



Welcome to

**GOING
GLOBAL**

MARCH 2021

4rd EDITION

A PRESENTATION BY

MANOJ MEHTA

CHAIRMAN, INTERNATIONAL RELATIONS



**ALL INDIA FEDERATION OF
MASTER PRINTERS**



MY DEAR FELLOW PRINTERS,

THIS PRESENTATION IS AN ODE TO
AN EXCEPTIONAL SECTION OF THE SOCIETY
THAT HAS NOT ONLY PLAYED
A VITAL ROLE IN PRINT & PACKAGING,
BUT ALSO IN OUR LIVES.

CAN YOU GUESS WHO?



IT IS THE WOMEN IN OUR LIVES!



LET ME BEGIN THIS MARCH EDITION
BY EXTENDING MY GRATITUDE &
THANKS TO EACH AND EVERY WOMAN
FOR PLAYING A SPECIAL ROLE IN
RAISING US & CREATING
A BETTER SOCIETY & WORLD.



**SO LET US TAKE
A GLIMPSE AT THE
WOMEN IN THE
PRINT & PACKAGING
BUSINESS,
THE WORLD OVER**

WE HAVE HEARD OF **HISTORY**. NOW LET US HEAR **HERSTORY**.

This is a story of Stacy's Snack - A female-founded brand, that endeavoured to empower and support other female entrepreneurs as they launched their own businesses.

Stacy's - a brand of Frito-Lay North America (the convenient foods division of PepsiCo) was honoured with a Gold Award for Printing from the **Flexible Packaging Association** (FPA), **Printpack** for creating packaging that takes this to a whole new level-connecting and aligning the Stacy's brand with female entrepreneurs as well as supporters of female-founded businesses.





HOW? BY TAKING 6 AS THE KEY NUMBER

6 Colorful Package Designs celebrate Women's History Month with artwork from 6 different female artists.

The graphics depict the 6 key stages of a female entrepreneur's journey: **Inspiration, Courage, Grit, Nourishment, Success, Community.**

Moreover, Printpack used 6-color Digital Printing (instead of the typical 3 or 4 Colours) to realize each artist's vision on the package. An important feature that distinguished the package art and made it represent the limited-edition matching prints that customers receive along with the package when they donate at least \$10 to the project.

"They were a direct replica of the art files," says **Alisha Howard**, Marketing Manager for Printpack.

ADVANTAGE **DIGITAL PRINTING**



Digital Printing worked perfectly well for these Limited-Edition packages. Also, it allowed Stacy's to order only the quantity it needed, helping to reduce waste and obsolete inventory.

Also, it lets you have endless options of designs and variable content and allows quick turnarounds as there is no need to create printing plates.

In addition, the packaging itself uses a reverse-printed matte oriented polypropylene (OPP) print web. Because the OPP is white, it doesn't compete with the eye-catching graphics.

Stacy's limited-edition packages are now available across stores. The brand has invested hundreds of thousands of dollars in female founders through **'Stacys Rise Project'**





25 YEARS IN THE BUSINESS, DIRECTOR OF 3 COMPANIES & PART OF EUROPEAN FLEXOGRAPHIC INDUSTRY ASSOCIATION



That is *Debbie Waldron-Hoines*,
One of the eminent personalities in
British packaging.

After a master's degree in business
administration at Leeds University in
1996, she spent 6 years working as
a General Manager at box-making
company **DS Smith**



Besides her other initiatives, she is a co-founder and one of the Directors of Women in Packaging UK (WIP) - an initiative founded in 2014 that aims to connect and support females across the packaging industry, giving women in the business opportunities for networking and mentorship.

In 2016, Waldron-Hoines became a freeman of the Worshipful Company of Stationers and Newspaper Makers, which is a livery company for vocations such as packaging, publishing and design.

THE RICHEST WOMEN IN PACKAGING 'KIRSTEN RAUSING', ACCORDING TO FORBES



Presently, the Lady owns a third of industry giant Tetra Level Group, which most notably encompasses carton developer **TetraPak**.

