

Press release

European Paper & Packaging Strategy Conference 2018

Paper and packaging is a traditional industry, but the trend of digitalization has by no means passed it by: Smart packaging is currently gaining ground. What challenges does this trend pose, and what adjustments need to be made to conventional business models? How does it impact companies' product and service portfolios, and what sales strategies and pricing models are most effective? The European Paper and Packaging Conference 2018 discussed these questions in detail and examined pioneering industry examples.

Bonn, October 4, 2018 – Simon-Kucher & Partners hosted the European Paper & Packaging Conference in Frankfurt on August 30. The title of this year's conference was "TopLine Power® – Smart Packaging and Digitization." Topics such as smart packaging, value-selling, and digital printing are being incorporated into business strategies more than ever before. Top managers from leading companies, including Tetra Pak, O-I, and DS Smith, spoke about how they are using new technologies to drive business growth.

"Smart packaging offers many new applications. Protecting the brand, preventing theft, ensuring quality, and optimizing logistics, just to name a few," Dr. Daniel Bornemann, Partner at Simon-Kucher & Partners, explained. "We still only see a few players in the market actually tapping this potential, but the industry is just getting started."

The guest speakers presented examples from the field to demonstrate how digital technologies can transform the industry, e.g. digital printing, which facilitates serial mass production. These technologies enable the packaging industry to react more quickly to current trends, offer individualized packaging, and increase consumer value. Stefan Kunzmann, Sales, Marketing & Innovation Director for Central Europe at DS Smith, highlighted how individual QR codes can provide product details and information on possible product recalls. Jose Redondo, Global Pricing Excellence Leader at O-I, presented their pricing software, which incorporates value-pricing parameters and services. The presentation by Eric

Schmid, Vice President of Commercial Management at Tetra Pak International SA, focused on innovative packaging solutions. Here, printed codes are used to increase customer loyalty through online promotions, games, loyalty programs, and product origin information.

In the final discussion round, all the speakers agreed that another issue is an important driver for the industry and also its biggest challenge: sustainability. Looking ahead, it will be crucial for packaging manufacturers to take the driver's seat and not simply react to new regulations as and when they are created.

"In the years to come, anyone who wants to be a top player will have to actively shape the industry, and at the same time, monetize their innovations appropriately," Daniel Bornemann emphasized.

Daniel Bornemann's presentation "Smart packaging and digitalization", including a short study among the event's participants, is available on request.

Overview of presenters and topics:

- Stefan Kunzmann, Sales, Marketing & Innovation Director for Central Europe at DS Smith: **Smart Corrugated Packaging**
- Jose Redondo, Global Pricing Excellence Leader at O-I: **Value Selling**
- Eric Schmid, Vice President Commercial Management at Tetra Pak International SA: **Smart Packaging at Tetra Pak**
- Dr. Daniel Bornemann, Partner & Head of the Global Paper & Packaging practice at Simon-Kucher & Partners: **Smart Packaging and Digitalization**
- Mark-Daniel Rentschler, Senior Director at Simon-Kucher & Partners: **Monetizing Innovation**
- Aleksander Jarosz, Director at Simon-Kucher & Partners: **Digitized Pricing: How to Use AI and ML to Improve Profitability**

Simon-Kucher & Partners, strategy & marketing consultants: *Our focus is on TopLine Power®.*

Founded in 1985, Simon-Kucher & Partners has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. The firm has over 1,200 employees in 38 offices worldwide.

For more information, please contact:

Franziska Harsch (Public Relations Manager)

Tel: +49 69 905010 642

Email: franziska.harsch@simon-kucher.com

www.simon-kucher.com