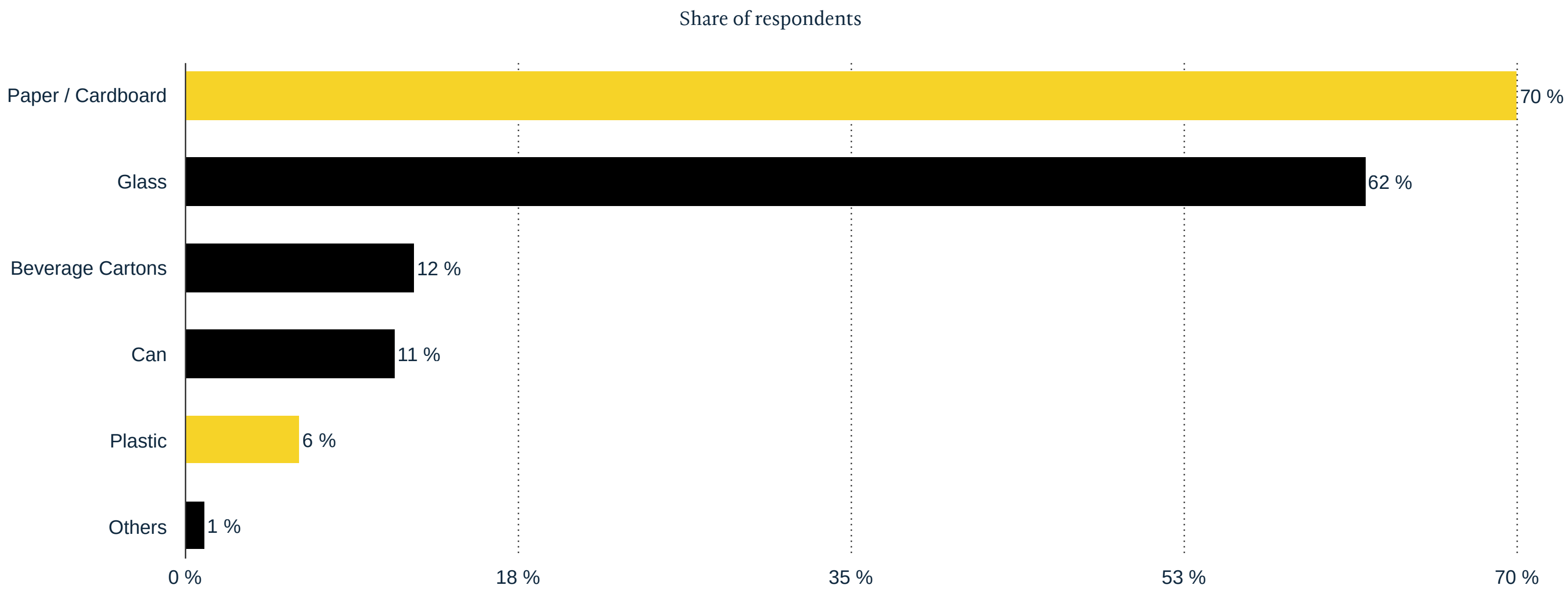


Exciting Boxes



Which packaging do you find particularly "sustainable"?

