

THE PACKAGING MANIFESTO: Creating the Perfect Package

The Top 10 Packaging Priorities for Getting a Brand from Concept to Consumer



Packaging on the store aisle has to stand out and grab attention, but it must also comply with regulations, maintain colour consistency, and strive to be eco-friendly. More than that, packaging needs to thrive in an increasingly multi-channel environment for both promotion and purchase.

Introduction

Today's brand owners operate against a background of unprecedented complexity. Product packaging is just one aspect of contemporary brand management, but it reaches into many areas of business-critical concern.

Practical: product identification; presentation and storage; conservation against environmental factors; protection against contaminants; anti-counterfeiting

Informative: product information; provenance and traceability; storage and usage instructions; ingredient labelling; health information; allergens; recycling

Promotional: POS impact (in-store and online); product comparison; promotions and offers; competitions; integration with online/social media

Commercial: brand recognition; competitive differentiation; brand preference; consumer loyalty; repeat purchase; consumption; recommendation

Brand owners strive to consider these diverse factors against a backdrop of growing legislative and consumer pressure regarding product integrity and environmental performance.

What is more, products must compete for consumer attention and spend in an increasingly multi-channel environment for both promotion and purchase.

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10 Priorities for Packaging

Based on our dialogue with brand owners worldwide, Sun Chemical has defined **10 key areas** where there is an immediate opportunity to optimise packaging and address the issues outlined above.

1. Compliance

Ensuring packaging meets international legislative requirements for materials, consumables and labelling, and striving to exceed consumer expectations.

2. Brand Protection

Defending brands against counterfeiting, with its negative and potentially hazardous implications for consumer safety, as well as the inherent threats to brand integrity and reputation.

3. Sustainability

Improving the environmental profile of packaging with innovative formats, better materials selection and reduction where possible, removal of harmful substances, waste reduction along the supply chain, and improved recyclability.

4. Colour Consistency

Working towards consistency of colour across brand families including multiple pack types, materials, processes, and territories, to enhance shelf impact, brand recognition, integrity, and consumer loyalty.

5. Late-Stage Differentiation

Addition of variable data for practical supply chain or targeted promotional purposes, improving supply chain logistics, shortening time to market, enhancing communication with consumers, and enabling rapid tactical response to changing competitive conditions.

6. Lightweighting

Optimising packaging structures to remove superfluous or unsustainable materials, enhancing performance, improving environmental profile and recyclability, reducing weight and bulk, minimising transportation costs and carbon footprint.

7. Shelf Life

Extending product life along the supply chain, improving shelf life in-store and at home to meet consumer needs and reduce waste.

8. Shelf Impact

Maximising visibility, brand recognition, and competitive differentiation, both in the retail environment and at home, to stimulate trial, purchase, and consumption.

9. Packaging 'Plus'

Maximising the potential of packaging as a channel for practical and promotional communication with the consumer via traditional and digital platforms. Leveraging applications such as augmented reality to add a fourth dimension to packaging and drive consumer interaction, brand engagement, and loyalty.

10. Consumer Experience

Improving consumer experience of brands by optimising packaging performance and openability/reclosability, maintaining freshness and consumer appeal, and meeting the needs of evolving consumer lifestyles.

At Sun Chemical, we are confident that all brand owners can access workable and cost-effective solutions today to harness these 10 opportunities to optimise the performance of their packaging.

Our Approach

Our work with brand owners involves a range of solutions, from specialist inks and coatings, to technical, consultative, and Brand Lifecycle Management services.

The global footprint of Sun Chemical and our parent company DIC means we can support brand owners across the most complex multinational supply chains, incorporating multiple printing and converting processes, and using diverse packaging substrates.

With our world-leading commitment to innovation in inks, pigments, and coatings, and working in partnership with many leading colour measurement, printing, and converting technology developers, Sun Chemical can offer holistic solutions to many contemporary packaging challenges.

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COMPLIANCE



Source Deloitte Consumer Food Safety Survey Results, March 2011.

The Background

Focus on food safety is at an all-time high and brand owners need to scrutinise their supply chain from all angles to minimise risk.

This applies to packaging as much as to product sourcing and preparation. Where food or sensitive cosmetic products are concerned, it is vital that brand owners work hand in hand with their partner converters to ensure that the inks being used are suitable for the contents and pose no risk to consumers.

Low migration has created global issues for brand owners to recognise and solve in recent years. However, the definition of what constitutes low migration is not standardised, and any ink manufacturer can claim their inks are 'low migration', creating a conundrum for the brand owner whose ultimate responsibility it is to safeguard the consumer.

Migration levels vary according to the terms and conditions that are then applied to their use. For example, for lower-specification low migration ink, the onus is on the user to ensure all conditions are in place, such as methods of use and substrates used.

Migration from food packaging is not always picked up by odour or taste tests, meaning it is usually found by chemical analysis. The migrating substances can come from a variety of sources, including the packaging substrates, inks, coatings, adhesives, the printing press itself, or the environment that the raw materials—work-in-progress or the finished printed pack—are stored in.

The use of good packaging design and good manufacturing practices is critical to reducing the risk of unwanted migration of packaging components.

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COMPLIANCE

The Challenge

The technicalities of low migration are far removed from the everyday concerns of brand owners, though the implications of mistakes in this area are potentially severe, threatening brand reputation and—more serious—consumer health.

Legislation designed to rein in potential contamination from mineral oils in the food production process largely affects the packaging designer, manufacturer, and food producer, all of whom are responsible to a degree for ensuring compliance. However, brand owners are also expected to demonstrate compliance with these requirements, which are constantly changing.

While the legislation is varied and complex, overarching rules are encompassed in EU legislation 1935/2004 that states food packaging should not transfer materials to the packaged goods in quantities that bring about a change in nature, substance, or quality of the food and must not be injurious to health. In addition, producers must operate using Good Manufacturing Practice (GMP), which establishes recommended practices for food contact materials and articles. Printing inks must be manufactured in a way to minimize any potential migration.

The Swiss Regulatory Authorities have also established Ordinance RS 817.023.21, which specifically outlines lists of raw materials that can be used in food packaging inks, and stakeholders are expected to assure compliance. While this ordinance legally affects only inks and packaging within Switzerland, its effects are felt throughout Europe and beyond.

