

[ILLUMINATED DRINKS PACKAGING/KARL KNAUER & INURU]

TITLE		
COMPANY / ORGANIZATION	 	
KEYWORDS	OLED, LED, printed electronics (PE), light	
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Consumer use	
ISSUE ADDRESSED	The packaging of a product is used to attract buyers and shape their perception of a brand. Similarly, it can be used to help a brand stand out from its competitors. Despite the availability of technologies such as LED displays and smart packaging technologies, most products on store shelves still primarily use traditional ‘inactive’ packaging.	
SOLUTION	<p>Packaging company Karl Knauer and lighting technology company INURU have recently revealed what is likely the world’s first illuminated packaging. It uses printed, flexible, OLEDs, which are self-illuminating surfaced light sources comprised of organic semi-conductors.</p> <p>OLEDs can be fully printed with all necessary electronic components, batteries included. They are cost-efficient, ultrathin, and flexible, and are 100-500 times brighter than electroluminescent lighting despite only requiring a fraction of the energy needed to power it. Due to its energy efficiency, OLEDs can be operated with batteries for months and can be activated without direct contact. Additionally, the technology is recyclable and can be easily disposed of in line with statutory requirements.</p>	
EXPECTED BENEFITS	Customer-engagement and brand awareness: Illuminated packaging can be used to attract buyers to a brand’s product, enticing them to pick it up and learn more. The contactless activation feature of Karl Knauer and INURU’s OLED technology makes it simple to do so – requiring only that they walk by – while also separating the illuminated product from the mass of products still using ‘inactive’ packaging.	
CASE LINK	<p>AIPIA, <i>New Lights for Old on Drinks Packaging</i> http://www.aipia.info/news-New-Lights-for-Old-on-Drinks-Packaging-622.php</p> <p>Karl Knauer, <i>Packaging of the future lights up with OLED</i> http://www.karlknauer.com/company/news/archiv/detailview/article/verpackung-der-zukunft-leuchtet-mit-oled/</p>	
CONTACT INFORMATION	<p>KARL KNAUER KG Zeller Straße 14 77781 Biberach/Baden Germany Phone: +49 (7835) 782 0 Email: info@karlknauer.de</p>	<p>INURU GmbH Johann-Hittorf-Straße 8 12489 Berlin Germany Phone: +49 (0) 3063927478 Email (CEO & Founder): marcin@inuru.de</p>