



Design once, output many

Il prodotto dall'identità al packaging
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Marketing trends in Packaging: from cosmetics to food through the “Made in Italy” concept”

What does Powerade’s golden PET pack, designed by Coca Cola Europe on the occasion of the Athen’s Olympic Games, have in common with the chromatics of the giant Swatch “totem” by Pininfarina that, in Turin, marked the countdown to 2006’s winter games? And what do the mother-of-pearl reflections that enhance the container for Nivea’s latest body cream have in common with the vibrant and refreshing colours of the vivid sleeves designed and created for the beverage sector? And again what about “Serpentine” by Cavalli? The answer is the “Merck effect” caused by the pigments in the inks or coatings that are from time to time used to achieve the desired aesthetic result beside keeping and adding new functional properties. Print and packaging are two privileged sectors in which beside the added value in the product aesthetics, our pigments also provide important advantages in terms of functionality. It can be a specific light or heat barrier as required in the packaging of food or cosmetics as in Building & Construction, or a sum of virtues allowing a simple material to act as a substitute to preceding more complex and costly solutions. The variety of work that makes up our portfolio from cosmetics to food is the result of a fertile breeding of ideas based on the tailor made concept and the co-development of customized preparations.

The result of experiments and tests carried out has often turned into a design and then a product, thanks to the receptivity of our R&D department that is centralised, but careful to acknowledge the stimuli transmitted by the various local markets via the individual national branches, that is here equal to Made in Italy. The last challenge is now how to protect our Made in Italy from cotraffaction? Is there any Merck’s product developed to provide an additional value to our printed solutions?

