

retail Packaging

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MEDIA PACK

"Retail Packaging is essential reading for both manufacturers and end-users. Good editorial and informative features as well as a strong focus on packaging innovation; it provides the right audience to promote your products and services."

Bob Houghton
Group Marketing and Communications Manager
Chesapeake PLC

What our clients say

CONFECTIONERY & SNACKS | GLASS CONTAINERS | PI & PPMA SHOW PREVIEWS | PERFECTING DESIGN

retail Packaging

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September/October 2014

The Difference is Clear

A UK FIRST
Confection by Design and National Flexible combine forces for Tesco's Finest

WE'VE GOT LIFT OFF!
Idea at Packaging Innovations, stand GB3?

PLASTIC FANTASTIC
Catch Plastique's thermoformed ingenuity on Stand A12 at Packaging Innovations

ON A ROLL
Chappie's winning sushi selection box for Tesco. Check it out at Packaging Innovations, Stand D6!

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RETAIL PACKAGING INDUSTRY NEWS

GUIDE TO GEAR

As the UK's largest and most influential trade publication, Retail Packaging Magazine is pleased to announce the launch of our new 'Guide to Gear' section. This new section will provide our readers with a comprehensive overview of the latest packaging equipment and machinery available in the market. The guide will cover a wide range of products, from traditional packaging solutions to cutting-edge, sustainable technologies. It will also include information on the latest industry trends and forecasts, as well as details on the various trade shows and exhibitions that are taking place throughout the year. The 'Guide to Gear' section is a valuable resource for anyone involved in the retail packaging industry, providing them with the knowledge and insights they need to stay ahead of the competition. For more information on the 'Guide to Gear' section, please visit our website at www.retailpackagingmag.co.uk.

REAL PLUS POINT

Developments in the retail packaging industry are moving forward at a rapid pace. One of the most significant trends is the increasing use of sustainable materials and processes. This is driven by a growing awareness of the environmental impact of packaging and a desire to reduce carbon footprints. Manufacturers are investing in research and development to create new, eco-friendly materials that offer the same level of protection and durability as traditional materials. This includes the use of biodegradable plastics, recycled paper, and other sustainable alternatives. The adoption of these materials is not only beneficial for the environment but also for businesses looking to reduce costs and improve their brand image. As consumers become more environmentally conscious, businesses that prioritize sustainability are more likely to succeed in the long run. For more information on sustainable packaging solutions, please visit our website at www.retailpackagingmag.co.uk.

P.P.S. STRENGTHEN TEAM

Perfection Packaging Solutions (PPS) has recently strengthened its team with the appointment of a new Managing Director. This new appointment will ensure that PPS continues to provide its clients with the highest quality of service and support. The new Managing Director will be responsible for overseeing all aspects of the company's operations, including sales, marketing, and customer service. PPS has a long history of providing innovative packaging solutions to a wide range of clients across various industries. The company's commitment to excellence and its focus on customer satisfaction have made it a leading provider of packaging solutions in the UK. For more information on PPS and its services, please visit our website at www.perfectionpackaging.co.uk.

PEARL OF PLASTICS

As a leading manufacturer of plastic packaging solutions, Pearl of Plastics has recently announced a new range of products. This new range includes a variety of high-quality plastic containers, including bottles, tubs, and trays. These products are designed to meet the needs of a wide range of industries, from food and beverage to pharmaceuticals. Pearl of Plastics is committed to providing its clients with the highest quality of products and services. The company's state-of-the-art manufacturing facilities and its experienced workforce ensure that all products are produced to the highest standards. For more information on Pearl of Plastics and its products, please visit our website at www.pearlofplastics.co.uk.

GO FOR GREEN

As the industry moves towards more sustainable packaging solutions, many manufacturers are turning to green packaging options. This includes the use of recycled materials, biodegradable plastics, and other eco-friendly alternatives. Green packaging is not only better for the environment but also for businesses looking to reduce costs and improve their brand image. Many consumers are now more environmentally conscious and are more likely to purchase products that are packaged in sustainable materials. This has led to a growing demand for green packaging solutions, and manufacturers are responding to this demand by investing in research and development to create new, sustainable packaging options. For more information on green packaging solutions, please visit our website at www.retailpackagingmag.co.uk.

INDUSTRY NEWS RETAIL PACKAGING

The retail packaging industry is a dynamic and ever-evolving sector. With new technologies and materials being developed all the time, businesses are constantly looking for ways to improve their packaging solutions. This includes investing in new machinery, adopting sustainable materials, and exploring innovative packaging designs. The industry is also seeing a growing emphasis on customer experience, with businesses looking for ways to make their packaging more user-friendly and appealing. This has led to the development of new packaging solutions that are designed to enhance the customer's experience. For more information on the latest industry news and trends, please visit our website at www.retailpackagingmag.co.uk.