Survey on the sustainability of packaging by type in Germany

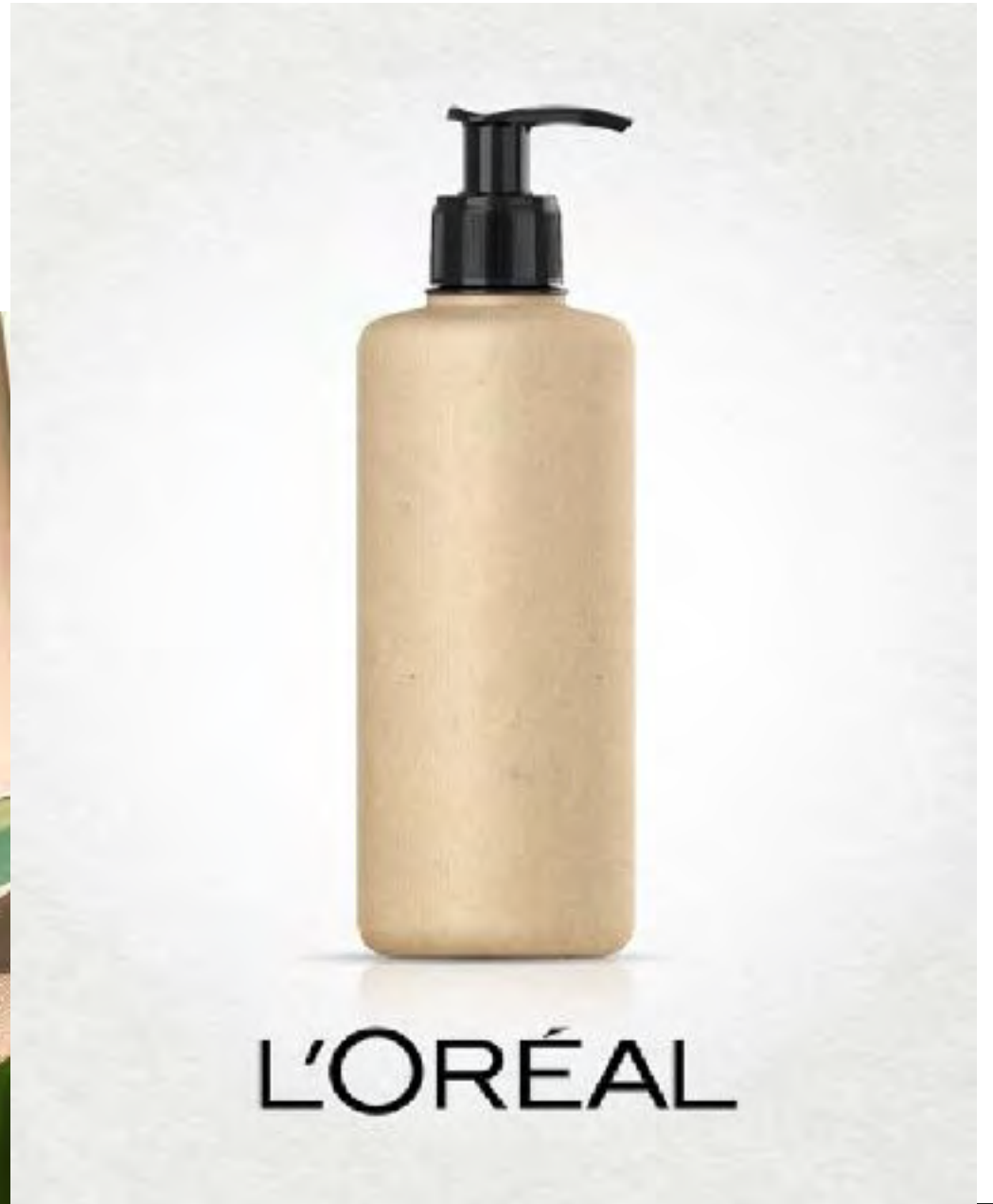


Hinweis(e): Deutschland; März 2021; 1.001 Befragte
Weitere Angaben zu dieser Statistik, sowie Erläuterungen zu Fußnoten, sind auf Seite 8 zu finden.
Quelle(n): Simon-Kucher & Partners











