

# elotalk

News and views from Elopak's world of packaging

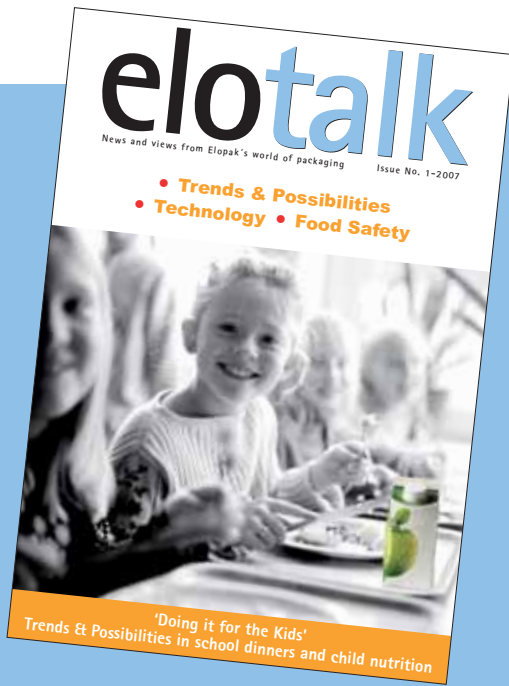
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- **Trends & Possibilities**
- **Technology** • **Food Safety**



**'Doing it for the Kids'**

**Trends & Possibilities in school dinners and child nutrition**



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January 2007



As the world-wide health and wellness trend continues consumers benefit from the growing range of functional healthy food products in modern convenient packaging solutions provided by Elopak.

## Stunning Packs sway Finnish Shoppers

Up until now, if you were shopping in the dairy section of a Finnish store it was rare to catch sight of a screw-cap on the chiller shelf. But with increasing competition and slightly slower growth in the standard yoghurt category over the past few years\*, dairy companies are starting to recognize the value of a fresh package that can differentiate a premium product for a contemporary consumer.

During 2006, Elopak worked with its customer Ingman Foods to understand the premium yoghurt purchaser and develop the perfect packaging to appeal to the

consumer willing to pay a little extra. The health conscience Finnish consumers can now enjoy premium 'Makupolku' yoghurt in Diamond Pure-Pak® Curve

carton with bright red Elo-Cap™ XE closure. Just a twist of the specially developed, large 35mm cap provides easy opening and reclosure, with no mess and no fuss.

Makupolku is a smooth, low-lactose yoghurt from Ingman Foods that's designed to offer a premium flavour experience, whilst not being too heavy or rich in calories. It is available in four exclusive flavour combinations; strawberry and rhubarb; rosehip and raspberry; blueberry and lingonberry; apple and cinnamon.

### Prestige packaging with dazzling designs

The new Pure-Pak® Curve cartons, which hit shop-floors in autumn 2006, have been designed to be immediately striking. The white background contrasting against the bright red Elo-Cap™ XE, makes the package stand out on grocery shelves and certainly makes the product distinguishable versus its competition. Although the yoghurt was popular amongst shoppers before its makeover, consumers really appreciate the visual and practical properties of the new packaging. The new bigger cap makes the yoghurt very easy, clean and simple to consume and re-close. However, the cartons look so nice that it would be no wonder if customers picked one up just on the basis of appearance alone!



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Source: \* Euromonitor, Dairy Products in Finland, Sector Performance, Report published April 2006.

# The premium French brand chose **Pure-Pak® Curve**



With no water, sugar, additives or preservatives added, 100% pure juice from CIDOU contains nothing but the true flavour of pressed fruit. One litre of 100% pure CIDOU orange juice contains at least 2.5kg of oranges.

The story began at Mietesheim, a small village located north of Strasbourg in Alsace, where in September 1931, Jacques Mahler and his son Philippe came up with a solution to deal with a bumper crop of apples from their family farm and the apples of all their neighbours too! The first one-litre bottles of CIDOU apple juice thus graced the Alsatian tables over three-quarters of a century ago. Several generations on and the CIDOU brand is now owned by Toury.

*In France, CIDOU juice has been the natural, premium brand of choice for generations and is still going strong today. With a premium range of 100% pure juice including seven new exotic flavours such as tangerine-clementine; apple-rhubarb; Brazilian orange; pineapple; peach-lychee-guava; red fruit-pomegranate; and a mixture of six tropical fruits (clementine, orange, white grape, pineapple, mango and banana), CIDOU offers exciting taste experiences to the French consumer of today.*

Previous years have seen difficult times for fruit juice in France.\* Health concerns voiced in the media led to faltering demand in stores. There were increasing worries about the levels of added sugar in some drinks. This put many parents off buying juice for themselves and their children.

To put paid to these worries, premium brands are now leapfrogging the competition by choosing eye-catching packaging to differentiate themselves from cheaper products containing additives. The elegance of the one-litre Pure-Pak® Curve carton with screw-cap gives CIDOU juice added on-shelf stand-out. The packaging supports a prestige 100% juice image and ensures CIDOU isn't left on the shelf.

CIDOU's new flavours are promoted with the strapline, 'filled with well-being' and are designed to provide the natural benefits of nutrients such as vitamins, fibres and minerals that are drawn exclusively from fruit, for a healthy body. These 100% pure juices contribute to the recommended daily intake of fruit and vegetables and enable CIDOU to meet the



health and wellbeing trend of the increasingly sophisticated and demanding French consumer.

CIDOU juices are gently pasteurized to provide a suitable shelf-life and are sold in the supermarket chilled section.

*\*Research and Markets, Report on Fruit/Vegetable Juice in France, April 2006 and Datamonitor, June 2006, Report on Fruit/Vegetable Juice in France*

*For more information, please contact Lionel Ploton at our Elopak office in France; [lionel.ploton@elopak.fr](mailto:lionel.ploton@elopak.fr) and see the CIDOU website: [www.cidou.fr](http://www.cidou.fr)*

# Like Manna from Heaven



Pictures: TINE

*With its high level of antioxidants aimed at counteracting the damaging effects of pollution, stress and a busy lifestyle, the re-launched line of Mana Juices in Pure-Pak® is like 'manna from heaven' for health conscious Norwegian consumers looking for an ultra-premium juice with added health benefits and user-friendly packaging.*

Tine Fellesjuice identified that consumers were demanding an extra-special, high quality juice which tasted good. Following research, the company also discovered that consumers were willing to pay extra for added health benefits. As a result, Mana Juices were re-developed, to include a high content of antioxidants.

Antioxidants protect cells from damage caused by unstable molecules known as free radicals, and in-depth laboratory studies indicate that antioxidants may slow or

possibly prevent the development of cancer caused by these harmful free-radicals.

In-line with the brand's new status as an ultra-premium product, its packaging was upgraded from one-litre Brik. The new Mana Juice was repackaged in Elopak's 750ml Standard Pure-Pak® Classic carton with Elo-Cap® U closure and re-launched onto the Norwegian market by Tine Fellesjuice in June 2006. Now with premium Pure-Pak® packaging to match, this ultra-premium Mana Juice

with added health benefits is designed to corner a real gap in the market.

Women are the key target audience, and the product is marketed via television advertising and female orientated print media including women's magazines. Positioned as a niche product, Mana Juices had low initial market share compared to standard juices, but despite the juice's premium price, sales since launch have increased steadily.

Mana Juice contains 100 per cent juice and is available in three varieties; 'Blueberry', 'Rosehip and Orange' and 'Grape and Raspberry'.

*For more information check [www.tine.no](http://www.tine.no) or take contact with Eivind Nordlid at our Market Unit Norway; [eivind.nordlid@elopak.no](mailto:eivind.nordlid@elopak.no)*

# Elopak's Link in the Food Safety Chain

*In recent years the safety of food has been high profile news around the world, and has placed packaging firmly in the spotlight when it comes to the issue of food safety. Elopak, as a responsible packaging manufacturer, takes the issue of food safety as one of its most important roles within the food processing chain.*

Elotalk spoke to Elopak's Dr. Siv Hæreid and Dr. Jens Kolstad about the Food Safety Project, which ensures that no one within or associated with Elopak ever forgets the importance of food safety issues.

Dr. Siv Hæreid is Elopak's process risk and product safety manager and the

project manager of the Food Safety Project. She explains, "The Food Safety Project is central to Elopak's business operations. It provides the structure and the process to enable our organization to maintain a thorough risk assessment of the packaging manufacturing and the filling process and its influence on the safety of food products. It

also has an important role in constantly increasing the knowledge of everyone, within our organization, of food safety, and ensuring that we all take responsibility for it in everything that we do. It is about having the issue of food safety embedded in Elopak's culture."

Food safety has been firmly embedded in Elopak's philosophy for many years, and is captured in Elopak's vision;

**"We will contribute to human health and lifestyle – effectively and responsibly – by becoming the leading international player in fresh and premium aseptic liquid food packaging."**

The contribution to human health comes, of course, from the protection of the food that we package. But Dr. Jens Kolstad, Elopak's head of Food Science Technology says that it is much more than that. He explains, "To protect food, our materials come into direct contact with food stuffs, and as such we must ensure that our packaging and our filling technology do not affect the product in any way, such as its taste, its ingredients, its colour or texture. This total integrity of the products we package must be absolute throughout all parts of the process, including all the raw materials; printing; cutting; sealing; transportation; filling and storage. The Food Safety Project provides essential control criteria for all these





**"The integrity of the products we package must be absolute throughout all parts of the process."**

within the project. Elopak undertake rigorous mapping of all materials used, and all stages and parts of the packaging process, from resin, board and Alu-foil supply to lamination, printing and transport for all cartons and caps. Mapping evaluates the identified possible risks within all the steps. No stone is left unturned, and all levels of risks are considered.

Mapping gives us the best overview of the whole chain and the entire quality process, plus it sets the parameters of control for all the organization. This procedure is done in conjunction with senior management, where issues are verified and a rolling action log is produced to address concerns or to improved quality and control.

