

Packaging with **purpose**



Introduction

From pre-packed snacks to bags of pet food and packs of pills, packaging is part and parcel of everything we do.

According to research by Packaging Gateway, packaging for foods and beverages accounts for 87% of the market. Give or take a small amount, this has been the case for the last 15 years, and it's unlikely that this industry will give up the top spot any time soon.

But with a staggering 12 billion tonnes of plastic waste predicted to end up in landfill by 2050, the impact on the environment cannot be ignored. It's important that we look towards a future where packaging is not just practical, but purposeful too.



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Striving for sustainability

Sustainability is one of the key trends driving the future of packaging solutions. Society's net-zero ideal has sparked a trend for environmentally friendly solutions, with a wide-scale preference for responsibly sourced renewable or recycled materials that are, themselves, fully recyclable and carbon neutral.

As a leading provider of packaging solutions, Omori UK is in prime position to offer a holistic approach that will optimise the packaging process for maximum efficiency and sustainability. Driven by cutting-edge technology and eco-focused initiatives, Omori machines incorporate advanced technologies, sustainable materials and innovative features to streamline packaging operations, saving natural resources and offering businesses a competitive edge.

The dawn of digitalisation

Sustainability is only part of the story. Optimising your packaging solutions for a digital future is where the true value comes in.

At Omori, we are passionate about technology and the limitless possibilities it offers. Designed with intuitive interfaces and customisable settings, our machines seamlessly integrate into production lines, offering operational flexibility and user-friendly operation.

Our tech-centric approach also ensures heightened productivity, optimised efficiency and exceptional packaging quality, making our machines an indispensable tool for achieving superior packaging standards in the industry.

In this eBook, we look at how businesses can achieve their ambitions for sustainable, purposeful packaging solutions, and how Omori UK can help you set your organisation up for success.



Consumer demand for purpose-driven packaging



Upcoming industry trends



Resealable solutions



Unique feeding systems



How businesses can use packaging solutions to best effect



The influence of digitalisation



How Omori UK can support organisations on their quest to achieve net zero through packaging

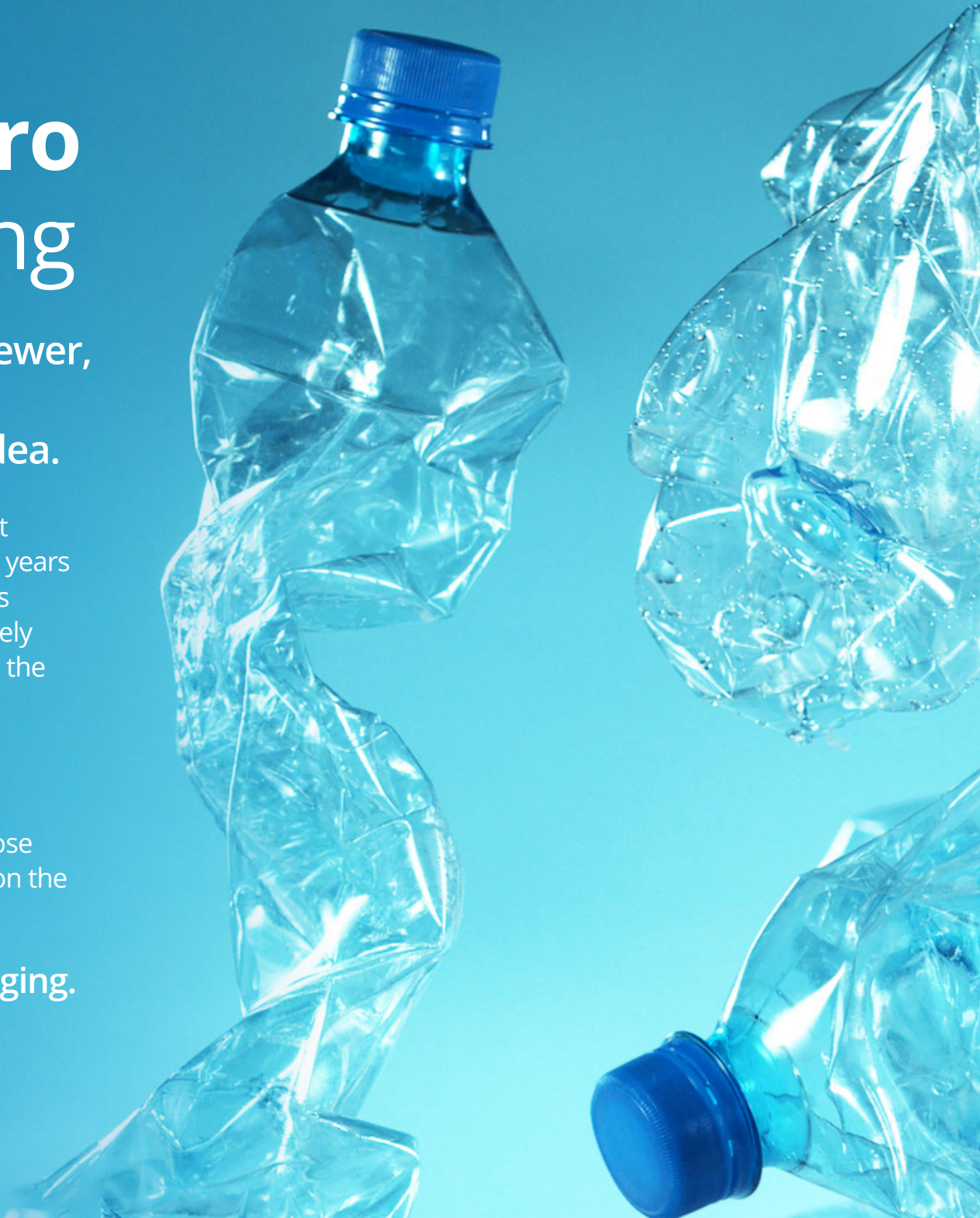
Achieving **net zero** through packaging

