

Packaging in Dialog

a presentation by

pacproject

in cooperation with



**2.5 Avocados need 1000l
water to be produced!**



**Only 10% of packaging resources
are needed**

My Trip:

- 1000km by truck
- 26 days on a ship
- Again on a truck to my destination

I don't like:

- Concussions
- smelling things
- wrong humidity
- the wrong CO₂-concentration
- dirt, oils and fat




With the right
packaging I
can travel
everywhere!






Each product has its own demands for packaging!





**From an overall view to a
specific example**



**Fresh strawberries are
storable for one to two days!
How can the shelf life be
improved?**

Production process

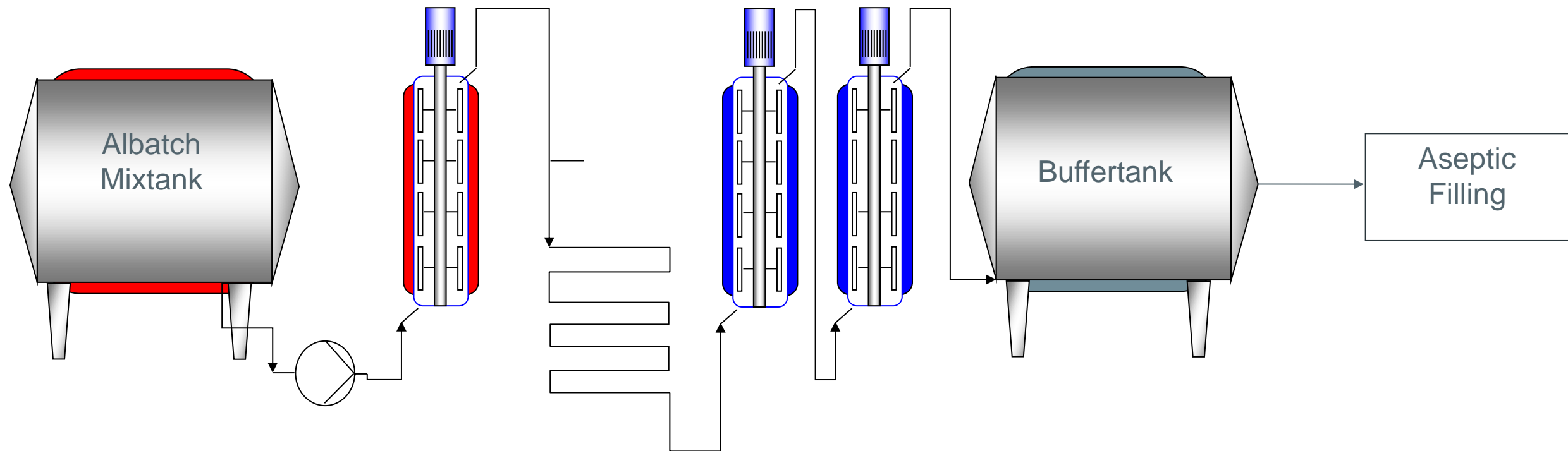
