Packaging, so what?

How fast changing market dynamics fuel the need for operational efficiency in packaging print production

CFTA Conference 2025, April 2025

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Packaging for 9 out of 10 leading consumer brands is produced by Esko customers

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Our journey ahead

Our Vision

Be the company that inspires and fulfills creative, sustainable and safe packaging that delivers brand and product differentiation in physical and digital shelves

Our Mission

Provide the most innovative, integrated platform and comprehensive portfolio of tools that intelligently digitize, connect, automate and accelerate the concept to market processes for every packaged product

Automate. Connect. Accelerate.

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The packaging value chain

Design and Inspiration	Packaging Management	Structural Design	Prepress	Color Management	Estimating, planning	RIP and Screening	Plate imaging	Plate exposure	
Brand design agency Packaging designer	Brand owner Private label retailer	Converter Die-maker							

Flexography — Bobst M1

Offset lithography — KBA Rapida 106

Rotogravure — W&H Heliostar II S

Digital print — HP Indigo 15K

Premedia tradeshop and/or In-house prepress
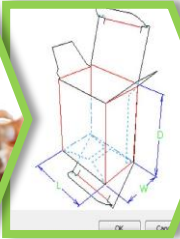
Premedia tradeshop and/or In-house prepress
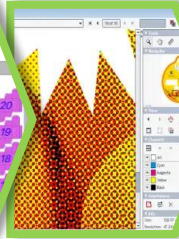
Variable Data   Digital Frontend (DFE)

Converter

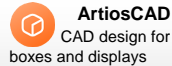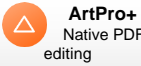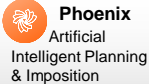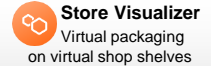| **Studio** 3D tools for boxes, bags, bottles	**WebCenter** Online process mgmt and approval	**ArtiosCAD** CAD design for boxes and displays	**ArtPro+** Native PDF editing	**Automation Engine** Prepress workflow automation software	**Phoenix** Artificial Intelligent Planning & Imposition	**Esko DFE** Digital Frontend software	**CDI Crystal XPS** plate imaging and exposing	**Cape Pack** Palletization & Logistics	**Store Visualizer** Virtual packaging on virtual shop shelves
14,500 licenses at 4,100 sites	600,000 users at 600 sites	24,000 seats at 6,000 sites	20,000 seats at 5,000 sites	3,500 sites	750 seats	Embedded in 4,000 digital presses	5,000 units	15,000 seats	180 seats

Esko has the entire concept to market process for packaged consumer products in scope

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Introducing Esko

Leaders in color, workflow and packaging

Brand Owners	Designers, Agencies	Pre-Media Services	Printers/Converters	Filling Plants	Retail Shelf
Packaging Strategy	Design	Production Preparation	Print Production and Packaging Converting	Inline Marking & Coding	Product Assurance

Color trends & inspiration

Color specification · Color measurement · Ink formulation

Artwork management · Preflight · Workflow automation and flexo platemaking

PANTONE® · ENFOCUS · esko · x·rite

- Packaging and Labels
- Commercial Print and Wide Format
- Industrial Print

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Long term growth drivers

With lack of a digital alternative, packaging is bound to grow at GDP rates.
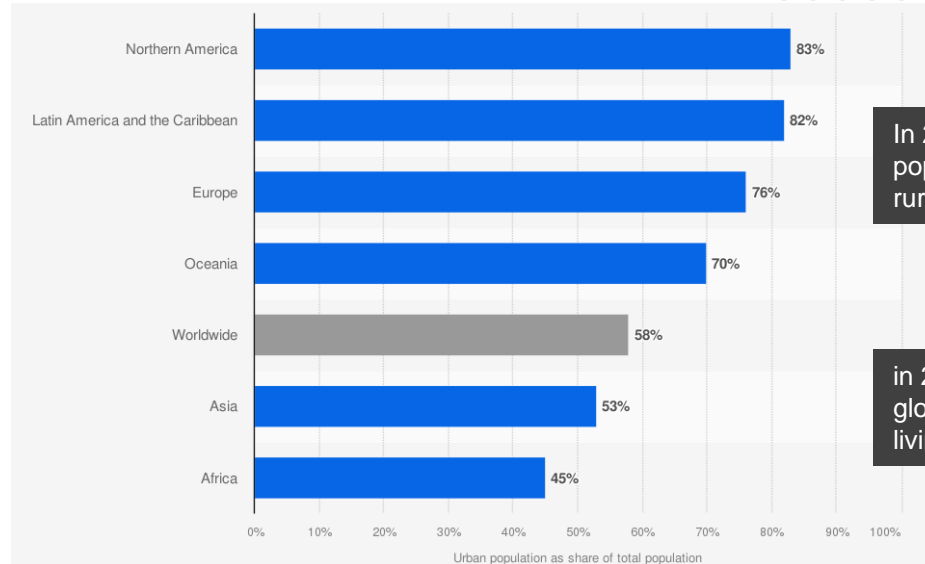

