

WePack

WIPAK Packaging Magazine

Edition 1/2016



Winnovations Roadshow: Wipak presents a new generation of film

“A leap into a new dimension”



New sales structure
Customers benefit from the complete product portfolio

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Portion packs
Wipak's system solution: Equipment + Film + Service

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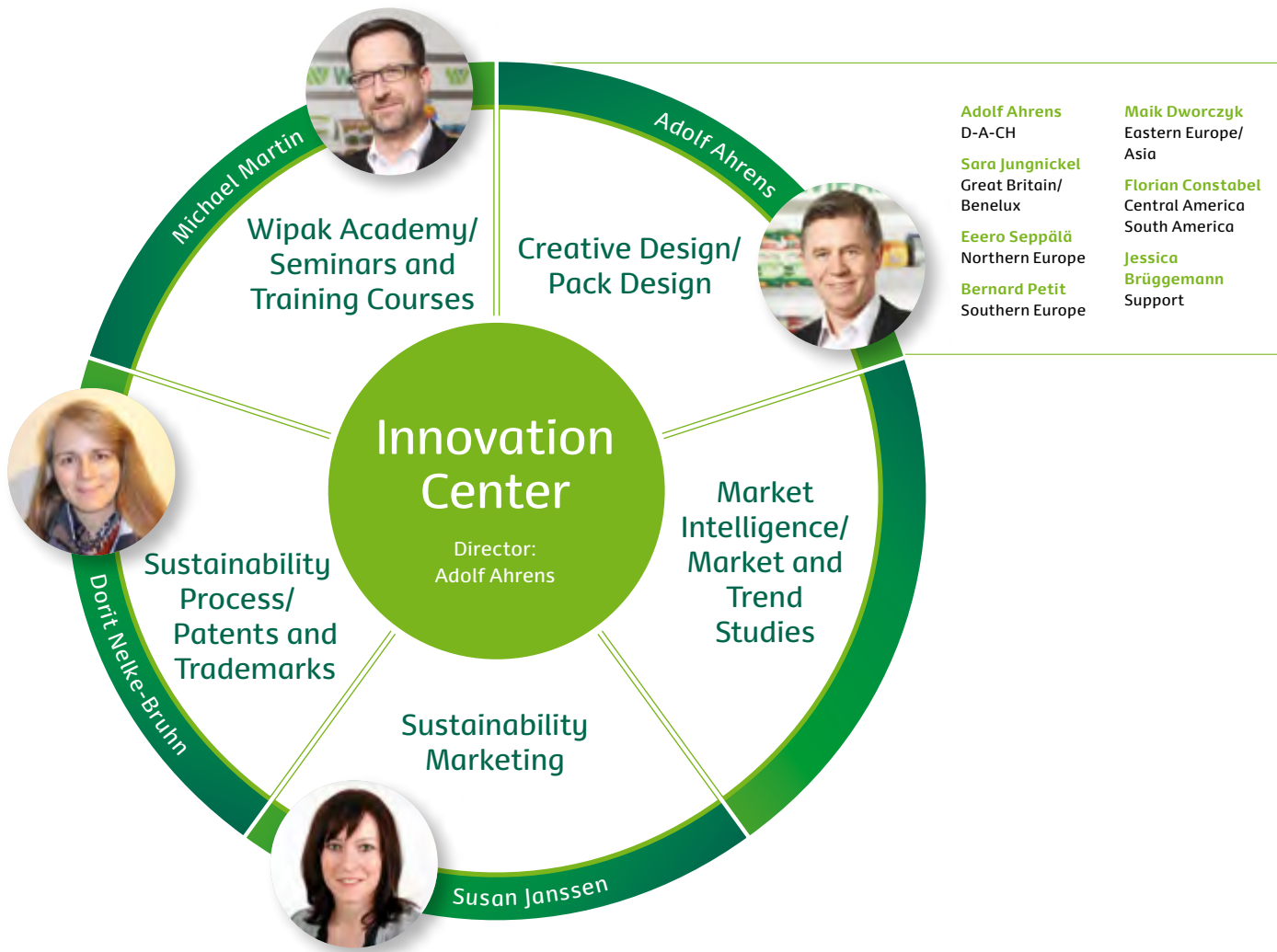
FOOD PACKAGING

Innovation Center

Service being expanded and localized across Europe

Sales, Marketing, Service, Production and Development – the Wipak Group underwent a structural facelift at the beginning of the year. One of the main features of the new organization is the Innovation Center. In addition to pack design, the expanded range of services also includes sustainability and market studies, seminars and training courses, as well as extensive process consultancy and analyses.





“The Innovation Center helps Wipak Group stand out from the crowd,” explained Adolf Ahrens. „Our team are proactive and forward-thinking, and share ideas before the customer has even had time to think about it themselves.

Although the Wipak innovation division was successfully introduced several years ago, the Innovation Center now combines a number of enhanced services. “We are taking the next step,” continued Ahrens. “It is a matter of recognising opportunities and trends, and translating these into successful concepts and products together with our customers.”

To achieve this, the Innovation Center extends beyond pure packaging development, utili-

sing the skills and expertise of a highly-knowledge team to offer training, sustainability support, market intelligence and pack design – now referred to as ‘creative design’.

Provider of ideas, development partner, consultant, process facilitator

“Not only do we provide ideas, but we are a development partner, consultant and a process facilitator,” said Ahrens. “The aim is to examine the packaging process as early as possible and have a better understanding of the supply chain in order to provide the best value for our customers. For example, if a sausage producer wanted to invest in a new market segment, change their packaging or select

new materials, we can develop solutions to make investment decisions easier.”

