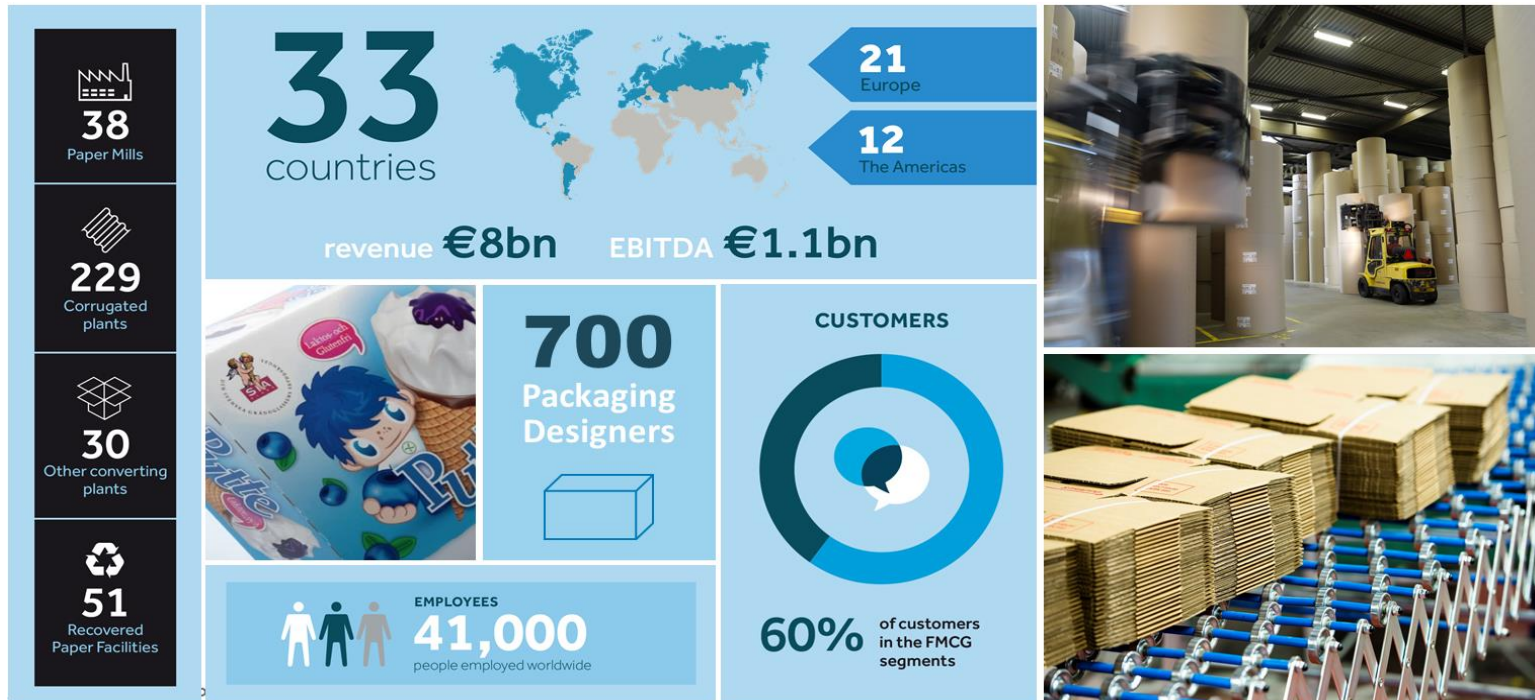


Produktutvikling av bølgepappemballasje



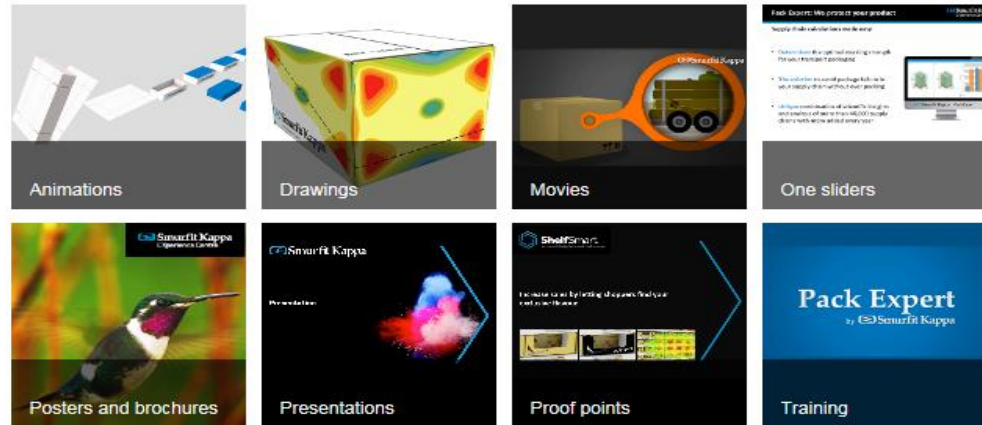


Vi deler vår kompetanse og erfaringer på tvers av landegrensene.
Våre databaser er tilgjengelige for alle og brukes i det daglige utviklingsarbeidet.



