

packlab partners

## Collaborative innovation: **Joined-up packaging thinking**

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## Content

- 1. Knowledge gap, product crap**
2. Gap fillers with small tool boxes
3. We think we understand packaging
4. Collaborative Innovation
5. Joined-up packaging thinking

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**KNOWLEDGE GAP,  
PRODUCT CRAP**

# packaging is the 3rd largest industry in the world

*basis upon gross sales\**  
*100+ billion dollar industry*  
*Supporting every product industry*

# 7

full-time specialist packaging design  
**degree programmes** in the world.

# 3

full-time specialist packaging design  
**masters degree programmes** in the world.

# 250

packaging design specialists  
graduate in the world each year.

## **We need packaging designers to contextualise technology because they:**

- Integrate innovation
- Create unique consuming experiences
- Add brand value and differentiation
- The perfect facilitators for innovation

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A black and white photograph of a hand holding the handle of a metal tool box. The background is a cluttered workshop with various boxes and equipment. The text "GAP FILLERS WITH SMALL TOOL BOXES" is overlaid in white, bold, sans-serif font.

# GAP FILLERS WITH SMALL TOOL BOXES

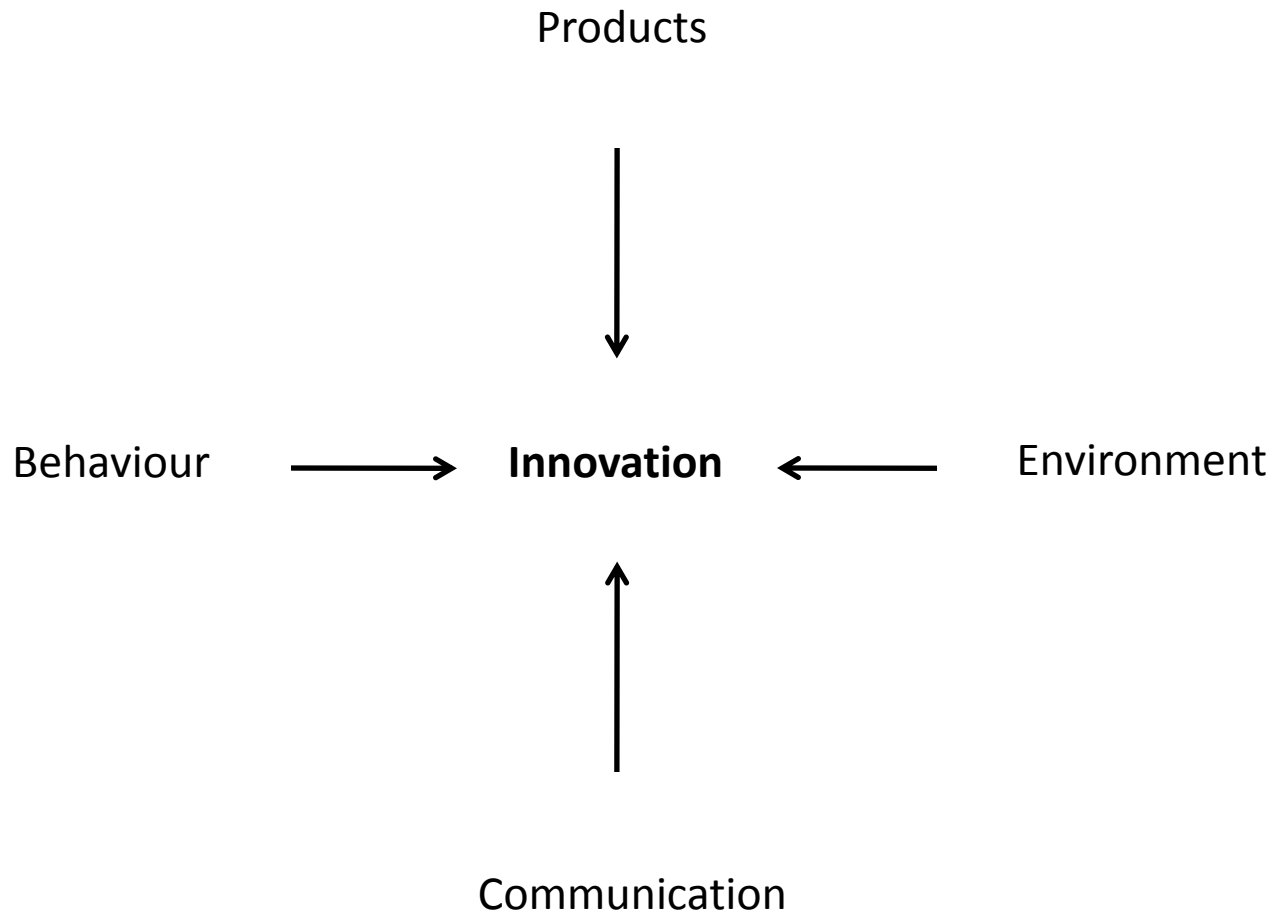
**Gap fillers =**  
non packaging design  
specialists

