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## Catching the Trend in Beverages means Encapsulating those Trends in your Packaging Material

**W**hat are the trends in the beverages market? What direction are things moving in? This is not an easy question to answer. Society is currently undergoing rapid change. If you ask what the trend is, you get a great diversity of answers. Even the term 'what is a trend?' is imprecise in itself, and consequently subject to a wide range of interpretation.

So let's start with what trend researchers understand by the term.

Trends are exercises in cultural adaptation to changed circumstances. They help society to objectivise the tensions it is exposed to as a result of modernisation and changed conditions. Trends are the grammar of the new as it disrupts our habits and changes them. They are always rooted in socio-graphic changes, combined with and intensified by technological innovation."

### No Product Trend without a Packaging Trend

In today's market it is essential to pay close attention to packaging materials such as containers, closures and labelling. New materials provide new design and finishing possibilities, giving further leverage to the creativity of Marketing and Design.

Label materials play a special role in this. The label materials offered by B&B provide the medium for appealing especially to the emotional aspect in packaging. Paper has particular emotional appeal. Studies show how we are 'touched' by special papers.

The fashion industry shows us the way in creating the latest trends. The prime role in the process is selecting materials and the new colours. These are the elements designers use in their creations.

Packaging design has to follow the same process. Design and marketing have to relate to label material, and use it to create 'their products'.

B&B has already gone down this path – a new approach for this industry.

### Cooperation with Packaging Designers and Marketing Experts

In developing the WaterLabelWorld range of papers there was a deliberate strategy of working together with international design agencies to use the emotional potential of various paper materials for design purposes. Just as emotional positioning plays a major role in beverages, it is important to select label papers according to this criterion. The decision to approve a product is made very swiftly in our subconscious. The greater the emotional appeal of the packaging, the greater the coordination and mobilisation of all the senses to finally decide on the product.



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Many successful beverage producers and designers are already using label material on offer in the WaterLabelWorld brochure. Experience has shown the wisdom of working together with many other partners from the label production supply chain to provide this comprehensive service to label processors and users.

B&B has been a sponsoring member of the PDA (Pan European Brand Design Association) for 10 years. The guiding principle of this association is 'sharing design knowledge'.

B&B has learned what is important for packaging designers. This cooperation has also been beneficial to the other members of this organisation, expanding their horizons. The learning process has already borne fruit on both sides, as evidenced by some joint projects.

Where are things going in the field of beverages and FMCP (fast moving consumer products)?

We have to persistently pursue this question, and it takes teamwork along the supply chain to successfully master these trends.

At least the innovation process comes up successfully by taking care of trends on both sides of the supply chain, material and technology on one side and customers longing on the other side. ■



"Matthias Horx in 'Trendbuch 1'. Published by Ecos Verlag GmbH Düsseldorf 1993