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The learning community
in sustainable packaging

Chances with concentrates

11 February 2025

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Future tables



1 Packaging systems for short chains
focus on fruit, vegetables and dairy



3 Applications of new materials and
the infrastructure for end-of-life



5 Use and marketing of concentrate



2 New collection systems for
different types of packaging



4 Standardisation and the future
of shopping and marketing



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**Recap Results
Inspirational session
January 15th**

Dream big

Imagine your brand as a concentrate, how could it look like?

Remember the Open Mind set :)

Your brand & concentrates...

- What is the thing/ solutions you are most curious about?





Your brand & concentrates

- What do you consider to be the biggest challenge?



Challenge 1: Consumer Acceptance & Behavior

- Behavioural change principles
 - Campaigning together?
- New buying experience
 - POS communication
- New use-case
 - Instructions



Challenge 2: Production of concentrates vs liquids

- How to guarantee quality and safety
- How to ensure safety of concentrated formula's
- Techniques and implications for production sites

Challenge 3: Marketing of concentrates

- New appearance of the product (Shelf presentation and brand loyalty)
- Trusted brand quality guaranteed?
- Packaging of concentrates & competition on the shelf
- Marketing a new norm; (hyper)concentrates as sustainable alternative

Chances for marketing with Concentrates

- What could working with concentrates do for your brand?
- What market advantages do you see?





