



Automatiseren in verpakken

NVC Nederlands Verpakkingscentrum

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NVC NEDERLANDS VERPAKKINGSCENTRUM





NVC Netherlands Packaging Centre

[NVC](#) (founded in 1953) is the association of companies addressing the activity of packaging throughout the supply chain of packaged products. A [list of NVC members](#) can be found on our website.

The NVC membership, projects, information services and education programme stimulate the continuous improvement of packaging.

Sharing the future in packaging



NVC activities



information



innovation



education



network



education

Verpakkingsopleidingen

- [NVC Introductiecursus Verpakken \(Live Hybride met bedrijfsstudiebezoeken\)](#)
geeft u een duidelijk beeld van het produceren van verpakkingen en het verpakken van producten. U heeft na afloop inzicht in de meest voorkomende verpakkingsmaterialen, de productieprocessen, druktechnieken en wet- & regelgeving. Met deze kennis kunt u effectiever communiceren met leveranciers, klanten en collega's.
- [NVC Workshop Paper and Board Packaging \(Live Online\)](#)
geeft u inzicht in de productieprocessen, verpakkingsvormen, verwerkingstechnieken en toepassingen van papier en (vouw/golf)karton.



Average consumer in 2020 [1]
uses 7 packages a day



[1] Bruijnes C, Diepenmaat H, ten Klooster R, van Soest JP, Langeveld G, Balk V. The State of Sustainable Packaging: KIDV - Netherlands Institute for Sustainable Packaging; 2020. 172 p.

[2] Ten Klooster R, de Koeijer B, de Lange J. Towards a generic set of packaging material key figures. Proc IAPRI Conference, Lausanne. 2017

Packaging levels



Primary packaging

- Sales packaging
- Shelf unit
- In direct contact with the product to be consumed



Secondary packaging

- Stock keeping unit
- Grouping and encasing of primary packaging



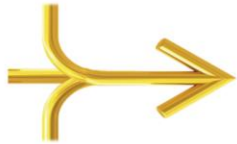
Tertiary packaging

- Facilitate handling and transport of packaging
- Grouping of secondary packaging

Sustainable Packaging

FE

FRONTEND



P-U-E

PACK-USE-EMPTY



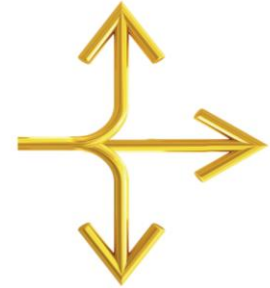
C-C

COLLECT-CONTROL



BE

BACKEND



Standardization vs Mass customization

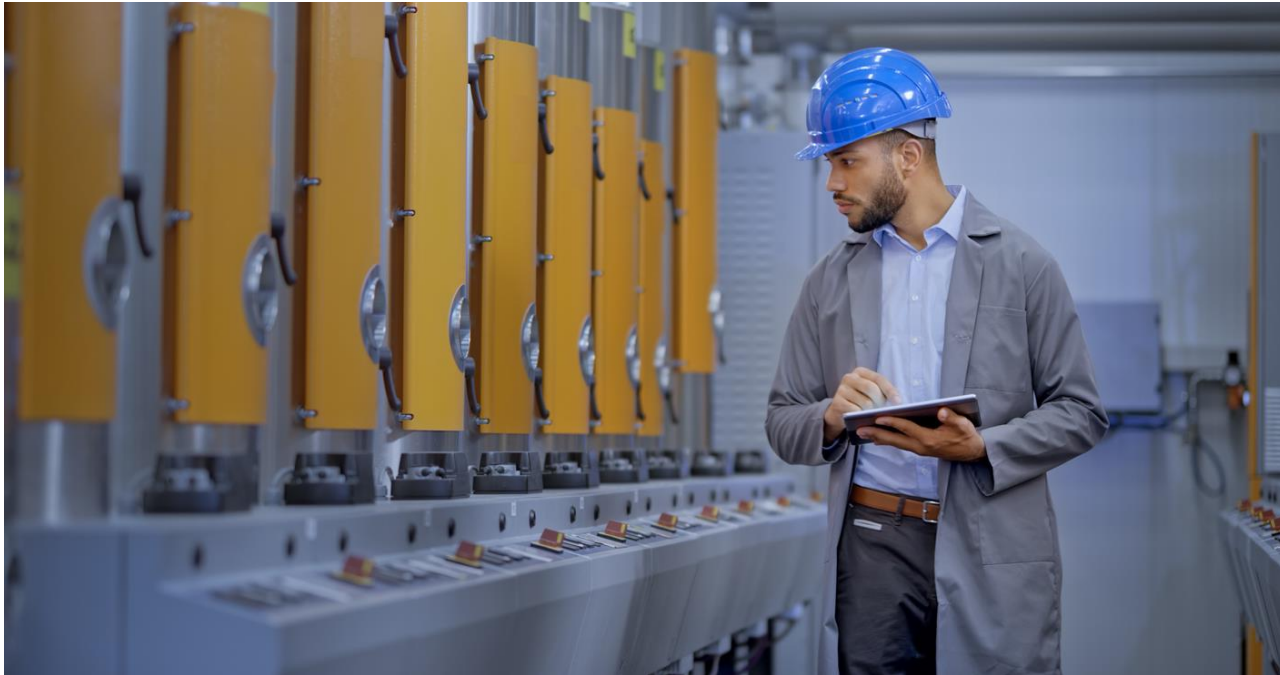


Fotocredits: Share a Coke-campagne, Qgilvy

Tracking and tracing



Skilled labour



Questions?



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