It is worth noting too that simply printing with low migration inks and coatings does not ensure compliant packaging, as good manufacturing printing protocols also need to be observed.

The issue for the brand owner is relatively straightforward. They need to ensure that a simple risk assessment is completed at the initial stage of pack concept design. If a migration risk is anticipated, then the pack either needs to be tested to prove its migration performance and appropriate steps taken to reduce the risk, or low migration inks and coatings should be used to avoid any worries. If the testing route is chosen and it is proven that appropriate barrier performance is provided by the substrate, then the designer has a choice of using standard inks and coatings or 'intermediate' migration solutions. If unacceptable migration is present, then either a functional or absolute barrier can be added.

The challenge lies in deciding which route to choose. Working out which might be the most cost-effective solution at the outset can be complex, as there are so many variables to consider.

The Solution

Sun Chemical's rigorously tested, high-quality low migration inks and coatings work with the majority of folding carton flexible packaging applications. Uniquely among ink producers, Sun Chemical also provides access to independent and certified migration testing services, as well as a consulting analytical facility that is certified to ISO17025 standards for specific migration test protocols. This, along with the certified migration testing, demonstrates our commitment to helping brand owners meet the highest standards within the food industry.

Sun Chemical's low migration product range is available globally for use across complex international packaging supply chains. Combined with full product certification and a source of expert and ongoing advice, we can help brand owners to confidently meet their risk management responsibilities and protect customers, offering peace of mind from concept to consumer.



Sun Chemical recently introduced the fourth edition of "Print for Packaging—A Printing Low Migration Best Practice Guide", which helps readers understand the topic of how to design, produce, and store packaging safely with respect to migration of unwanted contaminants, and provides practical ways to minimise the risks.

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35 Waterview Boulevard
Parsippany, NJ 07054-1285
United States
Tel +1-708-236-3798

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BRAND PROTECTION



Source Ipsos Mori Survey

The Background

Counterfeit goods are increasing and the black market for these goods is increasing too. While an Ipsos Mori survey showed that 61% of the public viewed counterfeiting as unlawful, it also highlighted that one in five respondents admitted to occasionally purchasing a counterfeit product.

Fake packaging can look legitimate and appears to perform well, managing to convince or con the consumer; this is especially damaging when there are implications for the consumer's health and safety, especially in the case of canned food or drinks products or luxury cosmetics.

Counterfeiting costs the brand owner through lost revenue, a degradation of integrity and premium value, as well as a reduction in consumer confidence, which can shake brand reputation. Ultimately this can lead to a loss of market share or brand reputational damage that takes many years to repair. There can be serious health risks too, such as the case of the counterfeit baby milk formula in China where an altered formula containing melamine was sold in counterfeit packaging.

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BRAND PROTECTION

The Challenge

With the counterfeit goods market worth \$1.8 trillion, brand owners face a new challenge—counterfeit packaging is becoming more sophisticated. In turn, manufacturers and their packaging suppliers are developing ever greater ranges of anti-counterfeiting and authentication solutions to make counterfeiting more difficult and to enable brand owners and governments to check if products are genuine or fake.

Different products require different levels of security, but a flexible and multi-layered approach allows packaging manufacturers to add and remove security features as required. This allows them to stay one step ahead of the counterfeiters, without compromising on levels of protection.

Brand owners must be confident that anti-counterfeiting solutions come from trusted suppliers and that they are secure and accountable. For these solutions to remain effective, print package suppliers themselves must be accountable for every kilo of these high-value inks and maintain secure storage facilities for the inks and a controlled printing environment, as well as a secure transportation and delivery system of the finished goods. By falling into the wrong hands, these anti-counterfeiting inks could, in turn, be used to create counterfeit products, while still appearing totally genuine when authenticated.



The SunLock® Verigard™ solution is one of the most sophisticated anti-counterfeiting measures available on the market. It tunes a proprietary reader to look for a unique taggant signature or multiple signatures, making it extremely secure on packaging.

The Solutions

Security solutions tend to fall into two categories, overt and covert. Overt solutions are visible, added for consumer verification and do not require detection devices. Some examples are:

- Thermochromic inks that change colour with variable temperature conditions to enable consumer interaction with the packaging at either high or low temperature.
- The use of microtext to introduce deliberate errors in the text, so that it can be easily detected to establish product authenticity.
- Colour-shift inks that change from one colour to another, depending on the angle at which the ink is viewed. Different security grades, **Sunshift®** or **Sunshift® Premium** are available; the latter has a restricted availability for brand protection and secure documentation. Both grades offer best results at higher coating weights, printed over a black background.

Covert solutions can be detected only through a reading device. Sun Chemical supplies covert solutions through printing inks and coatings including:

- **SunGuard® UV Responsive** inks are a first-level covert solution that uses readily available detection equipment for authentication, offering ease of detection and implementation at low cost.
- Higher-level covert solutions containing a form of taggant that is only visible or detectable using more sophisticated detection devices, such as laser pens or dedicated readers. **SunGuard® Apollo** is popular, where the IR taggant can be supplied as a spot colour or as a varnish.
- **Hidden Indicia™** involves a hidden image being covertly embedded into existing product designs and revealed only through an optical lens or digital decoder, such as a smartphone. When increased levels of security are required, Hidden Indicia™ can be combined with machine-readable inks to provide multi-layered authentication.
- **SunLock® Verigard™** solution is one of the most sophisticated anti-counterfeiting measures available on the market. It tunes a proprietary reader to look for a unique taggant signature or multiple signatures, making it extremely secure on packaging.