Industry News

All the essential news on people making the retail packaging business boom...

WILSON GETS STUCK IN

Wilson Packaging has recently announced a new range of products. This new range includes a variety of high-quality packaging solutions, including bags, boxes, and trays. These products are designed to meet the needs of a wide range of industries, from food and beverage to pharmaceuticals. Wilson Packaging is committed to providing its clients with the highest quality of products and services. The company's state-of-the-art manufacturing facilities and its experienced workforce ensure that all products are produced to the highest standards. For more information on Wilson Packaging and its products, please visit our website at www.wilsonpackaging.co.uk.

CONSUMER TRENDS

As the retail packaging industry evolves, manufacturers are increasingly looking for ways to meet the needs of their customers. This includes investing in research and development to create new, innovative packaging solutions. One of the most significant trends is the increasing use of sustainable materials and processes. This is driven by a growing awareness of the environmental impact of packaging and a desire to reduce carbon footprints. Manufacturers are investing in research and development to create new, eco-friendly materials that offer the same level of protection and durability as traditional materials. This includes the use of biodegradable plastics, recycled paper, and other sustainable alternatives. The adoption of these materials is not only beneficial for the environment but also for businesses looking to reduce costs and improve their brand image. As consumers become more environmentally conscious, businesses that prioritize sustainability are more likely to succeed in the long run. For more information on sustainable packaging solutions, please visit our website at www.retailpackagingmag.co.uk.

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Retail Packaging is the only magazine within the industry that is targeted specifically at the retail packaging market. Benefitting from an impressive 17 years of publication, Retail Packaging is essential reading for manufacturers and end-users alike.

RETAIL PACKAGING LUXURY PACKAGING

The affluent experience

LOOKING TO MAKE A SPLASH IN THE ONCE-AGAIN BOOMING LUXURY SERVICE? STEVE MCADAM, VICE PRESIDENT OF CREATIVE SERVICES AT IDE LOUX, EXPLAINS HOW TO APPLY PACKAGING TO PROSPERITY...

Even in tough economic times when what you do matters more than ever, luxury brands continue to seek new ways for consumers to experience luxury and brand strategies for luxury must continue to adapt to remain competitive. However, luxury has no standard meaning – it means different things to ever-changing consumer demographics. In addition, luxury products have wide-spread appeal, whether they are sold in a weekly shop or being bought as a one-off treat or gift. The brand must ensure the packaging for its products appeal to a diverse audience.

So how do brands meet these challenges? Let's discuss fragmentation of the luxury market and the extension of "luxury goods" into affordable product ranges as a proven known as segmentation. For the most part, when we talk about luxury brands, we are speaking of the established brands from mature markets – Europe, the United States and Japan. There are exceptions, but luxury brands from other markets are fast to take the reins on the traditional markets. The fragmentation of the luxury goods market is happening on two levels. It is happening by virtue of luxury goods now being sold in areas of the world where they were not previously available. For example, in Africa and India.

Luxury packaging because people will judge a thing by its cover!

They are also being sold to distinct and different generations – purchasing power is moving from the baby-boomers, a phenomenal force in consumption starting in the 1960s, to Generation X, who are new consumers born between the 1960s and 1980s. As baby-boomers age, their spending patterns are changing and Gen X, an extremely powerful force in luxury purchasing is rising. The new groups do not share the same aspirational and perception values, as Gen X are more motivated to purchase in response to messages and ease of authenticity, trustworthiness and value. They have a high opinion of quality and functionality and are influenced by design, marketing and advertising. The challenge is to retain, attract and inspire both.

OPULENT APPEAL So, how does segmentation work in developing markets? We can see it in response where rising middle-class are seeking products that are different to their familiar brands and embody messages of success and affluence. New "foreign" luxury products in the market are embracing the established hierarchies.

Clearly linked to this necessity of luxury brands to develop a real understanding of markets before launching in a new region. Marketers and packaging designers need to learn the language and culture of the region and generations to first, attract consumers and, secondly, create the experience of luxury.

A BIT RICH Brands are now adjusting the concept of luxury so that it is not only the aspirational what can experience luxury, but people at different levels of affluence. While there are still products that are very expensive to afford, there are now varieties of those goods and new products that have been developed from a business standpoint, this bifurcation is a shared view – a factors brand affinity with a market it's not before reached, and gives the whole market opportunity.

Personalisation can be really critical in MNC goods with quality and versatility – categories like food, healthcare products, chocolate and spirits. During the recession, economic uncertainty, or the genuine lack of money, caused consumers to deviate from their traditional brand loyalties to brands that offer a more premium category. One might see a familiar brand of chocolate, but now with a new level of cocoa content and personalisation. Packaging featuring rich colours, embossed lettering and gold foil.

