

The learning community in sustainable packaging

Chances with concentrates

11 February 2025

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Future tables



focus on fruit, vegetables and dairy



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



5 Use and marketing of concentrate





New collection systems for different types of packaging





The learning community in sustainable packaging

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?

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zichtbaarheid in winkel
                    prijs per gebruiksmoment
                                                gebruikersgemak
                    product effectiviteit
                                                    consumentengedrag
                     watergebruiksbewustzijn
                                                schapkracht
   veiligheid concentraat
                                  oplosbaarheid
                                                     normaal maken
        ja ik kan bijdragen
                                  educatie b2b
                                                  water quality
                                                                   wereldwijde toepassing
       rethink concentrates
                                 performance
                                                              impact per keer gebruiken
   stoppen met ready to use
                           gebruiksgemak
  liquid vs powder refills
 hyper concentratie
                           slow moving consumer good
                                                           schap informatie
                     acceptatie
                                  R price
customer journey
                                          refill concentrates
                    daadwerkelijke prijs
                                                                  de echte impact
                                         packaging materials
         gedragsverandering is in
                                          schapcommunicatie
                 veiligheid transport
                                           daadwerkelijke impact
                      packaging design
                                                hygiëne op langere termij
                        zo makkelijk mogelijk
```



Your brand & concentrates

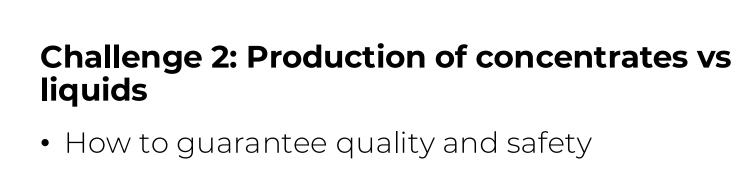
• What do you consider to be the biggest challenge?



Challenge 1: Consumer Acceptance & Behavior

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





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 adventages do you see?

```
duurzame uitstraling
Voorbeeldweergave van bijlagen
                                        visueel aantrekkelijk
                   klein en krachtig
            unak selling point
                                      pionier in prof cosmetica
                    andere klantgroep erbij
                                                      mooie verpakking reuse
                                                              klantenbinding
     groener imago
                         kleiner magazijn
                      lichter gewicht voor klan
                                                      efficienter indelen
         betere reputatie
                              duurzame perceptie
                                                        houd het simpel
                          minder schapruimte nodig
 esg doelen halen
                                                          echte impact helder
              customer loyalty
                                     less transport
                                                            klantbinding
                                makkelijk op te bergen
              prijs per use
                               lagere prijs garanderen
        zuinig in gebruik
                                goed gevoel verkopen
                                    growing new market
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Concentrates Action plan 2025 - part 1 Working session February 11th

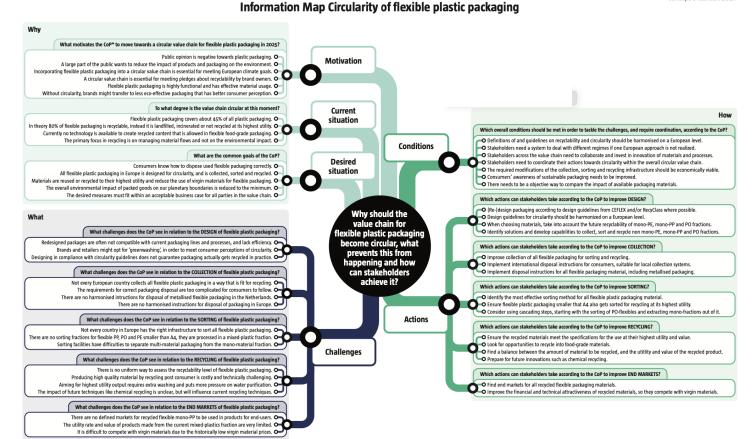
Information Map: Identifying common ground for (joint) actions to become succesful with concentrates





Information Map Chances with concentrates **EXAMPLE** argumentenfabriek

concept 8 februari 2021





First results: Information Map Chances with concentrates

WHY

WHAT

Motivations

- -Better future & health
- -Business benefits: Less costs of transportation, less costs for storage, less emissions, less dependance on plastics, adjusting to consumer trends/needs -Consumer benefits: saving space, low cost/use, sustainable consumption is made possible

