

# Key to Real Packaging Innovation

A Complex Multidisciplinary Industry demands for Cooperation between Companies



The parties with the money need to start using money together for higher goals

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

#1  
Sustainability

#2  
Innovation

#3  
Education

#4  
Promotion

#5  
Cooperation



Mat. / Mach. Supplier



Packaging Converter



Brand Owner



Retailer



Consumer



Mat. / Mech. Engineer



Packaging Consultancy



Creative Agency

The parties with expert know-how need motivation / incentives and an organisation to share it

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

Packaging converters and engineering consultants need strategic directions for development

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