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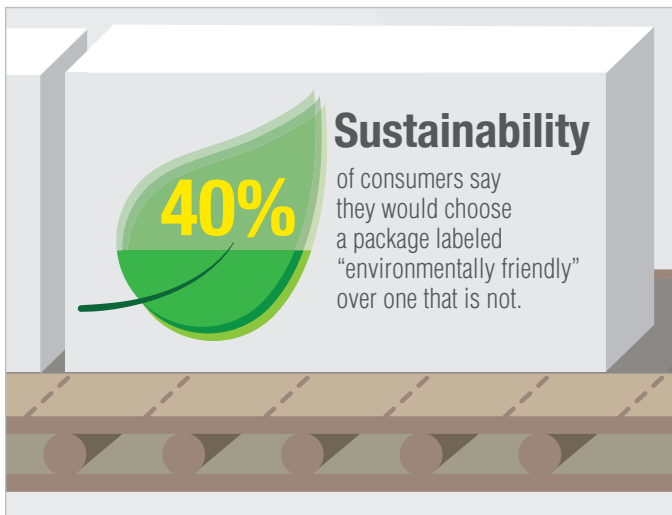
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SUSTAINABILITY



Source Mintel, April 2013

The Background

No brand owner can afford not to make efforts to improve the environmental performance of their packaging. Consumers today demand that the brands they buy demonstrate a commitment to reducing their environmental impact, and retail packaging is very much in the front line.

Changing legislative and regulatory frameworks also need to be taken into account and balanced with other critical considerations, for example, health and safety in the packaging of food and cosmetics.

Fortunately in many cases there are efficiency and cost benefits to be gained in the process of addressing sustainability.

The drive towards improved sustainability requires a holistic review of production and printing processes, careful selection of packaging materials and consumables, consideration of packaging formats and structures to reduce materials, minimising waste at every stage in the supply chain, and careful vetting of suppliers' environmental performance and improvement.

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SUSTAINABILITY

The Challenge

With downward pressure on margins for most brand owners, the greatest challenge is to minimise environmental footprint by means of cost-neutral changes to working practices, materials, and consumables.

Most brand owners cannot realistically absorb additional long-term costs in the drive to improve the sustainability of their product packaging. Incremental improvements in environmental performance must be achieved in a cost-neutral way, requiring a lateral thinking approach.

All brand owners and their converters must have a relentless focus on waste reduction at every stage in the process. This means optimising production and also looking at strategies to reduce unnecessary packaging inventory that may ultimately be recycled as it becomes obsolete. The margin for error along the packaging supply chain must also be narrowed.

The Solutions

A partner such as Sun Chemical, with competences right along the packaging supply chain from concept to consumer, can offer brand owners a range of practical solutions that impact positively on the environmental footprint of their product packaging.

Sun Chemical's philosophy is one of eco-efficiency—meaning that, by approaching all aspects of primary and secondary packaging with a view to improving efficiency and functionality, brand owners can benefit from measurable improvements to environmental performance.

Sun Chemical inks and coatings are constantly developed to optimise the balance between functionality and environmental performance, and to comply with—or exceed—regulatory requirements.

Across its range of inks and coatings, Sun Chemical strives to reduce or eliminate volatile organic compounds (VOCs), to bring solvent-free solutions to market where possible, and to introduce inks for compostable packaging where appropriate.

Innovations in ink formulations have enabled Sun Chemical to introduce the **SunUno Solimax** multipurpose ink system, enabling converters to move to a single ink system, reducing ink inventory, with a positive impact on process efficiency and waste.

Sun Chemical is able to help brand owners remove film layers from flexible packaging by introducing functional adhesive or coating barriers, reducing material usage and, potentially, weight, with positive consequences for transportation costs and environmental footprint.

Through the expertise of **Sun Branding Solutions**, Sun Chemical can work with brand owners and retailers to optimise packaging at the design stage, evaluating alternative formats and structures, reducing surplus packaging, or supporting a transition to lower-gauge materials.

Sun Chemical's **SunInspire** special-effect inks and coatings give brand owners creative ways of adding all-important shelf impact without environmental compromise. Special-effect inks may also have a positive impact on environmental profile—for example, the intelligent application of metallic ink to print only where a metallic effect is needed can reduce the need for metallised substrates, improving recyclability and reducing cost of packaging where metal is not needed as a functional barrier or when it can be replaced by a functional barrier coating.

SunLase coatings enable brand owners to add variable data at the latest possible stage in the supply chain, reducing volumes of preprinted packaging waste upstream and allowing packaging to be adapted more flexibly to dynamic market conditions.

With its active participation in the PantoneLIVE ecosystem, Sun Chemical can work closely with brand owners to achieve consistent colour reproduction across multiple substrates and processes, reducing waste in the design-to-print cycle, and minimising the risk of badly colour-matched packaging having to be recycled.

Sun Chemical's colour experts can also consult on colour palette optimisation, reducing the number of spot colours being used in a brand portfolio and transitioning to process colours where possible, with positive implications for cost and waste reduction.

Crucially, as a global market leader, Sun Chemical can also demonstrate environmental best practice throughout its own operations. You can request a copy of our latest sustainability report at www.sunchemical.com/sustainability



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COLOUR CONSISTENCY



Source <http://blog.kissmetrics.com/colour-psychology/>

The Background

Brand integrity is a complex area, but visual appearance is fundamental to consumer recognition and perception of most household products, whether at the physical point of sale or in an online retail scenario.

Millions of Euros are spent on developing brands and on creating visual identities, which play a role in achieving consumer recognition and building loyalty. Colour plays a critical role, promoting immediate recognition, but also steering customer perceptions of taste and aroma, freshness, quality, environmental credentials, and so on. Colour is so significant that many brand owners have taken well-publicised steps to achieving legal control of their chosen brand colour.

Harmonisation of colour across a range can increase shelf impact, particularly when multiple products are grouped together. In today's retail environment, multiple pack types—flexibles, foils, carton boards, and so on—are often exposed to the consumer on the same shelf. Colour must be consistent across all types to achieve the 'presence' desired by the brand owner; indeed, failure to control colour and achieve this consistency can deplete your brand impact.

Innovation and brand extension are vital to maintaining a competitive edge in the Fast Moving Consumer Goods (FMCG) market. Brand owners must be able to transfer brand colours seamlessly to new products, ensuring that the consumer connects spin-offs with the qualities and attributes they appreciated about the parent brand, and stimulating trial purchase of the launch products.

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COLOUR CONSISTENCY

The Challenge

In a globalised environment for retail products, many brands will find their way onto shelves in multiple geographies, meaning that brand owners need to reproduce their precious brand colours faithfully across multiple pack types, substrates, production processes, and geographies, often with hundreds of links in the supply chain.

As recyclability climbs up the packaging agenda, new materials and technologies are entering the packaging supply chain, creating fresh, new challenges for colour consistency and local variations in substrate add complexity.