Patrick Verhelst, Director of Sales & Marketing at Wipak Group, added: “We are now working on boosting resources and gearing the Innovation Center towards the entire Group. The aim is to also have local contract partners for these services in the core European markets.” The Innovation Centre is based at Wipak Walsrode. All services in Europe are coordinated from there.

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„Our local Sales Managers market all the Wipak products offered by the Group across each of our European sites.“

Patrick Verhelst



Enquiry ...

How does the new sales structure benefit Wipak customers, Mr. Verhelst?



“We have centralized sales and marketing, and expanded our service in Europe. The structures are now designed for cross-selling.

Sales will function at the pan-European level in future. Our local Sales Managers market all the Wipak products offered by the entire Group in Europe in their regions, rather than focusing on the products of the respective location.

Regardless of whether it concerns gravure or flexographic printing, composite systems for retort applications, high-barrier films,

stand-up pouches, paper laminate solutions or special matt or haptic lacquer effects – Wipak customers will benefit from the entire range of our packaging solutions in the future.

The focus is always on the application and the customer's requirements, not just on the product locally available. All in all, the reorganization will make us faster and more flexible, give us a greater presence on the markets as well as enable us to consolidate relations with our customers and respond to their wishes in a more individual way.”

Patrick Verhelst joined Wipak in December 2015 and manages the Wipak Group's Sales & Marketing Division.

Features of the new sales organization – advantages for Wipak customers:

- ▶ Dedicated local contact partners for the entire product portfolio (across all locations)
- ▶ Consultancy, sales and service in the local language
- ▶ One point of contact: Personal contact, fast response times, local market knowledge
- ▶ Individual solutions: Sales, R&D, Application Technology and the Innovation Center all work together more closely
- ▶ Innovation Center services – including pack design – available throughout Europe

“Inspiring customers and generating enthusiasm for our solutions”

“Wipak has huge potential. With the new organization, we want to strengthen our position again and expand. We have everything it takes to do this. With our plants and subsidiaries, we have a presence on all the important European markets and, increasingly, also in Asian markets. And our affiliated company Winpak also gives us an important foothold in North America. The Wipak Group is innovative and works at the highest level in terms of both technology and quality. Our goal must therefore be to inspire our customers and generate enthusiasm for our solutions.”

D-A-CH and Benelux sales region



Roger Janssen

took over as Sales Manager for the D-A-CH and Benelux regions at the beginning of May. Mr. Janssen has been at Wipak B.V. for more than ten years in various positions in sales, marketing and finance. He will coordinate the newly-formed sales team from Sittard in the Netherlands.

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England and Ireland sales region



Wayne Hallsworth

is the new Sales Manager for England and Ireland. Mr. Hallsworth has been working for Wipak UK for roughly four years and has more than 15 years' experience in the packaging industry. He has made a valuable contribution towards establishing Wipak as one of the leading providers of high-quality packaging solutions.

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Stefan Gutheil has been Vice-President and General Manager of the Wipak Group since September 2015.





Wipak Group Academy

“Internationalizing the training program”

Practical expertise in everything related to packaging films and processes – that’s what the Wipak Group Academy stands for. Wipak offers customers and personnel training courses, seminars and e-learning modules throughout Europe.



Following restructuring, the Wipak Group Academy is a further component of the new Innovation Center. Michael Martin, who has been especially instrumental in building up the Group’s training program over the past few years, took over the management of the Center at the beginning of the year.

The aim is to expand and internationalize the program. In addition to the basic training courses at the Walsrode plant on topics like

food packaging and quality management, it is also intended to offer seminars in other European countries, as well as expanding the e-learning program.

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New to Wipak Management Team

Ivica Serdarevic: New Regional Manager for D-A-CH

Ivica Serdarevic has been the Regional Manager for the DACH region and Poland since 1 March. Mr. Serdarevic brings almost 20 years of sales experience from the packaging industry to Walsrode. He previously worked for SCA Packaging and MM Packaging.



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Andrew Newbold manages Wipak UK

Andrew Newbold has taken over the management of the Wipak operation in England. He succeeds Philip Wolstenholme, who retired at the end of March. Mr. Newbold has more than 20 years' experience in the printing and packaging industries.



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Tuija Suur-Hamari takes over Northern Europe

As Regional Manager for Nordic & CIS, Tuija Suur-Hamari from Finland assumed responsibility for Wipak's activities in Northern Europe in mid-February. Ms. Suur-Hamari has held executive positions in the paper industry for the last 15 years.



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Fairs and exhibitions – visit us!

FOOD

FachPack
Nuremberg | Germany
27–29 September 2016

HEALTH

Congreso de Panamericano
Montevideo | Uruguay
22–24 June 2016

JIFS
Brussels | Belgium
23–24 September 2016

Medic East Africa
Nairobi | Kenya
27–29 September 2016

Medical Packaging Seminar
Lyon | France
11–12 October 2016

Medic West Africa
Lagos | Nigeria
12–14 October 2016

2016 **schedule**

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-40 %

Plastic packaging vs. paper laminate

Positive eco-balance for paper laminate

In a Life Cycle study, Wipak analysed different packaging concepts, together with the Sustainable Purchasing/CSR department of Edeka Headquarter and German sausage producer, MarKo.

