

The New Customer: Real Sustainability and Full Transparency in Packaging



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juozas@tygelispack.com

■ **TygelisPack**
www.tygelispack.com



成落八連通

Hennessy XO

LesViva

Amigo

Amigo

用AlipayHK

\$105

150 items - \$15

1 = 2



Jess Hodge
@Jess_Hodge_

.@walkers_crisps it's crunch time! Sending my packet back to you today - we need recyclable packaging sooner than 2025!
#PacketInWalkers

♡ 29 11:30 AM - Sep 21, 2018

Cathy Finch
@cathy_fnc

I am so sick of plastic @walkers_crisps that I'm sending it back
#packetinwalkers

♡ 33 4:59 PM - Sep 24, 2018



MarvinE
@MarvinE0

@walkers_crisps A six pack and it's bag ready for the mornings post. @38_degrees #PacketInWalkers

♡ 44 10:00 PM - Sep 23, 2018



Sue Coates
@westfieldsue

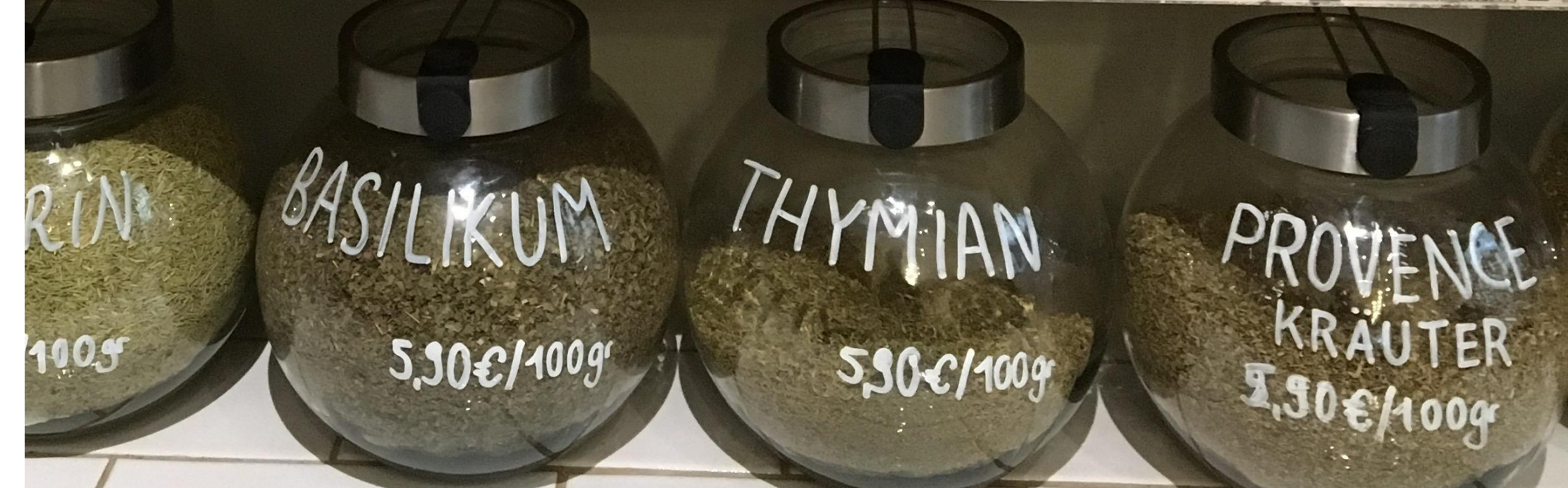
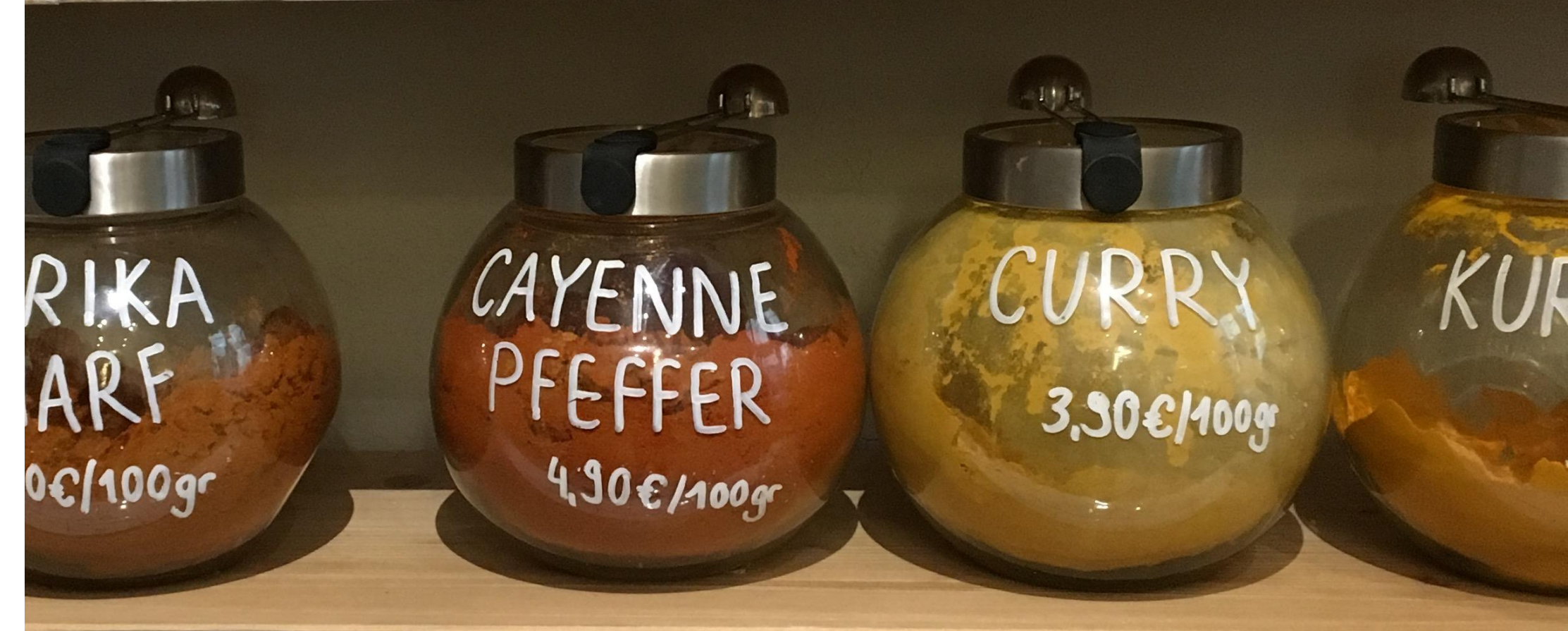
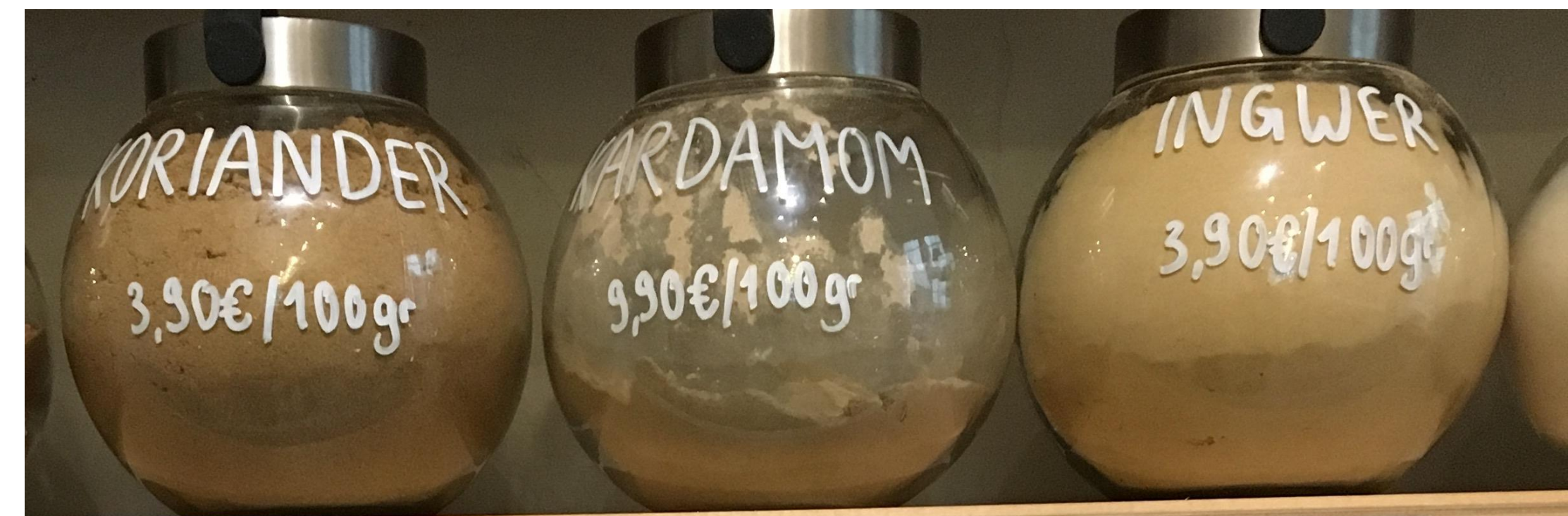
#PacketInWalkers One packet on its way to Walkers. Sure I will find more littered on the streets to post. 2025 @walkers_crisps get your act together #DoItNow

