

People & Packaging

packaging updates from Smurfit Kappa

no. 3 - 2009



Celebrating the
best in packaging
design

The right printing
process for your
packaging

A touch of magic
for flexo



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Doing Better

This issue of People & Packaging is mainly focused on excellent examples of packaging design – innovative developments which have provided commercial success for customers and which demonstrate how it is always possible to do better, even in the most challenging times.

We have no single magical panacea to offer in the face of tough market conditions; but a determination to become better still at what we have always tried to do well, which is to work together ever more closely with our customers.

Best Practices

The size and international scope of the Smurfit Kappa business means that best practices can be identified and adapted elsewhere. The maximum effort is being concentrated within Smurfit Kappa on using that information to make significant improvements to local operating performances.

Changing to best known solutions applies not only to our own operations. It also relates to making fuller use of our international market knowledge and our understanding of our customers' needs and business opportunities. Increasingly our attention is concentrated on the supply chain requirements of particular industry market segments, so that we can bring an unrivalled global expertise to any customer's packaging requirement.

Best Print

As you can read in this issue, the focus will be on ensuring that customers utilise the most appropriate printing process for their needs and that consistency is achieved.

There is news of a new system which will bring new standards of consistency to flexo printing.



From left to right: Roberto Villaquiran, CEO Corrugated Division, Gary McGann, Group CEO and Tony Smurfit, Group President & COO.

“Based on our business model of strong paper and packaging integration, we have been able to show quite some resilience in the face of tougher trading conditions”, Gary McGann recently said. “Our take-out efforts and other cost saving measures, together with careful attention to operating capacities and cash flow, will continue through 2009. Above all, we will be innovative in developing packaging solutions with customers to achieve the best possible outcomes.”

Our aim for 2009 is to hear many more of our customers saying “We’re doing better” and to feel that we played some small part in that improvement.

Roberto Villaquiran
CEO Corrugated Division



Smurfit Kappa

Innovation Awards 2008

Celebrating the Best

This issue of People & Packaging highlights the packaging designs which received the highest acclaim in the Smurfit Kappa Innovation Awards 2008. Congratulations to the Smurfit Kappa people and more especially to customers who were most successful in the competition process.

The competition was organized by the Smurfit Kappa European R&D Centre at Hoogeveen. The theme of the competition was “Let’s Invent Together”, encapsulating the basic truth that packaging design and development are important elements of a genuine business partnership between supplier and customer.

During the course of the year careful judging activities took place in many countries to find the designs which would be considered for European Awards. Many, many thanks to all customers who involved themselves in these activities.

At the end of 2008 the final assessment took place in Amsterdam, with judges from P&G, Nestlé, Unilever,

Owens Illinois, SAB Miller and Sara Lee (see below) – to all of whom we extend our sincerest thanks. An entire day was spent with all final contestants presenting their ideas in great detail, leading to interactive discussions and with many revealing insights into the effect of packaging on supply chains. Most of the Smurfit Kappa senior management team and country managing directors took part in the plenary sessions, together with many customers.

As Arco Berkenbosch, VP R&D Corrugated Division, explained: “Inevitably the judges were looking for a trade-off between the ability of packaging to protect products, transport them efficiently and to ensure effective availability at point of sale. The aspect of





sustainability was also an important consideration. We had a wealth of effective packaging solutions to consider and decisions were not easily made.

Finally, gold, silver and bronze winners were chosen for each of five categories and several of the gold winners are featured in this issue of People & Packaging.

Benefiting from the Best

All of the designs considered in the European competition have been added to **Smurfit Kappa InnoBook®**, the unique Smurfit Kappa Design resource.

A main thrust of the idea behind “Let’s invent together” is to ensure that all Smurfit Kappa designers fully

utilize the creative solutions of their colleagues to the benefit of all customers. Whichever Smurfit Kappa local corrugated business is the point of contact for a customer, the Global design knowledge of the entire Smurfit Kappa Group can be readily accessed by the use of **Smurfit Kappa InnoBook®**, to provide help and inspiration to achieve the best packaging solutions.

