

No. 4 / Cologne, November 2014

ProSweets Cologne: the trade fair for manufacturing processes and packaging

Packaging for sweets: naturalness and elegance are persuasive

Numerous companies present solutions and technologies for the products of tomorrow

As the world's only trade fair for sweets and snacks, from 1 to 4 February 2015 in Cologne, ProSweets Cologne offers manufacturers a precisely-tailored information and ordering platform for all matters concerning manufacturing processes and packaging. In parallel to the ISM – International Sweets Trade Fair – more than 300 suppliers from about 30 countries present innovations as well as new solutions and technologies. One of the focal themes is the subject of packaging. The trends of the sector, quality, function and design will be presented and discussed at ProSweets Cologne. At the same time, trade visitors from the industry can develop new ideas and approaches together with the suppliers.

When it comes to snacking, consumers don't just grab the first thing they see – quite the opposite: many snackers now take ecological aspects into consideration as well as taste and enjoyment. True to the motto "What has been sustainably produced should also be sustainably packaged", more and more bio and fair trade purchasers are placing value on bio-packaging. It serves as a communicator for environmentally-friendly and fair trade products, and sets new challenges for sweets manufacturers. Choosing the right packaging material is moving into the focus of branding.

The global market for sustainable packaging will reach 244 billion US dollars by 2018, according to market research by the consultancy company Smithers Pira. In accordance with the study *The Future of Sustainable Packaging*, demand and global legislation are the most important drivers for development – wherein there is much debate about the definition of what sustainable packaging actually is.



ProSweets Cologne
01.-04.02.2015

www.prosweets-cologne.com

Contact:
Christine Hackmann
Tel.
+49 221 821-2288
Fax
+49 221 821-3544
E-mail
c.hackmann@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Management:
Gerald Böse
(President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marnier

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Jürgen Roters

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Ecological far-sightedness pays off

One way of packaging ecologically is to use less material by minimising size and weight. This trend towards smaller sizes is known as "lightweight", and is distinguished by fibre packaging. A renunciation of material that pays off – from the cardboard manufacturer via the folding box manufacturer and sweets producer right up to the retailer. A reduction in box weight of 15 per cent corresponds to a reduction in CO2 footprint of 18 per cent. If a box is used that is 25 grams per cubic metre lighter, in the case of 100,000 biscuit packs per year, as much carbon dioxide is saved as a car produces in 1,000 kilometres. A specialist in the field of "lightweight" boxes is, for example, the company Metsä Board, which will be exhibiting in Cologne in February.

Also in demand are raw materials that are renewable or that can more easily be recycled. Many packaging designers rely on bioplastics such as biodegradable films based on cellulose. Nowadays, wax paper – the classic packaging material for the turn and fold packaging used in the case of sweets – is biodegradable, thanks to modified vegetable oils. Renewable materials are also used e.g. for the inner coatings of packaging, such as the "Candy Cups" from Stora Enso. A good example of these are the products from the Swiss company PAWI, which offers e.g. innovative inlay systems for pralines.

But will all of these aspects, one thing must not be ignored: packaging must protect the product. If product waste increases in line with savings on packaging material because stability suffers, the trick is to precisely balance the environmental benefit. For confectionery manufacturers, the question is: when is it worth using lower material thicknesses and their associated carbon dioxide saving? Packaging experts have gained positive experiences e.g. with double-skin designs featuring inner collars or other resealable functions.

Attractive finishing excels

Resealability of products remains in fashion, as do easy-opening properties as a convenience aspect. Products that reflect the modern lifestyle are in demand. Fast and easy, enjoyable anywhere and at any time, satisfies the on-the-go trend. For this reason, pre-punched incisions for opening, a sealed-in tear-off strip, ring-pull openings, snap lids or zip closure multi-portion packaging which can be easily opened and resealed, remain popular in the case of confectionery.

In terms of the styling of confectionery, one thing is needed in the check-out area: striking colours and shapes. Bright and colourful ideas are as much in demand as the trend towards "less is more". For premium products, manufacturers are relying more and more on simplistic design, especially in the case of chocolates and pralines. Here, understatement, perhaps achieved by a simple black or white, denotes e.g. enjoyment with class. Combined with embossed or lacquered metal effects, the finish of folded boxes ensures that people will notice products on the shelves. Shimmering textures such as silver, gold, copper and rust, that can be applied to the rigid cartons via film or relief printing, are popular. Whether printed in multiple colours, simple elegance or matt natural decors – exhibitors at ProSweets in Cologne show how they can use their ideas to support the producers of sweets and snacks.

FutureLab

Under the direction of Professor Jenz Großhans, the "FutureLab" of students from the Köln International School of Design will again be working on packing concepts for sweets and snacks. Exhibitors from both ProSweets Cologne and ISM will be able to submit proposals for topics before the fairs start. The results and interim results will be presented to the public three times a day. We will clearly communicate all results on a special website.

More information: www.prosweets-cologne.com

In conjunction with ISM, the International Sweets and Biscuits Fair Cologne, ProSweets Cologne covers the entire value chain in confectionery production – an internationally unique constellation. ProSweets Cologne is conceptually sponsored by the Federal Association of the German Confectionery Industry (BDSI), Sweets Global Network e.V. (SG), the German Agricultural Society (DLG e.V.) and the Central College of the German Confectionery Industry (ZDS).

Information about ISM: www.ism-cologne.com