**Small tool box =**  
lack of or out of date  
tools, methods,  
process, and  
knowledge, etc.

**Advertising agencies –**  
only interested in the ad accounts

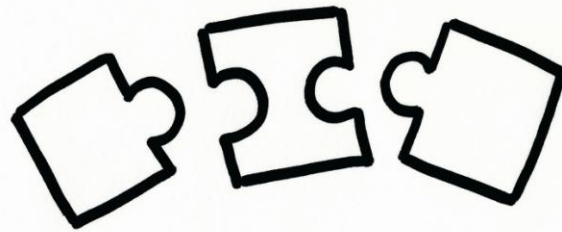
**Graphic design agencies –**  
only interested in the surface graphics

**Brand Design Agencies –**  
all the right team without the knowledge  
and appreciation of the packaging value  
chain



# One experience

Consumers don't divide their  
experiences  
up into product, packaging and  
service.  
It's just one consuming experience!



Packaging design should be at the forefront — an integrated part of product and service development. It cannot be a bolt-on afterthought if all opportunities are to be explored.



**WE THINK WE  
UNDERSTAND PACKAGING**

Packaging is the only  
marketing medium that  
gets an invite into your  
home.





Gets invited as a  
best  
friend into the most  
intimate parts of our  
homes.



My tomato ketchup  
bottle has lasted  
longer than my  
last relationship.

Packaging is the only marketing medium that has the ability to speak to all 5 human senses.

Packaging is the only  
marketing  
medium that has the ability to  
speak to all 5 human senses.  
**Making it the most tangible  
brand experiences we can  
have.**



*Chocolatier*

*Production engineer*

*Food technologist*

# COLLABORATIVE INNOVATION

*Not knowing what questions to ask*

*Ideation workshop with product and packaging specialists of a global Food and Beverage company*

