

A photograph of three hikers (two men and one woman) standing on a rocky coastline at sunset. They are holding onto a rope, suggesting they are pulling each other up or across a ledge. The sun is low on the horizon, creating a warm, golden glow. The sky is a mix of blue and orange. The hikers are wearing backpacks and outdoor gear.

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Webinar Wednesdays

## **Top 7 Takeaways from the Whistle-Stop Tour of Packaging Innovations Webinar**

**Featuring Paul Jenkins from ThePackHub and Rob Sraka of Forthought Branding + Design**

**Webinar took place April 15, 2020**

**1** Companies are responding to COVID-19 with functional solutions that address public health concerns, such as Pizza Pizza's tamper proof take-out pizza box.

**2** In the last six months PackHub has seen a considerable uptick of innovation in the reuse/refill space. As noted in PAC's April 1st webinar it will be interesting to see which reuse/refill business models prove most effective in light of the public health concerns associated with COVID-19.

**3** There continues to be plenty of innovation with bio-based materials, some of which are converted to compostable packaging. However, questions and concerns remain regarding the most appropriate application of compostable packaging solutions, as well as with the lack of collection and treatment infrastructure.

**4** It will be interesting to follow the shift to e-commerce channels. Many, like online grocery shopping, were already growing and have now seen a rapid, global surge in light of COVID-19. How durable will these shifts be, and how will these changes affect packaging strategy on many levels, from marketing to sustainability?

# 5

Along the lines of P&G's 2018 Dow Diamond Award winning AeroFlexx technology, we see additional innovation in the reduction space with the use of compressed air in plastic packaging. Innovations like MyKirei's shampoo products achieve the functionality of a rigid pack, with the sustainability benefits associated with flexible packaging, such as reduced material use, and lower transport costs when delivered to filling facilities as roll stock.

# 6

The top packaging related food trends from the 2019 Anuga Food Fair in Cologne, Germany were: sustainability, protein 2.0, functional well-being, snack spectrum and vegan foods. An important sustainability trend is the prevention of food waste, which is also a key theme for PAC FOOD, and on which we'll provide a deep dive in the next few months.

# 7

Packaging design trends include a move towards patterns, pastels, vivid images and even a dose of whimsy to lighten the mood.