

# The Packaging of the Future

- Use Packaging, not Advertising!
- Future Scenarios in FMCG & Packaging...
- 🌐 The Pool° is the Future.

/// This presentation has been created by the OSS° for FREE USE throughout the Industry. ///



Use **Packaging**, not Advertising!



# Strategies for the Future

Fine Feathers will still make Fine Birds!

The Packaging Industry has always been...

... interdisciplinary, with a very wide array of different people involved &

... a secondary Industry, attached to that Industry of which the goods are packed.

In the past, this was fine, since Packaging was not very important. Brands were made through Advertising – and with superior Quality. Today now (and in the future even more), Advertising is not only not effective anymore, it has already become something we HATE.

**Advertising is everywhere today, it is intrusive harassment. We are stressed by it, we need to invest energy to avoid it & often we hate it (pop-up ads!).**



# Looking for ROI?

Use Packaging, not Advertising.

Packaging is silent salesman on shelf and brand ambassador in people's homes. In addition to being able to create value by itself, through added or improved functionalities, the quality impression that it delivers is also (subconsciously) transferred onto the product.

Consumers who do not know a product yet might have a quality preconception, but they will include the packaging to make their final assessment – at shelf or upon delivery. A strong material and solid feeling to the whole pack e.g. communicates high quality. Elegant use of finishing effects can lift a product into a whole new price tier.

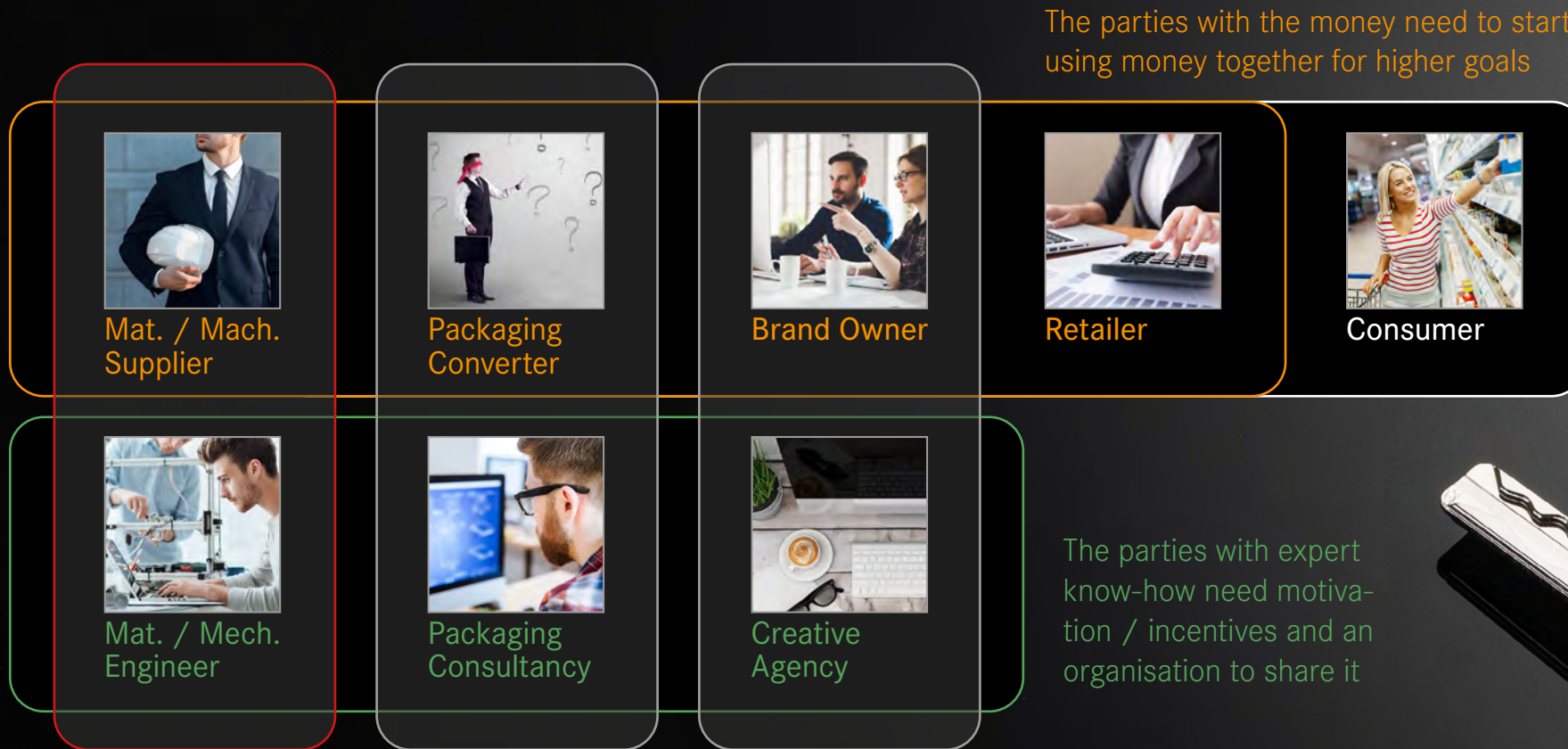
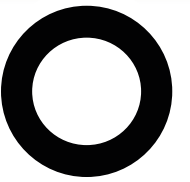
Packaging is the superior Marketing tool compared to public Advertising. **Packaging complements Internet Marketing & E-Commerce to achieve a beautiful purchase experience.**





# Key to Real Packaging Innovation

A Complex Multidisciplinary Industry demands for Cooperation between Companies



Material & machine suppliers & engineers need to participate in the Brand Owners' innovation process

Packaging converters and engineering consultants need strategic directions for development

Brand Owners and their creative agencies need hands-on education and project support

Brand Owners and Retailers need to understand the full value of packaging for their brands: A product quality evaluation modifier and brand communicator with extensive consumer contact.

#1  
Sustainability

#2  
Innovation

#3  
Education

#4  
Promotion

#5  
Cooperation





# Future Scenarios in FMCG & Packaging...

# Future Scenarios

## For Packaging & FMCG Innovation

In today's global & saturated markets, manufacturers & retail are relying on Innovation to survive on the economic battlefield.

But in order to create really innovative Packaging, we will most often require new technical capabilities & investments. Therefore, Packaging Innovation is currently often technology-driven – new capabilities appear & then allow to create new kinds of Packaging.

If we want to understand the impact on Digitalisation onto the Packaging Industry and start to create concepts for Future Packaging, however, we will need to work the other way round.

To innovate for the next 7 years, we need to work from a

# VISION!





# Future Scenarios

## For Packaging & FMCG Innovation

The scenarios in this chapter help you to create relevant visions for your companies & brands. **For our FUTURE.**

### Consumer Megatrends (Global Data, 2018)



### Consumer & Society Trends



### Packaging & Technology Trends





# Hyper-Connected World

## Consumer & Society Trends



Hyper  
Connection



Next-Generation  
Shopping



Digital  
Lifestyles



Transparency  
& Trust



Self-Branding

If you are up-to-date, then you are already quite connected. You will have items & gadgets that are constantly connected – to the web or to other appliances – via WIFI, Bluetooth or another digital communication technology. It becomes possible to access & transmit vast amounts of data – more or less everywhere in the world & inside urban areas more or less anywhere.

This 'Internet of Things' is great and brings us the biggest leap in technology advancement that we ever experienced. Packaging, as part or at least shell of the product as well as object of the logistic chain, is automatically a part of this Hyper-Connected World already.

When QR codes came up, there was a real hype about them in Marketing – people were anxious about a new & smart technology for smartphones that was really easy to implement. Then people realised that a QR code alone is not an idea. It is merely a technology & people will also only use it if they see a benefit for themselves. Content is King. QR codes are still a very easy way to connect Packaging to the Internet – with no oncost for generic codes and low-cost existing solutions for individual coding on a single item level. Individual coding makes it possible to trace the origin of a specific product's ingredients, for example.





# Hyper-Connected World

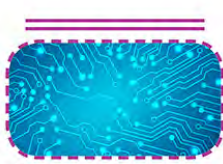
## Packaging & Technology Trends



Connected Packaging



Augmented Reality



Electronic Packaging



Intelligent & Smart Packaging



Intelligent Virtual Assistants - AI



Pack acts as Physical Proxy



Ingredient Traceability



Digital Printing



Production On-Demand

Other technologies allow a more direct interaction with the packaging. With Augmented Reality, a smartphone can follow a pack's movements and add elements to it on the screen. It becomes possible to simulate an X-Ray view into the pack or to play an AR game on the back of a cereal box. RFID and NFC are also becoming cheaper and thus will find their applications on a single-pack level.

