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# The rise of Packaging Development

Insights in Packaging Development of a FMCG company

Patrick van Baal @ IAPRI 2019



**18,261**

ambitious  
member farmers in the  
Netherlands, Germany and  
Belgium

The company is owned by  
Zuivelcoöperatie FrieslandCampina U.A.

**12,104**

member  
farms



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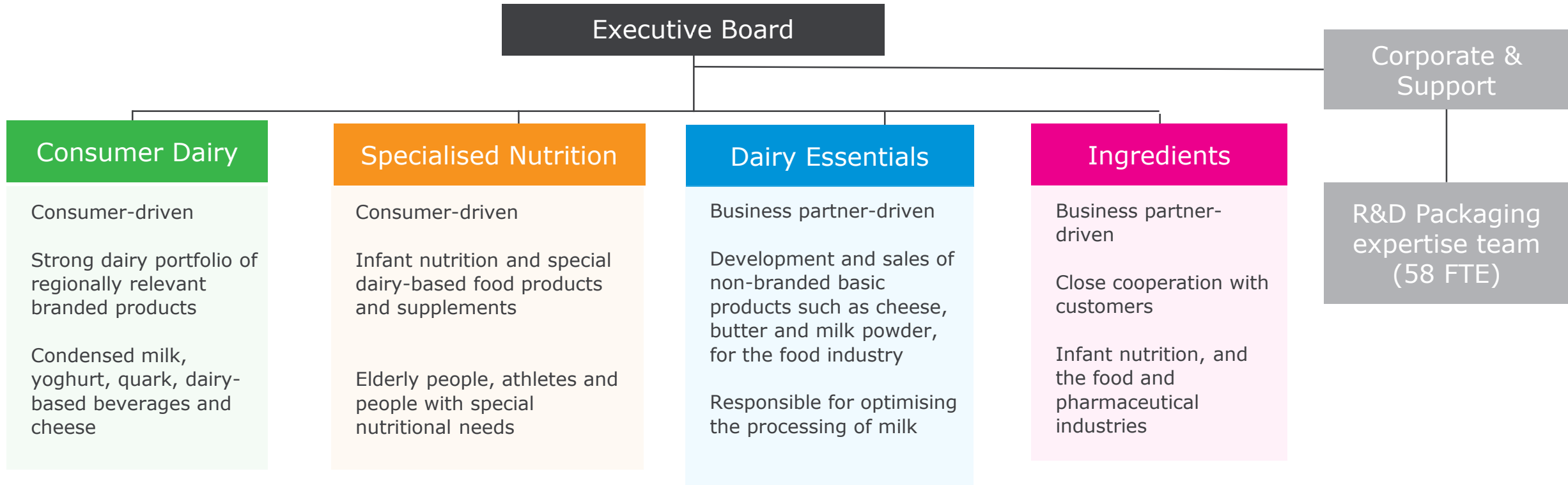
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# FC R&D Packaging Development



# Corporate R&D packaging expertise team

Expertise: Packaging technology & packaging development process



Business Groups determine which projects we do!  
R&D pack determines who and how we do the projects!

# Introduction Patrick

- Born in Enschede in 1970
- In Packaging Development since 1994
- Father since 2006

