



# OUR STORY SO FAR IN PACKAGING

Packaging, processing and labelling sit at the intersection of design and manufacture, logistics and retail, consumer and brand. Today, packaging is in the spotlight more than ever, with pressing questions around materials choice and waste reduction. Meanwhile supply chains, consumer behaviours and legislative demands continue to evolve, impacted by complex macro trends and global issues.

Shopping habits are changing, and ecommerce is driving fundamental restructuring in retail, with implications for all types of packaging for shipping, warehousing and point-of-sale.

Social and demographic change – for example the ageing world population, urbanisation and demand for convenience – are shaping packaging design and functionality.

Global supply chains demand robust health and safety legislation, traceability, cross-border brand integrity and solutions for anti-counterfeiting and product authentication.

And the sustainability agenda will exert substantial influence on the future of packaging, as governments, brands, retailers and consumers address issues from food waste, to carbon emissions, to recycling.

With 35 years' experience in the packaging, processing and labelling sectors, we have a firm grasp on these interconnecting issues and their impact on packaging design, production and the supply 'ecosystem'.

## A multi-layered industry

Packaging has many verticals, each with a distinct supply chain and characteristics.

We've been active in food & beverage, snacks, cosmetics, personal care, pharmaceuticals and luxury goods, diving deep to understand each segment's commercial and regulatory drivers.

And the diverse mix of packaging and labelling materials adds another dimension. Paper, film, board, corrugated, plastics, glass, metals – each has its own story to tell.

## Three decades of technology disruption

We've spent three decades engaging converters and brand owners with the scope of disruptive technologies to remove their pain points – improving production efficiencies, managing costs, enhancing control and adding value.

We've worked with a diverse range of clients: manufacturers of presses, plates and industrial systems; developers of digital narrow web and flatbed printers; software creators and system integrators; producers of inks and coatings.

Through our campaigns for these brands we've helped the industry rise to demand for shorter production runs, just-in-time manufacturing, faster promotional cycles, customisation and personalisation.

## We flexed flexo's muscle

We fuelled the growth of flexo printing for flexible packaging and labels, helping converters transition from legacy analogue technologies.

## We unpacked the arguments for digital print

We've driven adoption of digital production technologies for a generation of disruptive inkjet technology developers.

## We championed customisation

We've promoted the potential for customisation in short-run packaging, labels, point-of-sale displays and 'direct-to shape' (DTS), highlighting packaging's role in customer engagement.

## A NETWORK OF INFLUENCE

We nurture a global community of specialist editors, analysts and influencers, delivering topical and insightful client content that helps them to gain new perspectives on complex issues and inform expert business audiences.

And we're at influential packaging industry and vertical market events including Interpack, Labelexpo, Emballage, drupa and Metpack, as well as countless more local and specialist exhibitions, conferences and seminars.

This is our packaging story so far. Now let us bring your stories to life.

Visit [adcomms.co.uk/AD2020](https://adcomms.co.uk/AD2020) to find out more.



As a sector specialist in print, packaging and visual communications, we connect with a diverse range of businesses, production processes, technologies and materials, across multiple vertical markets with many commercial drivers.

Our work in packaging takes us into a fascinating ecosystem shaped by technology, customers and wider social trends.