Let’s Invent Together Conference

In his opening address, Gary McGann, Group CEO, explained that the theme for the conference – “Let’s Invent Together” – was a way of expressing the need for partnership with customers, working hand in hand to develop innovations to take us through challenging times.



Let's Invent Together Conference, Amsterdam.

Arco Berkenbosch, VP R&D Corrugated Division, gave a presentation based on packaging in the Supply Chain – explaining how optimizing packaging solutions is always a careful trade off between many factors, including display, print, protection and transportation efficiency. He emphasized Smurfit Kappa's increasing expertise at meeting the needs of different market segments. Particular emphasis was given to the importance of InnoBook in making sure that the best design solutions were available for adaptation throughout Europe.

Ad Smit, CEO Specialties Division, emphasized the wide range of products offered by the Smurfit Kappa Group and the many innovative specialty products recently developed.

Frank Doyle, Group Director Sustainability, gave a detailed account of Smurfit Kappa's attention to this subject, its importance as a consideration for good design, especially with regard to the carbon footprint. He emphasized our commitment to commercially viable sustainability efforts and our willingness to commit to targets.

Phil Husband, Innovation Manager UK, explained the "quiet revolution" taking place, whereby much of the packaging produced by Smurfit Kappa is becoming

of significant interest to customers' marketing management and retailers. "Retail Ready" and "Shelf Ready" are terms with increasingly significant future relevance. It is important for designers to understand how their packaging will really be used through the supply chain.

Tony Smurfit, Group President and COO Smurfit Kappa Group concluded by emphasizing how the business is totally driven by customers. Packaging is becoming a key differentiator for customers' products.

The Innovation Day programme was led by Roberto Villaquiran, CEO Corrugated Division.



Arco Berkenbosch, VP R&D Corrugated Division.

Amsterdam exhibition now available at Smurfit Kappa Development Centre





The best of the best in Europe

The innovative packaging from Smurfit Kappa Delbrück for Volkswagen not only came first in the [Industrial Packaging](#) category of the national Innovation Award in Bremen (Germany) but was also the [Overall Winner](#) in the European Smurfit Kappa Innovation Awards competition in Amsterdam. The judges, including packaging experts from major packaging using companies, found this to be the Innovation of the year 2008!



Delivering original Volkswagen replacement parts effectively and efficiently is a critical aspect of a global car business in the twenty first century. For Volkswagen AG Sale of Original Parts (OTC) in Baunatal, Germany, the task presented to Smurfit Kappa Delbrück was simple but enormously challenging – to replace the previously used wooden packaging used to ship large automobile side frames to local dealers.

The design team from Smurfit Kappa on this project was led by Matthias Ramspoth (see right), based at Smurfit Kappa Lübbecke. The Smurfit Kappa team worked closely on the project with the Volkswagen AG team.

After a lengthy process of joint consultation and several design drafts, the idea was formulated to develop a giant corrugated “envelope”, featuring “automatic closure” to band together the two parts of the packaging. The final solution was a cold glue which was developed in cooperation with a popular German producer of adhesive. Instant adhesion is achieved when the two parts of the envelope come together.

The packaging solution was subjected to rigorous tests of long duration, simulating changing temperatures during handling and distribution until both Volkswagen and Smurfit Kappa were satisfied with the results. The application of adhesive by hand or with an airgun is likely to be replaced by robotic application in the future, as the pack is more universally used.

The new packaging not only provides process enhancement; it is also more environmentally friendly and can be used in many different industries.



Birdcage

- **Splendidly Original**
- **Absolutely Practical**
- **Thoroughly Approved!**

This totally original birdcage, constructed in litho laminated corrugated board, won the Smurfit Kappa Award for [Special Applications](#).

Designed by Smurfit Kappa Van Mierlo in Belgium in cooperation with KBOF (The Royal Belgian Ornithological Association), the birdcage has been a great success in the colourful world of bird shows and exhibitions.