Natural Barrier Coating

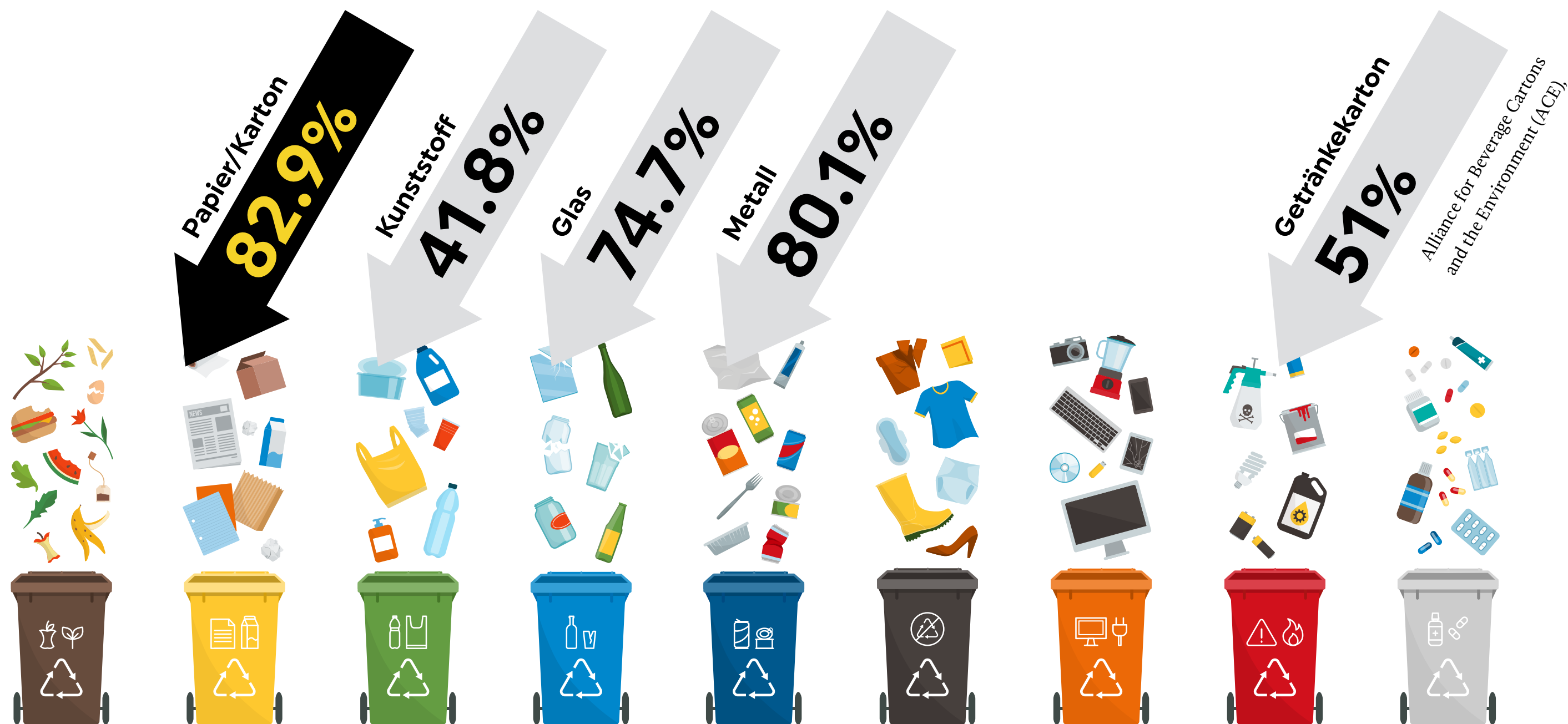




Natural Barrier Coating



Recycling Rates in Europa





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Recycling

»Recycling begann in den frühen 1970ern«

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**Wieviele Hügel
hat Rom?**

Monte Testaccio, Rome



2th century

Monte Testaccio, Rome

Quirinal Hill

1

Viminal Hill

2

Capitoline Hill

3

Esquiline Hill

4

Palatine Hill

5

Caelian Hill

6

Aventine Hill

7

Monte Testaccio

8







**270 years of French
heritage captured**

Maille's most convenient
pack format

22% less plastic than
previous

100% recyclable

100% recycled content



touch

Next generation sustainable multipack

Eliminates 65K tonnes of
plastic shrink.

3400 tons of CO2 eliminated

100% recyclable

Best in class multipack can
experience

Winner 2024 Sustainable Design
Awards & UK Packaging Award



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**»There is no such thing as waste.
Just stuff in the wrong place.«**

Free after David Takayoshi Suzuki, Environmental Scientist



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Kompostierung

»Es wird einfach in der Natur abgebaut...«

**Tetra Pak
Rigello
1970's**



2020

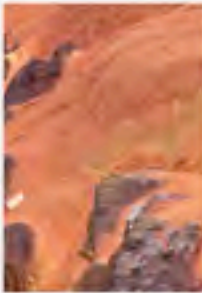
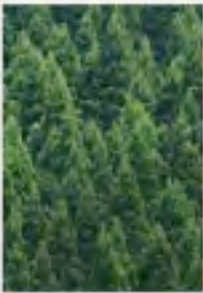


