

DISRUPTORS

P A C S U M M I T - 2 0 2 1

A New Packaging World

Thank You for Joining Us!

On June 9th, our speakers addressed packaging for accessibility, digitalization and recycling opportunities and innovative advances for the packaging industry.

Below, we've put together a summary of key takeaways from our impressive list of brands and speakers.

Key Takeaways

1. See Packaging Differently, with RNIB, Kellogg's and P&G

- See your packaging differently and include accessibility in ALL designs. Industry must collaborate openly to make tactile and digital packaging a reality so that ALL consumers can go shopping confidently.
- "Design for your future self" so that everyone can take that first step and improve accessibility of packaging for ALL generations no matter their disability.
- NaviLensGO is an app based upon computer vision that's fast, works at distance in all light conditions and no focusing required. It will simplify and unclutter artwork and importantly ensure universal product accessibility and could even tell you about package recycling.

2. Digitalization, Recycling, Circularity: The New Paradigm for Packaging with Digimarc, PACCOR and SGK EMEA

- The technology exists today to improve the recycling rate of all plastic packaging through the use of embedded labels. Machines will be able to find the specific resin and colour, regardless of the label resin, and sort the container into the proper stream. The European Union is looking to make the Digimarc label mandatory on packaging by 2030, supporting advanced recycling solutions.
- The labeling process does not take up real estate on the label, rather is within the label, or even embossed on the container, meaning valuable space on a label is not lost. The label can also have other value added information included to the benefit of the consumer. The label can include product source information, helping the consumer understand where their products were manufactured.
- The label can help engage the consumer. The consumer is key to success in any recycling program. Helping them understand the package is recyclable should help get more materials recovered. Further, understanding packaging is recyclable can help drive better policy in packaging design, to the full benefit of the environment.

3. Refill Revolution with Walmart

- WalMart is part of the revolution and has joined the Global Plastics commitments to deliver 100% recyclable, reusable or compostable packaging for it's private brand packaging by 2025.
- Refill systems must be easy, convenient and engaging for consumers. The pilot program for in-store refills running in Chile gives consumers a refillable smart package that contains a chip that allows them to monitor the purchase, manage future refills and payments efficiently as well as indicating the environmental impact they are generating.
- The Beyond-the-Bag initiative is an industry collaborative program that embraces innovative materials, reusable systems and enabling technologies to create a system that improves upon the retail bag.

4. Helping Brands of All Size Grow: Digitally-Based Flexible Packaging, with ePAC, Cleveland Kitchen and ScanTrust

- ePac has grown locally and globally through adopting digitally connected packaging technology that has helped small and medium sized businesses customize their brand communication to meet customer and consumer needs.
- Mass customization has been the enabler for investment in infrastructure to support the transition from analogue to digital. Brands now have more digital tools than ever to help them tell their story.
- Today it's not obvious to tell the difference between technology companies that make pouches and pouch companies that use connected technology.

Day 2 Presentations by:

R N I B

See differently

Kellogg's



PACCOR

PACKAGING SOLUTIONS

DIGIMARC |

SGK

Walmart

epac

flexible packaging

scantrust

**CLEVELAND
Kitchen**

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