ENABLING SPEED TO MARKET THROUGH VALUE CHAIN COLLABORATION

KAY BOAKYE- YIADOM & FRANCISCO PAZ
MARKET MANAGER - LAMINATING ADHESIVES
MARKET MANAGER - VALUE CHAIN

REDEFINE THE FUTURE OF PACKAGING
CASE 1

THE LAMINATION PROCESS
SYMBIEX™ AND 1-SHOT TECHNOLOGY PROVIDES CUSTOMERS WITH ACCELERATED PACKAGING INNOVATION INTO THE MARKET!

Your Benefits

Shorter Time-to-Market

- Slitting in 90 Minutes
- Form a Package in Less than a Day
- PAA Decay in 1 Day

Improved Production Efficiency

- High Web Speed
- No Misting and Better Wettability
- No Pot Life Concerns

Lower Cost-in-use

- Reduced Line Downtime
- Reduced Curing Inventory
- Almost Immediate Quality Check
ADVANTAGES

- No pot life concern
- No misting
- Lower outgassing
- Higher production speed
- No ink smearing
CASE 2

INCUBAPACK™
MAKING THE FLEXIBLE PACKAGING INDUSTRY MORE FLEXIBLE
PACKAGING CHANGES IN PRODUCT CATEGORIES

Tomato Sauce (Brazil)

- Baby food pouch market today is estimated to be over 1.5 billion pouches.

Condiments (Argentina)

- How did this happen? But more important, how can we LEVERAGE and ACCELERATE it to other product categories?

Baby Food (USA)

DOW RESTRICTED
PRODUCT CATEGORY DYNAMICS

Leader:
“The leader’s role is to remain the leader”

There is nothing HARDER for the small and even medium THAN TO SWITCH TO flexible packaging

Small & Medium:
Cheaper or most innovative

Brand Owner
- Design: Can I have a unique design?
- Printing: What is the minimum volume?

Package/ Film
- Can you provide a sample? What is the minimum order?

Filling Capability
- How much is the equipment?

Product category status:
Remains as it is, we need to try a different approach
HOW CAN WE ACCELERATE AND LEVERAGE?

- INCUBAPACK provides a one-stop-shop experience to make it easy to get into flexible packaging:
  - Low minimum order quantities
  - Fast and Inexpensive to get printed material (digital printing)
  - Co-packing and filling can be offered so that end users don’t have to invest in filling equipment
  - Test drive for new technologies such as PacXpert™ and Recycle Ready™
DON’T GET LEFT BEHIND

Join us to redefine the future of packaging

- Solutions to reduce food waste
- Design tools for sustainable packaging
- Collaborations that create change
- Advancements in end of life options
ROUND TABLE DISCUSSION
ENABLING SPEED TO MARKET THROUGH VALUE CHAIN COLLABORATION

- Booth#: S-230
- Holly Dunnill

- Booth#: S-6639
- Giancarlo Caimmi

- Booth#: S-6507
- Roy Oomen

- Booth#: S-230
- Tom Seymour
THANK YOU