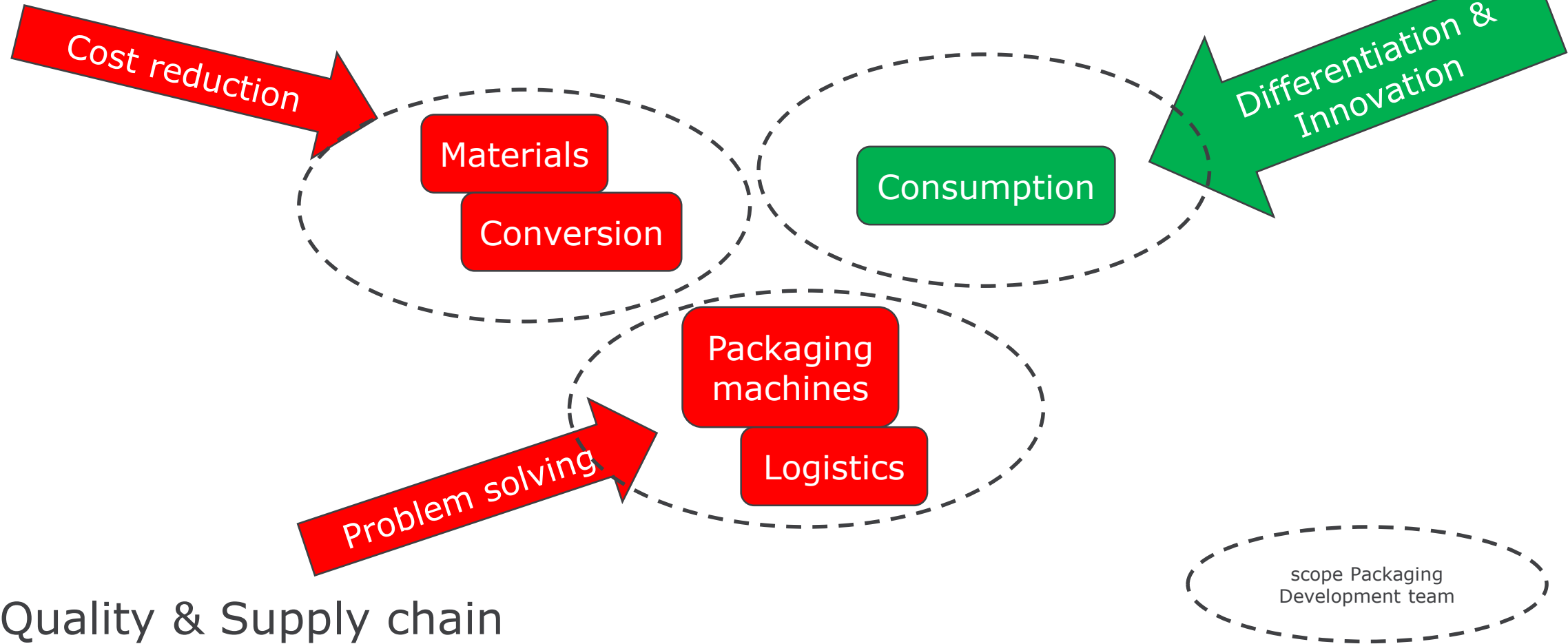


\* Disclaimer: the following content is my personal experience and perception, I have no quantitative data supporting my statements!