**The word of the law**

The Food Engineering's 2004 Packaging Trends Survey, a survey of 3,000 food producers, found Food Safety hit the top spot of food concerns for the first time in 19 years. The annual survey reported compliance with government regulations about Food Safety was the most important concern to food packagers when purchasing packaging machinery.

For Elopak legislation is central, Dr. Jens Kolstad explains; 'Legislation is in place to protect consumers, and to protect manufacturers. All materials, processes, products, plants and people within Elopak must adhere to legislation such as Food Directives, Hazard Analysis and Critical Control Points (HACCP) and Good Manufacturing Practice (GMP). All relevant legislation, from hygiene to administration, set the standards that ensure control, quality and safety. Future requirements will become more stringent in order to minimize risks further and to ensure that everyone in the industry continues to act responsibly.'

**Linking the food chain**

Elopak's Executive Vice President Carton Division Per Cato Standal adds, "We are a food packaging manufacturer processing over 10 billion beverage cartons a year and as such provide an essential link in the food chain. The Food Safety Project is the tactical outcome of Elopak's Food Safety Strategy which is embedded in our business operations. Through being in control of our materials and processes, and with the support of everyone in the organization, we will be able to minimize risk and act responsibly."

*For more information about Food Safety in Elopak take contact with Dr. Siv Hæreid at Elopak Corporate Offices in Norway; [siv.haereid@elopak.no](mailto:siv.haereid@elopak.no)*

stages with key milestones and critical points.

**Key milestones**

All our raw materials in the production of cartons and equipment are approved for food packaging. Suppliers have to contractually adhere to all legislation including EU food contact legislation, and also to our own strict criteria," continues Dr. Siv Hæreid. "Ensuring that our suppliers maintain our rigorous Food Safety standards in all of our raw materials has for years been implemented in our procedures. However, the first milestone of the project team is to revise and verify these procedures further and to educate everyone involved within Elopak on the subject of Food Safety.

Dr. Jens Kolstad adds "One of the fundamental messages in our communication is of the consequences we as a company and an industry face if things go wrong. In worst case, Food Safety requirements not implemented may be a matter of life or death! We have to consider this, but also the costs involved and damage to our reputation if – for example – we were involved in a major product recall. If a crisis occurred then we must all be aware of the consequences we face. By everyone being aware of this – including contractors, suppliers and most importantly all employers from the shop floor to the senior management – focus is placed on the Food Safety Project."

Risk and assessment forms the third significant milestone

# Award to BIO-Milk in handy cartons

*An organic fermented milk, the first Czech product to be packaged in the Mini Diamond Pure-Pak® Curve carton, has been named organic food of the year by the Czech Association of Ecological Farmers.\**

Launched in June 2006 by Valašské Meziříčí dairy, BIO Fermented milk beverage is a fermented cows' milk which contains Probiotics (healthy bacteria), holds the Ministry of Agriculture organic 'Bio-quality' seal, and is packaged in 500ml Mini Diamond Pure-Pak® Curve carton with Elo-Cap™ UE closure.

The annual 'Biofood of the Year' competition is designed to encourage development of ecological farming in the Czech Republic. This year, the jury selected from amongst twenty nominated, organic-certified products. First place was awarded to BIO Fermented milk beverage for its delicious flavour, practical packaging, aesthetically-pleasing exterior and broad availability to customers. The Czech Minister of Agriculture Milena Vicensová presented the prize to Dr. Jana Novotná, Director General of Valašské Meziříčí Dairy on 20th September 2006 in Prague.

BIO Fermented milk drink is marketed as a high quality, healthy product for the whole family, particularly women in the twenty-plus age-group. It contains probiotic cultures, known as 'friendly bacteria' which can aid digestion and promote good intestinal

health. This is a result of using special bacteria to ferment the milk during production – the total production time for the beverage is 12 – 16 hours.

An award-winning product that is pioneering a new market segment, its popularity is in part due to the fact that Czech consumers are appreciative of the organic milk's regional origins, production of which takes place on the eco-farm AGRO FYTO spol. s.r.o. in Lidečko, Vsetín District in Wallachia.

## Local quality in premium package

Valašské Meziříčí Dairy is a small local producer, which specializes in high-quality fermented dairy products and desserts. An Elopak customer since 1991, the choice of the Mini Diamond Pure-Pak® Curve carton was very important for the company. Dr. Jana Novotná, Director General of Valašské Meziříčí Dairy, comments, "Alongside product quality, packaging has been a major factor in helping to sell dairy products during recent years."

Valašské Meziříčí Dairy believes that Pure-Pak® carton packaging



## What does 'BIO' mean?

If a product is labelled with 'BIO' in the Czech Republic, it means that it has been produced as a result of ecologically-friendly agriculture and organic farming practices which are kind to the environment and avoid use of chemical pesticides and fertilizers. In the case of BIO fermented milk beverage, the organic origins of the raw milk have been verified and authenticated to EU standards, and the milk has been processed on a perfectly clean production line from receipt, through thermal treatment, right through to the final packaging stage.

In 1993 a unified system of control was introduced in the Czech Republic and certified organic products and foods were all labeled with the logo 'BIO'. In 2005 the BIO logo and 'BIO Zebra' were transferred from private hands into the state's possession, falling under the remit of the Czech Ministry of Agriculture.\*

\*Source: Organic Farming in the Czech Republic, 2006 Yearbook. Report compiled by the Bioinstitut (The Institute for Organic Agriculture and Sustainable Landscape Management) and used as the Czech Country Report in Organic Europe database: [www.organic-europe.net](http://www.organic-europe.net). PRO BIO = The Czech Association of Ecological Farmers

technologies from Elopak provide the best protection against light, protect vitamin content and maintain the overall freshness of the beverage. The Mini Diamond Pure-Pak® Curve provides a unique space for product promotion with elegant waves on the side of the package. The rounding of the gable top edge enables a wider screw-cap to be

included, for easier pouring. Re-closability allows the drink to be consumed away from home and during recreational and sporting activities.

#### Market snapshot

The Czech organic food market is developing rapidly. In 2005, turnover grew by 30% and reached 350 million Czech crowns. At the beginning of 2006, there were

829 organic farms farming a total of 254 982 ha, which was 5.98 % of the total agricultural land. In a recent survey conducted on behalf of PRO BIO (The Czech

Association of Ecological Farmers), the organic products that Prague consumers said they were most likely to buy, were milk and dairy products.\*

*If you wish more information about the Czech market and products, please take contact with the Elopak office in Praha. Contact Market Unit Manager Josef Horky at [josef.horky@elopak.cz](mailto:josef.horky@elopak.cz)*

## News in Brief

### The teen(TINE)ager milk for 24-hour living

*Milk may not be the first drink one would associate with the trendy teenage lifestyle, but in Norway, TINE has succeeded in marketing what has historically been seen as a traditional, less-fashionable product to this discerning target audience. Re-launched in May 2006 in Diamond Pure-Pak® cartons with Pure-Twist® cap, TINE 24 is a low-fat, low-sugar, fresh flavoured milk, available in strawberry and chocolate varieties.*

The young persons sector demands quality and convenience and this includes healthy and tasty products that can be consumed anywhere that their day might take them. TINE 24 is a new concept in milk drinks, in the fact that it is a brand designed specifically for the teenage audience. It contains only 1% fat and comes in a handy, 'grab-and-go' package. With a brand name that alludes to the unusual hours teenagers keep, TINE 24 can be consumed around the clock, with reclosability provided by the Pure-Twist® cap.

#### Masterful marketing

With the brand specifically aimed at the teenage sector, marketing for TINE 24 milk has been wholly geared to the youth audience – with the brand even benefiting from its own club and website. Cutting-edge, modern imagery sets this product apart from other flavoured milks. Marketing images include silhouetted shots of attractive young couples, paired in cosy, informal poses. Marketing activities have included product sampling in retail outlets, and advertising in the youth media, magazines and newspapers.

TINE 24, is designed to provide a fresh, great-tasting way for teenagers and young people with modern, busy lifestyles to get their daily dose of vitamins and minerals into their diets. For example, a 500ml Diamond Pure-Pak® carton contains 50% of the recommended daily allowance of Vitamin B12.



Filled into 500ml Diamond Pure-Pak® cartons with alu barrier, distribution is chilled across Norway between 0 and 4 degrees Celsius, in wraparound 2x5 format, with a 90-day shelf-life. Weekly carton sales at time of press were 70,000 TINE 24 chocolate and 7,000 TINE 24 strawberry.

TINE was the first juice and dairy manufacturer in Europe to introduce the new Diamond Pure-Pak® carton – with the launch of Meierienes Juice and Iced Tea in November 2003. For TINE, the new Diamond Pure-Pak® carton represents the perfect package for busy, on-the-go lives. It is easy to open, hygienic and convenient for consumption in the home, office or school and whilst on the move.

*For more information check [www.tine.no](http://www.tine.no) or take contact with Eivind Nordlid at our Market Unit Norway; [eivind.nordlid@elopak.no](mailto:eivind.nordlid@elopak.no)*

# An emerging Market looks to Premium Packaging



*North Africa may not be perceived as the most lucrative food and drinks market, but in recent years, consumer spending has increased dramatically. Lifestyle indicators such as new registrations of passenger cars and numbers of Internet users, show enormous growth over the past few years – proving that business here is booming.*

Producers are going upmarket. There is the decided push to get away from commodity products, and a pull towards premium brands – attracting the customer with new experiences in taste and texture and value-added products, which include added vitamins, calcium and omega 3, for example."

Amedeo Scapin believes that one of the major trends over the next five years will be packaging. He says, "North Africa is a market without sophisticated opening devices, so Elopak's screw caps are one of the trends that the majority of packaging lines would immediately benefit from the addition of. Shapes and sizes of carton will certainly be driving factors. For example the Mini Diamond Pure-Pak® carton and Pure-Pak® Curve cartons will be key in driving development. Innovative developments from companies such as Elopak mean that companies in North Africa are now not just looking at ways of doing things based on cost. Today 'innovation' is the key word not 'commodity' or 'price.'"

