

Safe food packaging



**MESLOVE**  
CEREALS CONSTRUCTION KIT

A system solution for cereals

EN

*connection of competence*





## MUESLOVE - Safe food packaging

All the different aspects of a food packaging are illustrated on the basis of a system solution for cereals. The MUESLOVE brand and a range of virtual products were created specifically for this purpose.

The individual packaging components of this project are subsequently manufactured under **real production conditions** in **different production environments**. In this context, use is made not only of **conventional workflows** with **offline converting**, but equally of modern **inline production methods**. Moreover, **low-migration** production is achieved using both **conventional, water-based systems**, and **UV-curing inks and coatings**.

A special packaging version with a **glued inner bag** is used for the UV solution and for very greasy foods.

As a result, **all the participants in the value chain** are equally addressed: **brand owners, agencies and designers, printers and converters**.



### Food-safe and reliable

The focus is on **food safety** and **protective mechanisms** to comply with the stringent European food regulations.

This ranges from the choice of the right **substrates** and **materials**, all the way to suitable **barriers** and other mechanisms designed to guarantee the freshness and protection of the contents, and thus of the consumer.



### Lifestyle and current trends

The whole thing is embedded in a **lifestyle concept**, catering to numerous current trends in society: individuality, luxury and convenience, combined with healthy eating.

**The idea:** customers mix their muesli right **at the breakfast table** - to suit their **individual tastes** and **freshly every day**. Numerous individually packed ingredients are offered in appropriate quantities to this end.

The packagings have an **elegant design** that was realised using restrained finishing and strong **visual and haptic effects**. The **multisensory** address is an eye-catcher at the POS and an attractive accessory at home.

For serving and storage, the customer uses an elegant tray that is also offered in individualised and personalised versions.



### Simple handling

**Practical handling** is another important aspect.

A perforation makes for easy opening of the integrated hinge lid, which can be **tightly reclosed** thanks to a click mechanism. The absence of an inner bag in most cases makes it easier to pour out the contents.

**Trickle protection** inside the packaging makes sure **the table stays clean**.

**The result is a product that customers will be happy to put on the breakfast table.**

## Brand presence and branding

The resultant **long service life** of the packaging in the customer's home helps to achieve **strong branding**.

Muesli is often transferred to a plain plastic container for storage. Small portions of the individual ingredients and the comprehensive lifestyle concept lead to **direct use of the original packaging**.

For the producer, that means a **lasting brand presence** and thus **strong branding**.

The above-mentioned individualised trays increase **customer loyalty** - as do the options for **customer communication**.

The QR code can be used to access serving suggestions and background information on the ingredients used.

A shop offers customers the opportunity to order personalised trays, or even create their own tray designs.



## Production and profitability

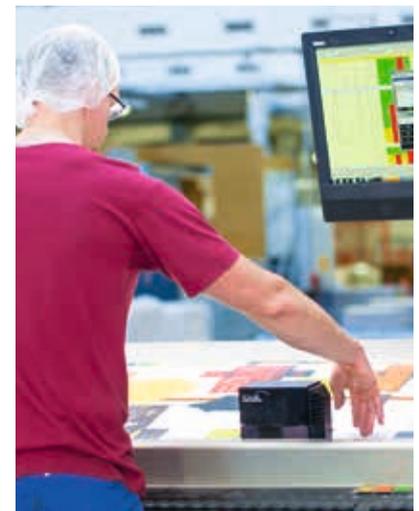
Finally, **efficient production** ensures **economical realisation**.

Profitability, of course, already starts at the packaging development stage: both the form and the finishing are coordinated hand-in-hand with the suppliers.

**Skilful selection of the finishing techniques and materials** minimises the number of machine passes, while simultaneously maximising the visual and haptic effect.

A professional **workflow** with closely intermeshed processes is combined with **rapid prototyping** to reduce errors and **cut end-to-end times**.

As a result, this very stylish and individual product offer becomes suitable for the mass market.



## Information and discussion along the value chain

The aim of this project is to promote cooperation along the value chain - from the brand owner to production.

Particularly in view of the growing number of **statutory regulations**, it is important to demonstrate just what is **possible and permissible**.

## Tutorial

A **complete Tutorial** in German and English is again available for this project, providing more detailed information on creative aspects, production management, production and the legal background.

**The Tutorial is available for free at [www.mueslove.com](http://www.mueslove.com) or on the PrintCity website.**



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## Connection of Competence - The PrintCity Alliance

**PrintCity** is recognised as the ‚connection of competence‘ **strategic alliance** across the **entire printing and packaging value chain**.

The objective is to promote and develop the value of **print and packaging** in a **dialogue with all the players** in the value chain: brand owners – agencies and designers – printers, converters and finishers, suppliers.

The close collaboration between specialists enables members and project partners to realise highly demanding projects on the cutting edge of the technically feasible, offering the market a **comprehensive pool of knowledge and skills**.

## This project was realised by

	Packaging production, 3D design, print production, converting, gluing		Effect pigments
	Digital printing systems and copiers		Fresh forest fibre folding-carton board
	Inline printing and finishing systems		Displays and packaging solutions
	Hot and cold foil stamping applications, holograms		Finishing coatings and water-based flexo inks

with the kind support of



For more information, go to: [www.printcity.de](http://www.printcity.de)