Urbanization

Population Growth

Regulatory Pressure

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More people live in cities than ever before

Share of urban population worldwide in 2025, by continent

Northern America 83%
Latin America and the Caribbean 82%
Europe 76%
Oceania 70%
Worldwide 58%
Asia 53%
Africa 45%

Urban population as share of total population

In 2007, the world's urban population overtook its rural population

in 2050, 70 percent of the global population will be living in cities

In 2025, the degree of urbanization worldwide was at 58 percent. North America as well as Latin America and the Caribbean were the regions with the highest level of urbanization, with over four-fifths of the population residing in urban areas. The degree of urbanization defines the share of the population living in areas that are defined as "cities".

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Regulations are solidifying the intent to reduce GHG emission & drive towards a circular economy

Extended Product Responsibility (EPR)

Packaging & Packaging Waste Regulation (PPWR)

Corporate Sustainability Reporting Directive (CSRD)

European Deforestation Regulation (EUDR)

Single Use Plastics Directive (SUPD)

Ecodesign for Sustainable product Regulation (ESPR)

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Geo-political drivers

Collins word of the year 2022

Word of the Year 2022

Definition of 'permacrisis'

permacrisis

in British English

(ˈpɜːməˌkraɪsɪs ⓘ)

NOUN

Word forms: plural **-ses** (-siːz ⓘ)

an extended period of instability and insecurity, esp one resulting from a series of catastrophic events

Collins English Dictionary & Thesaurus

🌀esko
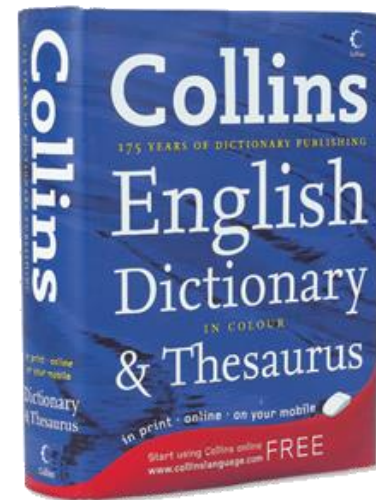
Business leaders need to adapt continuously to a fast-changing and very different future.

Geo-political uncertainty

Economic crises, inflation

Environmental crises

Cybersecurity

Supply chain disruption

Health crises

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Supply chains in globalized economy feel the pressure

Global Supply Chain Pressure Index (GSCPI)

December 2009
to September 2024

Standard deviations from average value

From Dec 19, 2009   To   Sep 29, 2024
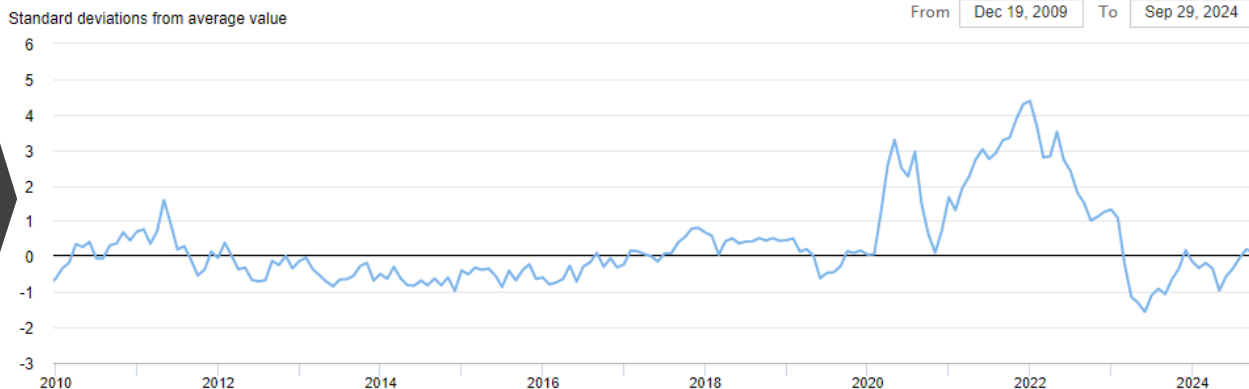
Supply chain disruptions have become a major challenge for the global economy since the start of the COVID-19 pandemic. The Global Supply Chain Pressure Index (GSCPI) measures global supply chain pressures and can be used to gauge the importance of supply constraints with respect to economic outcomes. Standard deviation from avg value, so lower than 0 means less pressure observed and vice versa.