Concentrates Action plan 2025 - part 1

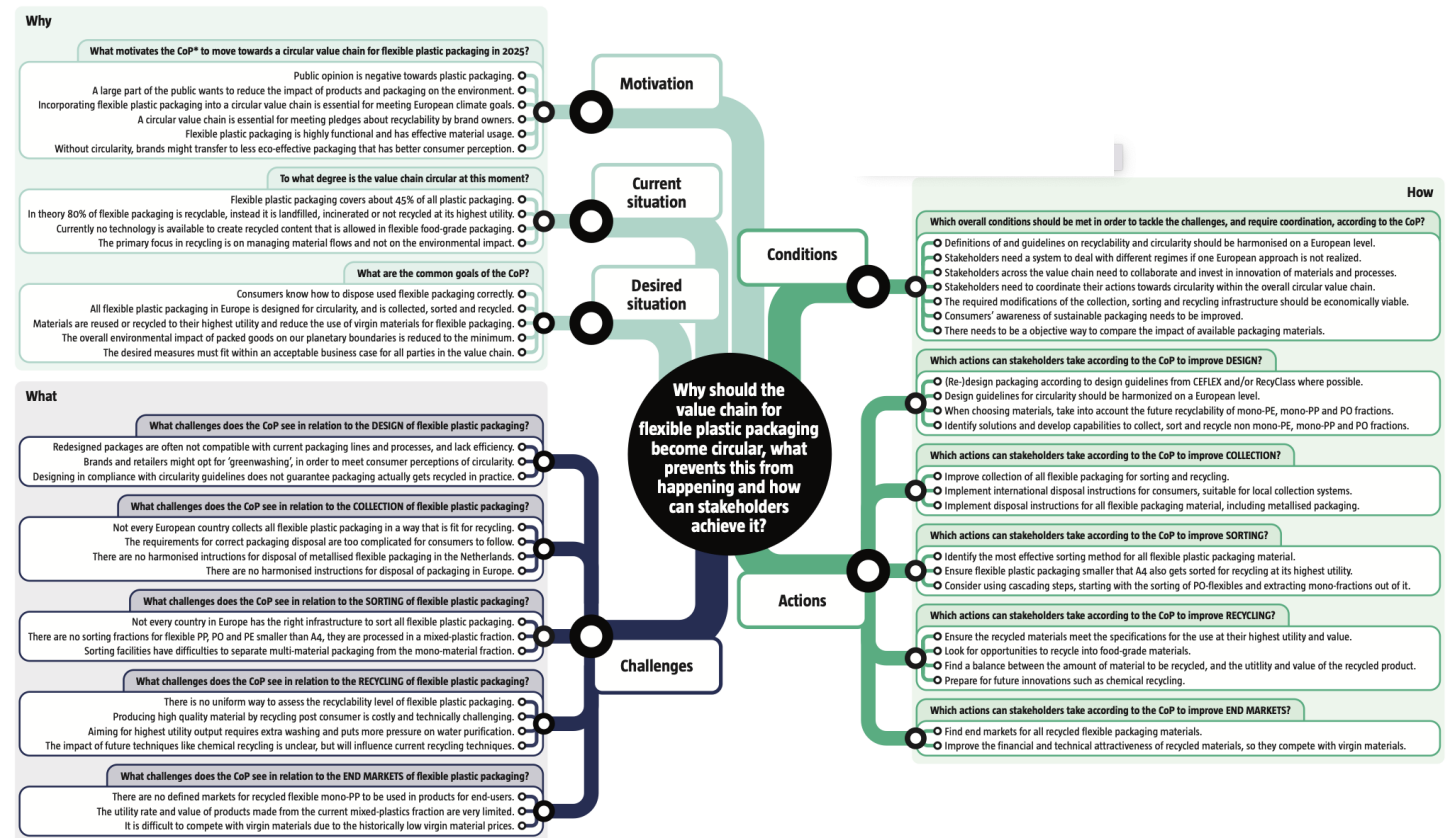
Working session February 11th

Information Map: Identifying common ground for (joint) actions to become successful with concentrates