Elotalk spoke to Amedeo Scapin, Elopak's Director for Northern Africa, covering Algeria, Tunisia and Libya, to find out more about this exciting and developing business region.

Amedeo Scapin sees some crucial differences between the market in Northern Africa and Western Europe in terms of product and customer bases. He comments, "Across the majority of the Arab world, dairy products are part of the everyday diet. Laban

(fermented dairy) based produce, Raieb (milk curd beverage) and general milk products are the nutritional and traditional food base for the entire Maghreb. However, in the North African market you have to bear in mind the greater distinction between different incomes, rich and poor, as compared to Western Europe. This has a knock-on effect on society and its demands – these aspects all affect the food and drink business."

## **So what products will the North African population demand from producers in the future?**

From his experience, Amedeo Scapin believes that the key growth areas within North Africa are value-added products, flavoured drinking yoghurts and other fermented products with nutritional value in the fresh dairy sector. He says, "I think traditional dairy products, will gradually be complimented by functional dairy drinks.



## Snapshot Algeria

In the soft drinks market, Algerian consumers have begun to trade up to premium products. New packaging and flavours have been major developments over the past few years, with a focus on local favourite tastes and flavours. Intensive advertising and promotion also stimulated sales of newly launched and established products contributing significantly towards raising demand. Bottled water

has experienced dynamic growth over the past few years and fruit juice also registered encouraging growth but sales have suffered due to the poor supplies of citrus fruits, as well as high import prices. Many consumers opt to buy fruit and make their own freshly squeezed juice allowing them to determine the quantity and juice concentration. Amedeo comments, "In Algeria, juice is partly imported but the majority is being produced locally. The cost of

converting quality fruits to quality juices and nectars still has a long way to go and it is the purchasing power of the consumer which dictates the price of the goods. Therefore, despite recent improvements, quality processing is still an expensive exercise." On the Algerian market as a whole, Amedeo comments, "This is the North African market which still offers the largest potential, but for the time being it's rather slow moving. Elopak customers include juice producers such as Oranjus, Toudja and wine with CAVIA."



## Snapshot Tunisia

The rise in annual household incomes has led to improved standards of living for Tunisian consumers. Consumers are increasingly purchasing what were traditionally classed as luxury or premium items. For example, families are consuming more bottled water rather than tap water, drinking packaged fruit juices during family gatherings and giving their children single-pack fruit juices as a snack for school breaks.

In 1996, due to Tunisia's liberal and open minded culture, the country entered into an 'Association Agreement' with the European Union (EU), which will remove tariff and other trade barriers on most fast moving consumer goods by 2008. In conjunction with the Association Agreement, the EU is assisting the Tunisian Government's *Mise A Niveau* (upgrading) programme to increase the productivity of Tunisian manufacturers and prepare for competition in the

global marketplace. This programme is expected to introduce better quality food and drink products at competitive prices. Centrale Laitière du Cap Bon (CLC) is a prime example of this in action. It is the largest dairy in Tunisia with approximately 65% market share. CLC is currently investing heavily in technology and is the first dairy in Tunisia to change from tear-open packaging to cartons with screw-caps. It recently embarked on a new strategy to change the way Tunisian consumers drink their products and as a result, chose one-litre and 500ml Standard Pure-Pak® classic cartons as well as the new Mini Diamond Pure-Pak® cartons to package products in a variety of ranges. Amedeo comments, "CLC had been using basic clean filling technology for the past 15 years, but following liaison

with Elopak it is now the first dairy in Tunisia to add an overpressure clean-air (HEPA) system to keep the inner part of the filling chamber ultra-safe from potential contamination. This allows CLC to extend the shelf-life and quality of their dairy products." The new clean HEPA filling line for Mini Diamond Pure-Pak® cartons has a capacity of 3,000 per hour and will be used to package crème fraîche in 250ml, 330ml and 500ml cartons and to package the

'Délice nutritive' range – an extension of the 'World of l'ben and raieb' products which are the primary traditional dairy products consumed in Tunisia. The new varieties developed by CLC will give consumers a larger range of choice in terms of taste, texture and added convenience – thanks to the inclusion of the new closure. Amedeo comments, "Tunisia is a forward-looking country keen to invest in industry. Other Elopak customers in Tunisia include Tunisie Lait / CANDIA, Vitalait and STIL"

# Snapshot Libya

Amedeo says, "A few years ago, Libya began to privatize its industry. Libya's infrastructure is therefore still developing, particularly in terms of buildings and management skills, for example. Communication is sometimes a struggle, not through lack of language skills, but because fax and e-mail are still very new to some. However, the willpower

of those who do have money to spend is enormous. There is a real desire to create things that are great and lasting for the future and for their children's future. I have met many very entrepreneurial people who are ready to invest and aim high – going for the ultimate in packaging for example. It's important to remember that some customers are still state

owned though, and this means that any offer or negotiation is based on tender offering. In terms of Elopak customers, I am particularly proud to claim a long term business relationship with the famous Alnaseem Dairy, which produces ice cream, yoghurts and fresh dairy products.

## In summary

Amedeo concludes, "The North African market is really taking off as you can see from the example of CLC – a modern, forward-looking North African company that is influencing the direction in which the Tunisian dairy business is going. In comparison, there are still too many companies throughout the world that do not match their dairy or juice products with the correct packaging solution. Instead they usually just select what is the most cost-effective

rather than what fits their products best. The reality is that packaging and brands convey the quality of the products we consume on a daily basis. Elopak is working with our North African customers to convey exactly what branded, high quality products deserve – which is a credit to the region."

*Sources: Datamonitor, Tunisia & Algeria, drinks & dairy market reports, and with thanks to Amedeo Scapin; amedeo.scapin@elopak.ch*



Amedeo Scapin shares his experience about the North African Markets



# Sensational Sugar Sales with Pure-Pak® Curve



*Long viewed as a commodity product requiring the most basic packaging possible, sugar has taken a quantum leap into the twenty-first century, becoming yet another food type to reap the sweet benefits of being packaged in the Pure-Pak® Curve carton.*

better functionality and higher premium brand image provided by the Pure-Pak® Curve. Despite the higher price per gram, consumers have made more frequent repeat purchases because of the packaging, deciding that they prefer convenience at a slightly higher cost, rather than opting for more sugar in a less convenient package.

brand to become the recognized quality range in Spain.

Azucarera white sugar is packaged in one-litre Standard Pure-Pak® Curve carton with Elo-Cap™ UP and Azucarera brown sugar is packaged in one-litre Standard Pure-Pak® Curve carton with plastic window and Elo-Cap™ UP closure. Carton print quality is UV, with standard cross section and PE board type.

Elopak customer Azucarera Española, the number one sugar producer in Spain, launched two different types of sugar packaged in Standard Pure-Pak® Curve cartons.

The product had previously been packaged in a 1kg paper bag for white sugar and a 1kg plastic bag for brown sugar, both which had the potential to split. Azucarera Española, in Benavente, Zamora, selected the Standard Pure-Pak® Curve carton thanks to its improved functionality, its premium image and printing surface which provide opportunities for quality branding.

## An innovation in the sugar sector

The retailer benefits from more dependable packaging, with fewer broken packs. Fewer leakages mean that retailers see a reduction of in-store labour, and the consumer benefits from a more rigid pack that's easier to handle. The re-closable screw-cap means the sugar can be resealed and hygienically stored after use, protecting it from humidity and insects.

Retailer reaction has already been good, with brown sugar sales increasing since launch in March 2006. The product combines less quantity of sugar (750 grams) with the

## A window to Success

Furthermore do the consumer appreciate the convenience of three small plastic windows on the brown sugar cartons. The windows make it easy to see how much content is left in the carton and measure the right sugar weight for recipes without using a kitchen scale. The new package was part of a strategic marketing campaign which has raised the profile of the Azucarera



*For more opportunities contact the Elopak Office in Spain; Guillermo Escrigas; guillermo.escrigas@elopak.es or for information about Azucarera Española, visit the company's website at: [www.azucarera.es](http://www.azucarera.es)*

# Jamaica Citrus Growers launch Evolution in Juice Packaging

*Packaging innovation over the last few years in Jamaica in the form of the plastic bottle has developed a juice market that is dominated by fresh products. Now, a forward thinking company and market leader has identified a package to create the next evolution in fresh premium juice by launching its new product in 1 litre Classic Pure-Pak® carton with Pure-Twist® cap.*

Jamaica Citrus Growers, the country's longest established orange co-operative, recognized the potential of the carton from a number of clear attributes. Firstly the 1 litre Pure-Pak® carton classic shape is associated with fresh products in Jamaica. Elopak printing technology enables high quality print for eye-catching designs that maximize product branding, and the Pure-Twist® cap enhances on shelf differentiation further and brings functional convenience. Secondly the company appreciates the environmental image and advantages of the Pure-Pak® carton, as the litter from plastic bottles on streets and landfills is of growing concern on Jamaica.

The new premium juice will be launched in three flavours – orange, fruit punch and pineapple. This will make JCG the first juice company in Jamaica to be in this high quality print package segment creating a real 'splash' of colour and excitement in the market.

Claudio Sidney is Elopak's VP for South East USA the Caribbean and explains, "Here is clear proof of a market leader who has identified the innovative potential of the carton system and believing in a classic packaging concept to introduce a new twist in the marketplace. They have started an evolution of premium brands and have intelligently selected the right package to position its product in a growing and profitable sector."

In order to increase their presence in the retail market, and in a way that creates longevity for the new product, JCG invested in additional filling technology from Elopak. Sherille Rodney, Elopak's agent in Jamaica adds, "JCG has been a customer of Elopak's since 2003 and has an established

filling system in place. We provided technical support to improve the line of four Pure-Pak® P-S70 filling machines, and installed a cap applicator. With the new juice, JCG is targeting high end retailers and so was pursuing quality and image. We have worked closely with them using the best quality print to create the maximum impact in the market. This project is possible by virtue of the strong collaboration between our market unit and the Elopak Mexico production facility."