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Consumer confidence towards future economic situation is low

Consumer Confidence Index

Critical business drivers

More but shorter print runs, lead time pressure

Package downsizing and "shrinkflation"

New materials

Product variants
Mass customization
Personalization

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Challenging requirements

WHAT DO BRANDS CURRENTLY CONSIDER TO BE THE MOST IMPORTANT DRIVERS RELATED TO SOURCING DIGITAL LABELS FOR THEIR PRODUCTS?	
The ability to print small run sizes	#1 (most important)
Turnaround time, particularly during this time of continued global uncertainty	#2
Inventory reduction	#3
Ability to print variable logistical data	#4
Personalization	#5
Late-stage customization	#6 (LEAST IMPORTANT)
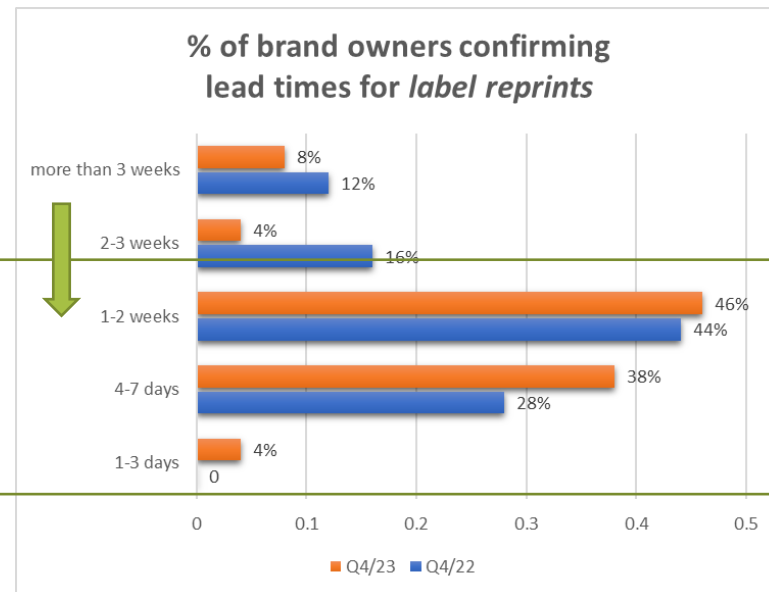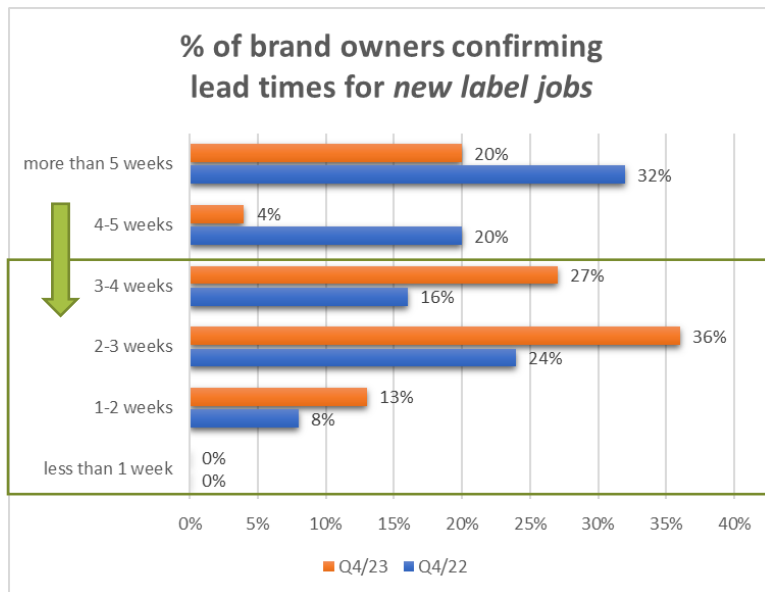
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Source: FINAT Radar 18, Q3/2022. Brand owner survey n=60.
Get Set Picture: Esko Studio rendering of the Get Set demo label job