The aim of the study was to compare environmental impacts of both plastic packaging and paper laminate. As part of the study, all of the important life cycle phases of the packaging films were examined – from raw materials, through to production and disposal.

The paper laminate scored well. In terms of CO₂ footprint, its greenhouse potential can be reduced by almost 40% less than that of the pure plastic solution. In addition, the paper laminate required about a third less fossil fuels. (Results were confirmed by an independent institution).

The positive ecological balance convinced the project partners to replace the previously used metalized packaging with a sustainable paper/plastic mix (packaging incorporated 30 g paper, thinner layers and solvent-free lamination).

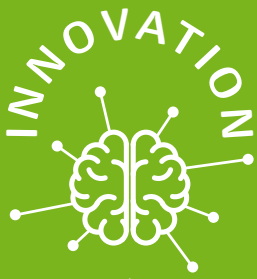
Sausage producer MarKo has already implemented the concept for its own brand, putting the stand-up bag on the market at the beginning of June.

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Susan Janssen

has been the Sustainability Marketing Manager since the beginning of the year. In this position, she advises Wipak customers on the sustainability of packaging and coordinates all of the group's sustainability activities in Europe from the Wipak plant in Sittard.



TWINfilm®

Resealable film for all flowpack machines

The innovative twinning principle:

Two composite films are laminated and further processed as rolled goods on all popular flowpack machines. Advantages: The reclosure system is already incorporated through the adhesive strips introduced beforehand. This means that new packaging machines or modifications to existing machines are not required. Together with Petroplast, Wipak devised the TWINfilm concept for Swiss cheese producer Emmi and its Appenzeller cheese variety.



- ▶ Patented solution for resealable flowpacks
- ▶ Works on any packaging line
- ▶ Reclosure system delivered pre-installed in the film system
- ▶ No investment in new packaging equipment

Petroplast

Petroplast specializes in the processing and finishing of flexible packaging films. The company, based in Neuss, was founded in 1974 and employs around 60 personnel.

Petroplast only processes films of leading manufacturers. Wipak has been a cooperation partner for many years.

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Wyke Farms, England

Premium packaging: unique appearance and unique feel

Wyke Farms is one of the UK's largest independent cheese producers and in 2015 they made a decision to re-launch their branded cheese lines. The aim of the new packaging was to reflect a high quality product in premium packaging, while combining this with consumer convenience.

Wipak UK were chosen to undertake this work as we were able to offer the unique range of services required for the project. Working

closely with the customer over a series of print trials, we were able to realise their design concept in a printed film.

The design uses a combination of matt and tactile lacquers to produce not only a unique appearance, but also a unique feel to the finished pack. Using Wipak UK's unique two-side flexo print technology, we were able to meet this requirement.

Combining Wipak's laser score technology to provide easy opening along with a re-seal zipper, this pack provides the ultimate in customer convenience. The resulting pack is now on sale in major UK retailers and Wyke Farms see this new packaging as a key part of their strategy for growth in the coming months and years.

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Wipak Quadro Cereals

THE IDEA:

Square self-sealable bags to replace folding boxes

MATERIAL AND PROCESSING:

Flexible paper/film composite (85 μm) with EVOH barrier layer. The composite is shaped, filled, sealed and separated on a vertical square self-sealable bag machine. The packaging is packed under MAP conditions and is equipped with a peelable sealing layer.

PRODUCT BENEFITS:

The packaging protects dry products like cereals and muesli against water vapor. The product content would otherwise clump together and promote the growth of bacteria and mold. The EVOH barrier also preserves the aroma and prevents the migration of mineral oil components that could penetrate the package interior.

LESS WEIGHT:

Approx. 75% lighter compared to standard packaging.

OTHER FEATURES:

- ▶ Peelable sealing layer for easy and convenient opening
- ▶ Laser-cut viewing window
- ▶ Crease-free and anti-glare front
- ▶ High quality print



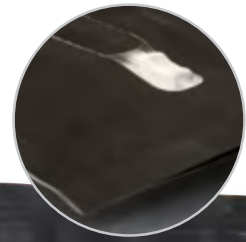
England

Bob & Lush – super premium packaging for super premium pet food

Bob & Lush are a Super Premium pet food brand focusing on creating healthy and tasty food for dogs.

Wipak developed a Quad Seal bag in two different sizes with a high quality print with registered matt laquer. The Quad Seal bag features a mechanical opening feature along with a re-closeable front slider system.

“The new bags look excellent. Thanks for doing an excellent job on these and helping us support our brand values”, said Anders Schonberg, CEO, Bob & Lush.





Kepak Convenience Foods (KCF), England

Feasters range of chilled micro-snacks

Micro-snacking specialist, Kepak Convenience Foods, has chosen Wipak UK to supply flexible packaging for part of its range of chilled microwaveable snacks. The micro snacking category in the UK is worth £465 million and is on track to break the £1 billion barrier by 2024 (sources, IRI, Kantar). The high quality, flexographic reverse print has been achieved using a Fixed Colour Palette (FCP) and ITR continuous print sleeves.

The outstanding result was achieved from only the process set of colours. Kepak Convenience Foods Senior Supplier Manager, Paul Fox, said: "We demand the very highest quality for all our brands. Wipak understand this and have exceeded our expectations. We look forward to working with Wipak to continue to grow our business."



