

EUROPACK Presentations

Marketing & Logistic Requirements for Lubricant Packaging

During the years, EUROPACK has been able to gain vast experiences in the field of packaging by processing many projects and developing a lot of conceptions. We compiled a description and discussion of the decisive requirements to lubricant packages in a presentation which we were able to make on the occasion of several international lubricants conferences as well as to customers.

The presentation “Marketing & Logistic Requirements for Lubricant Packaging” was held during the Lubes Conference in Dubai in Spring 2005 for the first time. It gives an overview on the requirements to the packages and concludes that each package can function if it is designed according to the requirements.

Short Contents of the Presentation:

(1) **Introduction**

- Explanation of the Basic Terms of a Package
- Functions of a Package and Requirements to Packages

(2) **Common problems of lubricant packages**

- Functionality Problems (Marketing, Ergonomy, Technics and Logistics, Quality and Environment)
- Visible and Hidden Deficiencies / Manipulation
- Avoiding Functional Problems

(3) **Requirements of lubricant packages**

- Requirements (Marketing, Ergonomy, Technics and Logistics, Quality and Environment)
- Interactions of Package and Environment
- Protection against Manipulation

(4) **New Package Development: Challenges and Difficulties**

- Required Activities during a Package Development and Ongoing Quality Check
- Project Organization and General Advices for the Development

(5) **Trends in Lubricant Packaging**

- Trends regarding Marketing, Environment, Logistics (Standardization, Centralization)
- Globalization Trends

We offer you:

(A) **Holding the Presentation for you**

EUROPACK offers you to hold the presentation for you. Hereby you can flexibly stipulate with us place, time and attendants. We are, of course, also prepared to focus on special issues of the contents.

(B) **Sending the Presentation to you**

EUROPACK offers you to send you the presentation for your own studies. In this connection we are able, upon your request, to add or particularly focus on special issues as well.

(C) **Performance of a Training**

EUROPACK offers you to impart the contents of presentation in the form of a training. Hereby, it is possible to flexibly stipulate with us place, time and attendants.

We would be pleased if the contents of the presentation arouse your interest and look forward to receiving your positive feedback. We would like to share our know-how with you give you a better quality understanding for the subject “packages” and an idea for processes of the package optimisation.

EUROPACK

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