SEEDLIP / Mushroom Packaging, Grown.Bio/Ecovative







											
ABACA	ALGAE (SEAWEED)	ALUMINUM	AVOCADO SEED HUSK	BAGASSE	HD PBS	LIGNIN	LINEN	LYOCELL (WOOD PULP)	MILK PROTEIN	MUSA (BANANA FIBRE)	MUSHROOM
											
CALCIUM CARBONATE	CARDBOARD	CASSAVA	CELLULOSE (METALLISED)	CELLULOSE (PLAIN)	CHITIN	MYCELIUM (FUNG)	ORANGE FIBRE	ORGANIC BAMBOO	ORGANIC COTTON	PALM LEAF	PAPER
											
CHITOSAN	COCONUT HUSK	COIR (COCONUT FIBRE)	CORK	BICALYPTUS	HIRE (VEG AND PLANT)	PEAT	PINA	PINA (PINEAPPLE FIBRE)	PLA (CORN)	PLA (SUGARCANE)	PLANT PULP
											
FISH WASTE	GLASS	GRASS	HEMP	JUTE	KAPOK	PRESSED PLANT	RAMIE (NETTLE FIBRE)	RICE HUSK	RUBBER	SILK	SISAL (AGAVE)
											
SOY	STARCH	STEEL	WASTE (AGRO)	WASTE (FOOD)	WHEAT	WOOD PULP	WOOL				

Innovation



Sascha Peters

„Materials in Progress:
Innovationen für Designer und
Architekten“

Herausgeber : Birkhäuser

Sprache : Deutsch

Hardcover : 272 Seiten

Design für den Kreislauf



Design für den Kreislauf



DEUTSCHE TELEKOM / PaperFoam



REINPAPIER / PaperFoam



REINPAPIER / PaperFoam





INDUSTRIES

Design für den Kreislauf



STORA ENSO / Papira, Woodfoam



TRACELESS FILM, TRACELESS PLAST + TRACELESS COAT



Available as a film, hard-plastic
and coating.





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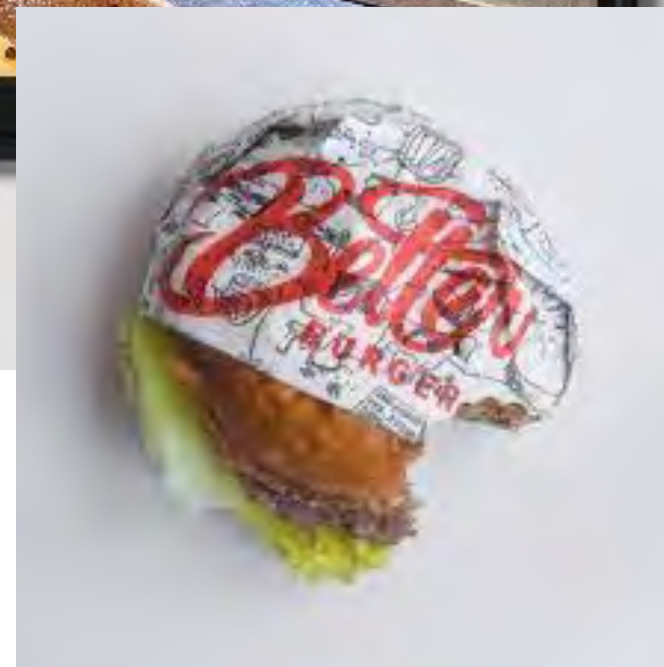
Eat it!