The brief was to replace a wooden cage. This die-cut solution is delivered flat and thereby saves dramatically on storage space. It features an easy to use handgrip and, as it's so much lighter than wood, saves on CO₂ emissions when the cages are used for transportation.

The corrugated birdcage has a usual life of about two months and the metal grills and water troughs are reused.

Uniform appearance - or completely customized

A huge aesthetic advantage of the corrugated birdcage is that it can offer a totally uniform appearance, thereby not distracting the attention of judges at bird exhibitions and competitions. Conversely, as and when required, the corrugated birdcage can be produced with attractive graphics to support the merchandising of special birds.



Best Display

The Smurfit Kappa Innovation Award for the [Best Display](#) in 2008 went to a version of the Smurfit Kappa Sirocco® Display used by the Maggi & Nescafé group within Nestlé in the Netherlands. This was developed by Smurfit Kappa Zedek in close cooperation with both the Procurement and Category Management within Nestlé in the Netherlands. The display is also expected to be used in Germany and the UK.

The display is designed to be transported flat in one outer, in combination with the trays which fit on to the shelves of the display. Products are delivered in trays from the customer's normal fast production lines. Re-filling therefore couldn't be simpler. Using a display in this way results in a low investment per unit sold. A uniform brand presentation both on shelf and in the display unit is guaranteed.

As Nanko van de Poll, category sales development group manager Culinary & Drinks at Nestlé explains: "We exploit this display to promote new products which cannot initially participate in big national retailer promotions. Therefore for new product promotions we often work closely with privately owned supermarkets,

who value the "click & go" aspects of this display, which is both flexible and space efficient. The display has certainly enjoyed success in pushing the rotation of new products."

The display is erected by merchandisers or by retailers themselves. The retailer receives a starter kit to make up the display quickly and easily. As for disposal, this can be simply achieved as all components are recyclable.

Tseard Douma, Field Sales Specialist at Nestlé in the Netherlands, reports an enthusiastic response to the display system: "Because of the ideal size of the display and the very easy way to erect the system, the retail response has been very good. Also, the display can be replenished in seconds. It's all about saving time and therefore cost."

The great thing about Sirocco® is the simplicity of the concept which is that the display unit should support "out of the box" sales. Putting goods on a display instore will attract customers and prompt them to select a particular brand.



From left to right : Lex de Vries, Sales Manager Display, Humphrey van der Vhee, Lead Buyer and Kirsten van der Sluis, Category Manager.



Sirocco® Display.

Beyond Brown Boxes

Smurfit Kappa is well known in the world of packaging as by far the biggest European supplier of corrugated packaging, producing 5.4 million tonnes each year in operations located in 22 European countries (9 in Latin America). Less well known is the fact that Smurfit Kappa is also the preferred European supplier in several specialist areas.

Six Future Focuses for Sacks

Like many of the Smurfit Kappa operations, the Smurfit Kappa Paper Sack business carries out regular customer satisfaction surveys. The last survey for sacks was carried out at the end of 2008 – and many thanks indeed to the 120 customers who participated. We received the usual information about customers' opinion of our sack business, mostly of a positive nature, despite difficult trading conditions and there was also the usual

information which helps to drive us to improve our products and service.

But this time, as well as collecting basic information, we also tried to look a little further into the future with our customers and to identify general aspects upon which to focus our future developments. In summary, six aspects command our attention.



Vulnerability

Many aspects of life today are causing anxiety. Packaging which offers gentle reassurance might be most welcome.



Flexibility

There is a reluctance to become lost in the general mass. Packaging which appeals to small groups offers individual attraction.



Powerful Nature

Natural is synonymous with better. Packaging which has its own green credentials and which promotes the environmental positives of products will be more and more appreciated.



Smurfit Kappa will be keeping these six “soft” conclusions from the survey very much in mind when dealing with the hard facts of developing future products with customers.

