

The background is a technical drawing on a yellow-to-orange gradient. It features various lines: solid, dashed, and dotted. Dimensions are indicated with arrows and numbers: 19, 18, 20, 0.75, 0.79 R, 18, 3.5, 18, 19, and 60. In the bottom right corner, there are three white line-art outlines of different box styles: a tall rectangular box with a pointed top, a shorter rectangular box with a gabled top, and a tall rectangular box with a triangular flap on top.

**PACKAGING DEVELOPMENT  
FOR THE FUTURE**



The Packaging Arena is an innovative environment for consumer-driven packaging development in Europe. Our goal is that consumer knowledge and sustainability will drive the creation of tomorrow's packaging.

## **A NATURAL MEETING PLACE**

The Packaging Arena is an environment for consumer-driven packaging development. We collaborate, co-operate and bring together companies and specialists from all sectors of the industry, all over the world. With our unique services, access to leading experts and advanced development environments, we create world-class packaging.

Our strength lies in a network of members and partners, in Sweden and internationally. Our member companies represent the whole chain of the development process. Through collaboration with international networks and other partners, we are the natural meeting place for packaging development.

## **FROM CONSUMER TO NEW PACKAGING**

To develop tomorrow's packaging, we offer unique services based on the latest knowledge. As our client, we will support your development processes. Armed with knowledge of how the subconscious guides consumer decisions, we find out why people act the way they do in certain buying situations.

The services of The Packaging Arena become a complement to our member companies and the whole packaging industry.



## ***THIS IS WHAT WE OFFER***

### ***Advice and process support***

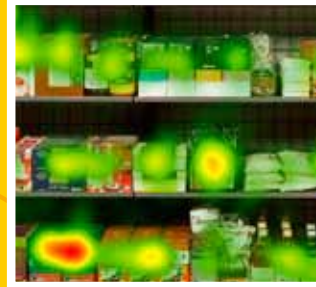
We help companies produce innovative and user-friendly packaging solutions.

### ***Consumer tests***

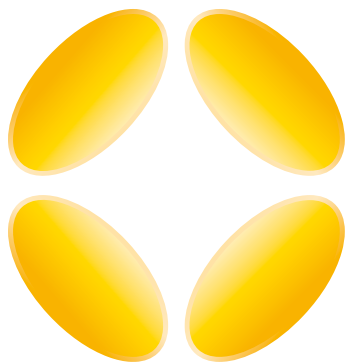
We test the selling capacity of packaging and the choices that consumers make. For more secure product launches.

### ***Innovation support***

We develop new models and methods for involving users in the development. To strengthen the innovative power of both packaging and business.



**CREATE AND  
DEVELOP NEW IDEAS**



**THE  
PACKAGING  
ARENA**

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*Investing in your future*



EUROPEAN UNION  
European Regional  
Development Fund