



A **healthy** future

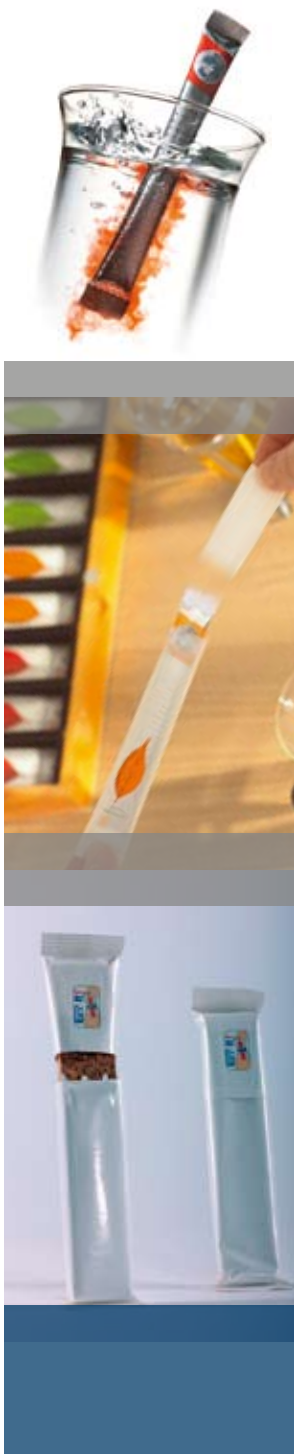
Lifestyles of Health and Sustainability, or LOHAS, is now recognized by market researchers as a distinct, modern market segment. This demographic incorporates concerns for individual wellbeing and environmental responsibility into a proposed universal business model of responsible capitalism. Already huge and still expanding, LOHAS now exerts a considerable influence on the packaged foods industry.



LOHAS consumers are swayed as much by the wider social implications of their purchasing choices as by price and brand loyalty. Just as in the US, where 19% of the population is thought to fall into the LOHAS bracket, European markets have experienced a marked rise in demand for high quality, yet virtuous, products over the past decade.

#### **Healthy foods, healthy environment**

The food industry has already begun to feel the effects of eco-momentum. For example, organic produce and Fairtrade foodstuffs continue to enjoy increased year-on-year sales. These labels, respectively concerned with food content and commercial equality, are closely entwined with the LOHAS ethos. Long-term market changes are likely to be deeper still. Growth in the market for



nutraceutical products – functional foods with medical benefits – is evidence of a more profound shift. Indeed, the LOHAS movement will accelerate consumer alignment of social beliefs and personal values with those of brands and consumers.

Given the discerning nature of LOHAS consumers and the prospect of fierce competition in a thus far virtually untapped market, food producers must engage fully in the sustainable packaging revolution.

#### **Flexible innovation – the long term key**

Innovations in food packaging can help to reduce the negative environmental impact of production. In addressing such needs of the LOHAS segment, food manufacturers turn to Bosch Packaging Technology, which has over 100 years experience of working in the industry. Bosch technical experts are dedicated to the seamless implementation of innovation, tailored to needs of customer groups such as LOHAS. Furthermore, economic stagnation need not impede the implementation of cost-effective techniques, as Bosch's flexible Module ++ application allows firms to upgrade via staggered, "step-by-step" investment.

Not only can Bosch technologies reduce overheads and increase productivity, they also help to bring producers into line with contemporary eco-friendly requirements. For example, Bosch Ultrasonic sealing processes boast greatly increased efficiency over alternative heat-sealing systems by reducing material costs. Ultrasonic solutions also minimize machine stoppages, by combating the accumulation of melted material in the joining zone – a problem synonymous with heat sealing. Flexibility is of paramount importance in the development of

all Bosch packaging solutions, whether addressing line economy in tray packing or machine compatibility with biodegradable foils.

Similarly, Bosch Packaging Technology solutions meet the needs of LOHAS consumers in the quality of the food itself, maintaining freshness and taste. The award winning Pull-Pack design pioneered by Sigpack Systems, which reduces contact with food before and during ingestion, is a packaging solution tailored to the requirements of health-conscious consumers. Bosch has combined this innovation with existing Stickpacks to develop a convenient "springback" packaging system for Bistrotzucker teabags.

#### **Future planning**

Bosch is dedicated to providing convenient packaged solutions, matching forward thinking brands to packaging that best represents, and most effectively promotes, a company statement or ideal. Whatever the specific requirements, advances in packaging allow firms to evolve in response to, and anticipation of, new market conditions.

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