Lead time pressure

% of brand owners confirming lead times for *new label jobs*

Lead time	Q4/23	Q4/22
more than 5 weeks	20%	32%
4-5 weeks	4%	20%
3-4 weeks	27%	16%
2-3 weeks	36%	24%
1-2 weeks	13%	8%
less than 1 week	0%	0%

Q4/23   Q4/22

% of brand owners confirming lead times for *label reprints*

Lead time	Q4/23	Q4/22
more than 3 weeks	8%	12%
2-3 weeks	4%	16%
1-2 weeks	46%	44%
4-7 days	38%	28%
1-3 days	4%	0

Q4/23   Q4/22

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Thriving through flexibility

What do you see as the biggest potential external threats to your organization?

EGN Leadership Report 2025

Economic crises/ Inflation — 57%
Geopolitical uncertainty (war, civil unrest) — 55%
Cyberattack — 49%
Supply chain disruption — 46%
Climate changes and environmental crises — 28%
Energy crisis — 22%
Pandemics and health crises — 16%
Other — 5%
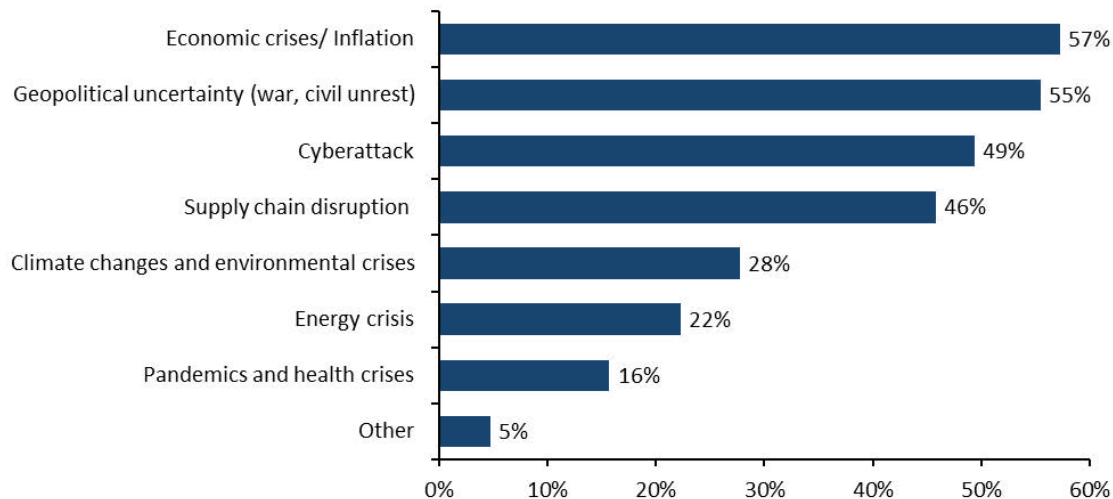
Diverse concerns underscore the importance of robust risk management and strategic foresight but also reveal the **limits of rigid planning in a fast-changing environment**. Effective change management—ensuring teams are aligned, motivated, and capable of adapting—may be the most valuable tool in a leader's arsenal.

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Thriving through flexibility

How well prepared is your organization to handle a major external crisis?

