

Tetra Pak Connected Packaging platform

Traceability, transparency and trust

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Connecting the food industry end-to-end

At Tetra Pak, we are committed to improving sustainability, production flexibility and productivity in the food and beverage industry.

By making smarter use of tomorrow's technologies, we aim to unleash the true power of connectivity for our customers.





Our sustainability approach

At Tetra Pak, our approach to sustainability derives from our brand promise:

PROTECTS WHAT'S GOOD™.

Protecting food

through our processing, packaging and services solutions.

Protecting people

both inside and outside the company.

Protecting futures

our planet's, our customers' and our own.



Our strategy, encompasses the entire value chain, beyond our and your operations, with the aim of adding value to you brand and products.

PROTECTING FUTURES		
	<p>Our commitment to the UN SDGs</p>	<p>We are working to support the sustainable future of our planet and the long-term success of our customers, making direct contributions to SDGs 6, 7, 9, 12, 13, 15 and 17.</p>
PROTECTING FOOD		
	<p>Our commitment to the UN SDGs</p>	<p>Working with our customers and partners to make food safe and available everywhere through our innovative and market-leading food processing and packaging solutions. Through this, we are making a direct contribution to SDGs 2 and 12.</p>
PROTECTING PEOPLE		
	<p>Our commitment to the UN SDGs</p>	<p>We safeguard and empower our people, and are working towards greater diversity and inclusion. Our Code of Business Conduct has high standards for our own business and our suppliers, and we are making a direct contribution to SDGs 8 and 17.</p>



Recycling as one of the key enablers of a low carbon circular economy

- ▶ At Tetra Pak, we see recycling as one of the key enablers of a low carbon circular economy, that depends on sustainable recycling value chains, which ensure cartons are collected, sorted and recycled so they keep delivering value.
- ▶ In November last year, we announced a major new partnership with Veolia, which we plan to increase significantly in 2019. This will enable all components of used beverage cartons collected within the European Union to be recycled by 2025.
- ▶ Our vision is that all beverage cartons are collected for recycling, and zero beverage cartons become litter or are sent to landfill.
- ▶ We have an open approach to partnerships, collaborating with our customers, the industry at large and all players in the recycling value chain.