Her family is one of the richest in Sweden, worth a combined total of \$30.8bn, as per Forbes.

Born in the Swedish city of Lund in 1952 and the great-granddaughter of TetraPak's founder Ruben Rausing who set-up the first specialised packaging factory in Sweden in 1929, alongside Erik Akerlund, forming Akerlund & Rausing, before establishing TetraPak in 1951, Kirsten Rausing has been a part of the company since 1985.



CATHERINE CONWAY, UNPACKAGED - FOUNDER & DIRECTOR

The Founder & Director of Unpackaged, she set-up Unpackaged - the world's "first zero waste" retailer. Founded in 2006, the company is also a provider of **refillable packaging systems** for the sector. Prior to this, Conway was a researcher in the tourism sector, before moving on to become a project manager for not-for-profit organisation - Time for Paddington.

In 2006, she began trading on a market stall, travelling across London to gather feedback and support.

A year later, the first Unpackaged shop opened in London's Islington, selling products such as chocolate, cereals and dried fruits.

Later in 2012, the firm moved to Hackney with the addition of a "zero waste" cafe, bar and restaurant.





PAULA CHIN, SUSTAINABLE MATERIALS SPECIALIST - WWF



Paula Chin has spent more than 20 years in the packaging industry before becoming World Wildlife Fund's (WWF, UK) sustainable materials specialist. In 1999, she started working as a packaging technologist at consumer goods multinational - **Procter & Gamble**, before moving on to product and packaging development at the company. Post this she gained many a distinguished positions - Account Manager at marketing firm Schawk, Account Director with design agency Anthem, Packaging Developer at 'Marks and Spencer', Packaging Technologist at UK-based supermarket chain Sainsbury's, Packaging Consultant for **Pret A Manager**, and then at the beginning of 2019, She moved on to take up her current role at the WWF.





**AMONGST MANY OTHERS,
TAKE A LOOK AT WOMEN
ACROSS THE WORLD WITH
NOTE-WORTHY ACHIEVEMENTS
IN OUR BUSINESS**



AMERICA



Evelyn Cadman

One of America's leading consultants in labeling, helping businesses comply with the US Food and Drug Administration (FDA) since about 20 years

AUSTRALIA



Fiona Geminder

Belonging to one of Australia's richest families, she owns a large stake in her family's Visy company - a cardboard box developer and resource recovery business.

Fiona Geminder also owns about 40% of plastic and metal packaging firm Pact Group, which she set up with husband Raphael Geminder. Founded in 2002, the business has grown manifold and operates in more than 100 factories across 15 countries, developing packaging for the likes of Heinz Tomato Ketchup and beauty product producer TRESemme.

ASIA



Cheung Yan

A Chairwoman of one of Asia's largest corrugated packaging producers - Nine Dragon Paper this lady entrepreneur runs the company alongside her husband and CEO Liu Ming Chung.

With more than 32 years' experience in recovered paper recycling, Cheung Yan has been nicknamed with tags like "the Queen of Trash" and "China's Paper Queen".





WOMEN PRINTERS IN INDIA

In India, as well, women are getting interested in the Print & Packaging business.

Right from conceiving an idea to executing it in labels, using appropriate textures, experimenting with inks, looking at sustainable packaging... they are going a full circle.