♡ 30 8:02 PM - Sep 23, 2018



Zero Waste Movement: Original Unverpackt

Location: Berlin
Year: 2014



Loop: Reborn of the old 'milkman model'

Company: Terra Cycle
Project: Loop



Loop: Reborn of the old 'milkman model'

Company: Terra Cycle
Project: Loop





THE BODY SHOP®



The Ooho: Edible Water Bottle from Seaweed

Project: Ooho capsules
Development: Skipping Rocks Lab
Founded by: Pierre Paslier
and Rodrigo Garcia



VIMEO/SKIPPING ROCKS LAB

Mashable



The Ooho: Edible Water Bottle from Seaweed

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90%



SUSTAINABILITY
TRANSPARENCY

94%

of consumers are likely to be loyal to a brand that offers complete transparency

73%

consumers say they would be willing to pay more for a product that offers complete transparency

37%

of consumers say they would switch brands if another brand shared more detailed product information

64%

of consumers around the world willing to buy or boycott a brand solely because of its position on a social or political issue

TRANSPARENCY COMMUNICATION

Where are you most likely to look for information about transparency?



Source: Response Media's 2017 Transparency Study

OVERALL IMPORTANCE



Source: Response Media's 2017
Transparency Study

INNOVATIONS

Great Eggspectations

Brand: Co-op Italia

Development: Connecting Food

Solution: IBM

Egg supplier: Gruppo Eurovo



CON COOPCHAIN HAI LA FILIERA NEL TUO SMARTPHONE.



Scopri il nuovo progetto di Coop, che utilizza l'innovativa tecnologia blockchain per tracciare la filiera delle uova vivi verde Coop, in modo trasparente e certo.



LA **coop** SEI TU.

My Story™ – wine makers' story from grape to bottle

Brands: Ricci Curbastro,
Ruffino and Torrento
Development: DNV GL



Aromatico rosato ottenuto
da vigneti situati a nord della Puglia, sulle colline di
Monte a 400-500 mt. s.l.m. I terreni sono i tipici
storicamente vocati alla produzione di vini
fruttati con sentori di piccoli frutti neri, da cui
pieno, rotondo e versatile. L'assemblaggio
Va servito ad una temperatura di 14-16°C.
Vinoificato e imbottigliato
AZIENDA VINCOLA TORRENTO
CORATO - ITALIA
8 015393 00450
750ml e
CONTIENE SOLO UNO DEI SEI VITIGNI
PRODOTTO IN ITALIA



Supermarket of the Future

Brand: Co-op

Design by: MIT's Senseable City Lab

Design firm: Carlo Ratti Associati

Project director: Carlo Ratti



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Visitors in Store
14.05.23
0
Total

CEREALI E BIRRA
BEER AND CEREALS

casse
cash counters

La pasta è una combinazione
di semola di grano duro e acqua
La pasta è una combinazione
di semola di grano duro e acqua

casse
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Supermarket of the Future

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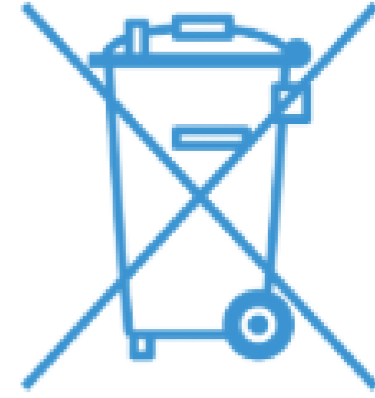
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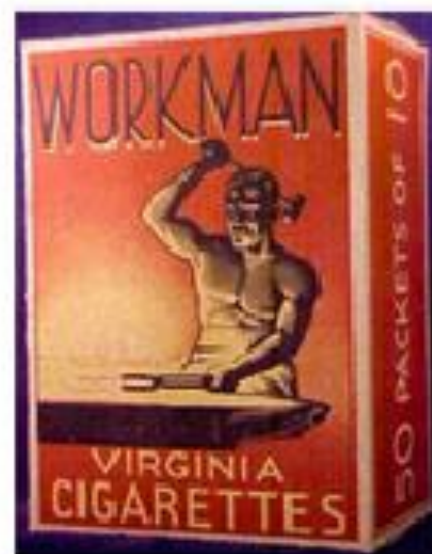
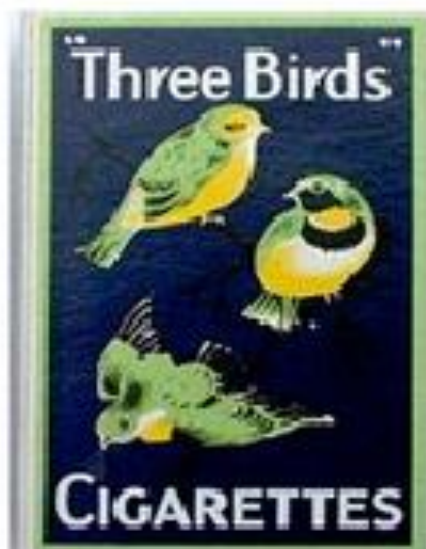
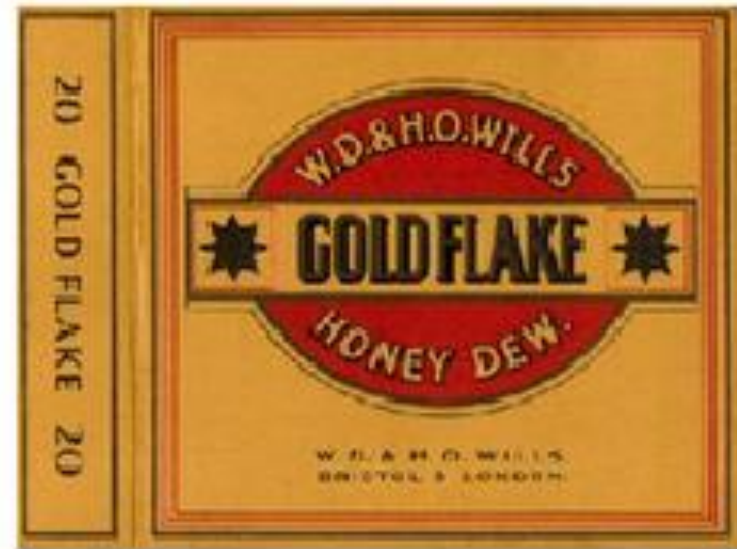
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COOP SALSA BOSCAIOLA PORCINI 240G	COOP SUNDRIED
COOP BOSCAIOLA SAUCE WITH PORCINI MUSHROOMS 240G	1.55 € / 11.93 € at kg / per kg
1.19 € / 4.96 € at kg / per kg	COOP PATÉ DI CARCIOFI 130G
COOP SALSA TARTARA 240G	COOP ARTICHOKE PATÉ 130G
COOP TARTAR SAUCE 240G	1.55 € / 11.93 € at kg / per kg
1.19 € / 4.96 € at kg / per kg	COOP PATÉ DI OLIVE NERE 130G
COOP CONDIMENTO PER INSALATE DI RISO 285G	COOP BLACK OLIVES PATÉ 130G
COOP RICE SALAD DRESSING 285G	1.55 € / 11.93 € at kg / per kg
1.59 € / 5.58 € at kg / per kg	COOP SENAPE 270G
CONDIMENTO PER INSALATA DI RISO 350 G	COOP MUSTARD 270G
MIXED VEGETABLES FOR RICE SALAD 350 G	







WARNING:
Tobacco smoke
causes
lung d
in n

BOX
Newport

**TOBACCO
SMOKE CAN
HARM YOUR
CHILDREN.**
1-800-QUIT-NOW
Newport

WARNING:
Cigarettes
cause strokes
and heart
disease.