The illustrations are from paper sacks produced by Smurfit Kappa. The quality of print and

Smurfit Kappa Paper Sacks is a European business encompassing six operating companies with eleven operating plants. Sacks are supplied for cement and other building products and increasingly for chemicals, food products and animal foods. Smurfit Kappa is the market leader for sacks containing petfood. Operating in most European countries, Smurfit Kappa is the paper sacks market leader in France and Spain. Pinch bottom sacks represent a growing market segment, with Smurfit Kappa operating four dedicated machines.

For further information on future trends for paper sacks please contact Loïc Bernard, Smurfit Kappa Paper Sack. email loic.bernard@smurfitkappa.fr www.smurfitkappa-papersack.com

finish on paper sacks are important aspects related to many of the focal points described below. Smurfit Kappa operates eight high speed, state-of-the-art, six to eight colour printing machines for sacks, well spaced across Europe. The full range of finishings is offered, from coatings and laminates to UV varnish.



Pursuit of Perfection

Excellence has become the norm for quality products. So packaging needs to continuously go in quest of perfection.



Simple convenience

Technology may be advanced and complicated but products need to be utterly simple to use. That goes for packaging just as much as for the product it contains.



Surprise me!

Differences, whether big or small, always attract attention. It is always worth looking for that unique touch which will provide novelty, intrigue or excitement for your brand.



The right printing process for your packaging

Determining the best printing process for a particular packaging specification requires a thorough appreciation of how the pack will be used and a complete knowledge of available printing processes.

More and more frequently Smurfit Kappa's local operations throughout Europe are being asked to join customers in careful discussions to select the best printing process to meet changing market requirements.

Becoming a vital consideration for secondary packaging

Close attention to graphics and print quality has always been a prerequisite when it comes to primary packaging involving corrugated and solid board. But today the focus is also very much on secondary packaging. Of course major retailers have different operating models but most still prefer to make use of the secondary pack within the store environment and the transit or "secondary" packaging is therefore very much visible, albeit often as a stripped down shelf display unit. The pressure from several major European retailers to achieve good, consistent print quality on secondary packaging is an important consideration for packaged consumer goods companies.

Indeed Smurfit Kappa has been experiencing a significant upsurge since 2008 in the number of customers concerned to achieve the best possible print quality to suit their particular secondary packaging requirements. It is becoming common for customers to

look at the precise details of print quality on secondary packaging, just as has always been the case for primary packs, carry-home and multi packs.

Very frequently this increased concern involves customers reviewing the print process best suited to their secondary packaging.

The unbiased view from Smurfit Kappa

As the leading European supplier of corrugated and solid board packaging, with an unrivalled investment in printing processes, unsurpassed technical expertise and a networked system of utilizing best practices throughout the Group, Smurfit Kappa is best placed to provide customers with unbiased professional advice about printing.

Not every local Smurfit Kappa site has every specialized version of every possible print process. But everyone within Smurfit Kappa has access to the rest of the Smurfit Kappa network and for every customer the best possible practical solution to achieve the right print quality can be determined.

Some basic considerations are described in a basic guide to printing processes on the following pages.

A Basic Guide to Printing Processes

There are many ways to approach the task of specifying the best print process for paper based packaging. It's usually best to take **three first elementary steps** –

- 1) Clearly understand **the role** of the specific pack – primary, multi-pack, secondary (outer pack), or display pack – or indeed a mixture of these.
- 2) Clearly understand what is expected of the packaging from delivery to packing line, through the supply chain to eventual unpacking. In particular, understand the **“protect/ promote equation”**, that is to say the relative importance of keeping product safe and attracting product sales. (This will usually lead to a decision to use solid or corrugated board. Whilst most of the comments below refer to corrugated, the considerations would not be so different for solid board.)
- 3) Clearly understand the **viewing distance** for packaging. Is it going to be judged close up or at a greater distance? Significant differences between some print processes are not noticeable or barely recognizable when considering the effect of the viewing distance.

Then it is possible to move on to consider the Graphic Requirements. This will involve many considerations but can usually be confirmed as fitting.

These five categories are listed in the next table with an indication of the most suitable five printing processes to achieve the desired results.