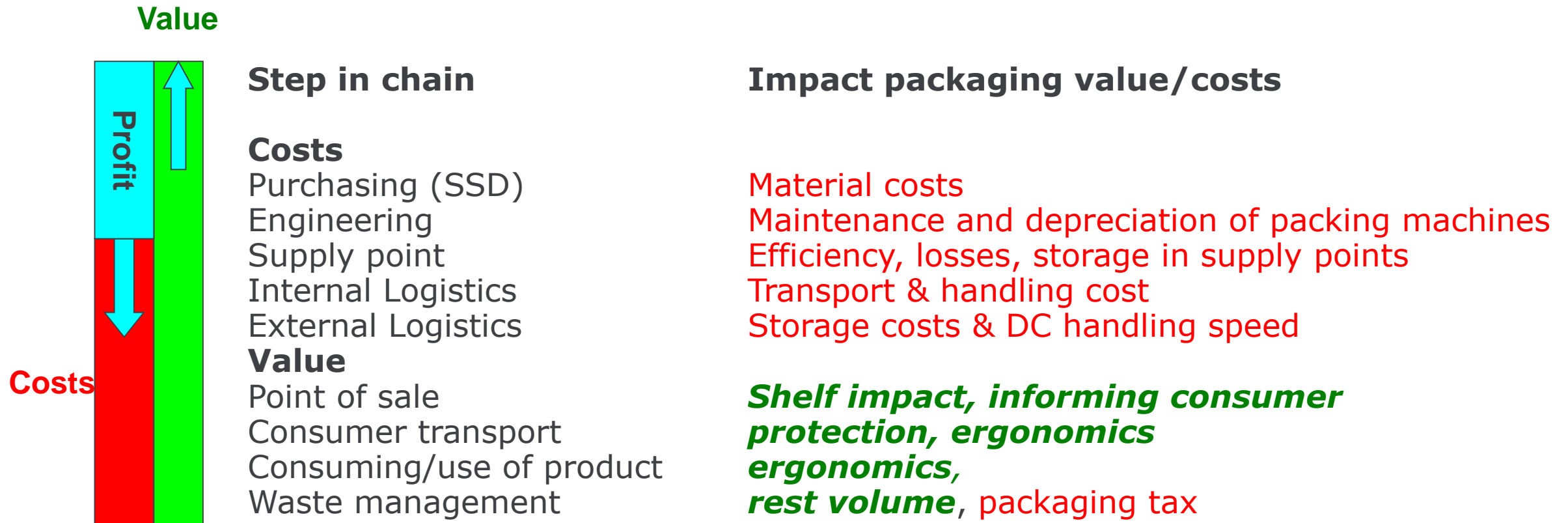
# Packaging Development in 1996

Procurement

Marketing

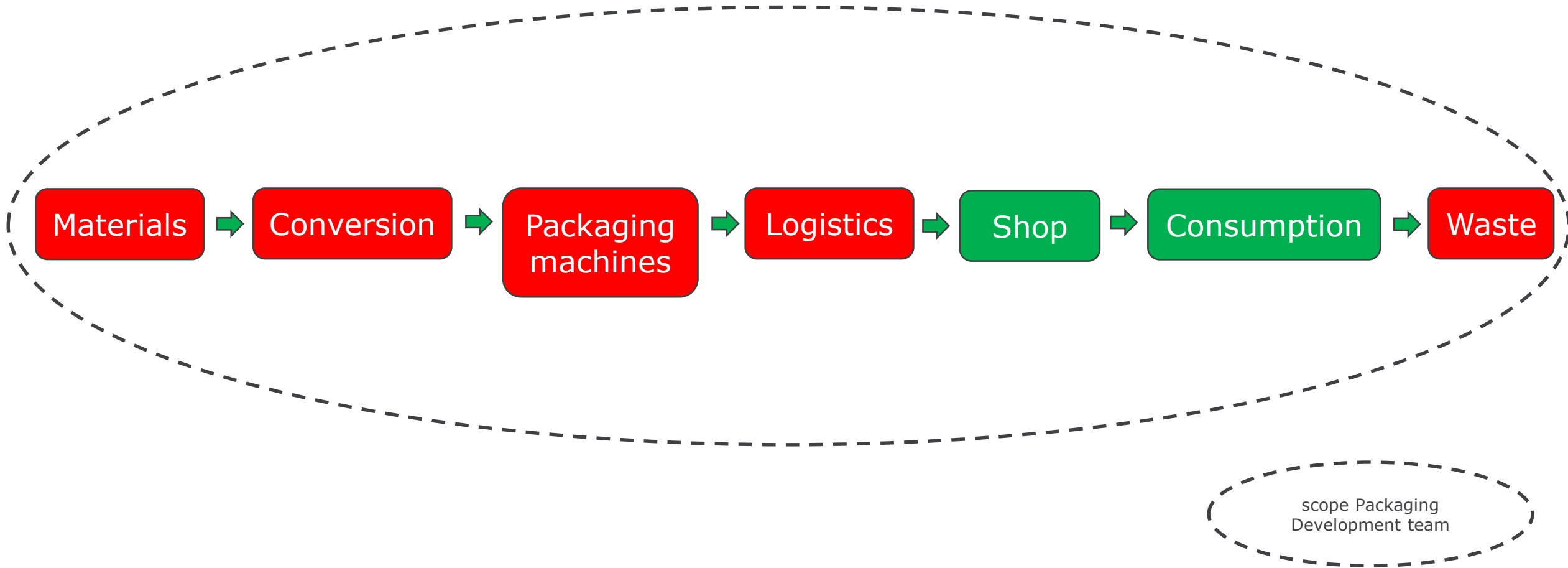


# Packaging Development in 2004



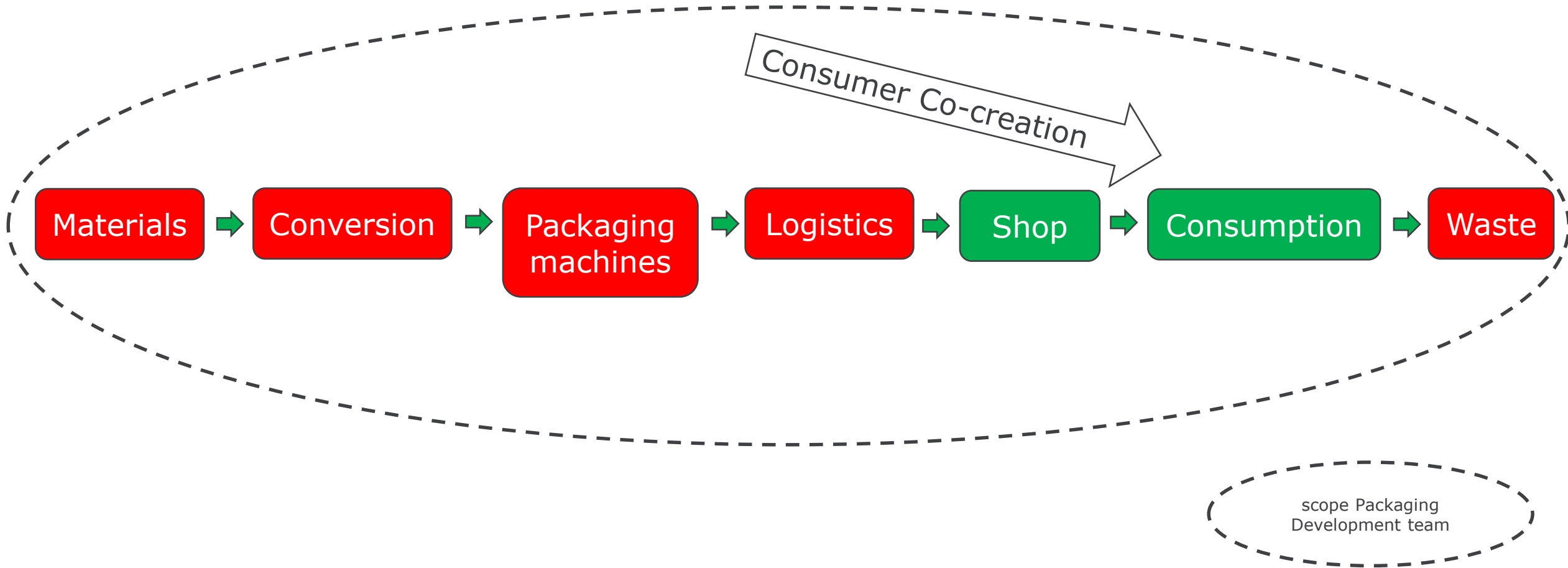
**To maximize profit, cross functional teamwork is a must!**