Though we are always looking for newer, smarter ways to package products, packaging itself is far from a fresh idea.

We have always needed to transport, store and protect things, and that need is the same now as it was 10,000 years ago. Prehistoric humans kept their produce in clay pots and vegetable-fibre baskets. Modern-day consumers rely on plastic, paper and cardboard. The only difference is the method and the materials we use.

But with 141 million tonnes of plastic packaging now being produced every year, a mindset shift is needed. The sheer volume of packing materials, particularly those which are plastic-based, is having a significant impact on the environment – and we need a way to reduce it.

Welcome to the era of purposeful packaging.





The growing demand for purpose-driven packaging

Consumers are expressing increasing expectations for packaging that goes beyond its traditional 'protect and contain' role, offering purpose that goes beyond practicality.

- **Consumers prefer brands that prioritise sustainability by using recycled materials, reducing waste and conserving resources.**
- **Product integrity and hygiene is a top priority, especially in the post-COVID-19 era.**
- **While sustainability is key, packaging should also be functional and user-friendly.**
- **Packaging that communicates a brand's values and mission resonates with consumers.**
- **Stricter regulations are driving companies to adopt sustainable practices, with the ultimate aim of achieving net-zero emissions.**
- **Informed consumers are researching and advocating for sustainable packaging options.**

It's vital that businesses lean into this changing mindset and embrace a future-thinking approach to packaging solutions in order to reduce their environmental footprint.

Sustainable solutions for an eco-conscious society

Achieving net zero will require changes in every aspect of the packaging process, bringing purpose to the fore and prompting a more mindful approach.



Material innovation

Sustainable materials are essential in achieving net-zero packaging, where renewable resources such as hemp and seaweed can replace fossil fuel-based plastics and absorb CO₂ as they grow.

The carbon impact of materials such as glass depends heavily on the manufacturing process, with the use of renewable energy sources offering a more sustainable alternative.



A logistical shift

Sourcing locally helps mitigate emissions, but transportation also plays a crucial role, with lightweight materials such as bioplastics potentially offering a more sustainable option. For end-of-life considerations, refillable packaging solutions promote reuse and durability.

Ensuring recyclability is essential, and brands can facilitate this by using mono-material plastics, separating paper from coatings, and utilising natural dyes and inks.

The solution: Omori UK

Omori UK's innovative solutions make packaging smarter and more sustainable. With a range of cutting-edge machinery and tech-powered products, Omori UK ensures that your organisation's processing and packaging lines perform to the maximum, with the highest efficiency.

Omori UK's packaging machines are designed to handle different packaging formats, sizes, and the latest generation of sustainable materials, providing flexibility for a wide range of products. So, whatever your needs, we can offer tailored solutions to suit every budget and business size.

Our packaging solutions provide:



Advanced technologies and innovative features



A diverse range of packaging solutions to meet specific industry requirements



Optimum product integrity and presentation



Enhanced efficiency and productivity



Accurate and efficient results



Boost productivity and reduce costs with Omori UK machines



Flow wrappers: cutting-edge machines designed to meet the precise packaging requirements of the food and pharmaceutical industries.



Stick packers: ideal for forming and sealing stick-shaped packages, perfect for single-serve portions of products such as powders, granules, or liquids.



