

Huhtamaki

Customer Magazine
Issue 03/2015
ENGLISH

IMPULSE

Flexible Packaging

New at Knorr:
NATÜRLICH LECKER!
– naturally from
Huhtamaki!

Tuning tubes with SilverGlam
The new star among
laminates

Successful participation at
FachPack 2015 – the
international industry
get-together



Dear Readers,

The end of the year is rapidly approaching. It has been an extremely exciting one for us. Our acquisition of Positive Packaging in the United Arab Emirates, Africa and India has greatly strengthened our global position – especially in emerging markets.

During the course of the FachPack fair in Nuremberg/Germany, we received lots of positive feedback from a great many visitors regarding our innovation strength and our global portfolio. This exhibition confirmed that we're on the right path with our current strategy.

The market's reaction to our innovative tube laminate, SilverGlam, has been highly promising. The exceptional gloss effect opens up new potential applications for tube laminates that have until now either not been possible at all or only by very elaborate and expensive means.

We are also very proud of the Unilever product NATÜRLICH LECKER! (in English, NATURALLY DELICIOUS!), a new optimal packaging solution we developed in close cooperation with our client.

We hope you enjoy reading this issue!

Best regards,



Carsten Grams
General Manager Sales & Marketing
Flexible Packaging Europe



Tuning tubes with SilverGlam

The new star among laminates

Bright and shiny prospects for your products: The new tube laminate, SilverGlam, from Huhtamaki was THE innovation at CosmeticBusiness 2015. A high-gloss, metallised film turns the laminate into a shimmering eye-catcher – especially in the world of cosmetics, which is focused on visuals. But also other products whose design has to stand out can be greatly upgraded by this sparkling laminate.

And it's not only its printability in a wide range of colours, but also the finishing options and its machinability that make it so outstanding. The laminate has already been successfully tested on machines from such renowned tube-machine makers as Aisa, PackSysGlobal and Combitool. Despite the laminate's relatively low overall thickness of 300 µ, it achieves a high level of rigidity. This makes it suitable for larger tube diameters. It can also be supplied with or without integrated barrier layer.



In addition to its high-gloss visual appearance, SilverGlam can be printed with extravagant special effects: water droplets, a snake-skin effect or holography, for example, that impart that certain indefinable something upon the laminate. SilverGlam is perfect for creating that big visual impact and enables each client to decide which variant is the right one for them.

Thanks to this innovative product, we were able to enthrall all visitors to the CosmeticBusiness trade fair in Munich – from cosmetics manufacturers to tube producers and brand builders. This spurs us on to continue developing new ideas with even greater urgency!

New at Knorr:

NATÜRLICH LECKER! – naturally from Huhtamaki!

Our client Unilever has added yet another market first to its already hugely diverse product range – with a packaging film from Huhtamaki. The latest product range of the multinational's German subsidiary, Knorr, is branded NATÜRLICH LECKER! (NATURALLY DELICIOUS! in English) and is founded on the idea of creating a flavour base that comprises 100% natural ingredients. Together we have succeeded in fulfilling this wish and have developed a totally innovative type of packaging.



What the market needs

Consumers are increasingly demanding quick-to-prepare and varied ideas for meals while attaching more and more importance to the use of natural ingredients. Knorr is following this trend with its NATÜRLICH LECKER! concept in order to satisfy people's desire for products free of additives. The flavour base developed specifically for this market consists to 100% of natural herbs and spices that every consumer can find in their own kitchen cupboard. Knorr dispenses with using any kind of flavourings, maltodextrin, yeast extract and other artificial ingredients.

These ready-to-use products, that save cooking time, are now being supplemented with the components "naturalness" and "good taste" – enabling them to reach out to a new target group and making them even more popular with consumers. The current range of product variants – Spaghetti Bolognese, Chili con Carne, Pikantes Gulasch (spicy goulash) and Lasagne – can be prepared quickly and simply by any consumer and enjoyed with a clear conscience.