# Packaging Development in 2004

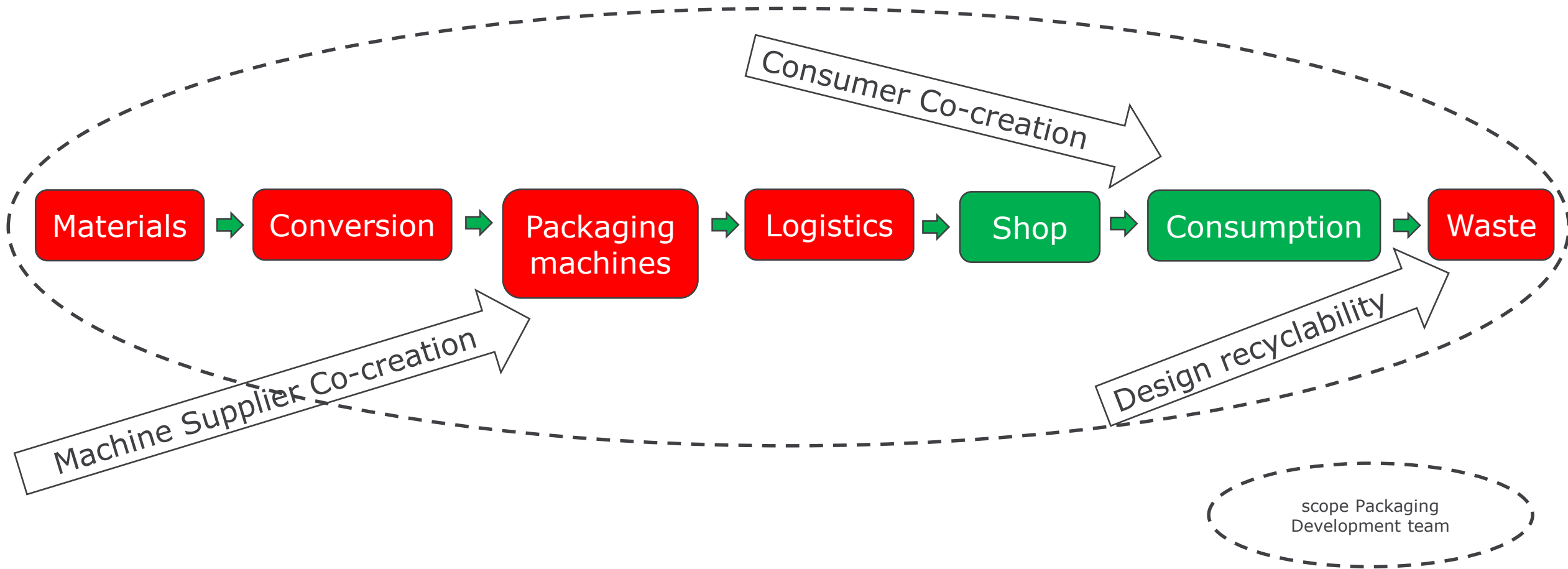




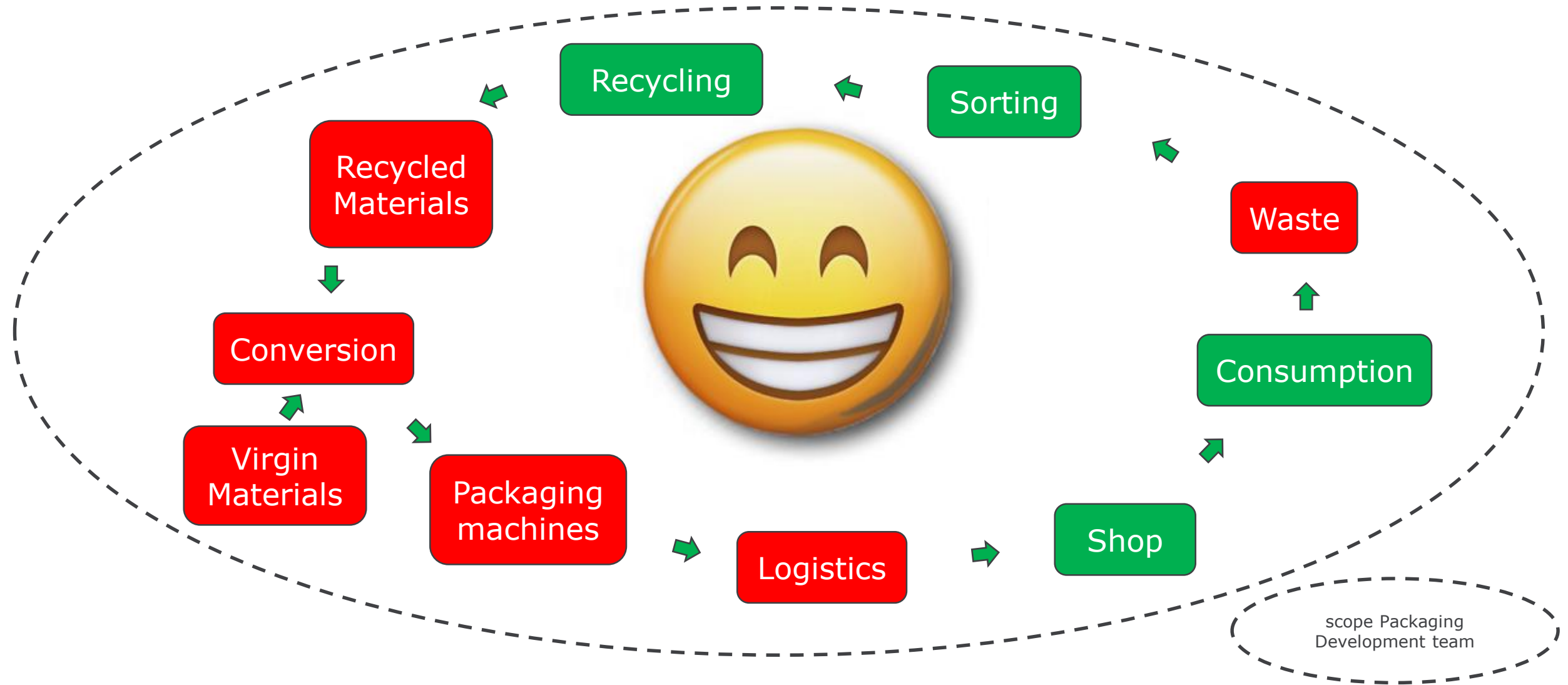
# Packaging Development in 2008