»Essbare Verpackungen retten den Planeten.«

touch



R T L



Edible Packaging



OHOO / Edible Packaging



Edible Packaging





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Einweg contra Mehrweg

»Bequemlichkeit ist der wichtigste Faktor!«



2,8

Milliarden
Coffee-To-Go
Becher/Jahr

28.000

Tonnen Müll



REPACK / Reusable Shipping Bags



THE BOX / Reusable High-Tech Shipping System



SEND ME
PACK



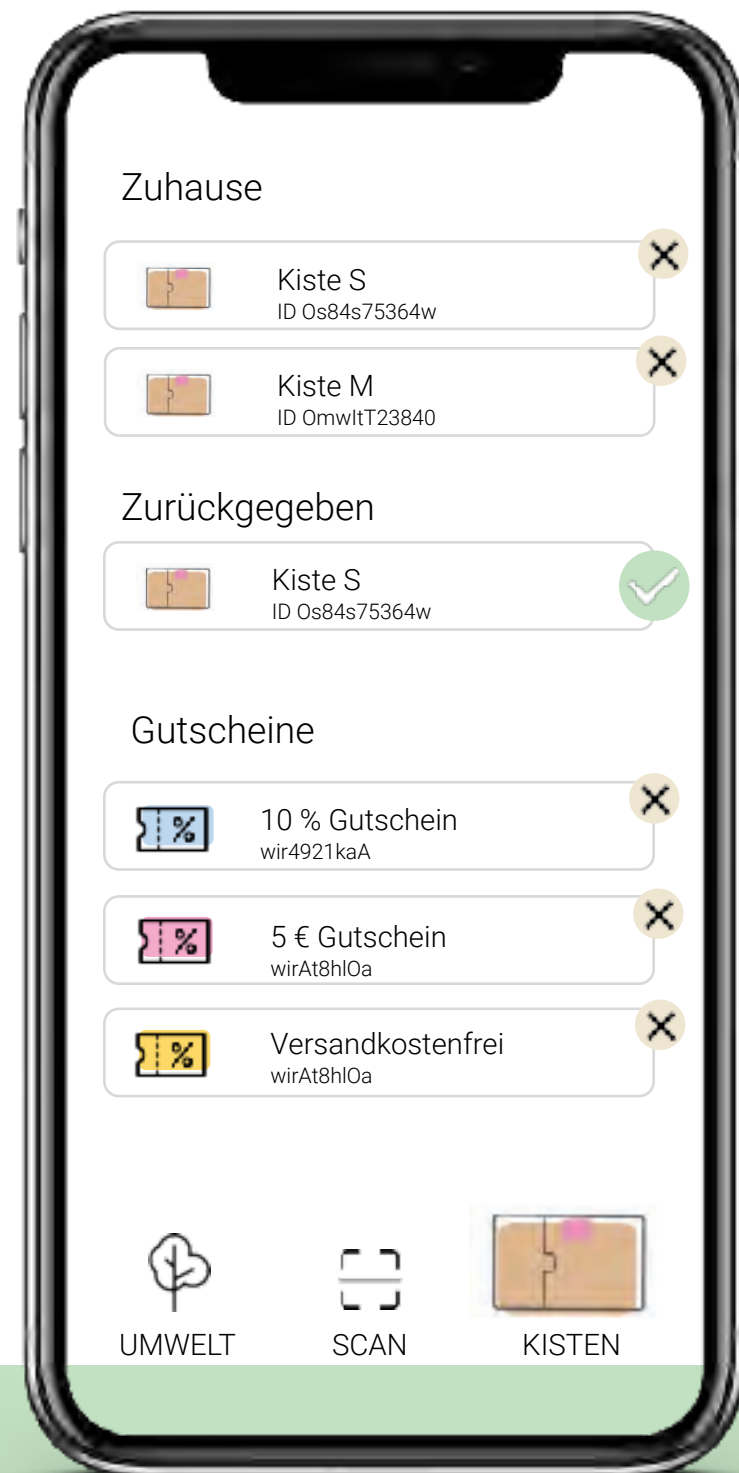
WEIL UNS EINWEG
ZU WENIG IST.

SEND ME
PACK









we make every return a surprise!



Replacing Hard-to-recycle Single-use plastic

Eliminating flexible mono
dose formats with a reuse
alternative in Indonesia.