Brands, along with their supply chain, are under constant commercial pressure to streamline processes, introduce efficiencies, manage cost by eliminating waste, and accelerate time to market. The multi-stage proofing process to secure colour consistency, with its loops of approval and reapproval, is a significant source of bottlenecks, delays, cost, and waste. The universe of players with input to the approval of colour is vast and geographically spread. Effective communication is made harder by the challenge of defining 'correct colour'.

While steps have been taken around colour standards, there are still many variables that make true colour consistency elusive. Spot colours, often favoured by brand owners, present a particular challenge. In practice, colour management is often a mix of gut feelings, operator experience, and the inconsistent use of measurement tools and samples. The consequences for the brand owners are errors, inefficiencies, material waste, and excess cost.

The Solution

Colour is not subjective; every colour that can be reproduced can also be measured, and its colour 'DNA' stored to serve as an exact specification.

Sun Chemical, with its deep expertise in the development of high-quality inks and coatings for all packaging types, is the preferred partner for PantoneLIVE™. This is an open ecosystem supported by licensed hardware and software that enables each area of a packaging supply chain to access the same PantoneLIVE colours, in addition to brand specific palettes.

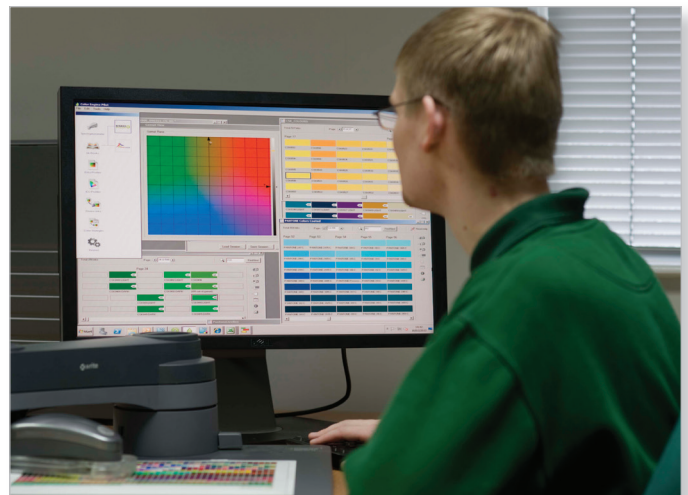
Printers and converters have sought access to the PantoneLIVE system because the cloud-based repository of spectral data allows them to reliably produce PANTONE™ spot colours across various packaging substrates, which reduces time in premedia, saves money in production, and creates a better customer experience, with less rework and customer rejections.

PantoneLIVE libraries of colours cover the majority of substrates used in the packaging industry, including corrugated brown kraft, transparent film, carton board, and labels.

Sun Chemical's global colour platform allows every ink colour to match exactly with PantoneLIVE and is fully integrated with PantoneLIVE. This system enables the user to operate seamlessly in a fully digital workflow to produce real colours on real substrates with real printing processes.

As the preferred partner of PantoneLIVE ecosystem for the packaging market, Sun Chemical is sharing PantoneLIVE targets efficiently within its global network and is also actively engaged in implementing PantoneLIVE at printers and converters.

With PantoneLIVE—supported by Sun Chemical's global expertise in inks for packaging—global brand colour management across diverse substrates has become a reality.



Sun Chemical's global colour platform allows every ink colour to match exactly with PantoneLIVE and is fully integrated with PantoneLIVE. This system enables the user to operate seamlessly in a fully digital workflow to produce real colours on real substrates with real printing processes.

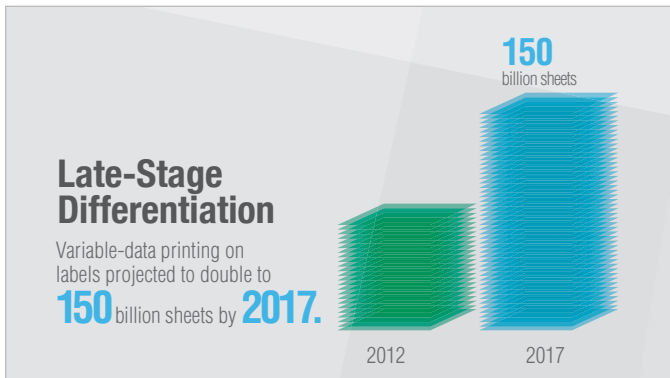
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LATE-STAGE DIFFERENTIATION



Source <http://www.smitherspira.com/market-reports/news/variable-data-2017.aspx>

The Background

In a competitive brand landscape where shortened time to market is business-critical, it benefits brand owners to have the flexibility to add information to packaging at the latest possible stage of the supply chain.

Modern supply chain management and track-and-trace requirements mean that most packs must carry identification markings such as barcodes, as well as lot dates, best-by or use-by dates, and so on.

Legislative pressures, combined with consumer demands for complex on-pack information regarding ingredients, dietary information, usage guidelines, recycling, and so on, increase pressure to ensure that information on pack is absolutely up to the minute.

Today's packaging must play more than a purely functional role. Primary packaging is becoming a vital carrier for promotional content, which can differentiate the product on shelf and engage the consumer at the point of sale and in the home.

Brand owners must balance the potential cost implications of more flexible, shorter-run package production with the commercial benefits of their packaging becoming more adaptable in an increasingly dynamic market environment.

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LATE-STAGE DIFFERENTIATION

The Challenge

The use of variable data in supply chain logistics and retail marketing is commonplace, but the conventional packaging supply chain is not yet optimised for the late-stage application of variable data on pack.

Prevailing solutions for data application typically involve secondary labels and inkjet coding and marking technology, which complicate and slow down the packaging supply chain. Poor quality or inconsistent inkjet coding can be a cause of costly product returns and fines from retailers.

In a conventional workflow, preprinted substrates are converted into finished packs, so key product information is an intrinsic element of the pack design. The addition of promotional information or competitions has significant implications, requiring complex planning and long lead times to introduce promotional packs into the supply chain, while unused or obsolete promotional packaging generates unacceptable material waste.



The SunLase solution prints a transparent or tinted coating onto a packaging substrate during the printing process. After the packaging has been sealed, variable coding graphic information, such as barcodes, QR codes, and "Use By" dates, can be created using a low power CO₂ or fibre laser to change the colour of the patch to black where marked, with no risks to the packaged product.