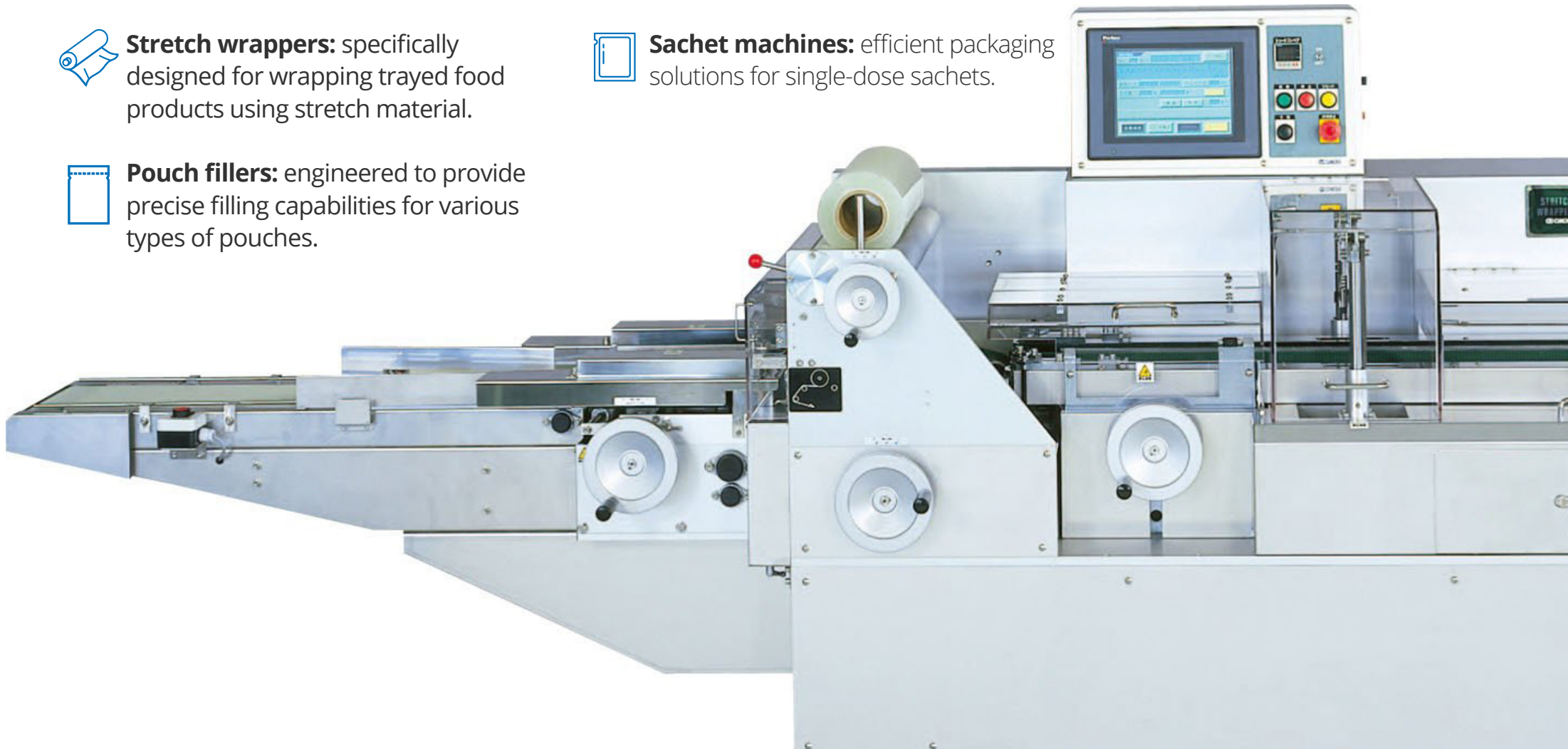
Stretch wrappers: specifically designed for wrapping trayed food products using stretch material.



Sachet machines: efficient packaging solutions for single-dose sachets.



Pouch fillers: engineered to provide precise filling capabilities for various types of pouches.



What's on the packaging horizon?

Sustainability

81% of consumers are now demanding sustainable packaging.

The current climate crisis, combined with the increasing consumer preference for businesses that opt for eco-friendly packaging, is driving a wholesale mindset change for organisations across the globe. They have a limited window before non-sustainable packaging negates the value of their products and tarnishes their brand reputation – and this trend is only set to continue.

Personalisation

There is a **40% increase in customer** loyalty when using personalisation.

Packaging is a prime example. Consumers want to receive products that are packaged in a way that works for them, whether they've expressed a preference for sustainable materials or resealable options that help keep their food fresh for longer. Incorporating personalised elements like customer names, handwritten notes (depending on the organisation's size), or interactive elements can also help give businesses the competitive edge.

