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Packdesign ID's packaging mapping service helps to communicate environmental responsibility – less is just right, also in packaging



When the Finnish family company Berner Oy set out to develop a new LV Oat product line, the search for new packaging solutions started from the perspective of responsibility. “Packdesign ID's packaging mapping service helped us to develop open-minded and material-independent options that are in line with our brand's core arguments and our company's responsibility goals,” says Sanni Väinölä, Brand Manager at Berner. The new product line will be available in Finnish pharmacies in October 2021.

Packdesign ID's independent packaging mapping service brings together the offerings of various packaging manufacturers, the latest packaging innovations as well as contacts with freight/half-packers across Europe. The service brings together packaging solutions that combine brand communication goals with practical functionality and the latest material possibilities. The service concept is part of Packdesign ID's holistic design service and helps brand owners view packaging solutions openly and from a new perspective. As in the case of Berner, the service can be used to support company's own strong packaging development expertise and innovation, but it can also provide packaging development expertise to companies that do not yet have the function in-house.

“Over the years, we have been able to develop and design new innovative packaging solutions, but it is often not possible to design completely new types of packaging, as it almost always involves substantial investments. However, the way a product is packaged is in many ways critical for both the brand owner and for the consumers as well,” sums up Emma Kosonen, Design Director of Packdesign ID.

When Berner set out to develop a new range of LV Oat wellness products, it was clear from the outset that the packaging design should convey a strong focus on responsibility. In order to reflect this objective in the final package solutions, Packdesign ID's package mapping review was carried out at the beginning of the project.

*"We wanted the brand's core messages, innovative thinking and responsibility behind our new product line to be clearly visible in the new packaging solutions so that our products would stand out from conventional solutions immediately, at a glance, and communicate the choices made in the brand name," emphasizes Berner's Brand Manager, **Sanni Väinölä**.*

Packaging is an effective brand media and it works most effectively when it is perfectly in line with the brand. At the heart of the LV brand is the idea of products that do not contain any extra ingredients such as perfumes or colourants and therefore put less strain not only on the skin but also on the environment. This core idea of the brand was also a driving force when looking at new packaging solutions – less is just right, also in packaging.

Berner has a strong in-house responsibility program and the new well-being series will also serve as a guide for all future product development projects, as it is the first product series which was examined from the very beginning with an emphasis on responsibility.

The Stand-Up Pouch as a ready-to-use package – the first in Finnish pharmacies

Stand-up pouches are already widely used as refill packs, from which the contents are transferred to the actual use package. However, in the packaging range of the new LV Oat product series, the products are applied directly from the stand-up pouch to body, face or hands.

*"In our package mapping review, we wanted to highlight Stand-up pouch packaging in particular because it boldly challenges traditional ways of packaging and using cosmetic products," says **Maija Olkkonen-Seppo**, CEO of Packdesign ID. "It's really great to work with a customer who is determined to bring new kinds of innovative solutions to market."*

In the case of fragrance-free products that are also suitable for sensitive skin, a lot is required of packaging solutions and product safety cannot be compromised. For example, the possibilities for utilizing recycled materials are still limited. The aim of the project was to take advantage of packaging and solutions that clearly differentiate the brand from its competitors and fit both the products and the brand with greater regard to environmental considerations. The stand-up pouch as a ready-to-use package offers several benefits for both the consumer and the environment: up to 50 % less plastic is needed compared to a standard plastic tube and when transported empty, the stand-up pouches take up significantly less space and thus produce less CO2 emissions. In addition, the consumer is able to use the contents of the stand-up pouch down to the last drop.

More holistic service

Packdesign ID has been monitoring the packaging world and the development of packaging materials for an extensive period of time, identified packaging and consumer trends, and built a strong network in the industry. Now Packdesign ID is offering to make their experts' views known also through the new packaging mapping service. - After all, solutions made in the name of brands are visible to the consumer through packaging as a concrete part of everyday life. Indeed, packaging provides an important channel for communicating brand and responsibility arguments effectively to all stakeholders as well as consumers.

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Berner Oy in brief

Berner Ltd is a Finnish family company founded in 1883. Berner has four business areas and its high-quality domestic and international brands are an integral part of Finnish everyday life. Our long history, interactive way of working and listening to consumers have made us experts in Finnish everyday life. The product development of our own well-known brands, such as XZ, LV, Heti, Tummeli, Rajamäki, Oxygenol, Korrek and Lasol, takes place in the laboratory of our Helsinki headquarters and they are manufactured in Heinävesi, Finland at the Berner production plant. The Berner Group's turnover in 2020 totaled EUR 324.3 million and the number of employees was 536. Sustainability is one of Berner's strategic priorities, and we are committed to its continuous and long-term development #protectingtomorrow. www.berner.fi

Packdesign ID in brief

Packdesign ID is a design agency founded by Maija Olkkonen-Seppo and Emma Kosonen specializing in visual brand design and brand-building, business-supporting packaging design and a pioneer of holistic packaging design in Finland. Packdesign ID designs distinctive brand packaging and envisions future packaging solutions for both domestic and international customers. Maija Olkkonen-Seppo, CEO of Packdesign ID, is one of Finland's best-known packaging designers. She is known as an innovative designer as well as a developer, lecturer, writer and educator in the field. She has more than 20 years of experience in packaging design and brand-building design. Read more: www.packdesignid.fi