A lot of electronic circuits can be printed already – Printed Electronics are key when it comes to Electronic Packaging for mass markets. Current electronic packaging examples are mostly special editions of expensive products like alcohol & tobacco, sold in Travel Retail. They usually feature some simple light and/or sound effects for promotion & show effect.





# Hyper-Connected World

There are more uses than this, of course. Intelligent packaging can communicate, either with screen or light effects – or using a smartphone or tablet as output device. Imagine a parcel that can tell you the story of its journey. Very interesting if something is broken inside...

A Hyper-Connected World also allows to make individual products – on the spot and according to the customers' preferences. At POS or at On-Demand facilities nearby. Often enough, the Packaging is mostly a physical proxy for a digital product anyway. The consumer buys a software or content, but gets a Packaging that – along with a card with the download authorization – also includes a small booklet with instructions, a poster and maybe a small figurine of the brand character, etc. All these things can be produced instantly & On-Demand in a software outlet around the corner very soon.





# Human New World

## Consumer & Society Trends



Hyper  
Connection



Next-Generation  
Shopping



Transparency  
& Trust



Simplicity



Authenticity  
& Heritage



Coaches &  
Assistants



Restaurant  
Food Delivery



Public  
Advertising

Currently, people are frantically trying to become more efficient – some are even afraid that their whole job description could be taken over by AI & robots. It is becoming very obvious that there must (and anyway will) be big changes in our society very soon. For once: that many professions can soon be taken over by machines should be nothing to be afraid of.

This simply means that Mankind has advanced so far that it is not required anymore that everybody is working. If our society would stop worshipping Money and the right changes had already been made, many people could just do what they want to do. Do meaningful work instead of being a part of a numb Production & Advertising & Consumption Machinery fueled by Money alone. So specifically for this scenario, imagine a World that has smarter rules & (digital) mechanisms to coordinate goods & workforce.





# Human New World

## Packaging & Technology Trends



Intelligent Virtual Assistants - AI



E-Commerce Packaging



Clean Label Communication



Pack as (Interior) Design Object



Convenient Handling



Seductive Pack Communication



Individual Item Formulation



Highest Level Food Safety



Personalized Packaging



Intelligent Public Advertising

In this more Human World of the Future, almost no Marketing relies on Public Advertising anymore. Information overflow has made Advertising unattractive while Digitalisation with Internet product research, Entertainment Media streaming & new E-Commerce channels completely changed the shopping process. TV ads? What was TV?

Nothing is forced onto the consumer anymore, everything is selected by yourself. Of course you still watch promotion videos for FMCG brands – when you are browsing new food options for the family on the web. Then they often help you to decide which juice, meal, etc. to put onto the list. And many are funny, so you like them – but why should you watch the spot of a juice while you are not researching juices? **Stupid last Millennium.**





# Human New World

When the things come – and mostly, they are delivered – they are still in similar packs as in the past, but the packs are more beautiful & qualitative. And better in handling – e.g. when a pack is made for pouring, then it has a pouring application that works. The pack graphics are also cleaner & more informative than in the early 2000s still. Seductive, taste-appealing pack graphics supposed to trigger super-market impulse purchase are considered unaesthetic in this Future. And unhealthy – such pack graphics also triggered impulse attacks of gluttony in adults and even more in kids.

People will also not eat so much crap out of crappy Packaging anymore in the Future. To eat ‚convenience meals‘ at work or alone at home will rather become less often than today (because everything is just smarter in the Future & people eat real food instead) but if it is required, it will come in better Packaging. And of course, the quality of the food will also be better. If you are asking yourself how much better convenience food can be, just go to Switzerland and buy some microwave food at Migros. You will be surprised what is possible (especially if you are from the UK).





# Future Consumers

## Consumer & Society Trends



Simplicity



Efficient &  
Effective



On-the-Go



Experience  
Economy



Moderation  
& Avoidance



Fresh, Natural  
& Pure



Customization



Creativity &  
Self-Expression



Self-Branding



(Niche) Entrepre-  
neurship

What expectations will Future Consumers have about their Packaging? Much higher! Today, Packaging is usually not in very high esteem – but only because it is not treated with enough respect & care. Packaging is an integral part of the industrial process and will for sure not disappear in the Future. But since we need it anyway, it makes sense to make the most of it. A lot of the money that is currently wasted for ineffective Advertising will soon be invested in Packaging. Packaging is a brand's outfit and directly related to its quality impression.

Since people will have understood that in the Future, we will have a higher standard quality of Packaging. Higher overall quality in material & make and also more special features, like pouring devices and closures (that work). More people will be Entrepreneurs – there will be more (local?) Niche products from small enterprises, made (& packed) with passion by people who identify with their product.





# Future Consumers

## Packaging & Technology Trends



On-the-Go  
Packaging



Out-of-Home  
Convenience



Convenient  
Handling



Single Portions  
Packaging



Individual Item  
Formulation



Digital Printing



Production  
On-Demand



Pack as (Interior)  
Design Object



Play Value  
Packaging



Customized  
Packaging

Consumers will make a lot of use of smart options for customizing Packaging to their own preferences. Concerning individual pack graphics, the biggest challenge will be to supply graphic elements in a way that the consumer has enough room for self-expression – while the pack still looks good in the end. Ideally, the consumer learns something about aesthetic design during such a process.

As Packaging will offer more benefits and added value than today, purchase decisions will more often be made based on these Benefits & Added Values. This can be the Play Value of the Packaging, e.g. when it is part of a Brand-related Interaction also including digital content or games that connect to pack & product to create memorable experiences. Digital Printing & Production On-Demand will allow these experiences to become more & more tailored & focussed in the Future. This is one of the areas where the money will go that is currently wasted in Public Advertising.





