

Sustainable world at Packaging Printing



Smurfit Kappa Obaly Sturovo

Julius Mazan

16.05.2023

Who is Julius Mazan?

Know-how & experience

- ▶ Studied Industrial Design engineering
- ▶ Graduated Master of Business administration
- ▶ Experienced with people management
- ▶ Packaging Research & Development
- ▶ Experience Packaging strategist enabling product growth
- ▶ Packaging performance optimization
- ▶ Pack process & capacity improvement



Market & consumer...



Covid19 impact

Shopping behavior

- Online sales across all markets are growing and have been further accelerated due to COVID-19
- The pandemic has changed consumer behaviour and consumer shift to digital channels will remain after the pandemic
- But for the first time in its long history, e-commerce growth was negative in 2022

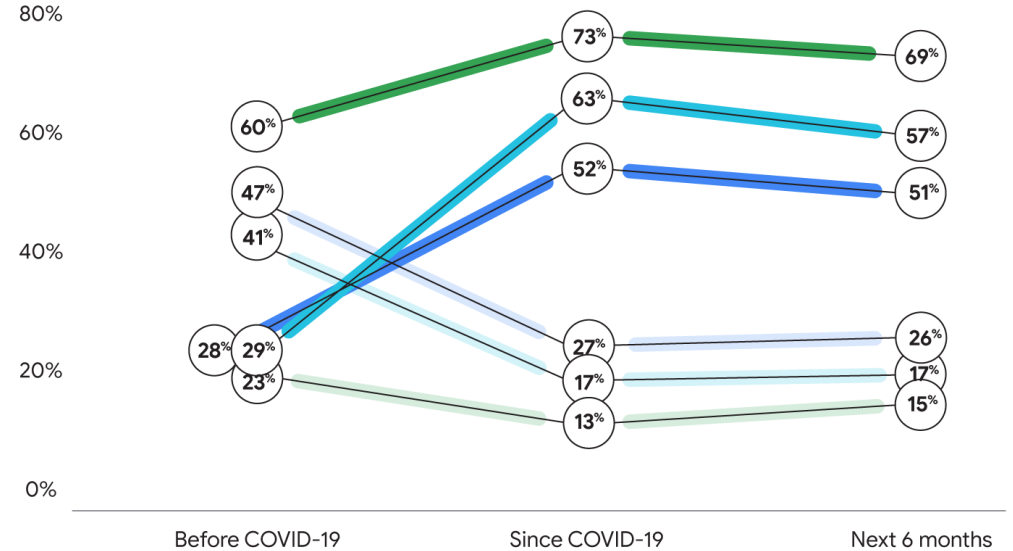
% shopping or expecting to shop via online vs in-store

Mostly / always online

Mostly / always in-store

Beauty Fashion Telco

Beauty Fashion Telco





Consumer Experience

Design packaging with the product journey in mind

1/3

of consumers were disappointed when receiving their parcel (when it was not in line with expectations created by a great website)

Source: Smurfit Kappa consumer research with over 8000 respondents

Creating the future together





Sustainability

Consider each step of the process, from sourcing to shipping. Make it easier to be eco-friendly

71%

of consumers said that parcel should be easy to dispose

69%

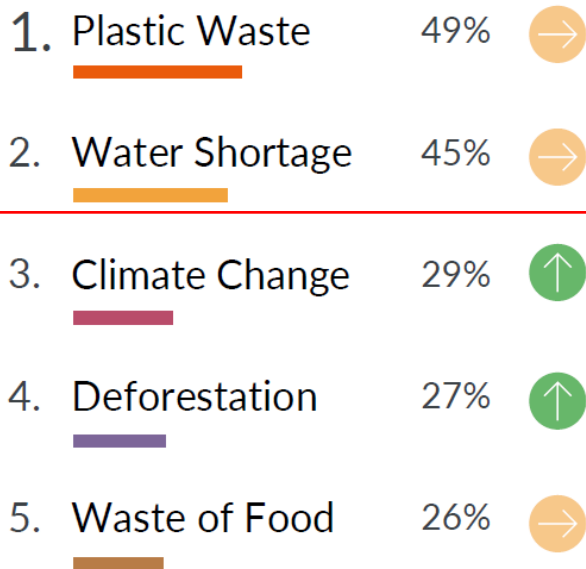
say parcels should be paper-based

Source: Smurfit Kappa consumer research with over 8000 respondents

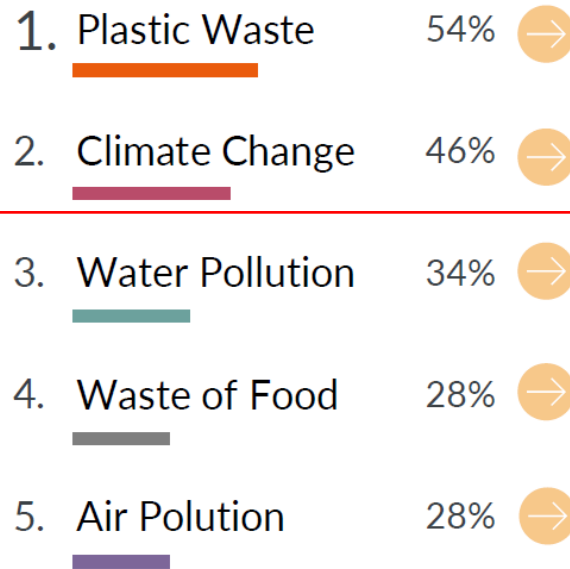
Plastic waste most present amongst the TOP3 concerns of shoppers, while in CZ & SK even more



