



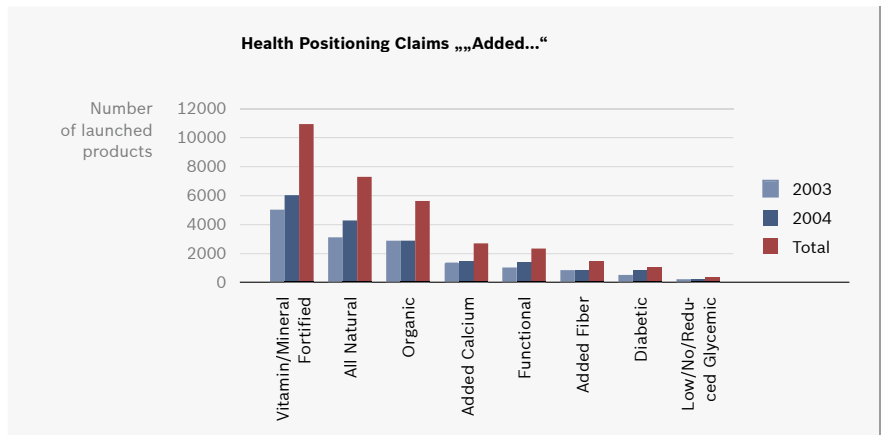
What will tomorrow bring?

With regard to packaging materials, Pira and the World Packaging Organization (WPO) are assuming an increased demand for paper and cardboard. With a predicted growth rate of 4.2%, the turnover for the year 2009 will be 140 billion Euros.

Dimensionally stable and flexible plastics are found in second and third position, followed by metal, glass and other materials. In terms of turnover, the packaging market for the food industry will still be in the lead, but a neck-and-neck race is expected with the packaging market for the pharmaceutical industry.

Significance of mega trends

Our day-to-day life is influenced by trends. But trends come and go. It used to be that the purchasing power of the “*Nouveaux Riches*” was the talk of the town, whereas today, and in future, the “*Nouveaux Niches*” are the hottest items. As the supply of exclusive, or premium, products will continue, it is the avail-



The World's Growing Appetite

In the year 2004, the packaging industry achieved a turnover of approx. 365 billion Euros*. With an average growth rate of 4.2% per annum, the global turnover for 2009 is expected to be 441 billion Euros.

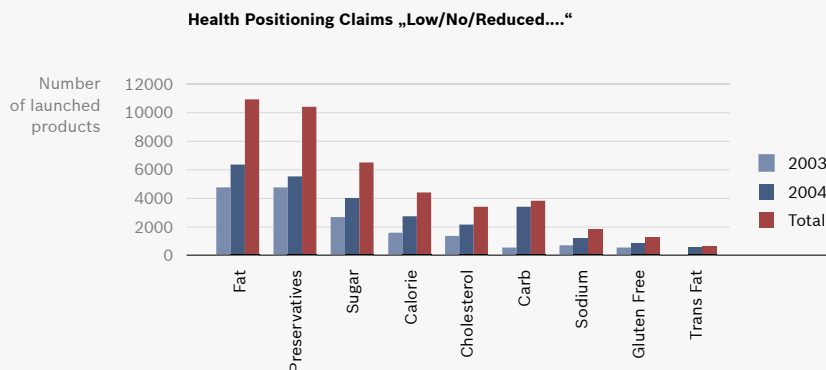
The fastest growth rates are expected from India, China, Russia and Poland. Germany and France will be the most significant markets in Western Europe.

able quantity that will make the difference. The more limited the quantity, the more attractive the product. This trend mandates the continuous development of a multitude of innovative products for small-quantity manufacture.

