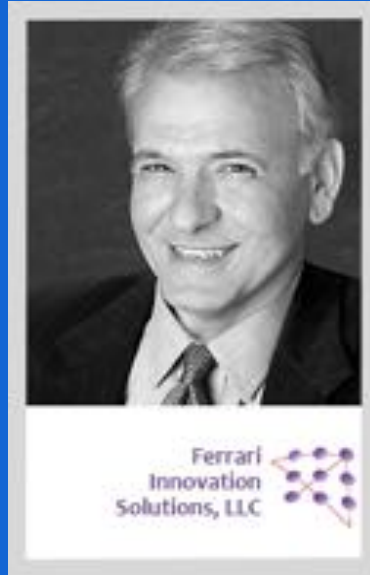




Secrets To Packaging Success



Innovation Coach, Author, Delighting Consumers thru Packaging
@gamechanger78 website: www.mike-ferrari.com

Value

Does Packaging Have Value?

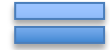
Candles And Folding Cartons



\$5 Retail

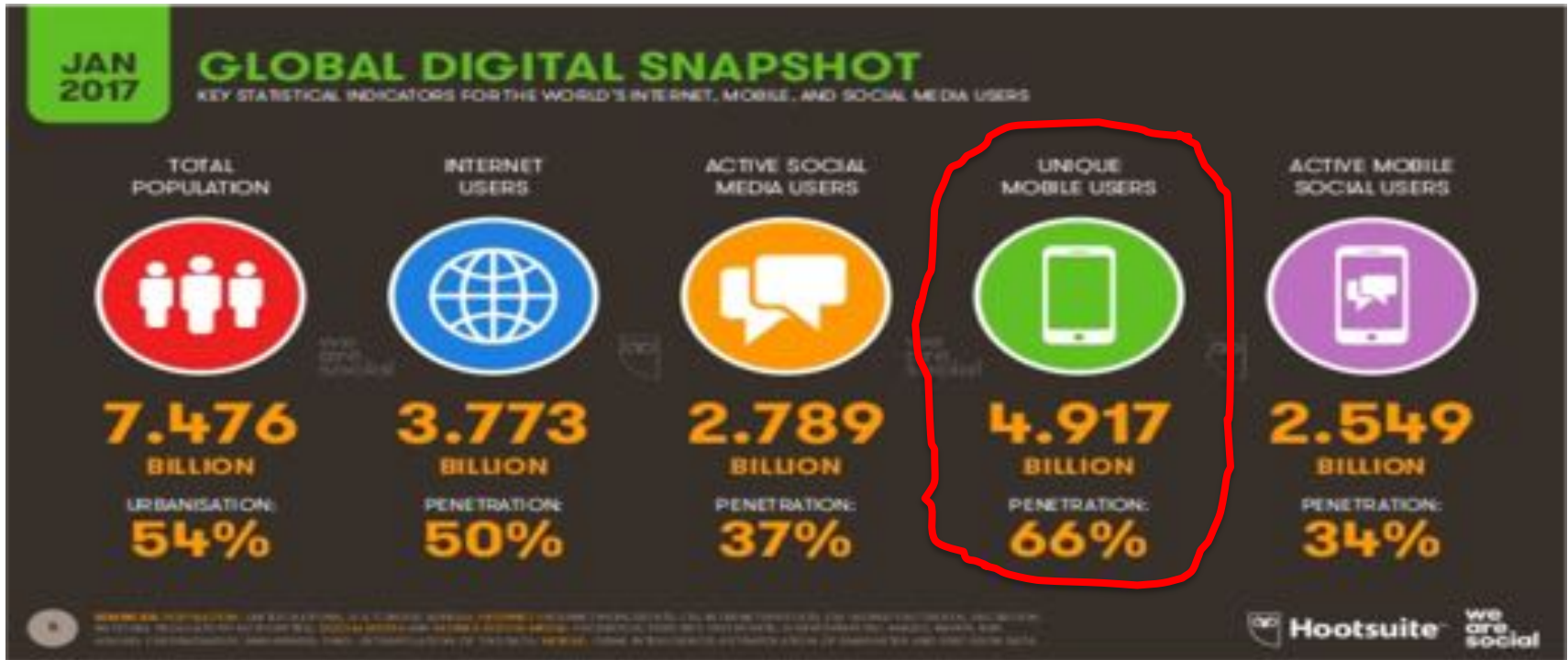


\$5



| DESCRIPTION | ITEM # | PRICE | QTY |
|---|---------|---------|--------------------|
| Monarch Quince Jardins du Seda France Boxed Candle | 00810MQ | \$36.95 | Out of Stock |

