

Focus on packaging Chapter 1



Offset printing on packaging

Trelleborg Printing Solutions' copyright



Offset packaging printing What's about?

Offset packaging printing

What is Offset Packaging Printing?

Offset printing, is a method that uses a metal plate and a rubber blanket to set ink upon a form. The ink is applied one color at a time where it sticks to specific areas

Foil, stamping is the application of pigment or metallic foil, often gold or silver, to paper where a heated die is stamped onto the foil, making it adhere to the surface leaving the design of the die on the paper.

Screen Printing is a technique where the printer uses woven mesh to support an ink-blocking stencil. The stencil has open areas of mesh that transfer ink through the covering.

Coating, Not only a print coating protect your personalized packaging but it also improves the visual appeal by adding a sleek, professional finish to your design. Each type of print coating is applied in its own unique way to enhance customized packaging.

Embossing, is an artistic technique which creates a pattern on a material such as paper, metal, fabric, leather, or wood. The pattern can be raised or in relief, depending on how it is embossed.

Debossing, an image such as a logo, a title, or other design is heat-pressed into the surface of the paper with a heated die, creating depressions rather than raised impressions as in embossing.

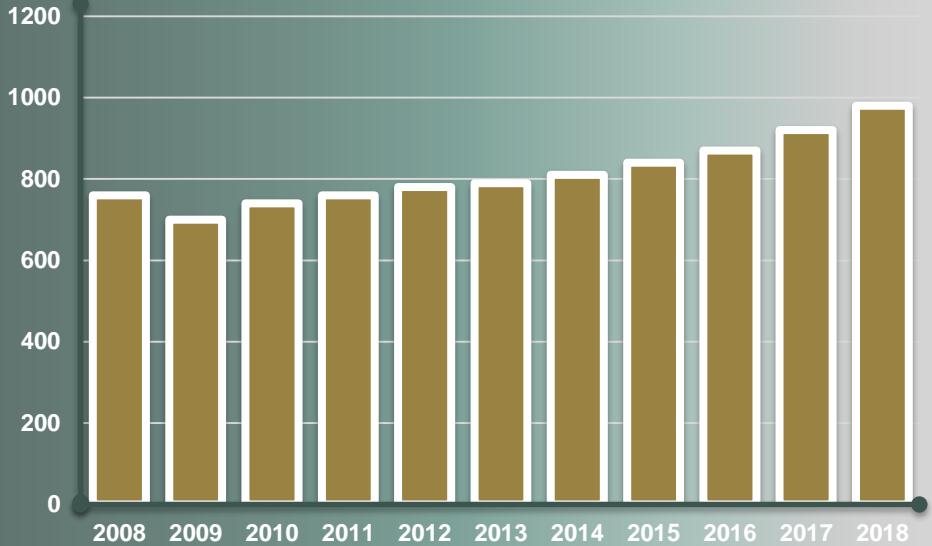


Overview of the Global market

Source: Smithers Pira

The global market, 2008-2018 (\$ billion)

The market for global packaging reached more than \$772 billion in 2012, having increased by \$65 billion since 2008. The recovery of the global packaging industry started in 2010, grow at an annual rate of 4% in constant terms in the period to 2018 to reach \$975 billion. The reasons for this expected growth are numerous, including technical developments, cost per package, sustainability initiatives and, perhaps most importantly, the growth of the consumer class in the Asia-Pacific, South and Central America, and Eastern Europe.