Minimalism

92% of consumers feel that minimalist packaging matters.

When it comes to packaging, less is often more. Simple design, combined with materials that are optimised for volume and weight, helps reduce material consumption and associated environmental impacts. By removing unnecessary design elements, businesses can commit to providing an environmentally friendly solution.



Technology

65% of UK consumers are willing to spend time working out how to engage with a product on their smartphone.

Playable experiences, gamification and so called 'connected packaging' is set to be the industry's next big trend. Using technology to turn product packaging into a digital experience channel, businesses can connect with their consumer base like never before – deriving insights, boosting loyalty and setting themselves apart from their competitors.

Inclusive packaging

32% of consumers have disengaged with brands due to difficulties opening the packaging.

Yet inclusive packaging goes beyond the ease of opening. It also involves considering who may be unintentionally excluded through symbols, imagery, slogans, or even the colours used. Businesses are starting to create inclusive packaging that improves the experience of all customers – future-proofing their brand for the modern era.

Resealable packaging

Sustainable, waste-minimising, convenient. Resealable packaging is a great way for businesses, particularly those across the food and pet food industries, to offer their consumers a purpose-driven solution that caters to modern needs.

Extended shelf life: Prevents produce from drying out in the fridge, ensuring longer-lasting freshness, improving safety and boosting consumer satisfaction.

Reduced food waste: Maintains product freshness and extends the shelf life, helping to combat the global issue of food waste, estimated at **5.8 trillion meals** every year.

Enhanced portion control: Makes it easy to eat single slices without fear of spoilage.

Product prominence: Rigid packaging with resealable lids can be prominently displayed on store shelves, enhancing product visibility.

Consumer convenience: Perfect for on-the-go consumption, with a user-friendly design that eliminates the need for secondary containers.

Minimal mess: Simplifies handling and reduces mess, making it particularly suitable for eating outdoors or on the go.

Maximum sustainability: Adaptable to various materials, contributing to the push towards mono-material packaging and recyclable options like polyester.



Introducing the **Omori flow wrapper**

The Omori flow wrapper is our answer to resealable packaging requirements.

With state-of-the-art technology and meticulous construction, Omori UK flow wrappers can accommodate a diverse range of product sizes and shapes, ensuring versatility and adaptability.

Featuring intuitive interfaces and customisable settings, these machines seamlessly integrate into production lines, offering operational flexibility and user-friendly operation.

Our flow wrappers contribute to heightened productivity, optimised packaging efficiency, and exceptional packaging quality, making them an indispensable tool for achieving superior packaging standards in the industry.



Unique feeding systems

When it comes to modern pet food packaging, it's vital to prioritise safety and reliability.

At Omori UK, we provide manufacturers with unique feeding systems that cover everything from individual pet food **pouch filling** to **end-of-line equipment** that provides cartoning, case-packing and palletising functionality.

With equipment that adapts to low-speed, high-speed and high-volume packaging of various types of pet food, including dry kibble, wet food, treats and supplements, Omori's solutions are designed to enhance productivity and flexibility.

Unmatched quality

We have a reputation for producing innovative packaging designs. Our excellent pack presentation is a key advantage over our competitors.

Bespoke options

Our solutions can be adapted to accommodate unique specifications. We provide bespoke infeed systems and can offer a range of options tailored to individual needs.

Hygienic design

Our machines are hygienically designed to comply with all industry requirements, offering the highest levels of quality and safety.

Seal integrity

The seal integrity which our machines produce is of the highest standards, ensuring products are always safe and top quality.



About Us

Work with a provider who is renowned for manufacturing machines of exceptional quality.

At Omori UK, we enable our customers to distinguish themselves from their competitors by using technology to create innovative packaging and processing solutions.

With over 70 years of experience, we specialise in offering solutions to meet the specific needs of our customers. From design and engineering to installation and maintenance, we take care to ensure that processing and packaging lines perform to the maximum, with the highest levels of efficiency.

Our mission is to craft innovative packaging designs through creative and sustainable solutions, delivering consistent results that make businesses truly efficient.

Find out more Contact us at

Email: info@omoriuk.co.uk

Phone: **0845 293 2910**

or visit <https://omoriuk.co.uk/>

“ We’ve worked with Omori UK for many years and they supported us with a project, changing from one packaging style to another. This immense project was carried out professionally and I’ve always found the Omori team to be honest, supportive and capable of delivering what they promise.”



- Lee Sullivan, Managing Director,
Walkers Deli & Sausage Co.