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ZEMAN, Czech Republic

Package relaunch: More attention with natural effects

The Czech meat product producer, Zeman, is using new eye-catching packaging to attract attention to its "Dr. Natur" high-quality sausage range and its premium grilled sausages of the "Příbramská uzenina" brand.

Objectives of the relaunch: To convey qualities like naturalness, tradition, craftsmanship and quality. Both brands have been on sale in large Czech supermarkets since March this year.

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Dr. Natur

The new packaging for the "Dr. Natur" brand consists of a lid film printed with a special haptic lacquer. The resulting surface feels rough and dull – like paper. The tray is a deep-drawn, transparent FiberForm film composite with a pleasantly rough feel and natural look.



Příbramská uzenina

It is hoped that a lid film printed on both sides ("PaperTop", paper content around 35%) will make the "Příbramská uzenina" brand stand out from its competitors. Advantages: The rigid, stable paper composite remains smooth compared to thinner film solutions and does not bulge. For this reason, the vacuum packaging fits comfortably in the hand and has a high-quality look through the stylish wood texture.

With a new cast system, Wipak expands its production capacity in Finland

“A leap into a new dimension”

More class and greater mass – the start of September will see the launch of a new production line in Nastola, southern Finland. At a series of planned roadshows, Wipak will give customers a sneak preview of its film systems that are setting new standards when it comes to efficiency and sustainability.



“For flexible film systems, there is now new potential for saving materials. The new system produces thinner films that offer an identical performance level to thicker composite systems.”

Adolf Ahrens, Wipak Innovation Center Manager



“Sustainability in the packaging sector is a key issue for the future. Wipak can already offer solutions for many sustainable concepts.”

Michael Martin, Manager of the Wipak Group Academy explains at the Winnovations Roadshow held in mid-May in Barcelona

“With the new cast system, we can manufacture a type of film which has never been available before.”

Patrick Verhelst, Sales and Marketing Director

The countdown has begun. At the start of September, Wipak will put its new cast system into operation. The group is investing around 20 million euros in production – one of the largest single investments in the company’s history.



“Wipak is proactively committed to tackling sustainability as an extremely critical topic and is one step ahead of many other companies.”

Participant at the Winnovations Roadshow in Barcelona.

“The system opens up many new possibilities”, Patrick Verhelst, Sales and Marketing Director at Wipak Group, explains. “In the future, we will be able to use new material combinations to produce flexible film on a cast system. This means efficient and sustainable concepts, which were previously impossible or uneconomical in standard segments, are now feasible.”

Greater potential to save materials

This development creates new scope for reducing the consumption of the materials for flexible film systems. Compared with typical systems available until now, this reduction is as much as 25%. “What’s more, these much thinner structures offer performance and functionality comparable

to thicker composite materials”, Adolf Ahrens, Manager of the Wipak Innovation Center, clarifies.

Wipak will present the wide range of possibilities to its customers at a series of ‘Winnovation’ roadshows, planned to coincide with the Formula 1 events across Europe. Wipak will show off the first film and packaging samples at the FachPack exhibition in Nuremberg.

Find out more about sustainable composite packaging solutions of the future – visit our stand at Fachpack!

**➤ FachPack 2016
PACKAGING & MORE
27.–29.9.2016 | NÜRNBERG**

Wipak at FachPack:
Hall 7
Stand 132

Crystaltube

The innovative transparent film

Standard material

CRYSTAL TUBE



Premium quality products? Unique cover!

- ▶ Excellent transparency
- ▶ Pleasant to the touch – no overlapping seam
- ▶ Always smooth – no wrinkles
- ▶ Strong and robust
- ▶ Processed using Aisa Decoseam™ machines

Crystaltube is a high-tech multi-layer film used for manufacturing premium-quality tubes. Thanks to the use of specially-sourced raw materials, an expertly developed structure with up to ten layers – including a barrier layer, and innovative production technology, Crystaltube really does stand out from the crowd.

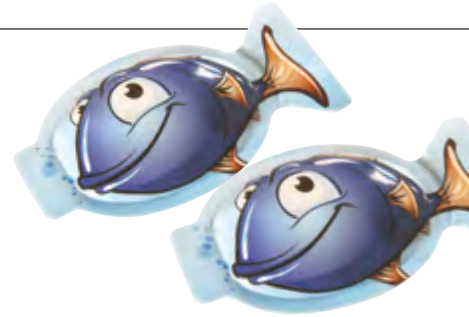
The film is characterised by its unique transparency and smooth, pleasant to the touch properties, and does not form any wrinkles – even after multiple use. Crease-free right until final

disposal, Crystaltube tubes fully retain their original shape, and create new marketing opportunities for premium quality care, wellness, and medical products. They are also suitable for direct food contact, and can be used as a high-quality and attractive packaging solution for semi-solid or liquid food products.

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Portion packs

The Wipak system: Film + Equipment + Service



Detergents, soft cheese, cooking oil, fish paté, curd cheese, yogurt, spirits, medicine – the market for mini-packs and portion packs is versatile and innovative and is growing worldwide, with double-digit growth in Asia, Africa and some European countries. The niche market for promo items for trade fairs and product launches has developed into a profitable segment.



High-quality and pattern-matched printing

The demands on development, design and production are high in this regard. Keyword: pattern repeat. To be able to print the demanding and often unusual shapes in high quality, everything has to match and fit precisely: film formulation, design, printing technique and equipment.



