

Boardpaper



Stora Enso Consumer Board Newsletter 1/2018

Iceland Foods goes for renewable packaging

Major product launches refresh the market.

Routa Premium shines with special effects

And a totally unprinted box.

How to make a difference?

We went after consumer insights on how to impress people the most.



Consumer insights on packaging: How to make a difference?

Good packaging is always much more than its purpose to secure, protect and market its contents. It communicates values, makes impressions and arouses feelings that have an effect on the consumer's choice of one product over another.

We wanted to understand more about what kind of packaging impresses people the most, so we conducted a quantitative and qualitative study at Interpack 2017. The study was based on a sample-based visual logic evaluation tool & process, the Packaging Wheel®, a concept by pacproject.

Over five days, 132 people were interviewed and asked to share their impressions on packages presented to them, and benchmark the products in terms of impressions of luxury, nature, quality and performance. Read on for a summary of the study – how to achieve the desired impression with the help of packaging design.

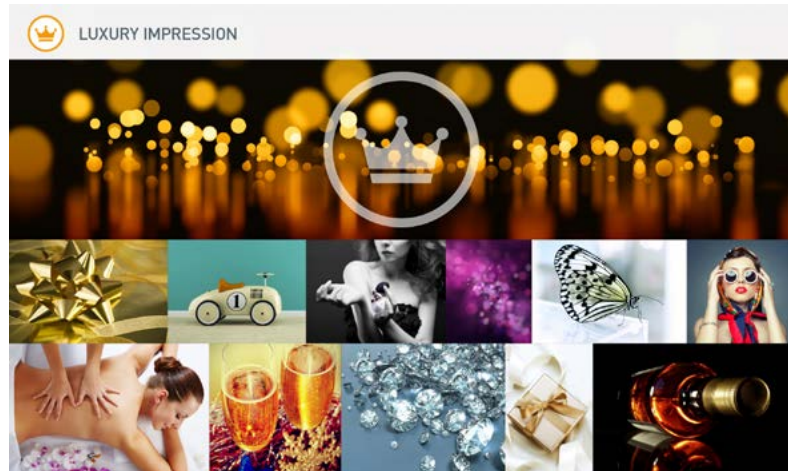
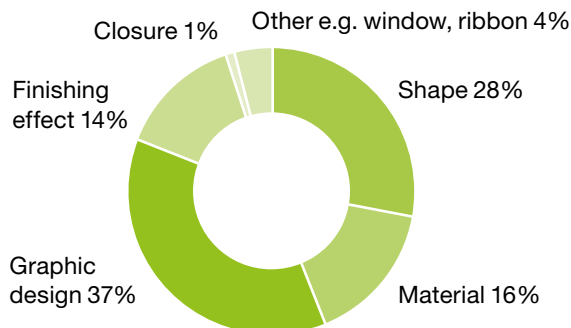


Luxury is in the detail

Luxury is all about quality, not quantity. According to the interviewees, an impression of luxury in packaging arises from graphic design, the shape of the packaging, the material and finishing effects. Little details and additional elements symbolise the extra care put into the making of a product, thus increasing its value.

Luxury asks for simplicity of artwork. A brand logo in the centre of the artwork is a symbol of tradition and heritage. Photos or illustrations reflect luxury, if they are of the highest quality. Shape is an important factor: what matters is long, slender packaging.

Attributes needed to achieve a luxury impression



Luxurious packaging is sturdy and well-made, for instance double wall constructions and rigid boxes create a luxurious feel, as do hinged or hooded lids made of strong high-quality paperboard or paper-laminated board. Also, single packing of small pieces with printed and/or metallic wraparounds create this effect.

What to avoid? Plastic in general was not perceived to be luxurious. Plastic film wrapping as well as industrial and over-packed packaging were negatively perceived.



Dear reader,

Welcome to the brand-new Board Paper! From now on, every issue will focus on a specific theme, while also providing the latest product news and case stories from the markets. This time we will explore consumer insights on packaging design and how to create the right impression through the choice of materials, shapes and graphics.

Enjoy reading!

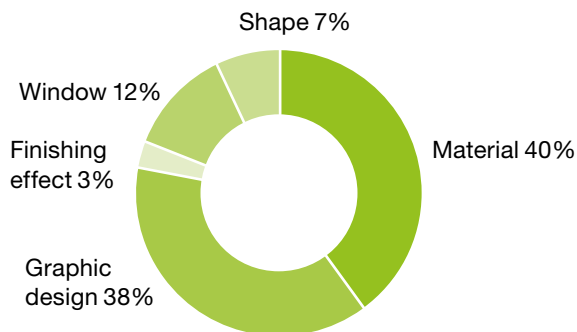
Sanna Heiskanen, editor

Packaging felt genuine and natural

A natural impression is one of the basic values that often appears in packaging design and development briefings. Our study shows that the most important thing in achieving a natural feel is the choice of material, like a strong board with a rough touch and matt finish.