PRINTWEEK COVERED 6 SUCH WOMEN WHO LEAVE A MARK WITH THEIR EXPERTISE



Farheen Hodekar,
Jayna Packaging



**Gayathiri
Madheshwaran,**
Rashid Print



Prajackta Kanitkar,
Dhote Offset
Technokrats

PRINTWEEK COVERED 6 SUCH WOMEN WHO LEAVE A MARK WITH THEIR EXPERTISE



Priyanka Manjunath,
Fab-R-Signs



Rupali Bhosale,
Spectrum Scan



Rashmi Ravinarayan,
Trigon Digital Solutions

<https://www.printweek.in/features/women-in-print-and-packaging-firms-42866>



COMMUNITY

REUSABLE FRESH PINK KIDS FLORAL CUTE COMMUNITY FRESH PINK REUSABLE KIDS

FLORAL KIDS CUTE COMMUNITY CUTE KIDS PINK REUSABLE FRESH FLORAL KIDS COMMUNITY FRESH REUSABLE

REUSABLE FRESH PINK KIDS FLORAL CUTE COMMUNITY FRESH PINK REUSABLE KIDS



**WITH MORE WOMEN IN
LEADERSHIP POSITION
& AS DECISION MAKERS,
THE BRAND LANDSCAPE IS SHIFTING,
FOR BOTH WOMEN-CENTRIC &
MEN'S BRANDS**



- Data has it that that fairer sex is responsible for 80 to 85% of purchasing decisions. Not just are FMCG buying decisions made by women, but a greater number of women than men are making purchasing decisions for vehicles, technology, luxury items, and more.
- According to Forbes, women make 80% of automotive buying decisions, and a study from the Consumer Electronics Association found that women are involved in 89% of consumer technology purchases, and directly purchase 57% of all tech products.
- Even for brands that are used primarily by men, women are/could be making decisions.

So, one can conveniently conclude that it is vital to include or even highlight women in brand marketing strategies.



'THE MAN' YOUR MAN COULD SMELL LIKE

<https://www.youtube.com/watch?v=owGykVbfgUE>

Look how FMCG brand **'Old Spice'** not just revived a flagging brand, but vastly increased sales and market share when it rebranded men's body wash with a campaign targeting women viz. the wives & girlfriends who actually buy bathroom products.



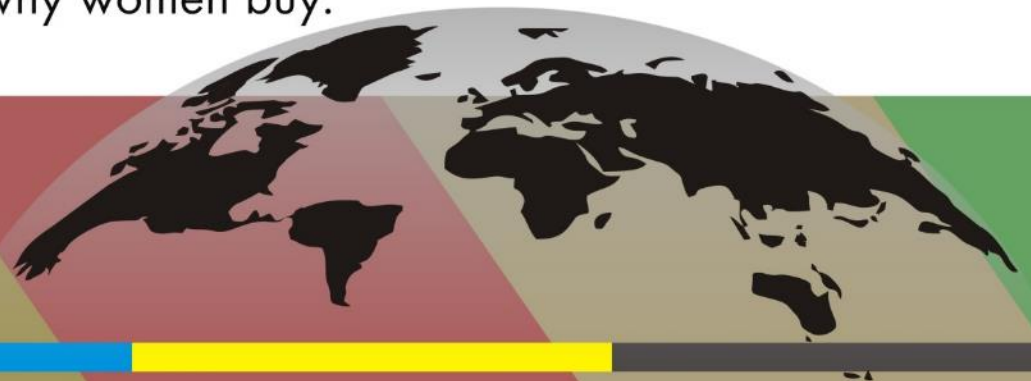
"FEMALE TRIBES"



A GLOBAL STUDY, PERFORMED BY JWT LONDON
HAS FINDINGS THAT'S ALL SURPRISE.

Statistics have it that 70% of women feel alienated by advertising and marketing, despite their increasingly substantial wielding of economic power.

The study urges brands to quit thinking about women in terms of blunt demographic descriptions such as - busy hardworking mums, and start viewing their roles, lifestyles, and ambitions to develop a richer understanding of the reason why women buy.





BLACK OR BLUE WITH FIVE OR MORE BLADES, IS FOR MEN,
AND PINK OR PASTEL WITH THREE OR FEWER BLADES, IS FOR WOMEN.

While this brand strategy could be somewhat effective for quick identification of products that *should* be separated by gender, more women are tuning out this type of messaging, because it perpetuates the idea that females are still the softer, "weaker" sex.