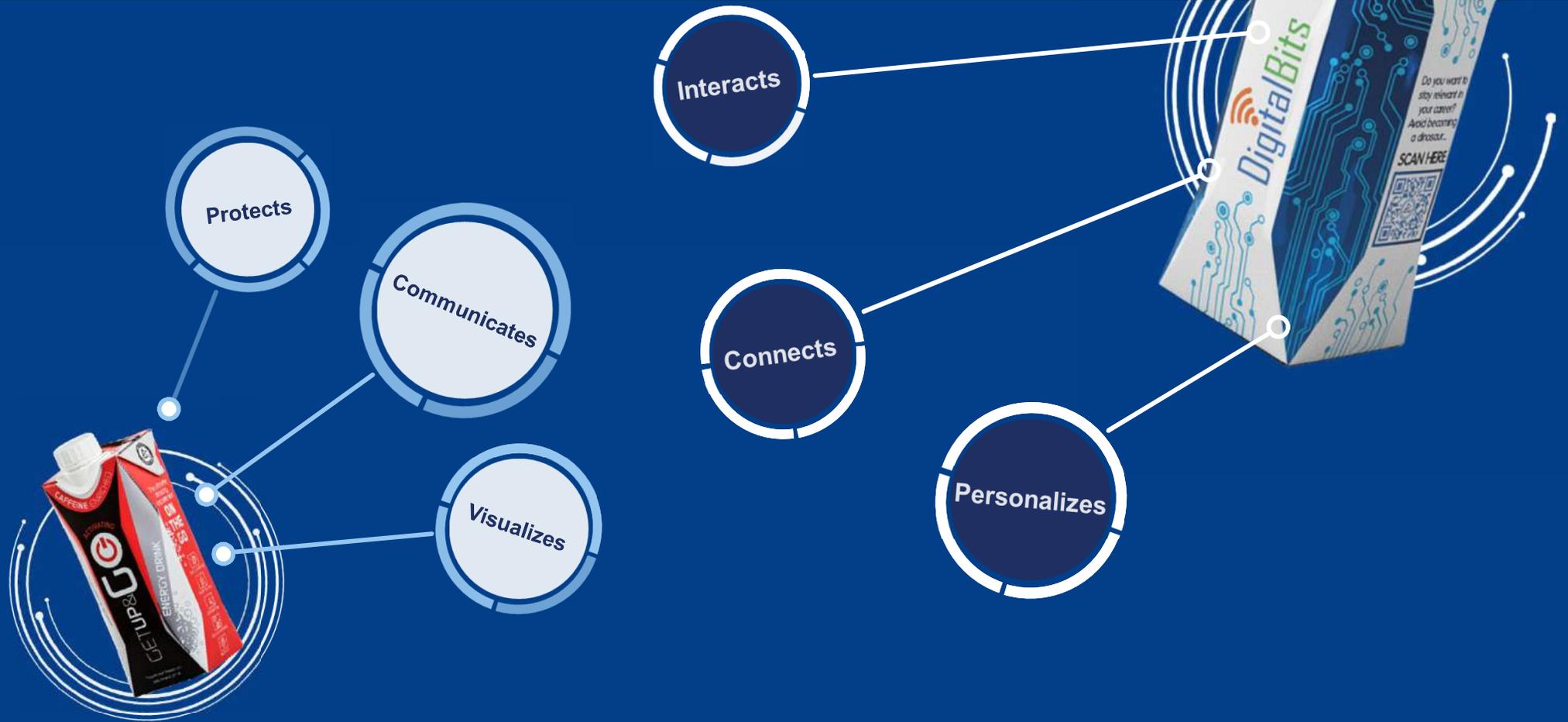
Key industry challenges

- Increasing monitoring of the entire value chain
- Improving transparency and tracking each product individually
- Improving quality control to reduce the risk of food safety issues
- Connecting to consumers more effectively in new ways
- Reducing waste and achieving true circularity





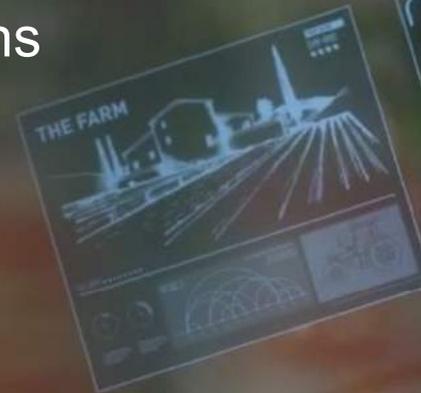
Transform each package into an information and interaction channel





Give your products a digital life!

The Connected Package platform and solutions



Nutrition Facts	
Amount Per Serving	
Calories 141 Calories from Fat 3g	
	% Daily Value*
Total Fat	0.37g 1%
Saturated Fat	0.12g 1%
Trans Fat	0g 0%
Cholesterol	0g 0%
Sodium	12mg 1%
Total Carbohydrate	35.84g 12%
Dietary Fiber	1.5g 6%
Sugars	34.36g 1%
Protein	0.42g 3%



Strawber



Tetra Pak® Connected Package overview

State of the art technology

The platform is based on the latest technology for code generation, printing and data management

Open protocols

The platform is built using open APIs which allows for easy integration of 3rd party services

Secure

The platform is certified to the highest data privacy and cyber security regulations.

Global and scalable

Due to the modular design, the platform is available anywhere around the world at any scale

Adapted for food & beverage industry

Solutions tailored for the food & beverage industry based on the extensive experience of Tetra Pak

Integrated and validated

The platform has been fully validated in order to shorten time to market and can be integrated to cover the full plant





A unique ID together with connected solutions creates value throughout the digital journey



AT EACH STAGE, DATA IS CAPTURED DIGITALLY AND PROCESSED.



Encourage responsible recycling among consumers and monitor recycling rates

Raise recycling rates

Engage with consumers on a whole new level, creating campaigns that reflect the evolving trends. Use real-time data to adjust campaigns and make them more effective.

Engage with consumers

Guarantee the authenticity of your products with end-to-end traceability

Combat piracy



Packages become traceable throughout the production and supply chain, providing data which can be used to make improvements

Optimise production

Use codified packages to gain visibility and intelligence in the supply chain

Improve supply chain visibility

Perform surgical product recalls in the case of a food safety issue - saving time and money and helping safeguard your brand

Control food safety

Use insights from the data you collect to improve your quality assurance systems

Improve quality assurance

CONNECTED PACKAGE TRACEABILITY SOLUTIONS



What is traceability?

Definitions

Traceability is the process that enables you to see the movement of product, at the smallest saleable units level, across the value chain. You can **Track Forwards** to see the intended route of the product towards to the point of care. And you can **Trace Backwards** to identify the history of the transfers and locations of the products.

Track—Forward viewing, where is a product right now in the supply chain and where to move.



Trace— historical view, where the product has been.



DREAM BIG
START SMALL
BUT MOST OF ALL
START