The Solution

Sun Chemical offers brand owners a robust, tried and tested solution—**SunLase**—which enables them to add information to both secondary and primary packaging after filling and closure, whether for practical supply chain purposes or as a late-stage brand differentiator.

The solution—compatible with a wide range of substrates and printing processes—involves printing a patch of a specially developed transparent or tinted coating onto the generic packaging stock at artwork printing stage. This coating is reactive to a low power CO₂ or fibre laser, producing a black image under a laser. This enables the converter to add high-contrast coding information *after* filling and closure, without complicating the packaging process and with no risks to the packaged product.

SunLase lends itself to the application of regular product information and barcodes, as well as cross-media devices such as QR codes, to enable consumers to access more in-depth product information or to participate in brand communities and individualised games and competitions.

Lasering has advantages over current inkjet solutions, delivering a higher-quality image, removing the cost and complication associated with additional labelling, removing solvents and ribbons from the process, and involving a low-impact technology suitable for use with substrates that could be damaged in other marking processes.

Brand owners now have access to a robust solution, which will enable them to add complex market- or destination-specific information or language versions at the last possible stage, overcoming the need to hold inventory of printed packaging in multiple languages, or the challenge of accommodating multiple languages, occupying valuable space on pack.

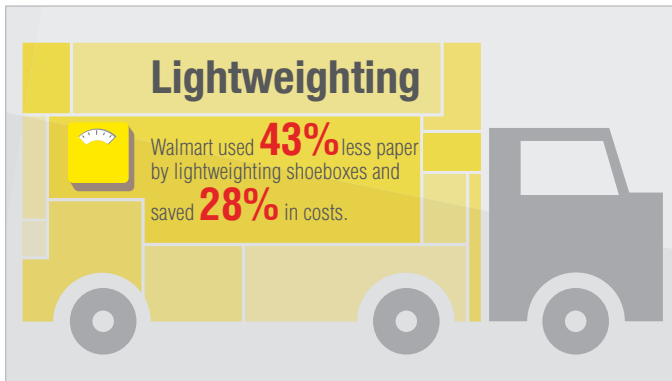
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LIGHTWEIGHTING



Source <http://www.packagingdigest.com/smart-packaging/walmart-highlights-sustainability-efforts>

The Background

The trend towards flexible packaging continues across many product categories, from food to cosmetics and household products.

Flexibles offer the brand owner a variety of advantages over other packaging types: improved functionality and aesthetic appeal towards the consumer; reduction in supply chain waste through breakage; lower transportation costs; and improved sustainability. Pouches in particular are growing in popularity with consumers, who perceive them to be contemporary alternatives to traditional jars and cans, and who appreciate the lower weight compared with glass and metal.

Consumers appreciate the functionality and convenience of flexible packaging, and how it is optimised for changing lifestyles. Global macroeconomic trends, such as urbanisation and increased disposable income, continue to drive demand for individual portions and for convenient food products that can be cooked or heated without needing to transfer the contents to another container. As such the demand for high-performance flexible packaging is set to continue in all regions, and to grow exponentially in emerging economies as consumer habits evolve.

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LIGHTWEIGHTING

The Challenge

Across all packaging categories, including flexibles, there is sustained pressure on brand owners to cut raw material consumption in the interests of sustainability and to take out cost for the length of the supply chain. In flexibles—as in other areas—this creates demand for lightweighting solutions, which will maintain or optimise the structure and performance of the packaging while reducing cost.

The challenge for brand owners is to create packaging solutions that offer the same or improved protection throughout the supply chain and into the home, while reducing material volume and or enabling the elimination of high-cost materials. Where the physical weight of the pack can be reduced, the brand owner may benefit from lower transportation costs and a positive impact on carbon footprint. Naturally, any lightweighting solution cannot compromise the performance of the packaging, when it comes to protection of the contents, resistance properties through the retail supply chain, and the shelf life of the product.



Patented developments in solvent-based lamination adhesives and speciality coatings by Sun Chemical/DIC offer brand owners the scope to eliminate one layer in the packaging structure. The converter can use a SunLam lamination adhesive or coating to replicate the protective functionality of the additional layer, with reduced material.

The Solutions

Currently, most flexible packaging consists of three to four layers of material that give the packaging its structure, protecting the contents from external contaminants and providing an effective oxygen barrier to preserve the contents.

Patented developments in solvent-based lamination adhesives and speciality coatings by Sun Chemical/DIC offer brand owners the scope to eliminate one of these layers. The converter can use a **SunLam** lamination adhesive or coating with oxygen barrier properties to replicate the protective functionality of the additional layer, with reduced material.

These cutting-edge lamination adhesives and coatings can be fully compliant for food packaging applications. Our most recent adhesive innovations have been initially developed for the demanding Asian market, to offer optimal performance even with challenging food products with high acidity levels.

For demanding applications, the removal of a film layer may have significant implications for material cost reduction. In others, the impact may be on the weight of the package, with a corresponding impact on transportation costs and carbon footprint.

Either way, high-performance lamination adhesive or coating could offer a route to a more cost-effective overall packaging structure with reduced impact through the supply chain.

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THE PACKAGING MANIFESTO: Creating the Perfect Package

SHELF LIFE



Source Sun Chemical

The Background

Shelf life is a commercially business-critical activity for brand owners. Packaging must protect products, giving them optimal freshness and shelf life, whether in transit, in-store, and at home. This applies as much to products with a long life as to fresh produce that needs packaging that will preserve colour, fragrance, texture, and appeal and that is safe to consume.

Many external factors impact negatively on shelf life and freshness, from oxygen and ultraviolet (UV) light to moisture and odours. Protective packaging needs to be functional and, while more traditional formats such as glass jars and steel or aluminium cans are impermeable and may be over-engineered for the intended use, their weight can be a disadvantage, increasing transport costs and carbon footprint.

Plastic packaging formats such as pouches are growing in popularity with brand owners and consumers, but they must be carefully structured to deliver optimum shelf life, in some cases using a considerable number of layers.

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SHELF LIFE

The Challenge

The need for barrier performance must be balanced with the need for brand owners to reduce the cost and environmental impact of packaging materials and to satisfy consumer demand for food safety and reduced packaging bulk.