Marlboro

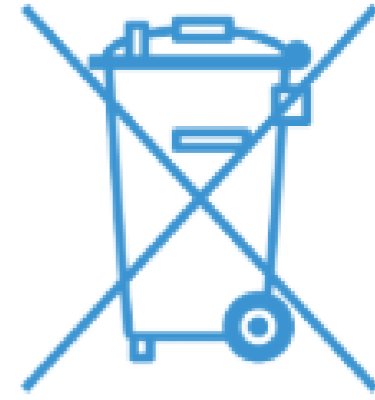
WARNING:
Cigarettes cause

Marlboro

8

4

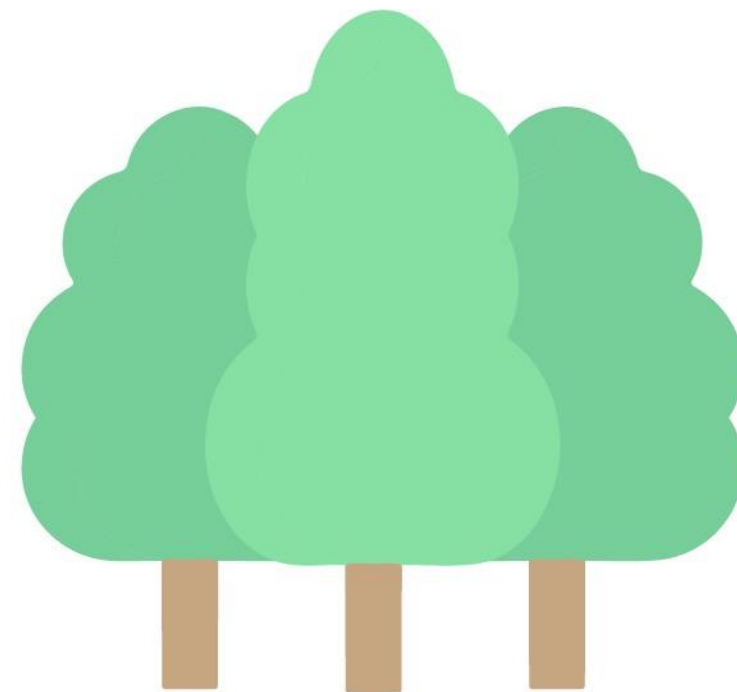




HOW

T R A N S P A R E N T
PACKAGING JOURNEY

TRANSPARENT PACKAGING JOURNEY



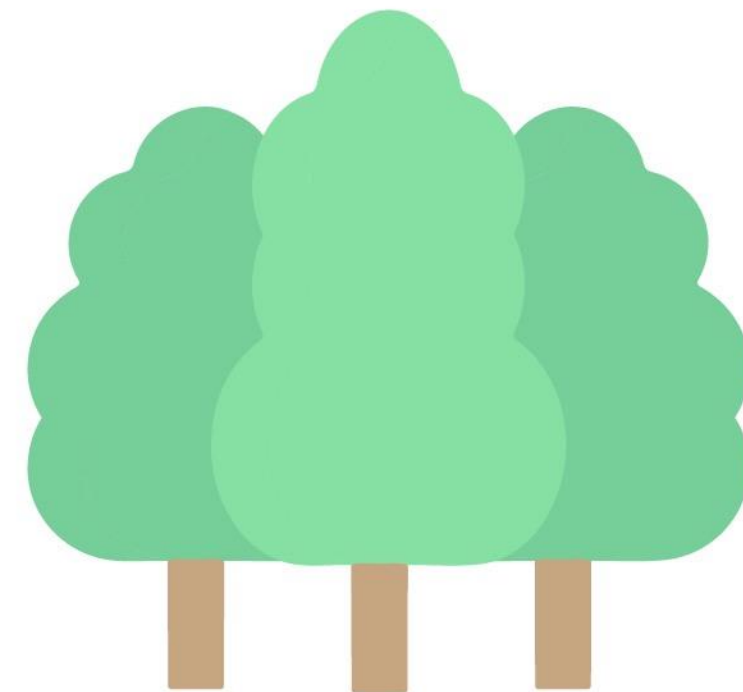
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 - 1.2. Other documents;
2. Forestry management, cycles, working methodology
3. Location, responsible companies/people

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TRANSPARENT PACKAGING JOURNALS