Information Map Chances with concentrates EXAMPLE argumentenfabriek

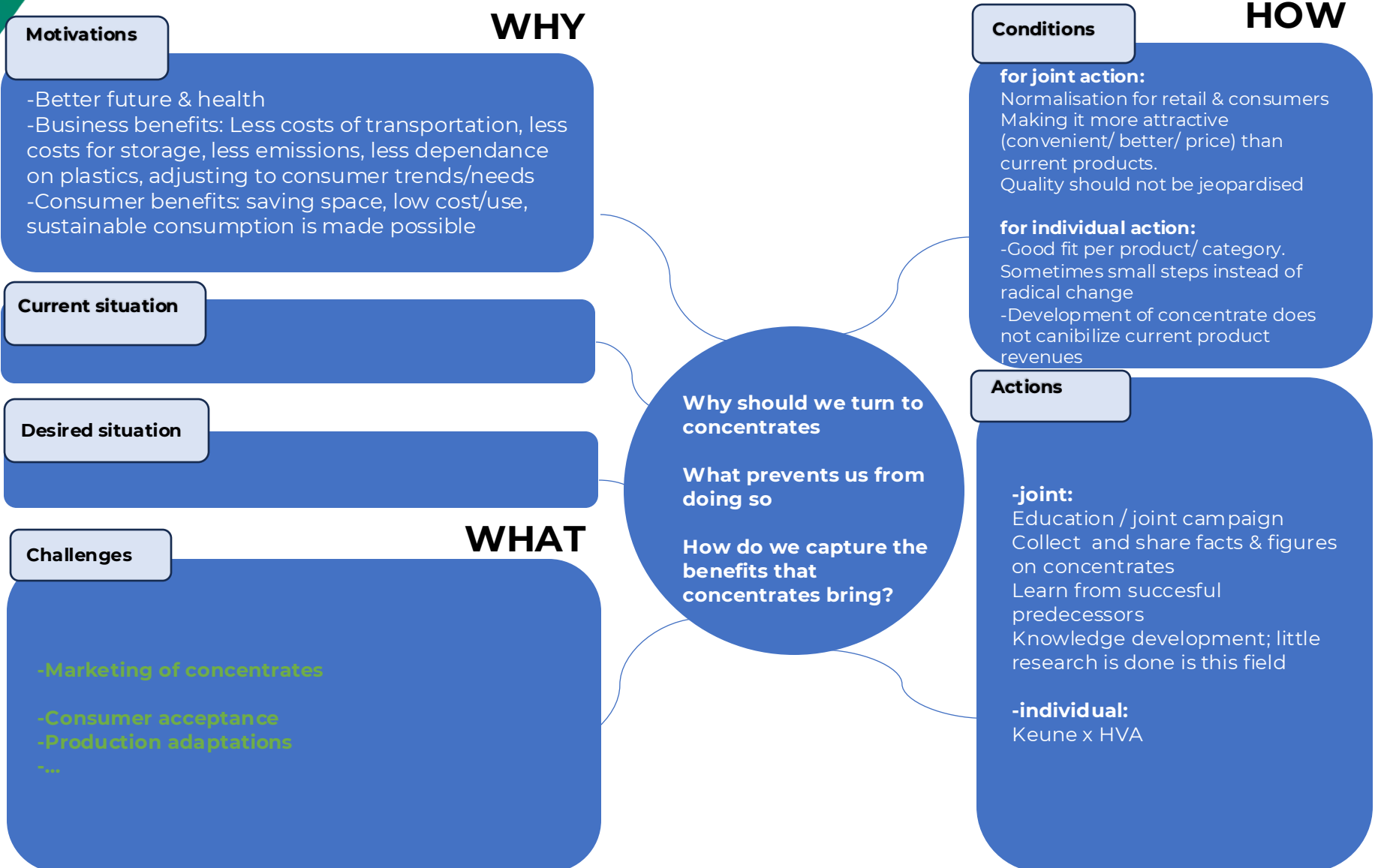
Information Map Circularity of flexible plastic packaging

