



PACK+

Fresh and Friendly



GRENOBLE, 2018

- 60 people and 20+ years of experience
- Producing flexible packaging film solutions for food packaging applications
- 200+ established customers all over Europe
- **New market possibilities with intelligent solutions**

*Always with the goal :
Providing high quality and safe packaging solutions.*



The issue and its impact

- Only in Germany : 11000 T of food waste / year
→ EUR 25 billion € lost
- Each German
 - consumes = 60 kg of meat / year.
 - Distribution and consumption meat waste
→ 11 kg /year = 1,2 kg beef/ year

→ 100 T beef wasted / year
- German government: 50% waste ↘ by 2030

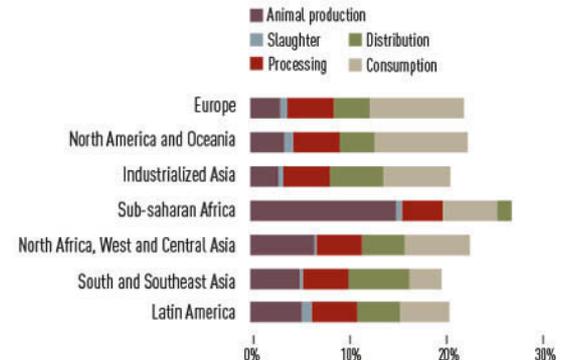


20% MEAT FOOD LOSSES

Of the 263 million tonnes of meat produced globally, over 20% is lost or wasted.



This is equivalent to 75 million cows.



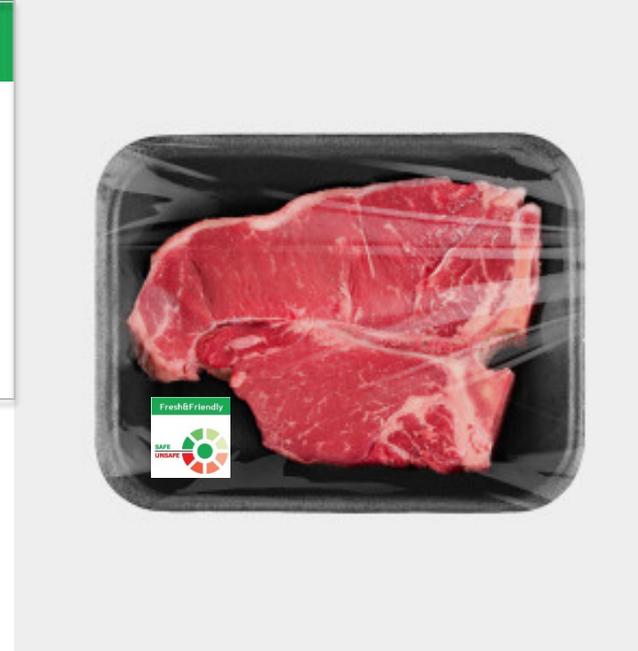
Introducing Fresh & Freindly label

→ Innovative and mature technology

→ Detection of bacteria
(selected panels of raw meat-sensitive)

→ clear VISUAL information
on freshness

→ with EFSA's favorable opinion regarding
the safety.



Benefit of usage Fresh & Friendly label



- Meat producers
- Distributors
- Consumers

Enjoying
planned
dinner



What is happening on the market?

- Market actors:
33 major players
- One established customer
with an established 8 cents /tag (35% margin).
Potential quantities: 1 M tags
- Only competitor: Kao Chimigraf (only for poultry)



Kao Chimigraf



Business plan

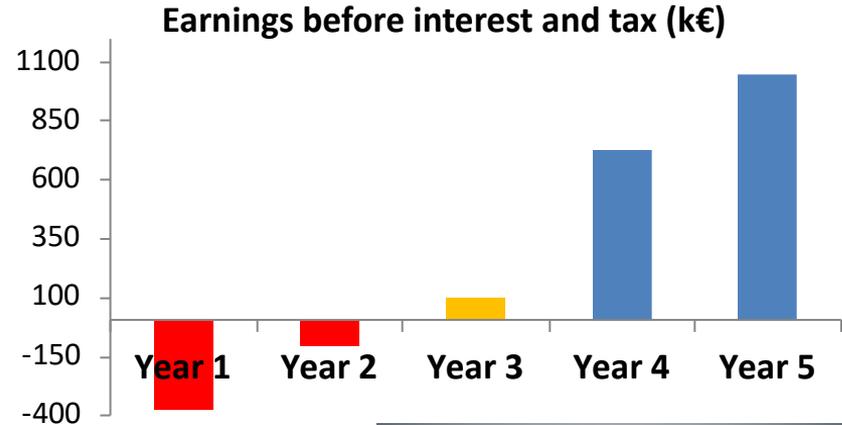


	Year 1	Year 2	Year 3	Year 4	Year 5
Beef: Market share (%)	0.04%	1%	3%	7%	10%
Price/sold unit	8 cents/1M	8 cents/25	8 cents/75M	8 cents/175M	8 cents/250M
Days of work	1	15	45	100	145
Communication costs (additional sells)	- 150 k€	- 150 k€	- 150 k€	- 215 k€	-250 k€
Machine expense and maintenance fee	- 252.5 k€	-2.5 k€	-2.5 k€	-2.5 k€	-2.5 k€
Operation costs		- 100 k€	- 200 k€	- 200 k€	- 200 k€
Profit	30 k€	150 €	450 k€	1.150 k€	1500 k€
Earnings before interest and tax (k€)	-372.5 k€	-102.5 k€	+ 97.5 k€	732.5 k€	1047.5 k€

Established margin 3 cent/tag : small size, only printing and cutting the labels

What is our next step?

- Needed investment = **500 k€**
- 5 years plan with **guaranteed ROI (Year 4)**
- Equipment investment covers an **sells expansion**
- Risk: appearance of an unknown competitor on the market



Thank you

Using Fresh&Friendly will guarantee you an amazing dinner