Traditional barrier materials, such as aluminium, are under scrutiny for their environmental impact, while multiple packaging materials can complicate recycling, making it virtually impossible for consumers to recycle multi-layer or multi-part packaging. Options such as metallised film can crack and degrade with handling, reducing barrier qualities.

Naturally, brand owners must also give full consideration to the safety of the contents, and specify fully compliant materials for sensitive food or cosmetic applications.

The Solutions

One key trend is the growing use of technologies such as oxygen barrier coatings and adhesives that are formulated to be applied as a thin coating between film layers, improving the protective qualities of the pack while potentially also removing a film layer.

Removing film and replacing it with a protective Sun Chemical barrier coating has the added benefits of improved structure, which offers material or weight reduction (up to 30% in some packaging structures) while also simplifying the mix of materials, improving recyclability.

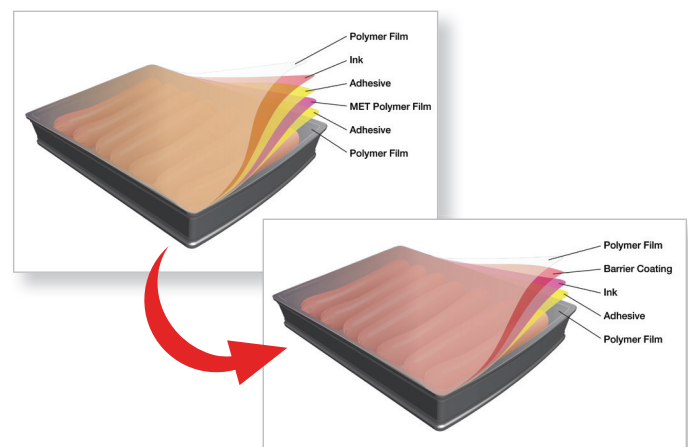
Sun Chemical's oxygen barrier coatings are formulated for optimum flexibility, resisting cracking to deliver a high level of physical integrity to the laminate. Oxygen barrier coatings also offer a viable solution to preventing migration of mineral oil from recycled board exterior packaging, a subject coming under increasing legislative scrutiny.

UV barrier coatings from Sun Chemical offer protection for food that is sensitive to UV light spikes. By adding protective functionality to packaging through coatings and adhesives, brand owners can focus on eliminating added artificial and natural preservatives in the food itself, in tune with consumer concerns around additives and even salt consumption.

Improvements in the technology available to improve shelf life would be barely discernable to consumers. One example of non-barrier is the use of Sun Chemical anti-mist coatings, which can be applied to the transparent bag used for prepared salad leaves. Reducing the build-up of condensation in the bag once in a chiller cabinet, the food-safe coating adds purchasing appeal by enabling the consumer to see the fresh produce clearly.

Other functional coatings from Sun Chemical would include reclosable cold seals used where temperature-sensitive food comes into contact with packaging and facilitating the packaging process. For instance, cold seals can be used as part of the wrapper structure for items such as chocolate bars, enabling the product to be wrapped as it is produced, without the high temperatures associated with other methods, while offering the consumer the benefits of resealability. Closable cold seals may also be a viable alternative to zip closures, with positive cost implications for brand owners.

Sun Chemical has the global coverage to provide brand owners with a full range of options to optimise and improve shelf life, supported by expert consultative advice on how to deploy these products along the supply chain to optimise packaging structure and protection.



Oxygen barrier coatings and adhesives are formulated to be applied as a thin coating between film layers, improving the protective qualities of the pack while potentially also removing a film layer. In the example above, a standard 3-ply laminate can be turned into a 2-ply laminate with a printable barrier coating, thus eliminating a film layer on the pack.

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THE PACKAGING MANIFESTO: Creating the Perfect Package

SHELF IMPACT



Source Point of Purchase Advertising International (POPAI)

The Background

It has been said that the retail shelf is the moment of truth, when the majority of purchasing decisions are made. Whatever the statistics, with shoppers confronted by an increasing range of products in store, buying behaviour is heavily influenced at the point of sale. Brand recognition is vital, and individual products need to stand out in their category to help customers differentiate between them and competitor offerings.

Of course, as much of the retail experience migrates online, and as consumers begin their purchasing journeys in the digital environment, strong visual brand identity becomes even more important.

The drive to support profit margins, especially on commodity fast-moving consumer goods (FMCG), is stimulating the need for optimum shelf impact. In a crowded marketplace, packaging can be a valuable point of differentiation. In categories where brands are competing with value-priced me-too products, standout packaging is key to consumer recognition, while luxury packaging offers a practical means of enhancing the perceived premium of higher-value products. Whatever the competitive landscape, effective package design can have a measurable effect on market share and margin.

Brand owners invest heavily in understanding their products' selling points and developing a brand story that reflects these to appeal to consumers. Telling this story through retail packaging is fundamental to brand consistency and credibility. That story should be extendable upstream—to point-of-sale displays leading the consumer to the pack on shelf and downstream—with consumer interaction after the pack has been purchased and at home. It should also be compatible with various pack structures such as HDPE bottles for shampoos, monobloc for deodorants, or flexible recharges, all with a consistent look and feel.

Beyond the supermarket shelf, products also need to stand out in the home, to appeal to consumers' senses and invite consumption and repeat purchase. If this can be achieved, the consumer is more likely to engage emotionally with the brand and develop brand loyalty.

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SHELF IMPACT

The Challenge

Brand owners must balance the need to increase their products' impact on shelf, with the practical processes involved in printing, converting, and filling a variety of pack types, and the need to manage cost along the supply chain.

Packaging redesign is a cost-intensive process, and new design elements aimed at boosting shelf impact need to prove their return on investment by driving sales, contributing to market share growth, or enabling the brand owner to command a price premium.

The imperative to achieve shelf impact must be balanced with the need to stabilise unit costs, and also with considerations around environmental performance, recyclability, and suitability for sensitive or heavily regulated products such as food and cosmetics.

Together with their converters, brand owners must ensure that packaging designs can be reproduced consistently across multiple substrates, processes, print suppliers, and geographies, so that a product is recognisable all over the world, regardless of the packaging format. Likewise, special effects must be applicable in practice and repeatable across all processes and materials.