Five Graphics Categories

	Offset Litho	Flexo Preprint	HQ* Flexo Postprint	Q* Flexo Postprint	Flexo
Supreme Graphics / Photo Repro	✓	✓	✓		
Superior Graphics		✓	✓	✓	
Classic Graphics		✓	✓	✓	✓
Traditional Graphics					✓

As a very general guide, the approximate technical details for each of the five printing processes are detailed in a scheme on the next page.

Technical Details

	Offset Litho	Flexo Preprint	HQ* Flexo Postprint	Q* Flexo Postprint	Flexo
Screen Ruling	From 56- 80 L/cm standard 60 L/cm	Up to 60 L/cm standard 48 L/cm	Up to 60 L/cm standard 48 L/cm	Up to 30 L/cm	Up to 18 L/cm
Technique	Indirect flat printing	Direct high pressure technique	Direct high pressure technique	Direct high pressure technique	Direct high pressure technique
Print Registration	+/- 0,05 mm	+/- 0,2 mm	+/- 0,3 mm	+/- 0,5 mm	+/- 1,5 mm
Varnish	Water + Resin	Water + Resin	Water + Resin	Water + Resin	Not possible
Brilliance	High	High	High	Satisfactory	Lower
Solvent	< 5% chemical diluter	Water	Water	Water	Water
Paper	Heavy	Low-Medium	Medium	Low-Medium	Low-Medium
Initial Set-up Cost	Lower priced	Very high	High	High	Medium

* Q = Quality, HQ = High Quality (High Quality Flexo Postprint, mainly achieved by off-line printing)

It is usually possible to decide whether graphics need to be Supreme, Superior, Classic or Traditional. Items to consider when deciding on a graphics category include proofing requirements, frequencies of print changes and lead times, board thickness, required quality of board surface, fit of print with pack design (fit with panels, cut outs, strip downs etc.), likely ink coverage, quantity of fine print details versus block colours, required number of colours, closeness of colour registration, required shade consistency - and many other important details. Photographic reproduction may be a requirement within Supreme, Superior or Classic – but with a differing estimation of critical viewpoint distance.

The final selection of the most appropriate printing process will also involve two further vital factors. Firstly there may be a requirement for several items of packaging to look part of **the same “family”** and that may drive towards a decision to use the same process for many specifications, involving some compromise. Secondly, of course there must be a careful consideration

of cost, so as to select a printing process which **offers best value** for a given commercial challenge.

For more information on selecting the appropriate printing process for your packaging and for a full explanation of each of the five print processes, please contact your local Smurfit Kappa operation.



Bringing a touch of magic to flexo printing



Dudley is the Group specialist in developing the print process and training. He has worked in the corrugated industry since 1966.

With Smurfit Kappa's support, he has been Technical Director of the European Flexographic Technical Association (EFTA) for 17 years.

Dudley is also a member of the Manchester Circle of Magicians!

We interview Dudley Underwood, Smurfit Kappa's flexo printing expert.

Question: What would you say is the greatest challenge facing flexo printing at present?

Answer: Without any doubt, the need to achieve consistency in every possible respect.

All print processes need to be carefully controlled. Companies who don't train and develop their internal systems of monitoring and maintaining the process will suffer from variations in quality. If training has been sporadic, then little attention will have been given to the control of substrates, inks and printing plates and cleaning, maintenance and machine calibration will have taken a back seat.

Question: What have you done at Smurfit Kappa to achieve a high rate of consistency?

Answer: At Smurfit Kappa we have continually strived to train printing people and improve our capabilities and processes. This is an important aspect of our determination to benchmark the best practices in our operating companies and to transfer the best knowledge to all parts of the group.

Put simply, I want our printing people to achieve the highest possible standards on every single order they produce. We have had success in this with the number of international print awards we have won.

Question: Apart from ensuring the best possible training for machine operators, what are the main other issues when it comes to consistency?

Answer: My experience both at Smurfit Kappa and at EFTA suggests that there are a number of organisational and practical matters to be considered such as:

- the target colour indicated by the customer can be unclear
- different specifications will entail using different paper suppliers
- different ink suppliers may be used
- there are different ink metering systems
- there are many different types of printing machines
- many companies have different colour measuring methods
- and there are varying methods of colour control during the print run

Question: These challenges aren't so new, so what is so very different now?