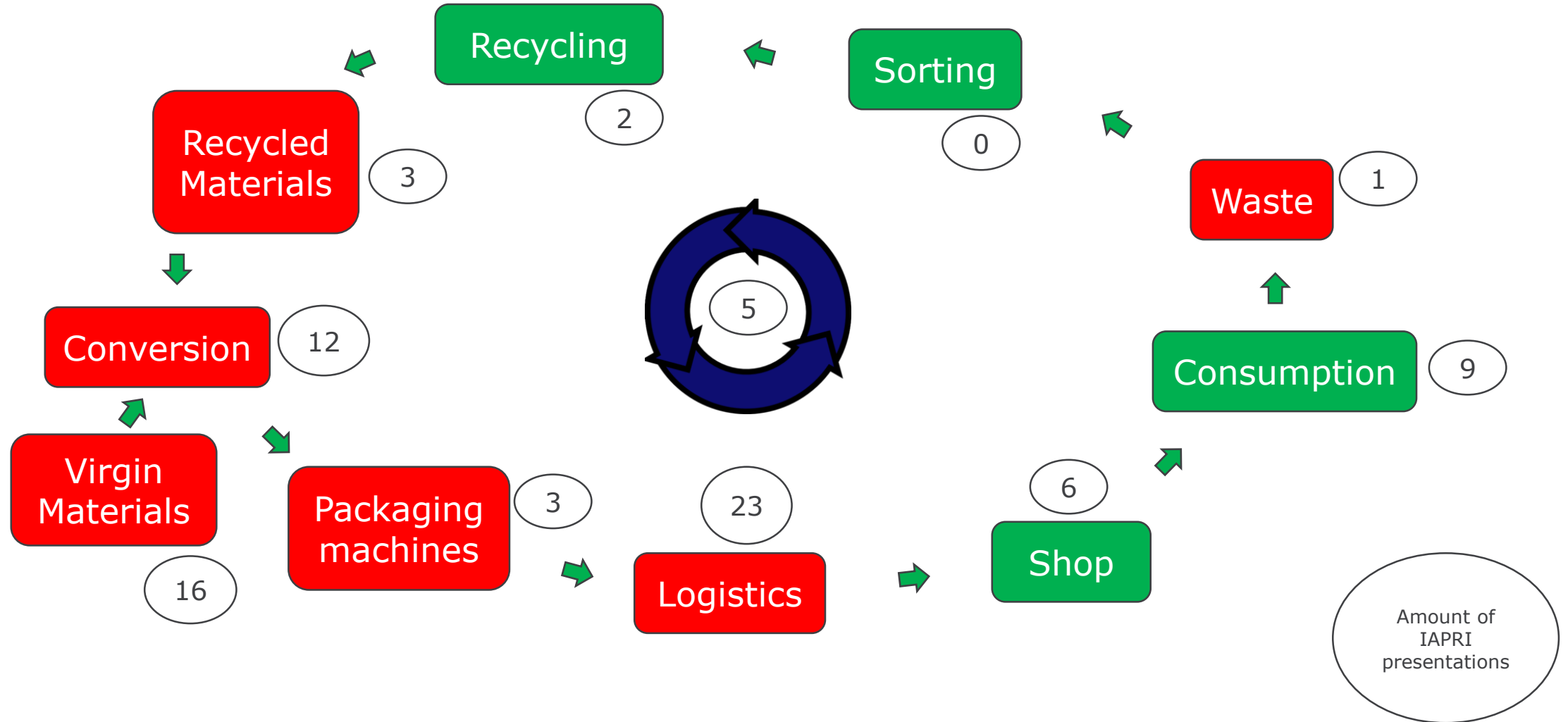
# Packaging Development in 2012



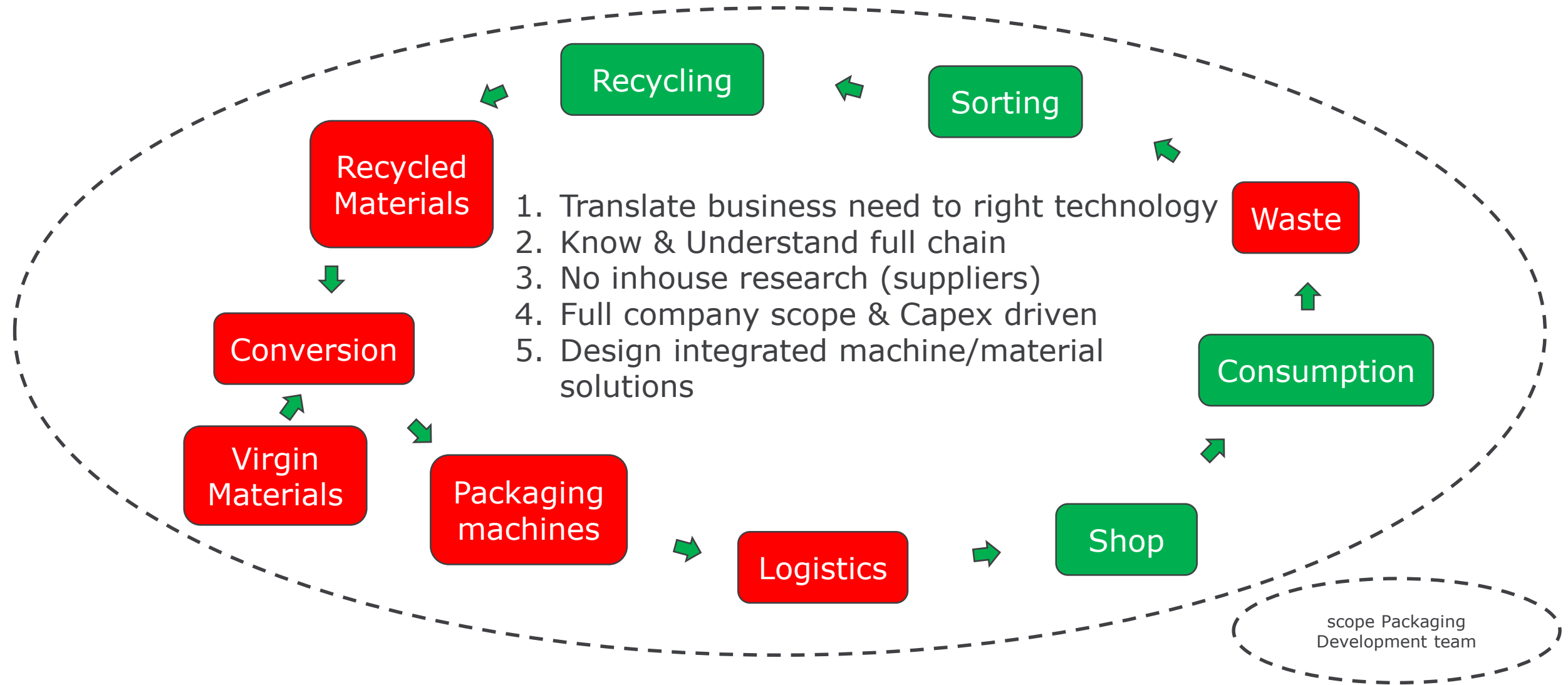
# Packaging Development in 2019