concept 8 februari 2021



First results: Information Map

Chances with concentrates

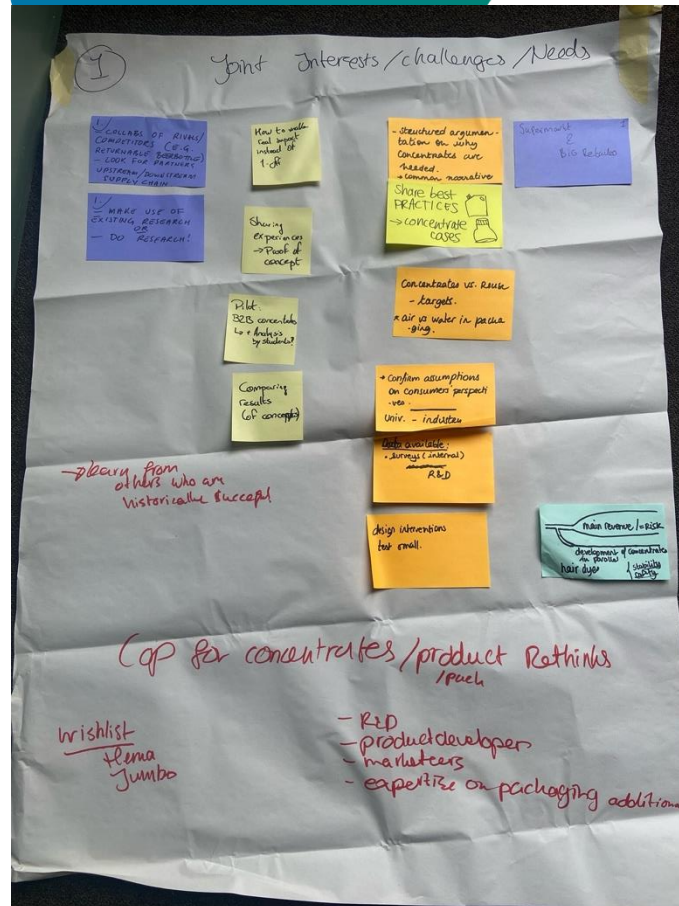


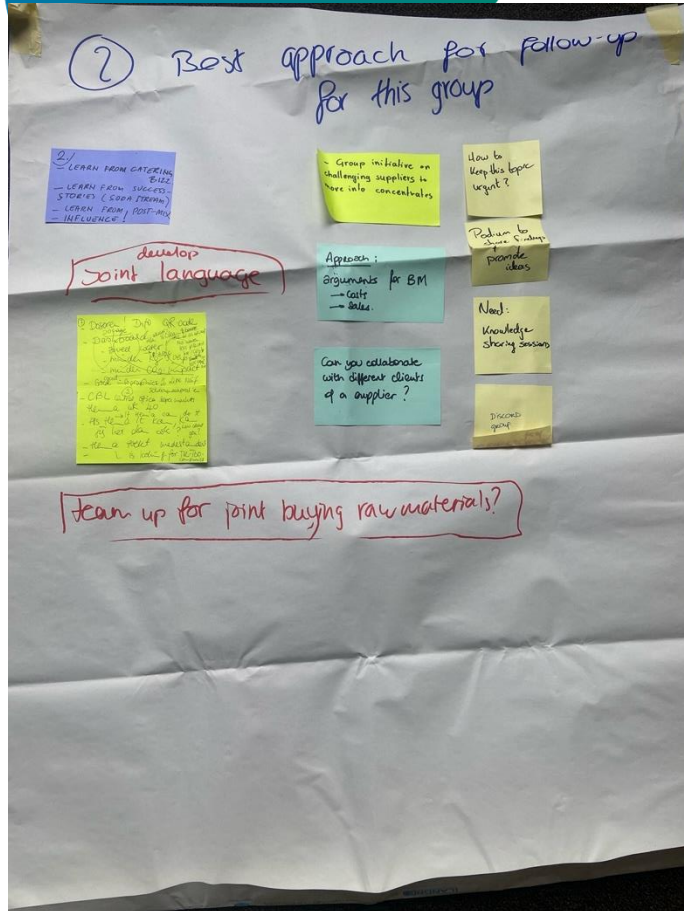
1. Inventory joint interests/ challenges /needs?

What collaborations would be interesting?

Who wants to team up for joint action/ individual follow up?

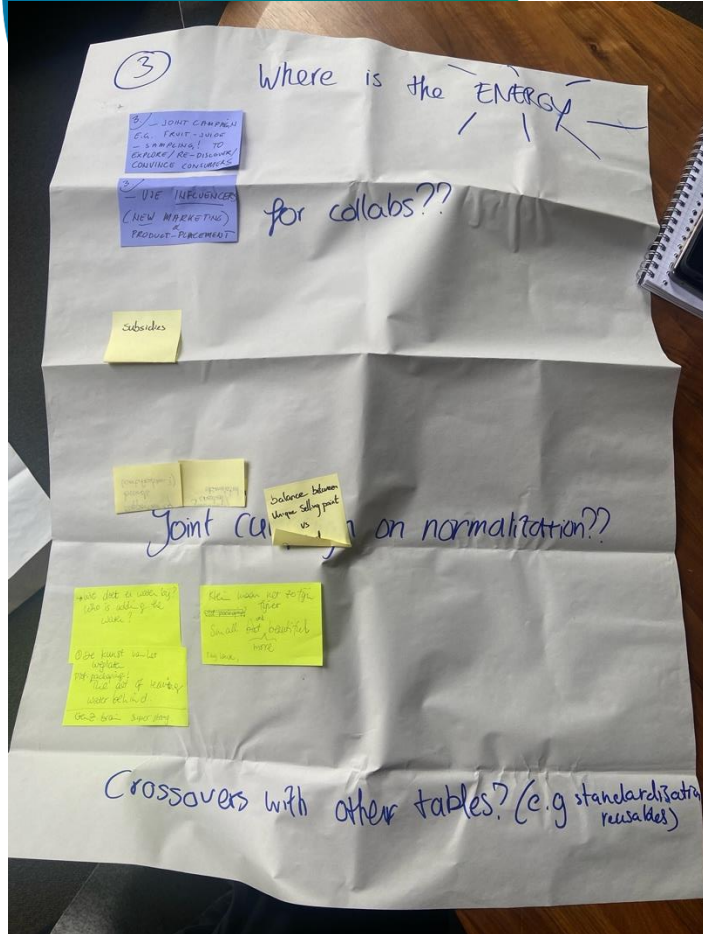
- Community of Practice for concentrates/ product-pack Rethinks.
 - Share cases of successful businesses in concentrates
 - Develop structured argumentation, one common narrative, one language on concentrates.
 - Knowledge development by doing research (e.g. confirm assumptions on consumer perspectives) & share best practices
 - Wishlist for other retailers/ brands to join the group.
 - R&D: Design interventions, test small. Compare and share results of concepts/ proof of concepts.
 - How can concentrates help achieve reuse/ PPWR targets.
 - Collabs between rivals/ look for partners up and downstream
- Desired disciplines: R&D, Product developers, Marketeers, (Packaging expertise is additional for this group.)





