

BULLETIN

Packaging Trends for 2018



As 2017 winds to a close, packaging is no less on the minds of everyone. In fact, this time of year is arguably the time packaging is really front of mind; wrapping Christmas presents, scouting for the perfect gift that's sure to impress inside and out of the box and finally the amount that gets disposed of after the 25th. Everyone is mindful of packaging this time of year.

But right now, it's a little too late to adopt the latest or upcoming trends to wow the shoppers of 2017, however you can make it your new year's resolution to ensure your product isn't left behind in the coming year. With that, let's begin with one everybody wants, but nobody seems 100% sure how to go about:

Smart Packaging

It's no secret that people spend an extraordinary amount of time on their phones; regardless of the context or appropriateness of the situation, and

it's because of this phenomenon they've become the go-to portal for almost all attempts at Smart or IoT (Internet of Things) applications. From NFC chips, RFID tags and QR codes, to augmented reality and emerging technologies like product recognition AI that can simply tell what you what was scanned and look up relevant product information. As well, there are Smarter Barcodes which access Rich Media and a plethora of other applications through a secure real time access Portal.

The issue is and always has been the cost of implementation for such things; not only is there the cost of expensive software developers to create "from-scratch" application and then you'll need to pay them double in order to develop the server-side of the application to actually make it work via the internet. Those restrictive and off-putting factors, one pre-made service, known as Smarter

Barcodes was set up to offer a customisable and bespoke system for a particular product via a standardised app usable by any company (for a fee), which then dispenses anything from videos to coupons, to rebuy options, to instructions and any other sort of information to the customer who scans a standard everyday barcode using that app. The trend therefore "connectivity growth"

Late-Stage Customisation, mass randomisation and Personalisation

LSC is not new by any means, but in an era that values novelty and connectivity more than ever; it offers that often sought-after solution to the underlying existential fear of homogeneity all customers share; the vast, tangled variety in every

aspect of our capitalistic world is by no means synthetic, it is a naturally occurring phenomenon manifesting as an evolved response by the markets to the simple fact that humans value scarcity, and when one walks into a convenience store for the 200th time that year and sees the same chocolate bars on adverts, in people's hands, and on the shelves for the 956th time, the brain unsurprisingly registers these things as decidedly common and not scarce. But walk in and see a chocolate bar with your name (literally) on it? Well now... That's quite something... Suddenly it's shot right up the scarcity hierarchy, and on some primal level, in total spite of your reasoning; you want it!

Late-Stage Customisation is the answer here; personalisation doesn't need to cost the world, nor be difficult to implement, and for that reason it's only going to grow and grow as a trend, next year and long after.



Personalised bottles from CocaCola.

Eco Packaging

People are becoming ever more conscious about their and everyone else's impact on the environment; and although people have the concern and would like to do something, the reality of modern life frequently throws a huge non-compostable, non-recyclable spanner in things. But the demand is there! It merely needs to be supplied, an eco-friendly pack solution not only addresses the real issues; creating a circular economy but without even considering the product within, customers gain a sense of relief, satisfaction that they're helping and are part of the solution. From compostable plastics to foams and board that melt in water, recovered ocean plastics to all manner of Fairtrade and eco-sourced materials. You can even go further and

target the huge issue of food waste with innovative new humidity control technologies as well as utilizing the packaging itself to create small packs/portion control packs that segment the total product sufficiently that people do not over or under consume, and so can more reliably measure how much they actually need to reduce waste. There's a veritable plethora of options when tackling this issue that allows you to choose just how far into the eco spectrum you wish to go.

Eco-Premium

Christmas isn't just for kids. As you mature, so too does your appreciation of premium looking goods; for the same aforementioned reasoning, scarcity, novelty and the uncommon I spoke of under Late-Stage Customisation. This

doesn't have to cost the world however to tap into - an economic compromise can be delivered in which something is made unique and premium looking whilst maintaining good margins; think of the packaged organic foods or eco-friendly product formats, they're subtle, understated and have a premium feel to them. Rather than simply throwing money at the issue, working with little more than thought and creativity - if done right, one can deliver that premium impression probably without breaking the bank and growing Brand perception; eco and premium in one!

Hybrids

Can a collective of things be worth more than the sum of its parts? I certainly think so, and there's definitely room in 2018 for those daring and forward-thinking enough to try their hand at making an Eco, Personalised, Premium package with Smart Tech integration. Aside from really delivering excellence in the

customer's mind, perhaps even finding themselves featured in the growing community of unboxing-video-producing Vloggers/YouTube bloggers, such a bold move would doubtless cement that brand in the mind of people for the long-term.

Webinars

Recently we began making a series of webinars aimed at introducing people inside the industry and out to new ideas, new concepts and potential future game-changers to watch out for. The webinars are absolutely free and only require quickly signing-up to our website at www.idipac.com/events/webinars to view, and are presented by Chris Waterhouse who leverages his considerable experience in the industry in making them both interesting, informative and worth sharing!

Finally, from all of us at iDi Pac, we'd like to wish you a Merry Christmas and a Happy New Year!



Pencils made from recycled vending cups sold in recyclable packaging.

iDi
pac

“Solving your product and supply chain challenges through effective design and pragmatically engineered packaging solutions.”

We are able to achieve this through a great team, with high levels of technical expertise and broad industrial experience. This wider experience allowing us to look at issues innovatively and from more diverse perspectives.

Our belief is that by innovating around your brief we are able to deliver excellence in thinking; our contributions to a number of patents bear testimony to that ability. As Packaging and Supply Chain experts we understand the diverse needs, and as a consequence see opportunity when others may not; driving efficiency, reducing costs and creating business benefit for you.

Our client base demonstrates that the combination of in-house expertise, our wider industry knowledge and the service we deliver is valued and that our clients can rely upon us to look after their reputations through great solutions that we can all take pride in.

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