Graphic design is key: the best effect is achieved if the substrate itself is unprinted or printed only with a single colour, while the artwork is on a sticker, label, sleeve or other additional element. Bringing earthy colours to the packaging, such as not-fully-saturated brown or green, makes it happen. Keep the artwork simple with clear and easy information.

Attributes needed to achieve a natural impression



Showing the product through a window brings a more authentic and genuine feel to the packaging than any product photo.

What not to choose? Avoid shiny and bright colours, plastic and over-packaging. A well-made simulation of a natural paper surface with a printed paper-look and soft surface can weaken the negative impact of plastic, but only if it also improves the product's freshness and is thereby found acceptable by the consumer.

The notion of performance has two aspects. Product performance is usually seen through the artwork and finishing of the package. It conveys the main product message, such as 'this will make your teeth whiter'. Another aspect is packaging performance. It means that the shape of the packaging should be both convenient and efficient, easy to use and handle.

Go for relatively new or even really innovative packaging formats as people feel that packaging needs to be up to date in order to deliver a great performance impression.



How to create packaging that gives the consumer a feeling of quality? The answers given by the participants of our study indicate that in order to achieve a quality impression, the packaging needs to combine many attributes, such as high-quality material, innovative and convenient shape, communicating artwork and finishing effects.

Matt varnish, especially combined with atmospheric product photography, is good at communicating high quality, while an all-over high-gloss varnish is a very strong statement that is nearly always polarising.



The Packaging Wheel®

Pacproject's standard Packaging Wheel® for packaging development projects is set up with 12 packaging benefits but different benefits can be included to fit each project. The four impression benefits we chose are basic values that often appear in design and development briefings as the desired outcome: luxury impression, natural impression, quality impression and performance impression.

The second moment of truth

An average shopper may see as many as 1 000 different products per minute while walking down the aisles of an average supermarket. This is why a product's first impression is an important one. It arises from visual impressions – colour, shape and visual enhancements.

But once the consumer takes the product packaging and uses it, the first visual impression can either be complemented or ruined by other factors – haptics and usability, tactile feeling, sound and smell. At this 'second moment of truth', the material plays a crucial role. Especially when it comes to communicating naturalness, the tactile impression is a very important one. A material with a rougher surface texture is usually perceived as more natural than a slick one.

Haptics also play a big role – this includes ease of opening and handling, as well as the weight and overall sturdiness of a pack. Elements that invite to touch and/or pick up the product can help get it into the consumer's shopping basket. The weight of a package is also a key factor: products that are presented in heavier packaging are generally rated as having a more intense smell, likely to be more satiating and being of better quality.

The more senses are involved, the better a consumer will remember a product or brand. Multiple sensory impressions will result in about double the recalls compared to those memorised with only a visual impression.

Paperboard is a natural and versatile material that can communicate many different values given the right design and enhancement.



Exclusivity through superb special effects

Routa Premium is a new, exclusive rum brand from Finland, with special packaging manufactured by Starcke Oy.

The box is totally unprinted – its brilliant graphics are entirely achieved with black and silver hot-foil stamping on the snow-white surface of Ensocoat™ by Stora Enso. The smoothness, whiteness and brightness of the board provide an ideal surface for foil stamping and the design that plays with the contrast of silver, black and white.

The package also features a seal for tamper evidence and a bottom structure that enables embedded intelligent technology for efficient stock keeping, logistics and brand protection. Together with the detailed foil finishing, these features make the package extremely hard to counterfeit, thus a suitable solution for the most exclusive brands. Routa Premium is bottled by Tornio Distillery, from Finnish Lapland.



Iceland Foods goes for renewable packaging with two major product launches

Iceland Foods, the UK's leading specialist retailer in the frozen food category, is refreshing the ready meals market with two new major product ranges launched in February and packed in paperboard trays.

With its 900 stores, Iceland Foods accounts for 30% of frozen ready meal sales in the UK, and the business is growing. The ready meal is improving in quality and becoming more diverse, with food trends arriving from around the world – and it is convenient to cook very quickly from frozen. Until now, ready meal trays have been mostly made of black plastic, which is currently not recycled and is one of the plastics potentially entering our food stream from the oceans. So, we need a change, says **Ian Schofield**, Own Label & Packaging Manager at Iceland Foods.