It will take time and money to develop these containing demands and major brands will need to be clear about their brand identity before new brands recognise the opportunity.

www.idealouxp.com

"Retail Packaging is always a good read. I like the 'Industry News', enabling me to keep up-to-date with companies and people. The viewpoint and comments sections are always interesting. If I'm planning to visit a trade show, there is usually good and helpful background on the exhibition."

Neil Farmer
Managing Director
Neil Farmer Associates

What our clients think

RETAIL PACKAGING CONFECTIONERY & SNACKS



clever confectionery

MANUFACTURERS AND EQUIPMENT SUPPLIERS SHOULD WORK CLOSELY TOGETHER TO OPTIMISE SUCCESS IN THE CONFECTIONERY SECTOR. SO SAYS **TORSTEN GIESE**, MARKETING MANAGER, PR AND EXHIBITIONS, AT ISHIDA EUROPE...

We are a nation of sweet-tooths. According to Research and Markets, the UK confectionery industry continues to enjoy year-on-year growth in 2013, rising in value by 4.1% from the previous year. Although higher prices, particularly in relation to chocolate, continue to be a concern, the sector has remained remarkably resilient, with a huge number of new product developments entering the market. Despite a high level of market saturation, increasingly discerning consumers are demanding more from their confectionery with unusual, novel, fun, theme and retro products being particularly popular in 2013.

As the industry evolves, manufacturers are increasingly looking for ways to meet the needs of their customers. This includes investing in research and development to create new, innovative packaging solutions. One of the most significant trends is the increasing use of sustainable materials and processes. This is driven by a growing awareness of the environmental impact of packaging and a desire to reduce carbon footprints. Manufacturers are investing in research and development to create new, eco-friendly materials that offer the same level of protection and durability as traditional materials. This includes the use of biodegradable plastics, recycled paper, and other sustainable alternatives. The adoption of these materials is not only beneficial for the environment but also for businesses looking to reduce costs and improve their brand image. As consumers become more environmentally conscious, businesses that prioritize sustainability are more likely to succeed in the long run. For more information on sustainable packaging solutions, please visit our website at www.retailpackagingmag.co.uk.

MIXING IT UP One product sector that has flourished thanks to multilayer technology is mixed or variety packs, now available in convenient desktops for sharing and 'tasting'. For these applications, special weights are able to weigh a number of different products simultaneously for discharge into the same pack or bands. Products are able to weigh above 100 packs per minute. And new advances continue to be made – the latest 12 head weigher from our own RVI range can handle up to eight products.

Multilayering has made a major contribution to increased speed and efficiencies. Accurate filling has enabled packs to be designed smaller, reducing the cost of packaging, storage and transport. And from 55 packs per minute for the fastest weighers, today's models are capable of weighing at up to 400gpm for single products and typically 40gpm for 4-line applications.

X MARKS THE SPOT In terms of containers, X-ray can spot across a wide range, including aluminium, tin, glass, stone, hard rubber, plastic, bones and shells, which makes the technology more versatile than most detectors. And X-ray machines, for example, can detect impurities down to 0.3mm in size.

X-ray can also carry out effective weight estimates and checks, and one of its advantages in this area against a more traditional weight check using a checkweigher is its ability to spot a problem which weighing alone could not detect. For example, if a pack is supposed to contain a set number of items of approximately the same size and weight but one piece is considerably overweight and one considerably under, then the total weight of the pack may not be correct but the end consumer will not be satisfied with the overall pack contents.

STICK TOGETHER WITH SWEETS Such an operation can also help machinery manufacturers to design equipment that is future proof and able to adjust packs to handle different products or pack types, or be combined effectively with more advanced packaging machines.

Readership

Retail Packaging targets the core decision-makers of this increasingly influential market sector. Our ABC-certified readership of 6329 is composed of company directors, senior marketing, brand and sales management professionals, designers, buyers and individuals within the converting and packaging equipment arenas.



6,329 for
period 1st Jan to
31st Dec 2014.

Job Function Examples

- Brand, marketing and product managers
- Product development and R&D managers
- Design Agencies and Designers
- Packaging & Machinery Buyers and Specifiers
- Packaging Technologists
- Contract Packers and Fillers
- Packaging Manufacturers and Converters
- Suppliers of packaging materials
- Production, Project and Operations Engineers
- Outsourcing managers

Features

Retail Packaging is devoted to presenting its readers with in-depth articles on up-to-date industry news, product news, interviews and trade body comment. All aspects of packaging are frequently highlighted with specific case studies and include:

- Plastic and Glass containers
- Contract Packing
- Toiletries and Cosmetics
- Cartons and Boxes
- Films, Laminates and Flexibles
- Food, Drink and Confectionery
- Corrugated, Paper and Board
- Machinery
- Labels and Labelling
- Print
- Brand & Packaging Design
- Toys and Gifts
- Pharmaceuticals

Advertising and Editorial Opportunities

Increase your company's exposure within our pages and build better business by getting your sales message directly to a highly targeted audience of packaging industry decision-makers and those actively involved in the purchasing process.