# Future Fashion & Trends

## Consumer & Society Trends



Experimentation



Premiumization  
& Indulgence



Experience  
Economy



Ethical Luxury



Environmental  
Responsibility



Ethical  
Wellbeing



(Niche) Entrepre-  
neurship



Flamboyant  
Make-Up



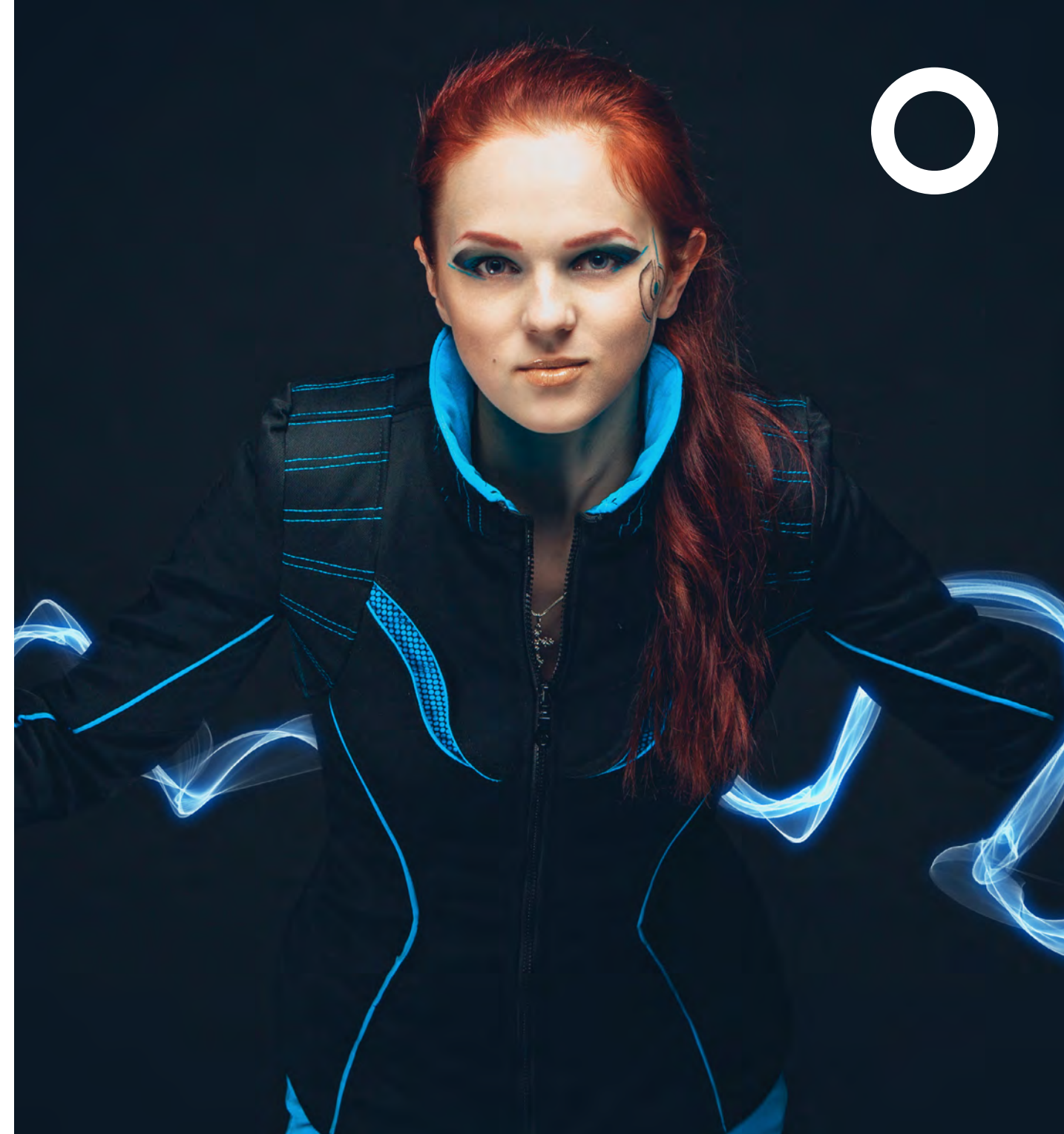
Self-Branding



Wearable  
Electronics

Who knows what Future Fashion will be like? I for my part do not know it. But I know that people have succumbed to totally ridiculous fashion trends before – and will again. The bandwidth of active fashion trends is also growing as people become more individualistic and are expressing this in various ways to sell & explain their beautiful individuality to others. As people's self-conception of course includes their choice of FMCG products, this is great for the development of many, many Niche brands with unique, polarising styles.

People are becoming more demanding concerning quality & service, but they are also willing to pay for premium quality, particularly in specific areas that are important for them. Packaging that is smart, funny or helpful in product usage or application will be honored by consumers.





# Future Fashion & Trends

## Packaging & Technology Trends



Circular Economy



Bio-based Materials



Recycled Material Use



Renewable Material Use



Lightweighting



Cross-Category Transfer



Transparent Packaging



Pack is (Interior) Design Object



Highest Level Food Safety



Personal Aids for Application

All in all, however, people are becoming better informed and - thank God - more ethical and responsible concerning our environment. At least concerning their choices in FMCG goods: Sustainability is a massive Megatrend and even the biggest Corporations have understood that. Packaging has always been a topic that is relevant for everybody – and all too often it is even dissed as 'trash'. So we can be sure that the Packaging of the Future will be more sustainable. The challenge is to transform this Sustainability into a visible, trusted Benefit. For this, a standardised Sustainability certification & logo is required, in different variations for non-recycled & renewable or similar. **A logo that consumers know and trust.**





# Future Retail

## Consumer & Society Trends



Personal POS Promotions



Private Label Evolution



Bargain Hunting



Consumer Bonus Systems



Store-in-Store Concepts



Experimentation



Informed Shopping



Next-Generation Shopping



Personalization



Customization

The rise of the Smart Shopper, now in close symbiosis with an all-delivering (and not expensive) Amazon // Alexa // Jinn has resulted in a great many changes, including the desertion of whole retail blocks. Ghost blocks like large parts of the Hamburg Mundsburg Center, where the Pool° Organisation is planning to set up its Public Headquarters.

New Retail Concepts are required! Concepts that are much more integrating Brands & their Marketing than today. While our standard shopping list will be delivered to our Homes, we will still go Shopping – looking for inspiration, for new products to enhance our lives. So the POS has to change – from the warehouse that a Supermarket currently basically is to something that is more like a Sales Floor. We will see much more Personal POS Promotions in the Future, because that will be the best way to sell new products to people – through other people.





# Future Retail

## Packaging & Technology Trends



POS Product Trials



Finishing Effects



Personalized Packaging



Limited Editions



Customized Packaging



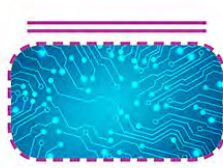
Connected Packaging



Augmented Reality



NFC - Near Field Communication



Electronic Packaging



Smart Retail

While Public Advertising will go back due to its ineffectivity, Stationary Retail will be a place where Brands will still be advertised, purchase decisions will be made & promotion materials will get attention. Electronic Packaging can be put on display.

### To start into the Future, Stationary Retailers now needs two things at least:

- Free WIFI for the customers
- A smartphone app with shopping lists & bonus system (connected to own E-Commerce channel, if available)

Such a Retailer app – if it is well done – is the best platform for the implementation of Augmented Reality & Connected Packaging and to achieve an inspiring POS experience with these technologies. The Retailer should also easily be able to profit from this offer – by selling the app functionalities to Brand Owners.

## ROBOTIC HELPERS



## PAYMENT SYSTEMS



## SELF-CHECKOUT



## SECURITY SYSTEMS





# Future Homes

## Consumer & Society Trends



Cocooning



Single  
Lifestyles



Aging  
Population



Sustainable  
Homes



Experience  
Economy



Smart Living



Next-Generation  
Shopping



Hyper  
Connection



Sterilized  
Society



Self-Branding

„My Home is my Castle“ – this was true in the past and will be so in the Future. Even more than ever for many people who will be able to work from home & get everything delivered. And Home is also where your WIFI is, so this is the place where our best loved gadgets feel most comfortable. Here, the Internet of Things allows us to develop little oases of futurism.

Smart Living has just begun, but it is already showing that it will be easy & democratic to be a part of it. Philips Hue lamps are a perfect example: you buy one, then you buy another – then you buy more. Nice little Robot Vacuums are helping to keep our Future Homes tidy. Smart fridges know what food you have, which one needs to be eaten soon – and what food needs to be bought again.





# Future Homes

## Packaging & Technology Trends



Pack as (Interior)  
Design Object



Sharing  
Packaging



Dosage &  
Dispensing Aids



E-Commerce  
Private Labels



Re-usable &  
Second Use



Virtual Reality



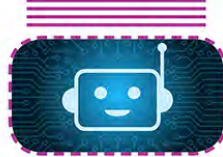
Robotic Helpers



Augmented  
Reality



IoT - Internet of  
Things



Intelligent Virtual  
Assistants - AI

At Home – in our WIFI – this is also the place where Virtual Reality & Augmented Reality will most likely be used. Here, the interaction with Connected Packaging works best & can be a lot of fun – creating memorable experiences in our favourite environment and together with people we love. Here is the place where brands can become a part of the family. Here, we meet friends for a good time together - functionally good, aesthetically branded sharing packaging will still be in demand.