Shrink-it-and-pink-it has made a huge downward curve in the tech industry.

USB cords painted with flowers, sparkly clutch handbags that hold speakers and nothing else, sit unsold on retail shelves, because they're pretty but useless.

In 2009, Dell Computers launched 'Della.com' – A website that tried to snag the female demographic by selling pastel-coloured computers. The attempt was so unsuccessful that the company took the site down in a matter of weeks.



Brands Worldwide still need to work on appealing to women **HOW?**

- Look for more innovation that connects with them
- Be intelligent & creative
- Try to be appealing in ways that engage your female audience
- Interact with them
- Consider 'Feel Good' Factors that do not hurt their sensitivities
- Let your Brand find solutions that add value to their lives

<https://www.personadesign.ie/branding-for-women-why-women-are-redefining-brands-and-branding/>

2021, THE YEAR OF DIRECT - TO - CONSUMER RETAIL IN THE SHOPPING CAPITAL OF THE WORLD

COURTSEY: JLO BEAUTY & FLOWCODE



Flowcode transformed from Offline to Online. This Gen-Next QR code technology, decided to directly connect the megastar's new skincare brand, JLO Beauty, to consumers

The experience allows JLO branded and ultra-fast scanning Flowcodes, wrapped on the MTA S Shuttle subway in the heart of NYC. The activation gives consumers instant & direct shopping access to the Star's new skincare line using Flowcode.

<https://www.flowcode.com/blog/jlo-beauty-flowcode-make-2021-the-year-of-direct-to-consumer-retail-in-the-shopping-capital-of-the-world>



ELEVATED USE IN QR CODES, A SIZABLE SHIFT SINCE THE PANDEMIC



Morning Consult found that 56% of respondents saw an uptick in restaurants using QR codes to link to their menus since the pandemic began, compared to 48% pre-pandemic.

More than half (56%) said they supported QR codes as printed menu replacements.



WOMEN, SURE ARE, EXPERIMENTAL.



They love Printing. Look at how they take fashion to new heights with Digitally-printed Floral Motifs on Blonde Hair in a New Baroque-Inspired Collection

<https://www.instagram.com/alexisferrer01/>

READ THE FULL STORY -

https://www.thisiscolossal.com/2021/03/alexis-ferrer-hair-printing/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+colossal+%28Colossal%29