Answer: It used to be a matter of achieving quality and colour consistency from batch to batch of a series of specifications produced at one site, in one country. Increasingly, however, the need is to achieve consistency for specifications produced at several sites, in more than one country, for products that end up together alongside each other at retail outlets around Europe.

So bearing all this in mind, how about this statement: "No matter what the exact type of flexo print process, whichever country or site, no matter what paper it is printed on, Smurfit Kappa will supply the customer with the correct colour every time." Now that will be magic!

Question: How will you be doing that?

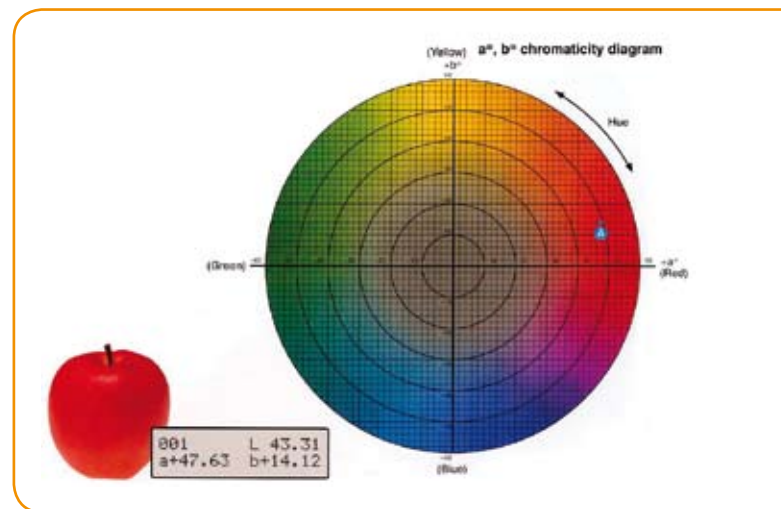
Answer: We are intent upon installing a system that standardises the whole colour matching process.

We have looked at what systems are available and have committed to invest in what we believe is the complete answer - Flexible, user friendly software that requires minimal interaction from the end user but manages all measured information to allow colour evaluation globally from any location.

Question: How will that work?

Answer: The main control software will be on a central server, on which will be stored the customer's agreed colour standard; this colour standard can be accessed by all sites anywhere in Europe. So global brand colours will not vary from country to country.

That's all we can reveal about this new magic at this stage. We'll be rolling it out in a controlled way and we'll be asking for cooperation from customers along the way. So if Smurfit Kappa asks for your help with a little bit of magic – don't expect us to play some tricks with some new type of pantone cards! We'll be asking you to share in the application of some very exciting technology.



The new colour matching "magic" will require no new pack of pantone cards!

Post Print

Coated Line/Screen



Smurfit Kappa Chelmsford
East Green Adnams



Smurfit Kappa Tannochside
Glenmorangie 6 x 70cl

Coated Process



Smurfit Kappa Chelmsford
Chivas Regal



Smurfit Kappa Tannochside
The Black Grouse 6 x 70cl Bottles



Smurfit Kappa Tannochside
Grant's 1 x 4.5L Bottle

Uncoated Line/Screen



Smurfit Kappa Chelmsford
Small Scottish KellyBronze

GOLD



Smurfit Kappa Delitzsch
Mieze Katz Katzen

SILVER



Smurfit Kappa Delitzsch
Basic Set NewWave

**HIGHLY
COMMENDED**



Smurfit Kappa Delitzsch
Ditsch Wies'nbrezen

Chelmsford team



Delitzsch team



Tannochside team



Introducing new, even brighter White Top Liners

There is more and more interest in quality printing on corrugated packaging and that means even greater performance demands being placed on white kraftliners – reports the Smurfit Kappa Paper Division.

