

TENDÊNCIAS DAS EMBALAGENS NORTE-AMERICANAS PARA BEBIDAS

Patrick Farrey
Executive Director
Institute of Packaging Professionals (U.S.A.)



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Patrick M. Farrey

serves as the Executive Director of [Institute of Packaging Professionals](#), the largest individual membership organization in the U.S. packaging industry. Farrey also serves as a Strategic Advisor and member of the Board of Directors of other packaging associations, including [World Packaging Organization](#), [Contract Packaging Association](#) and [AMERIPEN](#).

Prior to joining IoPP, Farrey was a Vice President and Publisher of several important U.S. packaging trade journals, including *Food & Drug Packaging*, *BrandPackaging*, *Flexible Packaging* and *Journal for Packaging Professionals*.

Farrey has worked closely with various industry and governmental organizations to promote the packaging industry in the global marketplace. He has spoken at industry events in the U.S., Asia, Europe and South America.

Farrey holds a Bachelor of Arts degree in Industrial/Organizational Psychology. He is a member of American Society of Association Executives and Association Forum of Chicagoland. He is involved in a variety of local and national charitable endeavors. He and his three boys live in Chicago, Illinois.

TENDÊNCIAS DAS EMBALAGENS NORTE-AMERICANAS PARA BEBIDAS

Continued emphasis on lightweight packaging

- Beverage manufacturers have been diligent about reducing packaging weight.
- Lightweight packaging reduces transportation costs by increasing pack-out on trucks and trains without adding to payload weight.
- Examples include thinner walls in beverage bottles and an increase in powdered mixes in which water is added at the point of consumer use.

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Convenience rules

- U.S. consumers want their beverages to be ready at the time they are ready for it.
- Consumers often opt for smaller serving sizes.
- One example is Keurig's K-Cups, coffee containers for single-serve coffee makers.

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Personalized brand experiences

- U.S. consumers like packaging that personalizes their experience with a brand and is an expression of their lifestyle.
- Anheuser-Busch enables consumers to customize their brand experience.
- A summer release of limited-edition, 16-oz (475ml) Bud Light cans featuring decorated, full-body shrink labels in 31 festive designs, which could be transformed into 31 million unique label variations.

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Craft beers are back

- At a current high in a very cyclical life-cycle, micro-brew beers accounted for an 11% share of total beer volume in 2014. That's 22 million barrels!
- Craft beer drinkers are calling more on brewers to put their beer in cans instead of glass bottles.
- Why? U.S. consumers want portable and non-breakable packaging.

*Brewers Association

TENDÊNCIAS DAS EMBALAGENS NORTE-AMERICANAS PARA BEBIDAS

Still sustainable

- Nestlé Waters North America has introduced a 100% rPET bottle for its resource Natural Spring Water brand.
- The company wants to focus attention on the uses of rPET, and create awareness of closed-loop material recycling.
- Nestlé is committed to increasing PET beverage bottle recycling rates to 60% by 2018.

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Still sustainable

- The 2014 consumer recycling rate for aluminum cans is 57%.
- The recycling rates for glass and plastic bottles are 30-36%.
- Still, recycling plants aren't getting enough material to fill their capacity.
- Why does the recycling rate matter? The energy saved by recycling every aluminum can in use in the U.S. could power 4 million homes for a full year!
- Making a can from recycled aluminum saves 92% of the energy required to make a new can.

OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

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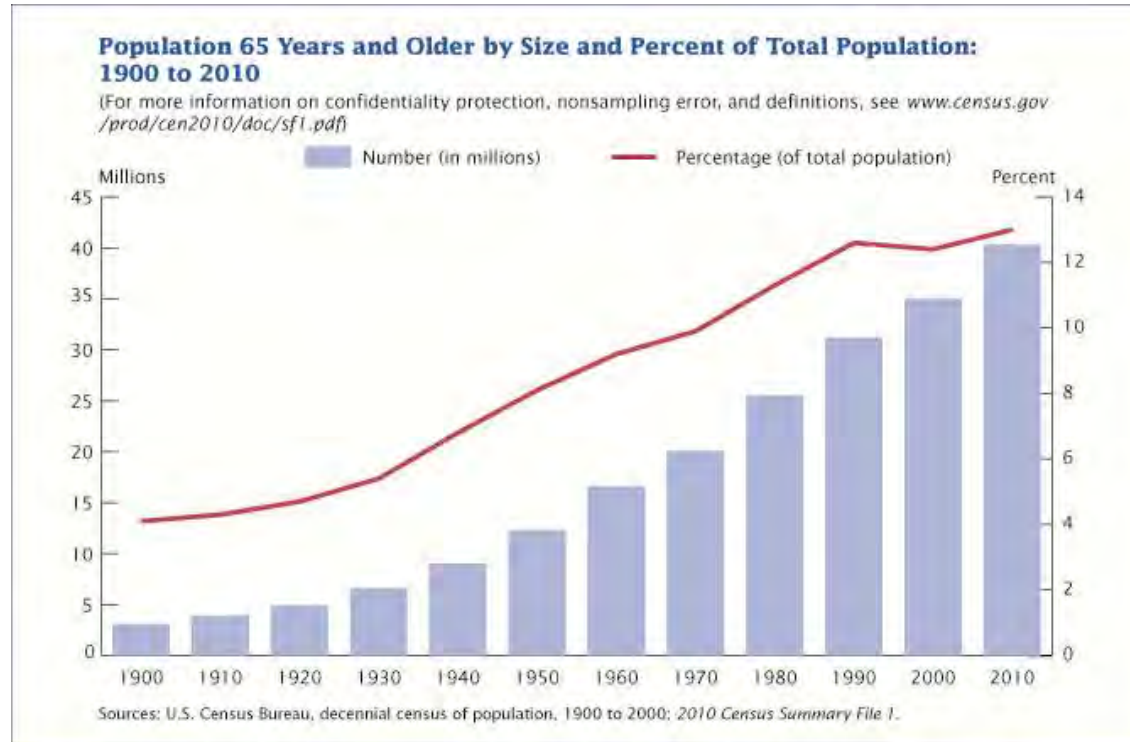
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Elderly adults and children

- In a 2014 study, 59% of U.S. consumers said “I wish my life were more simple” while on average 40% of consumers in 20 other countries felt the same.
- Two consumer groups in particular crave simpler packaging: children and older adults.
- Both have issues with dexterity and strength, yet neither group wants to ask for help opening and accessing their food and drink.

OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

Elderly adults and children



OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

What's happening to the label?

- Reducing label unit costs
- Using thinner label stock
- Reducing label material waste
- Using more sustainable materials
- Adding anti-counterfeiting and tamper-evident measures
- Improving tracking across the supply chain

OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

What's happening to the label?



OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

Important legal issues

- ✓ Food Safety Modernization Act (FSMA)
- ✓ U.S. Food & Drug Administration
Prior Notice Requirement for Imports

OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

Important legal issues

- ✓ Food Safety Modernization Act (FSMA)
 - ✓ Ensures that the U.S. food supply is safe by shifting focus from responding to contamination (reactive) to preventing it (proactive)
 - ✓ Affects nearly every link in the food supply chain
 - ✓ The first set of new rules governing preventive controls for human and animal food take effect Aug. 30, 2015

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Important legal issues

- ✓ Food Safety Modernization Act (FSMA)

www.fda.gov/Food/GuidanceRegulation/FSMA

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Important legal issues

- ✓ Food Safety Modernization Act (FSMA)

www.packworld.com/trends-and-issues/food-safety/fsma-solutions-be-had-vegas-show

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Important legal issues

- ✓ U.S. Food & Drug Administration
Prior Notice Requirement for Imports
Applies when food is:
 - (1) imported into the U.S. for sale, storage or distribution;
 - (2) transshipped through the U.S. to another country, or;
 - (3) imported for future export.

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Important legal issues

- ✓ U.S. Food & Drug Administration
Prior Notice Requirement for Imports

www.fda.gov/Food/GuidanceRegulation/ImportsExports/Importing/ucm2006836.htm

OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

The rising use of contract manufacturers and packagers

- ✓ Growing by an average of 13% per year
- ✓ Supports brand owners by:
 - ✓ Increasing speed to market
 - ✓ Lowering transportation and distribution costs
 - ✓ Providing technical and regulatory expertise
 - ✓ Minimizing startup costs
 - ✓ Delivering flexibility in package options
 - ✓ Reducing raw material and package costs

OUTRAS TENDÊNCIAS A SEREM CONSIDERADAS

The rising use of contract manufacturers and packagers

For more information:

www.contractpackaging.org

www.packworld.com/contract-packaging-magazine

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ABBA - Associação Brasileira de Exportadores e Importadores de Alimentos e Bebidas



Instituto de Promoção do Desenvolvimento.



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