



From Our Work

Successful market organization via segmentation

One of the leading closure manufacturer in Europe was concerned about whether their recent market organization still fulfills today´s trading conditions. In order to create a reliable basis for the strategic orientation of the company and the structure of the market organization Berndt&Partner was asked to carry out a market segmentation.

Market segmentation is the effort to better understand and respond to the customers´ needs. Customers in the existing markets are analyzed and combined in groups (segments) concerning their organizational criteria, purchase criteria and buying behavior to select the most attractive groups to attend to them more successfully. By means of sales workshops and customer surveys, 78 customers in existing markets were analyzed and combined in groups (segments) concerning their organizational criteria, purchase criteria and buying behavior. The identified segments will be served more successfully and target-oriented.

Contact person: Astrid Beck

Multiflextube® - Linhardts Tube-Innovation wins German packaging award

We already reported about the leading tube manufacturer Linhardt in our first newsletter this year. Linhardt had to come to a decision if they should invest into a new tube technology. In co-operation with all involved departments, Berndt&Partner was asked to develop a basis for decision-making for the management. On the basis of funded analysis and strategic recommendations, the management board decided positive on the investigation.

Within the framework of the Fachpack in October 2009 in Nuremberg the innovative Multiflex tube™ has won the German Packaging Award. Due to the very good launching phase it is necessary to think about investments in expanding capacity - Congratulation.



Picture: Multiflextube® with innovative multi-layer setup has won the German Packaging Award. The members of the jury noticed: "For the first time it worked out to laminate plastic tubes edgeless instead of overlapping. Therefore a symmetric material structure with sealable material on the inside and outside is not necessary anymore. This allows new possibilities of layer series. The covered sealing seam is less obvious and does not disturb the print image."

Contact person: Matthias Giebel

Agenda Sustainable Packaging on the occasion of the Fachpack

The improvement of ecological sustainability is the answer to two of the most serious problems of our time: climate change and shortage of resources. Packaging has a relevant share in ecological impacts of a product, especially concerning Fast moving consumer goods.

As shown by according questionings, the majority of packaging decision makers in Germany today have not become clear yet about the topic of the ecologically sustainable packaging. Several criteria are missing to enable the proof of ecological sustainability of a packaging and the assessment of improvement potentials.

The **Agenda Sustainable Packaging (Agenda Nachhaltige Verpackung)**, an initiative of Berndt&Partner GmbH and Der Grüne Punkt - Duales System Deutschland GmbH is targeted to improve and comprehensibly record the ecological sustainability of packaging in cooperation with players along the value added chain. International professional acceptance of the **Agenda Sustainable Packaging (Agenda Nachhaltige Verpackung)** is provided for by the involvement of renowned institutions as for example EPEA Internationale Umweltforschung.

Goal of the **Agenda Sustainable Packaging (Agenda Nachhaltige Verpackung)** is to achieve - by means of a "competition of ideas" - a transparent and easy to communicate improvement of ecological sustainability of packaging by innovations. The **Agenda Sustainable Packaging (Agenda Nachhaltige Verpackung)** favours neither singular materials nor singular options for action, it is rather to be understood as a platform on which different options can further develop in parallel and in accordance to each other. The **Agenda Sustainable Packaging (Agenda Nachhaltige Verpackung)** will come into action in January 2010. Interested companies can then request information at Berndt&Partner.

The press release published within the scope of the Fachpack fair can be accessed at Berndt&Partner for interested persons.

Contact person: Matthias Giebel

Events and Publications

Journal GLASKLAR - Issue September 2009

In its september's issue, GLASKLAR, Journal of the Aktionsforum Glasverpackung, asks "What do consumers want?" and informs about the requirement profile of packaging from the consumer's point of view. Karsten Beutner answers to this question and names functionality and flexibility regarding packaging dimensions as current packaging requirements. For the future, he sees above all the application of new technologies in the packaging industry to enable the development of interactive packaging solutions fit to communicate with the consumer. For more information (only available in German) click [here](#).

Fachpack 2009 - Review

This year's Fachpack in Nuremberg opened its doors between September 29th and October 1st. Along with five other companies from the divisions energy economy, flexible packaging, logistics, emissions balance as well as consulting Berndt&Partner presented within the framework of the special show "sustainable production and packaging" its consulting offer around sustainability. The interested visitor to a fair received information about current approach for better sustainability along the packaging supply chain. In addition a questionnaire -including 10 questions- helped to find out which approaches should be followed in order to become leading position in the packaging industry within the field of sustainability. Sustainability and its relevance for the packaging industry was also topic of Matthias Giebels opening speech during the press lunch on September 30th, 2009 within the framework of the Fachpack.

Berndt&Partner as a member of VerpackV boards concretely appointed

The consortium VerpackV has the concrete approach to develop a common understanding of the regulation on packaging (VerpackV) and to communicate accordingly.

Key aspects are the interpretation of the VerpackungV, the classification of specific packaging solutions into the duties of the VerpackungV and differentiation questions.