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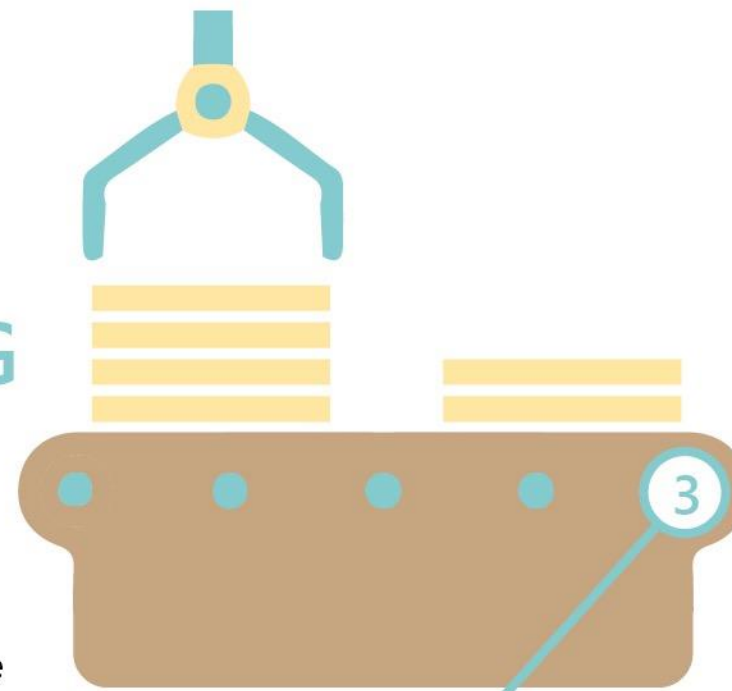
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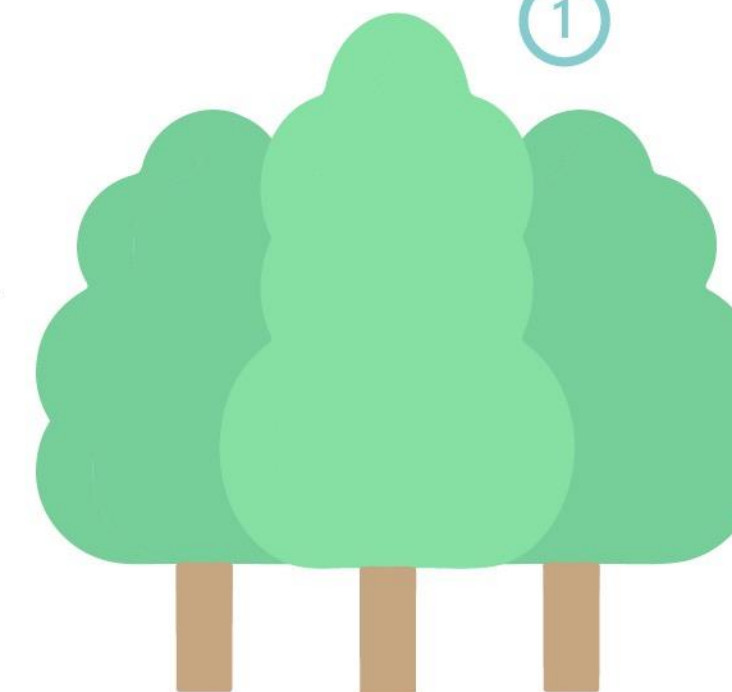
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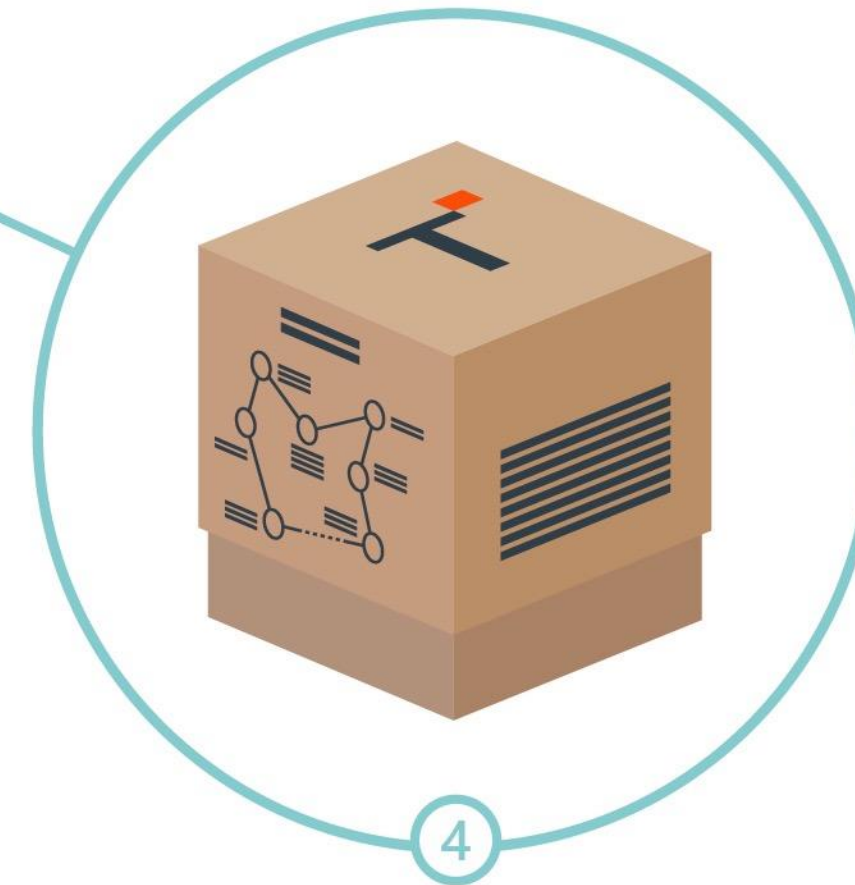
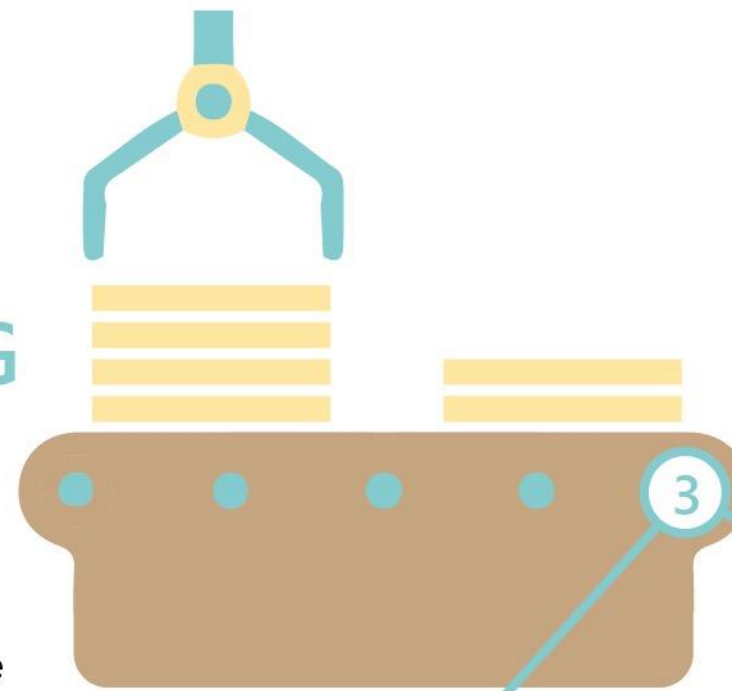
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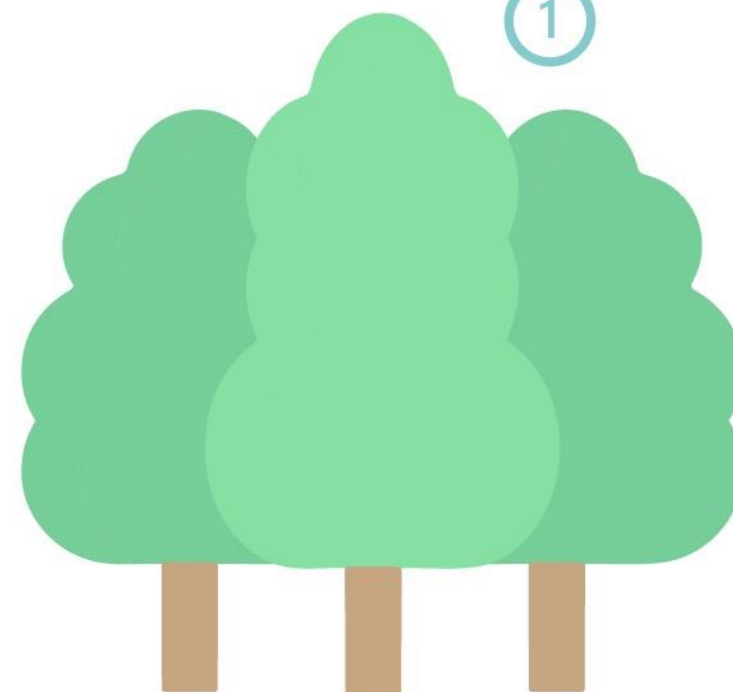
4 / USAGE