Source: Smithers Pira



The global market segmentation



BY REGION

- North America
- Europe
- Asia – Pacific
- LATAM

BY SECTOR

- Rigid Plastic
- Glass
- Paper
- Flexible Packaging
- Metal
- Others (Nonwoven Fabrics and Cardboards)

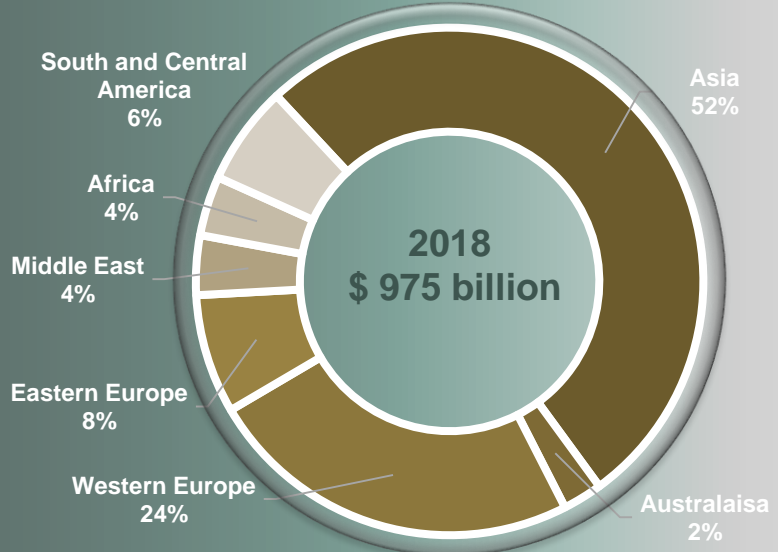
BY APPLICATION

- Skin Care
- Hair Care
- Bath e Shower
- Cosmetics
- Other (Oral Care, Cotton Pads and Wipes)

World consumption by region (\$ billion)

by region

The geographic segmentation of the market is expected to change by 2018, with Asia then representing over 40% of global demand and North America and Western Europe losing out noticeably. An average annual rate of 6% to \$397 billion is forecast in Asia for the period 2013–2018. This growth rate is matched by the Middle East during the period, but it is a much smaller market. The only other region with growth above 5% during this period will be Africa, to reach \$24.4 billion in 2018. By contrast, North America and Western Europe can be characterized on the whole as mature markets. Both are forecast to grow slowly at an annual average rate of 2% and 1%, respectively.



Source: Smithers Pira



World consumption by sector (\$ billion)

by sector

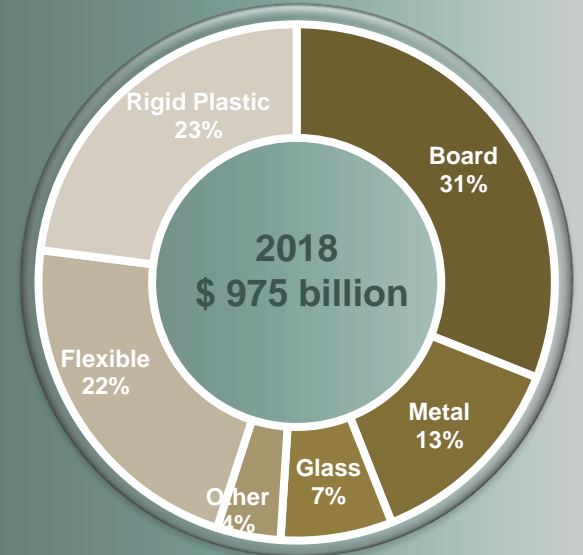
FLEXIBLE PACKAGING The world consumption is estimated with an annual average growth of 4.4% for the period 2013–2018, leading to a forecast of \$215 billion for the year 2018.

RIGID PLASTIC has developed largely at the expense of traditional pack types such as glass bottles and jars, liquid cartons and metal cans, grow at an annual rate of 6.6% to reach \$248 billion tones by 2018.

BOARD PACKAGING The global market was worth almost \$256 billion in 2012, an increase of over \$32 billion since 2008, with most of this growth occurring in the Asian market, which grew by more than \$30 million over this period.

METAL PACKAGING Dominated primarily by the regions of North America, Asia and Western Europe, the global metal packaging market is forecast to growth rate of 2.5% in constant terms to 2018, when it will reach \$126 billion in sales.

