Challenge: Product visibility/see-through properties in an ecological way
Megatrends affecting future
Population growth means more packaged goods

Accelerating urbanisation will increase packaging but also the waste challenge

Ecological awareness is growing
Product visibility/see-through properties in an ecological way in packaging to ensure product safety and sales potential

- Visibility of the product is seen as important factor that helps customer choose the product. Seeing is believing – are there some other means to convince about freshness
- There has been a trend to add windows to fiber packaging and to have see-through plastic packages – what other means or materials are there to ensure that product is still good inside the packaging
- Ecological trends are pushing for more sustainable packaging, easier to recycle materials - can there be more ecological transparent material, how can we ensure the recyclability
Product visibility/see-through properties in an ecological way
- This is what you see today
Reverse pitching challenge: Product visibility/see-through properties in an ecological way in packaging to ensure product safety and sales potential

- How to make the product visible with a more ecological way in connection to fiber packages?
- Are there some other means than windows to make the product “visible”?
- Are there more ecological transparent materials and yet recyclable?
- What would ensure that sales potential is met and the consumer notices the product and buys the product?
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