WOMEN, MEN, UNISEX



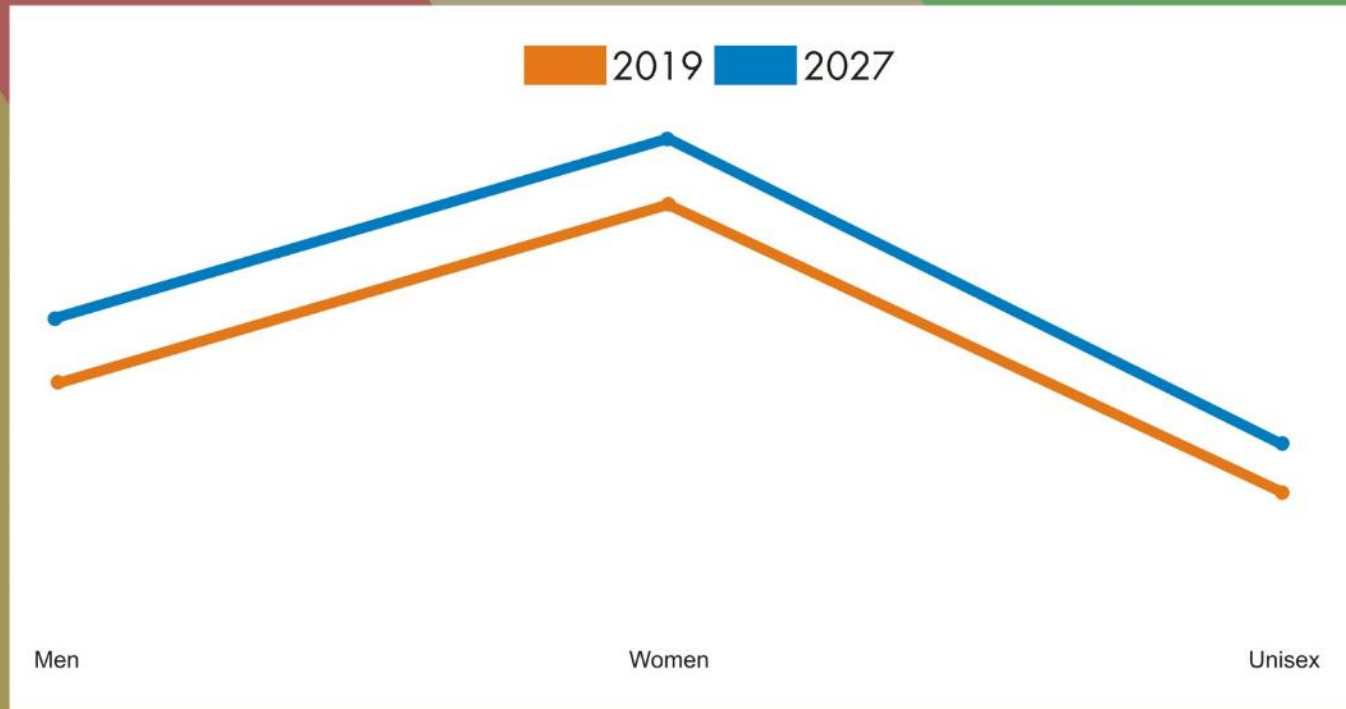
On the basis of gender, the women segment led, in terms of the cosmetics market size in 2019, and is expected to continue to grow exponentially with CAGR during the cosmetics market forecast period.

Convergence of advancements, beauty, and lifestyle propels growth of the market.

Moreover, the cosmetics market across the globe has witnessed continuous and sustained growth over years, owing to rise in beauty-consciousness among the female population.

COSMETICS MARKET

– BY GENDER



Growth of Unisex segment is expected to achieve a highest CAGR of 6.6% during the forecast period.

SOURCE: <https://www.alliedmarketresearch.com/cosmetics-market>

SUPERMARKETS LEAD THE WAY

Hypermarkets/supermarkets segment held a major share in the market in 2019. Their popularity is the result of various factors such as:

- Availability of an array of consumer goods under One Roof
- Ample parking
- Convenient operation timings.
- Increase in urbanization & rise in working class population
- Competitive pricings

However, Post Covid, Online Sales Channel segment is expected to grow at a highest CAGR of 7.6% during the forecast period.

COSMETICS MARKET

– BY DISTRIBUTION CHANNEL



Online Sales Channel segment is expected to grow at a highest CAGR of 7.6% during the forecast period.

SOURCE: <https://www.alliedmarketresearch.com/cosmetics-market>



STATISTICS HAVE IT THAT

FASHION, FOOD, BEAUTY, PERSONAL CARE & HEALTH CARE


ARE WHERE WOMEN ARE LEADING THE WAY;

BUT THEY ARE SOON CATCHING UP IN INDUSTRIES SUCH AS

AUTOMOBILES, CONSUMER DURABLES & REAL ESTATE

WHERE THEY ARE INFLUENCING DECISIONS & MAKING

A BIG DIFFERENCE!

A large, intricate gold mandala is positioned on the right side of the black text box. It features a central circular motif with a starburst pattern, surrounded by multiple layers of floral and leaf-like designs. The mandala is partially enclosed by a curved gold line that sweeps across the right side of the text box.

SO, ONCE AGAIN
I SALUTE THE **SHEROES** OF OUR
SOCIETY & BUSINESS...
...AND REQUEST ONE & ALL OF US TO
CREATE PRINT & PACKAGING
SOLUTIONS WITH THEM IN FOCUS!



THANK YOU
GOD BLESS!