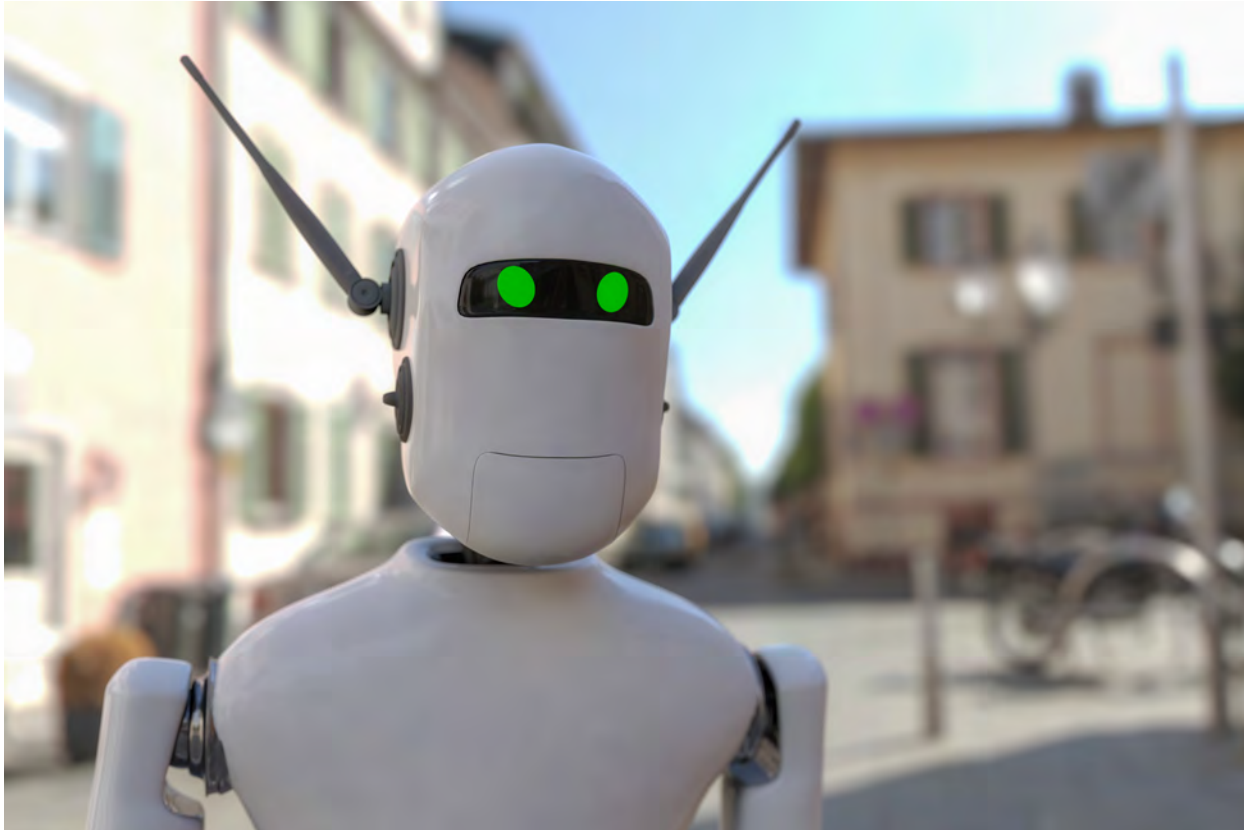
A beautiful Future Home can be the best place for your Brand to sell itself – to visitors, if your Brand Packaging works as an interior design object. For that, it needs to be designed as a design object or be able to be turned into one, just as tissue boxes are already today. For an E-Commerce brand, however, it is much easier to offer a bigger variety of motifs. And with digital printing even the option for consumers to design their own packs.





# Future Homes

We need to understand that our Future Homes will also Point of Sale & Point of Delivery for a huge part of the shopping that is done in the future. It definitely makes sense to develop Brands & Private Labels just for E-Commerce. And not only for Amazon, but for everybody who is planning to grow in this channel.





# Future Unboxing

## Consumer & Society Trends



Next-Generation Shopping



Private Label Evolution



Consumer Bonus Systems



Experimentation



Customization

Currently, E-Commerce shopping is mainly **convenient, fast & efficient**. But not **beautiful**. There is still a lot of room for improvement, and to achieve a complete beautiful purchase experience, Brands must become a part of this process much more. Currently, the majority of people is shopping on Amazon, where Brands are not integrated at all (if they are not Amazon Private Labels). To see change here, some of the Big Brand Owners will have to build up their own E-Commerce channels – and use their new options for communication.

In FMCG Marketing, there is often talk of the ‚First Moment of Truth‘ – if people like and buy a product in the shop – and the ‚Second Moment of Truth‘, when people have the product at home, in usage and under close scrutiny. Then the decision is made if the product will be bought again. Print finishing effects like foil application, spot varnish, metallic inks & substrates help in the ‚First Moment of Truth‘ by attracting attention & supporting a high quality impression. During the ‚Second Moment of Truth‘, the product itself becomes more important than its shell.





# Future Unboxing

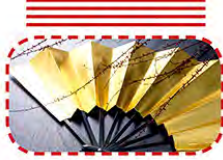
## Packaging & Technology Trends



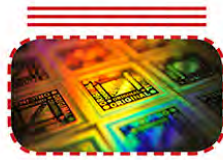
Step-by-Step  
Sequence



Unboxing Drama  
& Experience



Multisensory  
Finishing



Anti-Counter-  
feiting Packaging



E-Commerce  
Private Labels



Augmented  
Reality



Electronic  
Packaging



Digital Printing



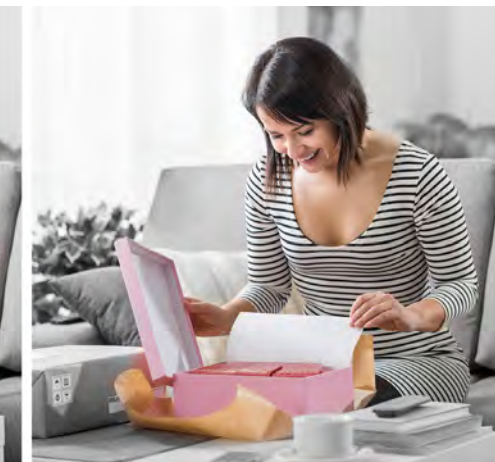
Social Media



Customized  
Packaging

In a pure E-Commerce purchase experience, this is different. Good photographic images are required to set pack finishing in scene – so while shopping online, the finishing effects are usually not visible. The ‚First Moment of Truth‘ in E-Commerce truly is when the products arrive & are unpacked – then the packs are under close scrutiny & a quality evaluation will be done. **In the Future, this moment will be beautiful.** Otherwise the products go back.

To make this moment a beautiful experience, not only the Packaging needs to be qualitative as well as beautifully designed & finished. The whole moment needs to be designed – the sequence & drama of unboxing, the elements included, the product arrangement... And for a beautiful Unboxing moment, proof will be shared through Social Media – **the best way of Marketing in the Future.**





# Future Logistics

## Consumer & Society Trends



Next-Generation Shopping



Smart Living



Hyper Connection



Ecological Technology



Added Functionality

To support logistics was always one of the basic functions of Packaging. FMCG Packaging today is usually optimised for the process of feeding Supermarkets. The products leave the Brand Owner's production on tidy, perfect pallets and go to the Retailer's warehouses. There, orders from Retail Outlets are compiled and put onto pallets that are not so tidy & perfect anymore. Most products are collected in Shelf-Ready Packaging (SRP) that makes it easy & efficient to fill up the shelves. So the dimensions of single products currently usually relate to the dimensions of pallet, SRP and shelf.

When we are now starting to design Packaging specifically for E-Commerce, we have a totally different situation. We will need to find new ways of optimising our Primary & Secondary Packaging for this channel. While an SRP tray is filled with the same products only, in an E-Commerce delivery the products are combined as the customer selected them.





# Future Logistics

## Packaging & Technology Trends



Shelf-Ready Packaging



Ultra-Express Delivery



E-Commerce Packaging



Track & Trace (Serialization)



Augmented Reality



Robots & Androids



Packaging Size Variations



Lightweighting



Return Systems



Ingredient Traceability

Maybe we need a catalogue of standardised sizes for E-Commerce Packaging? Maybe - but what we definitely need are better standards to arrange, fix & protect primary packs in their shipping boxes. In the Future, Artificial Intelligence will calculate the best way to pack the goods & automatically organise the required filling & protection modules while Augmented Reality shows human packers how to do it. If required, AI organised the Rapid Production of superlight moulded components – individually shaped to hold the items of one order.

Track & Trace technologies will allow us to always know where our order currently is. Many Brand Owners will also allow to see where the ingredients of a specific product come from. Because they have nothing to hide and want to show that. And if required, our order will come with Ultra-Express Delivery.

>> **By drone or by robot...**





# Future FMCG Packaging

## Consumer & Society Trends



Customization



Personalization



Efficient &  
Effective



On-the-Go



Added  
Functionality



Aging  
Population



Ecological  
Technology



Resource  
Scarcity



Hyper  
Connection



Next-Generation  
Shopping

*Logistics having just been discussed – what additional Benefits or Added Value could our Future Packaging possibly offer? Some short lists as food for thought...*

### Protection

- Product Protection against Spoilage
- Structural Product Protection
- ...

### Attractiveness

- Aesthetic Beauty // Sales Promotion
- Re-Purchase Trigger
- Initiation of Consumer <> Brand contact through Social Media
- ...





# Future FMCG Packaging

## Packaging & Technology Trends



Customized Packaging



Production On-Demand



Digital Printing



Personal Aids for Application



Compostable & Dissolvable



Sophisticated Robot Packing



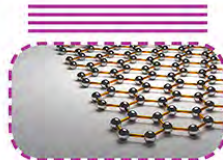
Dispensers & Applicators



Active Packaging



Intelligent & Smart Packaging



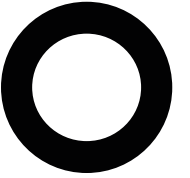
Nanomaterials

### Communication

- Certification of Quality or Originality
- Supply Information about Brand & Product
- Give Usage Directions to the Consumer
- Digital Functional Benefit (download code, NFC circuit, ...)
- ...

