

The packaging value



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Company Ltd.

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Agenda



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- Introduction
- Choosing the best package
- Packaging Trends
- Packaging comparison
- Packaging Industries Co.
- Conclusion

Growing Together

Introduction



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- Packaging is a very important **marketing strategy** to glamorize your product in order to attract the consumer's attention.
- **4 major P's** of marketing:
 - Product
 - Place
 - Promotion
 - Price
- Recently, **packaging** has been added to the major 4 P's of marketing because of its essential part of attracting consumers in buying a product.

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- Most consumers judge a product by its packaging before buying. So it is logical to say **attractive** packaging is **crucial** in order to get the first time buyers to buy your products.
- Without attractive packaging, who would buy it in order to try it?

Choosing the best package



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- Package **formulation**
 - The package need to be with a shape that suites the product in regard of dimension, space & shape
- Package **material**
 - Needs to be the proper product protector, preventing the exchange between the inside & outside in regard of:
 - Product properties.
 - Package techniques as a barrier
 - Handling & longer shelf life

Choosing the best package



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Choosing the best package



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- Package **Design**
 - The package design need to be simple, presenting the product clearly to the consumer clarifying the product brand name and quality.
- At 10 meters, **colors** is the first thing to be seen.
- At 4 meters, it's the **shape**.
- At 1 meter, it's the brand and consumer **promise** and product information that are seen.

Packaging Trends



- Health and healthcare Prevails:
 - People are more concerned about their **health**
 - The more you **educate** the consumer, the more products you can sell.
 - People are reading packages to become well informed about the **value** of the product.
 - A **knowledgeable** consumer is the best customer and the PACKAGE is where it all begins.

Packaging Trends



- Convenience & Smart Packaging:
 - The more you can **simplify** consumers lives the more you will connect. e.g.: Grab and Go, Ready to eat
- One BIG Happy Family:
 - Don't just think Jordan consumers; **innovations** are seen in other markets that can open new opportunities.

Packaging Trends



- Focus on functionality:
 - 70% of **purchasing decisions** are made in the store in 2.6 seconds.
 - Get to the point and persuade me to buy!!!
- Green and Greener:
 - Consumers around the world are increasing their awareness on **environmental friendly** products. E.g.: biodegradable polyethylene, recyclable materials.
 - Worldwide companies are building **brands** around this aspect.

Packaging Trends

- Product Security:
 - Consumers are becoming **picky** of where the products come from and how secure they remain through the manufacturing process.
- Product Protection:
 - Moisture **barrier** package
 - Oxygen barrier package
 - Light barrier package
 - Flavor **retention**/ Odor barrier package

Packaging Trends



- Think Value vs. Price:
 - 72% of consumers around the world are willing to pay more for improved food and beverage packaging that guarantees **freshness**.
The key to move a product out of the commodity business.
- Product Saturation and Overkill:
 - Look at the growth of **private label** i.e. Carrefour products.
 - Branded goods are going to have to work harder to **capture** a consumer's attention.
- Niche Me Please:
 - Growing exciting **niche markets** can open wide doors.
 - **Differentiate** your own unique product and packaging image to stand out in the market!

Packaging Trends



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Comparison of packaging solutions

Example: Pouch vs. Can advantages

Features	Benefits
No sharp edges	Eliminates cuts and promotes employee safety
Takes up less space	Increased utilization of warehouse/storage space
Package differentiation	Increased sales
Environmentally friendly	Source/energy reduction
Weighs less	Reduced transportation costs
Larger package facing	Better shelf appeal
Rotogravure printing	Improved graphics capabilities
Package durability	No dented cans
Complete product evacuation	Improved yield

Comparison of packaging solutions



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- P. I. C. is the pioneer in providing you with a full **packaging solution**, advisory and services as we are specialized in providing flexible packaging materials through flexography and rotogravure technology.
- P.I.C. provides you with :
 - Packaging materials that will be with high efficiency on your production lines
 - Packaging materials with the right **barrier** properties that your product needs
 - Design advisory and high printing quality with the glamorous appearance identification to your product.

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Conclusion

- For a perfect product skin, companies should concentrate on **package**:

- Formulation
- Material
- Design
- Trends



- And therefore companies will benefit from **product**:

- Freshness
- Marketability
- Differentiation
- Trust

PIC will be delighted to serve you
to reach your **F.M.D.T!!!**



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Thank you!!