

## FRONT PANEL

### Packaging Predictions for 2014 | Get Ready To Get Personal

by Mike Ferrari

The age of PC dominance is over. With a cell phone in the hands of 85% of the planet's population (6 billion people), it's fair to say that the mobile phone is "king." As a result, constantly connected shoppers are also becoming impatient. The digital age has conditioned them to expect instant communication via text messages, downloading of music, games and movies. These better educated consumers are also demanding more of the brands they buy and take to social media to share their experiences. And it's helping push another disruptive technology forward.

Digital presses began as a 13-in. wide, narrow-web format, primarily used for document printing. But the minds behind the digital printing technology shifted their focus in the last four years to packaging. Recent technology leaps, such as new high volume, wide-format presses, will change how marketers and designers use digital printing.

#### 5 for 2014

Ferrari Innovation Solutions has identified the following five impacts from the disruptive wave of printing technology.

##### **1. 1:1 target marketing**

The era of big data will help drive marketers and designers to create packaging that relates to who those people are and how and where they shop and on a personal level.

##### **2. Connected brand experiences**

Marketers will connect their packaging concepts to the power of social media sites, such as Facebook and Pinterest, to create content and have conversations with their followers.

##### **3. Interactive packaging**

Marketers will grow the use of QR Codes and augmented reality to create new experiences that drive consumer engagement and thus sales.

##### **4. Designers will have more digital package printing options**

Package designers will benefit from consolidation in the printing industry as large multi-site, multi-region printers purchase smaller financially troubled printers. The deeper pockets of these large printers will increase digital package printing capacity worldwide through 2014.

##### **5. Sustainability will reappear as a priority**

As 2013, came to a close the economies of the world began to show signs of recovery. There will be renewed interest by CPGs to reduce carbon footprints, and package and product designers will be expected to reduce waste from labeling and packaging materials.

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