Mr. Michael Boyd, General Manager of JCG & CGM adds, "With this new juice we are targeting an up-market consumer. We required a package that clearly communicated the not from concentrate, freshly squeezed quality. The Elopak carton

with its highest quality print and Pure-Twist® cap really enables us to make this statement and we selected it as part of our marketing strategy for this range. The result when it is launched in March 2007 will be the first of its type in Jamaica and the first produced locally. With the health and wellness trend sweeping across the Caribbean like the rest of the world, consumers here are becoming more discerning and demand quality, taste and added value. We will be delivering just that."



*For more information about the products and developments, please take contact with Claudio Sidney at our office in the USA, [csidney@elopakus.com](mailto:csidney@elopakus.com)*

# A window on the legend of Buffalo Mozzarella



*With its string-like texture, Buffalo Mozzarella Cheese is famously Italian, and most of us know it as a delicious pizza topping. But for Italian market leader ILC Mandara, there is more to this 2,000 year old delicacy that meets the eye and they searched for packaging to literally show it off!*

its mozzarella in Pure-Pak® cartons for 15 years, it launched the first ever window carton in 2000. The reason for this innovative package was down to the consumer.

"We found that the consumer wanted to see what he was buying, and that made him feel more confident that this was a high quality product. When we first launched the window cartons we saw an increase of sales of almost 15%. It was a much more modern looking package and totally new in the market!" says Alba Mandara.

In 2006, the company redesigned the package and asked Elopak to produce a more contemporary carton. The result is an oval window, which reinforces the image of this traditionally rounded cheese and strengthens its quality image. And a quality product this truly is, from a long tradition of cheese-makers and its production is a real craft.

Alba Mandara explains, "The manufacture of authentic mozzarella is centuries old and is now protected by European Commission Law, through Protected Designation of Origin (PDO) legislation. This means that only mozzarella cheese made in the specified manner and in the specified regions of Italy can now be sold as authentic mozzarella di bufala! You can tell the difference! This is fresh string textured cheese, with a delicate taste and when it is cut a typical watery fluid with a hint of milk oozes out. This is the mark of the best quality buffalo mozzarella in the world! For this quality, a superior package is essential, and having worked with Elopak now for over 20 years we can trust them to deliver an excellent product."

ILC Mandara is a family owned company who produces authentic Buffalo Mozzarella from its Mondragone manufacturing facility and is joined by Alival since 1997. Situated in the heart of Italy's Mozzarella producing area, Mandara only used the highest quality cheese produced from the best buffalo milk! Mrs Alba Mandara explains about this special cheese, "Italians have been making and enjoying Buffalo Mozzarella for over

2,000 years, it really is legendary! Its name mozzarella literally means hand-cut, and there is much skill in making authentic buffalo mozzarella."

Alba Mandara is part of the third generation of Mandara's, and the company's strong cultural background in the production of buffalo mozzarella helped to achieve leadership in this strong niche market since the 90s. Although Mandara has sold

*For more information contact the Elopak office in Italy; [michele.falsetta@elopak.it](mailto:michele.falsetta@elopak.it).*

# Doing it for the Kids

## Tackling childhood obesity

By Stephanie Sergeant



*Childhood obesity worldwide has more than doubled in the last 20 years. (1) In the face of this alarming 'epidemic' and the growing concern over the health of our next generation, dramatic changes are being seen on the supermarket shelves, in the school canteen, and in the marketing rule books. How food and drink products are marketed to children and teenagers has been the subject of huge debate, and what foods are made available to young people at school is one of the most controversial political and social agendas across much of the world.*

The school canteen has been met by its fair share of controversy in the USA, which has the world's highest rate of childhood obesity at 7.3%, more than the whole of

Europe which averages out at 6.6%. (1)

### **Schools fayre state-side**

The regulation of the sales of

high-fat snacks and carbonated drinks in schools across the United States has become something of a 'cause celeb' amongst the world's anti-obesity advocates.

Attempts in the US to limit fat in school dinners have been met by rebellion from students, who as soon as they can drive, head off-campus to the nearest fast food franchise.

The National School Lunch Programme feeds more than 28 million students in 98,000 schools across the country, at a cost of \$7.1 billion. (2) Recent reforms include a new programme to partner schools with small local farmers to

bring more fresh fruit and vegetables to students, and some States are pushing to ban vending machines which contain high sugar and high fat beverages.

The focus on the nutritious implications of school vending machines has brought more attention back to school milk, which is seen as a good source of healthy food and is an entitled food. The Special Milk Programme reimburses schools for the milk they serve, with schools with lower income receiving a higher subsidy. Milk of course is subsidized because it is a healthy natural drink that contains nutrients and vitamins, and as such producers of other beverages that fall into the healthy and natural category including juice and soya products are currently lobbying for subsidies in schools.

However for now, school milk is firmly back in the spotlight, and so too is its packaging – which has remained relatively unchanged in terms of its design and product offering for about 20 years. Now, new developments in mini cartons and high quality print have provided dairies in the US with some innovative options.

Across the US, and Europe, demand for high-quality milk cartons in mini sizes is strong and growing. (3) School milk cartons can be printed with high graphics and caps applied for the easy handling and usage required for active kids with small hands.

As the lunch programme in the US is supported heavily by the major food and drink companies, so too now we are seeing the investment into milk, in terms of marketing milk to encourage kids to choose the healthy option and research into how to

attract kids to milk from less good for you options.

Jörg Thiels is Elopak's Executive Vice President Americas and he adds, "School milk cartons have virtually not changed for two or three generations of kids – and so today's kids are a bit bored and uninspired by what they see as 'old fashioned' products – which is why they opt for products that are exciting, modern and aspirational. This is what the school milk carton needs, to be more attractive so it encourages kids to choose healthy products over high sugar and fat drinks. It is our responsibility to do this, to help schools and parents to get kids to drink milk."

#### **Milk Rocks!**

In a campaign to do just this and to make milk more attractive to teenagers, Blue Ridge Paper Products, the largest producer of school milk in the US, launched Milk Rocks! at the start of the new 2006–2007 school year.

Following an exhaustive search for a talented teenager to be the face of the Milk Rocks! campaign, Blue Ridge chose rising pop-music star, 16 year-old Britney Christian. Her face and image are featured on the milk cartons and posters distributed throughout US schools in a campaign to promote the benefits of milk as a healthier alternative to sugar based drinks.

The campaign stresses the benefits of a healthy active lifestyle and the self esteem this attracts to young people. "This campaign could not have come at a more appropriate time," says Bobby Rogers marketing executive for the Milk Rocks! campaign. "Schools across the country are eliminating soda and

other high calorie food items from school campuses and beginning to promote healthier alternatives." (4)

The School Rocks campaign promotes milk to kids by making it more interesting. The endorsement by a young idol such as Britney Christian give the product the credibility to attract kids attention not just to milk but to its benefits against less healthy drinks on the market.

#### **Helping kids make the healthy choice**

This is an example of marketing creativity that research has proved can help students to make the choice between healthy and drinks such as sugar rich carbonates that are not so good for them. Indeed the US dairy industry recently completed a 300 school pilot study in St. Louis to learn what it takes to make milk a more popular choice among school

children. The test found that by offering more varieties, and in more colourful attractive packages, kids choose milk more frequently and can increase school milk consumption by up to 34%. (5)

The tests in St Louis carried out by the International Dairy Foods Association (IDFA), enhanced carton packaging with creative designs, new flavours with posters and merchandise in over 300 elementary, middle and secondary schools across 164,000 students. The new cartons designs and new materials were tested against a control group with no change in their milk offerings. The results demonstrated clearly that carton designs, new shapes and creative campaigns made students pick milk as their school drink.

Tom Nangle, Vice President marketing for IDFA explains,



## Trend Feature

"Results show manufacturers and schools can help kids make a healthier choice and make milk 'cool' for kids." He added an important point, "Students in St. Louis chose milk because of the new graphics and packaging, but kept drinking it because of the great taste and new flavours."

Jörg Thiels agrees, "The St. Louis study demonstrates clearly that changed imagery and improved quality print makes milk more attractive to kids, and makes them select milk as a chosen beverage. Packaging technology and design innovation make all this possible with the carton, making it a better packaging solution for school milk, including new larger caps that are easier to handle, high quality graphics and longer shelf life. Together this presents great new opportunities to manufacturers."

What the Milk Rocks! and other campaigns in the US have highlighted is that clever and targeted marketing campaigns work in supporting schools by enhance the image of milk and help make milk and other healthy drinks 'cool' to kids."

### The Big Three crusade for kids

One high profile marketing campaign that Jörg refers to comes from the 'Big Three' North American Beverage companies – Coca-Cola, PepsiCo and Cadbury Schweppes which have joined forces to publicize the new School Beverage Guidelines that are being phased from 2006.

A series of print advertisements were launched in December in major newspapers, magazines and professional journals, depicting typical school situations, but with kids saying things no student

would every say. In one advert, a girl enthuses to her classmates: "Protein enriched tofu burgers? I'm so there!". In another, a high school football player comments in the locker room, "Dude, it's all about the food pyramid."

The headline in the body text makes the message clear in this campaign; "Nutrition isn't what's on their minds. But we know it's on yours."