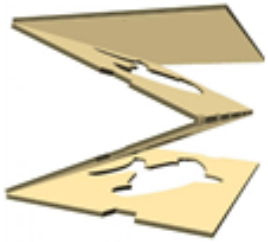


Vi deler vår kompetanse og erfaringer på tvers av landegrensene.
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- | | |
|----------------|---|
| Innobook: | Vår innovasjonsdatabase med over 6000 pakkeløsninger |
| Pack Expert: | Vår database for optimering av emballasje i logistikk |
| Shelf Viewer | Vår billedatabase med 42.000 emballaseløsninger i butikk |
| WikiPackaging: | Vår kompetansebase. Smurfit Kappas kollektive intelligens |

Innovation - 3 New solutions into InnoBook®

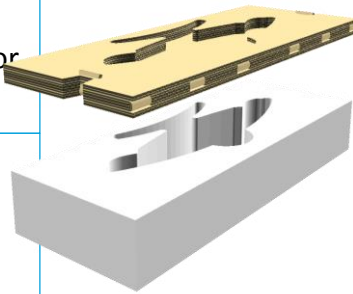


8691 Sigmafold Insert

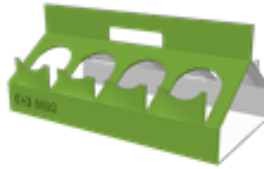
Challenge: Create a 100% Recyclable packaging solution for our Premium Chairs

Solution: SigmaFold Insert made of Corrugated Cardboard

New Insert



Old EPS Insert



8692 Festival carrier

Challenge: Design a carrier for Beer-glasses that could stand on uneven ground. Primarily meant to be sold at the festival.

Solution: Strong & Easy to assemble with few simple steps and it is glue free.



8697 SRP for butter

Challenge: Create a automatic solution, to be efficient in packaging process, in store and consumer-friendly

Solution: Inside Print effect, without the need for inside printing at SK Plant



Differentiate by boosting brand emotion (e.g. premium perception)



+21%



USE SUBCONSCIOUS
ELEMENTS

THE SRP IS THE SURROUNDING IN WHICH
THE PRODUCT IS PRESENTED

+20%

CO-DESIGN
PRIMARY AND SRP

+80%

CREATE
THEATRE



+13%

DO NOT FORGET
THE INSIDE

THE MARKET GETS MORE COMPETITIVE



The shopper decides

Private labels are growing



Discounters are growing



Competitors do promotions



E-commerce growing rapidly



SHOPPER BEHAVIOR IS CHANGING



Shoppers spend 15 seconds on average at category shelf



Shoppers notice less than 40% of products on shelf



Shoppers focus their attention at the POP materials for 1.6 seconds

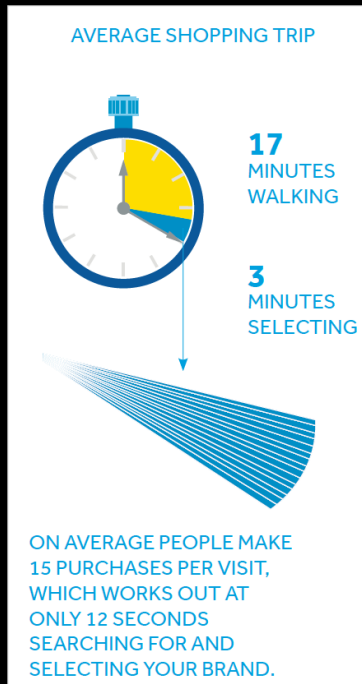


Shoppers notice 15 POP materials out of 450 in average supermarket store

The shopper mission influences the mindset and searching strategies of the shopper!

BRAND OWNERS UNDER INCREASED PRESSURE

Shopper insights: every second counts



To fight competition: Brands are innovating and upgrading their products.



How about their SRP?

COULD SHELF READY PACKAGING HELP BOOST BRAND EQUITY?



Disruption



Disrupt the path to purchase
to focus on your brand

Consistency



In line with the marketing
campaign

Perception



Reinforce the purpose of
your brand

A typical customer request...