# IAPRI Packaging topics for the coming days!

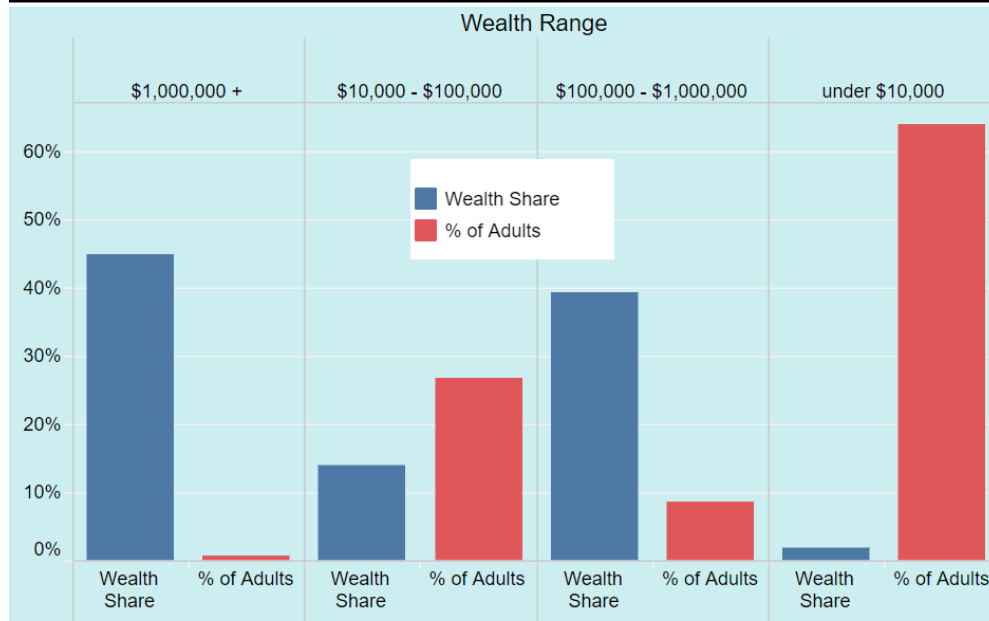


# FrieslandCampina Packaging Development approach



## The Richest 