One-stop know-how

- ▶ Consultancy/application technology
- ▶ 3D design
- ▶ Pattern/sample development
- ▶ Film development and production
- ▶ Equipment tests
- ▶ Printing and pre-press

“As system providers, we not only have the suitable materials; we also have the required printing skills”, says Davide Zinzalini from Wipak. **A challenge:** Print images have to be applied in a distorted manner, so that they have the right print position again after the deep-draw process or comply with defined color values. Only a few film suppliers have all this know-how in-house. Together with the Italian machinery manufacturer Unifill, Wipak offers the complete system of equipment, films and printing.



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Arla, Sweden

“The courage to take risks pays off”

It takes just 15 seconds at the point of sale for a consumer to decide what they will or will not buy. It is therefore critical that packaging catches the eye and stands out from competing products. To address this issue, the Swedish cheese producer, Arla, has chosen a new direction for its ‘Präst’ cheese range, as well as innovative partners (in the form of Wipak!) As part of the partnership, Wipak has developed a tactile varnish for the new packaging to offer a completely new look and feel.

The new packaging design was developed by Arla together with the design agency, Identity Works, based on Wipak’s plastic composite. Arla previously used a plastic-paper composite to stand out from the pure film packaging favored by the competitors.

As the time had come for a change in design, Arla also wanted to go in a new direction in terms of materi-

al. Focus was initially concentrated on a paper composite, but Wipak successfully brought the new haptic lacquer printing effect into play as an alternative. With success. Both Arla and Identity Works were immediately impressed by the exceptional look and feel.



The varnish crates a soft, textured surface

The new surface developed by Wipak not only looked different, it also felt different. “We had recognized that consumers like a matt surface on the packaging. For this reason, our goal was for our customers to not only see but also feel this difference. This is why we developed the new surface coating



From the idea to the market: One-stop-service from Wipak

Wipak offers extensive services in the area of packaging development. The Wipak Innovation Center provides technical advice and professional packaging design. It can produce “dummy packaging” with original materials within a short period of time.

Advantage: With these prototypes in their hands, Wipak

customers can better assess whether the packaging concept is in line with their ideas. This step saves time, reduces costs and shortens the development and coordination process. In large development projects, the personnel of the Wipak Innovation Center team work as project coordinators.



which, although being made completely of plastic, nevertheless feels like paper”, said Sara Lina Jungnickel from the Wipak Innovation Center.

The plastic composite now being used by Arla consists of an OPA/PE composite. The outside is coated with a special haptic lacquer, which is the decisive component for this film and give the surface a matt impression.

Enquiry ...

What is haptic lacquer, Mr. Ahrens?

“Haptic lacquer has a chemical structure similar to that of printing ink, but has mineral additives for the tactile effect. This varnish and the printing plates specially developed by Wipak make it possible to apply tactile textures to virtually all our films. In this way, we can produce surfaces that feel like paper or fabric, for

Jenny Klingberg of Arla added: „the cooperation with Wipak has been outstanding and we have the impression that our packaging has received a huge boost since the beginning of our collaboration in 2012.”

Wipak is delighted to have customers like Arla who have the courage to take risks and try out new ideas.

example. Our own cylinder production enables us to adapt the haptic lacquer to each design individually. In addition to the pure gravure printing solutions, the designs can also be provided via flexographic printing. In this case, the haptic lacquer is applied using an integrated gravure printing facility.

ERA Packaging Gravure Award 2015

Innovation prize for haptic lacquer

Wipak’s haptic lacquer is an innovation in film/foil printing – this was the opinion of the European Rotogravure Association (ERA). In the 2015 ERA Packaging Gravure Awards, Wipak won a prize in the “Innovation” category for the “Präst” cheese range packaging developed in cooperation with Arla. Combined with a special gravure printing technique, the varnish creates unique tactile effects and can simulate paper or fabric textures.

The special film varnish gives the packaging surface a matt appearance and a pleasantly soft touch. The film was inspired by a fiber material, with the resulting plastic material still feeling very natural. “Wipak’s concept really is something new. The approach was to develop a completely new design and not merely improve an existing packaging solution. This met the ERA competition criteria for an innovation perfectly”, commented ERA Secretary-General James Siever “Furthermore, it proved possible to achieve this using only the intaglio printing process with the rotogravure technique specially developed by Wipak.”



Adolf Ahrens,
Wipak Innovation Center Manager



New Packaging Test Center in Walsrode:

Service expanded and improved

“More space for new packaging facilities – more possibilities for training and tests” is how Kai Nieber, Application Technology Manager, describes the benefits of the new Packaging Test Center (PTC) opened by Wipak in the fall of 2015.

The Packaging Test Center has not only grown by around 100 m² in terms of space, but Wipak has also modernized and expanded the plant and machinery. “Two new installations now enable us to demonstrate virtually the entire

range of packaging in the food industry”, emphasizes Nieber. “This results in new possibilities and opportunities for both the training courses we provide for our customers and personnel, as well as for tests in the area of film and packaging development.”

Basis for optimal film systems

“We are now in a position to demonstrate all standard applications under practical conditions. The expanded Packaging Test Center provides us with optimal

Training schedule 2016

15 + 16 September (English)
10 + 11 November (English)

► **Registration and further information about the training sessions:**

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conditions to keep pace with the growing demands of the market and develop the best solutions in each case for our customers even more effectively.”

The demonstration of the packaging installations is also an integral part of the basic film training courses at Wipak. In addition to imparting theoretical knowledge, such as film structures and properties, the core topics in the future will also include the processing of film systems on the packaging plant.



