

# **CloudLab Customer Conference**

## **Business Area**

### **Topic: Packaging Extension**

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# *Packaging Extension*

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## 1. Facts and Figures

### 1.1 Packaging industry - development and figures

#### Total sales of the packaging industry

##### Worldwide

2014: 560 Milliarden Euro\*\*

Prognose: 2018: 865 Billion Euro\*

##### Germany

More than 50 Billion Euro (entspricht rund 2% des BIP - davon etwa 70% erwirtschaftet im Inland)\*\*

##### Forecast

Predicted growth for the whole digital packaging and labelling market until 2024: **20% per year\***

- The printing industry benefits from the increasing demand for packagings.
- In Germany / Austria / Switzerland, more than 5,000 companies work for and in the packaging industry. \*\*

\*1 Smithers Pira, „The Future of Global Printing 2018“, Dezember 2013

\*\* <http://www.tag-der-verpackung.de/zahlen.html>

\*\*\* Smithers Pira, The Future of Global Packaging to 2018, Dezember 2013

## 1. Facts and Figures

### 1.2 Figures from courier services Germany

The courier, express and parcel service providers have more and more to do - reason: increasing online trade!

Amount of **daily** shipments 2017

15 Billion shipments at peak time (Christmas etc.)

10 Billion shipments Sendungen average

2016: 3,16 Billion shipments

2012: 2,47 Billion shipments

2007: 2,12 Billion shipments

4.15 billion shipments (11.4 million daily)

(Quelle: Bundesverband Paket und Expresslogistik / KEP-Branchenverband)

## 1. Facts and Figures

### 1.3 The packaging as advertising space

#### Packaging is the flyer of tomorrow!

With an area of 40 x 40 cm per package, this results in a daily potential advertising space of over 1.5 million square meters, which is not or only hardly used -> **enormous untapped potential**

(Example: Zalando / amazon)

- Thanks to new technologies, packaging production from quantity 1 is possible
- printQ can also handle the complete workflow for start-ups and small companies, from quantity 1 starting



## 2. The Packaging Editor

### 2.1 Introduction

## 2. The Packaging Editor

### 2.2 Technology

- How does the frontend look?
- Insights to the web CAD

## 2. The Packaging Editor

### 2.3 The architecture of the box / backgrounds

- How is the packaging produced?
- How is the architecture of the box created?
- Where does the information come from, how does the box look like?



## **2. The Packaging Editor**

### **2.4 NEW: Packaging Templates**

#### 4. Questions?

*Questions & Discussion*