1% Own 45% of the World's Wealth

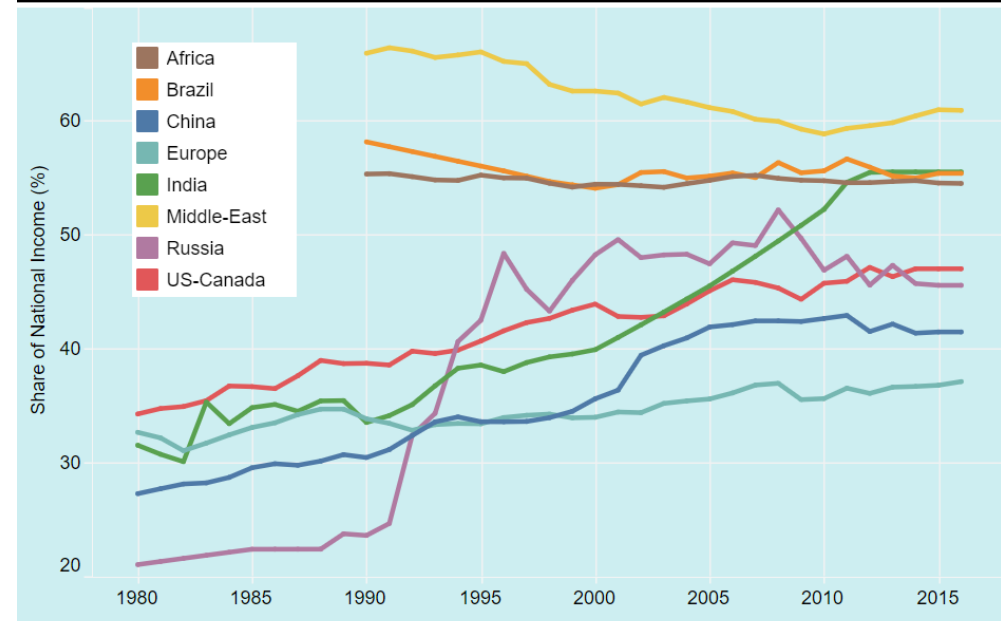
Global adult population and share of total wealth by wealth group, 2018