### Usage

- Handling Benefit (pouring, dosage, ...)
- Re-closing or re-sealing
- Personal Transportation
- ...





# Space Travel Packaging

## Consumer & Society Trends



Efficient &  
Effective



Added  
Functionality



Hyper  
Connection



Personalization



Simplicity

It is en vogue again: Space Travel. Elon Musk goes to Mars, people are thinking about Asteroid Mining, others are working on making Private Space Travel affordable for a larger Target Group.

In Space Travel, low weight is key, so Packaging for this area demands the use of light materials. New developments in Nanomaterials will help to meet these requirements, often improving the strength of existing materials by being added to a plastic or fibre material.





# Space Travel Packaging

## Packaging & Technology Trends



IoT - Internet of Things



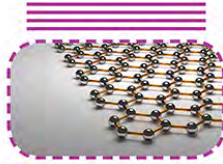
Augmented Reality



Active Packaging



Intelligent & Smart Packaging



Nanomaterials



Robots & Androids



Circular Economy



Highest Level Food Safety



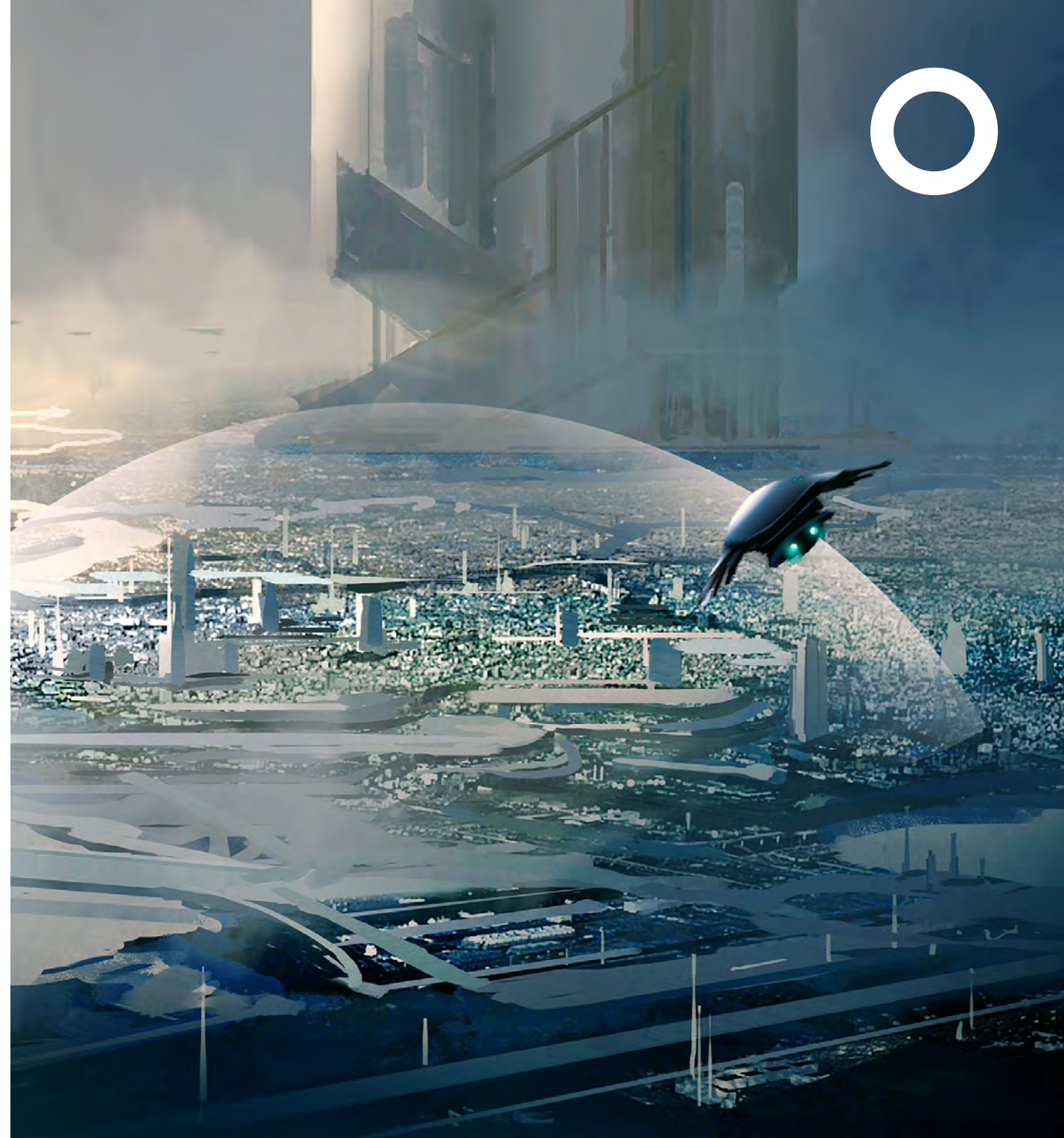
Production On-Demand



Out-of-Home Convenience

In Space Travel, you are really alone if your provisions are spoiled – so only the highest level of Food Safety can be appropriate for the Packaging used here. Depending on the travel time and the size of the ship, it might also make sense to install a Circular Economy on board, with food being grown and packed there. What kind of Packaging would that require? Re-usable or re-cyclable?

I hope that they have solved the problem with no Gravity when I go up there. Until then, Space Travel Packaging will still need to offer a lot of Convenience foremost. With all that in mind, I would like to conclude that Space Travel Packaging would be a great Limited Edition for many Brands! 🚀





 **The Pool° is the Future.**



# The Pool° Organisation

Designed for the new Millennium

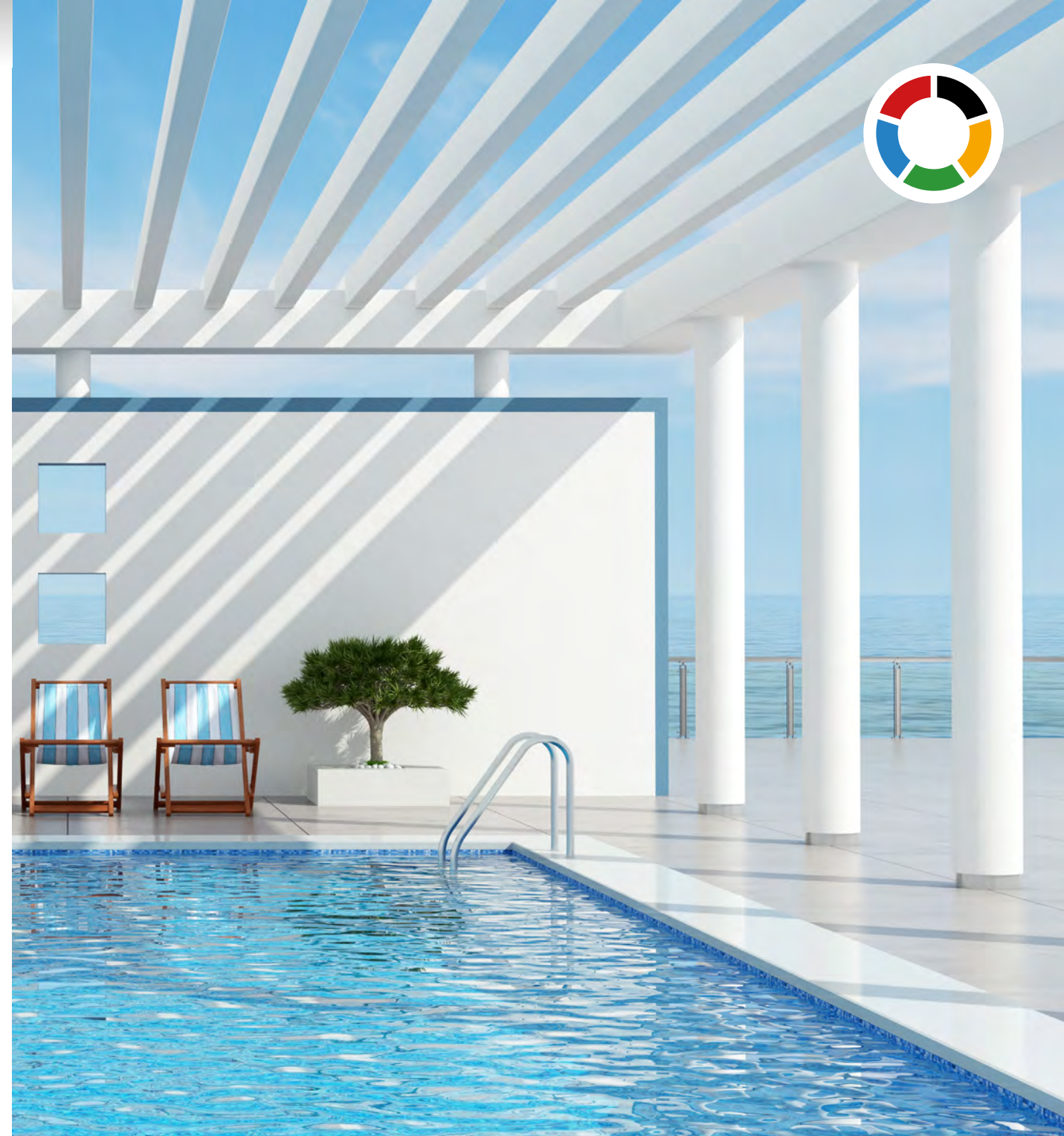
It is time for a different kind of organisation. Stock-listed or Limited companies, etc. are primitive (capitalist) structures. The Pool° is a new kind of entrepreneurial ecosystem, designed to accelerate Innovation for the ever-faster turning cycles of our new Millennium. While decelerating us!