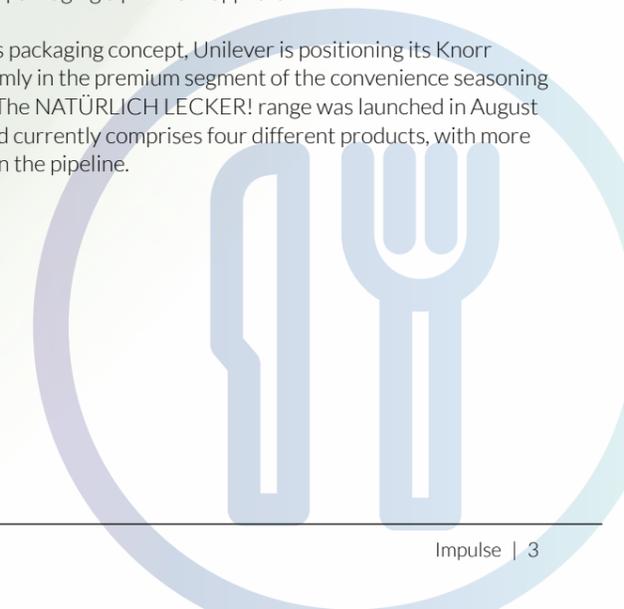


What the packaging demands

The special seasoning mixture, which contains some sharp-edged ingredients (e.g. dried tomato pieces, herbs), requires an absolutely puncture-proof, multilayer laminate with aluminium barrier that Huhtamaki has developed in-house. The two key factors in the development process of the packaging were to protect the natural ingredients and to make the pouch rigid through the use of the aluminium barrier.

Our client, on the other hand, focused on two different things: firstly, to ensure excellent machinability on common packaging machines and good, reliable sealability; secondly, to create a sophisticated, premium-quality design that reflects the naturalness of the product, both visually and tactually. A matt coating applied via roto-gravure process lends the packaging its natural look and paperlike feel. This differentiates the new product range from the company's standard product portfolio. The comparative rigidity of the laminate gives the packaging a premium appearance.

With this packaging concept, Unilever is positioning its Knorr brand firmly in the premium segment of the convenience seasoning market. The NATÜRLICH LECKER! range was launched in August 2015 and currently comprises four different products, with more already in the pipeline.



Successful participation at exhibition

FachPack 2015 – the international industry get-together

With over 43,000 visitors and around 1,600 exhibitors, this year's FachPack once again recorded growth. The rising level of interest indicates the increasing importance of this exhibition for the industry.

Huhtamaki Flexible Packaging Europe was once again present at the trade fair for packaging, technology and logistics – with a fresh design to boot! Our new “image” met with the approval of all of the visitors we spoke to. It personifies our leading role in the development of innovative flexible packaging even better.

Apart from the new design, our customers were equally impressed by the joint appearance with our new locations in Dubai, which we acquired as part of our takeover of Positive Packaging. This acquisition has expanded our know-how and the scope for new business opportunities enormously. A number of our notable clients began contemplating on the exhibition stand, how they could utilise the locations in Dubai and what opportunities the innovative packaging solutions from Europe offer them.

We at Huhtamaki would like to thank everyone who visited our stand for the great interest they showed, the informative and fascinating exchanges conducted – and the highly successful exhibition we enjoyed as a result!



ERA Packaging Award 2015

Huhtamaki won 1st prize at the Packaging Awards 2015 of the European Rotogravure Association.



Early 2016 will see Huhtamaki Flexible Packaging take part in the next trade fairs on its agenda. We would love to see you there:

Drug Delivery & Packaging
Pharmapack
EUROPE

Pharmapack
in Paris
from 10–11 February 2016

PI The future of branded and inspirational packaging
PACKAGING
INNOVATIONS2016

Packaging Innovations
in Birmingham
from 24–25 February 2016

IMPULSE – the customer magazine of Huhtamaki Flexible Packaging Europe, Issue 03/2015

Published by: Huhtamaki Flexible Packaging Germany GmbH & Co. KG
Heinrich-Nicolaus-Straße 6, 87671 Ronsberg, Germany
Design & layout: www.ausliebeprotzen.de

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