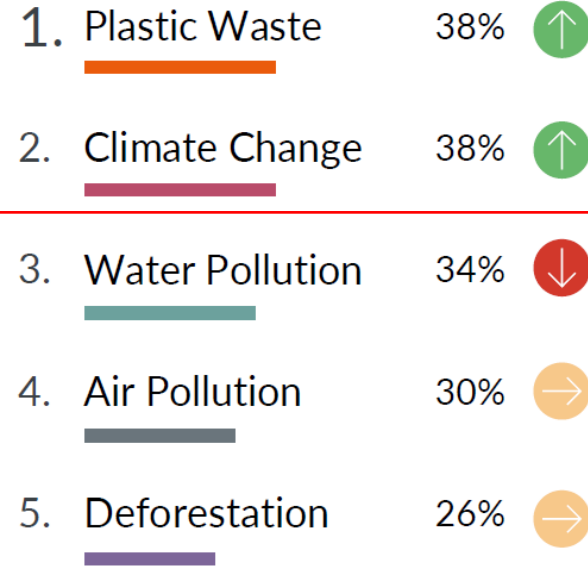
Czech Republic



Slovakia



Globally



Source: #WhoCaresWhoDoes Study 2020

9-Feb-21 • OBALKO Kongres Prague | January 2021 | GfK

In CZ&SK manufacturers are even to a larger extent seen as those who can make a difference.

Who shoppers think can make the biggest difference to control and limit environmental change?



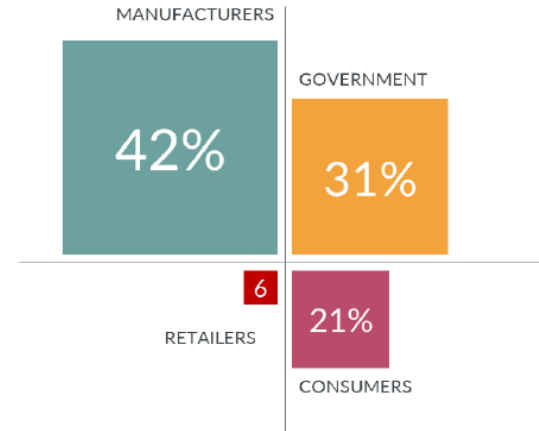
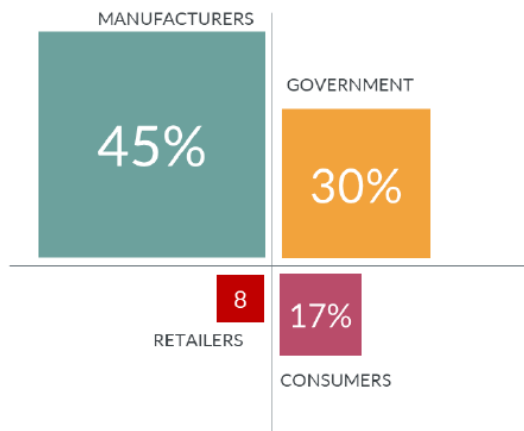
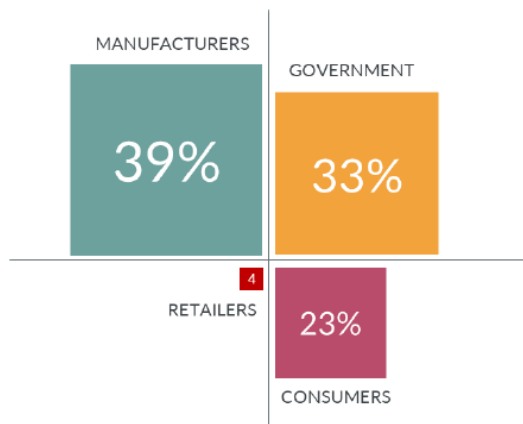
Globally



Czech Republic



Slovakia



Sorting by the consumer



Sorting difficulty for the consumer

Choose the right package

Which of the tray is made of Bio Plastic?

I am recyclable,
but not
renewable



Polyethylene

I am renewable,
but please do
not recycle me



Bio Plastic

I am not renewable
or recyclable



Polystyrene

I am recyclable,
renewable and
biodegradable





**Paper-based
packaging that
ticks all the
boxes**



Does this suits to consumer?



HQP moving to brown surface

Examples from market

- Less contrast of artwork
- Natural shade of colors



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Mondelez Vision 2030

I am delighted to announce that in accordance with our Vision 2030, we have successfully introduced our inaugural brown eco displays in Czech and Slovakian markets. Through a collaborative effort and utilizing shopper insights, we have transitioned from traditional displays to brown eco displays for Milka, Oreo and Belvita brands. This marks the beginning of our efforts in this area and we are committed to expanding the use of eco displays across more brands and point-of-sale materials in the near future.

Zsofia Reti

Customer Activation Manager POSM CZ/SK/HU
Confectionery/Biscuit/Gum&Candy categories at Mondelez



Creating the future together





Smurfit Kappa
Better Planet
Packaging

Mondelēz
International

Sustainable HQP packaging



