



PRESS RELEASE

Tetra Pak Launches a Campaign to Promote Digital Opportunities in Food Processing and Packaging

Bangkok, 26 July 2019 — Tetra Pak, the world's leading food processing and packaging solutions company, has launched a LinkedIn “Connecting the Food Industry” campaign in Thailand to promote its connected packaging platform and highlight the new digital opportunities for the food and beverage industry. Thailand was chosen as one of the four target markets in the region to run this campaign (along with Australia, India and Indonesia) based on the country’s readiness for digitalisation.

Connectivity is changing the food and beverage industry, offering unprecedented opportunities. The campaign launched by Tetra Pak was developed to raise awareness of the exciting changes which happen in the way digitalisation is redefining the role of packaging. The new Tetra Pak Connected Package platform turns packages into full-scale data carriers, allowing manufacturers to connect to consumers more directly, build loyalty, provide product information and find new ways to increase traceability. Through traceability in the processing industry, products will be able to be tracked at any point in the production chain – from field to table, all the way from the arrival of the raw materials and processing to being filled and safely sealed inside its packaging.

Digital technologies based on unique digital codes can give each and every product package a unique identifier. Data scanning devices – or even ordinary smartphones – will read these codes and link users to vast amounts of information, opening up all kinds of possibilities. And by creating an interactive channel, brands will soon be able to have real-time conversations with individual consumers. They will be able to share details on raw material sourcing and nutritional facts, provide environmental information and promote games and other interactive activities.

The new connected package will play an increasing role in both the digital supply chain and consumer experience. It will create an interactive one-to-one channel with individual consumers, providing limitless communication, marketing and data capture opportunities. Driven by the trends behind Industry 4.0, and with code generation, digital printing and data management at its core, the connected packaging platform will bring new benefits to food producers, retailers and shoppers.

“The future of packaging is undoubtedly digital, and this launch is a step towards a truly intelligent package. We are very excited to share this opportunity with our customers, and via this LinkedIn campaign we want to encourage them to learn more about Tetra Pak’s connected packaging platform,” said Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited.

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To learn more about Tetra Pak's Connecting the Food Industry campaign and our connected packaging platform please go to

<https://connectingthefoodindustry.tetrapak.com> and

<http://www.tetrapak.com/connected-package>

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ABOUT TETRA PAK

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to make food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com/th

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