1. Compliance for food contact
 2. Tips for unpacking and/or repacking
 3. Links to more detailed information
- +extras



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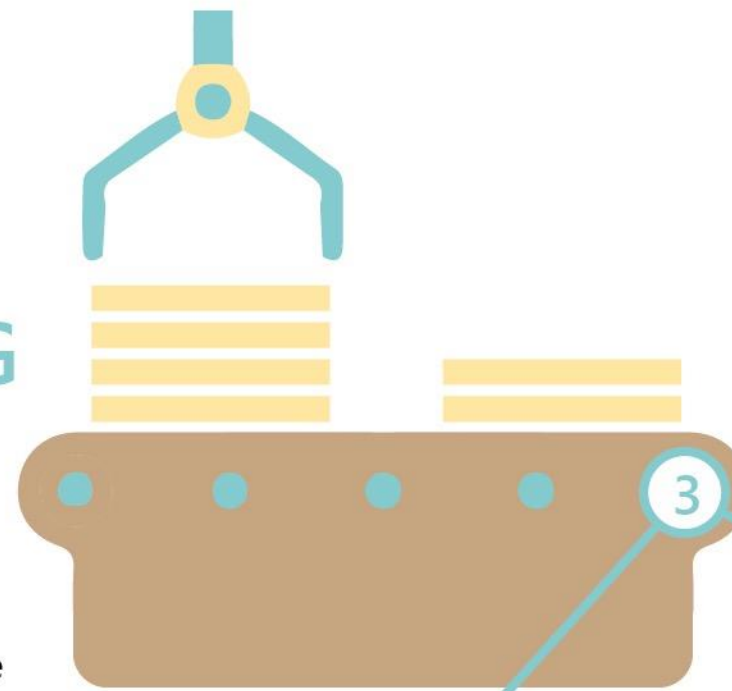
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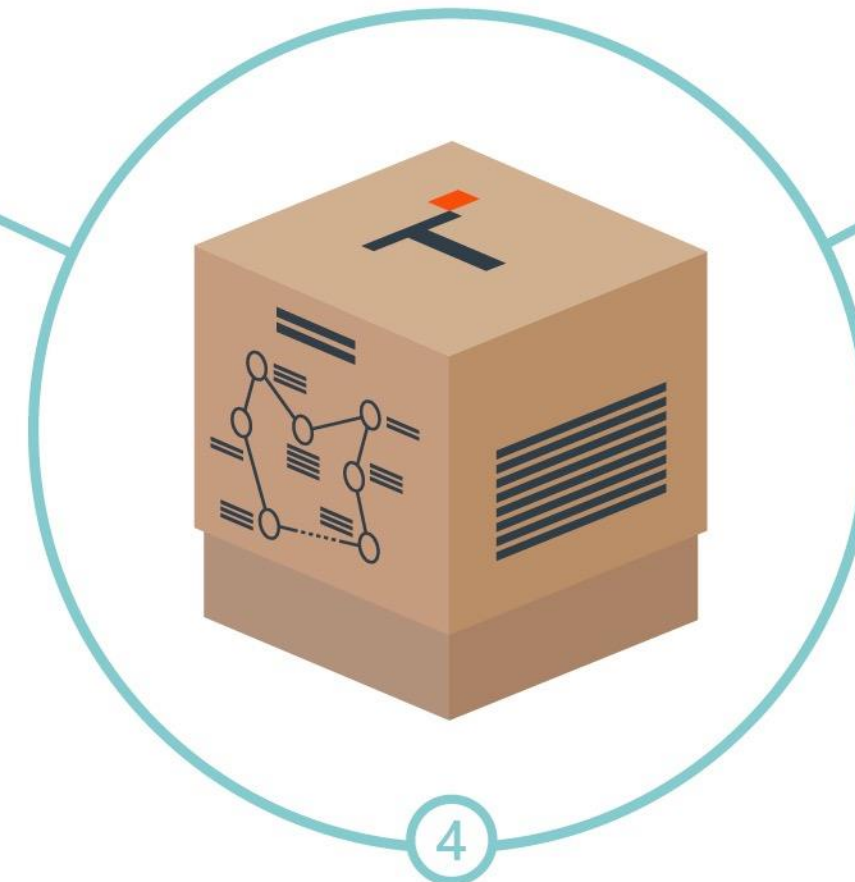


5



5 / WASTE SORTING

1. Information how to sort this packaging
2. Tips how to prepare packaging before sorting



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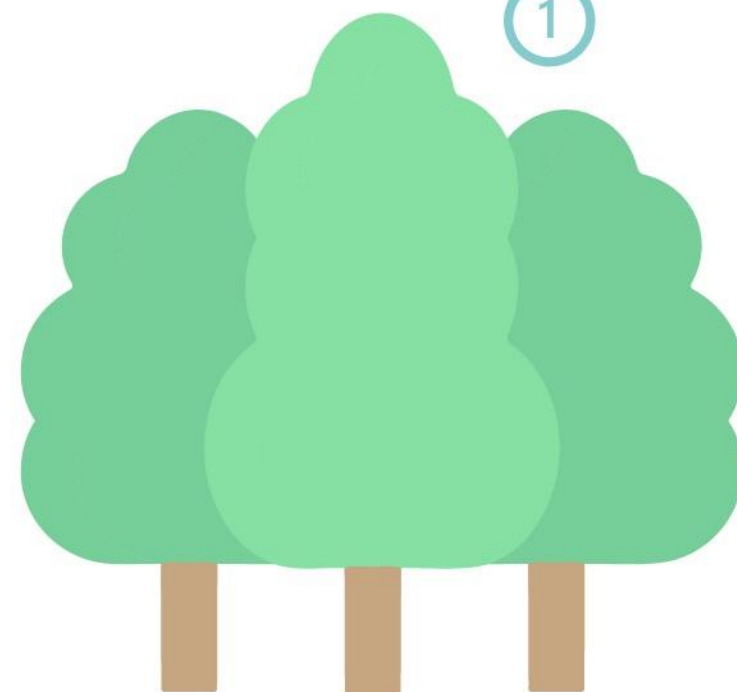
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TIPPS FÜR DIE TONNE

So trennt man richtig



Gelbe Tonne

Papier

ALDI labelling to facilitate recycling

Brand: ALDI Nord and ALDI SÜD
Location: Germany



Vilkyškių Pieninė Environmental Education Initiative

Brand: Vilkyškių Pieninė

Brand marketing director: Elena Šilovaitė

Design: VRS WPI Vilnius



Vilkyškių Pieninė Environmental Education Initiative

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LT
54-01 P
EB



81
C/PAP



FSC
www.fsc.org

MIŠINYS
Kartonas iš
patikimų šaltinių
FSC® C014047

Dėkojame, kad pasirinkote
gerą pakuotę, kuri natūraliai
apsaugo turinį. Ji pagaminta
daugiausia iš atsinaujinančių
medžiagų ir ją lengva
perdirbti. Skaityti daugiau:
www.tetrapak.com



Pakuotę rūšiuok su
plastiko atliekomis

VALGYK GARDŽIAI – RŪŠIUOK KRUOPŠČIAI!