The Solutions

Sun Chemical has a catalogue of creative solutions aimed at helping brand owners give their packaging the wow factor. Backed by the deep packaging design expertise of Sun Branding Solutions, Sun Chemical can work hand in hand with brand owners to devise ways of enhancing packaging to engage consumers fully.

The **SunInspire** speciality inks and coatings can add visual magic, from metallic inks to fluorescents and phosphorescents, to glitter effects, pearlescents, and frosted effects. Coatings can give a pack a matte or gloss appearance, while special varnishes can be used to create a relief effect, to produce a snakeskin feel, for example. Iridescent coatings can produce the effect of the pack colour changing depending on the viewing angle.

Specialist tactile inks and coatings can be used creatively to evoke certain sensory responses when the consumer touches the package, giving a natural, paper-like quality to a film pack, for example, or replicating the feel of rubber, suede, or sand. Research indicates that 70% of packages that are picked up are purchased, so by inviting the consumer to experience the brand through look and feel, sales can receive a measurable boost.

Inks and coatings can even engage that most evocative and personal of senses—smell—by adding scent that is released when the pack is touched, producing a deep emotional reaction to the product or letting the consumer experience the aroma of the contents without opening the pack.

Clever chemistry offers brand owners the option of thermochromic inks that react to changes in temperature, say, telling consumers when their beer is cold enough to drink. Photochromic (light-reactive) inks could be used to display a warning message on a bottle of sun protection lotion after a certain amount of UV exposure, for example. These special effects create talkability and excitement around brands, stimulating peer-to-peer referrals while delivering worthwhile functional benefits for consumers.

Similar tricks can be used to create eye-catching point-of-sale display materials, deepening interest and engagement with the brand, while ground-breaking solutions coming from Sun Chemical are allowing retailers to create dynamic displays with printed images bringing motion in replacement of fixed images or digitally printed 3D effects with inkjet technology.



Sun Chemical's SunInspire 2014 Samples Box features 21 different samples of special effects for all print processes and substrates. SunInspire inks and coatings offer a variety of visual special effects that help packages increase their shelf prominence, including high-lustre metallic, fluorescent, glitter, and more.

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THE PACKAGING MANIFESTO: Creating the Perfect Package

PACKAGING 'PLUS'



Source Mintel Food Packaging Report, July 2013

The Background

Packaging has moved beyond function and protection, to become pivotal to the omni-channel retail environment—from consumer engagement at the point of purchase, to sustaining brand interaction post-purchase. Today's brand must seek to engage seamlessly with the connected consumer, communicating practical and promotional information consistently at all touch points—in-store, mobile, and online.

Consumers are more product-savvy than ever before. They are more discerning about products, price, and the story behind the brand or product, as well as its provenance, history, ethics, and even the impact of its supply chain on issues, from employees' pay to air miles. With a fixed amount of physical space on which to provide information, brand owners are faced with the challenge of looking for inventive ways of embedding information or driving consumers to other platforms where they can seek the information they need.

Naturally, consumers expect packaging to be functional and sustainable. But, more than this, they want it to excite, engage, and inform. This appetite for branded content represents an exciting opportunity for brand owners to harness the power of packaging in their drive to elicit consumer interaction post-sale, building a relationship with the consumer, stimulating consumption, driving repeat purchase, and creating brand loyalty.

Innovation in packaging design offers the brand owner untold opportunities to engage with consumers. While in the past, brand owners have focused on in-store shelf impact, today's packaging has become a platform for sustained communication with consumers, driving them to online assets and content, whether through mobile apps, interactive on-pack competitions, or full-blown augmented reality experiences.

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THE PACKAGING MANIFESTO: Creating the Perfect Package

PACKAGING 'PLUS'

The Challenge

For brand owners, packaging plays a key role in achieving standout among an ever-increasing range of commodity products, as well as in engaging more deeply with the consumer. This is not limited to the point of purchase; it continues into the home, where the product needs to stand out from a kitchen cupboard or bathroom shelf stocked with competing brands. The package must achieve immediate recognition, deliver visual appeal, and stimulate repeat usage.

However, while a huge amount of effort goes into making packaging pleasing to the eye, the overriding trend is towards simplification of packaging, as retailers continue to search for ways to achieve cost savings and support sustainability agendas.

Brand owners face the challenge of needing to minimise packaging material and yet to convey more information, in less space. There are growing regulatory pressures around the display of ingredients, health information, and calorific content, and certain products are subject to rigorous labelling legislation. These growing information requirements must be balanced with the desire for packaging to carry prominent branding, include promotions, and function as a tool for consumer engagement. Today's brands must strike a fine balance between being informative and visually appealing.

Packaging has been a fundamental part of the brand owner's media mix for many years and today acts as a platform for communication and a bridge to online and social media.

For decades packaging has been more than flat design, and today ambitious brand owners and their designers need to understand and harness new technology to engage with and enhance the consumer experience. From augmented reality, to sensory packaging including aroma or touch appeal, there are myriad ways to achieve deeper engagement.

Any creative design initiative must of course also be considered together with the many practical aspects of packaging production: substrate, format, process, labelling, and so on.

Furthermore, all parts of the business, from marketing to IT to customer fulfilment, must be aligned to capitalise on the opportunities to drive sales, to ensure that the 'promise' of packaging—which has the capability to do more—is fulfilled.

The Solution

Sun Chemical—and specifically our **Sun Branding Solutions** business—works extensively with brand owners to ensure that packaging is pivotal to their retail presence, harmonising global brands, optimising shelf impact and pack performance, and helping to make packaging a pivot point for integrated multichannel promotional campaigns.

Our SunInspire special-effect inks and coatings can add a sprinkle of magic to shelf packaging, while our involvement in PantoneLive is critical to helping brands optimise visual consistency and recognition across multiple pack types and geographies.

Bringing together different skills from across our business, we help brand owners to devise holistic consumer engagement strategies, capturing consumer attention at the point of sale and keeping them engaged once the product is taken home.

A significant but easily overlooked part of any project is campaign feasibility. We can advise on the right back-office systems and processes to support a campaign, how to manage campaign assets in a fast-paced environment. We also have the technical knowledge to ensure that packaging and on-pack promotions are legally compliant and that all the requisite information is included.