EGN
Leadership
Report 2025
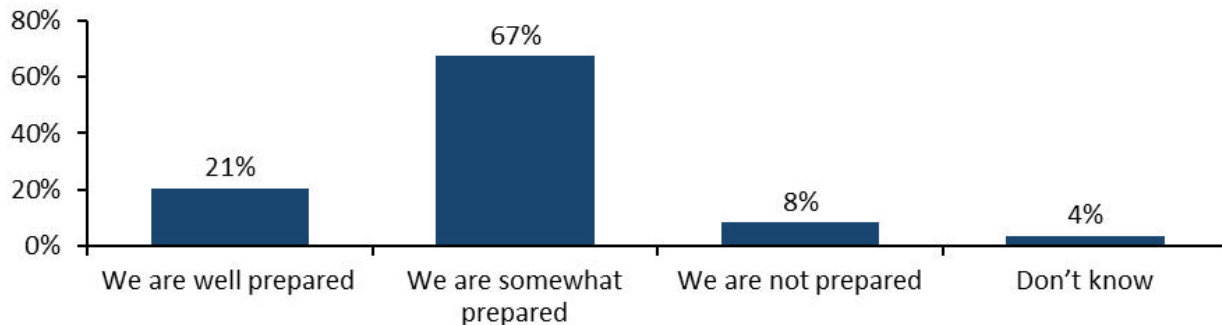
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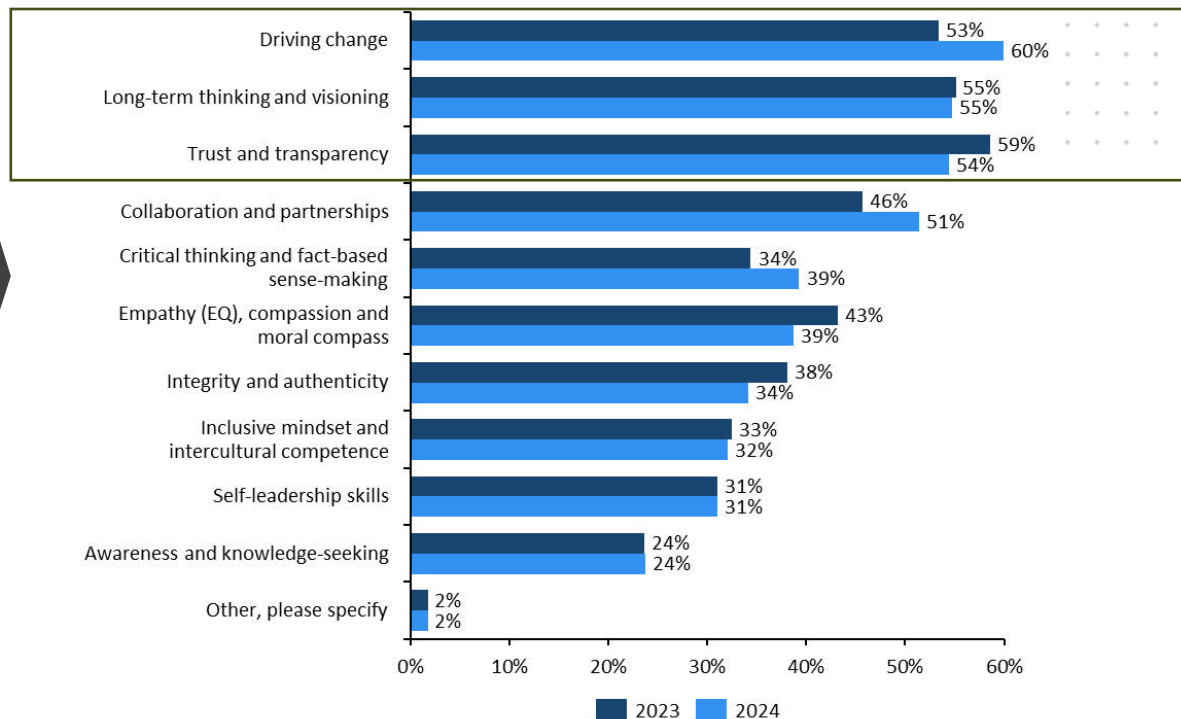
*Ultimately, strong leadership, coupled with a focus on **adaptability** and **managing through uncertainty**, can transform "somewhat prepared" into "ready enough" to succeed in the face of future disruptions.*

EGN Leadership Report 2025

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Digital transformation

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Digital transformation

Which technology could have the most impact in our industry in 2025?