Production
& Logistics

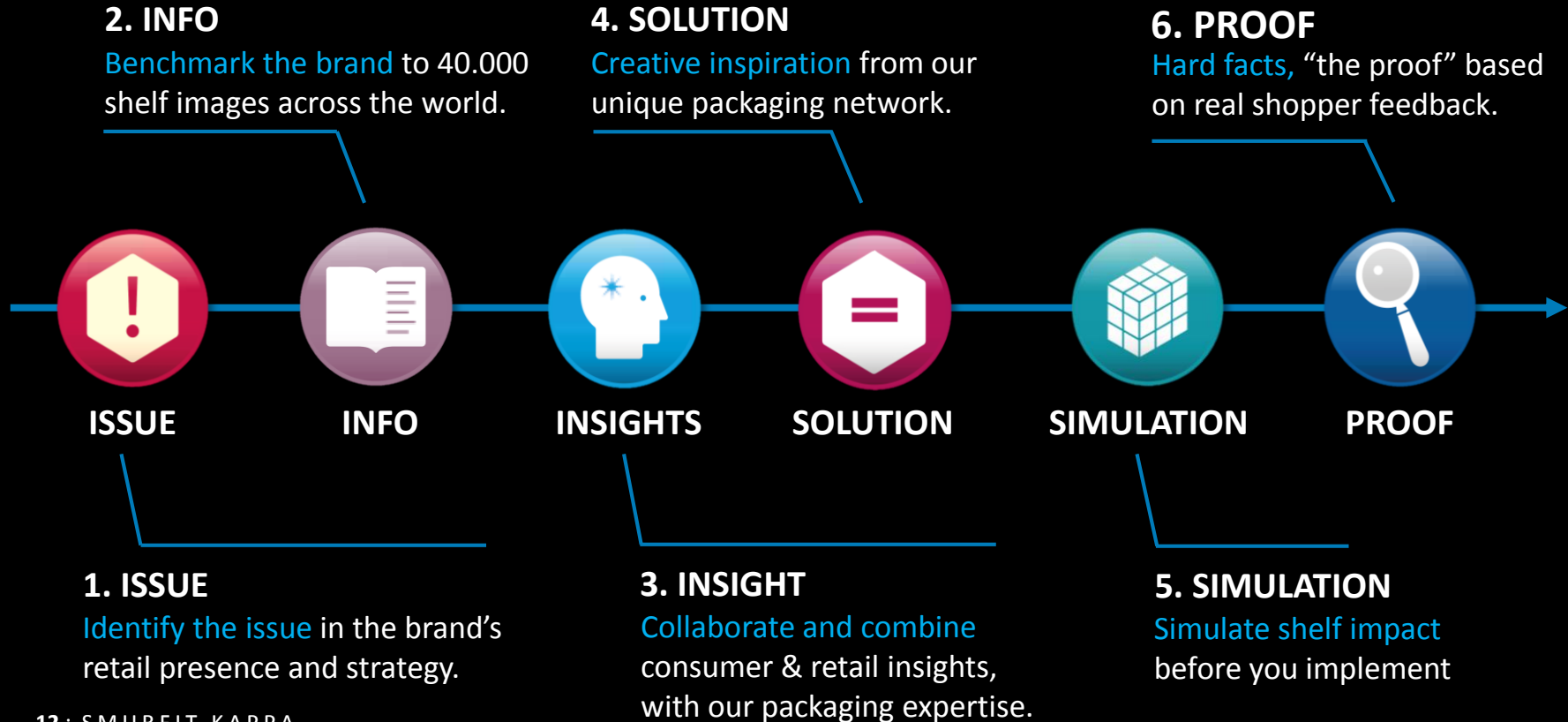
“We must optimize our **packing lines**,
improve our **warehouse efficiency**
and reduce our **logistical costs...**

we must ALSO **differentiate**
our brand on shelf, maximize
the **shopper experience** and
drive our sales...”