"We are moving away from plastic. We have now launched our new Mumbai Indian street food range in paperboard trays, which are fit for purpose and sustainable in every way. Sustainable forestry and an environmentally sound production process, largely run by bioenergy, make paperboard a sustainable choice, and it is also recyclable in the paper stream when rinsed well. This is a very big launch, especially the street food range, which includes 18 lines. The products are sold in all our stores," Mr. Schofield says.

Besides being sustainable, the board for ready meal packaging must be formable to different shapes and sizes,



food-safe and suitable for cooking at high temperatures in ovens and microwaves. Trayforma™ by Stora Enso proved to be the right choice for Iceland Foods. The trays are manufactured by Southern Cross Packaging, who are known for fast and innovative packaging development for retailers.

“Southern Cross Packaging are delighted to be chosen by Iceland Foods and The Authentic Food Co. as the tray supplier for this product launch. We have invested over GBP 500 000 in new tooling and production lines in the past four months to be ready to support retailers such as Iceland Foods with the move to more sustainable and widely recyclable packaging,” says **Karin Edwards**, Sales Manager at Southern Cross Packaging.

“As market leaders, Iceland are known for rapid product launches and we have frequent range refreshes every three months. When we start new product development, we must integrate the packaging development into the process. With food producer Authentic Food and Southern Cross Packaging, it took only seven months from kickoff to store, with a completely different type of package. And the outcome is brilliant,” Mr. Schofield confirms.

For Iceland Foods, this is just the beginning. The company will continue to look for non-plastic options for packaging, not just the board but also coatings and films. The potential extends into the chilled, produce and grocery areas, in addition to frozen food.

Biogas powers board production

Inedible organic waste from 200 K-food stores and trading company Kesko's logistics central warehouse in Finland is currently being recycled to produce biogas. The biogas will now be used to power the manufacture of Kesko's Pirkka house brand ice cream at the Turenki ice cream plant.

Grocery store customers are placing increasing value on sustainability. According to a Finnish survey on eating habits and attitudes towards food, carried out by the market research company Taloustutkimus, 46% of people under 25 consider the reduction of food waste an important factor in food chain sustainability, and 44% consider it an important factor in food chain eco-friendliness. Similar results were obtained in K Group's survey on food trends in 2017: 30% of Finns want to choose the more environmentally friendly product in a store, and as many as 47% of Finns strive to reduce food waste.

Energy from waste

K-food stores are striving to reduce waste and are constantly working to develop waste prevention solutions. One innovative solution is to recycle inedible biodegradable waste to produce biogas. Biowaste is currently collected from some 200 K-food stores and the Kesko logistics central warehouse, and taken to biogas plants. The biogas produced is transmitted to the energy company Gasum's gas network. The solution reduces K Group's annual carbon dioxide emissions by 540 tonnes, which is equal to the emissions produced by driving a car for 4.5 million kilometres. The biogas produced is then used to power the manufacture of new Pirkka products.

Gasum and K Group are now joined in the collaboration by the Turenki ice cream plant, where renewable energy in the form of Finnish biogas will be used to produce Pirkka ice creams. Also, the packaging board manufactured by Stora Enso in Imatra for packaging the Pirkka ice cream is produced with biogas.





Meet Stora Enso at these upcoming events!

Xeikon Café, Lier
20–23 March 2018
www.xeikoncafe.com

World Retail Congress, Madrid
17–19 April 2018
www.worldretailcongress.com

Recreate Packaging 2018
Awards, Madrid
17 May 2018
recreatepackaging.com

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sanna.heiskanen@storaenso.com

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anna-liisa.nuutinen@storaenso.com

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Come take a look at new packaging ideas!

Packaging designers are excited about improving kids' food packaging: the Recreate Packaging by Stora Enso design competition has received more than 1 200 registrations from 43 countries on all continents except Antarctica.

The competition entries for new packaging ideas are currently on display on the website recreatepackaging.com where you can also see the results of the Public Choice Award.

A number of experts from leading companies have been invited to the jury: **Stefan Casey**, Packaging Innovation Lead, Nestlé; **Ali Kaylan**, Global Head of Marketing, SIG Combibloc; **Sally Voltaire**, Chef, Author, Restaurant Owner at Sally Voltaire & Systrar; **Antoine Leuenberger**, Regional Buyer, Danone; and **Renne Angelvuo**, President of epda (European Packaging Design Association). The Jury Chairman will be **Annica Bresky**, Head of Consumer Board Division at Stora Enso.

The finalists will be published in March, and the winners will be announced at the prize-giving ceremony to be held in Madrid on 17 May 2018. The event will provide excellent networking opportunities between the packaging industry, designers and brands. If you wish to take part, please contact your Stora Enso sales representative.