2. What approach would be most fitting and productive for this group for follow up?

- Defining a joint language on concentrates/ sustainable product/pack rethinks
- Explore joint buying of raw ingredients per category
- Influence
- Learn from catering business (soda stream, post mix)
- Explore collabs with different clients per supplier
- Group initiative on challenging suppliers to move into concentrates.
- Making the topic urgent, podium to share findings/ promote ideas
- Tackle how to deal with dosing/ consumer understanding for proper use
- Team up with branche org's to promote concentrates (CBL?)



3. Where is the energy to be found?

Concrete ideas for collabs round pilots/ action research/ R&D
e.g Would a joint campaign to normalise concentrates be interesting?

- Joint campaign on normalizing concentrates
 - Government? (subsidies/ SIRE)
 - Supported by multiple brands/ in multiple categories
 - Use influencers en product placement (Gen Z as a target group)
 - Messaging: 'Betaal jij nog steeds zoveel voor water?' The art of leaving water out' 'Who is adding the water?'. Make known the environmental burden of transportation of water.
 - Sampling to convince consumers and normalize concentrates

Action plan 2025

Open source learning group

- Share steps and failures alike precompetitively
- Add R&D, Prod. Developers & marketeers

Knowledge development

Institution x business action research (Keune x HVA on B2B concentrates)

Research agenda (invitation to come up with topics by Lisa Magnier)

Dashboard with generic facts & figures on concentrates (also LCA) for decision making

Joint campaigning Market the new normal in many categories jointly

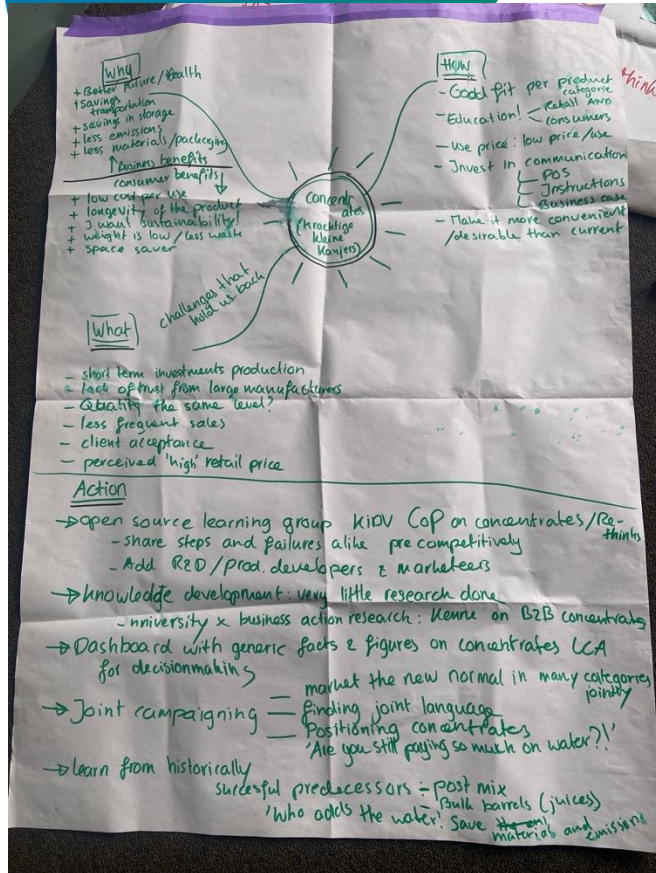
Finding a joint language for concentrates/ sustainable product/pack rethinks

(waterless, hyperconcentrates etc.)

Positioning concentrates

'Are you still paying so much for water?' / Who adds the water; save materials and emissions

Learn from historically succesful predecessors (Post mix, Bulk Barrels juices)





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Thank you for joining!