GLASS PACKAGING looking ahead, consumption is set to rise on average by 3.3% reaching \$67.7 billion by 2018. Glass packaging is still strong in various industries, ranging from luxury goods down to pickled food.



Source: Smithers Pira

World consumption by end-use application(\$ billion)

by application

Medium-term forecasts for FOOD PACKAGING demand indicate a potential growth rate of 3.4% on average to 2018, it will be valued at about \$284 billion.

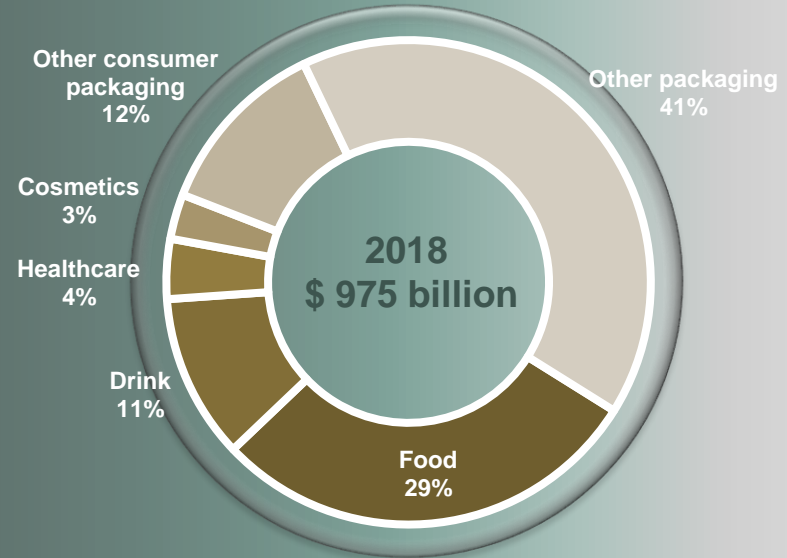
DRINKS PACKAGING at a rate of 3.3% on average until 2018, reaching a value of \$102 billion.

HEALTHCARE sector, packaging consumption will show positive progress at 5.1% to 2018, to be worth \$41.9 billion.

COSMETIC packaging market an average of 4.8% and the sector will be worth about \$27.2 billion in 2018.

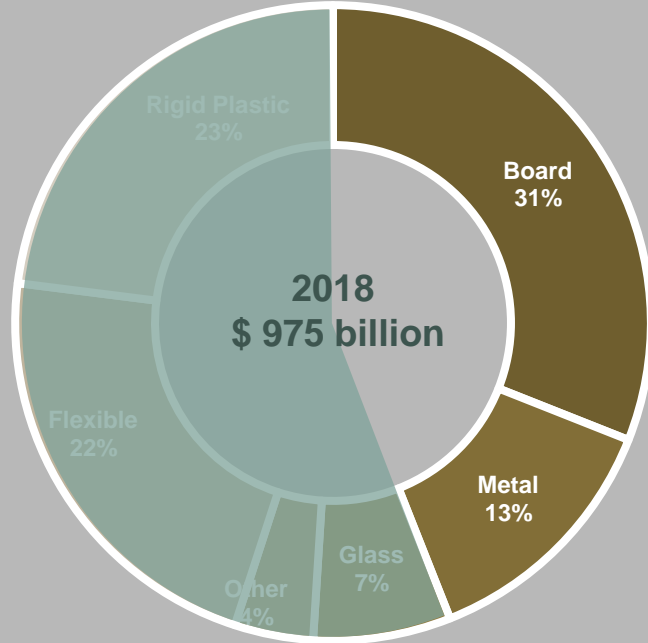
Market for OTHER CONSUMER PACKS average rate of 5.2%, making a market worth \$119 billion by 2018.

Market for INDUSTRIAL AND TRANSPORT PACKAGING is to grow by 4.1% to reach a total of \$401 billion in 2018.



Source: Smithers Pira

What about packaging on offset?



44%
\$ 429 billion
Offset packaging

Source: Smithers Pira



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