



FUTURE PACK

THE INSTITUTE OF
PACKAGING SA

Confronting Changing Global Packaging Challenges

THURSDAY 13 MARCH

Conference day chaired by Michael Avery

PACKAGING FOR SAFE FOOD AND TO SAVE FOOD

hosted in collaboration with



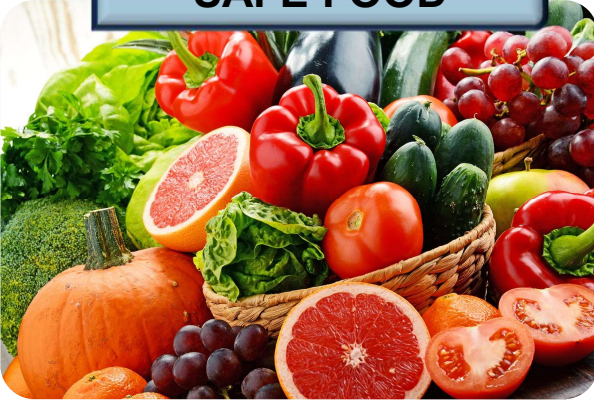
SAAFoST
SOUTH AFRICAN ASSOCIATION for
FOOD SCIENCE & TECHNOLOGY

Unlocking Profit & Potential through Responsible Packaging



PACKAGING | AS A SOLUTION NOT THE PROBLEM

SAFE FOOD



SAVES FOOD



2 ZERO HUNGER



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The Food Waste Crisis

Contributes 10% to green house gas emissions. 40% of food is wasted. USD940 billion dollars lost. 828 million people in the world goes hungry. 50%+ of solid waste.



11 SUSTAINABLE CITIES AND COMMUNITIES



6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



3 GOOD HEALTH AND WELL-BEING



Catalynx™

THE CHALLENGE | PACKAGING & THE ENVIRONMENT



PRODUCT

According to Wikipedia, a retail product is a good or service that is sold to consumers for personal use or consumption.

PERCEPTIONS

Packaging negatively impacts our environment through litter & GHGs. Plastic packaging is bad, changing to paper is better.

REALITY

Massive food waste & losses, while millions go hungry. People continue to pollute our environment & the world is getting warmer as GHG emissions elevate.



PACKAGING SAVES FOOD | TRUE

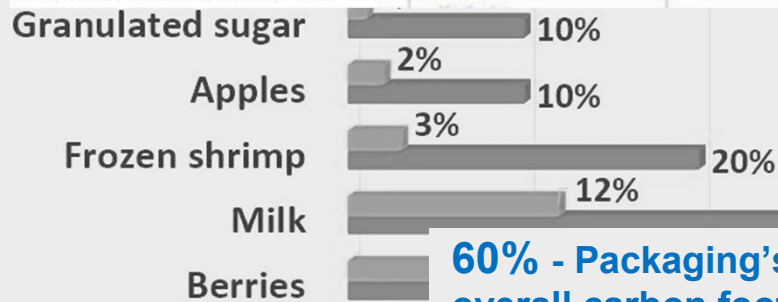


TO PACKAGE | OR NOT TO PACKAGE

PACKAGING & FOOD WASTE

1% - Packaging's contribution to overall carbon footprint

Sliced bread



20% - Expected increase in food waste if NOT Packaged

60% - Packaging's contribution to overall carbon footprint

Pasta

0% 10%

10% - Expected increase in food waste if NOT Packaged

SLICED BREAD



SHELF-LIFE

Without Packaging
2-3 days

With Packaging
5-7 days
(in plastic bag)

MACARONI PASTA



SHELF-LIFE

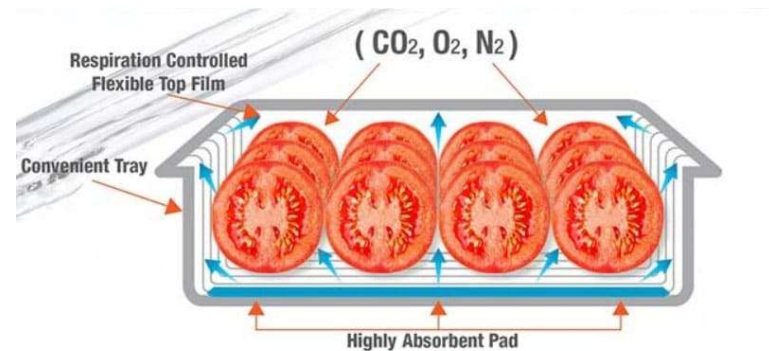
Without Packaging
3-5 weeks

With Packaging
2 years
(in plastic bag)