Goal is to support users with the concrete and legally conform implementation of the VerpackungsV within the corporate everyday life, for example with the help of the newly designed platform www.verpackv-konkret.de. The work of verpackVkonkret is accompanied by an advisory board to which Karsten Beutner was assigned for a two-year's period. The advisory board is constituted by representatives of relevant groups, e. g. from industry and trade, experts, packaging manufacturers and administration agencies. Among the assignments of the advisory board are, besides specific project support, public relations and professional consulting as well as encouragement of internal communication between the involved persons.

Within the past few months several industry-internal presentations took place at which members of the board of Berndt&Partner held presentations. We will give you a short review in the following.

Alcan Packaging Printing Conference

At 16 and 17 June 2009, the Printing Conference took place in Albführen, initiated by Alcan Packaging. Main focuses of the conference were among others Colour Communication, Flexo&Gravur, Hybrid Shortrun, Special Effects as well as Sustainability. Thomas Reiner made a speech in the scope of the presentation about brand awareness and how crucial a contribution packaging can make.

EAFA Summer Conference

The European Aluminium Foil Association e.V. (EAFA) invited to its Summer Conference in Valencia from 17 to 19 June 2009. Thomas Reiner held his presentation "New Markets and Innovation as Keys for the Future" about innovations and the strategic development of new markets, based on the fact of current macroeconomic changes.

Windmüller&Hölscher shareholder meeting

Within the scope of the shareholders' meeting at Windmüller & Hölscher's on 4 September 2009, Thomas Reiner spoke about the current developments on the global packaging market and the growth drivers that mostly influence the market for packaging films.

60th DFTA Symposium

On 15 and 16 September 2009, the Deutschsprachige Flexodruck-Fachgruppe e.V. (DFTA) invited to its 60th symposium. The two-day event took place in combination with the company exhibition ProFlex at the Hochschule der Medien (HdM) in Stuttgart. Thomas Reiner made the keynote speech regarding packaging as a marketing tool.

The presentation is available at Berndt&Partner's for interested persons.

Mondi event for clients

On the occasion of a Mondi event for clients that took place on 28 September 2009, Thomas Reiner took a look into the future. He spoke about long-term trends and developments within technology, society, surroundings and market. Based upon this he defined how these trends are influencing the packaging and the packaging industry e. g. regarding new materials, sustainability, consolidation and individualization.

ERA Packaging Conference

From 19 to 20 October 2009 the ERA Packaging Conference of the European Rotogravure Association (ERA) took place in St. Petersburg. The focus of this conference was on the question, which potentials the packaging rotogravure had regarding markets, technologies and environment. On the one hand, in his presentation about sustainability Thomas Reiner defined the reasons for a change in thinking to sustainably oriented economic operating and producing. On the other hand he showed which approaches to sustainability are followed already by the players of the value added packaging chain, from the raw material producers to the trade and the consumer.

The presentation is available at Berndt&Partner's for interested persons.

Fogra Symposium

From 22 to 23 October 2009, the Fogra Symposium of the Forschungsgesellschaft Druck e.V. with the title "packaging - printing, processing and functionality" took place in Munich. In his presentation, Matthias Giebel defined successful packaging examples regarding innovation sponsorship, communication and increasing of the market success.

The presentation is available at Berndt&Partner's for interested persons.

Market Samples

International Packaging

Berndt&Partner continuously carries out international packaging scoutings from which we present selected samples in every newsletter. Click [here](#) (only available in German) to see interesting packaging samples collected by Berndt&Partner in its huge packaging database.

Internal

Online questionings gain in importance

Questionings provide relevant information to operate in the market more successfully. As an internationally

oriented consultancy for the packaging industry we have specialised in the realisation of customized questionings. Our questionings are always client-specific. The realisation of questionings is competent and professional regarding several topics, as there are:

- Measuring the client's satisfaction
- Learn about strong and weak points of the company from the client's point of view
- Collect data about the client's knowledge of products and services
- Learn about the client's estimation of the importance of single product features
- Estimate the client's future need

We dispose of the experience of more than 1000 realised expert interviews (face-to-face, via telephone and in written) that - thanks to our professional competence - can be held at eye level. Due to the rapid development of online media, we completed classic questioning methods with online questionings. Thus we are able to realise additionally large or very specific random samples in the shortest of times - all around the world.

Contact person: Astrid Beck

Out of the Box

Bioplastics and self-healing plastics

Bioplastics have been an issue in the packaging industry for some time now. Their advantages, as there are the exhaustless and inexpensive reservoir of resources and the targeted improvement of product features by incorporating additives, are also valued in other industries by now.

The aviation industry, for example, does already apply several plastic components instead of aluminum. Due to this, the application of bioplastics is not far away. This could improve the reputation of the criticized air traffic, as it saves kerosene and reduces weight and thus contributes to an ecological sustainability. For the construction of houses and in the car industry, bioplastics are applied already.

The aviation industry has advanced one more step and works on intelligent and self-healing plastics. In order to do so, depots with multi-part adhesive are integrated into the plastic. If the plastic bursts open, the adhesive is released and seals the crack.

This could also be an approach for the packaging industry, what makes the wheel turn full circle. The future will show..

Contact person: Tina Eichholz

Contact

Your opinion is important to us. Please don't hesitate to contact us in case of any questions, suggestions or ideas for improvement.

If you don't want to receive our newsletter in the future, please contact:

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