



Involve. Inspire. Impress.



Wipak ProDirect

Direct to Market
Individualized Packaging Solutions

Wipak ProDirect.

Direct to Market, – Individualized Packaging Solutions

Wipak ProDirect has been developed to ideally meet the requirements of the markets. ProDirect represents a unique, digital printing technology, optimized ordering processes, and high-performance laminate solutions. It opens the door for direct access to the customizable packaging solutions market at an industrial scale.



ProDirect.

Just as Flexible as You and Your Markets

ProDirect means...

- ▶ You are ordering only the quantities that you really need
- ▶ You can efficiently and sustainably produce small and medium sized batches
- ▶ You are reducing inventory, waste and discharge costs
- ▶ You are able to modify and customize print images while the process is running
- ▶ You can get climate neutral packaging on request

Customizable Print Images

Print images can be personalized and adapted while the process is running – a benefit for those manufacturers offering a large range of products and regional brands on different markets. They are now able to quickly respond to trends, customer requirements and competitors by efficiently and ecologically producing even small batch sizes e.g. for seasonal or promotional items. Using ProDirect, Wipak customers are able to get exactly the quantities they really need, thus increasing planning reliability.



- ▶ High resolution, premium-quality print images
- ▶ Water-based inks approved according to food law regulations
- ▶ Solvent-free
- ▶ Sealing resistant inks

Optimised Ordering Processes. The ProDirect WebCenter – Easy Online Management of Print Projects

The ProDirect WebCenter helps you get to your destination faster. The WebCenter is your online platform for the convenient and efficient management, editing and documentation of your print projects, from A to Z.

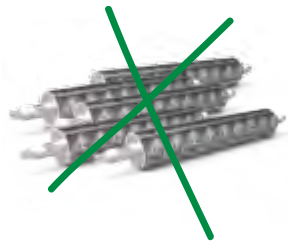
Orders can be booked online via the WebCenter. Standard parameters such as quantity, delivery date, paper quality or roll width can be entered directly, and print images and technical drawings can be uploaded. The WebCenter automatically checks all data (resolution, fonts, etc.) for plausibility and completeness and prepares the print process.



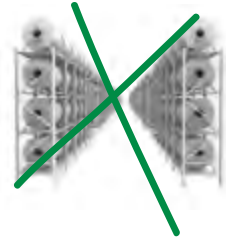
WebCenter

- ▶ Place orders online
- ▶ Upload and check print images
- ▶ Automatic verification of data and print preparation
- ▶ Coordination and approvals online and in real-time
- ▶ Tracking of project status
- ▶ Print image archive

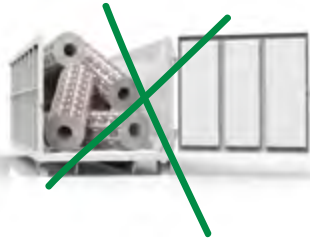
Benefits



- ▶ No printing plate costs
- ▶ Fully automated pre-press



- ▶ Reduction of inventories
- ▶ No remaining quantities in case of print image modifications



- ▶ Reduction of production waste (paper, inks, etc.)
- ▶ Reduction of film waste



What you need is what you get:

- ▶ Short ordering process via WebCenter
- ▶ No minimum quantities
- ▶ Short delivery periods
- ▶ Efficient printing of small and medium sized batches

Inkjet Digital Print

- ▶ Automated – from order booking to pre-press and print image
- ▶ Production capacity comparable to gravure and flexo-print machines
- ▶ Web width identical to conventional printing technologies
- ▶ Reduced set-up times
- ▶ Ready to use: applicable immediately after printing, no curing times, etc.
- ▶ No colour corrections at the machine

High-Performance Laminate Solutions

Paper Laminates: Natural Touch, Premium Design

Digitally printed paper laminates are a key pillar of our ProDirect concept. The sustainable material combinations are attractive for many applications, and can convey characteristics such as craft, health and nativeness as part of a marketing strategy.

Top Performance

When used in combination with extremely low gauge high-barrier films and laminated with solvent-free adhesives, it is even possible to package products under MAP conditions. The strong laminate structures also offer high puncture resistance, providing excellent protection against the migration of mineral oil residues or mineral oil based printing inks in folded boxes. The paper grades used for ProDirect are FSC®-certified* and have been verifiably sourced from responsible forestry.

Paper Laminate Solutions in all Variations

- ▶ Laminated full bleed or in strips
- ▶ Suitable for high-quality digital inkjet printing
- ▶ Customizable window design
- ▶ Can be processed using all standard machines
- ▶ Variable shapes and structures
- ▶ Reduction of fossil raw materials
- ▶ Available options: easy-opening, reclosing, barrier layers, etc.



Impressively Sustainable

Wipak's ProDirect technology directly helps to reduce carbon emissions related to production and to the product. For the Walsrode site, Wipak has had ClimatePartner calculate the corporate carbon footprint. In addition, all direct carbon emissions (according to Scope 1, GHG protocol) have been offset by means of a supporting forest protection project in Papua New Guinea.**

- ▶ Protection of resources due to reduced material consumption
- ▶ Solvent-free composites
- ▶ Water-based inks
- ▶ Reduced stock-keeping
- ▶ Lower energy consumption
- ▶ Reduction of carbon emissions
- ▶ Use of renewable raw materials (FSC® certified paper qualities*)

ProDirect for Climate Neutral Packaging

Based on data provided by Wipak's product carbon footprint calculator, Wipak ProDirect customers are able to offset unavoidable emissions at order level – thus getting a climate-neutral package. Certified climate protection projects are made available for selection in cooperation with ClimatePartner. A label displaying an ID number is printed on the packaging material to ensure utmost transparency. Carbon offsets are reproducible by means of QR codes or online via www.climatepartner.com.



* License Code FSC® C130525

** Track Wipak ID 12374-1703-1001 at www.climatepartner.com to find out more.



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The Wipak Group develops and manufactures sophisticated packaging solutions for food products, as well as for medical instruments and devices. As part of the Finnish Wihuri Group, Wipak is a leading European supplier of multilayer films – especially high barrier films. Our extensive range of services delivered by our Innovation Center, combined with application support through training and workshops, ensure that with our products we can provide significant added value to our customers.

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