# **Collaborative innovation isn't a new idea**

## Collective brain

Collaborative culture

Trade and interchange of ideas

Cross fertilisation of ideas

Incremental technological progress  
and developments basis upon ideas

Collective brain

**Collaborative culture**

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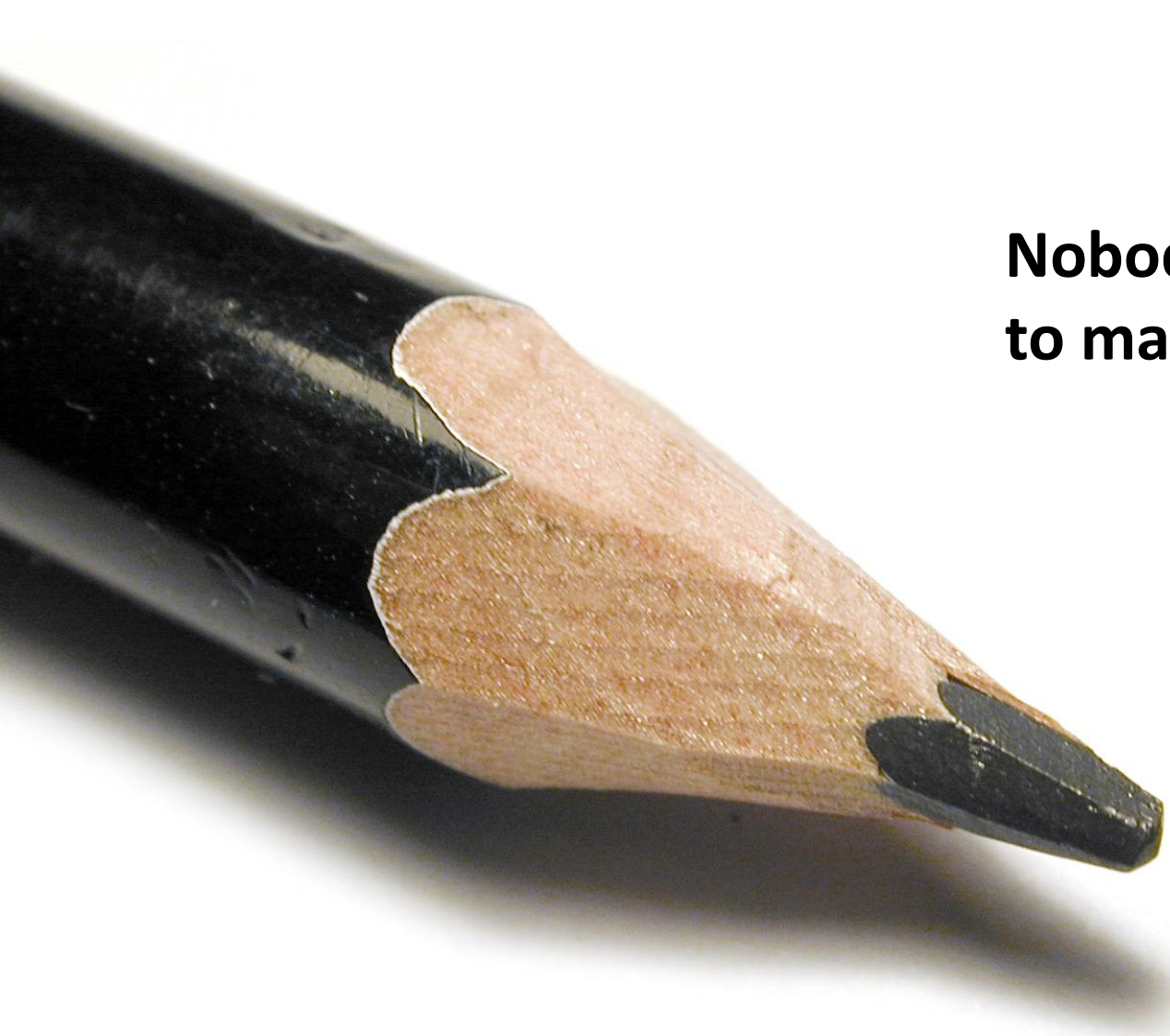
Collective brain  
Collaborative culture  
Trade and interchange of ideas  
Cross fertilisation of ideas  
**Incremental technological progress  
and developments basis upon ideas**

Exchange with humans has been going on  
for hundreds of thousands of years.

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**This is where collaborative  
innovation started.**

**Remember trade is 10 times  
older than farming.**



**Nobody knows how  
to make a pencil.**

*Matt Ridley presentation:  
When ideas have sex, TED presentation*

People who assemble it don't know how  
to mine graphite, they don't know how  
to fell tree for the wood ...etc.



**JOINED-UP  
PACKAGING  
THINKING**

# Kanniston Bakery, Finland







**“Quite simply  
production can’t  
meet the demand”.**

*Sales Manager, Kanniston Leipomo, Finland.*

















0

*advertising campaigns*

6

*national / international awards and counting*

2000%

*increase in orders currently up*

# 400%

*projected sales figures after 12 months*

800%

*increase in demand up*

joined-up packaging thinking™

[www.packdesign.com](http://www.packdesign.com)



1. We believe packaging design is R&D and it should be given the value it deserves
2. We have the ability to communicate with the whole packaging value chain in their own language
3. We creatively explore and understand materials and push them to the limits
4. We respect logistics and see as an opportunity rather than a problem
5. We know how to beat the competition in retail environment
6. We also understand the importance of the consuming environment
7. We understand the needs user and their behaviour from purchase to disposal
8. We are good at creating unique consuming and brand experience
9. Because we are specialists we are able to achieve serious return on development for product development