Aimed at teachers, school administrators, policy makers and parents, this campaign aims to educate about the new beverage guidelines with focuses on bringing bottled water, low fat milk, and juice with no added sweeteners, light sports drinks and more low calorie options to all schools. The new system also brings new appropriate portion sizes for elementary, middle and high schools. The guidelines drawn up by the Alliance for a Healthier Generation, William J Clinton and the American Heart Association have been

supported by the Big Three's \$10 million advertising campaign. (6)

### That's all the fat and sugar folks

Entertainment giant Disney has pledged to cut calories, fat and sugar from all foods at its parks by 2007 and its array of licensed products by 2008. (7)

### "Feed Me Better"

In the UK, Celebrity British Chef Jamie Oliver, presented his Feed Me Better crusade, set up because he was appalled by the junk food being served in many schools. The resulting prime time TV programme "Jamie's School Dinners" saw the young chef struggle to persuade school children to try his healthy dishes rather than the popular burgers and chips, and training canteen staff to cook new dishes using fresh ingredients after years of processed and 'quick fix' catering solutions. During his campaign Jamie highlighted that an average school meal

in Britain cost 45p – a quarter of the cost of a prison dinner in the UK! The TV show attracted millions of viewers, capturing the attention of parents and politicians alike and the campaign became a national crusade. (8)

Passionately driven by one of the UK's youngest and most famous celebrity chefs, the campaign has had an outstanding effect. In March 2005, Prime Minister Tony Blair pledged to improve school meals and announced £280 million to tackle the problem. The School Food Trust was established in September 2005, with a remit to transform school food and food skills, promote the education and health of children and young people and improve the quality of food in schools.

And in Autumn 2006, new standards were introduced across all UK schools which banned snacks high in salt

Jamie Oliver launches training kitchen





and fat, poor quality processed meats (such as economy burgers), recommended not serving sweetened soft drinks, full fat milk, table salt and confectionary. More portions of fruit and veg, oily fish, bread, restricted deep fried foods, and free drinking water are now available to every school child in the UK. (9)

#### **Baltic Ban on Carbonates**

While the UK has as yet only seen recommendations to ban the sale of carbonate drinks in schools, Latvia has taken it one step further by becoming the first EU country to impose a total ban on the sale of carbonated soft drinks and junk food in state schools. Effective from 1 November 2006, the ban includes all foods and beverages containing artificial colourings, flavourings, sweeteners or caffeine. (10)

#### **Doing it for the kids**

Other European countries have taken steps to restrict the sale of fattening or

“unhealthy” food and beverages as concern grows over childhood obesity.

French authorities have banned all vending machines from state schools, and school canteens are permitted to serve only healthy products. (10) France is worried about the rapid growth of childhood obesity with 19% of all kids overweight – according to the International Obesity Task Force – a hefty figure for a country which has always prided itself on healthy eating! (11)

There is no doubt that a crucial focus for the food and beverage industry the world over is the major health crisis – childhood obesity, and there is no doubt that there is a responsibility to take action now alongside governments, the medical profession and health organizations to protect the health and wellbeing of our future generations.

It is this clear responsibility that Jörg once again echoes,

“Packaging suppliers have a responsibility here to support the industry to tackle childhood obesity and the dangers of poor eating habits in kids. They should work with schools and the dairy industry to create professional marketing programs targeting kids and teenagers. Informing

them about their own health and the products they drink, respecting them as consumers who have a choice. It is also the responsibility of the dairy industry as part of these campaigns to bring more milk choices to schools such as new flavours, giving kids more opportunities and reasons to opt for milk.”

This is a view expressed also from a more global and far reaching perspective: “If not tackled, obesity will endanger the future lives of our children and young people who will experience preventable illness and untold emotional and financial impacts. We must not shy away from the challenge of helping the first generation of young people who are expected to have a shorter life span than their parents.” Professor Sir Al Aynnsley-Green, Children's Commissioner, UK. (12)

**We all have a responsibility to do it for the kids.....**

*For information about the American market, please take contact with our Americas Regional Office in New Hudson, Michigan at [vakudla@elopakus.com](mailto:vakudla@elopakus.com) or any of our other offices world-wide.*

- (1) *Innovation in Kids Food and Drinks. Next generation products and key growth opportunities. Jessica Sadler, Datamonitor 2006*
- (2) *BBC News 12 March 2006, cost of school lunch programme stat: US Department of Agriculture 2003.*
- (3) *EDM, October 2006. Plastics versus paper – Packaging manufacturers battle for their share of the market. Pgs 10 & 12.*
- (4) *Dairy Innovation, October 2006. North America. California girl Britney chosen as face of Milk Rocks! school campaign. Pg 33.*
- (5) *EDM, October 2006. School test results in 34per cent increase in milk consumption.*
- (6) *Beverage Innovation October 2006. North America. Big Three companies promote new school Beverage Guidelines.*
- (7) *BBC News 16 October 2006. Report: Disney unveils healthy-eating bid.*
- (8) *BBC News 4 September 2006. Report: Oliver's school meal crusade goes on.*
- (9) *School Food Trust website [www.schoolfoodtrust.org.uk](http://www.schoolfoodtrust.org.uk)*
- (10) *Beverage Innovation, October 2006. Latvia brings in total ban on school carbonates.*
- (11) *BBC News 12 March 2005. Report: School dinners around the world.*
- (12) *BBC News, 17 November 2006, Reactions in quotes: ad ban. (The broadcasting regulator Ofcom announced junk foods ads banned during TV programmes aimed at under -16s)*

# Consumer segmentation – The right Packages to consumers and brands

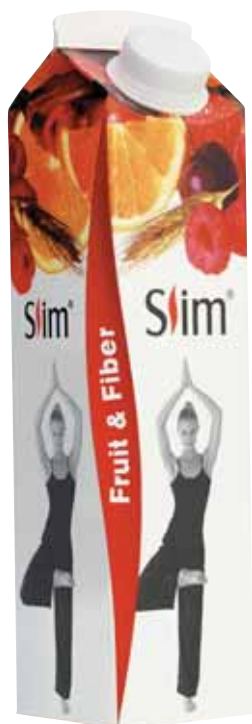
*In a world of changing consumer behavior and preferences it's crucial to target your brand to the right segment. The package plays an important part of the consumer offer. Understanding the impact of different packages on different consumer segments is the key for the success of a brand.*

Elopak in cooperation with TNS Gallup conducted a NeedScope study to learn more about the relationship between different package brands, consumer segments and liquid food products. The study was conducted last

spring in Sweden with 1000 respondents in a Web survey. NeedScope® is a market research system for understanding and measuring consumer needs. The system is mostly used by multi-national marketers wishing to gain an in depth understanding of their markets to manage global brand development.

The respondents were presented with three-dimensional mock-ups of packages and asked to assign different characteristics to them. Then they were asked to match the packages and the 6 different consumer segments: Sporty, urban, healthy- individualistic, conservative, healthy family and ordinary family defined by the same respondents. Finally different liquid food products were applied to segments and packages.

"This study is a valuable tool for Elopak in targeting our innovations to the right consumer segment and product", says Terje



Jensløyken, Director Corporate Marketing in Elopak. "We have already successfully used the study with our customers and will continue to actively use it as a tool in identifying the right packages for the right brand."

The results of the study confirmed that the brand values of Elopak's Slim™ carton correlated well with the values shared by the healthy individualistic segment. It's an ideal package for low on calorie fruit drinks targeted for this consumer segment.

As another example the NeedScope study showed, that if you for instance are planning to launch a new brand of ice-tea for young urban consumers, iCone™ is an excellent choice. Nicole Sickmann, Marketing Manager in Region Europe, Middle East and Africa explains; "Many of our customers already use this methodology for their own brands. It allows us to create a bridge between the consumer insight of our customers and Elopak."

**more**  
people think  
**Slim™**

*In the next issue of Elotalk we will give further examples and information about how Elopak conducts and uses consumer research. If you wish to discuss or want to learn more about the conclusions from the NeedScope study please contact; Terje Jensløyken, [terje.jensloekken@elopak.no](mailto:terje.jensloekken@elopak.no), Nicole Sickmann, [nicole.sickmann@elopak.ch](mailto:nicole.sickmann@elopak.ch) or Finn Tørjesen, [finn.torjesen@elopak.es](mailto:finn.torjesen@elopak.es).*

# Cartons win in Lifecycle Race in Germany



*A new lifecycle assessment of beverage cartons has confirmed the ecological benefits of paperboard cartons ahead of disposable PET bottles.*

The study, conducted by the Institute for Energy and Environmental Research in Heidelberg, Germany (IFEU), indicates that, 'With all packaging systems compared, the environmental advantages (of cartons) are evident.'

The study assessed a wide range of beverage cartons and PET bottles available on the German market in the year 2005. Those investigated had fill volumes of 0.2 to 1.5 litres for fruit juice, fruit nectars, iced tea, milk-mix drinks and

fresh milk. All had a variety of shelf lives.

#### **Fruit drink packaging**

The results show that for one-litre packaging systems of fruit-based drinks with long shelf-lives, the beverage carton performs more favourably than the plastic bottle in six of the eight impact categories. Smaller packaging formats present a similar picture. According to the study, "Substantial differences in the global warming and fossil resource consumption are most noteworthy."

#### **Dairy packaging**

Comparison of packaging systems for milk-mix drinks with short shelf lives showed that in all but one of the impact categories, the beverage carton is

ecologically more favourable. A similar picture is presented for fresh milk. The report states that the system differences between the carton and PET bottle in terms of fossil resource consumption and global warming are more pronounced in the milk sector than in any other category studied.

The study, commissioned by the Alliance for Beverage Cartons and the Environment (FKN) in Wiesbaden, Germany, concluded that beverage cartons have clear advantages, requiring less energy consumption and ultimately add less to global warming.

The IFEU which carried out the study (Institute for Energy- and Environmental

Research in Heidelberg, Germany) was founded more than 25 years ago. Since then the IFEU has established itself as an independent centre of excellence for environmental research. Its expertise covers areas such as the environmental implications of transport, energy supply and renewable energy sources, life cycle assessment, air pollution control, sustainable development, environmental impact assessment, and environmental management.

*For more information including the whole study, check the Environment section of our website [www.elopak.com](http://www.elopak.com).*

# Stainzer Milch appeals to women

*Stainzer Milch, a dairy situated south west of Graz, Austria which resulted from a merger of two dairy cooperative societies in 1991 have now made one more innovative step. Recently, a new carton filling machine provided by Elopak was put into operation. This new filling equipment allows Stainzer dairy to reinforce further their strategy of persistently increasing brand recognition and enables them to offer their customers in the Styria region the latest state-of-the-art package of all Europe for fresh milk.*



The Styrian female consumers (Stainzer expressively refer to the female consumers as the most important group to buy fresh milk products) reward this strategy, which is proven by the fact that Stainz have meanwhile become the most popular food brand in Styria,

outstripping even renown breweries practicing extensive brand marketing on their part.