Source: Credit Suisse, Global Wealth Databook, 2018

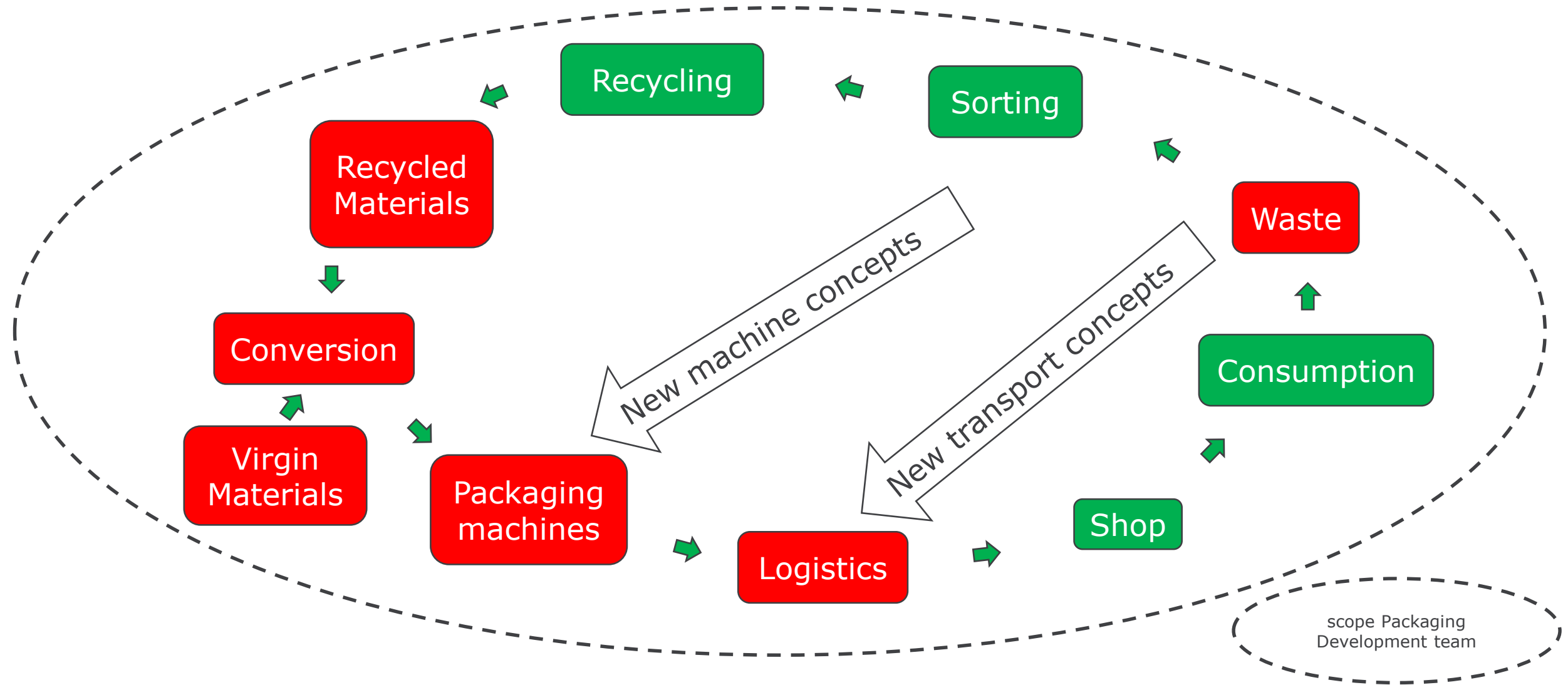
## Inequality is Rising or Staying Extremely High Nearly Everywhere

Top 10% income shares across the world, 1980-2016



Source: World Inequality Lab, World Inequality Report, 2018

# Affordable and Taylor made packaging





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Thank you