National Zero Waste Council (2019)

PACKAGING | TECHNOLOGICAL ADVANCEMENTS ADD VALUE

MAP PACKAGING



HIGH BARRIER



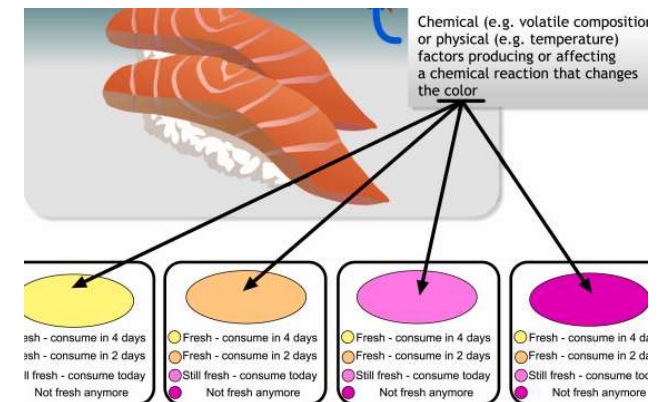
RECYCLABLE



BREATHABLE PACKAGING

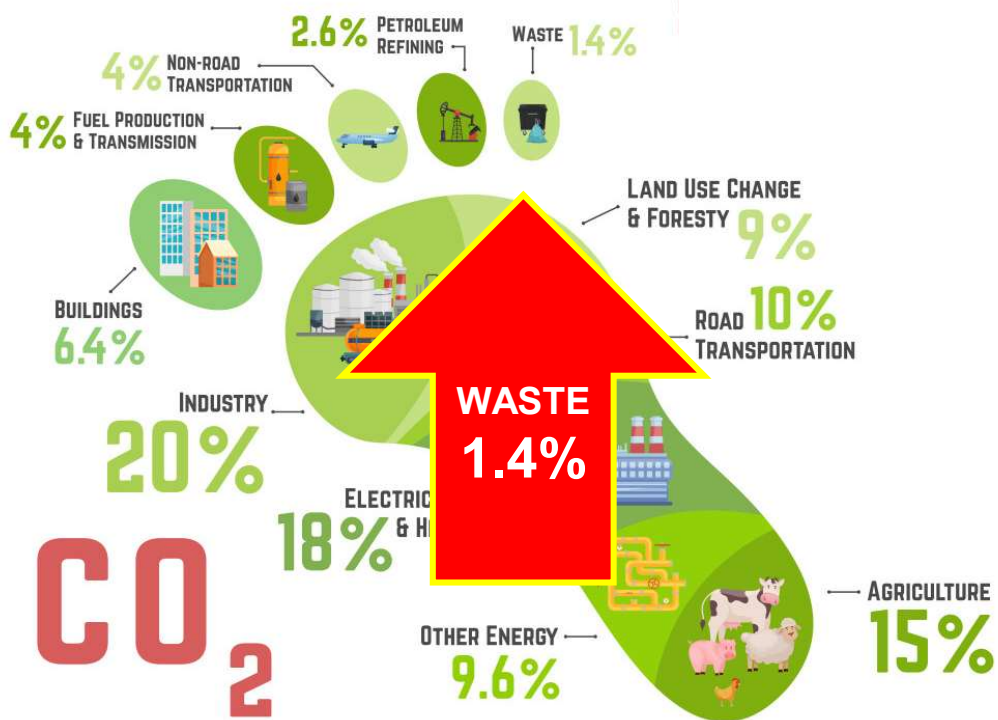


SMART PACKAGING



WHAT WE NEED | REFRAME THE APPROACH

CARBON FOOTPRINT & ITS IMPACT

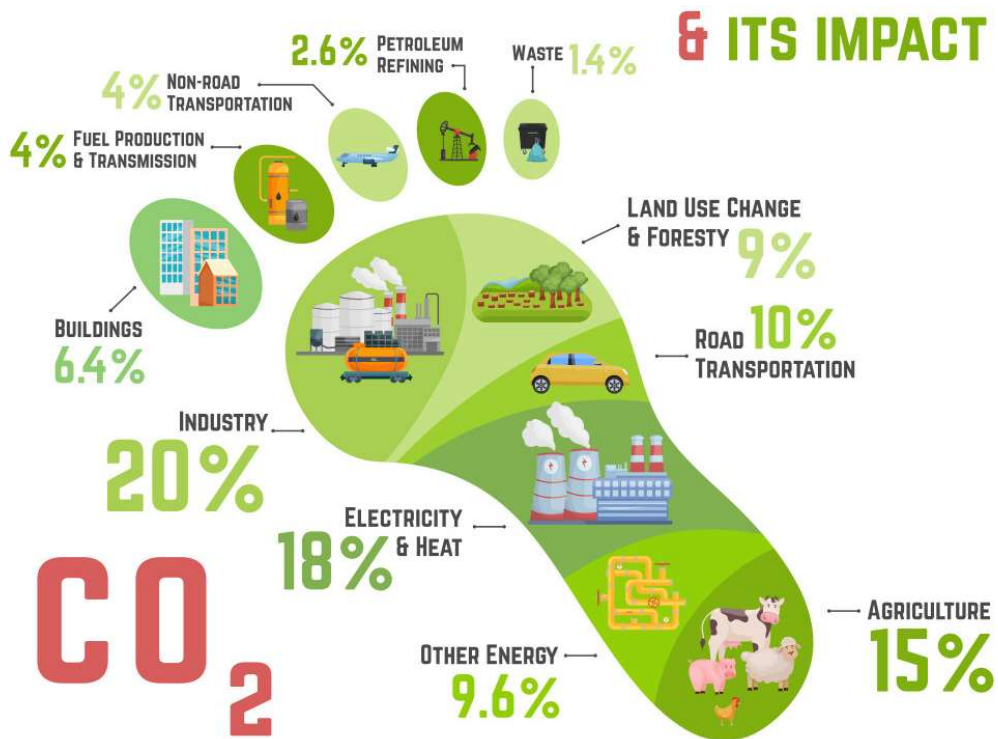


SHIFT IN APPROACH



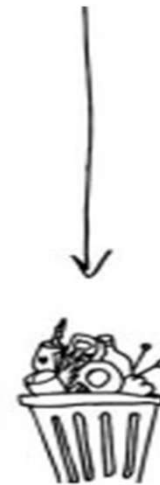
WHAT WE NEED | FULL VIEW OF ALL AT THE START