Vilkyškių Pieninė Environmental Education Initiative

Brand: Vilkyškių Pieninė

Brand marketing director: Elena Šilovaitė

Design: VRS WPI Vilnius

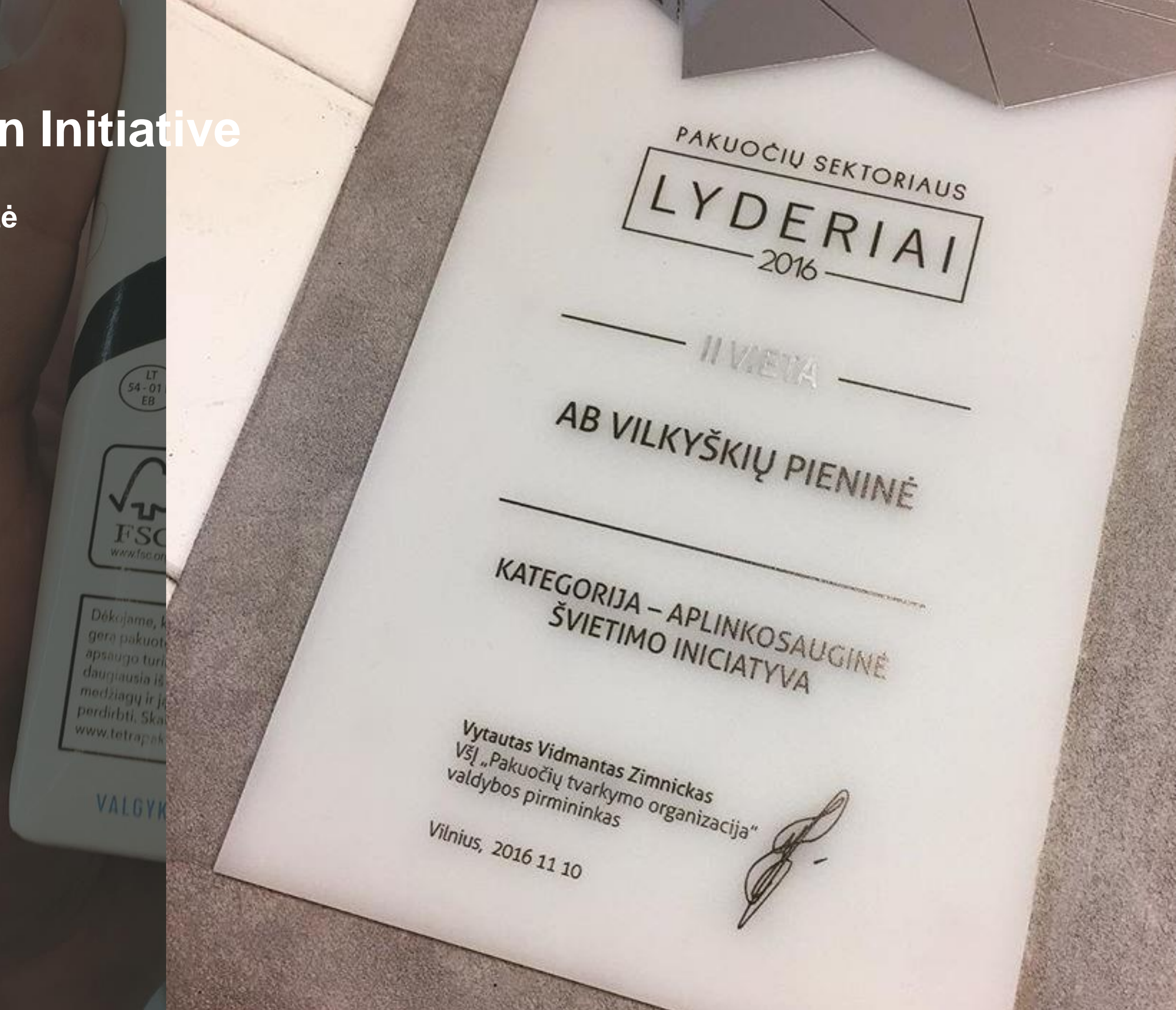


Vilkyškių Pieninė Environmental Education Initiative

Brand: Vilkyškių Pieninė

Brand marketing director: Elena Šilovaitė

Design: VRS WPI Vilnius



PAKUOČIŲ SEKTORIAUS

LYDERIAI
— 2016 —

II VIETA

AB VILKYŠKIŲ PIENINĖ

KATEGORIJA – APLINKOSAUGINĖ
ŠVIETIMO INICIATYVA

Vytautas Vidmantas Zimnickas
VšĮ „Pakuočių tvarkymo organizacija“
valdybos pirmininkas

Vilnius, 2016 11 10

LT
54-01
EB



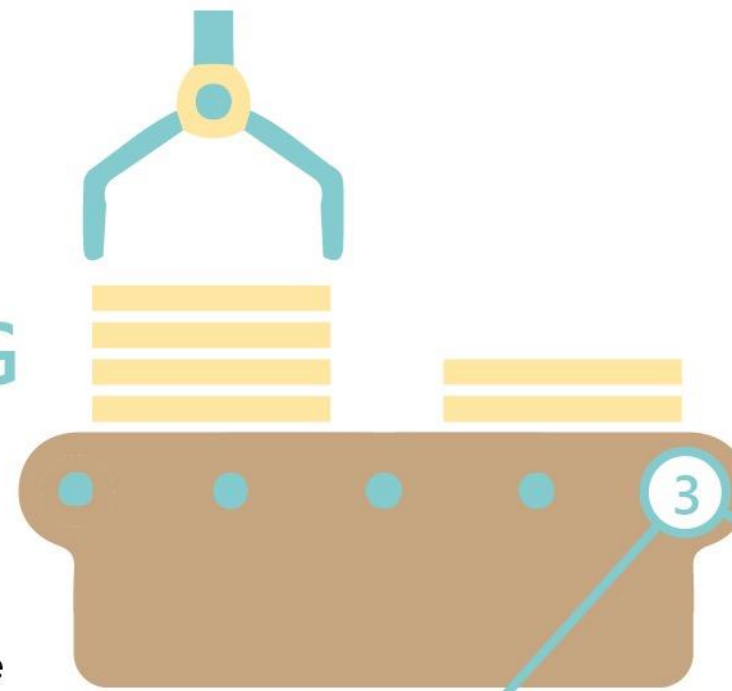
Dėkojame, kad
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www.tetrapak

VALGYK

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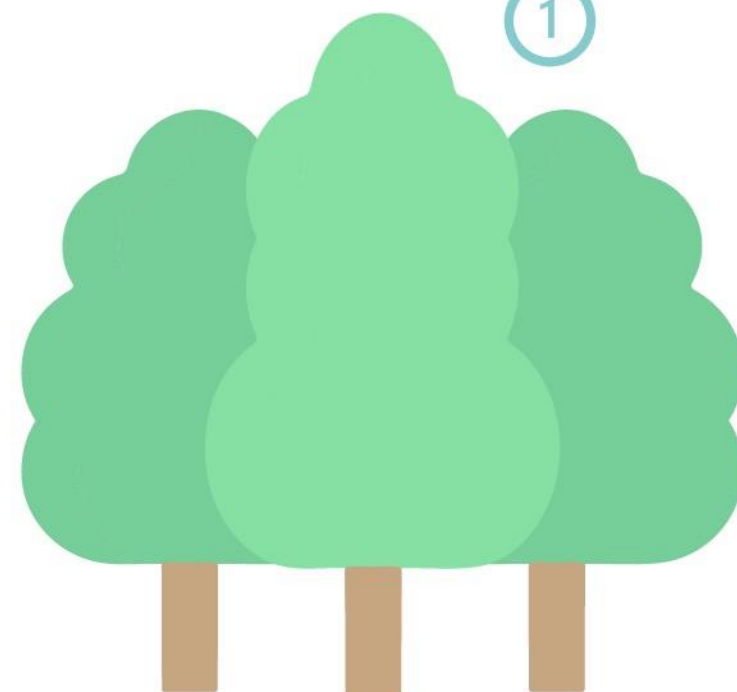
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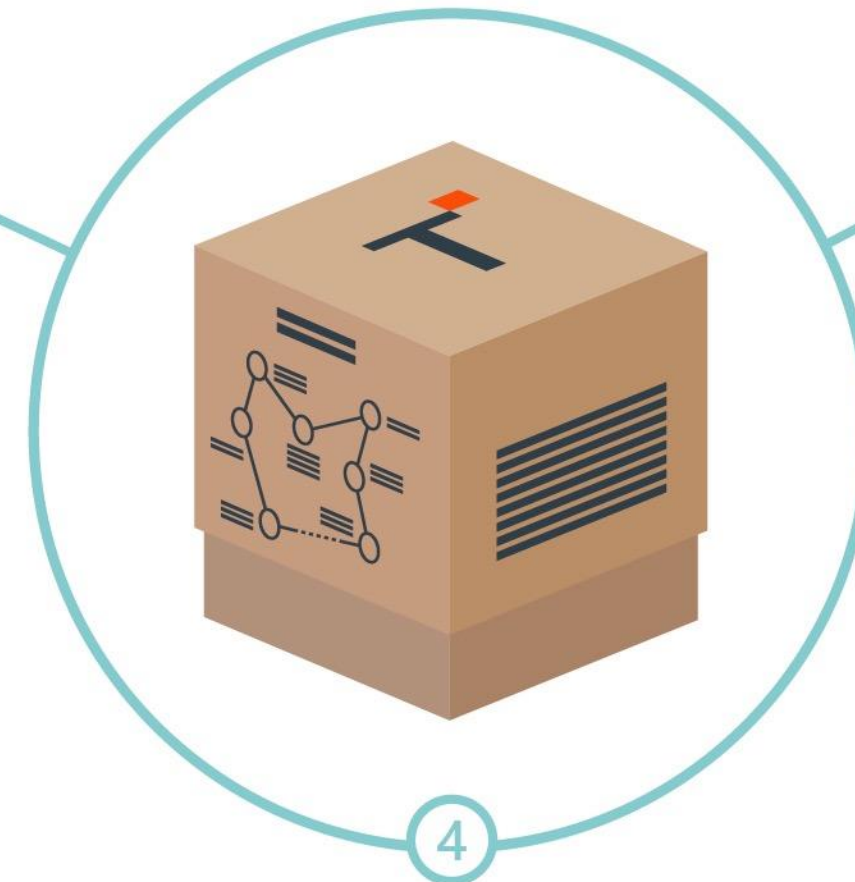
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4 / USAGE

1. Compliance for food contact
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5 / WASTE SORTING

1. Information how to sort this packaging
2. Tips how to prepare packaging before sorting



6 / WASTE MANAGEMENT

1. Map with a place where waste is collected
2. Responsible waste management company
3. Company and place where waste is processed
4. Location, responsible companies/people

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Temos sluoksniai: X

Miesto tvarkymas: X

- Padidinti nepermatumą
- Sumažinti nepermatumą
- Miesto gatvių priežiūra
 - Gatves prižiūri
 - Vasaros sezonu tvarkomos gatvės
 - Žiemos sezonu tvarkomos gatvės
- Tvarkomos miesto teritorijos
 - Prižiūrimos teritorijos
 - Invaziniai augalai
- Miesto gatvių ir pėsčiųjų takų tvarkymo darbai
 - Planuojami 2018-2019 metais miesto tvarkymo darbai (vietos)
 - Planuojami 2018-2019 metais miesto tvarkymo darbai pagal darbu būseną



Suplanuotos atliekų konteinerių aikštelės [Close]

Aikštelės numeris
231

Aikštelės tipas
A1 tipo požeminių konteinerių aikštelė (labai didelė)

Prioritetas
Suplanuotos konteinerių aikštelės, kurios bus statomos 2019/20 m.

