

# PACKAGING SOLUTIONS FOR THE FUTURE





At Tetra Pak, innovation is part of our DNA. When you think about it, our very existence is the result of an innovation that changed the entire food processing and distribution system. For us, change is an opportunity that allows us to focus on creating improved products and solutions for our customers and society as a whole. This has been our mission since the beginning.

To stay ahead, we look at the world around us. What happens out there has an impact on what we do every day. With this in mind, we assist our customers in numerous ways, including enabling them to become more circular, shifting to use fully renewable packaging materials and digitalising their operations. Through strong partnerships with them, we move the industry forward.

Here, we have collected some of the current trends within carton packaging, together with a few examples of what Tetra Pak does to meet these trends.

We continue to change the way food is produced, distributed and consumed.

We will keep on innovating to Protect What's Good.



Johan Rabe  
Managing Director North Europe  
at Tetra Pak



# GLOBAL TRENDS DRIVING INNOVATION

## DIGITALISATION

With digitalization, our society is getting more and more connected. People, buildings, transportation and communication are increasingly integrated in data networks, and the concept of Internet of Things is now a part of everyday life. With this, immense opportunities arise in relation to traceability, efficiency and transparency. The collected data can be utilised to build a better understanding of people and society that leads to development of improved products and solutions. This connected society also comes with new demands for information access, where company/consumer interaction can create even more value for both parties through digital solutions.

## SUSTAINABILITY

Sustainability is continuing to be a vital topic on the global agenda and people all over the world are determined to turn things around and create a better planet for future generations. With the UN Sustainable Development Goals, the global community is setting expectations on companies to act on world wide environmental and social challenges, including cutting carbon emissions, protecting life on land and in the oceans and minimising waste by producing and consuming responsibly.

## RECYCLING

There are ambitious agendas from both political institutions and companies to initiate a shift from a linear towards a circular economy. In this shift, recycling is central and there is an increased focus on harnessing the resources we have in a more efficient way. This also means that materials that were previously seen as waste are now creating value in the circular economy. By recycling, we make sure that resources are utilized to their full potential.

## LEGISLATION

Over the past few years, new legislation has been implemented both nationally and internationally, to i.e. minimise the use of plastic, cut waste and set high ambitions for recycling. These legislations will have both direct and indirect effect on companies. As an example, the EU voted through their directive on single-use plastics, which bans cutlery, plates, straws, drink stirrers and sticks for balloons made of plastic in all EU countries.

"75% of our carton packages are made from renewable materials and all of our carton packages can be recycled"





# INDUSTRY TRENDS

## FLEXIBILITY

With ever changing consumer demands and the need to keep up with the world around them, the need for flexibility in production is growing and with it, expectations on packaging solutions to be adaptable and easy to maintain with as little downtime as possible. Production lines must be able to shift swiftly and produce a wider variety of products to meet demands for cost effectiveness and efficiency, keeping productivity at an optimal level.

## NEW DISTRIBUTION CHANNELS THROUGH ONLINE CONSUMPTION

Over the past years, there has been a rapid change in how people consume, with online purchasing growing in all business segments. The latest revolution is within food retail, where the grocery store is digitalized and consumers get their weekly purchases delivered at the door. This has created a need for new ways of distributing food and beverages and packages that allow for efficient transportation without refrigeration.

## DIFFERENTIATION

We have never been presented with so many choices as we are today, and greater competition and rise of retailers private label-products increase the need for product and brand differentiation through packaging. Product developers look for innovative packaging to stand out on the shelf. It is even said that the connection between (and value of) the integration of product, brand and package has never been as important as it is now.

## SUSTAINABILITY PERFORMANCE

With the global sustainability agenda, the focus on the importance of sustainable packaging is increasing. The sustainability performance of a package includes its raw materials being sourced responsibly, its production being efficient and environmentally smart and its recyclability at end-of-life. With this, the industry is moving away from fossil-based materials towards plant-based ones, in an effort to minimise their environmental impact.



"Since the introduction of the FSC® label on our first carton package in 2007, we have produced over 400 billion FSC-labelled packages"





“With the help of aseptic packaging we can prolong shelf life of food and beverages to reduce food waste”

## CONSUMER TRENDS

### SHIFT AWAY FROM PLASTIC

As consumers are becoming more environmentally conscious, choosing sustainable products is a priority. This also includes packaging and consumers are rapidly moving away from plastic. Instead, they look for renewable, recyclable options with an as low environmental impact as possible.

### ON-THE-GO

We see that consumers are changing their behaviour to one that is constantly on the move, which includes eating and drinking when you are on-the-go. This sets new requirements for how food and beverages are made available and the demand for practical packaging to bring with you between places is increasing.

### IDENTITY CONSUMPTION

Consumers today highly connect their identity with their purchases. They look for attractive products and designs that feel personal. They appreciate products that fit their personal image and an innovative package connected to that product is considered a pleasant surprise. This means that a combined product and packaging design will catch the attention of consumers on the shelf and inspire a purchase.

### FLEXIBLE FUNCTIONALITY

How functionality is perceived is naturally dependent on the situation at hand. A package can be functional in one situation but not in another. Companies must consider this when they are making their packaging choice, to answer the expectation of having a well-functioning package for any given situation.

# OUR SOLUTIONS

With new challenges and demands comes multiple opportunities to answer these need with innovative packaging and processing solutions. Here are just a few examples of how Tetra Pak innovations fit current and future demands.

- **Tetra Rex® Bio-based** is the worlds first fully, renewable carton package. It will allow end-consumers to enjoy milk, juice or other chilled beverages in a completely plant-based carton package that is both functional and sustainable.
- **Tetra Recart®** allows our customers to package and distribute food items in a new way that is both climate efficient and optimal for distribution (due to its square shape and non-necessity for cooling), which minimizes carbon emissions from transportation.
- When it comes to reducing plastics, we can offer a **fibre based straw** for our portion packs, enabling even more climate smart on the go consumption, and reducing single use plastics.
- **Tetra Pak PlantMaster** answers the call for more flexibility within food production and its modular set-up can be customized to your need. Its integrated operations system improves production control which minimizes waste while allowing for full traceability and minimized environmental impact of our customers operations.
- We can offer **certified renovated equipment**, meaning that controlled, second hand options of our packaging solutions can now be purchased and re-used, which is a great way of giving old machines a new life. It is also resource and cost efficient.
- With our **special filtering** options, our processing solutions can now get at invisible micro plastics. We can guarantee that any micro plastics are removed from water and other beverages before it is filled in our cartons.



At Tetra Pak innovation is a holistic, sustainable, context driven, market changing and value creating process.

We will stay at the forefront, by understanding the needs that shape reality. We will continue to change the way food is produced, distributed and consumed, to create value for our customers and society as a whole.

Learn more about our latest innovations at:  
[www.tetrapak.com](http://www.tetrapak.com)

Tetra Pak – Protects What's Good 



