

The Food & Drink Packaging Market 2011-2021

7. Expert Opinion

7.1 Andrew Gilbert, Business Development Director, Ingenia Technology Ltd.

Visiongain got the opportunity to speak to Andrew Gilbert and know his views on the current global food and drink packaging market. He is Ingenia Technology's Business Development Director and has responsibility for Sales and Marketing. Andrew has a strong technical background, with an MSc in Polymer Engineering, and more than twenty years experience in research and development and in printing and product design. During the past eight years Andrew worked for major security solutions provider Payne Security both as Head of R&D and as Business Development Manager. He moved to Ingenia in June 2010.

Founded in 2003 with its headquarters in London, Ingenia Technology (UK) Ltd succeeded in developing innovative products and solutions for brand protection, authentication and track & trace applications for a wide scope of industries and customers. Ingenia's products and solutions are based on a multiple award-winning and proprietary laser technology called Laser Surface Authentication (LSA). Global patents for the LSA technology are held by Ingenia. Visiongain is thankful to Andrew Gilbert for lending his valuable time and sharing his thoughts on the industry.

7.1.1 Upcoming Technologies in the Food & Drink Packaging Market

Visiongain: Is there any specific product type or segment which will lead the growth of the food & drink packaging market?

Andrew: As we move into 2011, counterfeiters are becoming even more organised, professional and sophisticated. Packaging is their first point of call, often producing near perfect copies of containers and boxes that even the genuine producers are finding difficult to tell apart from their own. As an authentication and tracing solution provider, we are seeing that this is especially the case where the returns for the criminals are great. High volume industries such as the food and drinks industry are more often the most targeted.

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7.1.2 Interactive Packaging to Drive the Food & Drink Packaging Market

Visiongain: How does anti-counterfeiting benefit the food & drink packaging market?

Andrew: Clearly the packaging that a product comes in is crucial - whether you are trying to ensure the products are genuine or you are trying to copy them. For genuine suppliers and brand managers the drive is to include features on the packaging that make copying difficult, or ideally, impossible and ensures that only their authentic products reach consumers. To do this there are a range of anti-counterfeiting measures available that brands can currently deploy. These can either be overt measures such as barcodes, holograms or colour-shifting inks, or covert techniques such as using special chemicals, taggants or watermarks.

7.1.3 Recent Developments in the Food & Drink Packaging Industry

Visiongain: What are the technical developments likely to enhance the current food & drink packaging industry?

Andrew: As technology plays an ever-increasing part in packaging production, from design, printing and processing, to distribution, it will also play a large part during 2011 and onwards in paving the way for anti-counterfeiting and anti-diversion solutions for manufacturers and brand owners. Organisations must find a way to fully integrate security solutions into the entire supply chain to ensure consistency and accountability at all times whilst keeping one step ahead of the criminals. No easy feat, but with the evolution of security solutions available we are now more equipped than ever.