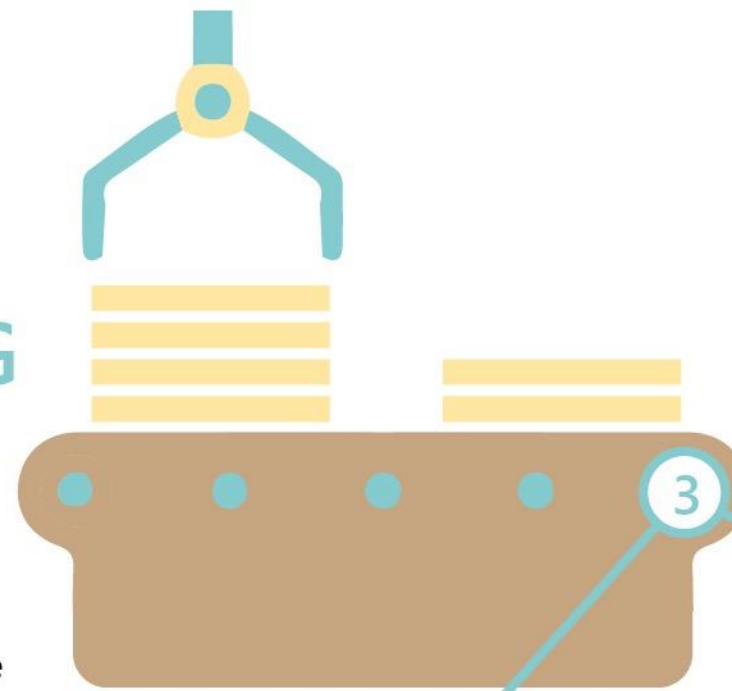
[Priartinti](#) < 1 iš 2 > [Menu]



TRANSPARENT PACKAGING JOURNEY

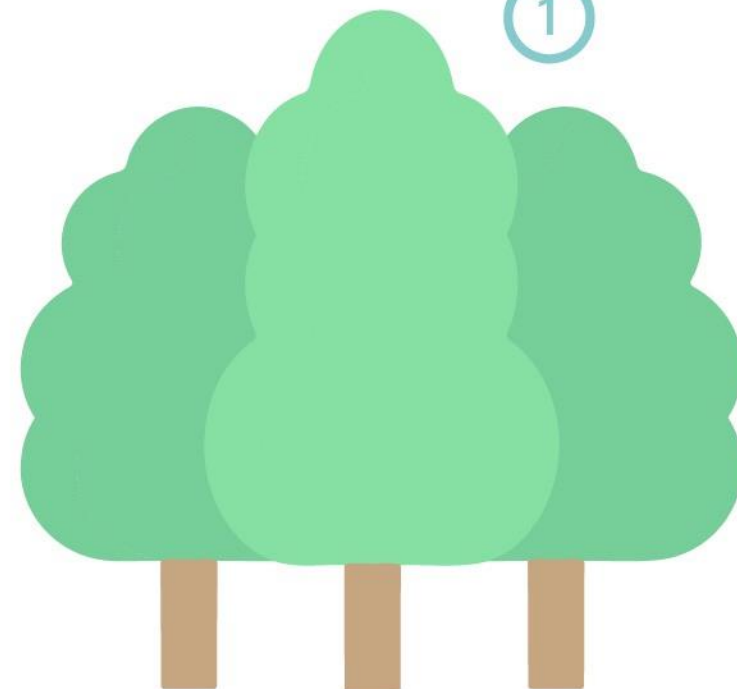
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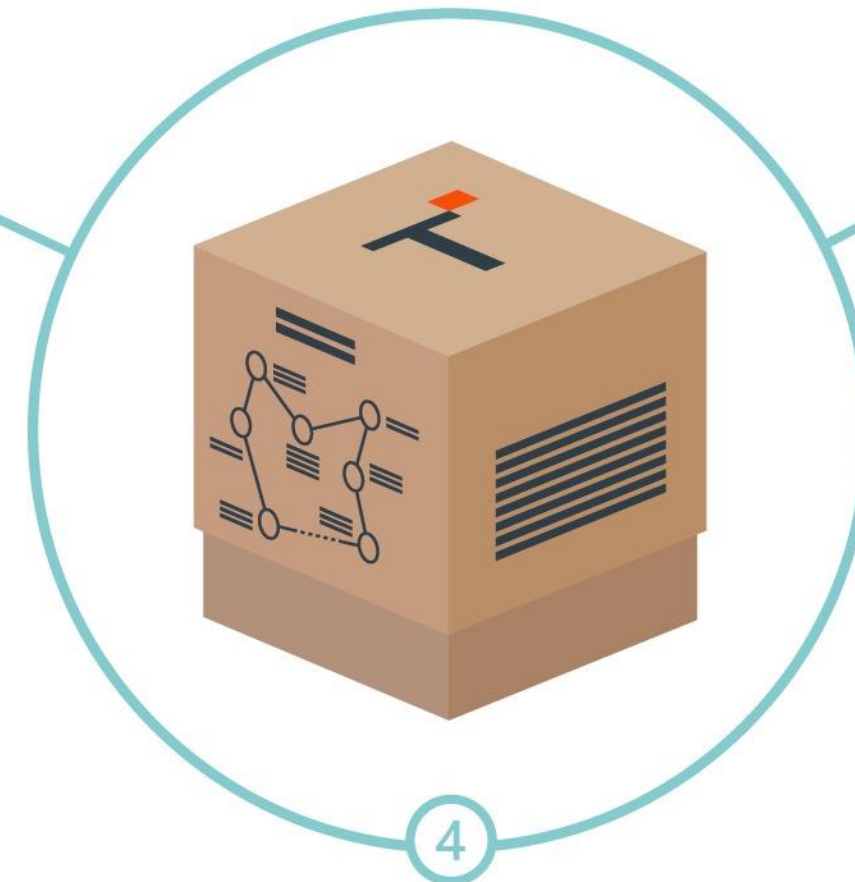
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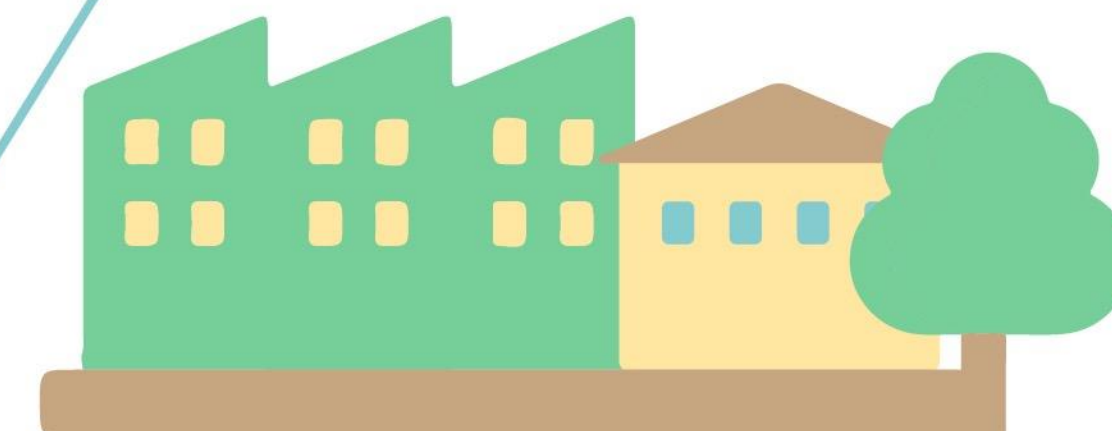
6