The Connected World



Source: Hootsuite

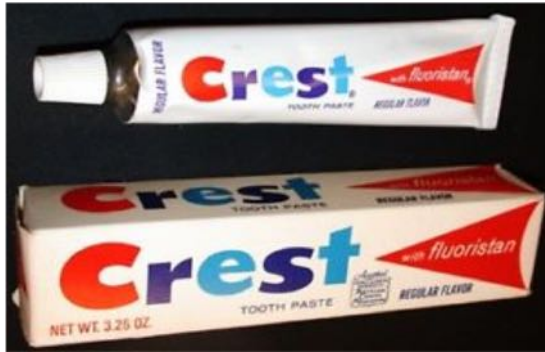
Shopper Behavior Changes



Brands Demanding More Of Printers



Product Performance Will Sell Itself



1998



2018

Secrets To Packaging Success

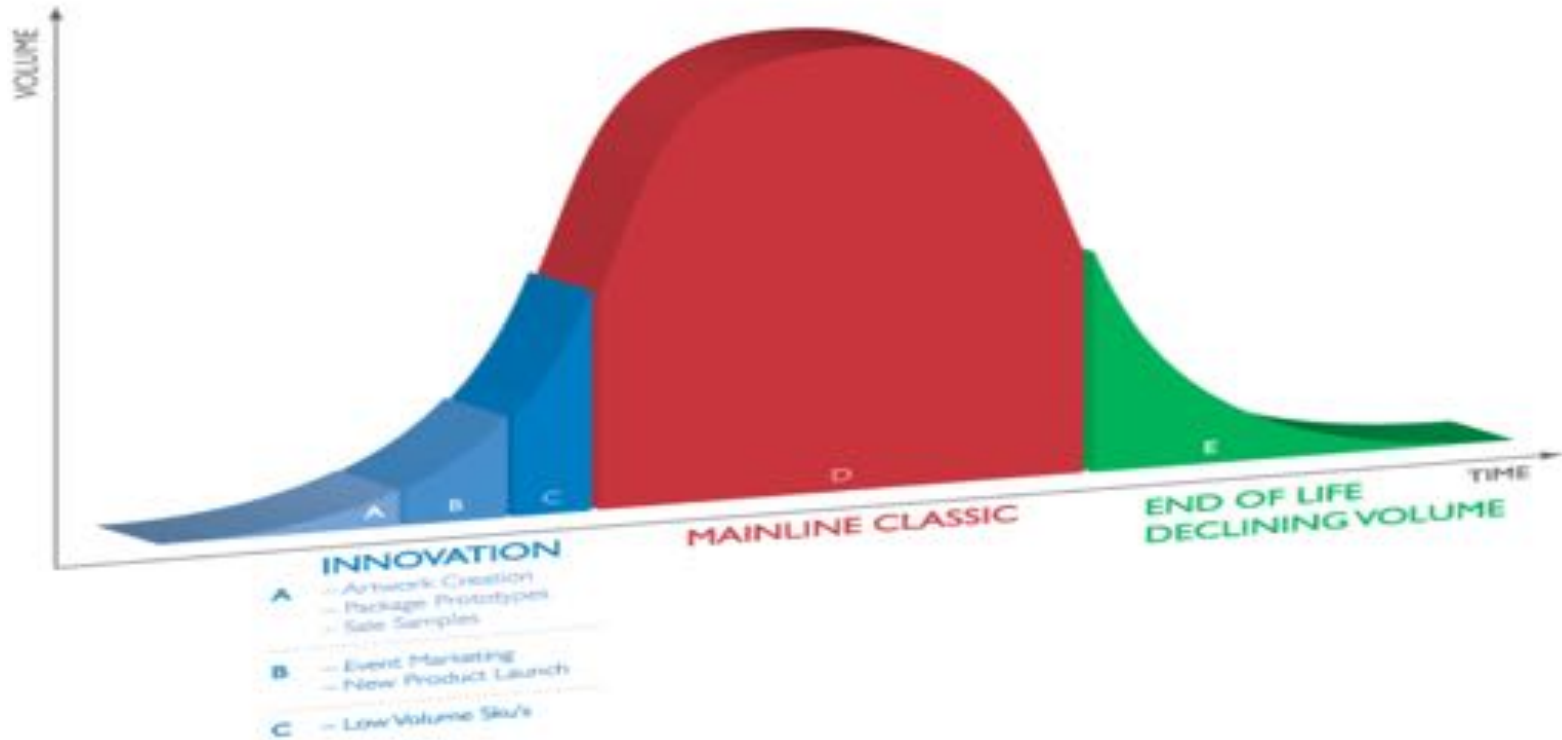




The Packaging Life Cycle

Brand Packaging Needs

PACKAGING LIFE CYCLE



2

Inventory Management

The Inventory Shell Game



<2008 Brand Warehouse



>2008 Printer Warehouse

Inventory Cost



Is Like An Iceberg
Printed Piece Cost



Printed Piece Cost

Fingerprinting

Color Separations

Print tools

Proofing

Onsite Production inspection

Color management

Revision control

Response to Customer/Market

Warehousing inventory

Carrying costs of inventory

Inventory Obsolescence

Processing Cost

Digital Reduces System Complexity

Conventional = Inventory



Digital = No Inventory



Digital Technologies Allow:

- WHAT you need
- WHEN you need
- HOW you need

3

Speed To Market

The Need For Speed

- Business opportunity
- Behind schedule - late
- Revision to artwork
- Corrections to print errors



4

Short Runs

Low Volume Runs

Growing Demand For Folding Cartons <3,000 sheets

Where is this coming from?



Artwork Creation
Out of Stock Situations



Consumer Pkg Testing
Local campaigns



Sales Samples
Limited editions



A large, light blue number '5' is positioned on the left side of the slide, partially overlapping the text.

Customization/Personalization

“Just For You” Experience

Customize
or
personalize

~The Jelly
Bean Factory



Creating An Experience

Party In A Box



Produced by:
MW Luxury Packaging

Customization Thru Use Of Add Ons



Sleeves Are A Sweet Spot



6

eCommerce

Online & On The Go



Online & On The Go



Emergence Of Custom Folding Cartons



Boxes In A Click

7

The Wrap Up

The Secrets As A Pyramid Of Value



Digital Workflow: A new eco-system

Business
Management

Pre-Press
Management

Printing

Inspection

Decoration

Finishing

Three Takeaways

1. The Shopper is in control, with the internet in their pocket
2. Folding Carton printers will require a mix of assets
3. Don't wait for the perfect digital asset, it may be too late



We were there!

When You Get Back To The Office ...

- Revisit your business strategy.
Create a 3-5 yr. plan
- Turn some of these secrets into opportunity
- Examine digital assets for what new value you can offer clients