CARBON FOOTPRINT & ITS IMPACT



SHIFT IN APPROACH

Linear Economy
ONE WAY



Recycling Economy
DETOUR ON THE WAY

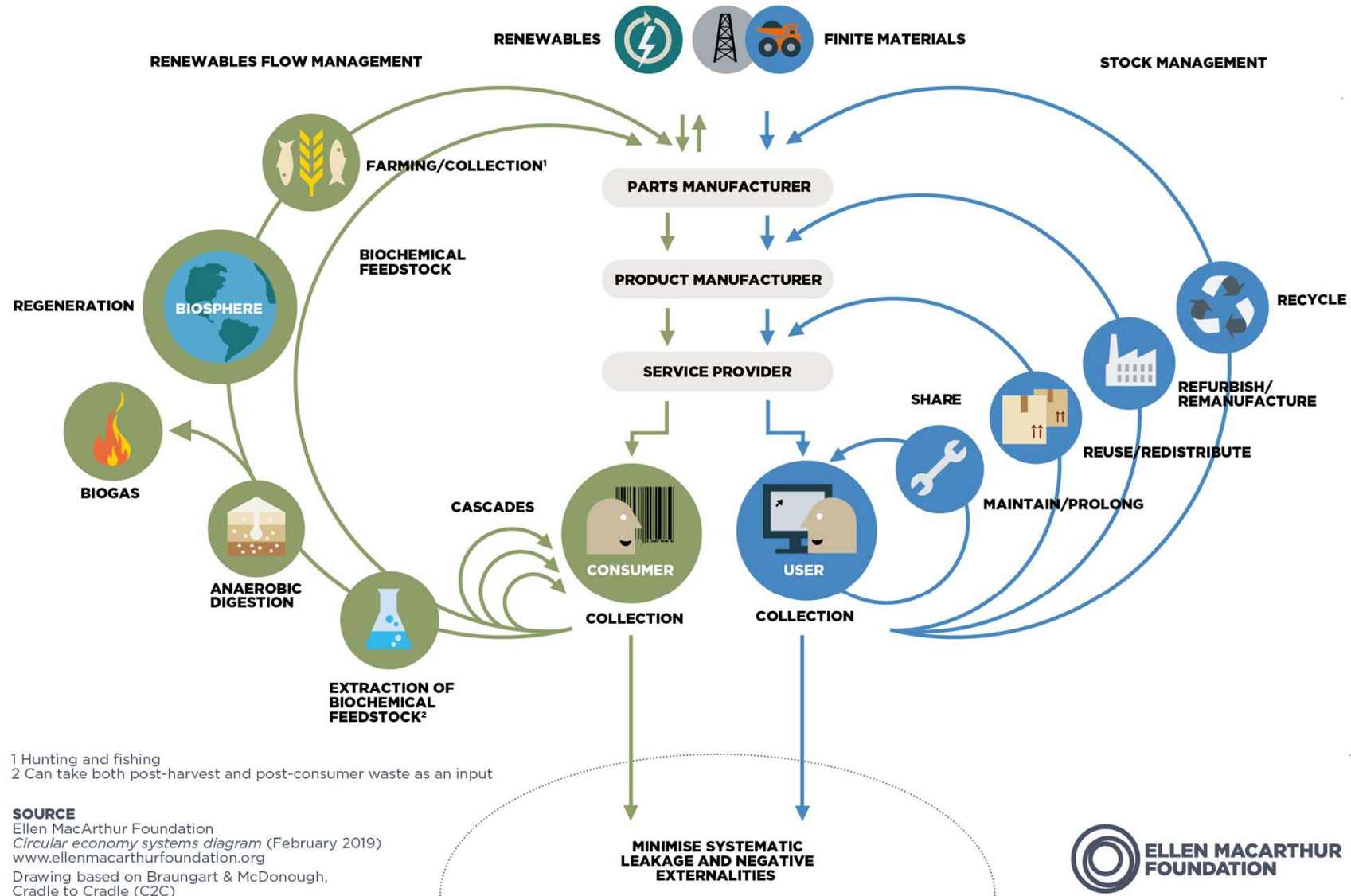


Circular Economy
RETAINED VALUE



Institute of
Waste Management
of Southern Africa

CIRCULAR ECONOMY | THE OPPORTUNITIES ARE ENDLESS



FOOD PACKAGING | CIRCULAR ECONOMIC THINKING IN PRACTICE



DESIGN FOR CIRCULARITY | PACKAGING PERSPECTIVE

DESIGN PRINCIPLES

- Understand your environment
- Design with end in mind
- Collaborate across the supply chain
- Minimize different material used
- Minimise dark & excess colour
- Don't over-package
- Include recycled content
- Educate consumers

BUT - WON'T SAVE OUR WORLD

BENEFITS

- Ensure legal compliance, min risk
- Reduce costs
- Uplift communities
- Enhance brand reputation
- Attract environmentally conscious consumers
- Ensure future relevance



ROLE OF PACKAGING | WILL SHIFT CONSIDERABLY

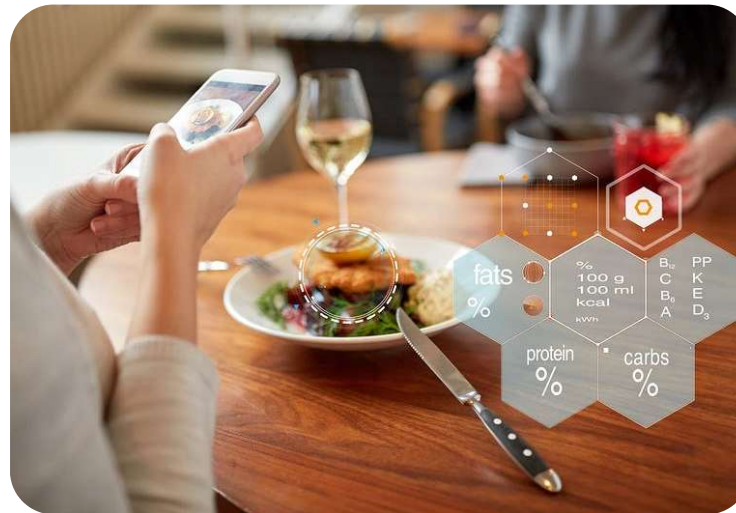
Dynamic Packaging



Real-time updates

Printed electronic panels
for Real-time
informational updates
Nutritional's, Recipes,
Topical information

Connected Packaging



Hyper Personalisation

Recognises repeat purchasers,
greetes them & reminds them what
complimentary beverages to buy
with the purchase

Entertainment



**Augmented
Reality**
Gamification,
Immersive
experiences



JOIN THE CIRCULARITY JOURNEY

Variety



Functional Packaging

Leverage packaging to deliver totally new food offerings e.g. Peanut Butter Mousse

Quality



Next Level Intelligent Packaging

Self-repairing & colour changing to ensure optimal consumption experience and to reduce food waste.

Clean Label



Food – Based Packaging

High barrier – eliminate need for E-numbers, ultra-thin – food as hero, Wash and eat like you would an apple

Less Waste



Dissappearing Packaging

Tea or Coffee infused ball with soluble outer coating that eliminates the need for non-recyclable sachets

LET'S CREATE THE FUTURE TOGETHER



THANK YOU



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