We use our expertise across all aspects of the packaging supply chain to guide brand owners' choices, from materials and design, to special effects, to the cross-media devices such as augmented reality that are already playing an increasing role in the consumer experience.

As a packaging solutions company, we have the full spectrum of skills and solutions to support the brand owner from concept to consumer.

Packaging has been a fundamental part of the brand owner's media mix for many years and today acts as a platform for communication and a bridge to online and social media. Ambitious brand owners and their designers are now harnessing new technology to engage with and enhance the consumer experience.



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THE PACKAGING MANIFESTO: Creating the Perfect Package

CONSUMER EXPERIENCE



Source Mintel Food Packaging Trends, July 2013

The Background

Today's shoppers are more demanding than ever of the brands they select, and expectations are becoming ever more complex as social trends impact how we buy and consume.

Whatever the product, consumers want the contents to retain their freshness, taste, colour, and aroma for as long as possible from the time of purchase. Packaging is expected to be effective at giving their purchase optimal fridge, freezer, or cupboard shelf life, as well as ensuring the food is safe to eat.

These are economically challenging times for households in many regions, and consumers are increasingly focused on shopping intelligently and reducing food waste. Innovative packaging plays a valuable role here too, protecting even fresh food products for longer.

Family units and single-person households alike are looking for the flexibility to buy favourite products in large volumes for better economy but to consume the contents on demand. Likewise, while home cooks are becoming more experimental, they want to be able to buy a new product, use a little, and store the rest for use within a reasonable timeframe, preferably in its store packaging. These trends make reclosability a particular requirement, with time-poor consumers looking for practical solutions that eliminate the need to decant food products into other containers and allow them to store products in the original packaging, without the need for separate clips and closures.

Health and wellbeing remain high on the agenda for many shoppers, and these buyers gravitate to products that exude freshness and vitality, making transparent packaging a growing trend for chilled goods in particular, enabling buyers to see the freshness of the contents at a glance. Meanwhile, the health lobby is pressuring brand owners to reduce harmful artificial and natural preservatives in food, placing greater onus on packaging materials to perform a preservative function.

Recyclability is also a key consumer concern, and brands whose packaging cannot easily be recycled are rightly challenged by shoppers looking for more sustainable solutions.

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THE PACKAGING MANIFESTO: Creating the Perfect Package

CONSUMER EXPERIENCE

The Challenge

When developing packaging, the brand owner must strike a difficult balance between technical performance and fitness for purpose, aesthetics, functionality, transportability, and recyclability, all while managing cost.

Recent years have seen the gradual decline of traditional packaging formats such as glass jars and metal cans, and the corresponding rise of flexible packaging. This trend creates new dilemmas for brand owners, who are keen to exploit the advantages of flexible packaging but must find innovative and cost-neutral ways of replicating the total barrier qualities of solid packaging materials.

Many of today's packaging designs are now many years old, and brands must take advantage of materials' innovation to optimise their packs, delivering a better, more consistent consumer experience.

Meaningful packaging innovation can be a valuable competitive differentiator, and any design feature that is seen by consumers to have their interests at heart has the power to underpin brand preference and loyalty.

The Solutions

Sun Chemical has a range of purpose-designed coatings and adhesives to retain the freshness of appearance and aroma of highly perishable goods, or to measurably extend product shelf life by forming a robust barrier against light, air, odour, and moisture.

Our innovative oxygen barrier coatings and adhesives, for example, can be used in combination with film substrates to remove the need for a supplementary barrier film or aluminium layer, giving the consumer a package that is light but still offers complete protection for the contents against gases or odours of any kind. In fact, oxygen barrier solutions can be applied both in shelf packaging and in bulk packaging for transportation, a stage in the supply chain when contamination with environmental odours can present a significant challenge.

An oxygen barrier coating can also provide an effective barrier against contamination from mineral oils that may be present in recycled board packaging, a topic that is rising on the regulatory agenda.

UV-barrier coatings from Sun Chemical can preserve the colour and freshness of food for longer, while speciality anti-mist coatings provide a solution for brands wanting to present chilled products such as salads, prepared fruit, and so on in clear packaging that reinforces the freshness and vitality of the contents.

Sun Chemical's cold seal innovations are supporting the trend to reclosability, enabling brands to offer packs that can be resealed by the consumer multiple times, with minimal loss of the packaging's protective qualities.

Intelligent use of coatings and adhesives to remove structural layers can also help in the consolidation of packaging to a single material, increasing recyclability by enabling the consumer to recycle the packaging in a single waste stream.

As a global leader in coatings, inks, and adhesives across multiple packaging applications, Sun Chemical can offer brand owners the widest range of solutions on the market today for improving customer experience of contemporary packaging. Sun Chemical is a leader in development of coatings and inks that are rigorously tested for their suitability for use with sensitive food and cosmetic products. Our global presence means that our solutions can be deployed consistently across multiple geographies, a vital factor in an increasingly globalised brand environment.



Many of today's packaging designs are now many years old, and brands must take advantage of materials' innovation to optimise their packs, delivering a better, more consistent consumer experience.

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Sun Chemical Corporation
35 Waterview Boulevard
Parsippany, NJ 07054-1285
United States
Tel +1-708-236-3798

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CONSUMER EXPERIENCE



who can create
packaging that rises
above the competition?
you can.

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Go from concept to consumer with design, prepress, color management, ink, coatings and plates—all from a single source.

To learn more on how to create packaging that rises above, watch our **Concept to Consumer** video:
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THE PACKAGING MANIFESTO: Creating the Perfect Package

The Top 10 Packaging Priorities for Getting a Brand from Concept to Consumer



quality

service

innovation

A partner who transforms with you.

Today's environment requires more than change. It demands transformation—and a partner who's willing to transform with you. As the world's leading producer of inks and pigments, Sun Chemical gives you over 8,000 people working in more than 250 locations in 56 countries. And every one of those people is working every day to create new solutions for the increasing challenges in packaging, publication, coatings, plastics, electronics, brand protection, and product authentication. We are committed to meeting your needs, while never losing sight of the business essentials: reliable, on-time delivery, consistent product quality, dependable service, and groundbreaking innovation. As you move forward into a world of stiffer competition, faster turnarounds, more complex printing demands, and sustainable products, count on Sun Chemical to be your partner.

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