The Pool° will be organised as a **Foundation** with 5 Mission Targets for the Common Good:

- ★ SUSTAINABILITY
- ★ INNOVATION
- ★ EDUCATION
- ★ PROMOTION
- ★ COOPERATION

The Pool° will deliver **Innovation Services**. It will be:

- >> Democratic Guild of Innovators ruled by **Skill**
- >> Expert Network for Innovation Services
- >> Platform for Open Innovation & project-based Alliances





# Join The Pool° Organisation!

A neutral Organisation with five Mission Targets to support the Packaging Industry:



Improve **Sustainability** in the Packaging Industry and beyond

In today's industries, there is still too much focus on making money and not enough on creating sustainable solutions for mankind and for our planet.

**We will change that.**



Technological Advance and **Innovation** in the Industry

To drive real innovation in packaging, the expertise and cooperation of many different players is required. One party alone can do nothing.

**Cooperation partners need to come together and launch projects that drive real Technology Advancement.**



Hands-on **Education** and Knowledge Transfer

Packaging is a niche industry in which people with many different backgrounds are working and educated personnel is rare.

**More experts need to be educated and stakeholders require efficient and effective knowledge transfer to be able to take the right decisions.**



**Promotion** as sustainable Branding Tool

Compared with advertising or other 'offensive' ways to build a brand, packaging is far more sustainable.

It is required to protect the goods and with good ideas and a little enhancement it can be a great brand representative and storyteller.

**Packaging as such needs to be promoted as the better marketing investment.**



Win-win **Cooperation** between Brand Owners, Suppliers and Retailers

In order to effectively drive innovation and technology advancement, a cooperation between the different parties must be rewarding for all sides and the interests of smaller parties must also be respected.

**A neutral platform is required to enable and ensure fair modes of cooperation.**

**#1**  
Sustainability

**#2**  
Innovation

**#3**  
Education

**#4**  
Promotion

**#5**  
Cooperation



# Club of Founding Members

A leading Position and a Commitment to one of five Mission Targets:

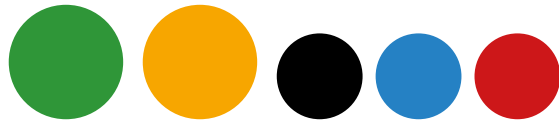
#1 Sustainability

#2 Innovation

#3 Education

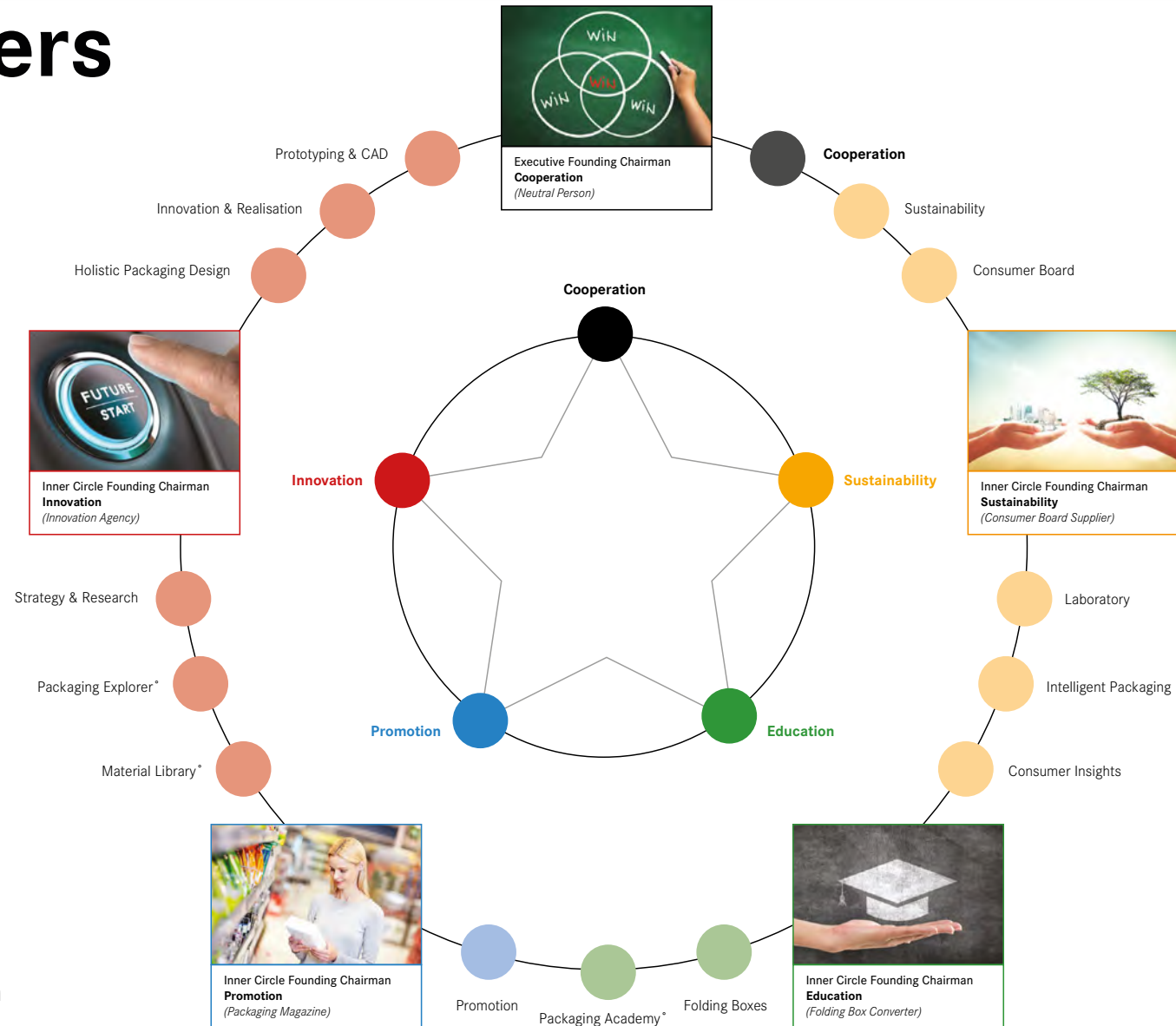
#4 Promotion

#5 Cooperation



## Founding Members

- Stay in the Inner Circle until they desire to leave and be replaced
- The larger Founding Members raise their budget as they see fit
- The smaller Founding Members' entities get budgets from the Pool° Contribution