As a result, Smurfit Kappa is now upgrading its White Top Kraftliners “Royal White” and “CeluStar” produced respectively in the Piteå (Sweden) and Factice (France) mills. The new qualities have an enhanced smoothness, superior brightness, improved shade and excellent sheet formation.

These new qualities provide an even more brilliant print result, which supports the need for packaging to stand out clearly on the retail shelf. With their superior improved brightness characteristics these new qualities of white top kraftliners will be one step closer to the traditional brightness levels of coated products.

Furthermore, taking into account the increasing need for liners with maximum purity, the new “Royal White” and “CeluStar” white tops have been developed to be compliant for use in wet and/or fatty food applications.

In Piteå, over the last year, a considerable number of test runs have been made with Paper Machine 2 to develop the new “Royal White”. The technical development is based on an improved pulping process which maximises fibre strength. With this increased strength, a change of pigments and use of fluorescent whitening agent became possible.

In Factice, in addition to the use of optical agents, consequent improvements of sheet formation and smoothness have been achieved on Paper Machine 5 to develop the new “CeluStar” white top.

In parallel to the development of the new White Top Kraftliners the quality known as “Royal 2000” has also been upgraded in Piteå.



Appetising Samples: new promotional samples are available to demonstrate the qualities of Smurfit Kappa liners – including the upgraded white top liners with enhanced brightness. Printing mouth-watering food graphics is always a challenge and these samples demonstrate what can now be achieved by flexo print on corrugated board.

Our Pan European sales approach

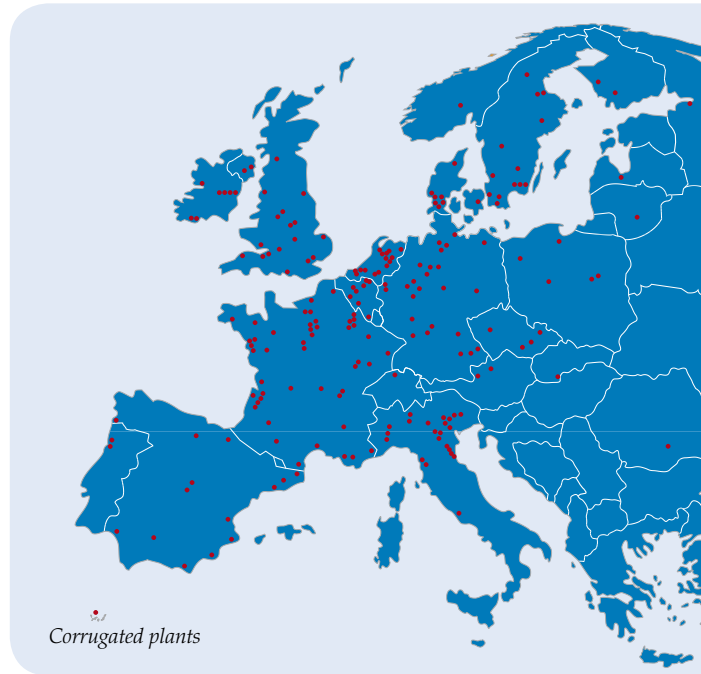
At Smurfit Kappa, our customers shape our organisation: we aim to provide you with a structure to complement yours... whether you have one delivery location or one hundred.

This is achieved by a flexible, modular approach within our sales organisation. Sales teams operate at local, national/regional and also at Pan European level, enabling us to meet our customers' needs and match their specific requirements.

As the foremost European corrugated packaging supplier, operating across 22 countries, our Pan European Sales organisation is key in meeting the needs of those customers who operate on a similar cross Europe basis.

Based in Paris, this team, comprising 20 people from 8 nationalities, can cover both commercial and technical issues. Working in close collaboration with other central functions and with their national and local colleagues, this team can coordinate the delivery of a wide range of products and services.

This gives our key customers the advantage of access to the full capabilities of the Smurfit Kappa Group via a focused account team intimate with their specific needs.



So whether it be sustainability, packaging innovation, cost out programmes, cross-learning, or even the next challenge we haven't thought of yet... this team will find a sure way to meet your objective.

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