Shopper
Marketing

SHELF SMART® Design process

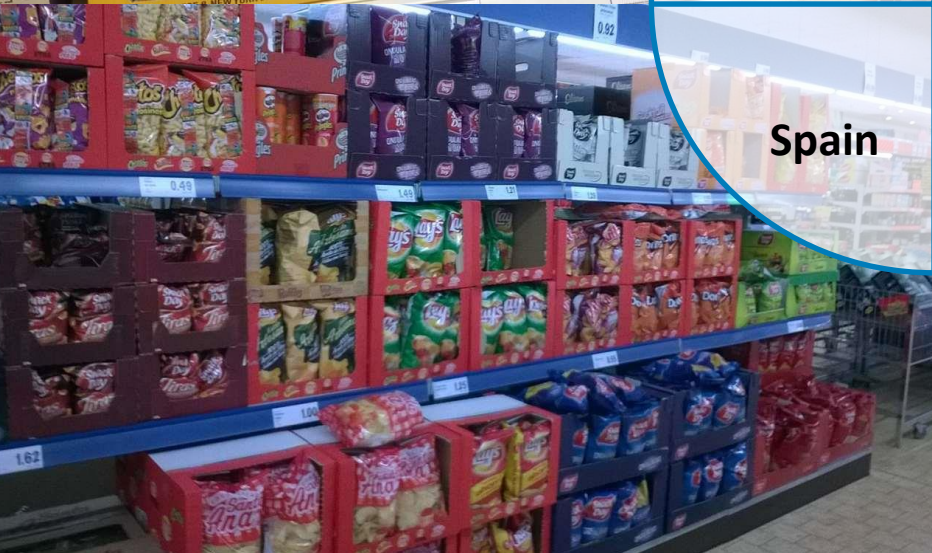




UK



Poland



Spain



Sweden

What can SIMULATION do for the design process?



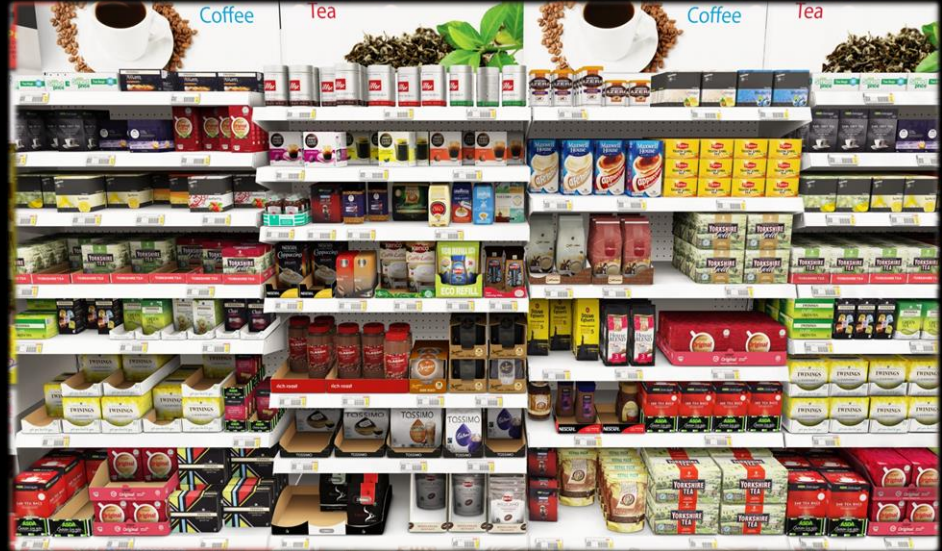
What can SIMULATION do for the design process?



Create & present a **complete market launch in 3D** in a controlled retail environment (incl. packaging, displays, signage & other branded items).

Benchmark the visual impact of your latest ideas, compare within your own concepts or vs. your competition.

Simulate different shopper conditions throughout the day, e.g. full vs empty shelves.



...Disrupts shopper's searching behavior

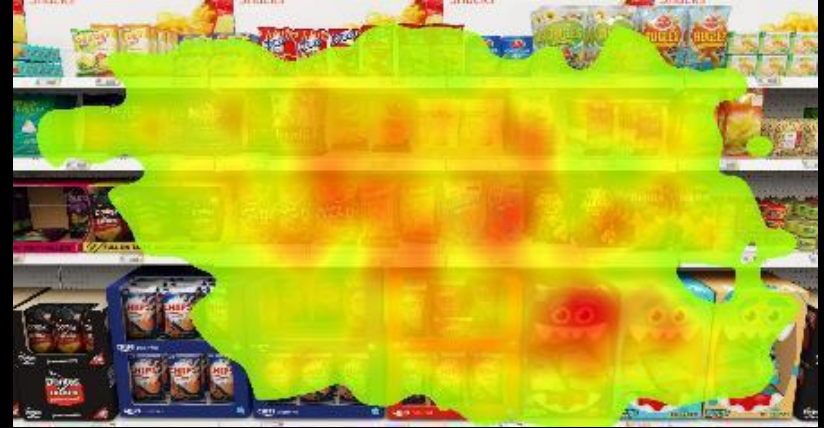


Monster Chips on the shelf in basic SRP



Monster Chips on the shelf in disruptive SRP

Monster Snacks - PROOF



Online eye tracking studies of 440 UK shoppers prove that disruptive SRP draws the eyes of the shoppers (hotspot)

- ▶ Noticed by 50% more shoppers (in the first 5 seconds)
- ▶ Noticed 25% faster