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Wipak Technical Exchange Meeting

“Customers benefit from international exchanges of experience”

Wipak application technology is in tune with the market and is an important link between development and production, as well as sales and marketing.

“To be able keep this service at a constantly high level and continue to expand it in all countries, transnational networking and exchanging the experience of our specialists is becoming increasingly important”, emphasizes Kai

Nieber, Application Technology Manager.

In November last year, all Technical Service and Development personnel came together once again for a Technical Exchange Meeting at the Wipak plant in Walsrode. “In Europe and Asia, we have more than 20 application engineers to support our customers in technical matters”, said Andreas Bergmeier, who, as Director of Development and Application Services, is responsible for coordinating the application engineers in Europe. “This platform has proven its worth with regard to being able to perform increasingly complex tasks for the benefit of our customers because it makes the relevant knowledge and experience available across the entire group.”



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Valuable momentum for local support

“The success stories from the different countries provide valuable momentum and ideas for individual projects”, underlines Bruno Dutilleul from France. “This ultimately leads to a higher level of quality, which also directly benefits Wipak customers locally”, adds his colleague, Andrew Pye from Wipak UK. The Technical Exchange Meeting is organized once a year.



Customer seminar in Gothenburg

Well-founded insights into packaging processes

Modern film systems are high-tech –something around 20 Wipak customers from Sweden, Denmark, Norway and Iceland were able to better understand of at the beginning of March.

Those attending had the opportunity to familiarize themselves with the different facets of food packaging during the 2-day seminar in Gothenburg.

The Wipak experts, Eero Seppälä and Michael Martin, have a complete overview of packaging processes, trends and markets. The participants praised the “lively” and “understandable presentation” as well as the “pleasant atmosphere”.

In addition to the basic seminars on the subject of film technology and food packaging held in

Walsrode, Wipak regularly offers training sessions in other European countries. If you are interested in our seminars, please contact your sales representative or the Wipak Group Academy direct.

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WePack

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Edition 1/2016



Web, Social Media, Augmented Reality

Opportunities for the healthcare sector



STERIKING®
New design
for LT-Blueline

Page 8



Investment
High-end multilayer
films for strong
combination of visual,
environmental and
safety benefits

Page 9

HEALTH PACKAGING

Wipak and Belgium Distributor Hospithera

The perfect marriage

Founded in 1962, Hospithera is a company that distributes medical devices designed by reliable and internationally well-known suppliers. Over the years, Hospithera has become the preferred partner of hospitals and health professionals. The company is active in five main fields of activities: Critical Care, Sterilization & Hygiene, Interventional Care, Surgery and Lensita Ophthalmology. Since 2004, Mr. Philip Van den Bogaert has managed Hospithera as its General Manager. The total number of Hospithera employees is currently 100. In 2016, Hospithera now distributes 220 reliable medical device brands on the Benelux market. Hospithera offers integrated solutions for different customer groups: Hospitals, Clinics, Home care, Pharmacy and other medical device channels.

Hospithera's turnover grew for the tenth consecutive year. One of their more successful stories is

the Sterilisation & Hygiene (S&H) disposable department that operates side-by-side with the Capital equipment department, selling sterilizers, instrument washers and complete CSSD installations. The S&H disposable department has acquired a well-established leading market share in the field of packaging & control systems for hospital central sterilization service. This has been achieved in cooperation with Hospithera's Infection-Prevention products (Hygiene). When combined with service, education & training for customers and their team members, these two groups are key elements of Hospithera's success. Hospithera doesn't merely sell products – they also provide services, training and testing. Their employees participate in international congresses and keep in touch with professional organizations. Hospithera also organizes their own 'Sterilisation-day'. Additionally, Hospithera provides



tailor-made' training plans, procedure development, problem solving, etc.

It is hugely important that Hospithera has the right partners: carefully selected and well known suppliers, and 'premium' companies like Wipak that fit with the department's product portfolio. Wipak and Hospithera have worked together in marketing and product support for many years, especially in Belgian and Luxemburgish Hospitals. The premium quality of Wipak products completes Hospithera's full range of CSSD's disposable needs for packaging, indicators, identification, etc. The companies work together on several aspects of customer support.

Cooperating with suppliers like Wipak means discussion, product reviews & follow ups, and considering marketing and competitive aspects. The close cooperation, together with focused sales in complete product and service packages, has made Hospithera an important partner for Wipak, but also vice versa. Wipak is also an important partner for Hospithera in achieving their goal of improved quality products and support. So we can call it a perfect marriage, resulting in a sales of > 11.000.000 items (pouches and reels) in the Belgian (Hospital) market.

Hospithera organizes their own 'Sterilisation-day'



Personality

Antti Haavisto – New Area Sales Manager



Antti Haavisto joined the Wipak Health sales team in December 2015. He is a highly-experienced operative in the medical packaging industry. Antti has previously worked for Ahlstrom. Antti will work as an area sales manager for the Medical Device Industry, taking care of our customers in Scandinavia, Eastern Europe, the former CIS countries and the Middle-East.

► **Contact:** antti.haavisto@wipak.com

A strong team

Patrick Verhelst, Director Sales and Marketing, Wipak Group

One person can do a lot, but a team can always do more. Wipak is a globally well-known provider of sterile barrier systems (SBS) and services for infection control purposes. With good partners who share our values, mission and vision, we stand out from the crowd.