Legend:
- Automation
- Artificial Intelligence & machine learning
- Big data analytics
- Virtual reality/3D
- Robotics
- Cloud Computing
- Other
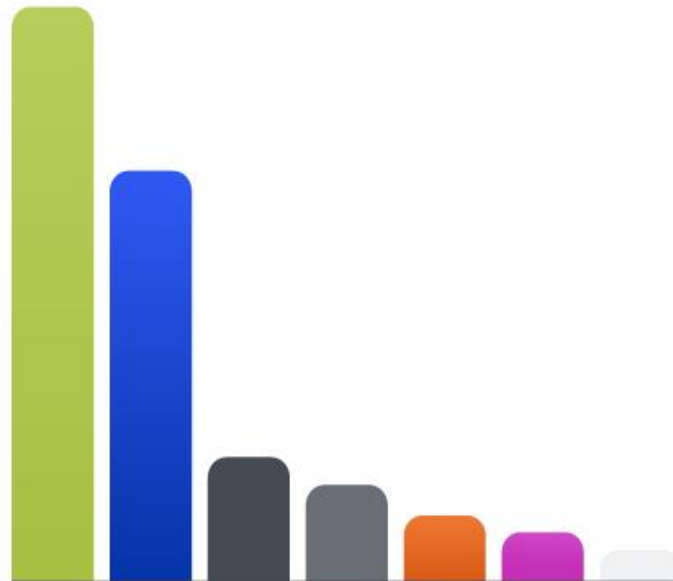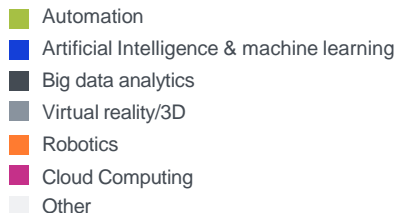
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Esko S2

The cloud native platform that empowers teams to accelerate the go-to-market process of packaged goods from packaging design to palletization.

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Digital transformation

Introducing Esko S2

Connected Products

Integrated Products

Native Products

My Devices

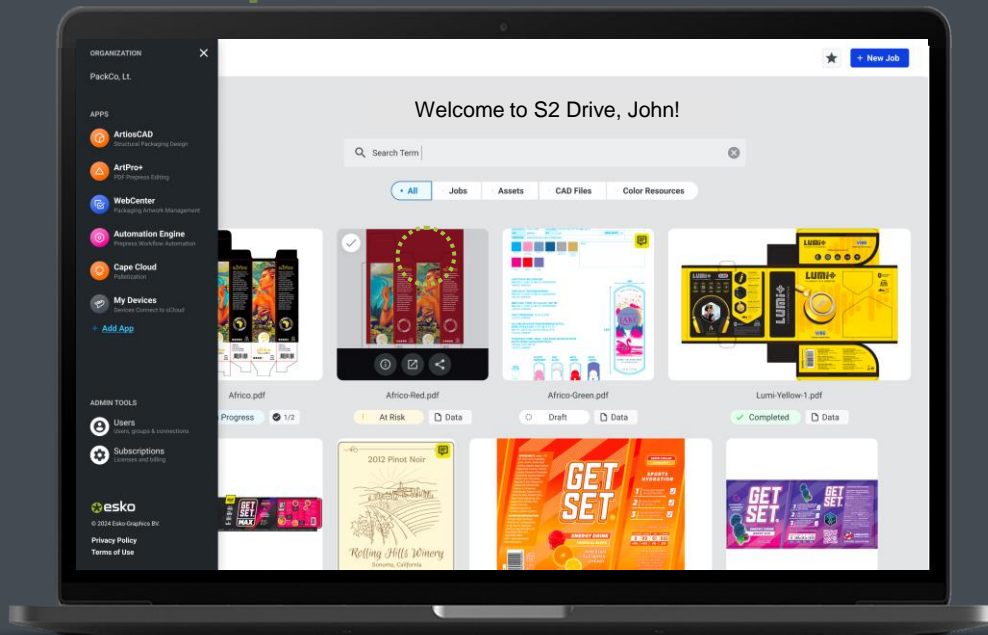**ORGANIZATION**   ✕

PackCo, Lt.

APPS

⊙ **ArtiosCAD**
   Structural Packaging Design

⊙ **ArtPro+**
   PDF Prepress Editing

⊙ **WebCenter**
   Packaging Artwork Management

⊙ **Automation Engine**
   Prepress Workflow Automation

⊙ **Cape Cloud**
   Palletization

⊙ **My Devices**
   Devices Connect to eCloud

   + Add App

ADMIN TOOLS

⊙ **Users**
   Users, groups & connections

⊙ **Subscriptions**
   Licenses and billing

⊙ **esko**
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Privacy Policy
Terms of Use

⭐ **+ New Job**

Welcome to S2 Drive, John!