Mixing of fruits
and sugar

Heating up to
93°C for 3 min

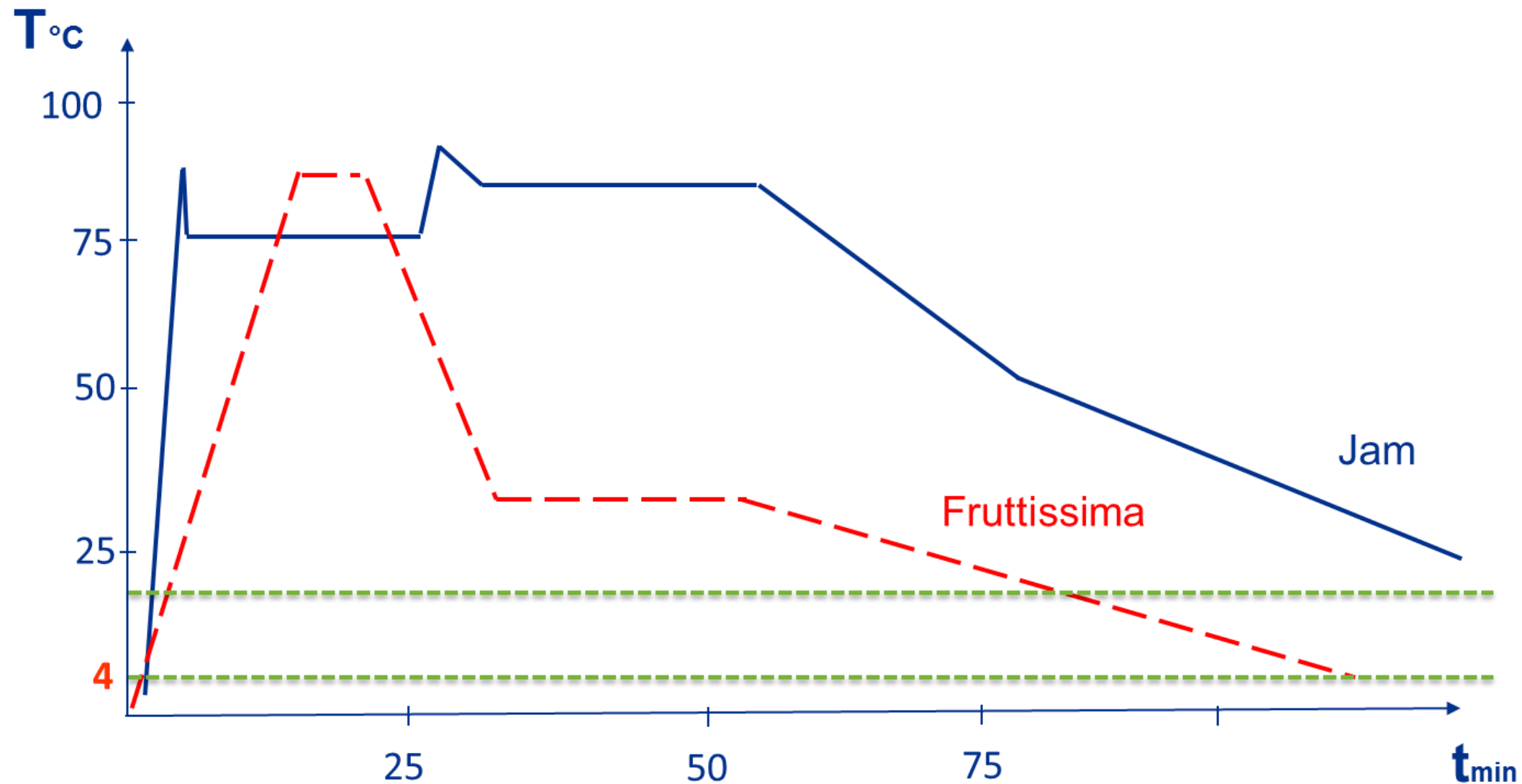
Cooling to
30°C

Cooling
to 4°C

Aseptic filling
and Capping



Process of normal jam in comparison to Fruttissima



Fruttissima assortment





Recognition as a jam by using a category typical cup

Black lid for an improved block placement and visibility

„80% less heat infusion”

Less sugar than normal jam

**Storable for 96 days
while containing 50% of the fruit!**

Most of my
strawberries
are **regional**
products!

50% of fruit
content!
Awesome!

I help my product
to stay **fresh!**



I need
Your help!
Store me in the
fridge!

...hmm
what to eat?