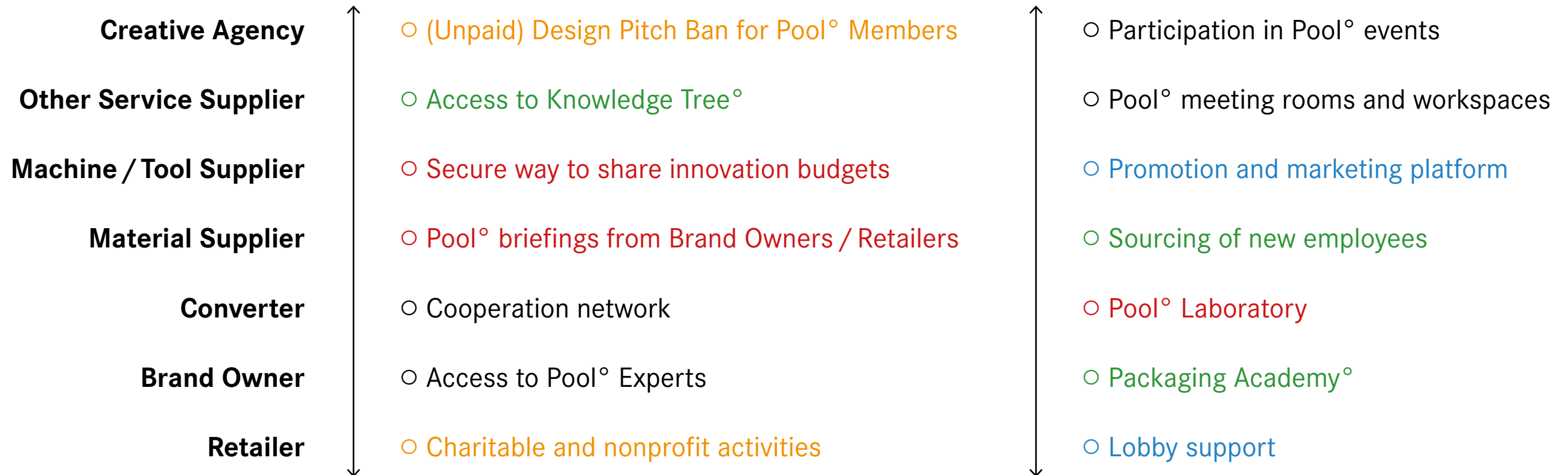


- As a first step, the **Pool°** enlists a number of Founding Members that will give the Organisation the critical mass required for success.
- Each Founding Member will be responsible for driving one of the five Mission Targets of the **Pool°** Foundation.
- They will be permanently leading the Organisation once it is created.



# Many Reasons to Join the Pool°

Different Companies have different Reasons

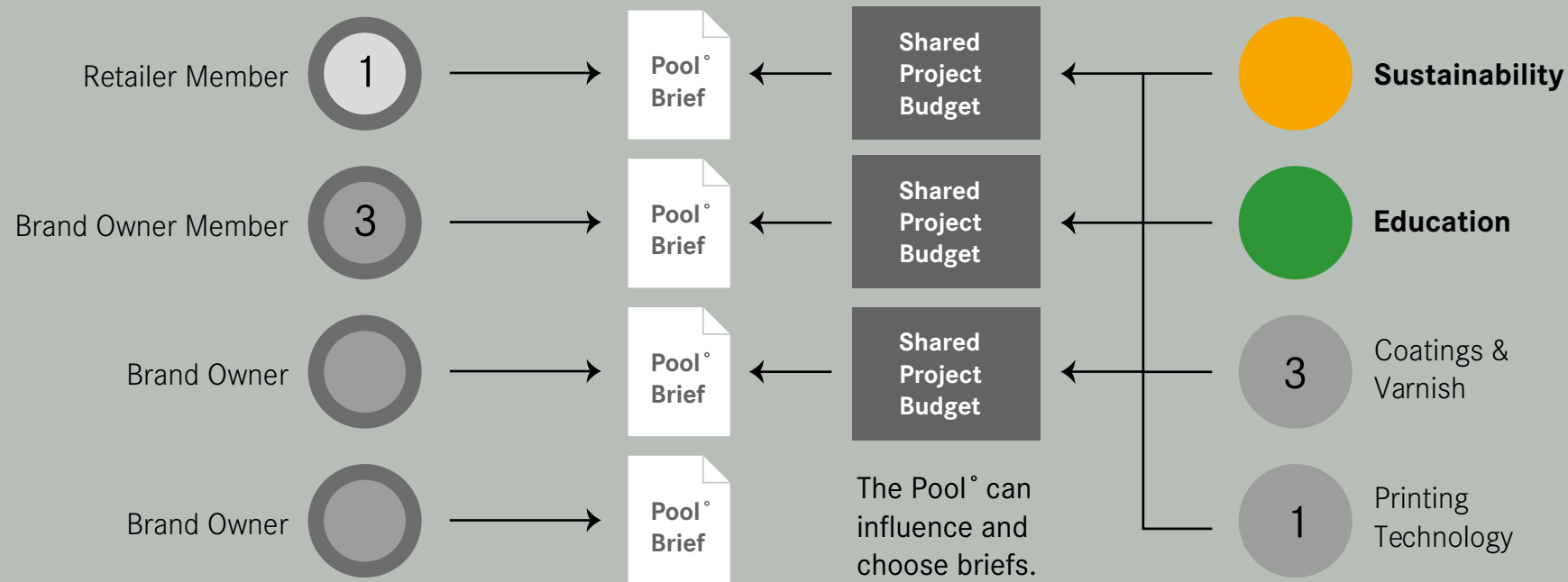


- Most Suppliers need the **Pool°** for **Promotion** and to participate in the Brand Owners **Innovation** Process through **Pool°** briefings.
- Creative Agencies and Service Suppliers need access to the **Knowledge Tree°** and Experts and enjoy the Design Pitch Ban for Members.
- Brand Owners and Retailers need the **Cooperation** network for **Innovation** projects.



# A Powerful Alliance of Suppliers in Packaging

Members share bigger Budgets to fulfill better Briefings

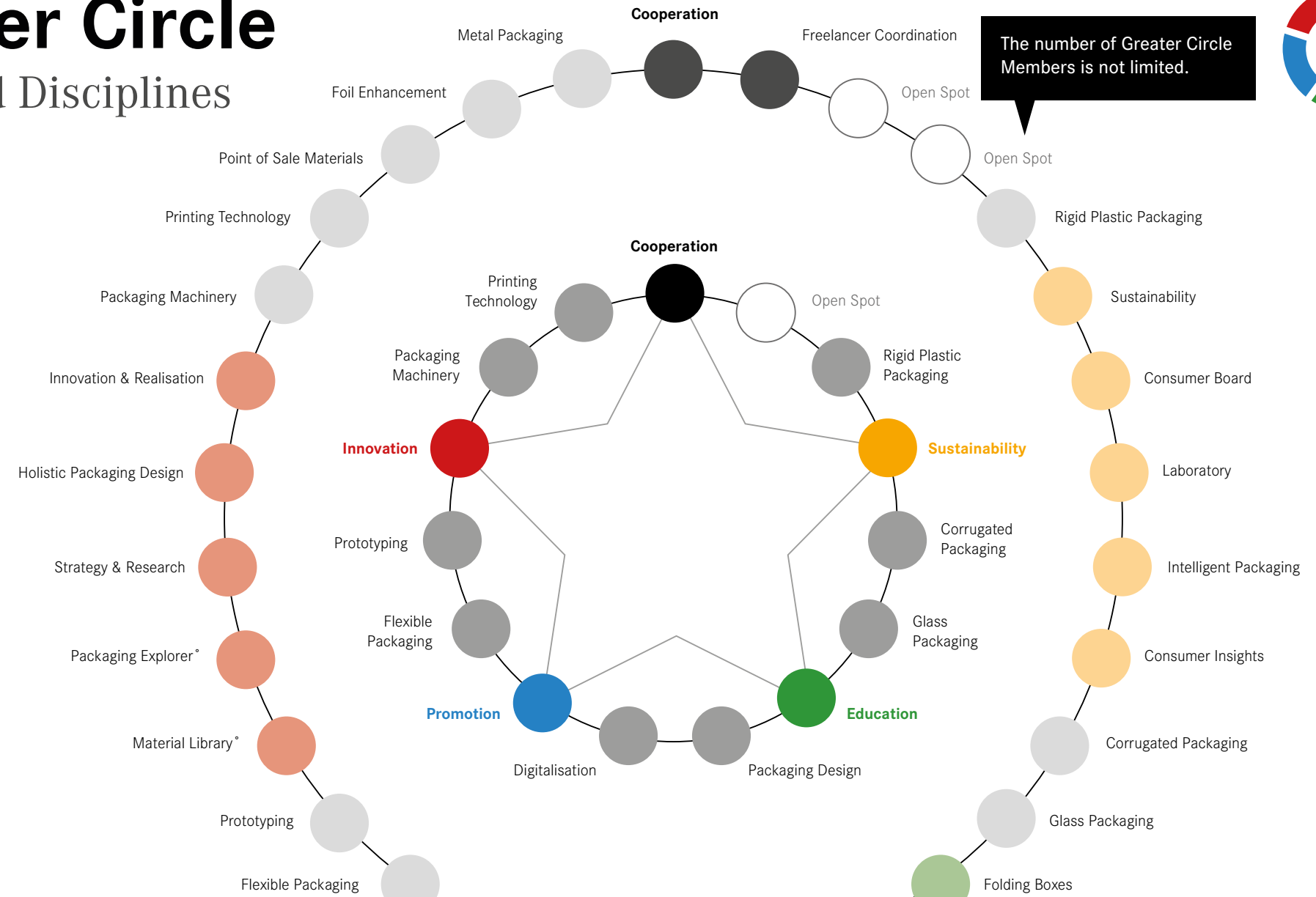
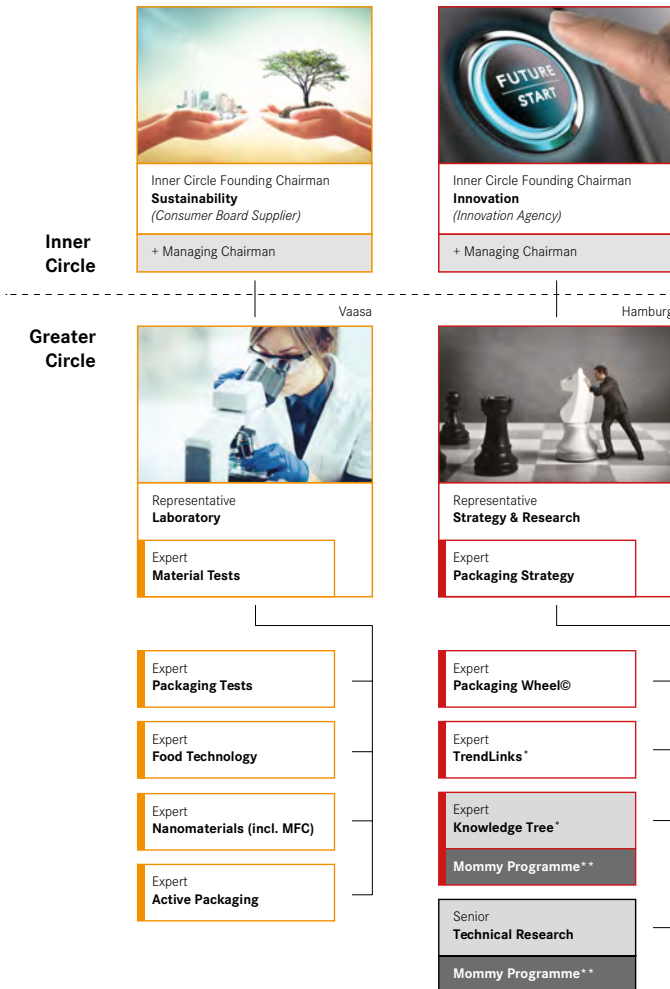