Current situation

Desired situation

Challenges

Consumer acceptance
Production adaptations

Conditions

for joint action:

Normalisation for retail & consumers Making it more attractive (convenient/ better/ price) than current products. Quality should not be jeopardised

HOW

for individual action:

- -Good fit per product/ category. Sometimes small steps instead o radical change
- -Development of concentrate does not canibilize current product revenues

Actions

-joint:

Education / joint campaign
Collect and share facts & figures
on concentrates
Learn from succesful
predecessors
Knowledge development; little
research is done is this field

-individual:

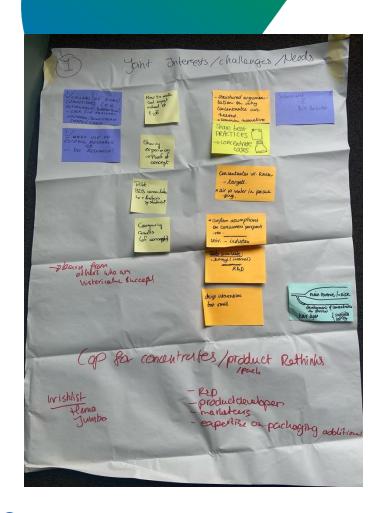
Keune x HVA

Why should we turn to concentrates

What prevents us from doing so

How do we capture the benefits that concentrates bring?



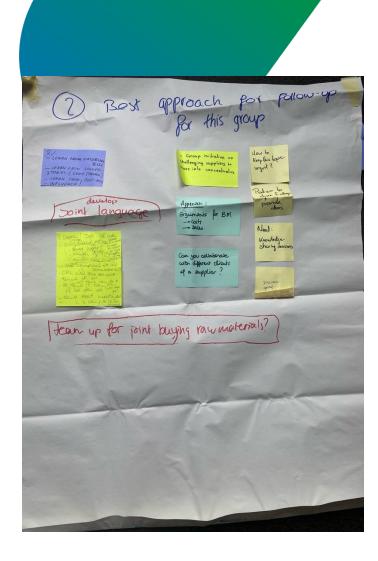


I. Inventory joint interests/ challenges /needs?

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 succesfull 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.)

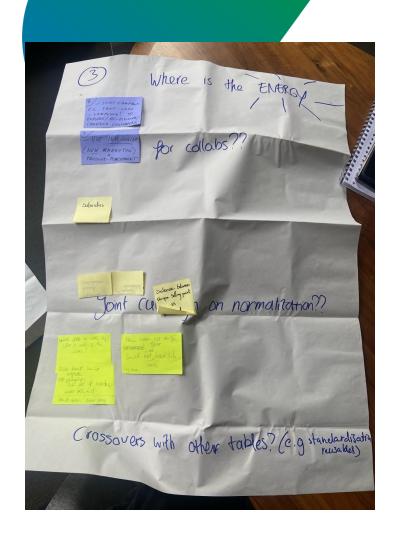




2. What approach would be most fitting and productive for this group for follow up?

- Defining a joint language on concentrates/ sustaibable 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?)



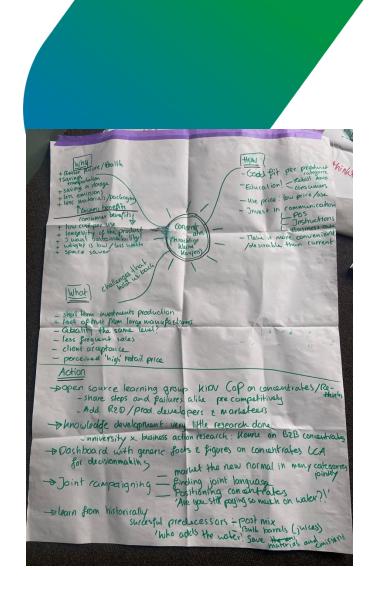


3. Where is the energy to be found?

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 tranportation of water.
 - Sampling to convince consumers and normalize concentrates





Action plan 2025

Open source learning group

- -Share steps and failures alike precompetivively
- -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 successful predecessors (Post mix, Bulk Barrels juices)





The learning community in sustainable packaging

Thank you for joining!