From the very beginning Stainzer Milch have followed a clear market strategy which nowadays is seldom seen in the field of national and

international distribution including focus on the regional home market, market leadership in this market and growth through continuous extension of their product range within the Premium segment for fresh milk products.

Sales could be increased satisfactorily year by year. Meanwhile the company headed by Otto Leitgeb with a staff of 55 employees has achieved an annual turnover of €17 million, converting the major part of the 30 million kg of milk produced by 650 cooperative farmers into fresh milk, yoghurt, curdled milk, buttermilk, cream and butter in their recently extended dairy facilities every day. Although fresh milk sales are declining in Austria as well as in the other European countries with more and more retailers trying to implement their own brands, Stainz were able to increase their market share within this highly competitive market.

**Targeting female consumers**

Otto Leitgeb explains: „Thanks to the pioneer work when developing a packaging





solution and due to the continuous communication with our Styrian female consumers regarding the packaging we are able to be different from our competitors and to be in touch with our customers every day. We became a Cutting-edge producer when introducing the bigger screw caps. We now also use one side of the Pure-Pak® packaging as a communication tool on a 3 to 6 months base for customer contests, spreading consumer information regarding current issues, collection of signatures etc. Moreover we continuously introduce new products such as our special Sonntagsmilch (Sunday milk),

„Beste Steirische Vollmilch“ (Best Styrian unskimmed milk) as well as drink yoghurts with mango- and pineapple flavour.“

This proximity to our female consumers as well as short routes of transport and the fact that meanwhile all our products are free of genetically engineered milk entail that Stainzer milk today is perceived as a Premium product. The female consumers are willing to pay 89 cent per litre, which is about 10 cent more than for retail brands and even 20 cent more than for milk from discount shops.

Recently Stainzer Milch



Stainzer Milch appeals to the female consumer

stepped even more ahead being the first dairy in Europe to introduce the new Diamond Pure-Pak® Curve package including the handy fifth panel and the extra large screw cap which is produced and filled on the new Elopak CSK-60 Ultra Clean filling machine. This machine can fill 6'000 units/h, including ESL milk (extended shelf life) which becomes more and more popular. ESL milk is fresh milk with an extended shelf-life of 18 days and more which is processed with extraordinary care and filled ultra clean or aseptically, thus keeping its fresh taste. In Germany this milk already has a market share of 20% – tending upwards. In Austria the market share is currently around 7%.

„It is our conviction that this investment constitutes a groundbreaking step for ensuring Stainzer Milch's successful future. It is through technology and innovation that we aim to remain on top. It is Elopak which we chose to be our reliable system partner because they can provide us with the most functional and state-of-the-art package for fresh milk“, Otto Leitgeb concludes optimistically.



Elopak's Johannes Gaisbauer (left) and CEO Stainzer Milch Otto Leitgeb presenting a new wrap-around solution

For further information on Stainzer Milch click on [www.stainzer.at](http://www.stainzer.at) or take contact with the Elopak Market Unit in Austria, Johannes Gaisbauer; [johannes.gaisbauer@elopak.at](mailto:johannes.gaisbauer@elopak.at)

# When Anything Goes on a Carton!



*The packaging of food products is a marketing opportunity in itself. It creates the right image for a product, informs the customer of the contents and basically sells the product to the consumer.*

Using milk cartons as a space for advertising or promotions is not new, although it is now more widespread and creative. Fresh milk cartons, with their high sales frequency, and high visibility in the home, provide many opportunities to communicate messages, and manufacturers have capitalized on this in order to improve sales and brand profile.

As print technology continues to develop, designers have gained the tools to create more elaborate or impact-full carton designs, and marketers more scope to use the carton panels for promotional opportunities. However, the process of getting designs from the 'drawing board' onto the carton itself has historically not been as fast and efficient as with other

marketing collateral, such as print advertisements and brochures for example. In the dynamic world of advertising and marketing, the speed with which ideas are translated into 'product' is a key competitive edge, and traditionally for cartons this process has been comparatively expensive and time consuming.

Innovations from Elopak have now transformed the carton design operation to match the demands of any advertising executive.

## **Fast tracked with PakTrack!**

The internet is so integral to everyday life, with online business operations an everyday necessity to survive in an ever changing world, the speed of which is only fuelled more and more by our [www.....lifestyle](http://www.....lifestyle).

PakTrack is a new web-based solution which allows customers and their designers to monitor the status and be involved in the design process of cartons on-line, developed by the Elopak Pre-Press Department at Terneuzen in the Netherlands. Pre-Press

Manager Willie Caldwell is responsible along with Pre-press Development Manager Niels Goossen for the development and introduction of PakTrack. He explains the concept, "Adapted from off-the-shelf modules supplied by Artwork Systems – one of our leading pre-press software suppliers – we have tailored the PakTrack system to suit Elopak's particular market unit and customer requirements. Accessed securely via a conventional web browser, PakTrack provides a simple-to-use design progression tool, where customers can upload design artwork directly to our server and once a new project has been initiated, the on-line design progression process can begin."

PakTrack has an integrated planning and reporting procedure where all members of the team are automatically updated via email at every stage of the design process, and clear action points with timelines are delivered to each individual. All corrections, comments etc are logged for future referencing and accurate costings.

Willie Caldwell adds, "PakTrack is extremely user friendly and



we provide a complete starter pack which takes customers from installation to usage with just a couple of hours of training. All the hard work takes place at Elopak's end, the hub of PakTrack, and customers can really be as involved in the design process as they wish. With just a minimal set up cost, the savings in couriers, meetings and phone calls can be extensive, and the whole design process is faster and more efficient. But the real benefit to customers is to really make the most of the cost and time savings, and the new interactive method of PakTrack to really exploit the creative talents and marketing expertise of their

teams. This is where we will see inspired, artistic and inventive design handiwork, and what makes this an exciting period in carton packaging."

**Final proof – hard to copy**

Despite our internet era, there are some stages in all business operations that cannot be replicated by technology, and

there is still a requirement for a physical proof of the final carton design. PakTrack has been developed to be totally integrated with the Elodot system, and can offer a remote proofing device that provides customers with press accurate digital proofs of package designs just from the click of a mouse.

Willie explains, "Elodot was launched around 2003, and with it the age of digital proofing was introduced to Elopak. Together with a professional printer from the Epson series and GMG dotproof Software, the Elodot was born and now good quality, consistent and press profiled proofs are produced in around 15 minutes in any one of three group Pre-Press departments. PakTrack can even deliver over and above this – as the name suggests 'proof on demand' is a remote proofing solution. The printer package is located in the market unit or customer's office, and once ready to commit to a physical proof,

anyone with the relevant privileges can 'proof on demand' via PakTrack simply at the click of the mouse. Around 15 minutes later an Elodot is available at the remote site for comment or approval.

Successfully trialed with customers in Spain, Austria and the UK, Elodot has cut down lead times and saved costs, and proved to be an efficient design tool. Combined with PakTrack, Elopak has created a powerful and 'exciting' era in packaging design.

Anything that can be printed – can now be printed on a carton, so the sky's the limit for manufactures to use the simplicity and classic print space of the Pure-Pak® carton. From niche promotions, to high profile campaigns, technology advancements in print and the print process makes packaging a strategic and attractive marketing tool.



*For more information on our Pre-Press services take contact with our manufacturing plants in Germany and the Netherlands or directly with Pre-Press Manager Willie Caldwell, willie.caldow@elopak.nl*

# Anything Goes!



Elotalk takes a look at how marketing teams around the world have used the carton as an advertising or promotional media.

In the US cartons are famously used to advertise missing persons, with the Scandinavians using milk packaging for road safety training and how to act in an emergency. During the Easter holiday period, Norwegian milk company Tine use its milk cartons to tell crime stories, a seasonal tradition enjoyed by festive Norway for many years!

Using on-carton promotions to bring added value to consumers is a marketing tool that builds loyalty and credibility. Campina has done this with a number of its German milk brands. Its Mark Brandenburg milk has used its cartons for a joint promotion

with the Berliner Morgenpost where consumers are offered a free copy of the newspaper delivered every morning in time for breakfast for a free three-week trial! This is a clever promotion in terms of creating a synergy between the two products – a morning newspaper and fresh milk for breakfast.

Campina uses two of its other fresh milk brands for joint promotions to build brand loyalty with coupons for local family entertainment attractions. By collection tokens on its Campina Südmilch recently, consumers could gain a lower price entry to a local theme park, and a similar coupon promotion on its Tuffi brand allowed consumers cheaper entry to a local movie park – to celebrate 10 years of Hollywood in Germany!

## Commercial benefits

Paperboard cartons are perfect vehicles for cut out coupon collection promotions that encourage loyalty purchases and build brand allegiance, while offering the consumer a great added benefit that creates positive associations with products.

Dairy companies with a wider product portfolio have found the milk carton an excellent tool for cross promoting other products. Molkerei Ammerland eG uses the high frequency use of its fresh milk cartons for its igemo – the pure taste brand – to promote its Ammerlander cheese. As it says on the carton – “we don’t just do fresh milk – we also use it to make the delicious Ammerland speciality cheese containing the distinctive taste of the region.”

Fresh milk in some countries such as Germany and Austria are from local dairies, so bring with them specific regional marketing opportunities to support other businesses in the area. Stainzer Milch in Austria uses its fresh milk packaged in 1 litre Diamond Pure-Pak® Curve cartons to offer consumers the chance to win family holidays in the region!

Other industries have also identified the fresh milk carton as an effective advertising medium. Mobile phone company, Klarmobile in Germany, has used Mili Vollmilch to offer special tariffs and money saving contracts to consumers with clever and creative ads on one of the cartons panels. Danish Karriere Akadami, the career academy, has used Engholm fresh milk cartons to advertise trainee opportunities in department stores and supermarkets to young people.