20 x reuse

Diverts flexible plastic from
the environment

touch





1785



Milkman System



LOOP / Reuse Concept



LOOP / Reuse Concept



LOOP / Reusable ice cream container

Pack cost
\$8.30

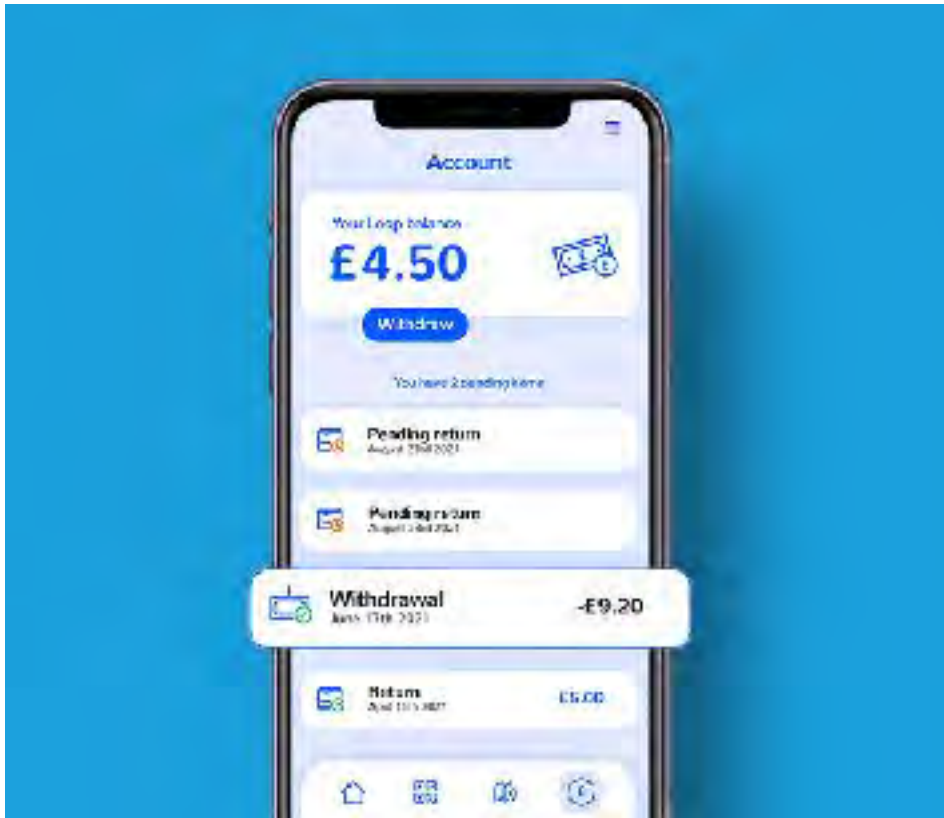


Cost p/use
\$0.083

100+ uses

Asset to brand rather than on going cost

LOOP / Reuse Concept



ReUse / RePurpose



ReUse / RePurpose



ReUse / RePurpose



ReUse / RePurpose



ReUse / RePurpose





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Standards

»One size fits all.«

DEUTSCHE MINERALBRUNNEN

Die ‚Perlenflasche‘



»Perlenflasche«

Eingeführt am
28. August 1969

145 Mitglieder der Genossenschaft
Deutsche Brunnen eG

150

... verschiedene Bierflaschen

DUVEL / Reusable Deposit Bottle



SEA ME / Reusable Deposit Bottle

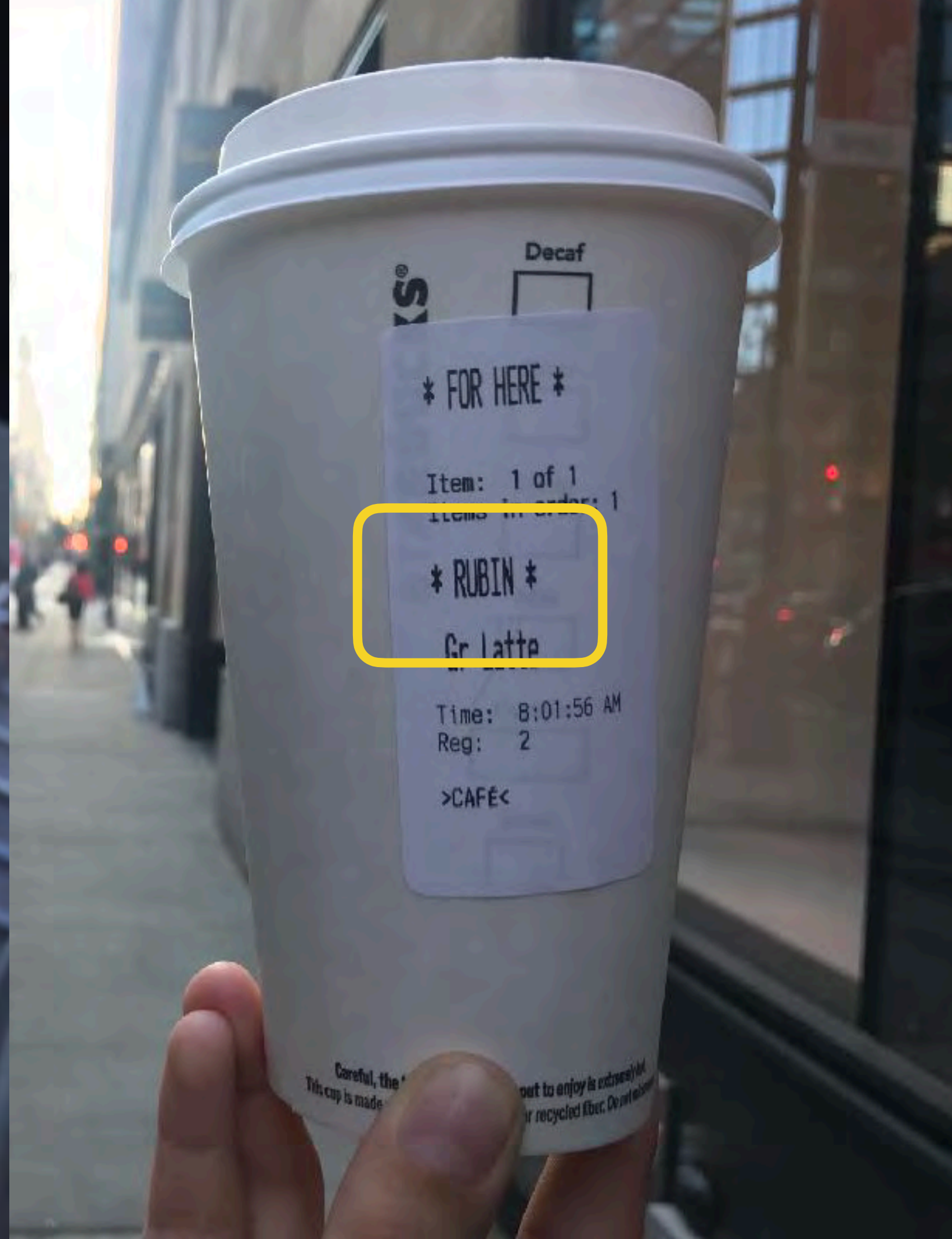




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Technologie

»Digitalisierung ist der Schlüssel.«



**»If you digitise a shit process
you get a shitty digital process.«**

(Thorsten Dirks, Ex-CEO Telefónica Deutschland AG)



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DE S. PAULO

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CAFE PELE

Este café foi embalado a vácuo hoje.
Está aqui a prova.

Café torrado e moído

Extra Forte

500 g

de Temer

André de R\$

Em depoimento, executivos da

Delação premiada de executivos da Andrade Gutierrez aponta pagamento de cerca de R\$ 150 milhões em propina na obra da hidrelétrica de Belo Monte. O valor se referiria a acerto de 1% sobre contratos e teria como destino PT, PMDB e agentes públicos ligados a esses dois partidos. Entre os depoimentos homologados estão os do ex-presidente da empreiteira Otávio Azevedo e do ex-executivo Flávio Barra. Planilha de doações da empresa indicou R\$ 15,7 milhões para a campanha presidencial de Dilma Rousseff de 2010 e R\$ 34,68 milhões para a de 2014. Os recursos foram registrados como doações legais, mas, segundo Azevedo, R\$ 10 milhões das doações da última campanha têm origem em superfaturamento de contra-

tos detre...
mico do R...
lo Monte. O...
cebido doaç...
das com dinhe...
formações de ven...
cessos que correm no...
rior Eleitoral (TSE) que pedem a cassação da chapa de Dilma e do vice Michel Temer. **POLÍTICA / PÁGS. A6 e A8**