We work with our partners to learn the specific conditions and requirements of individual healthcare facilities. We get to know the challenges and daily difficulties in preventing healthcare associated infections (HAIs). We get ideas about how to improve the user experience in opening, using and disposing of SBS – whether the instruments are supplied by the medical industry or if they've been sterilized in-hospital.

One of our great partners is Hospithera in Belgium. There's an introduction to them on page 2. Hospithera, like Wipak, believes in continuous improvement and the power of expertise, educa-

tion and training. Both of our companies arrange seminars and training sessions to share with others the expertise and knowledge we and our stakeholders have.

We've developed digital platforms, like Extranet, to share relevant data that you can use to help you get services more easily and quickly. That's the added value you get from our company, together with the tangible product. By giving you the highest product performance and quality, together with our knowledge and services, we can offer the lowest total cost for your SBS and help you fight HAIs.

We are in a serious business, but it doesn't have to be serious work. It's always great to see the happy faces of people innovating new products and ways of working. Wipak Winnovations® "Crazy Ideas Factory" brainstorming sessions have been productive, fun and well-received by our key accounts. Let us know

if you want us to organize one for your company.

PS: Get ready for our €20 million co-extrusion line investment in autumn 2016. Contact your local Wipak Medical Device Industry (MDI) representative to find out how it can improve your business.



*Patrick Verhelst,
Director Sales and Marketing,
Wipak Group*

Packaging is often small and does not provide much space for information. Augmented Reality can open the door in the healthcare sector to a large number of new possibilities for offering added value to end users.

Augmented Reality offers opportunities for the healthcare sector



3D objects, video messages, spoken or multilingual user instructions with visual effects – thanks to interactive packaging, there are virtually no limits to the amount of information augmented reality can provide.

Practical benefit: Incorporating interactive content can help

to reduce application errors by patients, e.g. during home care.

Protection against product piracy

Product piracy can cause serious risks to patients' health. Invisible codes in the packaging are one way to combat counterfeiting.

They can be recognized and evaluated by an Augmented Reality application.

Wipak has been investing in future-oriented technology for a number of years now and can produce this type of packaging.

► **Further information:**
mdi@wipak.com

In Brief

Augmented Reality





“We have already made suitable demo products for a number of customers,” said Eero Seppälä from the Wipak Innovation Center. “The technology is available, but we still have to overcome a number of challenges in relation to efficient use.” Even though augmented reality is still in its infancy, the boundaries between

the real world and augmented reality are becoming increasingly blurred. This will benefit consumers through AR technology providing them with added value packaging.

Augmented Reality comprises a combination of current assessment and computer-generated objects. These objects can consist of sounds, images, videos or 3D graphics.

Additional devices like mobile phones, tablets and Google Glasses – and special apps – are needed to be able to perceive and observe this augmented reality. They respond to certain 'tags', such as visible lines, invisible design elements and QR codes, and display-stored content to users.

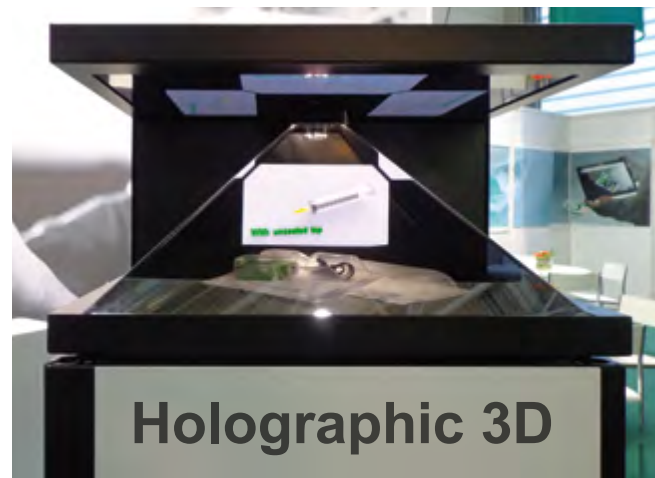
Wipak TF Peel selection:

Full range of film options for uncoated Tyvek®

Wipak's TF PEEL products are all designed to seal and peel with uncoated Dupont™ Tyvek®:

- ▶ **MLE TF PEEL** – flexible forming web for EO and IR
- ▶ **PPAP TF PEEL** – flexible forming web for Steam
- ▶ **MP TF PEEL** – semirigid forming web for EO and IR

TF Peel products are the optimum choice not only for patient safety but also for medical device manufacturers wishing to improve their operational efficiency and save money. The secret is in the sealing layer, which allows the use of non-coated Tyvek® as a top web. When compared to coated Tyvek®, the material savings are considerable. In addition, the use of a packaging based on TF PEEL film, uncoated Tyvek® also reduces the risk of coating particles detaching and, due to improved breathability, even toxic EO residuals.



In Compamed 2015, visitors saw Wipak's new MP TF Peel presented utilizing a holographic projection system.

Internet, Extranet, LinkedIn & YouTube

Easy access to valuable information

Wipak's upgraded website was launched at the end of last year. Its fresh new design is intended to make it easier to find the information you are looking for. The new design also improves the experience of browsing the site with a tablet or smartphone. All of our brochures and product catalogs are now available online: you can find them on the product pages or in the News & Downloads section. You can also use the handy search tool to find what you are looking for. Contacting our specialists has also never been easier: there's

a simple contact form on nearly every page. Just let us know what you are interested in, and we'll find the right person to answer your questions about Wipak's solutions and services.