## Nutritious benefits

The commercial opportunities for advertising or promoting on cartons are one thing, but many manufacturers use the carton space and the excellent print qualities to inform consumers about the health benefits of products, and also provide useful tips for serving, or how to maximize the convenience of the carton.

Squeez has proved this with its new Smoothies launched in Ireland in 2006, and used two panels to tell consumers the importance of eating well and the convenience offered by

the product in providing not just a 100% natural fruit product but 100% of the recommended daily fruit portion, in a one litre carton. As Squeez says on the carton, 'Isn't it good to know that 100% of your daily portions of fruit can now be made so easy"!

Elopak's Carton Division PR and Marketing Manager Werner Basler adds, "The milk carton offers immense potential for ideas and possibilities that have not really been used to their full potential. With our latest print technology developments, there are no limits on using the carton as part of a strategic and creative

marketing campaign. High quality print, and simple and fast artwork and proofing systems have really brought limitless possibilities – and it will be fascinating to see how the marketers capitalize on these opportunities and bring the consumer added-value alongside commercial benefits."

*For more information on print and prepress, please take contact with any of our local Market Units.*

## News in Brief

### Sheer Poetry with Pure-Pak®

*Art and poetry might sometimes be considered exclusive cultural pursuits only to be enjoyed by the enlightened few, but Finnish dairy company Valio is aiming to help everyone enjoy these pleasures.*

Valio first brought art to the masses in 2005, by showcasing six Finnish artists' drawings and paintings of cows on its milk, packaged in Pure-Pak® 1/1 l classic cartons. As a result of the resounding success of 'Art of Milk', dubbed 'the largest art exhibition in the world', Valio has now returned with a similar venture.

During the 'Poetry of Milk' season, eight of Valio's milks will carry new poems penned by six contemporary Finnish poets and inspired by milk. The works will be published on Elopak's one-litre and 1.5 litre rectangular Pure-Pak® cartons containing Valio's range of standard and organic milks.

Pure-Pak® provides cool canvas for perfect prose. With a range of poetry designed to appeal to all tastes, each renowned poet has written three poems for the campaign, so that in a rolling programme, the works published on the cartons will change every six weeks. Valio's treasured cows, Mansikki, Onnekas, Heluna and Mimmi, will still be on the cartons, but sporting a new look to express the mood of the poems. A total of 130 million cartons will display the works, and Valio's 'Poetry of Milk' season will run until the end of February 2007.

Valio's marketing manager, Tuula Hietanen, comments, "Milk is an essential part of Finnish food culture and Valio believes that it is also an inspiring subject for poetry. We are delighted to have gathered such an eclectic group of poets. They represent different age groups, different styles, and we



have a Swedish-speaking Finn, too. People of all ages are bound to find a favourite among the poems, which speak to people at different stages of life. We hope that with the help of our milk poems, poetry can become a part of our customers' everyday life."

As part of the campaign, Valio has created a website where Finland's amateur poets can post their own works or print and play those created by the selected poets. A special folder can be

purchased, a proportion of the profits from which will go to Valio's nominated children's charity, the Children's Day Foundation.

#### **- Milk Poem by Bo Carpelan – (freely translated)**

I recall  
a cool day  
during a summer in the countryside,  
the rising warmth,  
my mother's hand  
and in her hand a glass of milk,  
wonderful, cold.

*For more information please contact Jyrki Oesch, Market Unit Finland jyrki.oesch@elopak.fi.*

# Arla Foods secures Future of Dairy Market in Sweden with unique investment

*Arla Foods, Europe's second largest dairy, has invested heavily in a new state-of-the-art fully automated dairy in Jönköping, Sweden. The market leader in Sweden with 65% of the dairy sector, Arla Foods has secured its future with a new system that meets the growing demand from consumers for quality fresh milk that consistently improves with longer shelf-lives and more and more varieties.*



View inside the robot cells which load the filled cartons into roll containers or crates

In a major project with Elopak, the facility is now fully automated to produce 50,000 units per hour. The installation of the latest filling technology and

materials handling technology from Elopak took nine months to complete from January 2006, and followed six months project planning. It reached full production in

September 2006 of all of Arla's fresh milk in 1/2 litre and 1 litre Standard Pure-Pak® cartons and 1,5 litre rectangular Pure-Pak® cartons.

The scale of this project is unique with the installation of two new Pure-Pak® U-SE160L2SC filling machines all with Ultra-clean systems, ELO-FOAM and screw cap applicator and two new Pure-Pak® P-R90 filling machines prepared for Ultra-clean systems and screw cap applicator. The ultra clean systems are new upgrade developments to produce the best standards in extended shelf life milk on the market today.

**Tailor-made solutions**

Along with the filling machines that were developed and adapted to Arla's specific needs, the production line includes two new robot applications. A blanks handling robot on



Impression from the robot cells



Overview filling hall at Arla Foods

linear rails in the blanks storage handles the empty cartons from the pallets to the filling machines for loading.

Six new robot cells load the filled cartons into roll containers or plastic crates depending on the dairy's daily need for distribution logistic. The six robot cells are integrated into an automatic supply system, which conveys the roll containers and crates to the robot cells for filling. This is a totally new robotic system developed especially for application with Pure-Pak® cartons, and Elopak has applied for the patent as the manufacturer of this innovative solution.

Håkan Gustavsson, Technical Manager at Elopak in Sweden,

worked alongside the Elopak Materials Handling team in Finland and the Arla Foods team, he explains, "this dairy plant consolidates some of Arla Foods dairy production in Sweden, and key objectives were to increase capacity, increase efficiency and increase the quality of the milk in terms of extended shelf-life.

The plant is the future of Arla Foods dairy production in Sweden and therefore the system had to be flexible in order to allow Arla Foods to adapt to changing consumer trends. It consists of all the latest technology, much of which has been developed specifically for this project – and as such – Arla Foods has responsibility for raising the bar on both filling and handling technology in the world's dairy markets."

### Securing the future

The Project Manager at Arla Foods, Jönköping Dairy, Jörgen Grauss, adds, "This project was one of the biggest projects within the history of Arla Foods in Sweden. It was a key objective to reach a more efficiency dairy structure, and to found the base for a consolidation of our dairies. The project was handled in a very professional and structured way from start to end, and has resulted in one of the most successful installations within Arla Foods history.

We have today a super modern dairy, which has all the flexibility that we need in the future. We can for example run from standard fresh milk to extended shelf-life milk and then add on consumer add values features. Our robot system gives us a total flexibility in the way that we want to distribute our milk to the retailers. Elopak have supplied a total packaging material system to our dairy, which will secure our efficiency and flexibility in the future."

*For further information on the project you can contact Marketing Manager Henrik Buch Andersen, [hba@elopak.dk](mailto:hba@elopak.dk), for technical details contact Technical Manager Håkan Gustavsson, [hakan.gustavsson@elopak.se](mailto:hakan.gustavsson@elopak.se) and for Material Handling solutions Manager Martin Still, [martin.still@elopak.fi](mailto:martin.still@elopak.fi)*

# Edible Oils eat away at the World Market

*Aceites del sur-Coosur, based in Jaén, Andalucía, has repackaged three of its products in standard one-litre Pure-Pak® Curve carton with Elo-cap™ UL closure. Now in paperboard are its olive oil and extra-virgin olive oils both under the 'La Española' brand, together with the market-leading, premium refined sunflower oil 'Coosol Premium'.*

Olives from Spain are a 3,000 year-old legacy, and the source of superior quality olive oil since the time of the ancient Phoenicians. Today, Spain is the world's biggest olive oil producer, accounting for a third of global supply.\* In 2006, the Spanish ministry of industry, tourism and commerce confirmed olive oil as the packaged food product to register the highest year-on-year price increase in the country.\*\* Demand from export markets is booming, boosted by a series of studies showing the health benefits consuming a Mediterranean diet rich in olive oil. It is thought that olive oil also has a protective action against heart disease and some cancers. Sales in the UK alone have increased 100-fold over the last twenty years, with sales there now worth £107 million.\*\*\*

## Sunflower success

Sales of vegetable and seed oils, such as sunflower oil, continue to grow in Spain, thanks in particular to the influence of a large immigrant population providing the market with a sales boost.\* Coosol Premium sunflower oil has a naturally

high content of vitamin E and is guaranteed to contain at least 50% oleic oil. Oleic oil is a useful source of monounsaturated fatty acid which means that it has a favourable impact on blood lipids in healthier diets aimed at preventing of heart disease. Coosol Premium sunflower oil is promoted as perfect for fries, mayonnaises and salsas.

## Pure-Pak® offers better protection

Aceites del sur-Coosur, the Spanish market leader in sunflower oil and the number two in the olive oil market, is a new Elopak customer. The company chose the Pure-Pak® Curve because it offers better light protection and product conservation than glass or PET. With a key focus on exports over the 12-months following launch at



Alimentaria, Spain's largest food exhibition, the company has also substituted paperboard for the can in order to provide lighter loads for shipping whilst allowing ambient distribution.

As olive oil producers commit to premium products, extra virgin olive oil has become more exclusive, with companies looking to innovations in packaging to differentiate their products. As the number two edible oil producer in Spain, another reason for the switch to Pure-Pak® was in order to respond to the market leader, which launched an edible oil in one-litre Prism. The Pure-Pak® Curve carton also offers

additional space for branding. For example, the fifth Curve panel on Coosol Premium sunflower oil, promotes value for money with the slogan, 'It now lasts twice as long!'

All three edible oils are filled on a Pure-Pak® P-S90 machine into standard one-litre Pure-Pak® Curve cartons.

\*Euromonitor International Sept 2006, Report on Food Packaging in Spain

\*\* El Pais newspaper; The ministry announced that the 2005 olive oil crop is down by about 35 per cent, or 350,000 tons, after little rain and severe cold spells and snow hurt Spain's olive trees. Olive oil prices in Spain rose by 6.8 per cent between January and February 2006 and increased by 37.2 per cent during the last 12 months, as a result in part of the shortfall in the country's production and increase in demand.