Câmara recorre para não

obrir impeachment de Temer

aponta propina para PT e PMDB

sada à campanha presidencial de Dilma em 2014

Janot agora quer que STF anule posse de Lula na Casa Civil

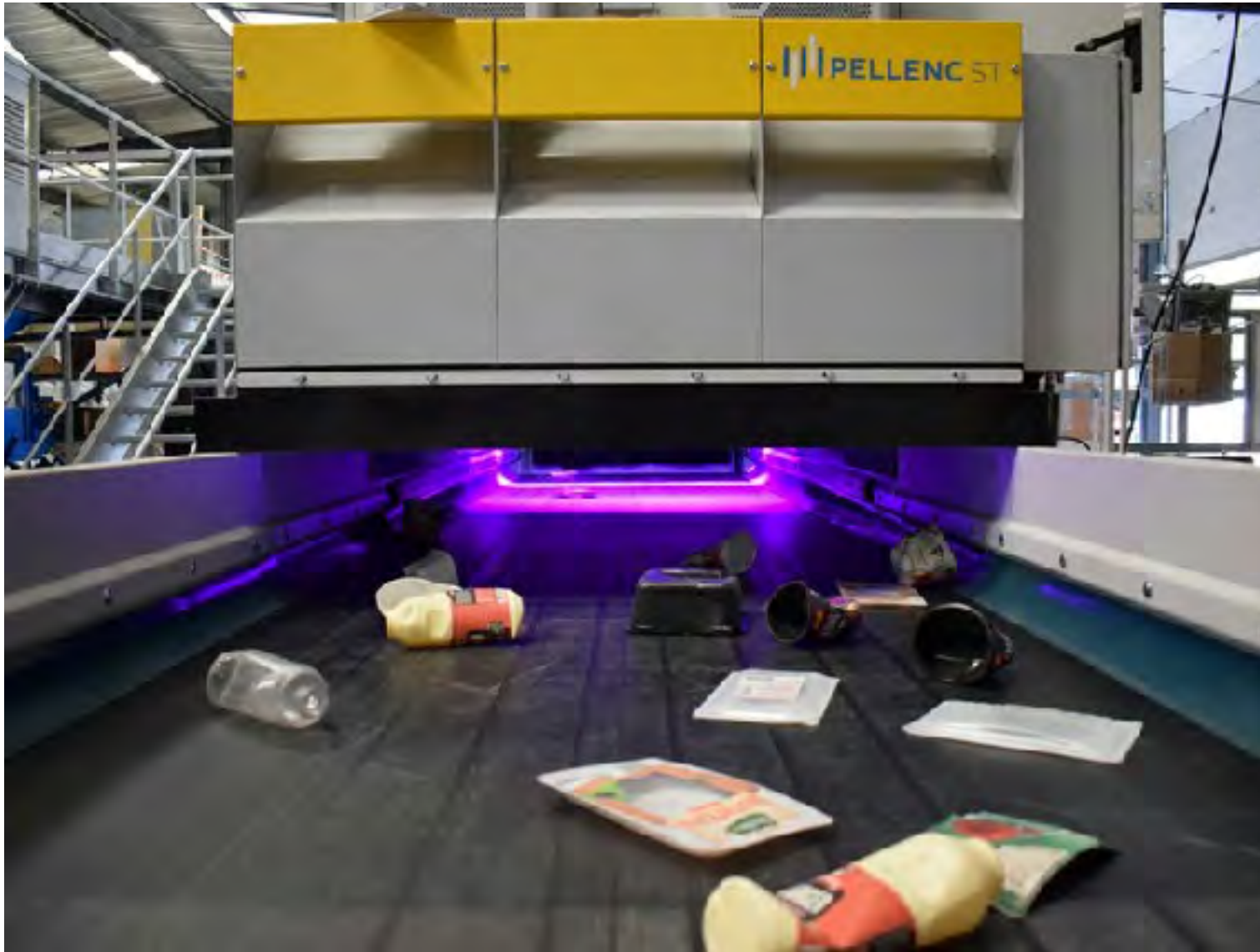
Em manifestação enviada ao Supremo Tribunal Federal (STF), o procurador-geral da República, Rodrigo Janot, mudou de opinião sobre a nomeação do ex-presidente Lula como ministro da Casa Civil e, agora, se mostra favorável à anulação do decreto da presidente Dilma Rousseff que deu posse ao perista. Para Janot, não restam dúvidas de que o ato foi manobra para o ex-presidente escapar da alçada de Sérgio Moro e ser investigado pelo STF. **PÁG. A7**



HOLY GRAIL 2.0 / Digital Watermark



HOLY GRAIL 2.0 / Digital Watermark





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Perfektion

»Wir müssen es zu 100% richtig machen!«



Museum of Failure

O

M



Fazit

»Try again.
Fail again.
Fail better!«

Samuel Beckett

touch



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uwem@touchdesign.com