- The **Pool°** accepts briefings from Brand Owners and Retailers.
- These briefings can then be taken by its Members, alone or together with a Shared Project Budget.
- As a powerful player, the **Pool°** does not need to accept every briefing as it is.



# Inner and Greater Circle

A vast Variety of Trades and Disciplines

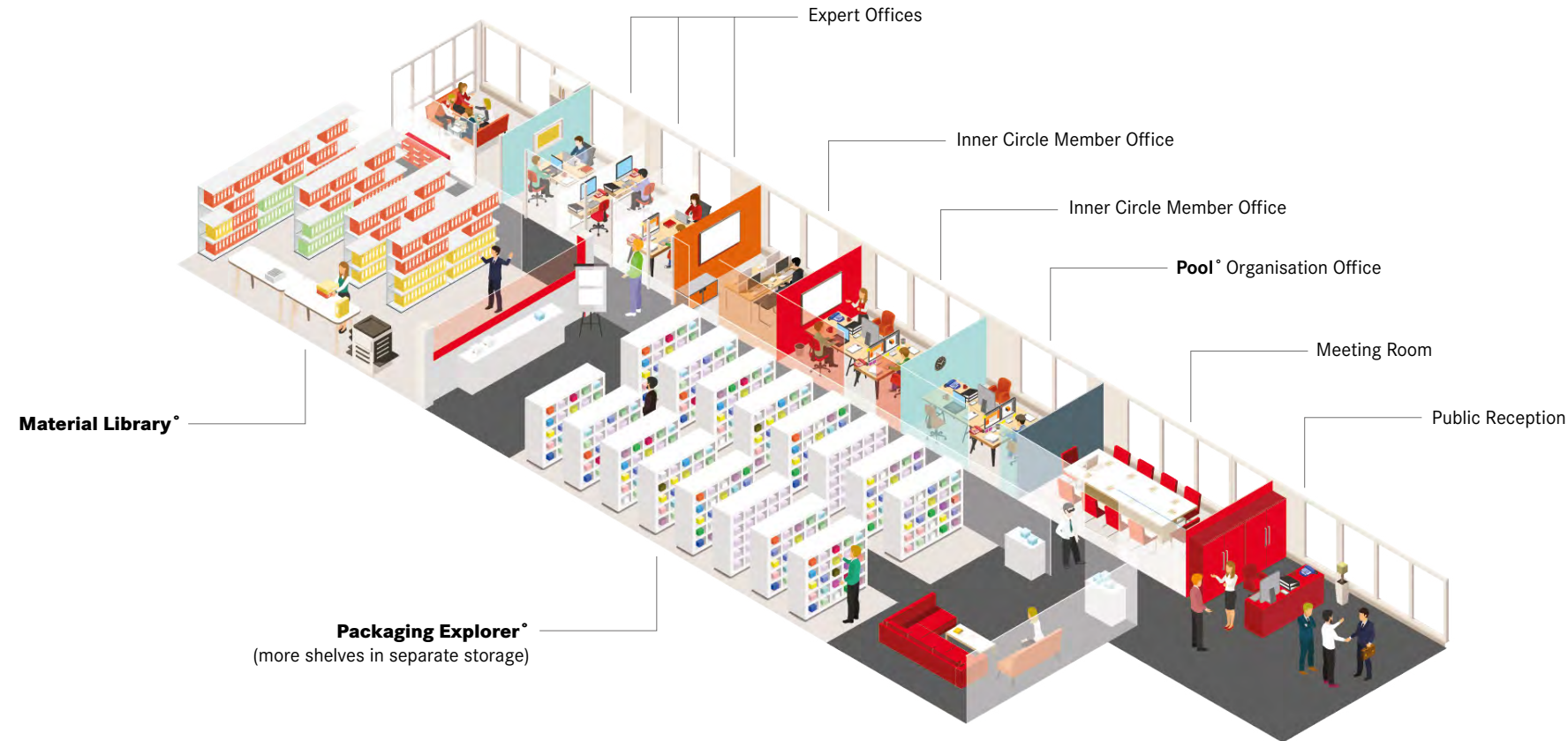


- Greater Circle Members and Entities each represent a branch of Expertise – with Experts that work for everybody in the **Pool°**.
- Members can have several Greater Circle Representatives and the number is not limited. They can be external or belong to the **Pool°**.
- But each Member can have only one Inner Circle Chairman – if at all.



# Hamburg HQ / Pool° for Packaging Innovation

A Public Meeting Place



Representative  
**Material Library°**

Expert  
**Innovation Scouting**



Representative  
**Packaging Explorer°**

Expert  
**International Store Checks**

- The **Pool°** will be headquartered in Hamburg, one of Europe's leading cities in Packaging Design – and the world's most beautiful city!
- The headquarters are planned to include a library of packaging materials and an archive/exhibition of outstanding market samples.
- A large **Pool°** meeting room can be booked for meetings on neutral ground.

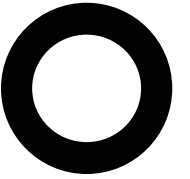




# Office of Strategic Services

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 **The Pool°**

Office of Strategic Services // **OSS°**

**Holistic Strategy / Design / Innovation**

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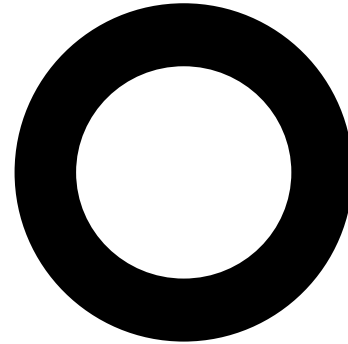
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# Carpe Futurum!\*

Science Fiction can be **now**.

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