To discuss what Retail Packaging's advertising opportunities can do to assist you, please contact either:

Bonnie: +44 (0)1206 506 249
Chantell: +44 (0)1206 506 254

"In a world when most trade magazines stay in plastic covers all the way to the landfill, Retail Packaging is different, informative and interesting so it gets opened and read. This means that adverts have a chance of being seen and responded to and this is why Jenton advertises in it. The big retailers control just about all aspects of packaging and so targeting a magazine to issues that interest them is logical and pays off with advertising response."

Richard Little
Managing Director
Jenton International

What our clients say



"Retail Packaging is a very focused publication and is easy to read. The magazine has proved to be a highly successful vehicle for promoting clients products through both advertising and editorial led features. The media pack is clear and concise and provides all the basic information necessary to make an informed advertising decision."

Philip Allott
Managing Director
Allott & Associates

What our clients think

Editorial Options

Profile

Approximately 100 word editorial plus colour photo **£105**
Approximately 200 word editorial plus colour photo **£200**

Premium Sales Positions

Appears either in the front news section of the magazine or on a relevant feature article page.

This includes approximately 250 words plus a picture and a header **£350**

Front Cover Position

Additional to editorial, your photo also appears on a front cover slot (next to the main cover image) with a strapline.

This costs **£200** extra.

For an opportunity to book our main front cover image, call: +44 (0)1206 506249

"Retail Packaging is an excellent publication for our clients in the packaging sector. It provides a good combination of news stories with more in-depth articles on current trends and issues in the industry."

Lesley Crosland
Crosland Communications Ltd

What our clients say

www.retailpackagingmag.co.uk

Advertisement Rates

Insertions	1	3	6
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Full Colour

Double Page Spread	1720	1665	1610
Full page	925	910	895
Half page	535	525	515
Quarter Page	320	305	300
Eighth page	195	185	180

Cover Positions

Inside front cover	1150
Inside back cover	1050
Outside back cover	1495

Main Front Cover Image Call For Details

Classifieds

Please call Chantell on +44 (0)1206 506254

Per SCC	£9	£8	£7
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Inserts - Accepted - rates on application

Agency Discount Recognised Advertising

Agencies - 10% discount

All advertisement rates are subject to VAT at the current rate.

Contact Information

Editor

Stuart Pritchard

tel +44 (0)1206 866 788

tel +44 (0)771 258 9420

stuart@retailpackagingmag.co.uk

Advertisement manager

Bonnie Howard

tel +44 (0)1206 506 249

bonnie@retailpackagingmag.co.uk

Advertising executive

Chantell Keston

tel +44 (0)1206 506 254

chantell@retailpackagingmag.co.uk

Twitter: @packaging_mag

Address:

21/23 Phoenix Court, Hawkins Road
Colchester, Essex, CO2 8JY

Publisher

Tony Phelps

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- 1 year's subscription £20 UK
- £45 Overseas (all rates UK sterling)
- Company discounts 2nd sub 15% discount, 3rd & over 20% discount

Media Specifications

Preferred format

High resolution PDFs – fonts embedded/pics CMYK

Can also accept Quark Xpress v6.5 documents
Indesign v5.04 documents

Image files

EPS – min 266dpi at actual size used, Mac 8 bit/binary

CMYK

Jpeg – min 266dpi at actual size used, save at maximum quality

TIFF – min 266dpi at actual size used, Mac format, do not compress

CMYK Illustrator EPS –

please outline all fonts

Microsoft Word – We can accept this type of file for TEXT ONLY

Accepted media email – We have a limited capacity for emails. Please only send files that are 4MB or less
CD/DVD – Mac format of Mac/PC hybrid. If sending a Quark file, please ensure all fonts and pictures are included on the disk. Fonts must be Mac format

Contact details

MS Typsetting and Design
21-23 Phoenix Court
Hawkins Road
Colchester, Essex CO2 8JY
tel +44 (0)1206 505 470
fax +44 (0)1206 505 478

Advertisement sizes

Height (mm) x width (mm)

	Type area	Trim	Bleed
DPS	270 x 390	297 x 420	307 x 430
Page	270 x 183	297 x 210	307 x 220

Half

Landscape 133 x 190

Portrait 270 x 93

Quarter

Landscape 65 x 190

Portrait 133 x 93

Eighth 65 x 190

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