Our Health Extranet Service has also been recently renewed. Great features such as the availability of technical datasheets, specifications and statements are now accompanied with new services such as Frequently Asked Questions, Blog and customer-specific folders that include data on your

company's own contact persons. The extranet service is available for only selected customers – if you are not registered then get in touch with your Wipak representative.

Remember that Wipak has its own profile on LinkedIn. It allows you to easily follow news relating not only to our company and products, but also industry news in general. Check also YouTube for our online videos. We hope you find these both enjoyable and useful!



- **Links:**
www.wipak.com
www.linkedin.com/company/wipak
www.youtube.com/wipakgroup





11–12 October 2016

Medical Packaging seminar in France

Together with Dupont, Multivac, SynergyHealth and LNE, Wipak will organize a seminar in Lyon that will discuss medical packaging. The theme of the seminar is “Sterile packaging’s important stake in patient safety”. The seminar will be held in French. The 1.5 days of training will consist of presentations, workshops and networking with industry peers. Key opinion leaders will present various subjects related to sterile barrier materials. Using practical examples in workshops, the participants will work out solutions and discuss points arising from the seminars. This will be the first time Wipak Health has organized a conference of this nature in France. Similar events have previously been arranged in Finland in 2013 and in the UK in 2014. Save the dates in your diary.

► **Contact and further information:**
mdi@wipak.com

Customer Service reorganized

Customer Service (CSC) in Finland is being restructured during the course of this year. Our target is to offer even more high-quality and reliable assistance to our customers. The team was also strengthened in terms of personnel in 2015. Teija Mönttinen has been looking after customers from the medical device industry (MDI) since August. Jukka Nieminen has been working in CSC since May 2015. In addition to his previous customers in the food industry, he also takes care of STERIKING® and MDI customers.

STERIKING® training sessions:

Customers appreciate the “hotline” to Wipak

Outi Lindholm-Ollikainen, Sales Manager – Health Care Facilities

How does Wipak help to improve the safety of patients in hospitals? Why pay more for sterile packaging that is only used once and then thrown away? Why is it more economical to use STERIKING® rather than a me-too product? In the United Arab Emirates, Australia, Saudi Arabia, Russia, Canada, Peru or Ecuador – the STERIKING® team travels worldwide to answer questions from customers and distributors during training sessions. Customers appreciate the 'hotline' to Wipak.

Direct end user contacts are of utmost importance for our own sales team to learn about the challenges hospitals face in their daily life. And although we constantly train our dealers, it is natural that the most in-depth product knowledge is found in our own company. Customers appreciate direct contact with manufacturers, as was confirmed by feedback from the UAE training sessions.

Direct dialogue and a deep understanding of the customer’s needs are essential for the long-term success, as we need to offer products and services that are of significant benefits to our customers. In the complex and competitive global business environment, it is also imperative that we offer compelling arguments to our potential clients for their internal budget discussions.

The popular Finnish proverb that states “it makes no sense for a poor person to buy cheap things” applies also in hospitals. It can become very expensive for a hospital if they start making savings that in turn jeopardize patient safety. “Our mission is to kill bacteria, let the microbes start hysteria” is the catching phrase of our Wiki rap song which we launched almost a decade ago. We are still working towards making it the most popular message in every corner of the globe.



STERIKING®

New design for LT-Blueline

Wipak Health has modernized the packaging design of its LT-Blueline. The new design line has already been implemented for conventional STERIKING® pouches and rolls. The product names and codes as well as packaging units remain unchanged.



LT-Blueline – features of the new design

- ▶ The temperature recommendation for correct sealing can now be found on the filling side of the heat-sealable pouches.
- ▶ A new peel mark is used in the opening end of pouches.
- ▶ The imprinted “LOT” symbol complies with ISO 152231-1 – also on the rolls.



VH202



Distinct change of color: New Class 1 process indicator according to ISO 1140-1:2014. It displays a clear change of color from blue to pink.

Parallel to the new design, the process indicator for sterilization with vaporized hydrogen peroxide has also been replaced by a more stable version with higher UV resistance. The indicator has been well-received in the areas of safety and efficiency in both internal as well as international application tests.

STERIKING® LT-Blueline packaging was developed as packaging material for medical devices at low temperature sterilization (hydrogen peroxide, EO and FORM gas as well as radiation) in health-care facilities. The packaging has a process indicator printed on it for vaporized hydrogen peroxide-based sterilization processes.



Wipak's Nastola plant

Investment

High-end multilayer films for strong combination of visual, environmental and safety benefits

Wipak's Nastola factory in Southern Finland was totally refurbished in autumn 2015. This was part of our preparations for the upcoming new line. With a total value of approximately €20 million, the investment in the new production line is a step in Wipak's continuous development program aiming to improve performance and increase our service levels.

The installation of the new line is proceeding on schedule. Refurbishment of the production location has been completed and new warehouse racks have been installed and taken into use.

The new production line will soon allow Wipak to produce high performance medical packaging material solutions offering a strong combination of visual, environmental and safety benefits to customers.

The cutting-edge technology used will increase production capacity and help to strengthen our position as a leading supplier

of high-end multilayer films. The new technology will also facilitate a more environmentally friendly process, enabling Wipak to produce functional and safe packaging materials while significantly improving the material yield. This state-of-the-art production is an important step in our continued efforts to provide our customers with ever more attractive, sustainable and user-friendly packaging solutions supporting the Wipak Group's commitment to growth. Start-up of the line is estimated to be in September 2016.