🔍 Search Term   ✕

• All   Jobs   Assets   CAD Files   Color Resources

Africo.pdf   Africo-Red.pdf   Africo-Green.pdf   Lumi-Yellow-1.pdf
▢ Progress 1/2   ▢ At Risk   □ Data   ▢ Draft   □ Data   ✓ Completed   □ Data

2012 Pinot Noir   GET SET   GET SET

Rolling Hills Winery
Sonoma, California

S2 Drive

Centralized data management and unified Search – use the latest AI features to reuse your assets.

Administration Tools

Administration features including user management, access rights, license allocation.

Existing & new technologies

New and existing functionality on Esko S2 ensures flexibility and GTM acceleration of our customers.

Existing & new applications

Existing applications connects to Esko S2 and will be enhanced with cloud features, will also be complimented with brand new modern cloud applications

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Automation

- Standardization is a requirement for automation

- AI driven optimization of complex tasks like order planning

- Automate repetitive and mundane tasks and avoid operator error

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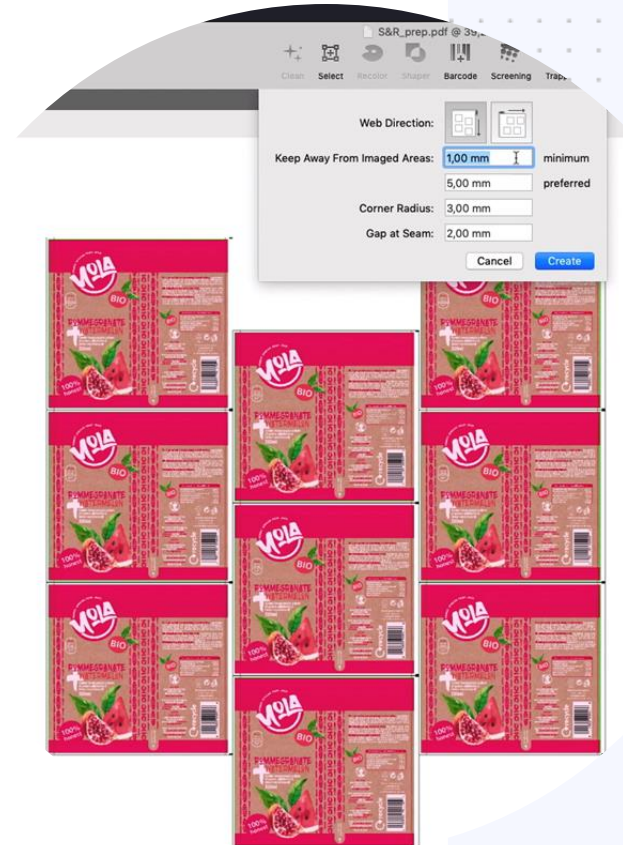
Cloud computing

- Scalable, flexible, and cost-effective solutions for data storage and processing

- AI and Machine Learning (ML) is used to optimize data center operations, improve energy efficiency, and predict potential infrastructure issues

- Enable use of the same technology across the entire production workflow, upstream and downstream.

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Artificial intelligence

- Esko deploys Artificial Intelligence in its application, going beyond the hype towards technology that solves real world problems

- Scaling up AI expertise and competency in R&D

- Launching several AI enabled products in 2025 like Comply and Print Clone

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Cybersecurity

- Imperative for businesses and individuals alike

- Detect and respond to threats

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How Esko earns trust

SOC Type II

Esko achieved SOC Type 2 certification after rigorous evaluation at which the design and effectiveness of our security controls and processes were assessed. This achievement underscores Esko's ongoing commitment to meeting the stringent security requirements demanded by customers in the packaging, labels, and artwork management industries.

The SOC Type 2 certification signifies our dedication to implementing best-in-class security practices, including comprehensive risk management, access controls, monitoring, and incident response protocols.

AICPA SOC
aicpa.org/soc4so
SOC for Service Organizations | Service Organizations
™

Information Security Management System
ISO 27001
Certified

Esko Achieved ISO 27001 Certification in July 2022

The accreditation – which applies to all our cloud operations and services, IT infrastructure, Human Resources, physical security and legal – recognizes that Esko is fully compliant with the stringent security requirements of the International Organization for Standardization based in Geneva, Switzerland.

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Productivity isn't everything, but in the long run, it's almost everything

Paul Krugman, Nobel prize winning economist

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Thank you