

# DELIVERING SUCCESSFUL INNOVATION IN THE COMPLEX WORLD OF PACKAGING



## PACK-TRACK LETS YOU

- Build on proven ideas
- Improve existing packaging
- Develop new concepts
- Drive your sustainability agenda
- Identify cost savings
- Build brand value
- Find solutions to your packaging problems

# PACKAGING INNOVATION FROM PACKAGING SPECIALISTS

Do you work in packaging, new product development, or innovation within the FMCG arena? If your answer's yes, then access to Pack-Track will deliver the same support currently enjoyed by many of the world's most innovative companies directly to you.

## PACK-TRACK – YOUR ONLINE SOURCE OF GLOBAL PACKAGING INSPIRATION

Every day, new packaging innovations come on to supermarket shelves around the world – ideas that could save you time and money and add real value to your products.

Our team of global packaging specialists identifies these unique products, both within and outside of your product category, and in conjunction with our packaging innovation managers produce an unmatched profile of packaging innovations for you to view online.

At Pack-Track, we understand that detail is crucial to packaging development. While there are other product databases that present themselves as packaging solutions, we are confident that none can match our specialist ability to spot genuinely innovative packaging, or offer the depth of detail that you get with Pack-Track.



## WHAT MAKES US DIFFERENT?

Pack-Track is designed to support packaging innovation and change. We draw on a network of experienced packaging specialists from around the world who understand the packaging industry and speak the packaging language. With decades of experience, this specialist network scours the world's supermarket shelves daily, bringing the latest packaging innovations directly to you.

Pack-Track founder Andrew Streeter is a consumer packaging specialist with significant global experience across all manufacturing sectors. He has worked with blue chip companies providing cost-effective holistic packaging solutions, research, and advice. Andrew has held many senior industry roles, including chair of the Institute of Packaging, and is a Japanese packaging specialist, writing and making films on the subject.

## SEIZE+ADAPT™ – HOW WE DO IT

Successful packaging innovation is increasingly driven by seizing existing ideas and adapting them to fit your business requirements.

Pack-Track is an online device that brings the diverse and inventive world of packaging into full focus. This members-only service contains detailed information and high-definition images of thousands of consumer packs from around the world, as well as break-downs of their unique features from

a team of packaging experts. These evaluations offer a multi-disciplined analysis so that you can understand everything from the consumer benefits to the technical structure, format, and construction techniques of each pack.

Pack-Track captures the best ideas, innovations, and changes from the world of packaged brands so that you can Seize+Adapt them for your business.



## THE PACK-TRACK INNOVATION PACKAGE

Pack-Track membership gives you exclusive access to three key elements:



Enjoy **unlimited access** to Pack-Track's interactive website with thousands of

PackFocus profiles featuring detailed pack information, analysis, and high-definition images.



**Dedicated Packaging Innovation Manager**

Pick up the phone

or send an email to your dedicated packaging specialist to receive help, support, and advice on your packaging needs.



**PackFutures**

Drive your packaging agenda with a monthly bulletin of

packaging innovations identified specifically for you by our packaging specialists. PackFutures links directly to your web page so you can access relevant ideas without any effort.



## DISCOVER PACK-TRACK'S EASE OF USE AND SEE THE DETAIL AND DEPTH OF WHAT WE DO

We know that packaging is complex and multi-disciplined, but getting unrivaled insight into the latest packaging innovations couldn't be easier with Pack-Track.

We aim to get you as close as we can to understanding the pack without actually having it in your hand. We take dozens of high-quality images – from on the supermarket shelf to a detailed deconstruction in our studio. These brilliant, inquisitive images clearly exhibit the key functions and innovations of each individual pack.

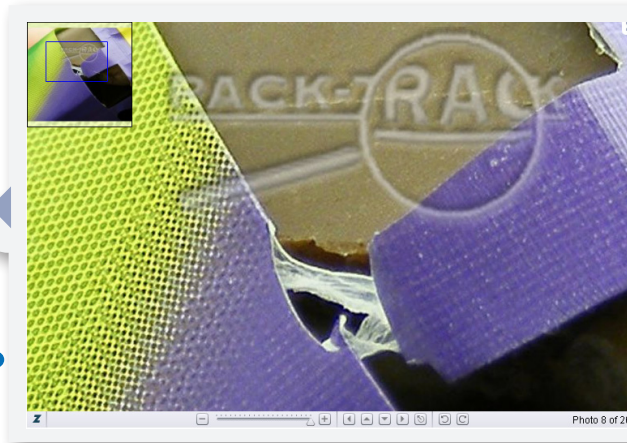
The screenshot shows the Pack-Track website interface. At the top, there's a navigation bar with 'DATAMONITOR KNOWLEDGECENTER' and 'Consumer Packaged Goods'. Below that is the 'PACK-TRACK' logo and a search bar. The main content area displays 'MILKA - MILKSCHOKOLADE MIT GANZEN HASELNUESSEN'. On the right side, there's a 'Pack dimensions' box with 170mm, 15mm, 29mm, and 45g. Below that are fields for Brand name (Milka), Date found (August 2010), Manufacturer / Distributor (Kraft Foods, Inc.), Retail price (0.69 EUR), PackFocus Number (706731), Packaging Details (Flow-Wrap, Films / Flexibles), Closure (Heat-Seal), and Decoration (Direct Print). There are also buttons for 'ORDER A SAMPLE', 'ASK A PACKAGING EXPERT', and 'REQUEST A WORKSHOP'. The left side has sections for 'DESCRIPTION', 'CONSTRUCTION/MATERIALS', 'OBSERVATIONS', 'INNOVATIVE FEATURES', and 'BENEFITS/COMMENTARY'.

**Pack dimensions**

170 millimetres	15 millimetres
29 millimetres	45 grams

### KNOW THE NUMBERS

View pack dimensions and additional information.

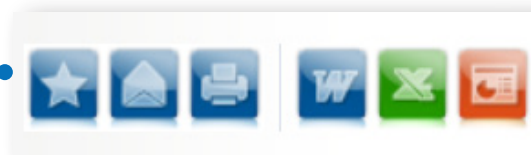


### SEE THE DETAIL

Enhance your experience and zoom-in to view the high definition details of each pack photo.

### UNDERSTAND THE COMPLEXITY

Benefit from our packaging expertise to understand the depth and complexity of detail involved in innovation in this multi-disciplined arena.



### EXPORT THE PROFILE

Download the PackFocus profile, along with the images, to your favorite application (Word, Excel, PowerPoint).

### GET SUPPORT FROM EXPERTS

## WHAT ELSE DO WE DO?

Our global team of packaging specialists support our clients on a wide range of assignments to drive innovation and change. Our additional capabilities range from sample acquisition to workshops and expertise on Japan's trendsetting packaging industry.



### Sample acquisition

We will retrieve a package of your interest and deliver it straight to your desk.



### Packaging concept development

If you're developing a new product or improving an existing one, we will provide inspiration with our workshops, ideation focus, and Japanese expertise.



### Professional packaging benchmarking

We can compare your packaging to competitors around the world and provide professional analysis of key differences and recommendations on the direction your packaging should take.

Contact us today: [enquiries@pack-track.com](mailto:enquiries@pack-track.com)

## WANT TO SEE FOR YOURSELF?

Find out how we can become your packaging innovation partner by emailing [enquiries@pack-track.com](mailto:enquiries@pack-track.com)

**BE INSPIRED**

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