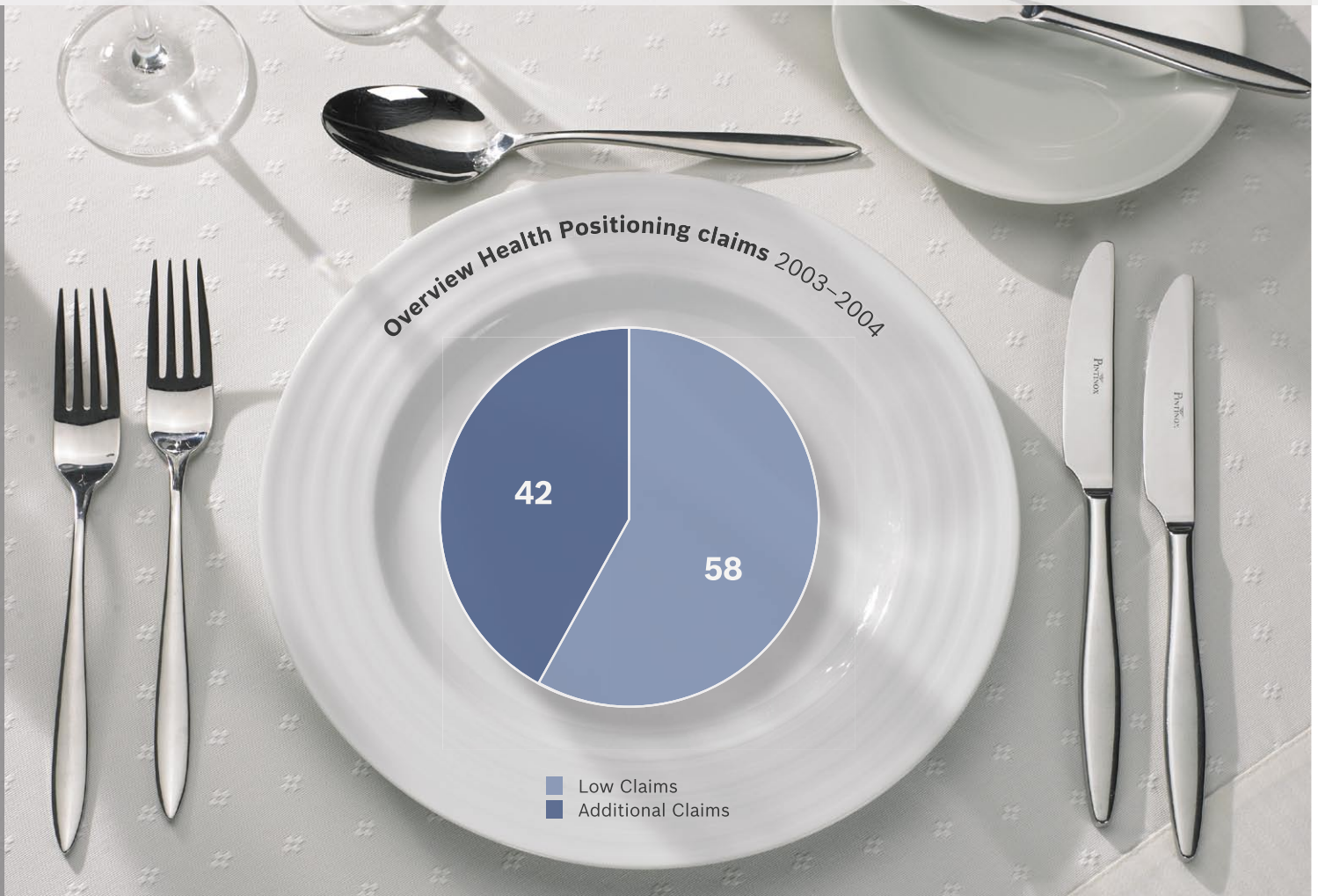
A healthier and older generation

Another trend shift is from “Lifestyle” to “Health Style”. Health consciousness and the harmony of body and soul are the fundamentals of a new philosophy of life. The so-called OTC products, as well as hair and body care cosmetics, will enjoy a growing demand in the future.

Since the “Golden Generation” (people aged 50+) became the dominant group in the age pyramid, the market has increasingly addressed ageing, with “Easy-Ageing” instead of “Anti-Ageing” products. The target-group orientated marketing of these products will also rely on package aids for opening and closing.



*Sources: Pira, World Packaging Organisation (WPO), Mintel



Innovations by the minute

The option of consuming products any place, any time will continue to define product and package design. Indicative of this is “Deskfast”, a new name coined by industry insiders for snacks that can be easily and conveniently consumed in the workplace. The marketing buzzword “convenience” also brings to mind that we can no longer imagine a life without dispensing aids, opening and reclosing features, or without microwaveable food products.

Furthermore, last year alone, a new food product was launched to the retail market every 3.5 minutes. It is therefore not hard to see that now, and in the immediate future, very special requirements will be placed on the overall productivity and flexibility of all packaging technology.

Set new trends with Bosch Packaging Technology!

No matter which trend is dominant today or tomorrow – Bosch Packaging Technology is your competent partner at all times. Together we will develop efficient solutions and address all current and future trends.

For more information please contact:

Denise Beele

Phone +41 52 674 80 53

denise.beele@boschpackaging.com