6 / WASTE MANAGEMENT

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7



7 / RECYCLING

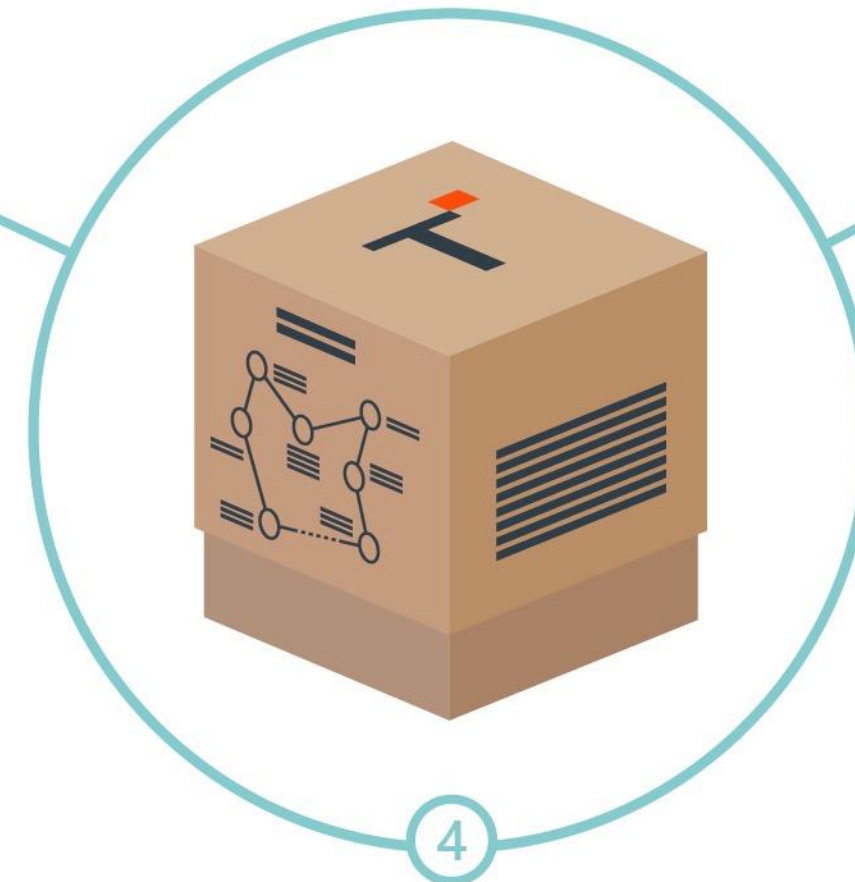
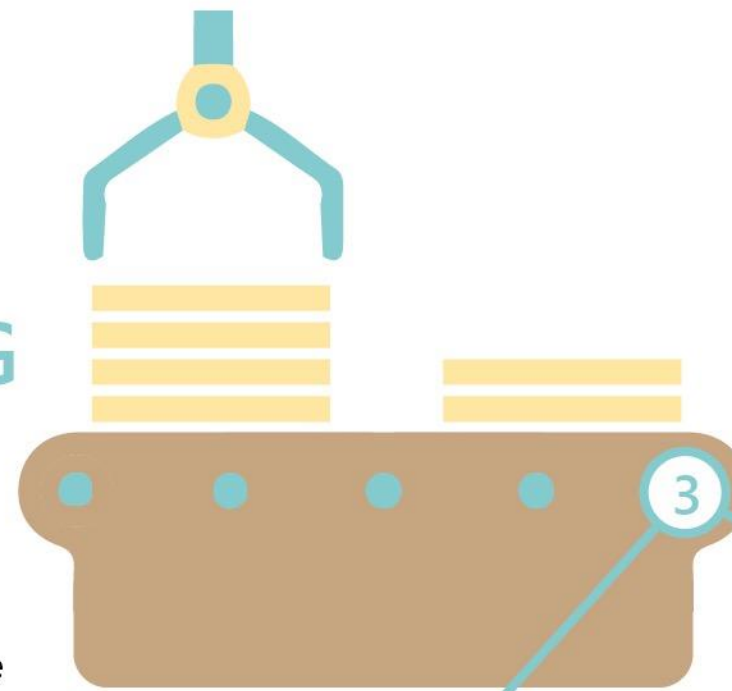
1. Recycling company
2. Recycling methods
3. What happens with recycled mix after recycle process
4. Location, responsible companies/people

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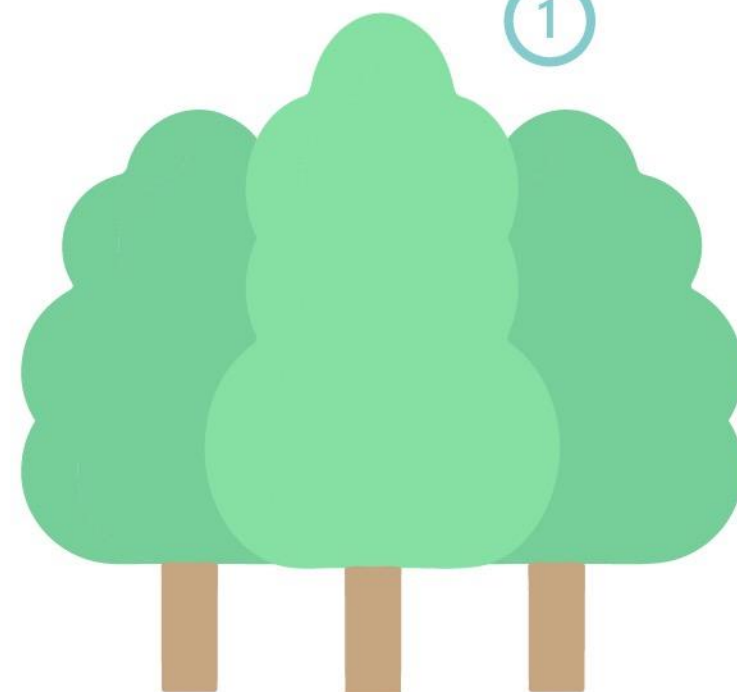
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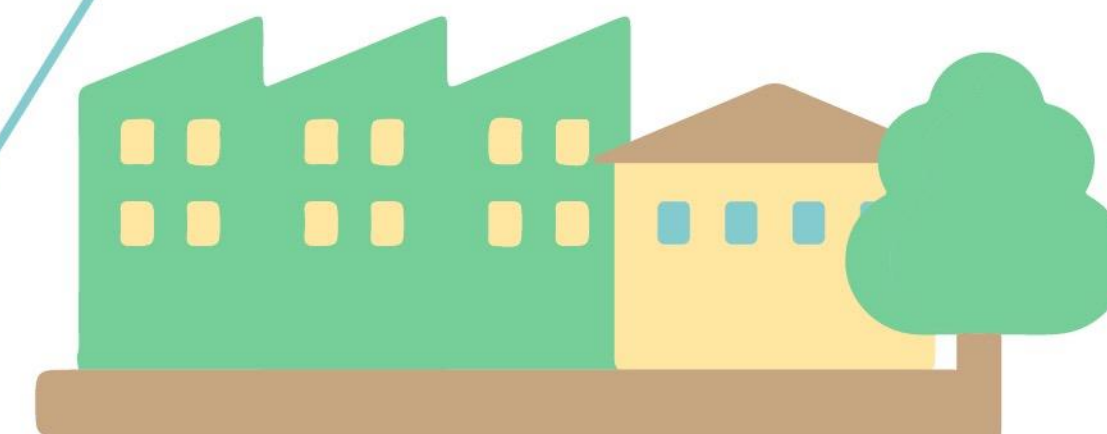
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VISION

1

**LEARN
ABOUT THE
JOURNEY**

2

**TELL
YOUR
STORY**

3

**IMPROVE
STORYTELLING
TOOLS**

**The New Customer:
Real Sustainability and Full
Transparency in Packaging**



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