\*\*\* AC Nielsen

For further information contact Guillermo Escrigas at our office in Spain at [guillermo.escrigas@elopak.es](mailto:guillermo.escrigas@elopak.es)

# Diamond Pure-Pak® Curve Catering to the HoReCa sector

elotalk



*The busy chef or caterer in the hotel, restaurant and catering sector (HoReCa) demands efficient, simple-to-use products in a packaging format that makes life easier.*

launched onto the Swiss market in 2006 under the banner, 'More individuality, more taste, and more convenience'. SUPRO Dressing is distributed to hotels, restaurants and catering customers (including school and college canteens) via direct sales from sales agents. It is also marketed via the Supro website. Varieties include French Dressing, Italian Dressing, American Dressing, Herb Dressing, and 'Speciality of the House' Dressing, all packaged in two-litre Diamond Pure-Pak® Curve with alu and Elo-Cap™ XE closure. Dressings are prepared with fresh ingredients and contain sunflower oil. Distribution is ambient throughout Switzerland in cartons of 8 x 2 litres and the product must be stored in the fridge once opened.

A cook's work-load can be significantly reduced with the purchase of ingredients that require no preparation and are astutely packaged with the end-user in mind. The highly convenient Diamond Pure-Pak® Curve carton can help achieve this, by providing space for attractive graphics, and offering the option of an

extra-large spout to improve pouring efficiency.

SUPRO Dressings in Diamond Pure-Pak® Curve from Switzerland are a perfect example of a successful marriage between a great HoReCa product and package. Convenience is a key retailer and consumer benefit and the packaging works to maintain

a consistent level of quality catering product within.

A ready-to-serve product which can also be used as a ready-made fine ingredient, SUPRO Dressing was re-

*For more information check the Supro website: [www.supro.ch](http://www.supro.ch) or contact Sales Manager Harald Schweighofer at our office in Switzerland; [harald.schweighofer@elopak.ch](mailto:harald.schweighofer@elopak.ch)*

# SIG

## acquisition process

On 25 September 2006 Elopak owner Ferd and its industrial partner the private equity company CVC, launched a bid for SIG. A merger between Elopak and SIG will, as presented by Ferd/CVC, be a combination of two highly complementary businesses that have shown interest in each other for decades. The convincing industrial rationale behind a merger lies in the creation of a strong new no. 2 in the liquid food packaging market. When merged, Elopak

and SIG will be better placed to increase their combined competitive position globally.

Shortly before Christmas, Ferd and CVC launched an improved bid of CHF 400 per SIG share, topping Rank Group's bid of 370. Rank's bid rested on possible synergies between International Paper's liquid packaging division (that Rank has purchased) and SIG. Also prior to Christmas the EU's competition authorities decided that the

consequences of a possible merger between Elopak and SIG needed further investigation in a second phase.

Ferd and CVC are confident that they have presented an industrial solution that will benefit SIG and Elopak's shareholders, and the liquid packaging industry as a whole, along with its customers and consumers. The further timeline for the SIG auction process will be decided by the

Swiss Take Over Board and is, as **Elotalk** goes to press, not finally determined.

*For more information see [www.elosig.ch](http://www.elosig.ch)*

## News in Brief

### Events and Exhibitions



### Participation at the Athens FOODTECH Show a success

TESCO – Elopak's partner in Greece – participated at the international FOODTECH show in Athens in November 2006. The exhibition is meeting point for visitors from regional dairies, the food chemistry business as well as the olive oil-, cheese- and wine making sectors. TESCO's stand stood out as the most all-inclusive spot for the Food & Beverage Industry. TESCO participated for the first time at the exhibition and used the opportunity to present the company as a key player in the Greek Dairy Industry, being in the market for the last 43 years.

*For more information contact TESCO in Greece at [lys@tesco.gr](mailto:lys@tesco.gr)*

# World Juice 2006

## Summing-Up World Juice Conference 2006

*The World Juice Conference 2006 was held for the second time in Spain. Barcelona, the capital of Catalunya, was the meeting place for three fruitful days and for a record number of delegates. Change and Innovation were the major themes discussed and presented by a panel of top industry speakers.*

Over the years, World Juice has become the meeting and networking event of the international juice community. And Spain has proven to be the ideal meeting place for the growing number of delegates. After the successful 2005 congress in Madrid, some 370 delegates from all around the world enjoyed the hospitality and special atmosphere of Barcelona, one of Europe's most popular cities.

Elopak was again principal sponsor of the event and used the occasion to introduce its latest innovation to the juice world, the Slim™ carton.

The conference was opened by Kees Cools, Member of the IFU Executive Board and director of Döhler Group, who touched on the key challenges of the juice community at present times: juice growth, pricing/margins, the obesity discussion, juice concentrate or NFC, added value or mainstream products, fruit contents vs. juice contents.

David Berryman, CEO of Berryman Ltd., elaborated on the "search for the 21st century superjuice". In his dynamic presentation, he gave new insights to the consumer and consumption trends in the years to come. David shared his new and interesting thoughts of the



basic values of mankind: how to rescue the planet and how to save the human race. This with the background of increasing world challenges like global warming and dramatic changes in world climate which are affecting also heavily the juice industry.

Gerry Hemphill of Beverage Marketing Corporation talked about the changing beverage market in the U.S.A. and the challenges for the juice industry. Fruit beverages account for some 8% of liquid consumption and have been consistent. However, they are increasingly under pressure from competing beverages like bottled water, energy and sports drinks which enjoy star growth. Mainly bottled water

benefits from weaknesses in fruit beverages such as calories, sugar, carbs, and a lack of packaging innovation. His analyses show that categories with unique consumer benefits and/or functionality will continue to lead market growth and in future, the market place will be characterized by numerous high-value, low volume opportunities.

Anne Sissel Lillemork of TINE's Fellesjuice gave an interesting case study of how a dairy group achieves outstanding performance and positioning with 100% pure juices. Their "real, fresh and natural" juice range packed in Pure-Pak® cartons with caps and distributed chilled, drive

growth in the Norwegian juice market and has become the Nr. 1 brand in the country. Key elements of the marketing concept are highest fruit quality, pure ingredients, positioning in the chilled cabinet and regular TV commercials.

Dieter Kneip of Rapp's Kelterei, Germany, presented trends in the Tropical Juice market and how innovative tropical fruit juices can be a valid answer to new consumer segments and new consumption places, such as summer parties and public viewing places at big events. Tropical juices also offer opportunities to differentiate offerings and increase prices and margins, which are especially valid in markets like Germany with their constant



price pressure by hard discounters and their private labels.

Sofia Noren of Brämhuults Juice in Sweden showed in an impressive manner how her company achieves "Premium Positioning and Brand Differentiation in Juice". By following consequently what might be described as "the little ABC of marketing and brand positioning" and with their strong belief in maintaining their premium position in the Swedish market, Brämhuults secures their Nr. 1 position as "most profitable niche player" and has even won the prestigious Swedish Royal Warrant in 2005.

Following detailed reports on orange juice production in Florida and Brazil, apple juice production in China, PepsiCo's engagement in citrus production in India and specialities like passion fruit, banana, sour cherry and new products like Açai (nature's nutritional powerhouse!), the congress looked at new and successful offerings like smoothies, probiotics, fortified juices and analysed growth trends in Eastern Europe and Asia Pacific.

Finn M. Tørjesen, Marketing Director of Elopak's Region EMEA, presented a paper on "Exploiting packaging to deliver brand value". His presentation was centered around the fact that packaging and packaging design plays an increasingly important role in

communicating the core values of brands to consumers.

Packaging shapes, sizes and materials have hidden value codes that deliver different values and messages to the mind of consumers. To prove his thesis, Finn invited the audience to listen and learn from consumers on what they think and expect from packaging of pure natural juice. The interviews\* conducted in the streets of Madrid prior to World Juice 06 and taken with tourists speak for themselves. In order to define the right type of carton packaging for the right type of product in the right segment of the market, Elopak is using the NeedScope technique, which was demonstrated by Finn.

*\* Are you interested in the street interviews taken in Madrid? Check our website [www.elopak.com](http://www.elopak.com) – Section PR and Information/Trade Shows and Events/ Summing-Up World Juice 2006 or contact PR and International Media Manager Werner Basler at [werner.basler@elopak.ch](mailto:werner.basler@elopak.ch)*

# Welcome to **Global Dairy Congress 2007** Amsterdam, 27 – 29 March 2007

*Elopak will be the Principal Sponsor of the 1st Global Dairy Congress which will be held at the Amsterdam Krasnapolsky Hotel in the Netherlands from 27 to 29 March 2007. Organized by the well-known publishing and consulting group Zenith International of Bath/U.K.*

### **Attractive program**

The Global Dairy Congress is the premier get-together of dairy representatives interested in exchanging information and news on topics such as consumer trends, dairy markets and dairy product marketing, innovations and technology, updates on dairy and functional drinks and learning from successful marketing campaigns. The speaker panel includes top executives of major dairy and food groups.

A pre-congress visit to the major Dutch dairy Campina will be followed by sponsor presentations and a welcome cocktail, allowing for networking with dairy colleagues. The evening program includes a gala dinner and a ceremony to hand over the Dairy Innovation Awards which are elected in nine categories by

voting online and by a prominent judging panel.

Elopak customers and business partners can profit of a discounted congress fee when booking through Elopak. Please contact your local Elopak representative or Werner Basler, Corporate Marketing [werner.basler@elopak.ch](mailto:werner.basler@elopak.ch)



For further details on Global Dairy Congress please see our website [www.elopak.com](http://www.elopak.com) or [www.zenithinternational.com](http://www.zenithinternational.com)



**more** people  
**more** places  
**more** moments

ELOPAK offers

**more people** in **more places** in **more moments**

the most convenient and attractive packaging solutions

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of premium fresh and ambient products



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