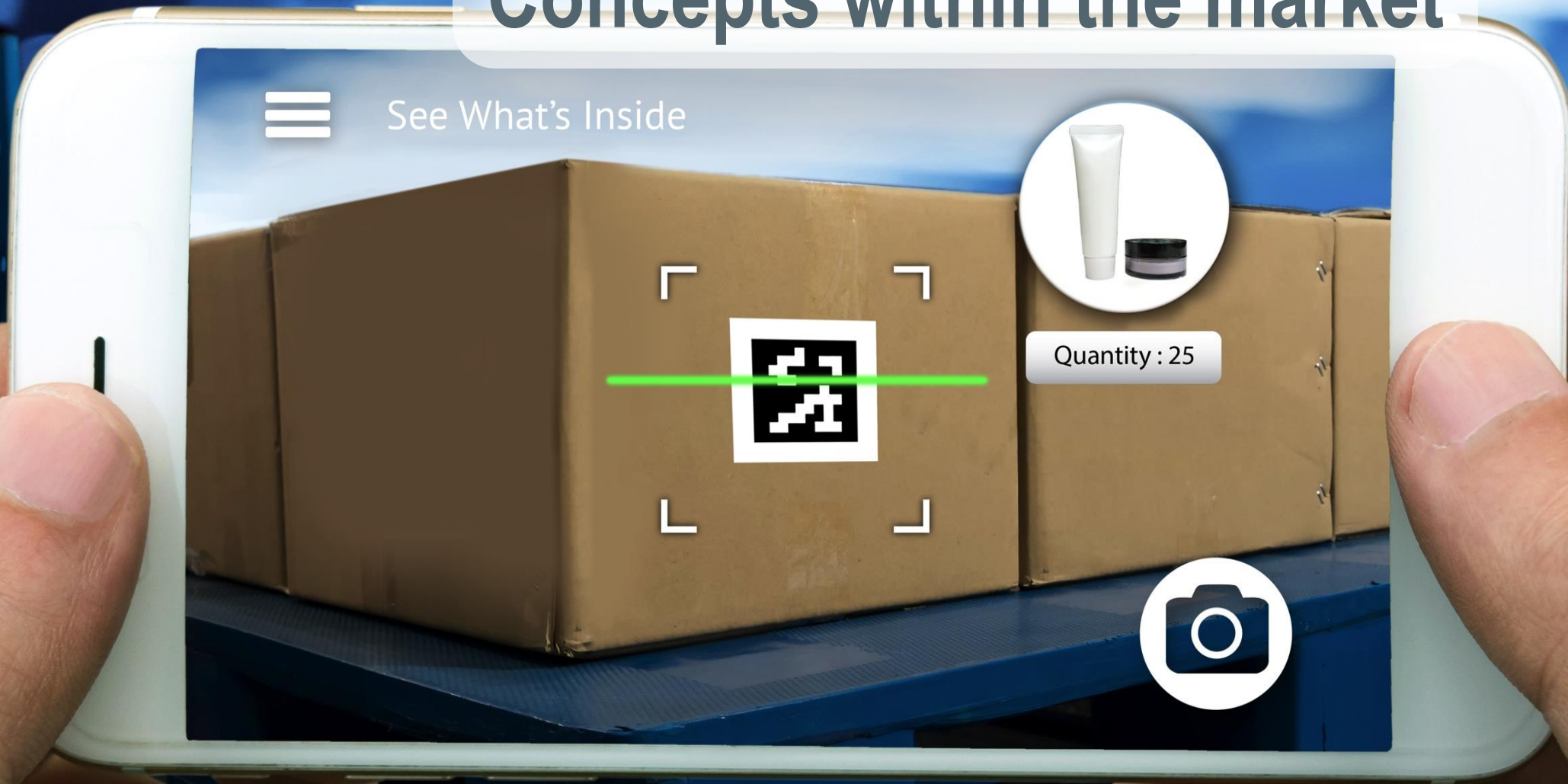


**I need
to be eaten!**

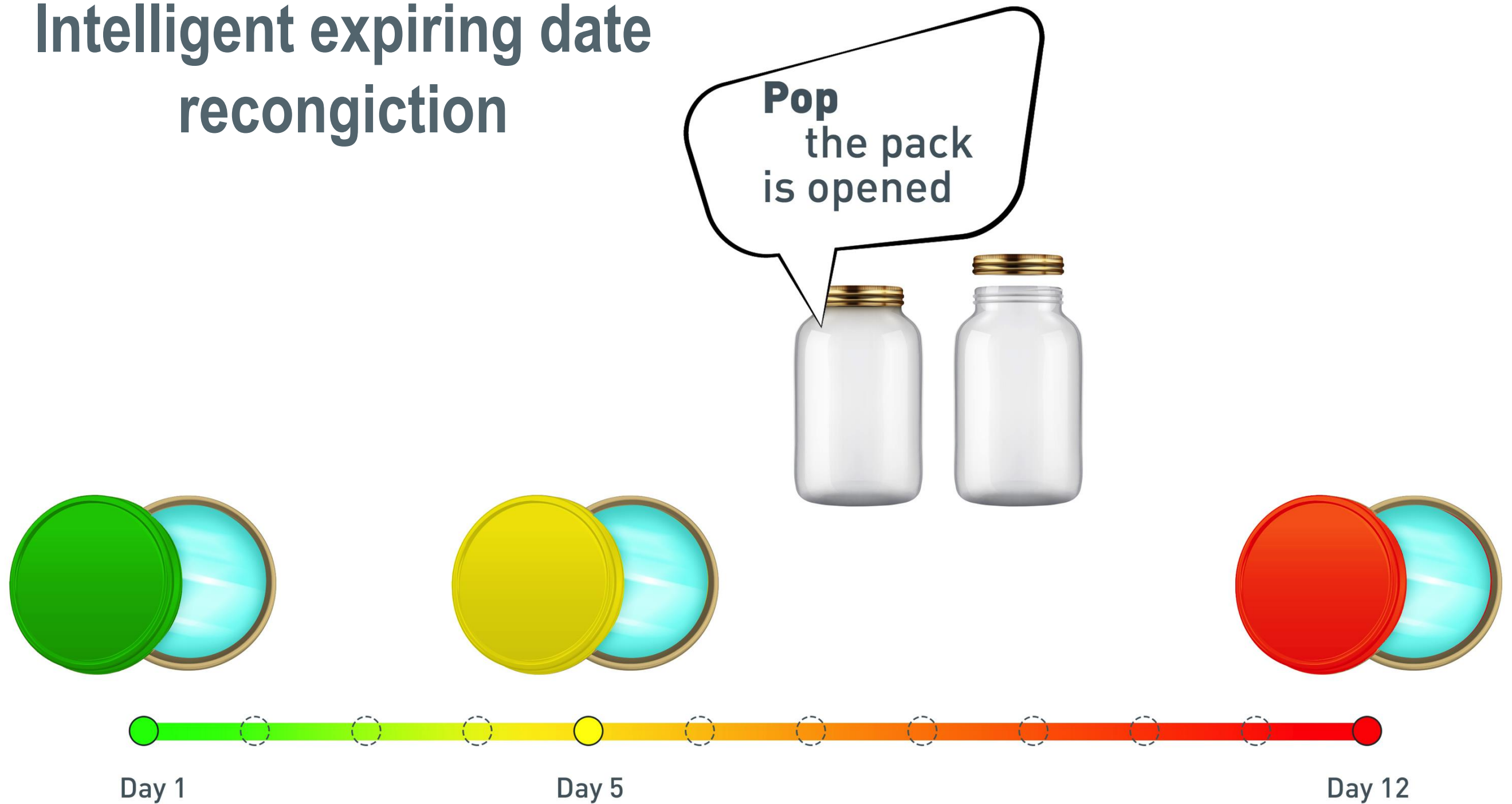


Packaging in Dialog

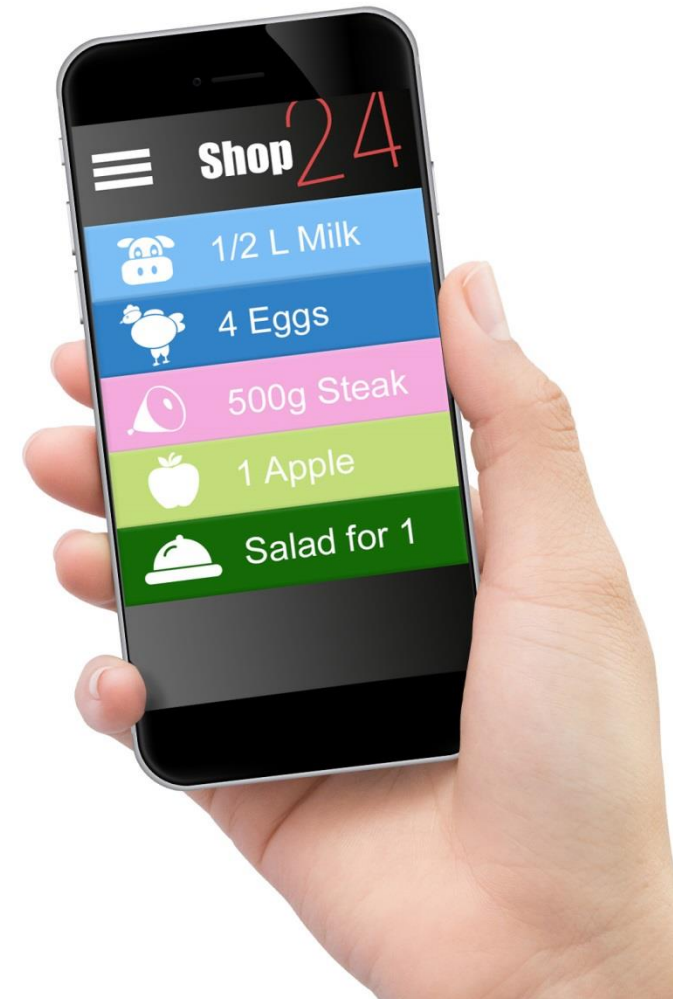
Concepts within the market



Intelligent expiring date recongiction



Interaction with Smart Fridge





Packaging in Dialog

Further scenarios of how to save food?



Save Food Events



Donate your food!
Help people in
need with the Save
Food Truck.

Let experts **cook**
for you and receive
a discount on a fresh
cooked meal!



A first-person perspective from inside a metal shopping cart, looking down a long, brightly lit supermarket aisle. The shelves on both sides are filled with various products, mostly in warm-toned packaging like oranges and yellows. The lighting is very bright, creating a hazy, golden glow throughout the scene. The text "No idea what to cook?" is centered in the upper half of the image.

No idea what to cook?

TASTYRATION

Get inspiration for a tasty dish



Single use



FOODBOOK

Share your products with friends and
cook together!





A person is seen from the back, wearing a dark beanie and a backpack, looking out over a vast, hazy mountain range under a bright sky. The scene is backlit, creating a silhouette effect and a soft glow around the person's head and shoulders. The text is overlaid on the right side of the image.

The **PACKAGING INDUSTRY** is packed
with everything you need to **SAVE FOOD.**